

Purchasing models in Ebooks

Alex Jenner, Books Specialist, DACH + E/eu



Agenda for today's 30 minute session

What's new in ProQuest Ebooks?

- Available now: New O'Reilly Education platform ('Safari') for Tech and Business
- Mylibrary migration completion

Deep dive into Ebook models

A closer look at subscription:

- What value can this bring to your library? Which products do we offer? What extras do we include?
- Success stories and how other libraries are benefitting from subscription
- How can you integrate these titles into your existing workflow to cater for your users' needs?

Tools you can use: TMF

What's new? New Safari is here!

- Launched at the end of 2017, the new O'Reilly-Safari platform offers:
- 35,000 Technical and Business Books
- 4,600 videos
- The platform is offered for yearly subscription
- Multi-user access
- Free downloadable app to enable users to download content from the platform if they don't want to read online
- Free 30 days trials available

O'REILLY® The O'Reilly-Safari Learning Platform for Higher Education



Provide students with the same resources used by more than 1.8 million users at over 4,000 businesses and government institutions worldwide

Give Your Students a Competitive Advantage

O'Reilly Safari is a comprehensive repository of business and technology resources that help prepare students for today's technology-dependent workforce. And it enables library collections to offer up-to-date, relevant materials for rapidly evolving areas of study.

• **NEW!** Unlimited user and unlimited content access model

Diverse and Graded Selection of Resources to Meet Students' Evolving Needs

From beginner to advanced, the O'Reilly-Safari platform provides continuously updated multi-format content for all levels of student proficiency.



Exclusive O'Reilly Content

O'Reilly creates and curates content from our exclusive network of leaders and innovators to give students a definitive advantage in understanding today's complex technology and business environments.

Exclusive content from the world's business leaders



Exclusive O'Reilly Curated content insights for the future - Training for the World



A State-of-the-Art Platform

The Safari platform provides the user experience and content educators and students demand.

New Features for Students

- No turnaway! Unlimited user access for all on-campus and graduate students
- User name and password authentication for each student
- Complete access to the Academic Catalog of learning resources.

Ebrary + EBL + Mylibrary = Ebook Central

- We will be completing the integration of the Mylibrary platform into Ebook Central at the end of May
- Plenty of new content from the platform to choose from

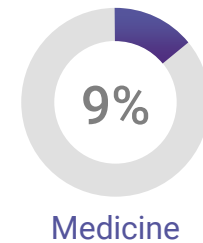
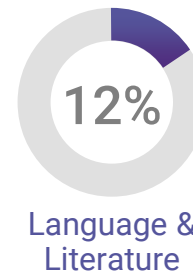
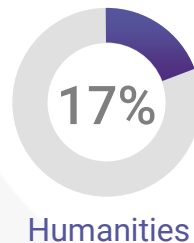
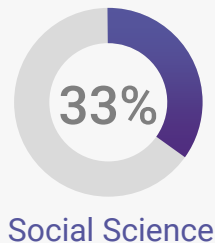
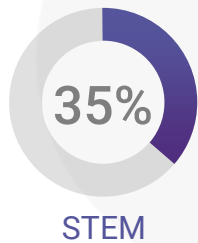


CONTENT SUMMARY:



Millions of Print Titles Available through OASIS

TOP SUBJECT AREA COVERAGE - EBOOKS



All Ebook models from ProQuest

EA

Extended Access™ and Non-linear Lending™

Protect users from turnaways, every time

PA

Purchase essential titles outright – title by title or packages

Over 1 million titles

ATO

Access-to-Own (420,000+ titles)

Apply budget spent on loans toward
usage-based ownership of titles.

Overcome STL embargoes on
frontlist and apply loan cost to
purchase
Short-Term Loans

STL

Optimize specific windows of
access, as needed, without
purchase commitment

DDA

User based acquisition: DDA (860k+ titles)

Supplement
Academic Complete with
broad access to in-demand
titles only purchased if used.

