



The CHARLESTON REPORT

Business Insights into the Library Market

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TCR Quotes: Overheard at the 35th Annual Charleston Conference

“We must focus on the scholar and professional profile software.”

“Our students are online students.”

“These days everybody needs to be a librarian.”

“Price is not as important as access.”

“Knowledge is a verbal noun.”

“Libraries are places for new knowledge all the time.”

“The printed book has a glorious future in front of it.”

“New librarians need new skills.”

“What do we expect from print collections of the future?”

“Start ups are a contact sport.”

“Browsers aren’t fast enough and browser extensions don’t work.”

“People align with positives.”

“We are in the midst of an information deluge.”

“Watch the fringes. Innovation happens on the fringes.”

“Where is the transparency around data analytics?”

“Do we value what transforms?”

“How do we get from act to impact.”

“Your data is all over the place.”

“There is no one holy grail of data.”

“Privacy is the greatest in print right now.”

“Discoverability is everything.”

“What is the lifespan of digital humanities projects?”

“Will IRs survive? Are they used? Are they necessary?”

“We are now teaching with objects.”

“Curation is important.”

“Blogs must be part of discovery.”

TCR Reports from the Field: Hot Topics from the 2015 Frankfurt Book Fair

... Reported by Anthony Watkinson, CIBER Research,
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Everyone who goes regularly to Frankfurt has their own picture of the event. Trade publishers or authors or authors’ agents live a different life there from those involved in scholarly communication. Those of us in this latter category suspect the former of having bigger parties in the luxury hotels but for most there is always a lot of alcohol consumed. At the end of the day a lot of us move round from booth to booth finding receptions and serendipitously meeting old friends and new contacts and getting business — whatever that is. This is my picture:

1. Every year Frankfurt is seen as losing its key position as *the* place where publishers trade rights, showcase their wares and just network. This year there may have been marginally fewer booths but “professional visitors” were up.
2. On the floor almost no librarians could be spotted but Friedemann Weigel of Harrassowitz told me that they were busy with U.S. librarian enquiries.
3. One exception and visible flitting from booth to booth was the unmistakable form of Mike Keller of Stanford Libraries. He is working on a new project — see www.yewno.com.
4. STM publishers do not do that much rights business in their lavish booths. Springer Nature, however seemed bigger than ever — hardly surprisingly — and a lot of beer was drunk.
5. In general for STM publishers, the big time for networking is before the Fair proper when they meet at the annual STM conference at the Westin Grand. Once again numbers of attendees increased — to 378. This is a very large number for a publisher meeting.
6. The CEO of STM Michael Mabe had got together a panel of industry leaders sitting side by side and having to answer questions, some quite penetrating. There is a video: <http://www.stm-assoc.org/events/frankfurt-conference-2015/?presentations>. There was a lot of talk about customer experience — an ongoing pre-occupation.
7. Open Access remained big. At the STM conference there was a heavyweight presentation by Michael Jubb on the transition to OA in the UK — is it working? See the site above for a download of the power point.
8. Publishers of all sorts have got together to try to help researchers avoid the so-called predatory Open Access companies. There is some support from library organisations, for example LIBER in Europe. Go direct to the site: <http://thinkchecksubmit.org/>. To reach their target audience they will need a lot of help.
9. Copyright Clearance Centre (CCC) has really moved in on Open Access big time. They had their own show at the Fair proper where informed people sat on bar stools and talked about the “next wave.” By far the best talk came from Melinda Kenneway from Kudos — see <https://www.youtube.com/watch?v=Zx6QnmbgAAk&feature=youtu.be> for some evidence based futurism.

Ed Note: The 67th Frankfurt Book Fair was “the most successful one in years,” according to Juergen Boos, director of the event. Nearly 276,000 people visited, an increase of 2% over 2014. The event closed on Sunday, October 20, 2015. <www.dw.com/en/frankfurt-book-fair-wraps-with-huge-crowd/>

The Charleston Advisor's 14th Annual Readers' Choice Awards

... by *George Machovec, Managing Editor, The Charleston Advisor, <George@coalliance.org>*

For the 14th year, *The Charleston Advisor* has sponsored an annual series of awards for the best and sometimes most problematic digital products of interest to libraries. Members of the editorial board made the final selections in a September 2015 conference call. The full text of this awards article is available Open Access at charlestonco.com.

Best New Product — Kanopy Streaming — Not exactly new, but a key service for streaming video for many libraries; includes Criterion Collection, PBS, California Newsreel, Media Education Foundation, BBC, First Run Features, and many more. <https://www.kanopystreaming.com/>

Most Improved Product — Google Translate — Recent updates have made this app the premier place for real-time translation services. Available through the app stores for Google and Apple.

