

# CARLI ebook Symposium

May 7, 2015

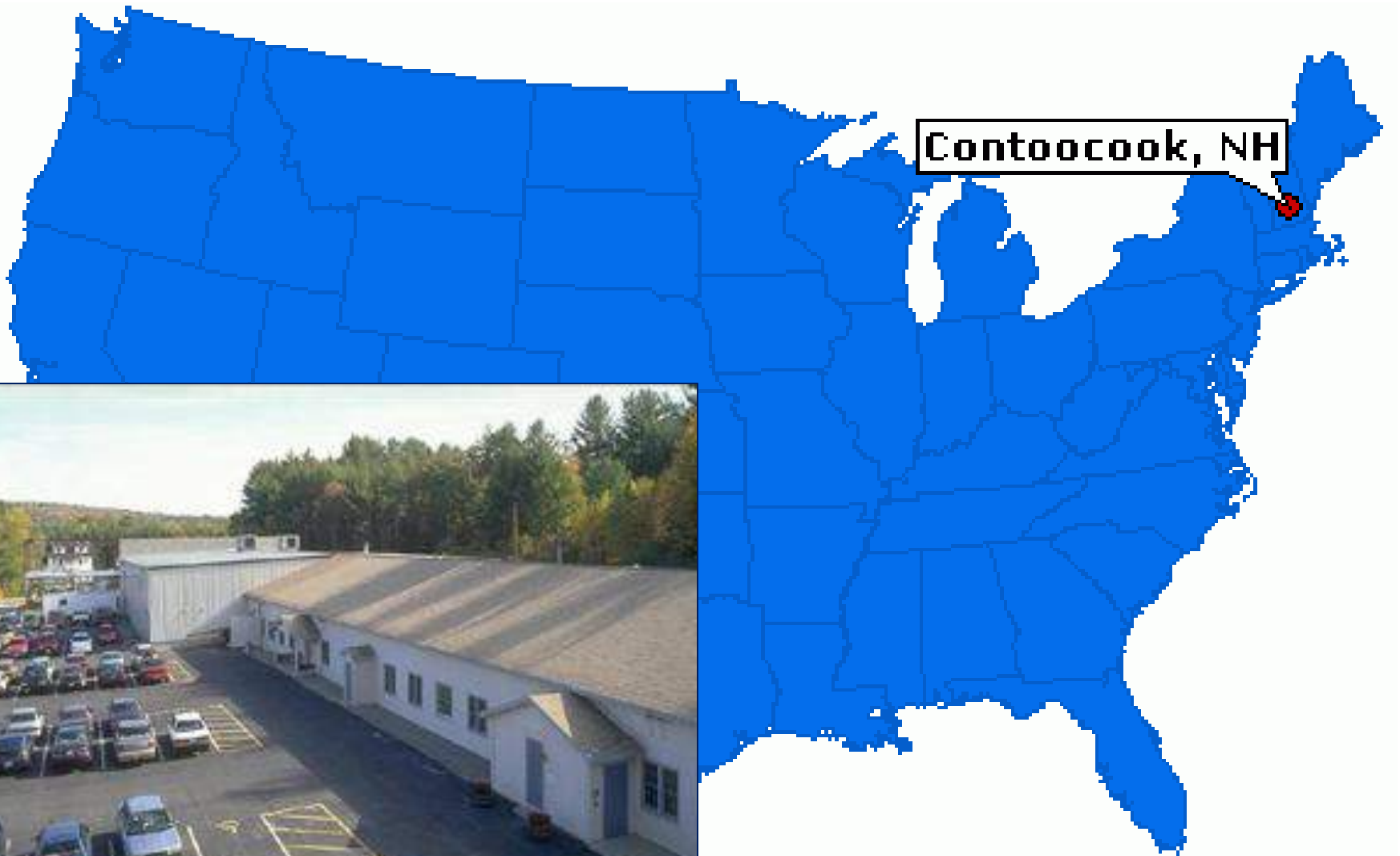
Michael Zeoli

YBP Library Services

# Agenda

- YBP, for perspective
- **A Timeline**
- *Clash in the Stacks*
- Trends & Patterns in [Book] Acquisitions
  - Impact on Publishers
  - Illinois University Presses
- CARLI data
- Discussion? [Or straight to the bar?]

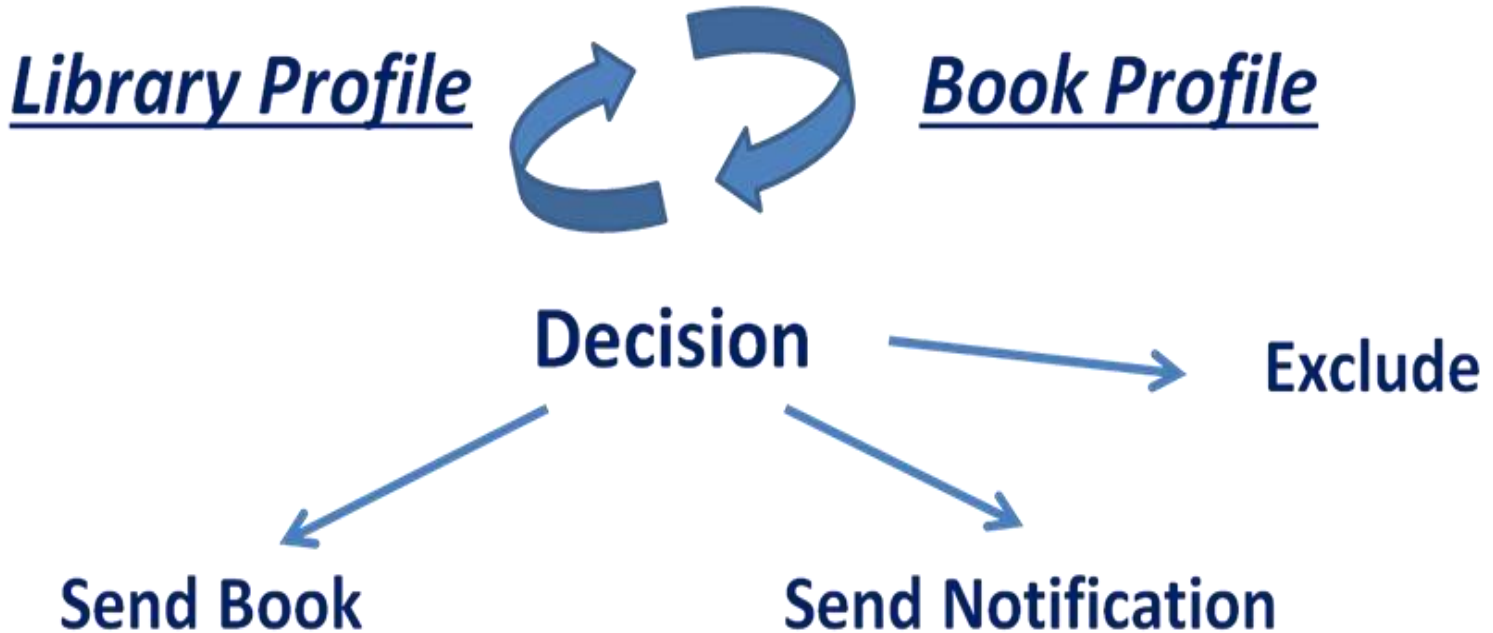
# YBP Library Services



## Some facts regarding YBP

- **3,825** libraries in **55** countries
- **67,763** new titles profiled in 2014
- **1,300,000** book titles in GOBI
- Over **38,000** registered GOBI Users
- **21,985** electronic new title notifications delivered to libraries just last weekend
- **20,000** CIP Upgrades *delivered to* OCLC annually
- **300** employees, including 50 Librarians

# YBP's Role



Print? Paper or Cloth?  
ebook? Which Platform?  
ebook? Which Model?

Print? Paper or Cloth?  
ebook? Which Platform?  
ebook? Which Model?



# Services to help manage complexity

**Title:** JANE ADDAMS IN THE CLASSROOM

**Editor:** DAVID SCHAAFSMA

**Publisher:** UNIV OF ILLINOIS PRESS

**Pub Year:** 2014

**ISBN:** [9780252096600](#)

**Binding:** eBook

**Content Level:** ADV-AC

**LC Class:** LB875.A332J36 2014

**Subject Headings:** 1. ADDAMS, JANE, 1860-1935. 2. SOCIAL REFORMERS--U.S.

**YBP Interdisciplinary Topics:** Educational

**Approval Note:** ED: UNIVERSITY OF ILLINOIS, CHICAGO. COLLECTION OF NEW ESSAYS.

**Format:** Collection/New

**Geographic Focus:** US

**Faculty Affiliation:** U Illinois/Chicago

**Language:** English

**LCCN:** 2014014546

**OCLC:** OCN891081650

NON-RETURN/NON-CANCEL YBP

**Place of Publication:** URBANA

**Country Of Origin:** US

**Pagination:** 220 P.

**YBP Select:** Research-Recommended

[ebrary auto DDA record sent \(10/28/2014\)](#)

[Gobitween \(1 Book/2 Slips\) ▾](#)

[Peer \(13 Books/11 Slips\)](#)

[alternate editions \(2P/1E\) ▾](#)

[library activity \(118 sold\)](#)

[Choice](#)

Supplier	Purchase Option	List Price	Status	Library Availability	Preview
+ ebrary	<a href="#">Multiple User Option (MUPO)</a>	127.50 USD ▾	Available	Yes	<a href="#">Preview</a>
- ebrary	<a href="#">Single User Option (SUPO)</a>	85.00 USD ▾	Available	Yes	<a href="#">Preview</a>
Downloadable: Yes		Available To Consortia: Yes			
Date Added: 8/4/2014		Handled On Approval YBP-US: 10/22/2014			
+ EBSCOhost	<a href="#">1 User</a>	85.00 USD ▾	Available	No contract on file	<a href="#">Preview</a>
+ EBSCOhost	<a href="#">3 User</a>	106.25 USD ▾	Available	No contract on file	<a href="#">Preview</a>
+ EBSCOhost	<a href="#">Unlimited User</a>		Tiered Available	No contract on file	<a href="#">Preview</a>
+ JSTOR	<a href="#">Unlimited User Access</a>		Tiered Available	No contract on file	
+ Project MUSE	<a href="#">Unlimited Use</a>	170.00 USD ▾	Available	No contract on file	

# A Brief Timeline...

**1971: Michael Hart, Project Gutenberg (YBP Library Services founded)**

1997: **EBL** and the **California Digital Library** founded

1999: **ebrary** and **NetLibrary** founded

*Baker & Taylor acquires YBP*

2001: **Safari** and **BiblioVault** founded

2002: **SpringerLink** and ABC-CLIO ebook platforms appear

[Faxon bankruptcy]

2002 - 2005: **Google Books** emerges

*OCCL acquires NetLibrary (NetLibrary in bankruptcy)*

2004: **MyiLibrary** founded

2005: OhioLINK Electronic Book Center appears

2006: *Ingram acquires Coutts Information Services and MyiLibrary*

2007: **Duke University Press** offers ebooks directly (*ebrary Platform*)

Amazon **Kindle** appears

2008: **HathiTrust** is founded

Ontario Council of University Libraries (OCUL) platform (*ebrary Platform*)

2009: **ebooks** integrated into traditional print **Approval Plans**



2010: **EBSCO** acquires *NetLibrary*

*YBP acquires Blackwell North America*

2011: **ProQuest** acquires *ebrary*

**Project MUSE** ebooks

*Orbis-Cascade 1<sup>st</sup> large-scale consortial DDA plan*

[Borders bankruptcy]

2012: **JSTOR** ebooks

2013: *ProQuest acquires EBL*

*Blackwell UK withdraws from academic library supply*

2014: **Duke University Press** (Project MUSE) move to **Highwire Press**

2014: *SWETS bankruptcy*

2015: **EBSCO** acquires *YBP*

**ProQuest** acquires *Coutts/MyiLibrary*

*ProQuest collapses EBL-ebrary platforms into 'ProQuest ebooks'*

**Where do libraries fit?**

“What a school thinks about its library is a measure of what it feels about education.” [Harold Howe] How academe responds to the transformation of libraries says a lot, not only about its view of libraries and education, but also about its capacity to address institutional change. The university’s engagement in library change might be considered a barometer of its ability to respond to other change as well. [Dane Ward, Illinois State Univ]

It will take a *university community* to shape a future library that meets the specific needs of learning and research at that institution. This transition is not just about libraries. It is about how colleges and universities come together to solve a collective challenge. Libraries cannot puzzle out their future alone. [Dane Ward, Illinois State University]

## **What steps might academic libraries undertake to better understand the needs of university presses ?**

### **Library Respondents:**

- Librarians need schooling on the business side of publishing.  
It will help collection development activities as well as scholarly communications programs.

