



# The CHARLESTON REPORT

## *Business Insights into the Library Market*

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### Libraries on the Move

**Stanford University Libraries** has announced the Stanford Prize for Innovation in Research Libraries (SPIRL), an award that is intended to recognize and celebrate individual research libraries for sustained and significant innovation in any operational area. The first award is expected to be announced by mid to late February 2013. Nominations may be made by institutions or individuals and are due by 5 pm PST on January 15, 2013. To learn more, log on to <http://library.stanford.edu/prizes/spirl>.

### Mark Your Calendars

**January 25-29, 2013 — ALA Midwinter Meeting**, Washington State Convention Center, Seattle, Washington. Registration open. Check it out at <http://www.alamidwinter.org/rates#>.

**January 29-30, 2013 — APE 2013**, Academic Publishing in Europe, "The Funding of Publishing," Berlin Brandenburg Academy of Sciences, Berlin. Registration and hotel information available at [www.ape2013.eu](http://www.ape2013.eu).

**February 6-8, 2013 — Association of American Publishers (AAP) PSP 2013 Annual Conference**, "The (R)evolution of Value: Building, Collaboration, Innovation and Stability," Ritz Carlton Hotel, Washington, D.C. Details and registration available at <http://www.psp2013conference.com/#>.

**February 25-26, 2013 — Association of Subscription Agents and Intermediaries 2013 Annual Conference**, "The 3 Rs: Reach, Readership and Revenues," Cavendish Conference Centre, 22 Duchess Mews, London. Complete information at <http://subscriptionagents.org/conferences/annual-conference-2013-3-rs-reach-readership-and-revenues#>.

**March 17-20, 2013 — Electronic Resources & Libraries (E&RL) 2013 Conference**, AT&T Conference Center, University of Texas, Austin, Texas. Registration now available at <http://www.electroniclibrarian.com/conference-info#>.

### Short Takes

**Amherst College** has announced a new digital-publishing effort that will publish Open Access peer-reviewed contributions written by leading scholars working in the humanities and social sciences. The college plans to hire a director and two editors to run the new operation, which will be housed in the college's library and will produce books in formats common to most e-readers. Publications will be digital only and will include Creative Commons licenses. Learn more at <http://chronicle.com/blogs/ticker/amherst-college-introduces-open-access-press-for-the-liberal-arts/52725#>.

### Hot Topics from Mini TOC Charleston

#### *"The Age of Curation: Creating & Selling Value In a World of Ubiquitous Content"*

*... Reported by Tom Gilson, Associate Editor, Against the Grain and Head of Reference Emeritus, Addlestone Library, College of Charleston, <GilsonT@cofc.edu>*

Mini TOC (Tools of Change) Charleston more than lived up to its billing as a day of "conversation focusing on the thriving publishing, tech, and bookish-arts community." Held on Wednesday, November 7th and sponsored by O'Reilly Media and BiblioLabs in cooperation with The Charleston Conference, Mini TOC Charleston had something for everyone. The daylong program successfully engaged librarians, large and small publishers, self-published authors, online experts and other information professionals in a far-ranging consideration of the future of commercial publishing.

Staged at the Hippodrome, a spacious amphitheater once used as an IMAX Theater, the presentations ran the gamut from Tumblr's Rachel Fershleiser on the uses of social media; to Travis Alber, founder of ReadSocial and Lisa Daly of Safari Books Online discussing the difficulty of instituting mobile access; to Jan Wright, owner of Wright Information Indexing Services, insisting on the value of metadata.

#### Some of the top takeaways included:

- Francis Pinter's inventive business model "Knowledge Unlatched" where libraries come together to pay title fees to publishers in exchange for open access publication of selected high-quality book titles.
- "Disruptive technologies" noted by Mark Coker and Larry Downs and embodied by the emergence of eBooks and self-publishing are challenging the viability and value of traditional publishers.
- Brian O'Leary saying that in the new networked environment publishers will need to use their content to "build and serve communities of like interest" and that the role of gatekeepers of culture no longer works.
- John Ingram's observation that the "readers are driving the revolution — publishers are no longer in control." Living up to customer expectations is essential with publishers having to be agile and adapt to changes in the market.
- And as highlighted by a number of speakers, there is a need for creative and mutually beneficial partnerships like the one between that British Library and Bibliolabs creating an app that provides access to titles from the British Library's 19th century book collection.

