

What was a digital library?

What was a digital library?

"A digital library of digital documents, artifacts, and records. The advantage of having library material available in digital form is threefold: (1) the content occupies less space and can be replicated and made secure electronically; (2) the content can be made immediately available over the internet to anyone, anywhere; and (3) search for content can be automated. The promise of the digital library is the promise of great cost reductions while providing great increases in archive availability and accessibility."

-The Universal Library Project, Carnegie Mellon University 1998

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eBooks are Born

- 1971: eBooks are born.
 - Michael Hart developed the first ever eBook: The Declaration of Independence.
 - This then turned into Project Gutenberg.
 - The Goal of Project Gutenberg is to disseminate electronic versions literary works worldwide.
- 1985-1992: The Voyager company began CD-ROM production that included eBooks.
- 1990: The web boosts the Internet.
- 1993: The Online Books Page is started – makes books freely readable over the Internet.
- 1995: Amazon.com begins to sell books online.
- 1997: Digital Publishing goes Mainstream.
- 1998: The first library website goes live: Helsinki City Library in Finland.
- 2001: Creative Commons licenses are developed.
- 2003: Publishers begin to sell digital versions of their books.



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Initial Perceptions

- Few people believed that digital books would be commonplace in the near future.
- People still preferred to read physical books as opposed to eBooks.
- Reactions are mixed, some welcome the new technology and the increased access to material, others believe that this new format will not last.

"My lifelong love affair with books and reading continues unaffected by automation, computers, and all other forms of twentieth-century gadgetry."

-Robert Downs, Librarian, Library of Congress, 1985



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Devotion to Print

"Electronic texts represent an encouragement to reading and a convivial participation to culture dissemination. These texts are a good complement to the print book, which remains irreplaceable when for 'true' reading. The book remains a mysteriously holy companion with profound symbolism for us: we grip it in our hands, we hold it against us, we look at it with admiration; its small size comforts us and its content impresses us; its fragility contains a density we are fascinated by; like man it fears water and fire, but it has the power to shelter man's thoughts from time."

– 1996, Pierre Perroud, founder of the digital library Athena



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Devotion to Print

"The printed text can't be replaced, at least not for the foreseeable future. The paper book is a tremendous 'machine'. We can't leaf through an electronic book in the same way as a paper book. On the other hand electronic use allows us to locate text 65 chains more quickly. In a certain way we can more intensively read the electronic text, even with the inconvenience of reading on the screen. The electronic book is less expensive and can be more easily distributed worldwide."

- Roberto Hernández Montoya, editor of the electronic magazine *Venezuela Analítica*



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Early Formats

- PDF (portable document format): Acrobat Reader (replaced by Adobe Reader)
 - Launched in 1993 by Adobe.
 - Free to read.
 - A fee to make PDF documents.
 - Acrobat eBook Reader: used to read PDF files of copyrighted books, while giving the ability to add bookmarks and notes.
 - Adobe Content Server: Used by publishers and distributors to package, protect and distribute their copyrighted books, while managing their DRM.
- LIT: Microsoft Reader
 - Launched in 2000 to allow people to read on PDAs or PocketPCs.
- PRC: Mobipocket
 - Founded in 2000.
 - Universal, could be used on any PDA.
- OeB: Open eBook (Now EPUB)
 - Format which most eBooks are derived from.



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Content – Largely Academic

- Early eBooks were generally based in specialty subject areas.
- Educational, academic, scientific publications, and universities created online textbooks and communities.
- Newspapers and Magazines: The New York Times, The Economist
- History-Based: Images, Rare Documents, Manuscripts, Maps



Early Adopters

- Educational institutions were early adopters of digital books.
 - Cheaper solution than print books.
 - Universities created their own text books online, which allowed for a database of digital materials
- Public Libraries used websites as their virtual window, providing patrons with access to public works, literary and scientific articles, images.



Early eReaders

- 1998: The first portable eReaders were introduced and included The Rocketbook from NuvoMedia that sold for \$500!
- Downfalls of Early eReaders
 - Would only read certain file formats.
 - Short Battery Life.
- Many people read eBooks on their computer or PDA.
 - Henk Slettenhaar, a professor in communication technologies at Webster University in Geneva, Switzerland. He wrote in August 2000:



"I have a hard time believing people would want to read from a screen. I much prefer myself to read and touch a real book."





EPUB – The New Standard

- 2007: EPUB (electronic publication) became the industry standard for eBooks.
- Developed by the International Digital Publishing Forum (IDPF).
- Features:
 - Reflowable text (word-wrap).
 - Resizable text.
 - Embedded metadata.
 - Embedded file support (e.g. flash videos, URLs).
 - DRM Support.
 - eReader Support.