Directory of Open Access Journals (DOAJ) — Started in 2003, the DOAJ is the preeminent directory of Open Access journals around the world used by many link resolvers and other services. <https://doaj.org/>

Best New End User Product — Discogs — This free community-built music discography Website includes over five million metadata records built around album releases. <http://www.discogs.com/>

Best Interface — ProQuest Platform — ProQuest's 2015 upgraded interface now works on virtually any platform and includes improved document viewing, easier navigation and better ADA compliance. <http://www.proquest.com/about/news/2015/ProQuest-Works-with-Users-and-Library-Development-Partners-to-Enhance-Its-Platform-Interface.html>

CORRECTION. *Please pardon us! In "The Charlotte Initiative: Permanent Acquisitions of eBooks for Academic Libraries," which appeared in v.20, no.2, we incorrectly reported the dates of The Working Group Meeting this fall. It was held September 29-30, 2015 (not September 29-October 3, as originally published).*

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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 2015, The Charleston Co. All rights reserved. ISSN 1091-1863.

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Best Content — Open Textbook Library — This service from the University of Minnesota pulls together Open Access textbooks from many different universities so that they are easily discoverable in a single location. <http://open.umn.edu/opentextbooks/>

Most Improved Access (One Time) — Taylor and Francis E-books — As of March 1, 2015, 95% of Taylor & Francis e-books are DRM free whether purchased directly from T&F or through major book jobbers. http://www.taylorandfrancis.com/online/articles/improved_functionality_on_taylor_franis_ebooks_access_our_content_more_quil

Best Pricing — Open Library of Humanities (OLH) — The goal of this initiative is to create a sustainable Open Access home for humanities peer reviewed research. Library Partnership Subsidies are funding the program rather than article processing charges (APCs) often used in other OA journals in other disciplines. <https://blog.openlibhums.org/>

International Monetary Fund — On January 1, 2015, the IMF made all of its data freely available to all types of users, and so eliminated pricing for online data subscriptions and reduced pricing by up to 70% on other subscription packages that included the data. <http://www.imf.org/external/index.htm>

Best New Mobile App — 3M Cloud Library — This free app is an easy way to browse and check-out e-books from your local library, available for Windows or Mac-based systems from 3M as well as the Apple App Store, Google Play, NOOK Storefront and Amazon apps (for the Kindle). <http://www.3m.com/us/library/eBook/>

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Overleaf — A new service offered by many society journal platforms to provide online collaborative work tools designed to expedite the process of writing, editing and publishing with colleagues anywhere in the world. <https://www.overleaf.com/>

Best Effort — USUS — This site provides advice on how to best use COUNTER reports, known problems with COUNTER reports and new developments with COUNTER usage statistics — of great help to both publishers and librarians. <http://www.usus.org.uk/>

Newsletter Builder (EBSCO) — A great tool from EBSCO that allows librarians to curate and disseminate information about EBSCO products and services for their users. <https://www.ebscohost.com/corporate-research/newsletter-builder>

Ones to Watch — Occam's Reader — Developed by Texas Tech University and the University of Hawaii at Manoa in collaboration with the Greater Western Library Alliance (GWLA) this software is designed to support the seamless interlibrary loan of e-books that are DRM free, opening the door for interlibrary loan in a format that is preferred by many patrons. <http://www.occamsreader.org/>

2015 Charleston Conference Round Up!

35th Annual Charleston Conference: Where Do We Go From Here?

... by Leah Hinds, Assistant Director, The Charleston Conference, <leah@charlestonlibraryconference.com>

The 2015 Charleston Library Conference was held from Wednesday, November 4, through Saturday, November 7. Four Charleston Seminars were held prior to the conference, on Monday and Tuesday, November 2 and 3.

The Charleston Seminars are in-depth workshops that are offered either before or after the main Charleston Conference. This year's Seminars were "Acquisitions Bootcamp" and "Legal Issues in Libraries," presented in partnership with UNC-CH School of Information and Library Science; "An Introduction to Library Data Management Services," presented in partnership with ALCTS; and "Understanding the Library Market."

The Conference drew 1,788 total registrants: 40 Consultants (2%), 887 Librarians (50%), 97 Other (5%), 3 Press (>1%), 323 Publishers (18%), 27 Students (1%), and 411 Vendors (23%). These statistics were taken from the self-reported "Attendee Type" category on the conference registration form.

Ten Preconference Sessions were held on Wednesday, November 4, on topics such as citation analysis, assessment and library value, e-resource management, negotiating with vendors, weighted collection development allocation formulas, streaming video, KBART, and two Ithaka S+R workshops on evidence-based decision making.

Greg Gersch, a graphic recorder created works of art from information presented in Plenary Sessions at the Conference on Thursday, November 5, thanks to a Platinum Sponsorship from bepress. Greg used large canvases, approximately 8x4 feet,

to capture the main ideas and takeaways from the Conference through graphic art. Images can be found on the Conference's website at <http://www.charlestonlibraryconference.com/graphic-recorder-images/>.

The Main Conference consisted of 9 Plenary Presentations, 112 Concurrent Sessions, 29 Innovation Sessions, 42 Lively Lunches, 12 Neapolitan Sessions, and 36 Poster Sessions. Major themes of the meeting included Open Access Publishing, Demand-driven Acquisition, Analysis and Assessment, Streaming Video, and the future of University Presses.

