EBOOKS ARE HERE TO STAY: ARE WE READY?

Commercial Academic Publishers and Scholarly Presses: Trends, Challenges & Opportunities

Carol Stephenson, TUG
Conference, April 19, 2013
Ebooks Have Arrived

46.4% of profiled print titles are available as eBooks after 8 weeks

24.5% of the profiled print titles are available as eBooks within 8 weeks

(May 2011-April 2012 YBP)
What’s Happening in the Industry?

Competition

Accelerated Emphasis on eBooks
- Shift from print to digital distribution
- Digitization of older content

New Business Relationships
- Mergers
- Collaborations
Accelerated Emphasis on eBooks and Platform Development

Springer eBooks Produced
Annually, 2005 to 2013

Over 53,000 ebooks, 28,000 protocols
Plus: Archive 50,000 titles from 1842 to 2004

Palgrave Connect
over 10,000 titles
1989 to 2013 as well as two classic reference archives

SAGE knowledge
2,500 eBooks and eReference

Over 23,000 eBooks

Over 12,000 monographs, handbooks, book series, dictionaries,

Palgrave Connect

Wiley

DIGITAL BOOKS RESOURCES FOR YOUR LIBRARY

Taylor & Francis eBooks

Over 53,000 eBooks, 28,000 protocols
Plus: Archive 50,000 titles from 1842 to 2004

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New Business Relationships

10 Ontario universities deal
12 of the 14 Canadian university presses
3,000 titles from 2007 to 2012; 500 new each year until 2014
Scholars Portal exclusive platform; comprehensive coverage

University Press Scholarship Online (UPSO)
Oxford Scholarship plus 11 university presses; adding MIT and Stanford in 2013
12,000 titles

University Publishing Online
Cambridge University Press plus 10 university presses
23,000 titles (majority Cambridge UP)

Project Muse
80 university presses
7,500 titles 2010-2013
16,000 prior to 2010

30 scholarly presses
15,000 titles
The complexity of distribution and access for publishers and librarians

The “shot gun” approach results in ....

Multiple distribution platforms with multiple user viewing and access options

Only some books from some publishers on some platforms

Different price for the same title depending on
- access (single or multiple user)
- subscription or purchase
- patron driven acquisition
- bundling (subject collections or big deals, subscriptions)
Why is eBook pricing so variable?..............Balancing costs & revenue

The average scholarly monograph (a scholarly treatment of a single subject) will sell fewer than 75 copies in Canada. World wide, such a book will probably sell 300-600 copies. The average deficit of a scholarly book published in Canada is approximately $15,000. P Website [http://www.acup.ca/](http://www.acup.ca/)

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<tr>
<th>Constant Costs</th>
<th>+ Print Costs</th>
<th>+ Electronic Costs</th>
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<tr>
<td>• Promoting to get authors</td>
<td>• Printing</td>
<td>• Workflow modifications</td>
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<td>• Developing the book</td>
<td>• Paper</td>
<td>• Multiple file formats for 3rd party providers (XML, Epub, PDF)</td>
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<td>• Peer Review</td>
<td>• Binding</td>
<td>• Metadata</td>
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<td>• Copy editing</td>
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<td>• Proof Reading</td>
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<td>• Design</td>
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<td>• Licensing</td>
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<td>• Accounting</td>
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<td>• Different staffing (Systems)</td>
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<td>• Royalties</td>
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<td>• Usage metrics</td>
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<td>• Production</td>
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<td>• (for some – their own platform)</td>
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<td>• Marketing</td>
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Future Partnership Opportunities for Publishers and Librarians?

Purchasing

• Librarians can recommend and negotiate new business models for eBooks
• Authors and librarians can push for new forms of publication (ie. Pivot (Palgrave), Synthesis (Morgan & Claypool))
• Researchers and librarians can promote expanded use of books (data and text mining for digital humanities)

Preservation

• Scholars Portal as a Trusted Digital Repository: Over 165,000 Commercial Books Online; 350,000 Open Access

Publishing

• Libraries have experts in metadata production
• Libraries and Scholarly Presses can partner in the production of content (ie. Open Monograph Systems)