### **Press Respondents:**

- Avoid the adversarial tone - often a hallmark of press/library dialogue
- Many discussions do not seem to increase library understanding of the press. I am at wit's end as to what else to suggest.
- Bring vendors into the conversation.

[Press and Library Collaboration Survey. Final Report: 2013 AAUPnet.org]

**The different financial operating structures of libraries** — an expenditure or allocation-based budget — versus that of presses — an income or a revenue-based budget — obscures especially for those in the libraries the fundamental challenge facing a publisher.

Libraries receive a pot of money and must spend that pot of money carefully and wisely. Presses receive a pot and are told to fill it with money ...and to spend it carefully and wisely.

[Press and Library Collaboration Survey. Final Report: 2013 AAUPnet.org]

# Poster Session - Charleston Conference 2014

## Serious Savings with Short-Term Loans

Liberty University Jerry Falwell Library

Erin Crane, M.S.L.S and Rusty Tryon, M.L.S., M.Div.

### Data



### STL Savings, FY14

Potential All PDA Cost:	\$277,900
Actual STL and PDA Cost:	\$146,206
Cost Savings:	\$131,694

### Implem

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to loan e-bo  
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the e-book (d  
with one-wee  
The Jerry Falw  
STLs as follow  
• Loan in one-  
• Loan three-  
triggering the

### Results

STLs have proven  
measuring costs  
only those that we  
significant use are  
FY14 STLs were \$1  
and instead target  
the data will be

# HIGH ANXIETY

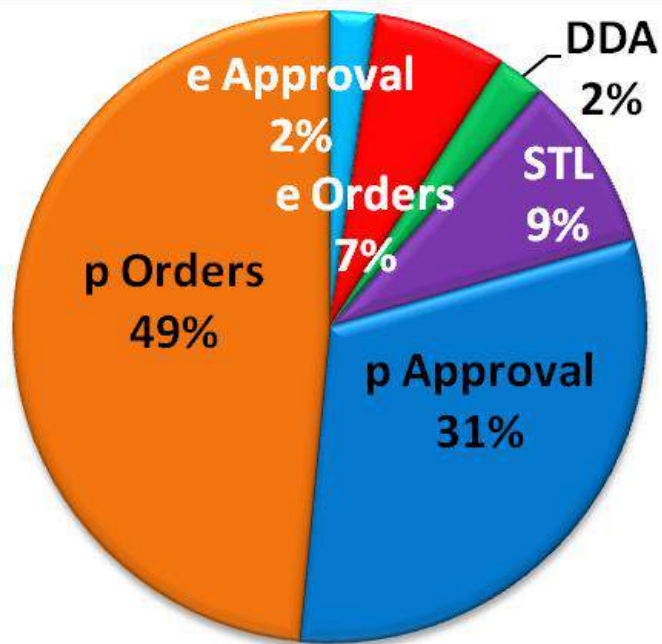




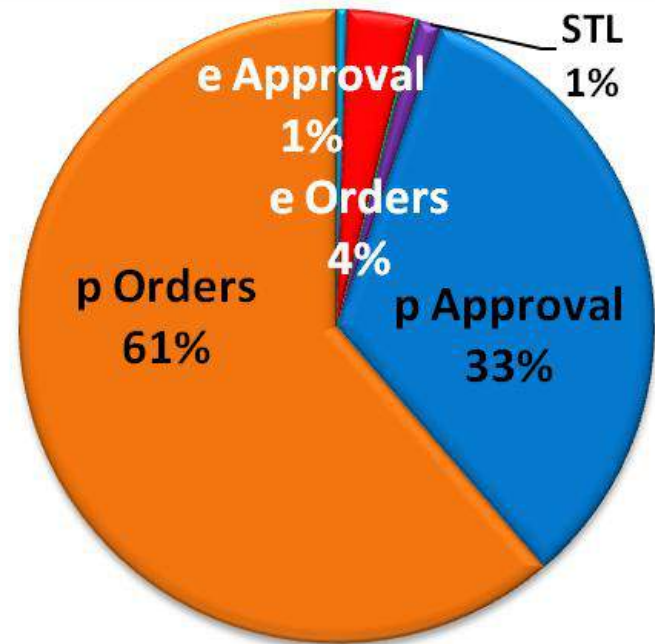
# Trends and Patterns in Acquisitions

# YBP Global Results by Acquisition Type

(Units)



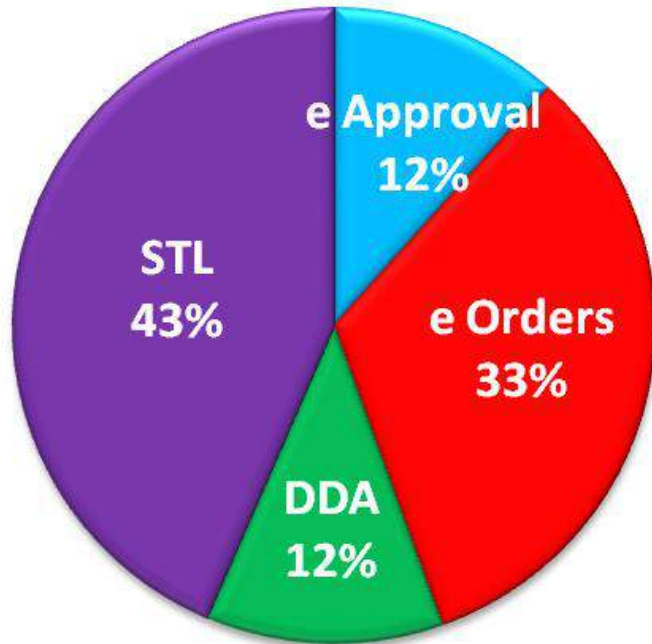
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2015**



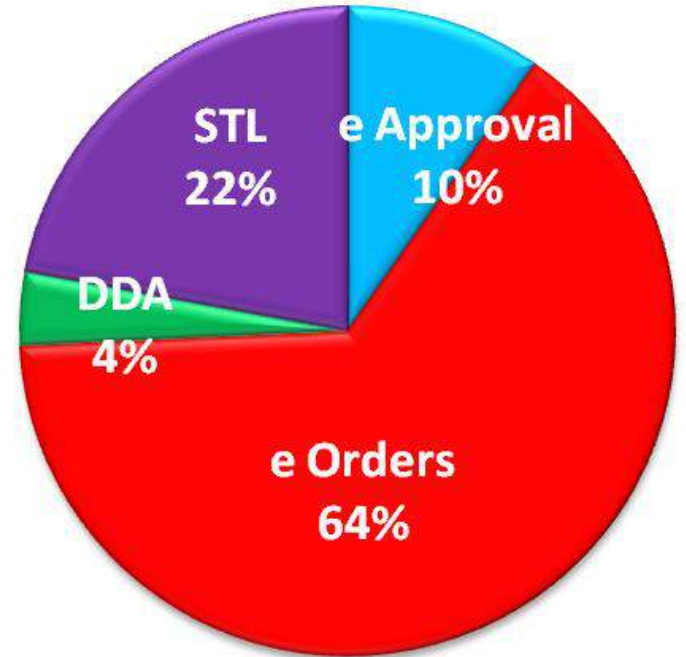
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2012**

# YBP Global Digital Results by Acquisition Type

Digital Units

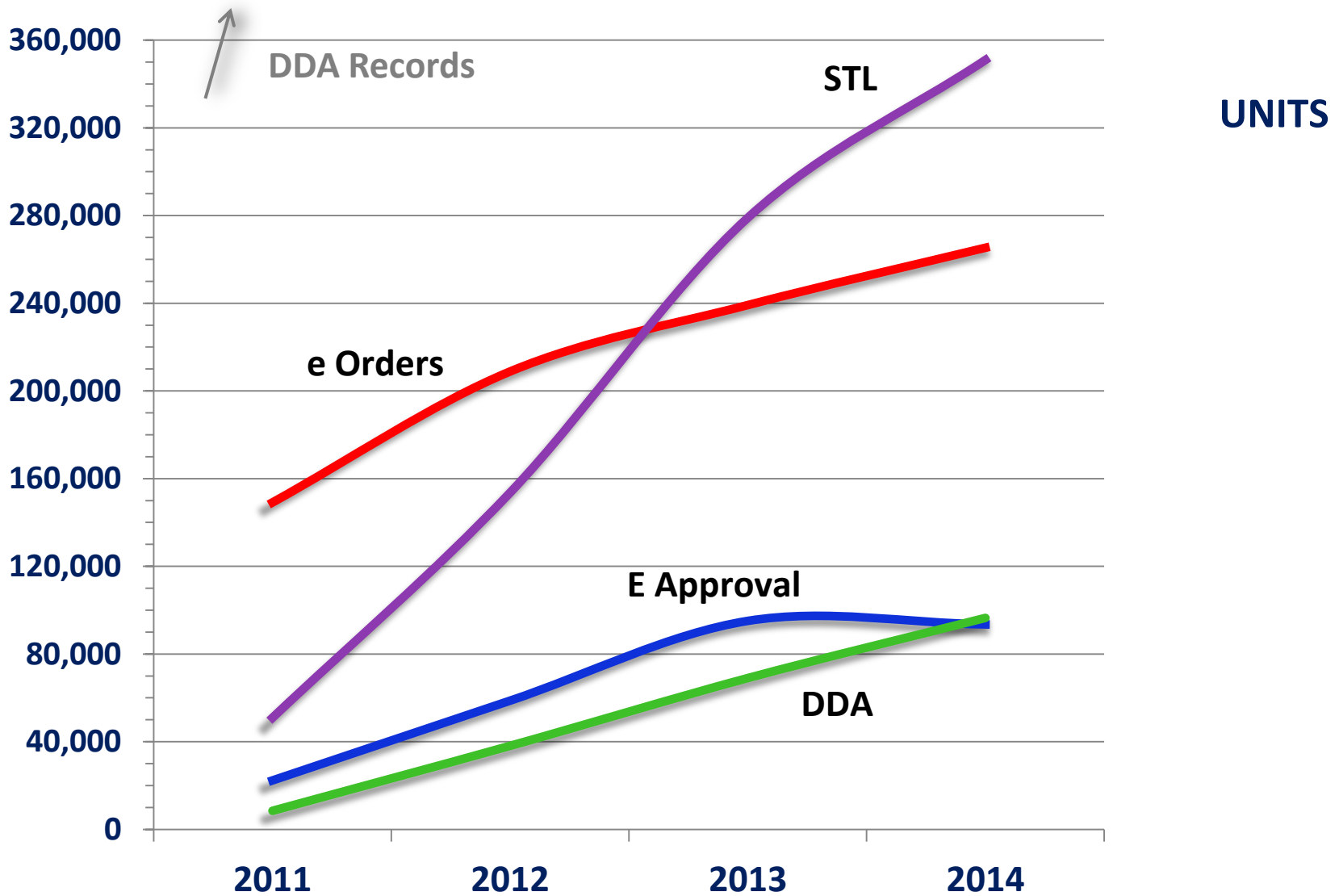


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# YBP Digital Trend Lines by Acquisition Type