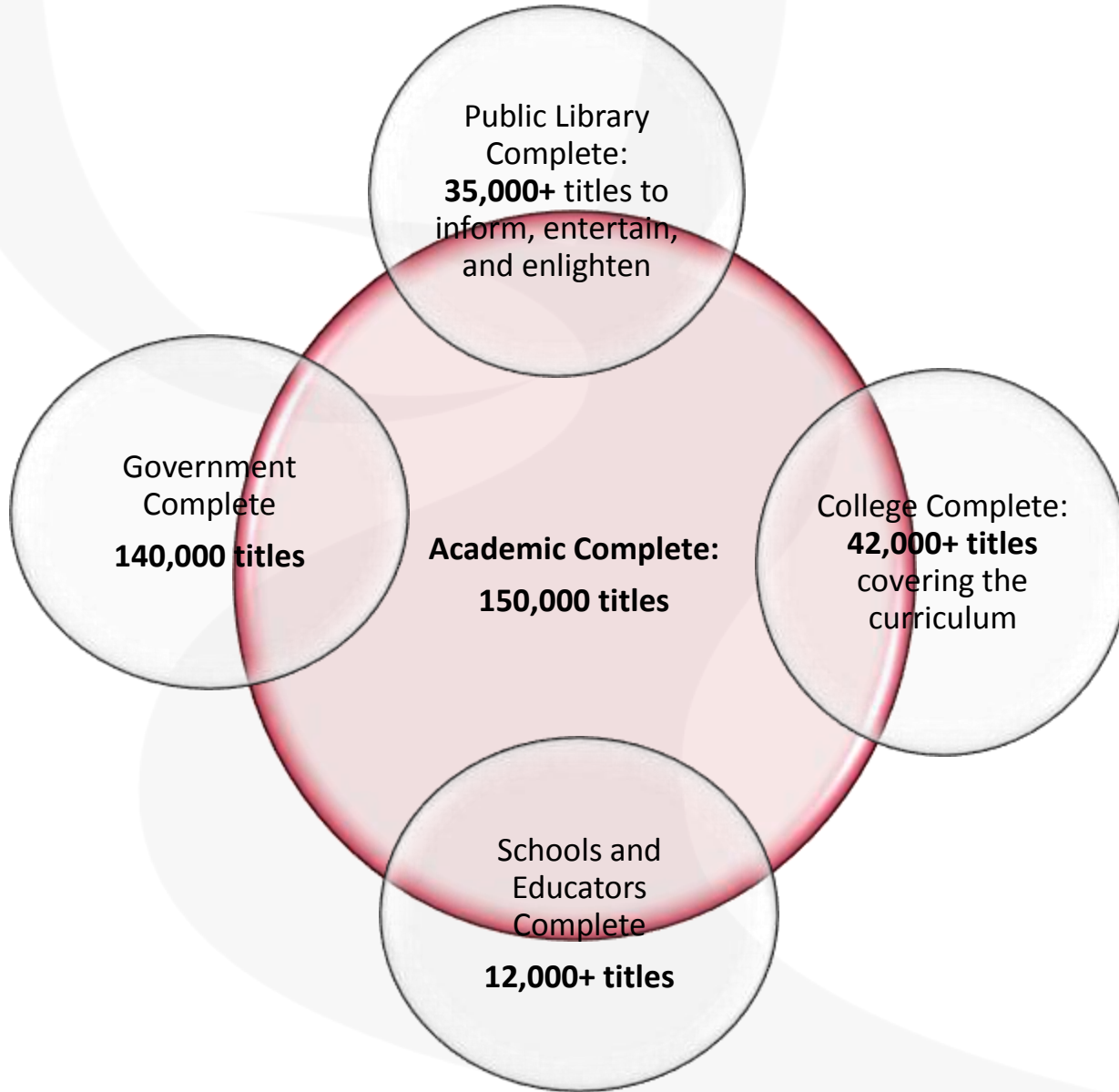
SUB

Academic Complete (150,000 titles) + sub-collections College Complete (43,083 titles) University Press (26,500 titles)

Build a solid foundational knowledge base.
Let usage stats guide evidence-based
collection development.



Our Flagship Academic Complete Family



Foundational knowledge base that balances quality and quantity:

- **RELEVANCE:** The right publishers and the right mix of content in key, curriculum-tied subjects ensures patron demand
- **MORE SELECTIVE** collection development (from the largest pool of publishers and 1 Million titles) means quality over quantity to drive **USAGE**
- Usage **EVIDENCE** via AC subscriptions inform additional purchase of titles and/or products via the most flexible purchase options to meet both budget and patron demand **BETTER**
- Superior platform benefits means discovery and ease of use for patrons and the best admin and acquisition tools for libraries

Academic Complete: The Basics

150,000+ titles
multi-disciplinary titles



Quality over Quantity
drives annual growth



Award-Winning content



Unique content from key
scholarly and more
University Press partners
than any other vendor