For those of you who are interested, the full Mini TOC Charleston lineup, as well as profiles of all the speakers, can be found at <http://oreilly.com/minitoc-charleston.html>.

## 32nd Charleston Conference Hot Topics

### “Issues in Book and Serial Acquisition: Accentuate the Positive”

... Reported by Katina Strauch, Conference Founder, <kstrauch@comcast.net>

The 2012 Charleston Conference, the 32nd, took place November 7-10, in Charleston, South Carolina. Over 1,640 publishers, vendors, librarians, consultants, library students, and others were among the attendees. A long list of notable individuals offered plenary sessions. Especially interesting this year was the Provosts' Panel which consisted of J. Bradley Creed, Provost and Executive Vice President, Samford University, Jose-Marie Griffiths, Vice President for Academic Affairs, Bryant University, and James O'Donnell, Provost and University Professor, Georgetown University. Another panel that draws accolades at each conference was the Long Arm of the Law Panel moderated by Ann Okerson, Senior Advisor, Center for Research Libraries. The panel consisted of three lawyers — William Hannay, Partner, Schiff Hardin LLP, Winston Tabb, Dean of Libraries and Museums, The Johns Hopkins University, and Nancy E. Weiss, General Counsel, Institute of Museum and Library Services.

The final session of the Conference was a Debate with the premise “The Traditional Research Library is Dead,” which pitted Rick Anderson, Interim Dean, Marriott Library, University of Utah, (speaking for) and Derek Law, Professor

Emeritus, University of Strathclyde (speaking against). The debate continues on the Charleston Conference Website! In addition to the plenary sessions, there were over 240 concurrent sessions, some pecha-kucha sessions, fast tech talks for new products, and poster sessions. Charleston 2012: The Blog, by Donald T. Hawkins, is live on the ATG NewsChannel and contains summaries of many of the sessions. The theme of the Conference for 2012 was Accentuate the Positive and speakers and attendees reinforced the theme frequently. The Conference ended on a decidedly positive note!

#### Some of the hot topics:

**The old model of publishing is no longer viable.** According to Bowker, the number of self-published books in America grew by 287% to 235,625 books between 2006 and 2011. The growing importance of self-publishing to end users and libraries was the subject of several panels.

**The MARC record is no longer sustainable as a format.** With the flood of information of all types, is cataloging of materials as it has been done in the past still possible?

**Training of librarians and information professionals must be rethought.** Libraries are not the same as they were thirty years ago and the professionals that deliver content and reference information need different skillsets, including technological backgrounds and knowledge.

**What is the role of eBooks?** It is clear that the pick up of eBooks is not parallel to the pick up of ejournals. Many patrons prefer print to eBooks for ease of use but searching of eBook content digitally is rampant. A Book Industry Study Group report found that the industry is moving toward a hybrid model.

**And finally — everybody is an entrepreneur!** Many sessions highlighted new models, initiatives and creativity regarding the delivery of content and discoverability.

*The theme for the 33rd Charleston Conference to be held November 6-9, 2013, in Charleston, will be Issues in Book and Serial Acquisition: Too Much is Not Enough. For more information about the Charleston Conferences, visit [www.katina.info/conference](http://www.katina.info/conference).*

## Did You Know?

The Public Knowledge Project (PKP) and the National Autonomous University of Mexico (UNAM) have announced the Fourth International PKP Scholarly Publishing Conference, to be held from August 19-21, 2013, in Mexico City, Mexico — the first time that the PKP Conference is being held in Latin America. Presentations are welcome in both English and Spanish, with simultaneous translation available for some of the plenaries. Proposals (500 word maximum) should be submitted by March 1, 2013, using the submission guidelines and form available at the following link: <http://pkp.sfu.ca/ocs/pkp/index.php/pkp2013/pkp2013/schedConf/cfp>.

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*The Charleston Report* is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders' future plans, library budget projections, library strategic plans, technology directions, and publications needs.

For comments and contributions, contact Rebecca Lenzini, <rlenzini@charlestonco.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. TEL: 303-282-9706, FAX: 303-282-9743, (c) Copyright 2012, The Charleston Co. All rights reserved. ISSN 1091-1863.