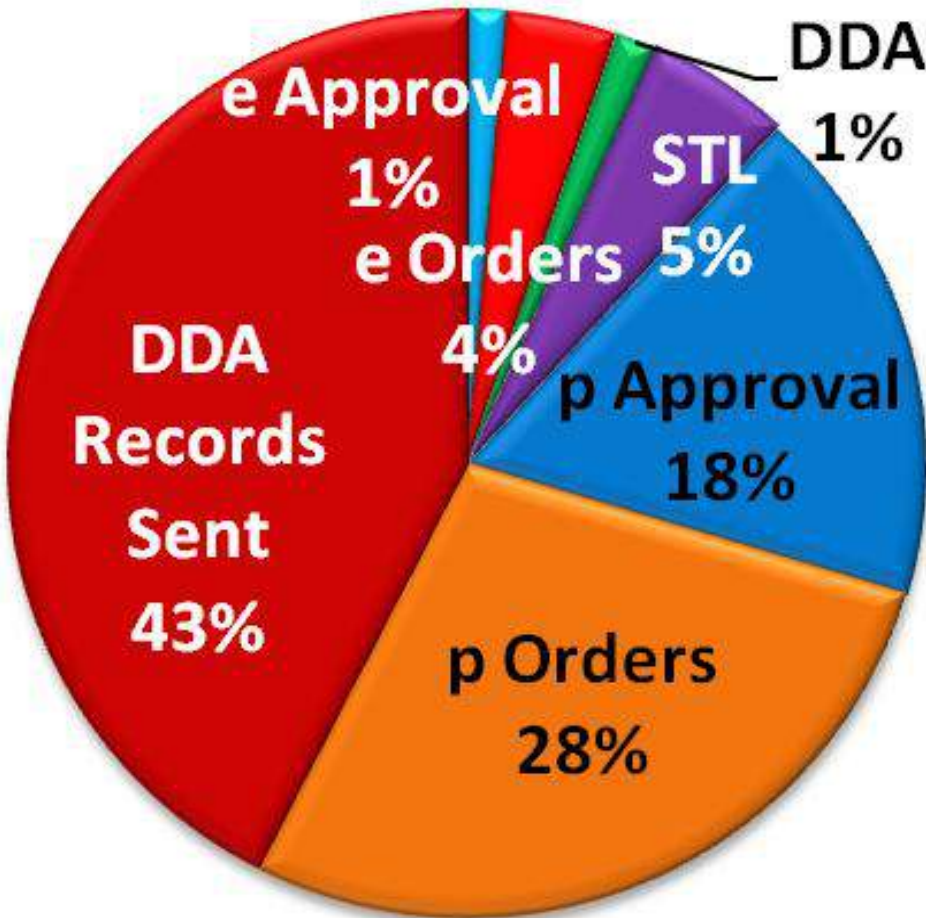
# YBP Summary Data

Calendar Year	% Digital of Total Sales	DDA Records Sent	Value of DDA Records	% DDA Records Triggered	% eSales = DDA / STL (units)	% DDA / STL = STL (units)
2014	24%	2,900,290	\$331,202,491	3%	55%	78%
2013	19%	2,560,696	\$259,098,710	3%	51%	80%
2012	13%	1,687,779	\$165,216,178	2%	42%	80%
2011	7%	382,961	\$37,641,844	2%	26%	86%

Total Value = \$753,160,000

Calendar Year	AVG ebook w/o STL	AVG ebook w / STL	AVG STL \$	AVG STL % of List
2014	\$114.20	\$71.83	\$16.88	15%
2013	\$101.18	\$64.67	\$11.89	12%
2012	\$97.89	\$68.93	\$11.30	12%
2011	\$98.29	\$78.73	\$9.62	10%

# Content delivered including DDA Records



**APR-MAR 2015**

# Illinois University Presses

# Northern Illinois University Press

~ 25 new titles / year



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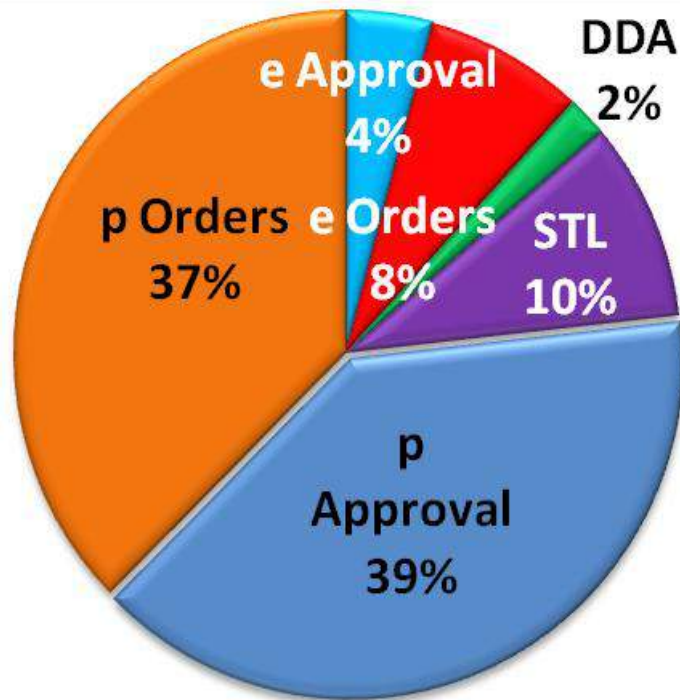


**APR-MAR  
2012**



# Southern Illinois University Press

~ 35 new titles / year



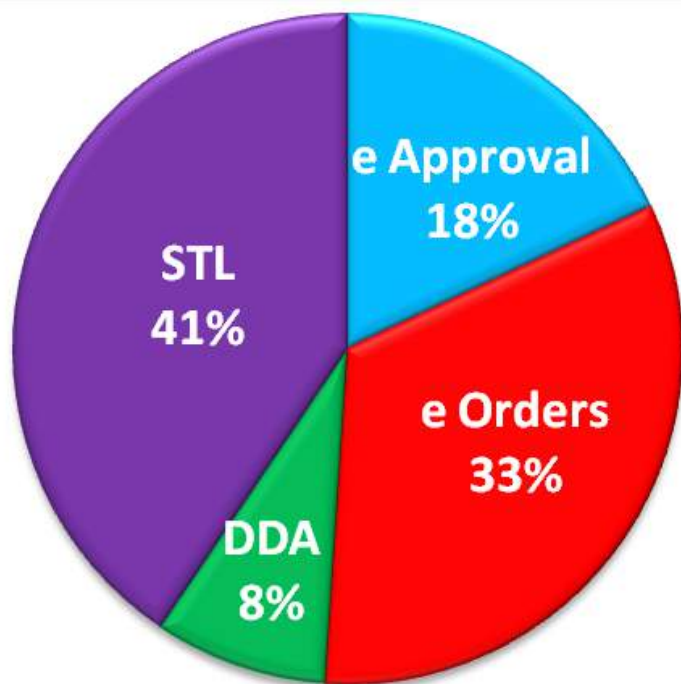
**APR-MAR  
2015**



**APR-MAR  
2012**

# Southern Illinois University Press

## DIGITAL DETAIL



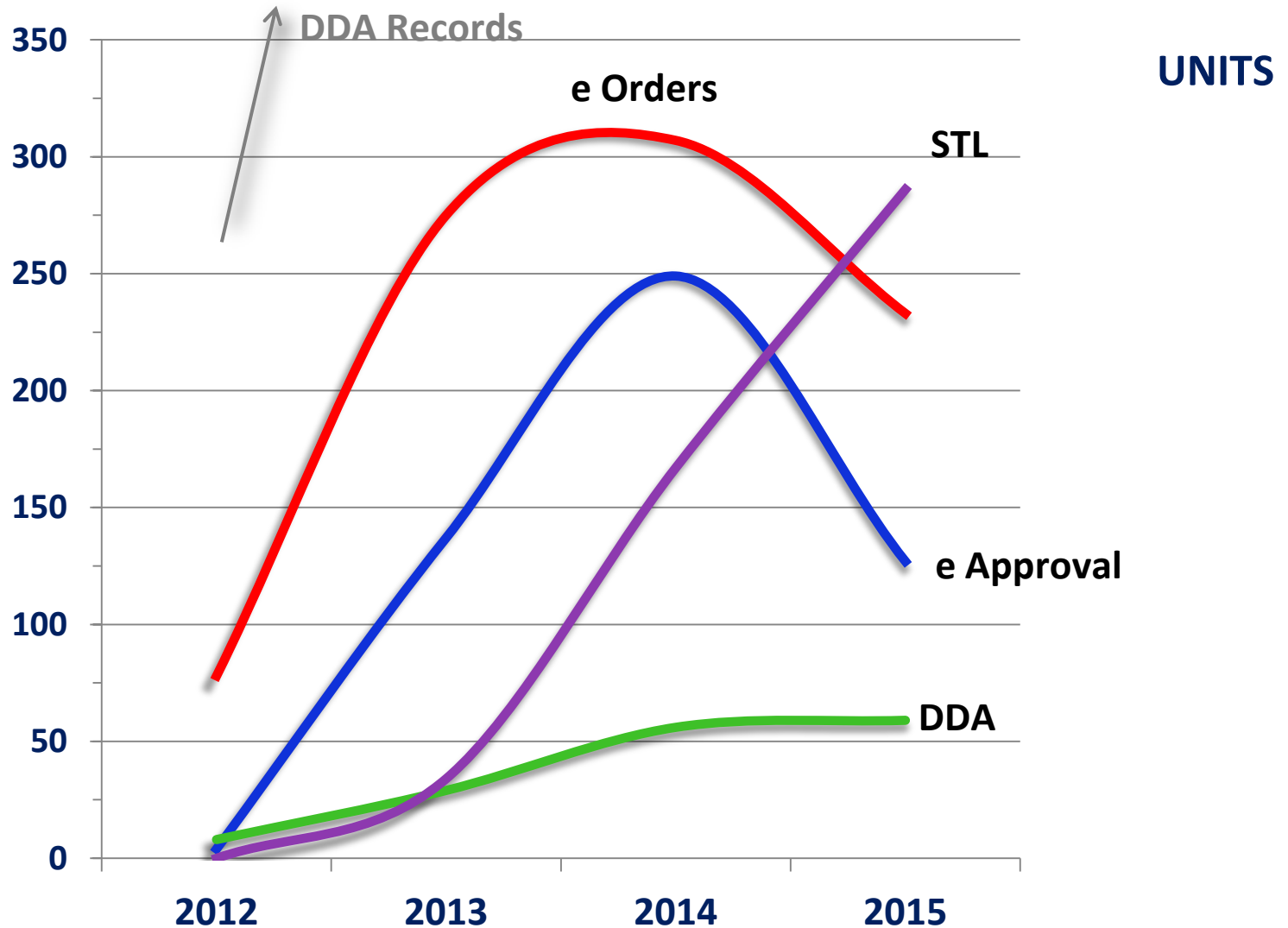
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**APR-MAR  
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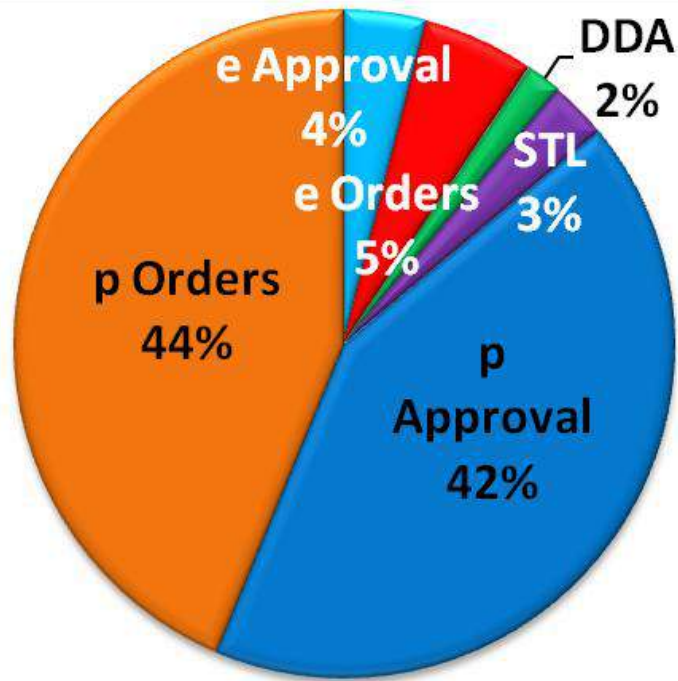
# Southern Illinois University Press