**Curated by on-staff
librarians to ensure**



**Balanced Quantity
& Quality**

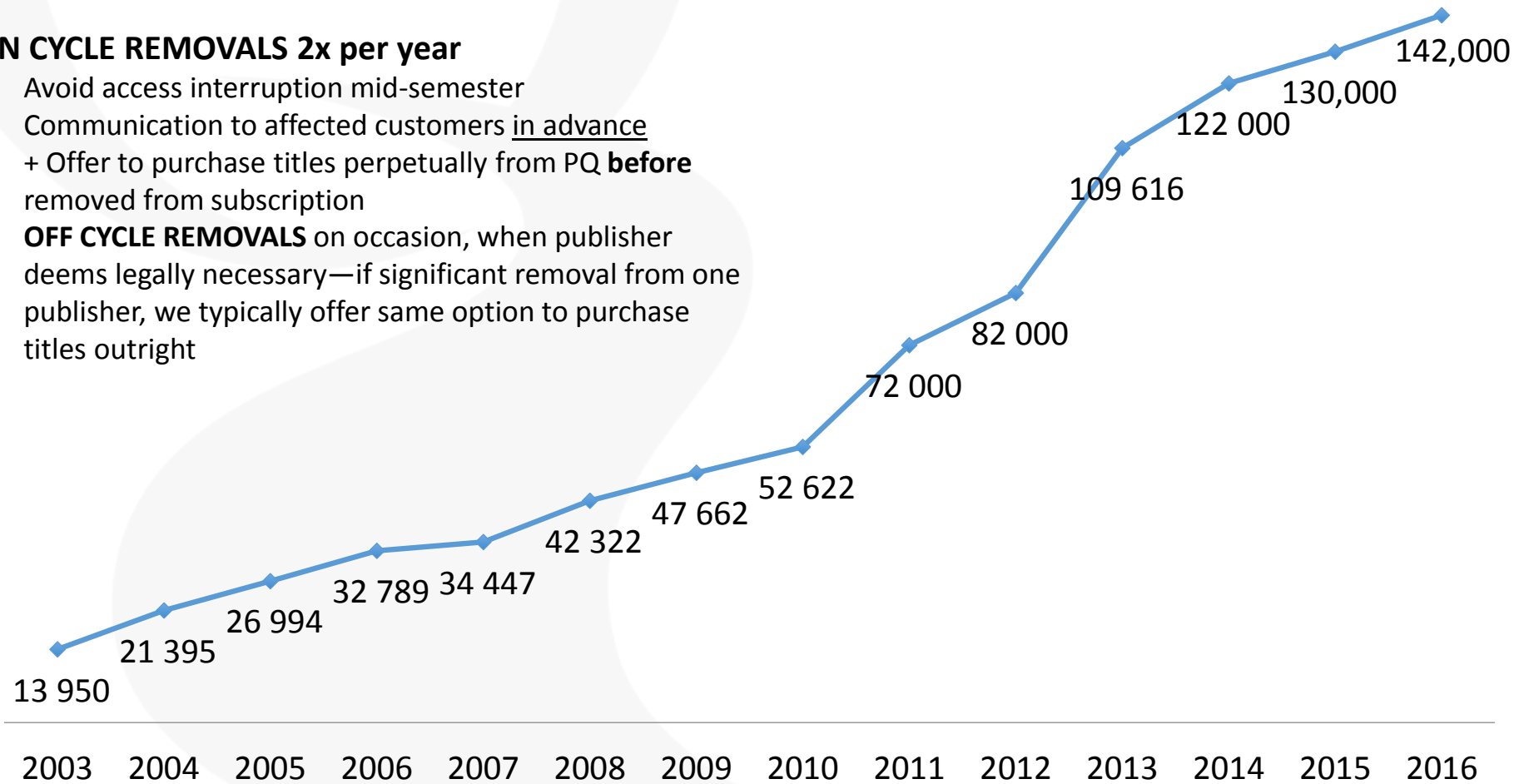
Intelligence-based
product development to
match content to
curriculum, graduation
rate trending by degree,
and usage analysis by
publisher and subject

Like today's libraries and patrons, Academic Complete has evolved into 'quality vs. quantity' focus on adding content tied to outcomes in order to drive usage

Currently at ~150,000+ titles

ON CYCLE REMOVALS 2x per year

- Avoid access interruption mid-semester
- Communication to affected customers in advance
- + Offer to purchase titles perpetually from PQ **before** removed from subscription
- **OFF CYCLE REMOVALS** on occasion, when publisher deems legally necessary—if significant removal from one publisher, we typically offer same option to purchase titles outright