The week was capped off by a closing session and "Poll-A-Palooza" on Saturday afternoon, presented by Erin Gallagher (E-Resources & Serials, Olin Library / Rollins College) and Derek Law (Professor Emeritus, University of Strathclyde). Erin posed both fun and serious poll questions, ranging from "Where are you from?" and "What is your favorite restaurant in Charleston?" to "Have you even taken a MOOC?" and "What do you think will be the hottest topic of Charleston 2016?" Derek's closing statement made observations about how the conference helps us move from chaos to community, from where we were to where we are going. He also described the Charleston Conference as an experience of the senses, naming things seen, tasted, smelled, heard, and touched.

Be sure to mark your calendars now for next year's conference, set for November 2-5, 2016. See you then!

Networking and Innovation at the 2015 Charleston Conference Poster Sessions

... by Tom Gilson, Associate Editor, *Against the Grain*, <GilsonT@cofc.edu>

Once again the 2015 Charleston Conference poster sessions proved to be an excellent format for librarians to describe innovative programs, offer practical solutions to shared problems, and discuss the results of their recent research. Held on both Thursday and Friday evenings at the Courtyard Marriott in downtown Charleston, the poster sessions also provided an opportunity for attendees to network over their favorite beverages and snacks while they viewed and discussed the various poster presentations.

A total of 36 posters were on display during the two sessions and covered diverse topics ranging from demand-driven acquisitions to streaming video; collection assessment to de-acquisitions; e-book collections to institutional journal subscriptions; and circulation analysis to strengthening the library-publisher relationship.

(A full list of the posters can be found at: <http://www.charlestonlibraryconference.com/conference-info/full-schedule/> and a video of the session can be viewed at: <https://www.youtube.com/watch?v=s8-hwE4rAqQ>)

2015 Penthouse Suite Interviews

... with thanks to Tom Gilson, Associate Editor, *Against the Grain*, <GilsonT@cofc.edu>

The Penthouse Suite Interviews are a relatively new tradition at the Charleston Conference. Begun in 2011, these video interviews are held in the Penthouse Suites of the Francis Marion Hotel and have focused on the plenary speakers and other key presenters at each Charleston conference. This year was no exception. A total of eight interviews were conducted and featured luminaries like Courtney Young, ALA past-President; Jim O'Donnell, former Provost of Georgetown University and current Dean of Libraries at Arizona State; Katherine Skinner, Executive Director of the Educopia Institute; Mark Sandler, Director, CIC Center for Library Initiatives; Alicia Wise, Director of Access & Policy, Elsevier; Gary Price, the Founder/Editor of *infoDOCKET*; Carol Tenopir, Chancellor's Professor at the School of Information Sciences at the University of Tennessee; and Erin Gallagher, E-Resources & Serials Librarian, Rollins College; ATG Columnist and Co-convenor of the Charleston Conference ending Poll-a-Palooza. This year's Penthouse Suite Interview team consisted of Audrey Powers, Stacey Marien, Jack Montgomery, Albert Joy, Matthew Ismail, and Tom Gilson.

(All of 2015 Penthouse Suite Interviews will be available for viewing by the end of December at: <http://www.charlestonlibraryconference.com/video/atg-penthouse-interviews/>)

By the Numbers

1.1 billion... the number of Creative Commons licensed works in 2015, up from 140 million in 2006. Founded in 2001, CC now works with over 85 countries worldwide. Learn more at <https://stateof.creativecommons.org/2015/>.

77,356,876... the number of content items now listed in CrossRef, up 10% from 2014. The figure was part of a presentation by Executive Director Ed Pentz at the recent CrossRef membership meeting in Boston. See his full slides at <http://www.slideshare.net/CrossRef/tag/crossref15>.

Don't Miss This!

Electronic Resources and Libraries has announced the release of the ER&L 2016 preliminary program search tool which provides a first look at upcoming ER&L sessions, even before final presentation times have been assigned. The 11th Annual Conference is set for April 3-6 at the AT&T Executive Education and Conference Center at the University of Texas at Austin. Check out the new tool and conference details at <http://electroniclibrarian.org/2016-prelim-program-now-available/>.

Mark Your Calendars

January 8-12, 2016 — American Library Association Midwinter Meeting & Exhibits, Boston Convention and Exhibition Center, Boston, MA. Registration info at <http://2016.alamidwinter.org/>.

February 3-5, 2016 — PSP 2016 Annual Conference, "The Agile Publisher: Integration, Innovation and Transformation." Fairmont Hotel, Washington, D.C. Registration available at <http://www.psp2016conf.com/>.

February 9-11, 2016 — VALA 2016, "Libraries, Technology and the Future." Melbourne Convention and Exhibition Center, Melbourne, Australia. Details at <http://www.vala.org.au/conferences/vala2016>.

March 8-10, 2016 — Computers in Libraries 2016, Washington Hilton, Washington D.C. Registration now open at www.computersinlibraries.infotoday.com/2016/Register.aspx.

March 21, 2016 — 25th Annual North Carolina Serials Conference, one-day session held at the William and Ida Friday Center for Continuing Education in Chapel Hill, NC. Details at <http://web.lib.ecu.edu/ncserialsconference/2016/>.

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