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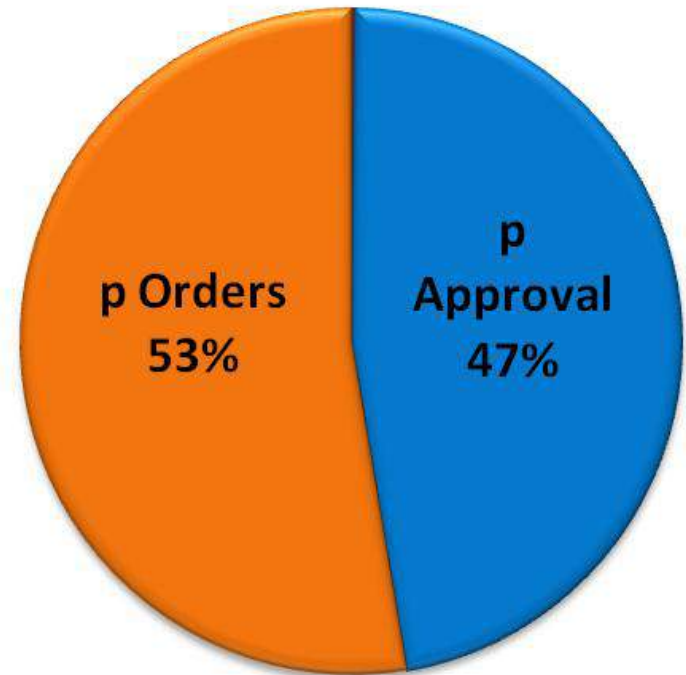


# University of Illinois Press

~ 85 new titles / year



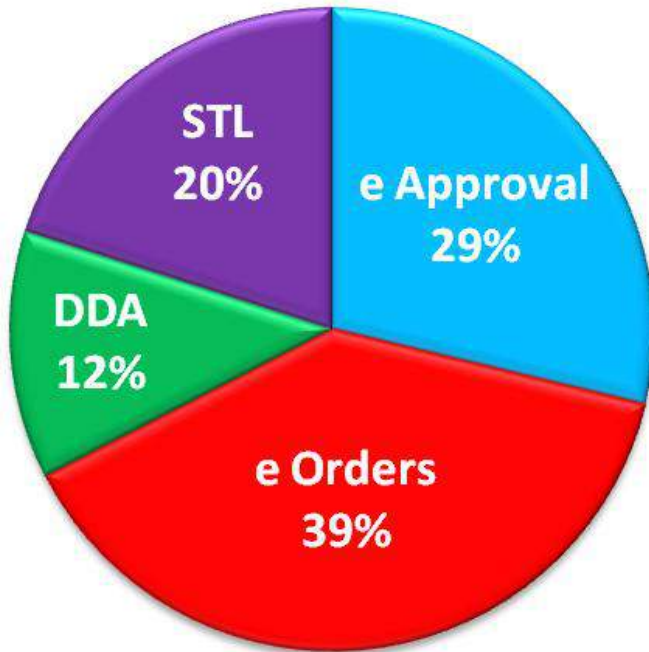
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2015**



**APR-MAR  
2012**

# University of Illinois Press

## DIGITAL DETAIL



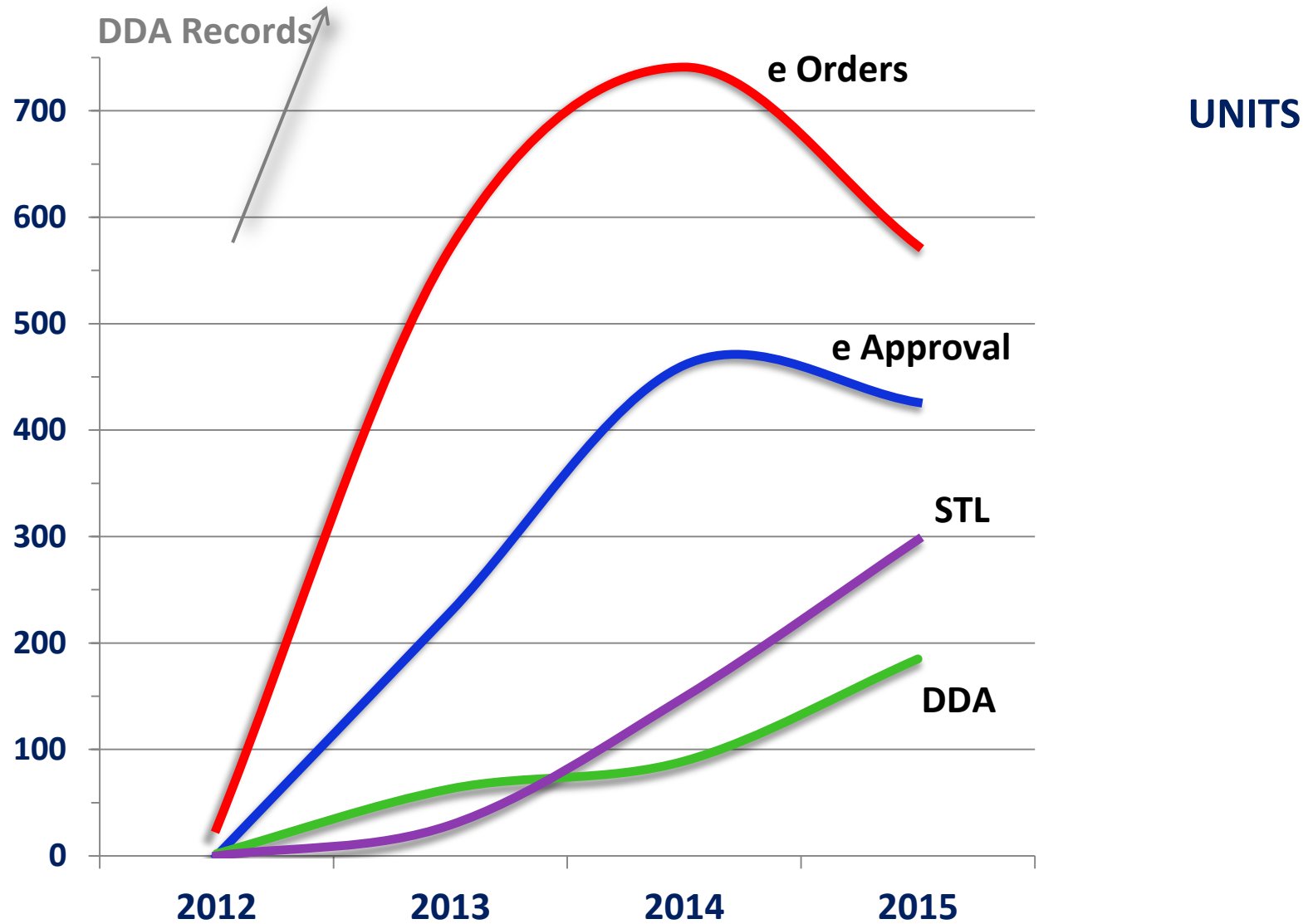
**APR-MAR  
2015**



**APR-MAR  
2012**

# University of Illinois Press

## DIGITAL DETAIL



# A Glimpse from GOBI



# Univ. of Illinois University Press

## 2012 title

**Title:** RISE AND FALL OF EARLY AMERICAN MAGAZINE CULTURE.

**Author:** GARDNER, JARED

**Publisher:** UNIV OF ILLINOIS PRESS

**Pub Year:** 2012

**ISBN:** [9780252093814](#)

**Binding:** eBook

**Series Title:** [HISTORY OF COMMUNICATION.](#)

**Series ID:** 25239

**Content Level:** ADV-AC

**LC Class:** PS193.G37 2012

**Subject Headings:** AMERICAN LITERATURE--REVOLUTIONARY PERIOD, 1775-1783--HIST. & CRIT.

**YBP Interdisciplinary Topics:** Historical; Mass Media

**Approval Note:** AUTH: OHIO STATE UNIVERSITY.

**Geographic Focus:** US

**Faculty Affiliation:** Ohio State University

**Language:** English

**LCCN:** 2011-34714

**OCLC:** OCN842263844

NON-RETURN/NON-CANCEL YBP

**Place of Publication:** URBANA

**Country Of Origin:** US

**Pagination:** 203 P.

**Series Type:** Unnumbered Series

**Series Format:** Print

**YBP Select:** Research-Recommended

[alt-ed shipped to library \(11/19/2012\)](#)

[GobiTween \(3 Books/4 Slips\) ▾](#)

[Peer \(22 Books/25 Slips\)](#)

[alternate editions \(2P/1E\) ▾](#)

[library activity \(249 sold\)](#)

[Choice](#)

Supplier	Purchase Option	List Price	Status	Library Availability	Preview
+ ebrary	<a href="#">Multiple User Option (MUPO)</a>	75.00 USD ▾	Available	Yes	<a href="#">Preview</a>
- ebrary	<a href="#">Single User Option (SUPO)</a>	50.00 USD ▾	Available	Yes	<a href="#">Preview</a>
Downloadable: Yes		Available To Consortia: Yes			
Date Added: 2/1/2013		Handled On Approval YBP-US: 2/6/2013			
eCollections: ACADEMIC COMPLETE; F07 LANG LING LIT;					
+ EBSCOhost	<a href="#">1 User</a>	50.00 USD ▾	Available	No contract on file	<a href="#">Preview</a>
+ EBSCOhost	<a href="#">3 User</a>	62.50 USD ▾	Available	No contract on file	<a href="#">Preview</a>
+ EBSCOhost	<a href="#">Unlimited User</a>		Tiered Available	No contract on file	<a href="#">Preview</a>
+ JSTOR	<a href="#">Unlimited User Access</a>		Tiered Available	No contract on file	
+ Project MUSE	<a href="#">Unlimited Use</a>	100.00 USD ▾	Available	No contract on file	



**Title:** RISE AND FALL OF EARLY AMERICAN MAGAZINE CULTURE.

**Author:** GARDNER, JARED     **ISBN:** 9780252036705

**Publisher:** UNIV OF ILLINOIS PRESS     **Pub Year:** 2012     **Binding:** Cloth

**Series Title:** [HISTORY OF COMMUNICATION.](#)     **Series ID:** 25239     **Series Type:** Unnumbered Series

**2012 title**

		Approval Plans				Orders				DDA		
		Book	Return	Slip	Block	Selected	Open	Filled	Series	Volume	Records Sent	Auto Purchase
UNIVERSITY OF CALGARY LIBRARY	Electronic											
	Print			1		1		1				
DUKE UNIVERSITY	Electronic											
	Print	1										
HARVARD COLLEGE/WIDENER	Electronic											
	Print	1										
JOHNS HOPKINS UNIVERSITY	Electronic											
	Print			1								
MCGILL UNIVERSITY	Electronic			2								
	Print	1										
MEMORIAL UNIV. OF NEWFOUNDLAND	Electronic											
	Print			1		1		1				
NEW YORK UNIVERSITY	Electronic											
	Print	2										
PENNSYLVANIA STATE UNIV/	Electronic											
	Print							1				
STERLING MEMORIAL LIBRARY	Electronic											
	Print	1										
TEXAS A&M UNIVERSITY LIBRARIES	Electronic											
	Print	1										
UNIV OF CINCINNATI	Electronic											
	Print	1										
UNIV OF CONNECTICUT/STORRS	Electronic											
	Print			6				1				
UNIV OF KENTUCKY	Electronic											
	Print			1		1		1				

# Univ. of Illinois University Press

## 2014 title

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**Pub Year:** 2014

**ISBN:** [9780252096600](#)

**Binding:** eBook

**Content Level:** ADV-AC

**LC Class:** LB875.A332J36 2014

**Subject Headings:** 1. ADDAMS, JANE, 1860-1935. 2. SOCIAL REFORMERS--U.S.

**YBP Interdisciplinary Topics:** Educational

**Approval Note:** ED: UNIVERSITY OF ILLINOIS, CHICAGO. COLLECTION OF NEW ESSAYS.

**Format:** Collection/New

**Geographic Focus:** US

**Faculty Affiliation:** U Illinois/Chicago

**Language:** English

**LCCN:** 2014014546

**OCLC:** OCN891081650

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[Gobitween \(1 Book/2 Slips\) ▾](#)