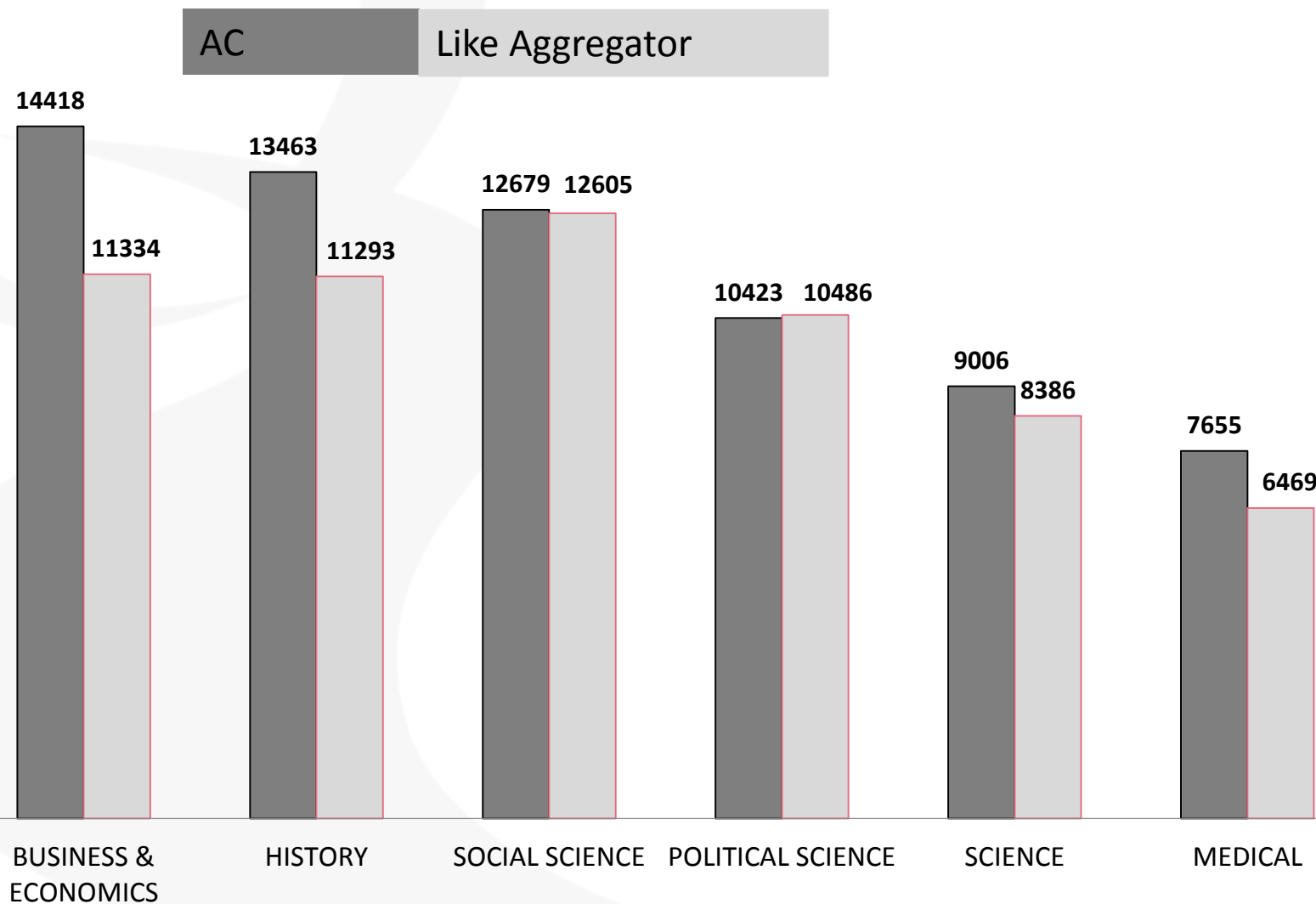


Academic Complete: Share of titles by subject (LC Class)

Subject	# AC Title
BUSINESS & ECONOMICS	14264
HISTORY	13744
SOCIAL SCIENCE	13438
POLITICAL SCIENCE	10818
SCIENCE	9479
MEDICAL	8329
LITERARY CRITICISM	7543
TECHNOLOGY & ENGINEERING	7473
RELIGION	7041
LANGUAGE ARTS & DISCIPLINES	6780
COMPUTERS	6412
PHILOSOPHY	5396
EDUCATION	5023
PSYCHOLOGY	4347
LAW	2903
BIOGRAPHY & AUTOBIOGRAPHY	2601
PERFORMING ARTS	2020
MATHEMATICS	1971
REFERENCE	1758
MUSIC	1462
ART	1327
NATURE	1292
POETRY	1283
NON-CLASSIFIABLE	1109
ARCHITECTURE	1101
FOREIGN LANGUAGE STUDY	926
FICTION	818

Subject	# AC Title
HEALTH & FITNESS	523
LITERARY COLLECTIONS	516
TRAVEL	466
FAMILY & RELATIONSHIPS	411
DRAMA	409
TRANSPORTATION	299
SPORTS & RECREATION	217
DESIGN	185
PHOTOGRAPHY	166
SELF-HELP	145
COOKING	110
BODY, MIND & SPIRIT	101
GAMES	70
TRUE CRIME	56
STUDY AIDS	53
JUVENILE NONFICTION	48
HUMOR	32
CRAFTS & HOBBIES	29
HOUSE & HOME	28
GARDENING	25
BIBLES	23
ANTIQUES & COLLECTIBLES	22
PETS	13
COMICS & GRAPHIC NOVELS	12
JUVENILE FICTION	11
CURRENT EVENTS	3
PSYCHOLOGY & PSYCHIATRY	1

Academic Complete is not the biggest aggregated subscription collection—but it carries MORE content in key subjects tied directly to usage history, graduation rate & curriculum trending



Top 10 Used Publishers in Academic Complete, EUROPE-ONLY, full year 2017



1



2



Taylor & Francis
Taylor & Francis Group

3



4



CAMBRIDGE
UNIVERSITY PRESS

5



ELSEVIER

6



5



BRILL

8



BLOOMSBURY

9



Jessica Kingsley
Publishers

10

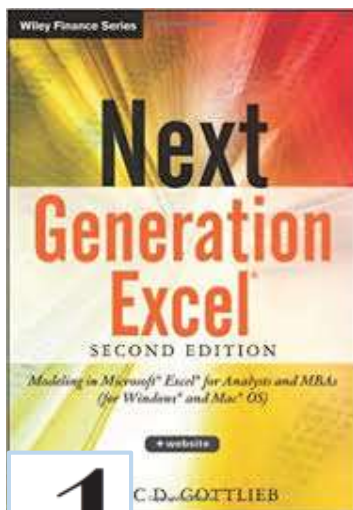
Source: Europe-only Academic Complete usage, full year 2017

The Top Used Publisher of all in Academic Complete is Wiley, with whom we have partnered to bring libraries 14,000 high-demand titles by 2020—

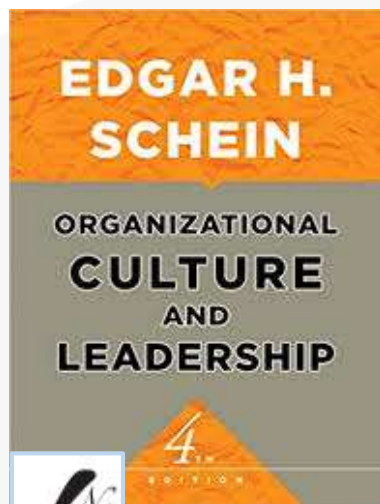
This unique publisher value equates to measurable patron demand –and usage you can count on!
NO OTHER AGGREGATOR will add Wiley titles between now and 2020!