Academic Libraries and eBooks

- Academic Libraries offer popular reading materials in addition to scholarly monographs, reference works, and scholarly works on specific subject areas.
- Selectors attempt to build eBook collections by looking at existing usage patterns with the physical collection and information that users are seeking online.
- Academic libraries are seeing a decline in the use of print reference material due in most part to the convenience and speed of information seeking online.
- eBooks allow academic libraries to de-duplicate physical material and supplement with access to digital materials.

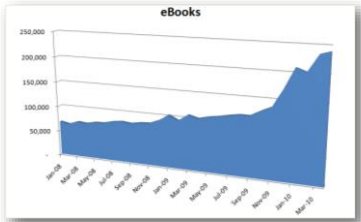


Public Libraries and eBooks

- 2003: Vendors like OverDrive began offering eBook platforms to public libraries.
- 2004: Open eBook Forum (now called International Digital Publishing Forum) holds a conference to discuss the future of eBooks in public libraries.
- Libraries band together to form consortiums, as a means to bring the service to libraries while keeping the risk low as they tested the new media.
- Various lending models allow a library to choose their title licensing:
 - One Copy One User
 - Maximum Access
- Libraries choose their collections from a catalog of hundreds of thousands of books in virtually every subject and genre.
- By 2011 thousands of libraries worldwide host digital libraries containing collections of popular reading and reference materials.

Library Lending Booms

- In 8 short years statistics soar ...
- April 2003: 617 Library eBook checkouts.
- March 2011: 1,171,755 Library eBook Checkouts



Publishing & Retail Industry



- More and more publishers are offering their content in the digital format.
- Distribution of eBooks is far more cost effective than print.
- Publishers increase eBook distribution to retail and lending channels, attempting to capture profits from the growing format.
- eBook Sales continue to outpace physical book sales.
- Triple digit percentage growth (202%) from February 2010 / February 2011.
- Average monthly eBooks sales, about 90.3 million.

Current Content Trends

- Publishers begin to see the value of bestselling fiction and nonfiction.
- Publishers see an increase in retail eBook sales due to discovery in library channel.
- 2003: Circulations for fiction and nonfiction were almost even.
- 2011: Fiction out circulates nonfiction 3 to 1.
- eBook is now the number 1 format in all trade categories.
- Highest Circulating Genres
 - Romance
 - Historical Fiction.
 - Mystery.
- Highest Circulating Subjects
 - Business.
 - Biography & Autobiography.
 - Computer Technology.



Analyzing the Collection

- Usage statistics and reporting features allow libraries to review and analyze their investment in digital books.
- Libraries need to justify the expense of their eBooks, providing usage data allows a library to make a case for an increased budget for digital materials.
- COUNTER (Counting Online Use of Networked Electronic Resources) sets a standard and helps librarians, publishers, and vendors to record and report online use statistics in a credible and consistent way.
- Key elements of analysis include number of sessions, searches, and units accessed.
- Vendors like OverDrive allow libraries access to fully developed reports to analyze their collection, helping with content selection, filling holds, and patron interest.



Amazon Kindle Changes the Game...

- 2007: Amazon launches the Kindle - \$399 (sold out in five hours!).
- 2009: Amazon launches Kindle 2 - \$259 (Text to speech, Up to 1500 digital books).
- 2009: Stephen King makes his new novella, *U/R* available exclusively through the Kindle store.
- 2009: Kindle goes international late 2009.
- 2010: Kindle 3 is released for \$189.
- 2011: Millions of people now own Kindles.
- 2011: Kindle offers a \$114 model.
- 2011: Amazon announces library lending on Kindles.



Modern Dedicated eReaders

- Amazon Kindle, Sony Reader, and the Barnes and Noble NOOK are three of the most common dedicated eReading devices.
- Modern eReaders use Electronic Paper or eInk technology that is designed to mimic the appearance of ink on paper and makes the reading experience much more comfortable, especially in sunlight.
- Many readers now being produced feature LCD Touch-Screens, backlights, and color enhancement.