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[alternate editions \(2P/1E\) ▾](#)

[library activity \(118 sold\)](#)

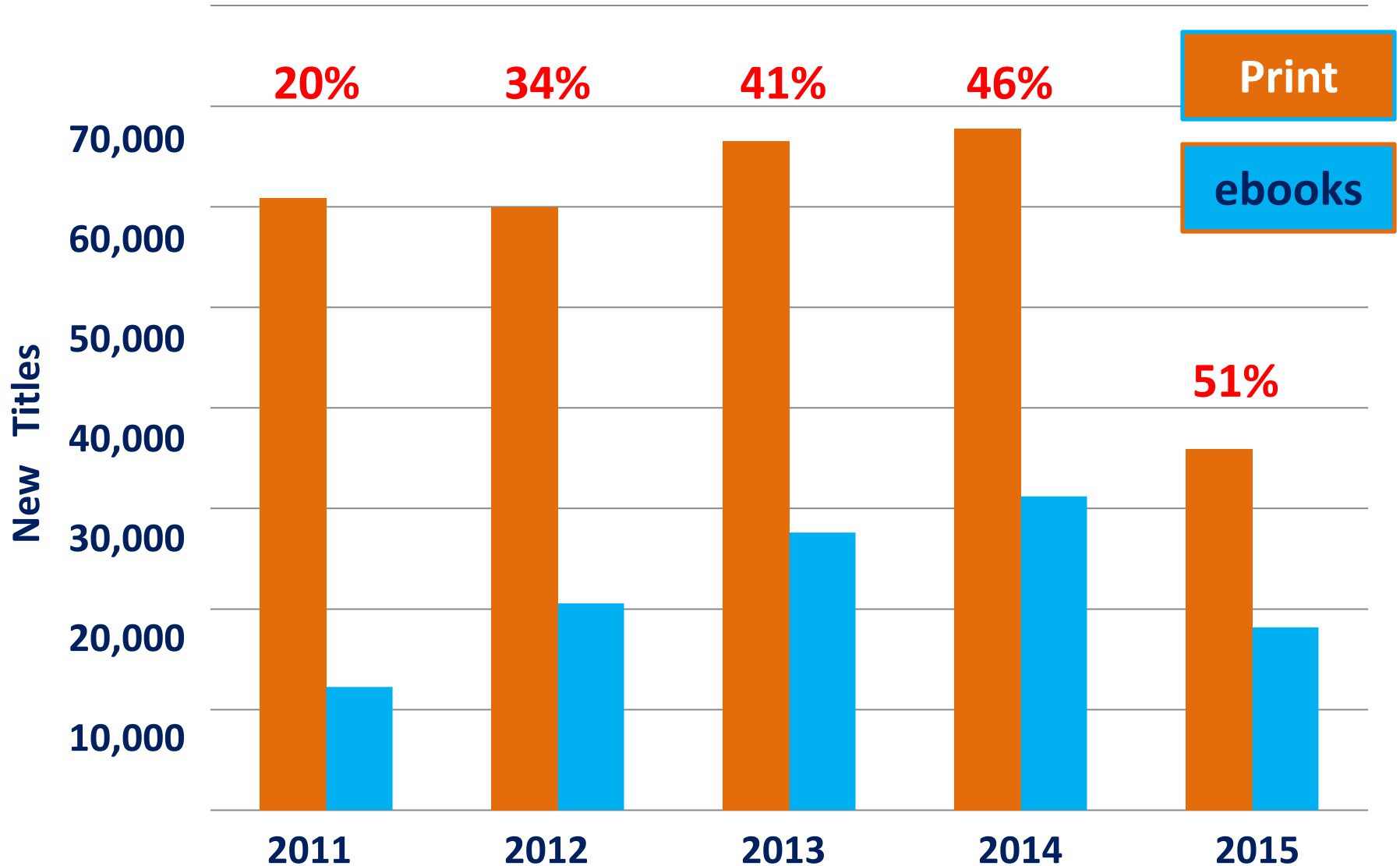
[Choice](#)

Supplier	Purchase Option	List Price	Status	Library Availability	Preview
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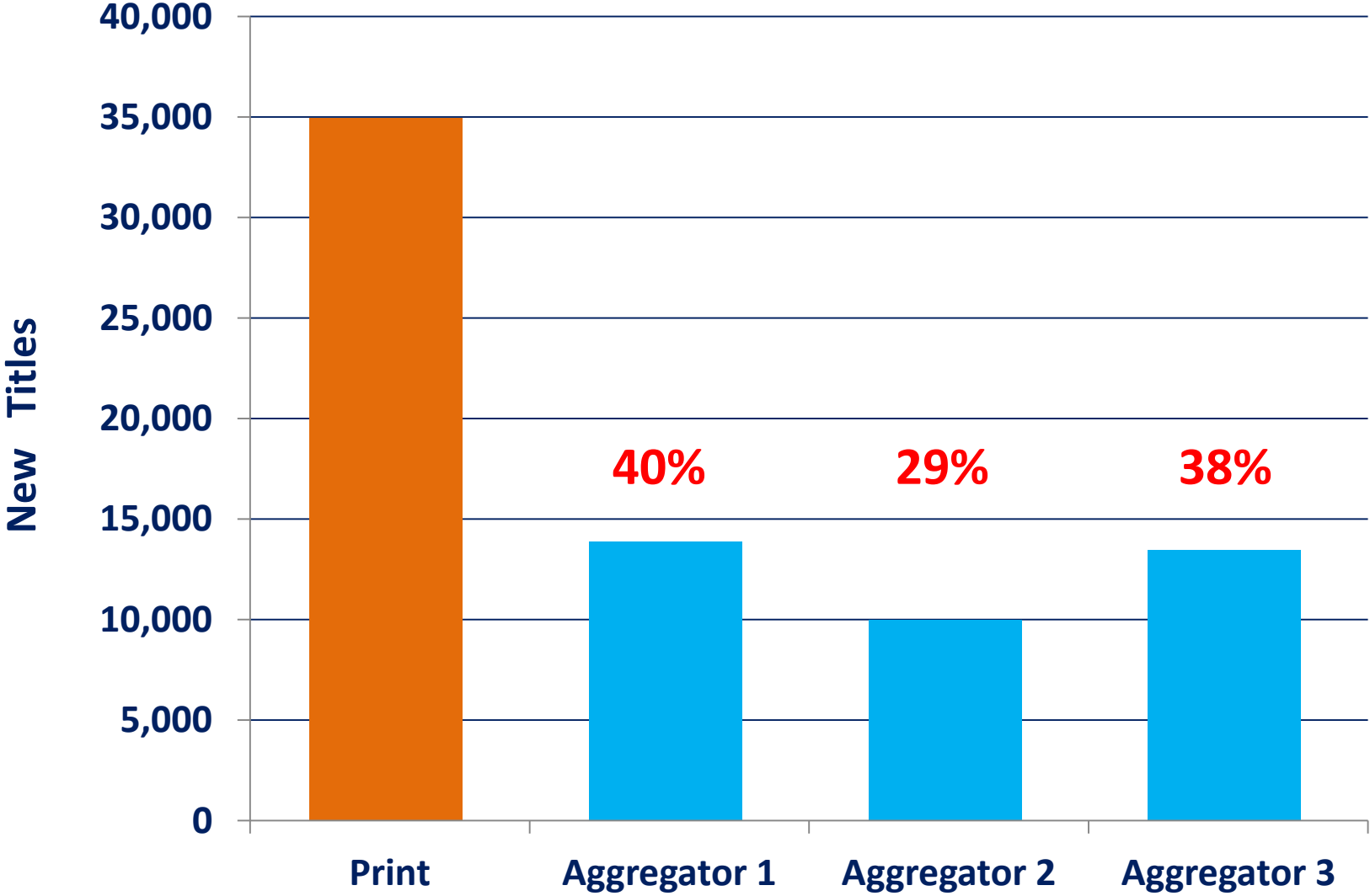


# Availability

# Simultaneous ebook Availability



# ebook Availability by Aggregator (FY 2015)



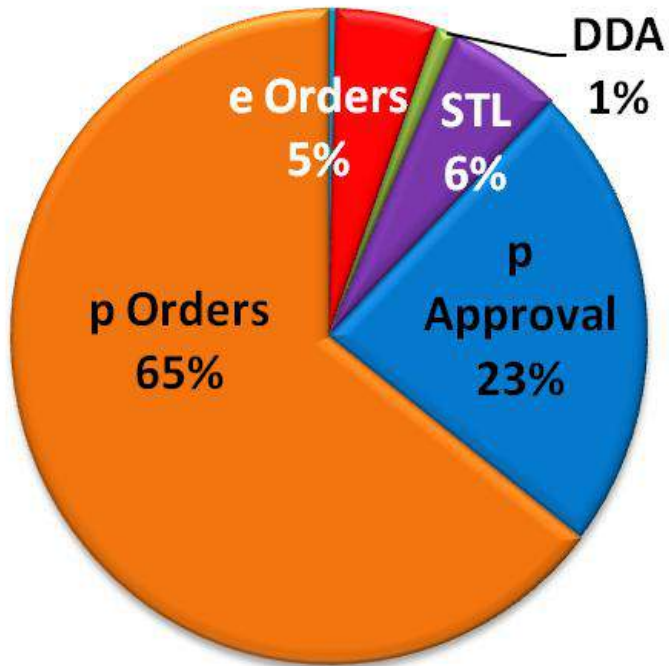
# Simultaneous Print – ebook Availability

<b>ILLINOIS UPs</b>	<b>% e Availability</b>		
	<b>Aggregator 1</b>	<b>Aggregator 2</b>	<b>Aggregator 3</b>
<b>Press 1</b>	<b>69%</b>	<b>75%</b>	<b>69%</b>
<b>Press 2</b>	<b>50%</b>		
<b>Press 3</b>			
<b>Press 4</b>	<b>88%</b>		<b>84%</b>