The top 100 titles usage ranking for the entire Academic Complete collection carries 31 Wiley titles in Business & Econ, Medical, Psychology, Computers, Social Sciences, Education

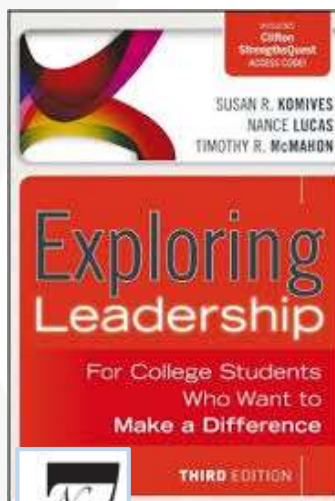
The following 5 Wiley titles were among the TOP 12 most used in Academic Complete
source: # page views, full collection, full year 2016



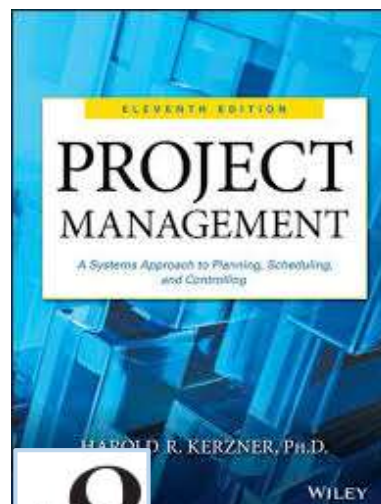
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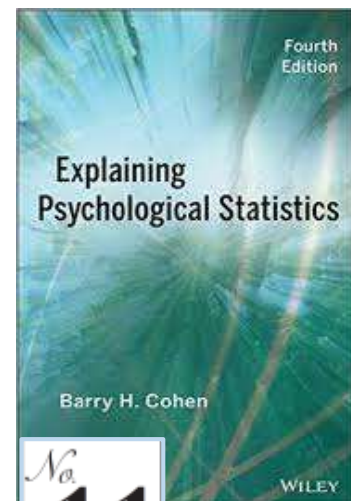
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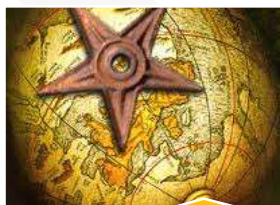


No. 11

A July 2017 Special Addition: 5,575 T&F titles added to Academic Complete includes award-winning, high-quality content across key, curriculum-tied subjects



Taylor & Francis
Taylor & Francis Group



History:
918 titles



Education:
588 titles



Business & Econ:
684 titles



Social Science:
630 titles



Political Science:
600 titles



Psychology:
402 titles



**Literary
Criticism:** 314
titles



Philosophy: 262
titles



Language Arts:
203 titles



Architecture:
148 titles

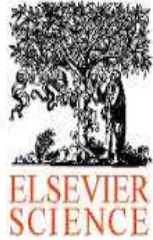


Law:
103 titles



Religion:
121 titles

**High Quality Publishers & UNIQUE Content =
Quality over Quantity designed to meet patron demand and drive usage**



1,200+unique titles – and more coming in Q1 2018



**10,000+unique titles – and will be the only aggregated
subscription adding titles now thru 2020 at which time AC will
have 14,000 titles in total**

WILEY

850+ unique titles



300+ unique titles

Academic Complete also carries more University Press Publishers than any other single vendor or aggregator including these unique ProQuest partners



Bundled free with Academic Complete – 1

Book Display Widget

Book Display Widget™ enables libraries to create virtual book displays and highlight their collection right on their homepage using four different display styles: dynamic grid, shelfbrowse, scrolling shelf, and 3-D carousel. It's easy to create and even easier for the library users to find a title—just click on the image of the book cover and it takes them directly to that title in your catalogue



See a demo of the different formats at https://www.librarything.com/forlibraries/bd_examples.php

Bundled free with Academic Complete – 2 Ebook Central & Syndetics Unbound Integration

Coming this month

- Book Recommendations and Discovery Enrichments from Syndetics Unbound are coming to the detail page on Ebook Central
- Free of charge for all Academic Complete customers across full Ebook Central catalogue
- Improves usability of patron experience
- Encourages exploration of the collection of Ebook Central titles available at their institution, driving increased usage