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## TCR Quotes...from the 32nd Charleston Conference

*“How do you curate the flood [of information]?”*

*“The MARC record is dead.”*

*“OA gives new life to dead backlist titles and significantly broadens the distribution of the books.”*

*“We have much to be thankful in the U.S. for our advanced stand on IP issues, which is not the case in many countries.”*

*“SCOAP3 is the first project to convert all of the peer-reviewed journals of a discipline to open access (OA).”*

*“Print books with electronic equivalents were used more than print books in general. When print and electronic were both used, usage was higher. There is a connection between print and electronic usage.”*

# Highlights from the Frankfurt Bookfair and Tools of Change at Frankfurt

... Reported by Eric Hellman, <[eric@hellman.net](mailto:eric@hellman.net)>

**First impressions:** If you've never been to the Frankfurt Bookfair, it may be hard for you to comprehend how big it is. Think ALA combined with BEA and multiply by 5. I'd been for a few hours a couple years ago so I knew roughly what to expect, but still I was overwhelmed. People stuff their calendars full of meetings months in advance. I hadn't prepared like that, but somehow things fell into place for me. I found a lovely inexpensive place to stay through the book-fair's private accommodation matching service, and thoroughly enjoyed the events and the people. The Tools of Change meeting held the day before the Bookfair was more like a Charleston-before the storm, and so much of my perspective was shaped by what I heard there. Here are some things that seemed to be themes, at least on the digital side of the business.

**1. eBook sellers not named Amazon.** The most ambitious of these is Zola Books, the eBook store that wants to be the Z to Amazon's A. Zola wants to be your curation engine and has partnered with independent booksellers, reviewers and others to create a social melange of books, authors, curators and readers. Coming from a different direction is Txtr, which is partnering with mobile carriers in Europe to put their \$10 reading device in the hands of every billable account they can find. And Kobo had ads all over the place to remind everyone that they're everywhere.

**2. New ways for publishers to sell eBooks direct to consumers.** I saw companies offering widgets (books4look, Ganxy), companies that could sell eBooks in grocery stores using gift-card technology (Enthrill), and companies offering "white-label" bookstores (QBend). On the other hand, I didn't meet any publishers who wanted to sell books.

**3. eBook portability.** The most controversial announcement came from BookShout, which claims to be able to move your eBooks out of Kindle, with the permission of the publishers. In exchange, they give the publishers data on your usage. But there was some worry about whether they could be trusted with Amazon credentials.

**4. Hey guys, we can vary our prices!** Some of the most interesting discussions surrounded eBook pricing. It seems that it's never been practical before for book publishers to conduct pricing experiments. Before long, buying an eBook will be as complicated as booking a flight to Cancun.

**5. Handwringing about libraries.** The only person I heard talking meaningfully about eBooks and libraries was Tim Coates of Bilbary. And he seems to have given up on public libraries in the UK while holding out hope, and opportunities for cooperation, for the U.S.

**6. Unglue.it.** <http://Unglue.it> Hey, I'm biased.

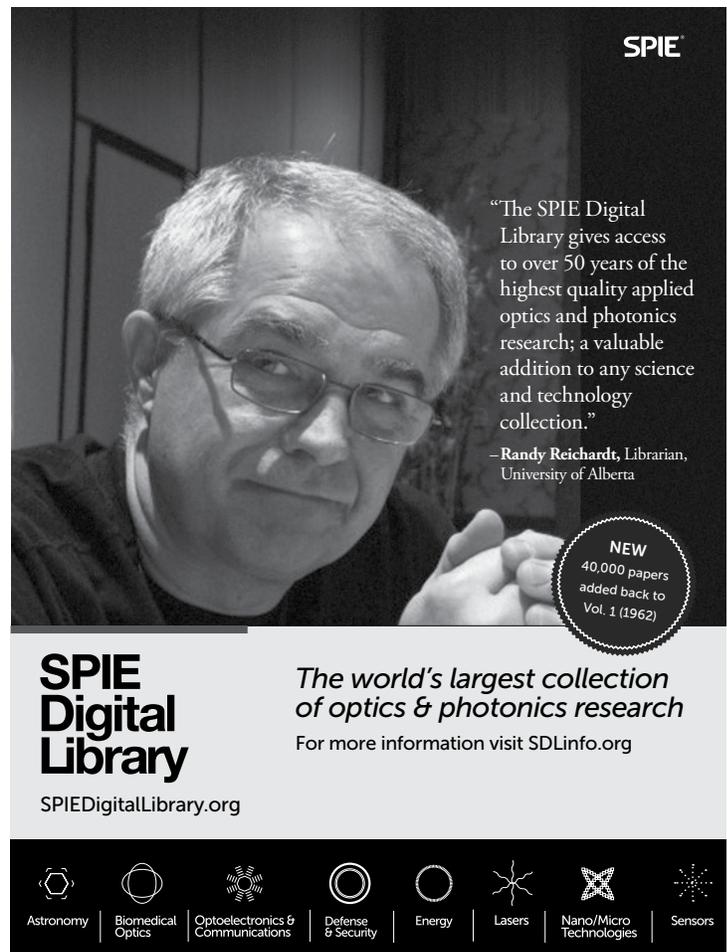
*Ed Note: Learn more about Eric's own innovative Unglue.it project at the Weblink above.*