**CARLI**



# % PRINT & DIGITAL UNITS ACQUIRED

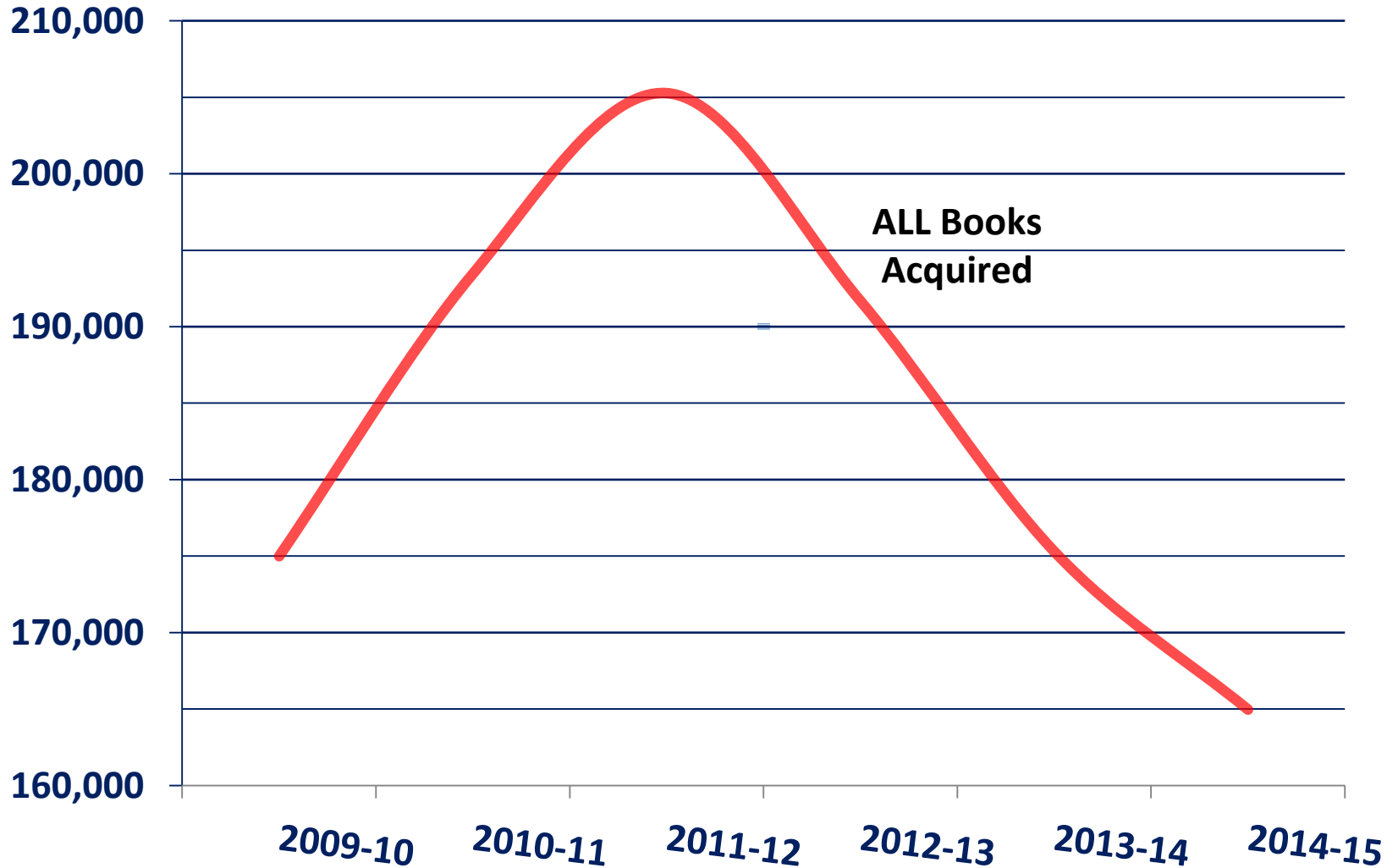


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2015**

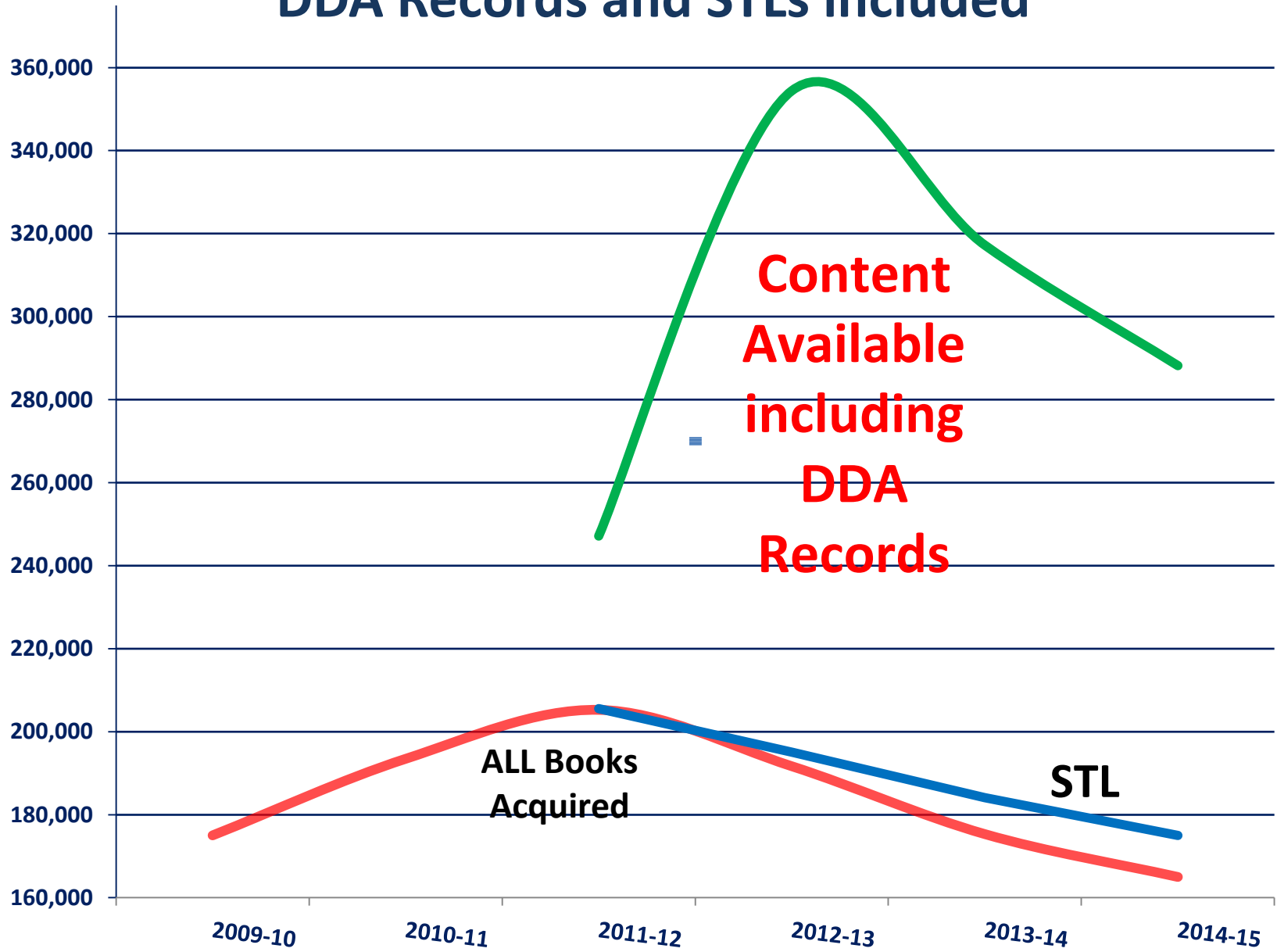


**APR-MAR  
2010**

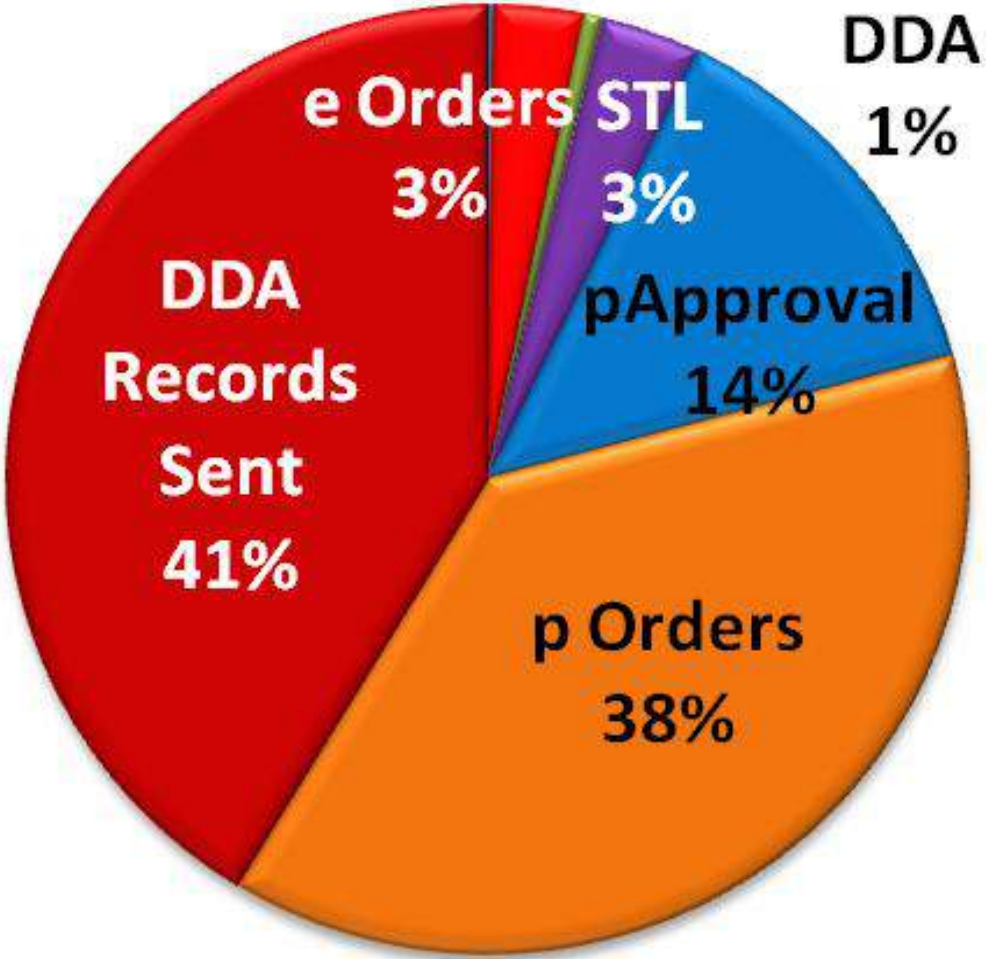
# TOTAL UNITS ACQUIRED



# DDA Records and STLs included

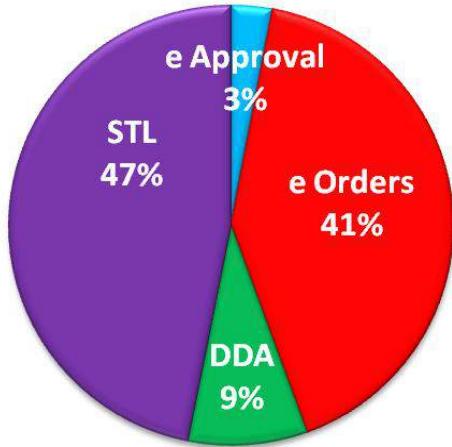


# Content delivered including DDA Records

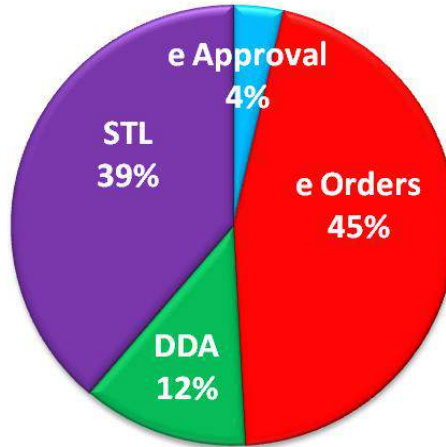


**APR-MAR 2015**

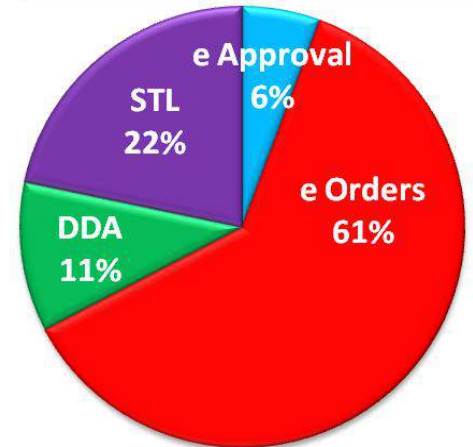
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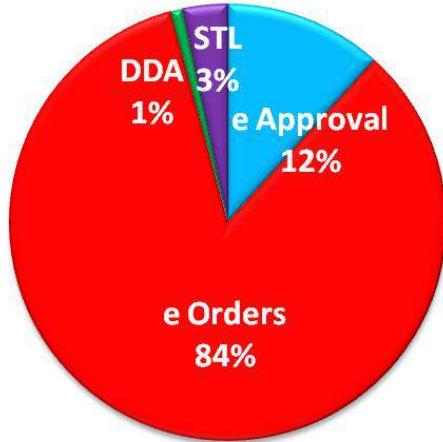
**APR-MAR  
2015**