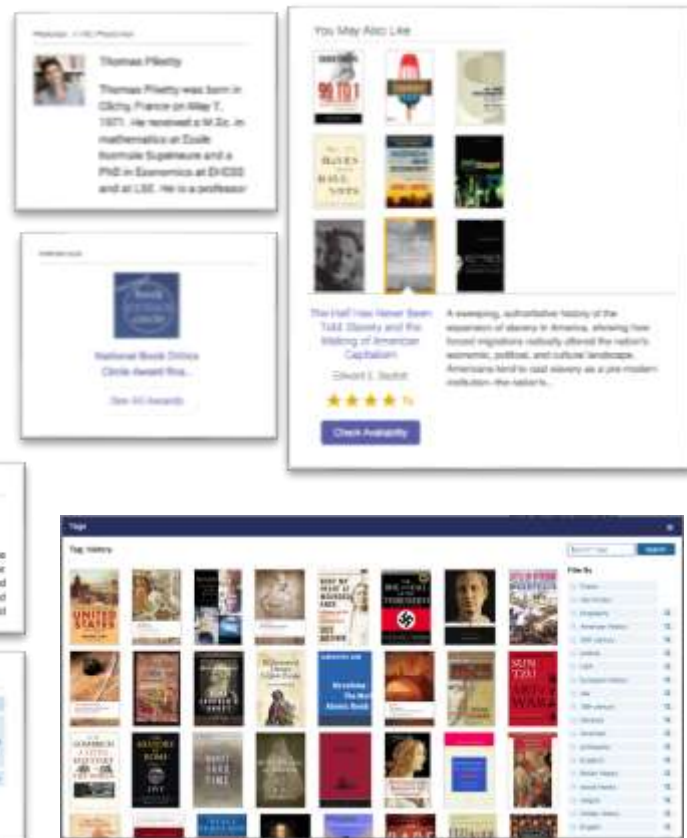
ProQuest®
Syndetics Unbound

A screenshot of the Ebook Central website interface. The top navigation bar includes the 'Ebook Central' logo, search, account, settings, and sign-in options. Below the navigation, there's a search bar and a 'LIBRARY' logo. The main content area displays the details for the book 'Capital in the Twenty-First Century' by Thomas Piketty. The book cover is shown on the left. The right side contains the title, author, availability status, and a table of contents with links to download PDF and read online for each section. A 'Bibliographic info' section is also visible on the right.

Ebook Central & Syndetics Unbound

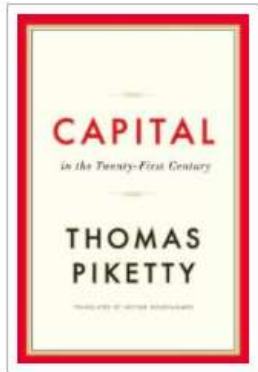
Included on the detail page

- **"You May Also Like"**: Recommendations based on a library's PAL, DDA, and subscription holdings
- **About the Author**: Includes author photo and biography
- **Reader reviews**: More than 1.5 million vetted reader reviews from LibraryThing
- **Awards**: Honors a book has received; also helps patrons find other highly awarded titles in their library's collection
- **Tag Discovery**: An easy way to explore related content tagged with genres, subjects and other categories



Ebook Central & Syndetics Unbound

DEMO



 Read Online

 Full Download

 Add to Bookshelf

 Share Link to Book

 Cite Book

More information about Syndetics Unbound at:

<https://proquest.syndetics.com/>



ProQuest®
Syndetics Unbound

Academic Complete successes in the UK and Germany

Universities recently installing Academic Complete

1. Cardiff Metropolitan University – three year subscription to Academic. Needed to broaden small ebook base and guarantee no turnaways. Academic Complete matched many reading list items and print books in their library.



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

2. Queen Mary's London – Took part in a trial over the exam period to test demand – usage was so high that when the trial ended students missed it.



Queen Mary
University of London

3. London South Bank – Wanted to match as many reading list items as possible on unlimited access. We ran a free Title Matching Fast for this customer and there was a high match rate



London
South Bank
University

4. University of Sunderland - A small University with not much budget to spend on individual title purchases so Academic Complete gave them access to more than they could ever have afforded otherwise.



University of
Sunderland

5. University of Muenster – Taking advantage of our special consortial price, Academic Complete provides easy and broad access to titles and sits alongside their perpetual purchases



WESTFÄLISCHE
WILHELMS-UNIVERSITÄT
MÜNSTER

10 Subject Collections aligned with wider ProQuest organisation



The Arts (8425)



Business (21067)



Education (6482)



OPERA
JOURNEYS
—Publishers—

db
JOHN BENJAMINS
PUBLISHING COMPANY

I.B. TAURIS
PUBLISHERS

WU
PRESS
TRANSFORMING
IDEAS

Princeton
Architectural
Press

SAGE

WILEY



Springer



Taylor & Francis
Taylor & Francis Group

PRINCETON
UNIVERSITY
PRESS

The MIT Press

UNIVERSITY OF
PENNSYLVANIA
PRESS

* Far more unique titles than EBSCO Sub.

ASCD
LEARN. TEACH. LEAD.



Jessica Kingsley Publishers
celebrating 29 years of independent publishing 1987 - 2016



THE NATIONAL ACADEMIES PRESS



Health & Medical
(12731)

Wolters Kluwer
Health

Springer

WILEY

OXFORD
UNIVERSITY PRESS

ELSEVIER
SCIENCE

ONS
Creating Healthy Diversity



History (35461)

OXFORD
UNIVERSITY PRESS

Yale
UNIVERSITY
PRESS

UPNE
UNIVERSITY PRESS

STANFORD
UNIVERSITY PRESS

BRILL

McGill-Queen's University Press

10 Subject Collections aligned with wider ProQuest organisation



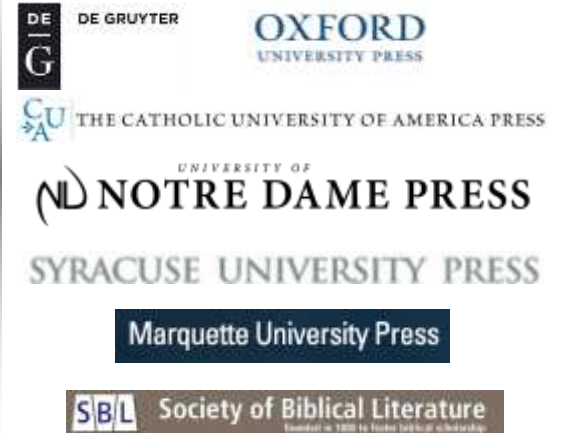
Law (10191)