## By the Numbers

**3.2...**The number of electronic and print books purchased monthly by readers who borrow eBooks from libraries, according to an online poll of 75,000 library patrons conducted by OverDrive and the American Library Association's Office for Information Technology Policy (OITP). Of note, 44% of survey respondents reported that their digital content purchases have increased over the past six months. An overview of useful statistics from the study is available at <http://www.overdrive.com/News/New-Findings-Reaffirm-Library-Borrowers-Are-Also-Buyers#>.

**70%...**of history professors recently surveyed by the American Historical Association believe that print articles are highly valued vs. only 10% who felt the same about digital articles (the latter figure was slightly higher at 15% for faculty at bachelor's colleges). An even higher 85% felt that print monographs were highly valued. Read more at <http://www.insidehighered.com/news/2012/12/03/survey-examines-how-senior-historians-view-academic-careers#>.

**40%...**of all phones sold in the 3rd Quarter of 2012 were smartphones with mobile data traffic doubling between the 3rd Quarter of 2011 and 2012. Total mobile subscriptions are expected to reach 6.6 billion in 2012. <http://www.ericsson.com/news/1659597>



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## Report from the NISO Forum

### “The E-Book Renaissance Part II: Challenges and Opportunities”

... Reported by *October Ivins, Ivins eContent Solutions, <[october.ivins@mindspring.com](mailto:october.ivins@mindspring.com)>*

Last year NISO started this series of annual meetings by “exploring the possibilities exposed by eBooks.” This second meeting addressed innovation and experience, again across the publishers, vendors and librarians that make up the NISO community. Here are some highlights:

- **Innovation in Literary eBooks:** Nick Monfort, MIT and President of the Electronic Literature Organization, discussed and demonstrated a variety of projects that take advantage of technology to create new kinds of literature he called “e-literature works.” Many examples are included on the ELO Website <http://eliterature.org/>.

Richard Nash, with his startup Small Demons, enriches eBooks (primarily trade fiction) by promoting crowdsourcing to add links to topics, places and things mentioned in supported books. The descriptions are cross-referenced and linked allowing the reader to make connections. The incentives offered to volunteer contributors or “curators” presents an interesting model. <https://www.smalldemons.com/books>

- **ePublishing models:** Ken Brooks, Cengage Learning, discussed the development of advanced functionality for eTextbooks hosted on their own site that are simultaneously

offered in a less functional option for loading into local learning system software. Their challenge is to convince students that their hosted version is worth the additional cost. Two take-aways stand out: 1) they expect to discontinue print publication in five to ten years, and 2) publishers need to embrace EPUB3 and accept it as a cost of doing business. <http://www.cengage.com/search/showresults.do?N=16>

- **Accessibility is closely related to interoperability:** Two speakers from the NCAM, the National Center for Accessible Media, expanded the definition of accessibility in their presentations. Geoff Freed noted the goal is not just a text to speech function, but areas that can be grouped as linking support for table of contents, seeking and finding, investigating objects and changing the reading order. Also needed are eBook devices that support multimedia and interactive objects, with appropriate software and lack of DRM. <http://ncam.wgbh.org/>

*Ed Note: October's report will continue in TCR's next issue. In the meantime, to learn more from this Forum, check out the agenda and presentation slides at: <http://www.niso.org/news/events/2012/ebooks/agenda/>.*