**APR-MAR  
2014**



**APR-MAR  
2013**



**APR-MAR  
2012**

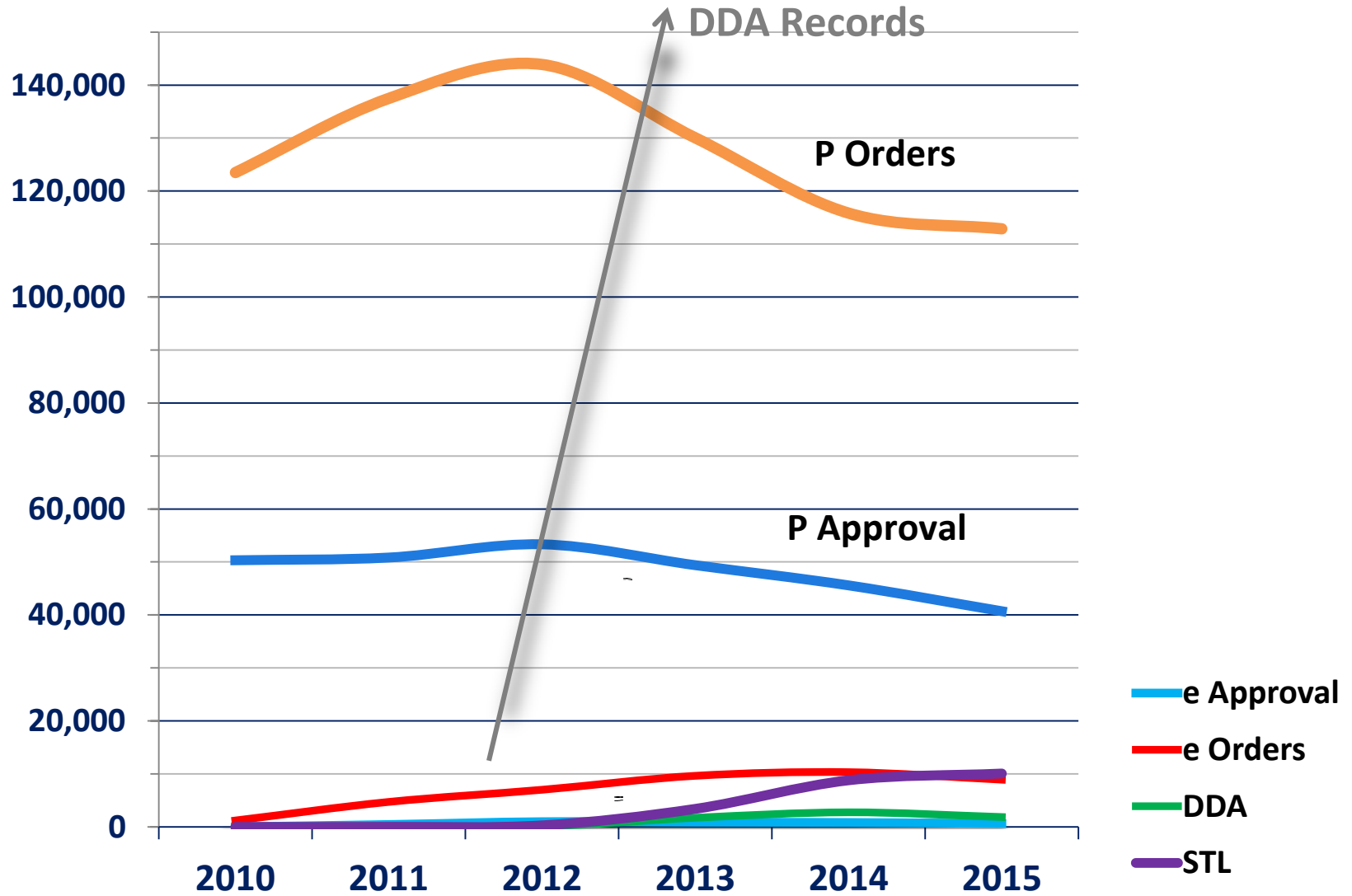


**APR-MAR  
2011**

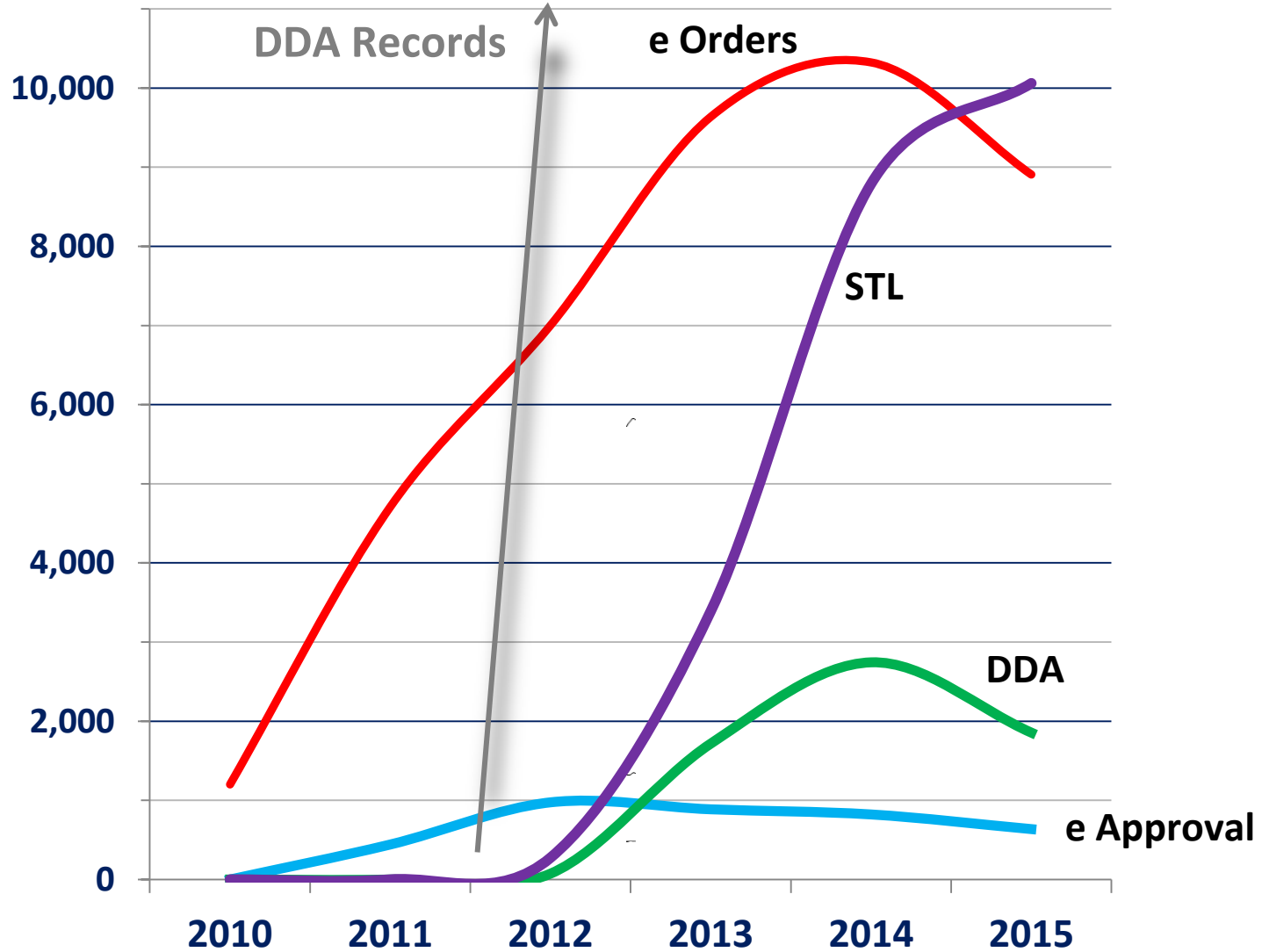


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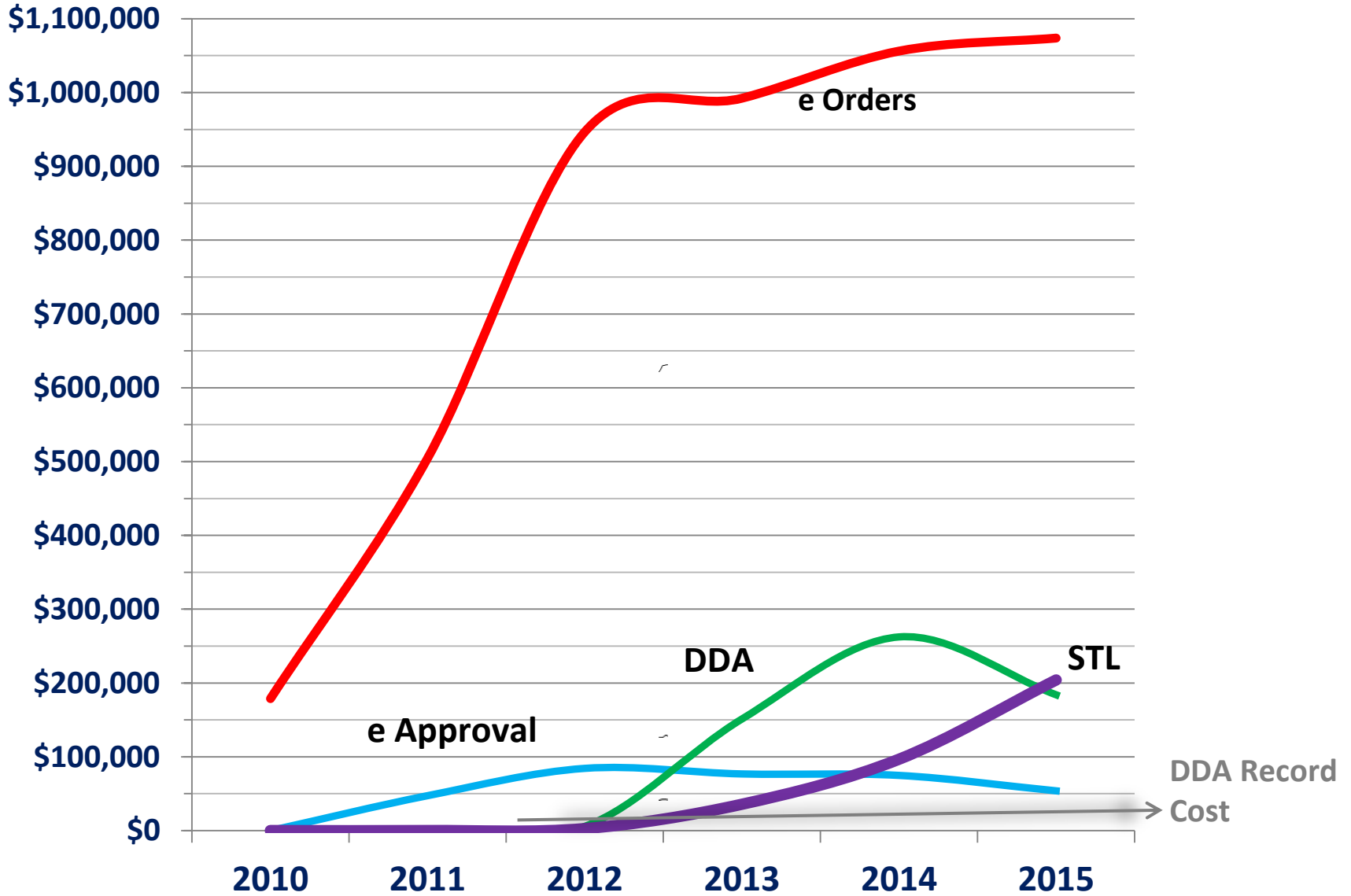
# TOTAL PRINT & DIGITAL UNITS ACQUIRED