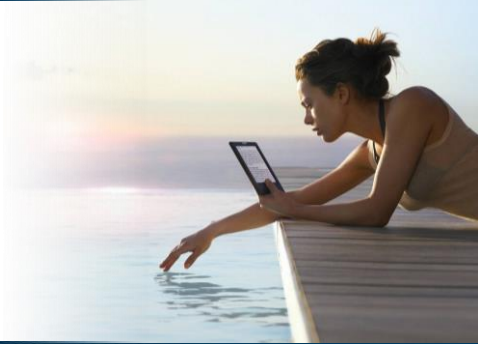


The Emergence of Apps

- The introduction of mobile reading applications has expanded the opportunity for users to locate and consume reading material.
- Hundreds of companies have rushed to develop mobile reading applications for major operating systems like Android, iOS, Blackberry, and Windows Mobile.
- OverDrive Media Console Mobile allows for library patrons to browse, checkout, and download all within the application.



eBooks: Past | Present | Future



eBooks in Public Libraries

- As the popularity, circulation, and patron interest of eBooks continues to grow, libraries will shift a larger portion of their materials budget to add to and fill holds in their eBook collections.
- Libraries will begin to enact the patron driven acquisition, allowing their patrons to suggest the appropriate eBook content for the collection.
- Libraries will continue to gain non-traditional users and spread the word about their digital library services.



eBooks in K-12 Education

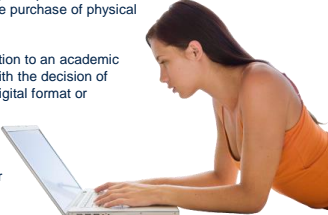
- Enhanced eBooks give students a reading experience that enhances phonics, vocabulary, and comprehension.
- Teachers are experimenting with unconventional classroom technology like cell phones to teach online tools and resources.
- Budgets being reduced in school libraries. However, teachers are introducing students to free online eBook collections.
- Schools are beginning to explore the possibility of joining public library consortiums and even hosting their own virtual branch.



- Cost and availability of hardware and devices are often barriers to providing eBooks in school libraries.
- School librarians are now testing the types of eBook materials to purchase for their digital collections – pleasure reading vs. academic, reference.

The Future of eBooks in Higher Education

- Reduced budgets and space are forcing academic libraries to start the process of collection de-duplication.
- eBooks offer these academic institutions the ability to replace print purchases or duplicate them in the digital format, freeing up space and budget.
- Academic publishers are beginning to explore the idea of eBook supplements and title by title purchase of physical material.
- While eBooks may be a great addition to an academic collection, librarians are now faced with the decision of offering materials exclusively in the digital format or purchasing the physical counterpart.
- In many instances selectors might opt to purchase initially in digital and use a purchase on demand model for the physical material.



The Future of Publishing

- The publishing industry is starting to see a significant decline in physical book sales while eBook sales grow.
- Retail eBook sales make up 60-80% of many publishers revenue, this number is expected to rise.
- Many are choosing to take advantage of this shift and adjust their publishing schedule to be more efficient at publishing and distributing quickly.
- Publishers are also faced with the task of turning their entire back catalogs into eBooks, costing a large amount of time and money.
- Publishers are concerned that the low prices of eBooks will affect their profits.

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Self-Publishing

- The rise in popularity of eBooks has also given rise to the self-publishing industry.
- Amazon offers their sales platform to everyone for free.
- The low cost digital publishing industry and social media tools allow self-published authors the opportunity to succeed.
- Many authors previously published by major trader houses are taking back or keeping the digital rights to their works.
- eBooks vendors are welcoming the opportunity to work directly with these self-published authors to add titles directly into their catalogs.
- J.A. Konrath is one such author that has received tremendous success with the sales of his eBooks directly through Amazon and vendors like OverDrive.

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Content: Future Predictions

- Everything and anything will be put into eBook.
- Digital exclusives
- Catalogs of backlist fiction will be turned into eBook.
- Long Form / Narrative Journalism
- eBooks will become more commonplace.
- A shift of focus onto content previously thought to be undesirable in the eBook format:
 - Children's and Young Adult Books.



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Enhanced eBooks

- Enhanced eBooks offer the opportunities that are impractical for traditional print books.
- Offer the opportunity to engage the reader with animation, puzzles, quizzes, and vocabulary.
- Give the reader the ability to choose their own reading experience.
- Reference eBooks allow for instant access to enhanced information complete with keyword searching.
- Provide multiple language options for ESL learners to encourage language development.
- Readers with disabilities have the ability to access eBooks with adjustable font and text-to-speech software.



eReader Predictions

- Global eReaders sales are expected to grow from 12 million in 2010 to 127 Million in 2014
- Average price is expected to drop to \$114 by 2014, down from \$182 in 2010
- The largest growth of eReader ownership will take place by consumers in India and China.
- Several factors contribute to eReader growth including falling prices, color displays, and growing content libraries.
- eReaders will get apps.
- Readers geared towards specific populations: children, students, higher education.

Unanswered Questions

- Is the dedicated eReader disappearing?
- What will become the dominate form of eBook consumption?
- Will eBook prices rise?
- How low will eReader prices go?
- How will publishers adapt to the changing landscape of the publishing industry?
- Will we see every single book published in eBook?
- How will education be changed by the eBook revolution?

OverDrive: The Proven Value in Library Downloads

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