Literature & Language (21542)



Religion & Philosophy (15785)



Science & Technology (29930)



Social Sciences (22907)



University Press Subscription: 26,500 Titles from 200+ World-Renowned University Press Partners



GEORGETOWN UNIVERSITY PRESS

PRINCETON UNIVERSITY PRESS



INDIANA UNIVERSITY PRESS
INDIANA UNIVERSITY



EDINBURGH University Press



UNIVERSITY OF MINNESOTA



香港大學出版社
HONG KONG UNIVERSITY PRESS

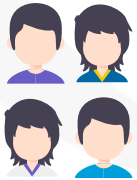


THE UNIVERSITY of ALBERTA PRESS



Why Subscription? High-demand content that is accessible, affordable, and available to all users, all the time

Benefits to Users



Unlimited, multi-user access



Mobile friendly intuitive interface



Download for offline reading

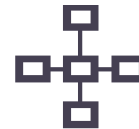


Useful research tools

Benefits to Librarians



Usage reports that prove value



Researchers can bookmark, note-take and highlight for easy reference



Free customizable MARCs



Integrates with discovery layers like Summon® and EBSCO Discovery Services

All Ebook models from ProQuest

EA

Extended Access™ and Non-linear Lending™

Protect users from turnaways, every time

PA

Purchase essential titles outright – title by title or packages

Over 1 million titles

ATO

Access-to-Own (420,000+ titles)

Apply budget spent on loans toward
usage-based ownership of titles.

Overcome STL embargoes on frontlist
and apply loan cost to purchase

STL

Short-Term Loans

Optimize specific windows of access,
as needed, without purchase
commitment

DDA

User based acquisition: DDA (860k+ titles)

Supplement
Academic Complete with broad
access to in-demand titles only
purchased if used.

SUB



Academic Complete (150,000 titles) College Complete (43,083 titles)

Build a solid foundational knowledge base.
Let usage stats guide evidence-based
collection development.

Setting up a DDA profile

3 simple forms and we do the rest

<https://proquestebook.wufoo.com/forms/ebook-central-profile-content/>

<https://proquestebook.wufoo.com/forms/ebook-central-dda-settings/>

<https://proquestebook.wufoo.com/forms/ebook-central-marc-record-preferences/>

DDA Workflow consultant:
Anne Theurier
Anne.Theurier@proquest.com

DDA triggers

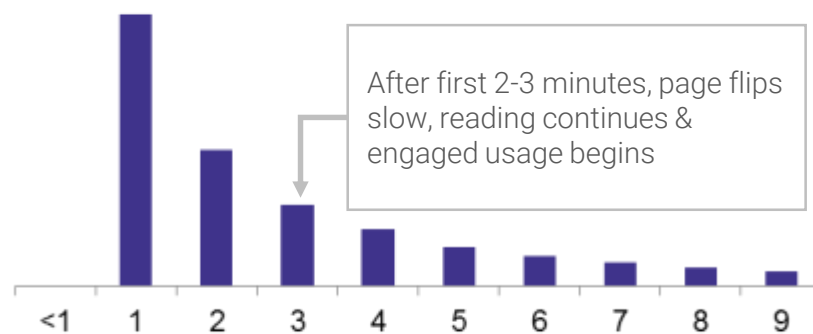
Reading is a better measure of usage than page flipping

Year over year we see...

18 pages are viewed
per minutes **5**

On average, based on EBL usage data

Page views per minute



Based on aggregate ebrary usage data

Ebook Central DDA Triggers:

5 minutes of free browsing

No page view triggers

Copy, print and download triggers will not change

Improve collection development based on engaged usage rather than quick scanning

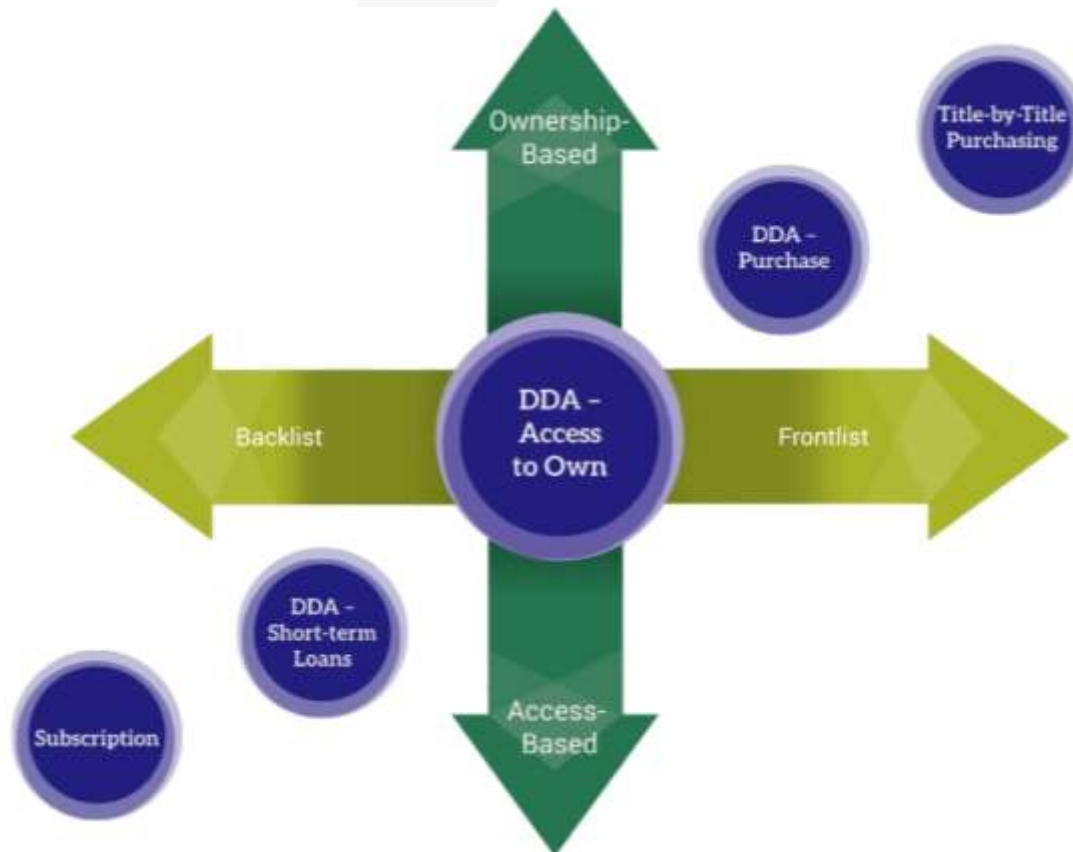
A word on Evidence Based Acquisition trends

