Douglas County Libraries and Its Partnership with Publishers

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Associate Director – Information Technology
Douglas County Libraries
About Douglas County

- Located mid-way between Denver and Colorado Springs
- Serve a population of 296,000
- 7 branches
- In 2012:
  - The Library circulated 8.2 million items
  - To 227,000 cardholders
  - Purchased 184,000+ new items in 2011
- Overall library budget of $20.1 million (2013), funded by a mill levy tax on real, personal property, and vehicle registration taxes
- Collection development budget of $3.5 million (16% of Budget)
- 2 million in library visitors
- 2.5 million web visits
Collection Size

750,000

77,000

Print

eContent
Collection Budget

$3,216,000

$450,000

Print

eContent
DCL Trends in eBook Circulation

<table>
<thead>
<tr>
<th>Year</th>
<th>Circulation</th>
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<tr>
<td>2008</td>
<td>15,395</td>
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<tr>
<td>2009</td>
<td>28,810</td>
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<td>2010</td>
<td>52,820</td>
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<td>2011</td>
<td>123,340</td>
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<td>2012</td>
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eBook & eReader Trends

- At the end of 2010, Amazon sold 115 eBooks for each 100 paperbacks and 3 eBooks for each hardcover.
- As of February 2012, 21% of Americans had read an eBook.
- Owners of eReaders read an average of 8 books a year more than people without the devices.
- In November 2010, 6% of Americans reported owning an eReader. In 2012, that figure was 19%. When tablets are factored in, it’s suggested that 28% of Americans aged 18 or older own a portable device that can be used as an eBook reader, not counting cell phones or computers.

Source: Pew Research Center, *Internet & American Life Project*
eBook Sales (in millions)

- 2010: $169
- 2011: $441
Adult eBook Users

Source: Simba Information Report
The Rise of Self-publishing

• In 2004, there were 29,000 self-published titles in the U.S.
• By 2009, that had grown to 766,000 – roughly 2-1/2 times the output of commercial publishing
• By the end of 2010, there were more than 2.7 million titles
• According to Otis Chandler, founder of GoodReads, 350,000 new titles are published annually, half of which are self-published
• In the next few years, this total is expected to reach 600,000 new titles a year as the self-publishing trend increases
• Self-published titles already appear regularly on The New York Times bestseller lists
Self-Published Books are Bestselling eBooks

- In the first 13 weeks of the year, 22 self-published titles hit the DBW bestseller list (7% of all titles), including two No. 1 spots.
- The No. 1 & 3 New York Times best-selling eBooks for the week of April 28, 2013 are self-published works:
  - *Damaged* by H.M. Ward
  - *The Bet* by Rachel Van Dyken
Value of the Library Market

• Libraries account for 10% of publishers print sales and 40% of children’s
• Public libraries account for $1.8 billion of sales a year
Value of the Library Market

- 57 percent of those surveyed said that the public library is their primary source of book discovery.
- 53 percent would consider purchasing books discovered on library website.
- 53 percent visit both the physical library and download e-books.
- 44 percent have increased their digital book purchases in past six months (44%).
- 35 percent purchased print or e-books after borrowing that title from the library.
- Nearly half (48 percent) report household income greater than $75,000.

Source: OverDrive/ALA Office for Information Technology Policy
## Douglas County Libraries Report
### Pricing Comparison as of April 3, 2013

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</table>

3/31/13 issue (ebook) [http://www.digitalbookworld.com](http://www.digitalbookworld.com)

- * Not available for sale
- 1 Discounted pricing as advertised on website
- 2 Actual
Libraries, corporate publishers and Amazon

- **2001 (NOV)** – HarperCollins signs deal with Overdrive to distribute eBooks.
- **2008 (MAR)** – Random House signs with Overdrive. 6,500 titles.
- **2010 (APR)** – Hachette stops selling any new titles to libraries. Backlist remains.
- **2011 (FEB)** – HarperCollins institutes the 26-check out expiration.
- **2011 (MAR)** – Amazon establishes its own lending library.
- **2012 (FEB)** – Penguin cancels Overdrive contract.
- **2012 (MAR)** – Random House hikes price of books by 3x.
- **2012 (JUN)** – Penguin and 3M in test with NYPL and Brooklyn Public.
- **2012 (SEP)** – Hachette raises prices by 2x.
- **2012 (OCT)** – Penguin test successful, rolled out to others.
- **2012 (OCT)** – Amazon extends lending library to UK, Germany and France.
- **2013 (MAR)** – Macmillan makes 1,200 titles available.
- **2013 (MAY)** – S&S announces ALL titles available in test with 3M and Axis360.