# DIGITAL UNITS ACQUIRED

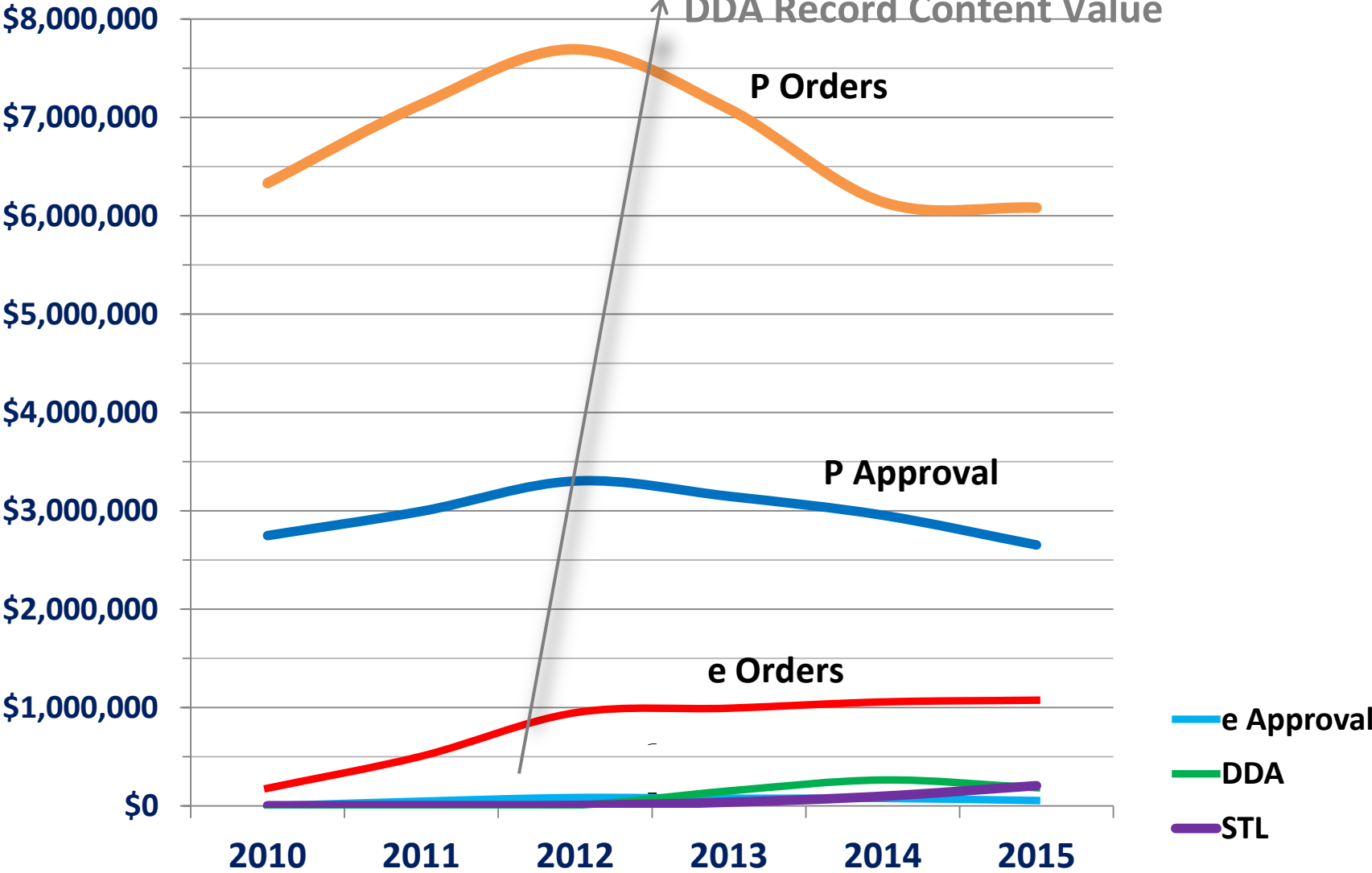


# DIGITAL EXPENDITURES





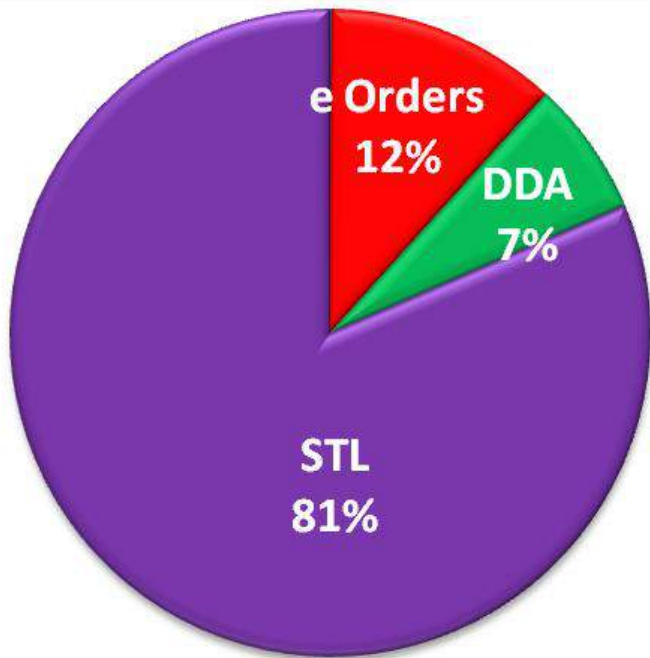
# TOTAL PRINT & DIGITAL EXPENDITURES



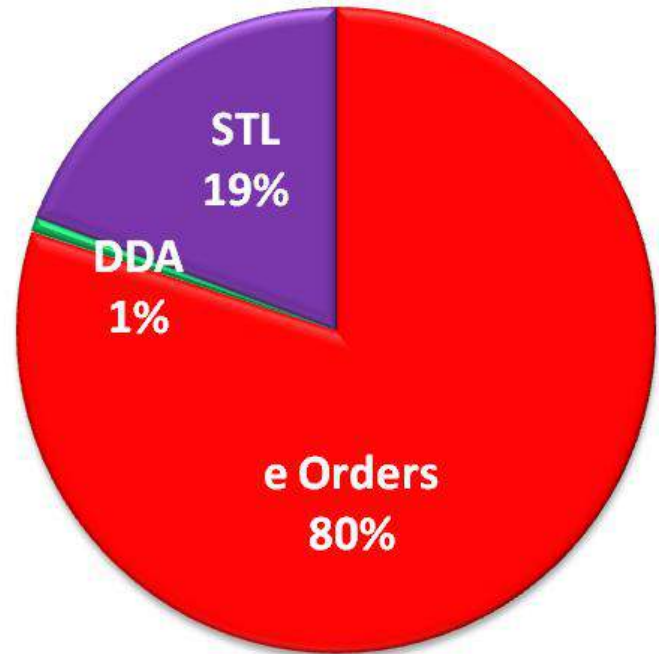
# CARLI Aggregator Expenditures

	Total Expenditure	AVG ebook w/o STL	AVG ebook w / STL
<b>EBL</b>			
2015	\$436,400	\$107.35	\$36.49
2014	\$296,810	\$88.93	\$27.33
2013	\$193,514	\$86.72	\$37.54
2012	\$85,919	\$72.18	\$60.08
<b>ebrary</b>			
2015	\$355,540	\$106.89	\$99.45
2014	\$487,893	\$97.66	\$94.19
2013	\$543,279	\$91.31	\$90.43
2012	\$694,670	\$127.23	\$127.23
<b>EBSCO</b>			
2015	\$559,773	\$104.51	\$104.05
2014	\$570,664	\$91.26	\$91.26
2013	\$357,790	\$88.21	\$88.21
2012	\$90,922	\$85.78	\$85.78

# EBL UNITS ACQUIRED by Type [CARLI]

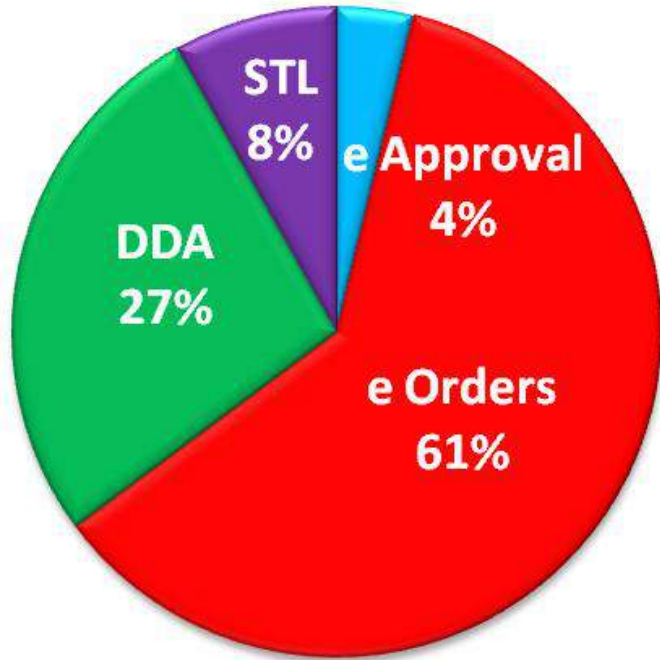


**APR-MAR  
2015**

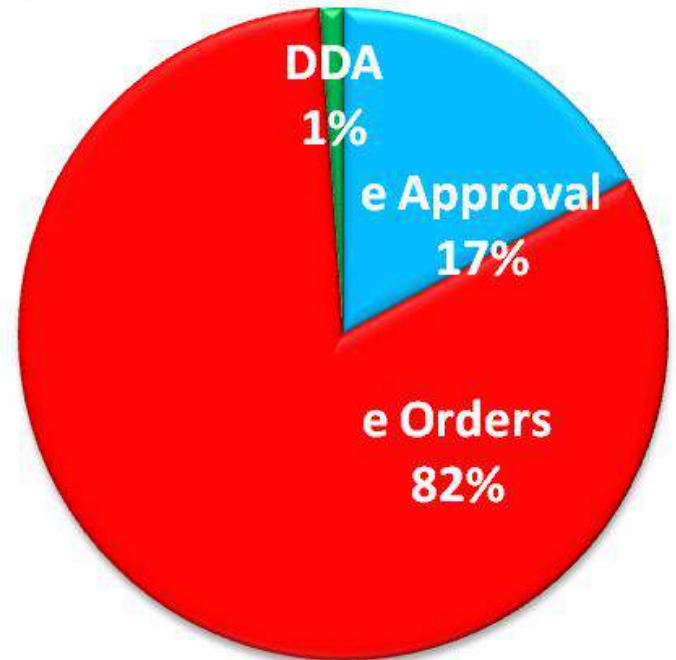


**APR-MAR  
2012**

# Library UNITS ACQUIRED by Type [CARLI]



**APR-MAR  
2015**



**APR-MAR  
2012**

# EBSCO UNITS ACQUIRED by Type [CARLI]



**APR-MAR  
2015**



**APR-MAR  
2010**

# CARLI Summary Data

APR-MAR	Total Expenditures	Digital Expenditures	% Digital of Total	DDA Records Sent	Value of DDA Records	% DDA Records Triggered
2015	\$10,250,644	\$1,515,800	15%	123,218	\$14,178,142	2%
2014	\$10,585,325	\$1,490,031	14%	141,918	\$14,236,681	2%
2013	\$11,489,377	\$1,255,814	11%	162,737	\$16,223,097	1%
2012	\$12,035,452	\$1,039,255	9%	41,844	\$5,388,423	0%

Total Value = \$50,000,000

% ePurchases = DDA / STL (units)	% DDA / STL = STL (units)	AVG ebook w/o STL	AVG ebook w / STL	AVG STL \$	AVG STL % of List
56%	84%	\$115.07	\$70.63	\$20.28	18%
51%	76%	\$100.32	\$65.70	\$10.99	11%
33%	66%	\$99.69	\$80.34	\$10.50	11%
4%	79%	\$128.77	\$124.82	\$9.51	7%

If the sustainability of our ecosystem is important to us, we should work far more cooperatively across the entire supply chain to develop our partnerships.

*“Libraries cannot puzzle out their future on their own”* – None of us can.

New digital distribution and pricing models, currently still based essentially on print, that support the full potential of new technology and the value that each of us contribute.

We can allow a Darwinian survival of the fittest process to continue and deal with the flotsam left in its wake, or choose to engage in intelligent shared strategies to develop value for all parts of our community.

“It becomes more of a necessity [for a library] to have people who are experts and who pay attention to how that environment is changing. There will be some institutions that decide that they don’t need libraries or librarians. The IT department is going to take those [functions, but] they’re going to be hiring people who have library expertise [and] backgrounds to do those things.... It’s a matter of breaking free of the library being some irrelevant, old-fashioned thing that used to be important but isn’t anymore.”

[Carl Straumsheim, *Clash in the Stacks*. Inside Higher Ed, 12/14]



THANK YOU

Michael Zeoli  
YBP Library Services