

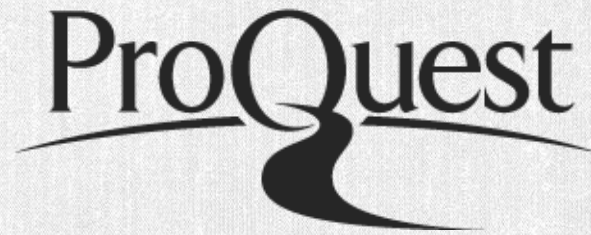
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# LICENSING METHODS FOR ELECTRONIC BOOKS

Between ownership and usability



# INFORUM 2014, PRAGUE

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Senior Account Manager, ProQuest

David Swords, Director of Sales, EBL

- Library would like to own books it pays for
- But there are far too many of these

Example: a library users used **22,428** ebooks during a period of 14 months.

List value of these ebooks was \$1,936,045.60 net.

Assuming 80% of what is purchased is used, and that the books were purchased with average 12% discount and adding VAT:

\$2,473,801 or 49,651,400 CZK

Even half of this amount would be difficult to imagine.

Yet the library pays only a fraction.



Ebooks licences for academic institutions make possible much wider access and search than just the owned content.



[Fragments of a Golden Age : The Politics of Culture in Mexico since 1940](#)  
 Author: [Joseph, Gilbert M.](#), [Rubenstein, Anne](#), [Zolov, Eric](#)  
 Publisher: [Duke University Press](#)  
 Date Published: 07/2001



[Core Cultural Theorists : Cultural Policy](#)

Author: [Miller, Toby](#), [Yudice, George](#)  
 Publisher: [Sage Publications](#)  
 Date Published: 11/2002

Subjects: [Cultural policy](#), [United States – Cultural policy](#)

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	Contents
■	<a href="#">Acknowledgements</a>
■	<a href="#">Introduction: The History and Theory of Cultural Policy</a>
■	<a href="#">Chapter 1 - The United States, Cultural Policy, and the National Endowment for the Arts</a>
■	<a href="#">Chapter 2 - The Culture Industries - Citizenship, Consumption and Labor</a>
■	<a href="#">Chapter 3 - Command Cultures and the Postcolonial</a>
■	<a href="#">Chapter 4 - Museums</a>
■	<a href="#">Chapter 5 - Transnational Cultural Policy</a>
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[Making of the Asean Charter](#)

Author: [Koh, Tommy](#), [Manalo, Rosario G.](#), [Woon, Walter](#)  
 Publisher: [World Scientific Publishing Co.](#)  
 Date Published: 02/2009

Subjects: [ASEAN – History](#), [South Asian cooperation](#), [Southeast Asia – Economic policy](#), [Southeast Asia – Cultural policy](#)

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# USAGE PATTERNS AND LICENCING MODELS

How to pick up titles users want?  
How ebooks are used?

- Purchase of ebooks – one off payment
  - 1 SU, 3 SU, multiple SU
- Lending of ebooks
  - Varied lending periods (day, week, 2 weeks, month) and price
- Combination of lending and purchase
- Combination of free access, lending and purchase

# Ebrary subscription example



<b>USAGE</b>	<b>#</b>
Pages viewed	840,282
Pages used:	<b>23,269</b>
copied	5,903
printed	17,366
Downloads	19,778
User sessions	<b>56,467</b>
Ebooks used	<b>22,427</b>

<b>NUMBER OF USER SESSIONS per title</b>	<b>NUMBER OF TITLES</b>
1 USER SESSION	12,769
2-10 u S	8,983
11-49	611
140-50	22
1-5 USER SESSIONS WITH FT DOWNLOADS	2,104



- 781 titles got more than 10 user sessions and list value of these titles was over \$65,000.
- And what about remaining 21,646 titles? Were they useful?
- They generated 600,000 page views, 2800 copies, 7500 prints, 42,300 user sessions and almost 15,000 downloads...

**Ebooks access on an integrated platform generates unique and multidimensional research and learning experience.**

**This cannot be supplemented by just purchase of a limited number of titles and overlooking huge information value of the whole collection**

- In EBL a 5 minutes usage of a title by a patron is free.
- The whole collection of over 600,000 titles can be searched or limits can be applied to limit this to any number of titles.
- An example of a middle size university during 15 months.

### Statistics:

- 46,626 – number of loans and browses
  - 26,640 – free browses of a collection of over 300,000 titles
  - 5,075 books downloaded – usage not known
  - 14,911 books read online

The loans, arranged by the time the patron spent in the book, are as follow:

0 – 59 seconds = 2,820

1 – 4 mins: 59 secs = 3,808

5 mins – 59 mins: 59 secs = 5,659

1 hr – 1 hr: 19 mins: 59 secs = 1,540

>/= 2 hours = 1080

Of the 14,911 loans, 13,831 saw less than two hours spent in the book.

**Seven percent of the loans result in 2 hours or more of use.**

**6% of browsed books were used for more than 1 hour**



- Patrons of academic libraries mine books, seldom read them
- Researchers may be looking for ANYTHING. What they might need is entirely unpredictable.
- Thus, is it better for a library to buy the relatively few books it can afford to own or
- Is it better to make accessible the tens of thousands of books through PDA or subscription that the SAME money will deliver?

- A library serves an FTE of 10,000. It's monographs budget is \$100,000 (all USD, change as needed).
  - Academic titles average \$85. Library can purchase 1,200 books.
- In a PDA program, depending on settings the library chooses, it can often make 400,000+ books available for the same budget.
  - Includes all of the books the library would have bought plus another
  - 398,800 mostly new academic titles
- How is this possible?

*PDA – Patron Driven Acquisition, DDA – Demand Driven Acquisition*

- The Key to PDA is the STL. The work as follows:
  - Patron had free five-minute browse. Can run full-text searches, go to as many pages as she likes
  - After 5 minutes, a prompt asks if she wishes to “create a loan.”
  - If yes, we charge a rental fee, usually between 5% and 20% of the list price of the book, depending on loan length.
- Another key to PDA is that the library pays ONLY for material that is used beyond the five minutes. Books that are never browsed or that are used under five minutes (or under 10 minutes in the case of ebrary) cost NOTHING to make available.



- For centuries libraries, whether public, clerical, or academic, have protected books from destruction.
- Ebooks change everything. Now libraries can afford to use part of a monograph budget to protect the books that truly are rare, that need to be guarded
- But another part of the budget can go to making a wealth of material available.
- Today, libraries compete with the resources of the Internet. A traditional book buying program simply will impoverish the resources a library makes available. A traditional program ages inevitably, becoming less and less relevant.
- PDA and subscription puts tens or hundreds of thousands more books at the disposal of patrons and because the library will own very few, the collection never gets old!