Source: Pub Lunch
eBook Lending Models
eContent Previously Unavailable to Libraries

- Independent publishers
- Local historical documents
- Self-published books
Loss of eBook ownership implications

- Interlibrary loan
- Archival rights
- Vendor’s power to add or remove
Key Elements of the Puzzle

- Buy at Discount: 25% - 50%
- Click to Purchase
- Legal Framework: Common Understanding
- Buy more copies based on demand. Purchase Alerts/PDA/Holds Ratios
- One user at a time
DCL eBook Partnerships
“DCL Model” Project History

• Douglas County Libraries purchased an ACS server and began eContent development in the early Spring of 2011.

• Development included both titles purchased directly from publishers as well as Gutenberg titles.

• Starting in early 2012, DCL began merging code with Marmot, Anythink, Wake County, eiNetwork.

• During the merge, DCL added OverDrive integration to the ACS server integration utilizing screen scraping of the OverDrive interface.
“DCL Model” Project History cont’d

• We worked for a number of months to define the eContent processes and procedures.
• 23,000+ titles have been ordered and integrated into the catalog.
• Publishers include: Tyndale, Lerner, Abdo, Marshall Cavendish, Poisoned Pen Press, Rosen, Crabtree, F+W media, Twilight Times, Gareth Stevens, Infobase Learning, Smashwords, Sourcebooks, IPG, etc.
External Content Integration

- DCL has an extensive collection of eContent from external providers (approximately 130k titles) including:
  - Access Video on Demand
  - EBSCO
  - Zinio - eMagazine
  - Gale Group
  - NetLibrary
  - Freegal
  - 3M
  - OneClickDigital
  - etc.
External Content Integration

• Holdings for titles from these collections are displayed differently than print titles since patrons interact with them differently than they do physical materials.
• Formats are based on item Types within the record.
• Basic usage of titles is tracked. Additional statistics planned.
• Example 1
• Example 2
OverDrive Integration

• OverDrive APIs were released in August 2012 and have been integrated into our instance of VuFind. APIs currently allow access to titles and formats within the collection as well as availability.

• My Account Functionality, checkout, and holds still managed for now through screen-scrapping
OverDrive Integration cont’d

• Each format that is available is displayed in the catalog.
• If a title has samples available, patrons can read/listen to the sample directly from VuFind.
• Titles can be checked out, placed on hold, and added to wish list without ever leaving VuFind.
• Patrons can view items in their OverDrive account directly from VuFind and download them for use on their devices directly from VuFind.

• [Example Search](#)
• [Example Account](#)
ACS Integration

• Titles, can be placed on hold and checked out. Basic circulation functionality is implemented within VuFind since the ILS didn’t adapt well to eContent workflows.
• When a title is checked out it can be read online or downloaded to read offline in ADE or the DCL eReader (iDCL Reader)
• Titles can be returned from VuFind or from Adobe Digital Editions or iDCLReader
• We collect basic usage statistics for eContent that utilizes the ACS server.
• Starting search
Chapter 1

It is a truth universally acknowledged, that a single man in possession of a good fortune, must be in want of a wife.

However little known the feelings or views of such a man may be on his first entering a neighbourhood, this truth is so well fixed in the minds of the surrounding families, that he is considered the rightful property of some one or other of their daughters.

"My dear Mr. Bennet," said his lady to him one day, "have you heard that Netherfield Park is let at last?"

Mr. Bennet replied that he had not.

"But it is," returned she; "for Mrs. Long has just been here, and she told me all about it."

Mr. Bennet made no answer.

"Do you not want to know who has taken it?" cried his wife impatiently.

"You want to tell me, and I have no objection to hearing it."

This was invitation enough.

"Why, my dear, you must know, Mrs. Long says that Netherfield is taken by a young man of large fortune from the north of England; that he came down on Monday in a chaise and four to see the
VuFind Discovery Layer
Personalized recommendations

Recommended for you

Dexter. The sixth season

Recently Browsed

Mad men. Season five
iDCL Reader

- Search:
  - Highest Rated
  - Most Popular
  - New eBooks
  - Free eBooks
  - My Account

- Selecting books:
  - Neil Hanson: Peace At The Edge Of Uncertainty
  - Robert Louis Stevenson: Treasure Island
  - Douglas County Libraries: iDCL Reader User Guide

- Details:
  - Book Title: Peace At The Edge Of Uncertainty
  - Author: Neil Hanson
  - Format: EPUB
  - Source: Unknown
  - Date Added: 11/18/2011
  - Last Read: 11/18/2011
  - Current Page: 0 of 88
  - Bookmarks: 0
  - Expiration Date: Dec 9, 2011

- Reading options:
  - Read
  - Delete
  - Return
Digital Powerwall
Carousel display

The beach at Herculaneum
Susan Muth
What’s New?

– Improved Statistics (Facets used, Searches with no results, most used search terms)
– eContent Acquisitions System
– Usage of additional OverDrive APIs (as available)
  • 3M APIs Integration
  • More Widgets and Reviews
  • Push Notifications to Patrons when they finish reading an eBook to write a quick review.
  • Good Reads Reviews Integration
Integrated GoodReads Reviews

Be the first to leave a comment!

Chili Fresh Reviews

Rate or review

Goodreads Reviews (Average rating: 4.03)

Hide Reviews

Write a review (you'll need to sign in to your Goodreads account or sign up)

By Ego Du Jour · ★★★★☆ · March 16, 2013

Although this book is certain to help many women, I gave it 4 stars because some of the advice has already been shared in similar books (perhaps without as much research and statistics to back things up) but still...

Someone asked me for a cliffs notes version and the best I can say is to search o... ...more

By Erica (New York, NY) · ★★☆☆☆ · April 03, 2013

Read this book if you want to get inside the head of a power elite. Read this book if you want to hear about all of the things that women do wrong, to make sure you don't make the same mistakes. And then, read this book if you want to read all about why Marissa Mayer should be supported and treat... ...more
## Advanced Analytics

### VuFind Search Patterns

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<td>dvd</td>
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<td>Disney</td>
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<td>argo</td>
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<td>Wreck It Ralph</td>
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<td>movies</td>
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<td>game of thrones</td>
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<td>the hobbit</td>
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<tr>
<td>rise of the guardians</td>
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<tr>
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<td>blu ray</td>
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### Top No Hit Searches

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<td>space picture books</td>
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<td>fully awake and truly alive</td>
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<td>jane vennard</td>
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<tr>
<td>Downtown abbey</td>
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<td>downton abby</td>
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<td>mcfly</td>
<td>9</td>
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<td>DCL Staff - Women Private Investigators - England</td>
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<td>the 39 clues book 2</td>
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<tr>
<td>chinese language for kids</td>
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<td>everyone loves raymond</td>
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<td><a href="mailto:keenerw@q.com">keenerw@q.com</a></td>
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<td>captian under paints</td>
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<td>Apocalypto</td>
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<td>night</td>
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<td>mentalist</td>
<td>7</td>
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<tr>
<td>pride and prejudice and zombies</td>
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<td>heroic leadership</td>
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<td>redemption</td>
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**eContent Acquisitions System**

**Douglas County Libraries**
Is a passionate advocate for literacy and lifelong learning.

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**Search - Browse Catalog**

*Search Criteria: Change Criteria*

**Properties:**
Publisher: Independent Publishers, Menno Media

**Keyword(s):**

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**Total products: 337**

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<tr>
<th>Title</th>
<th>Author</th>
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<td>Independent Publishers</td>
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Push Notifications
Challenges

Organizational impact

• Budgetary concerns
• Collection development
• Acquisition team
• Cataloging team
• IT staff
• Training department
• Frontline staff
Challenges

- Adobe Content Server
- ILS integration
- New product development
- Mobile development
Inventing the eBackroom

• This is new for us and for the publishers. Lots of handholding, emails, phone calls.
• Book reviews are sparse
• What is a MARC record?
• Cross-department communication and coordination
What we’ve learned

Lesson 1: Some publishers are innovative and willing to explore the idea of selling directly to libraries.

Lesson 2: Publishers are willing to give us a discount.

Lesson 3: We have something to learn from working with small- and medium-sized independent presses.

Lesson 4: The library process of selecting, purchasing, receiving and cataloging a book is all very foreign to publishers.
Still Missing

- Kindle solution
- None of the Big 6 willing to play yet
What is the vision for the future?

1. Working together
2. Uniform accessibility
3. Defend the right of public access
What can you do?
What should you do?

• Pay attention
• Speak up
• Experiment
• Be proud and positive
Want more information?

• Managing eContent in libraries  
evoke.cvlsites.org

• Adobe Content Server  
www.adobe.com/products/content-server.html

• VuFind  
vufind.org

• Douglas County Libraries  
douglascountylibraries.org
Conclusion

“Welcome to the world of constant change. Every day, every week sees a new twist in the world of public libraries and eBooks, and if you are feeling bewildered, you’re not alone.”

Source: ALA: eContent – The Digital Dialogue
Questions
Thank you!

Monique Sendze
msendze@dclibraries.org