- 2014 – Height of Demand-Driven Acquisition
- 2015 – Publishers started to feel Short Term Loans weren't bringing the best value so they put prices up
- Customers started to move away from more expensive Short Term Loans and some away from DDA altogether
- This gave rise to some libraries buying more content directly from publishers, sometimes within Evidence Based Models (pledge a sum, access all content for a year and reconcile pledge against purchases at the end)..



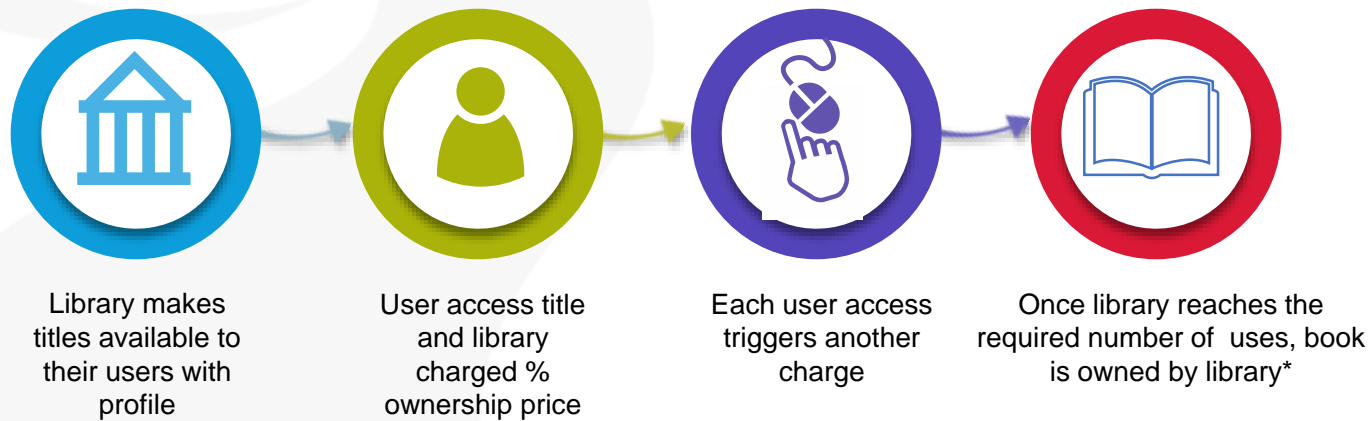
- Is EBA sustainable when done publisher by publisher?
- Do libraries get good value?
- Can you offer the right range of content to your users?
- ...So ProQuest designed their own solution, **Access to Own**

Flexible Acquisition Models: Access to Own



How does Access to Own work?

Publisher will set differentiated price between backlist and frontlist.



* **Pricing:** Assumes purchase of 1-User access. Upcharge applies to purchase a different level of access such as 3-User, Non-Linear, or Unlimited Access

How does Access to Own work?

Frontlist (example):



User 1 accesses book (1 week duration) and triggers charge. Library is charged 55% towards purchase.



User 2 accesses book (1 week duration) and triggers charge. Library is charged 55% towards purchase.



Library now owns this title on single user – paying **110% total for purchase***

Titles can then be upgraded automatically by choosing a default model, or manually in LibCentral

Backlist (example):



User 1 accesses book (1 week duration) and triggers charge. Library is charged 35% toward purchase.



User 2 accesses book (1 week duration) and triggers charge. Library is charged 35% toward purchase.



User 3 accesses book (1 week duration) and triggers charge. Library is charge 35% toward purchase



Library now owns this title on single user – paying **105% total for purchase***

new for 2018 (pilot) – ATO Accelerate! Upgrade after 2nd backlist loan to purchase @100% of list price

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Short-Term Loans

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DDA

User based acquisition: DDA (860k+ titles) Supplement Academic Complete with broad access to in-demand titles only purchased if used.

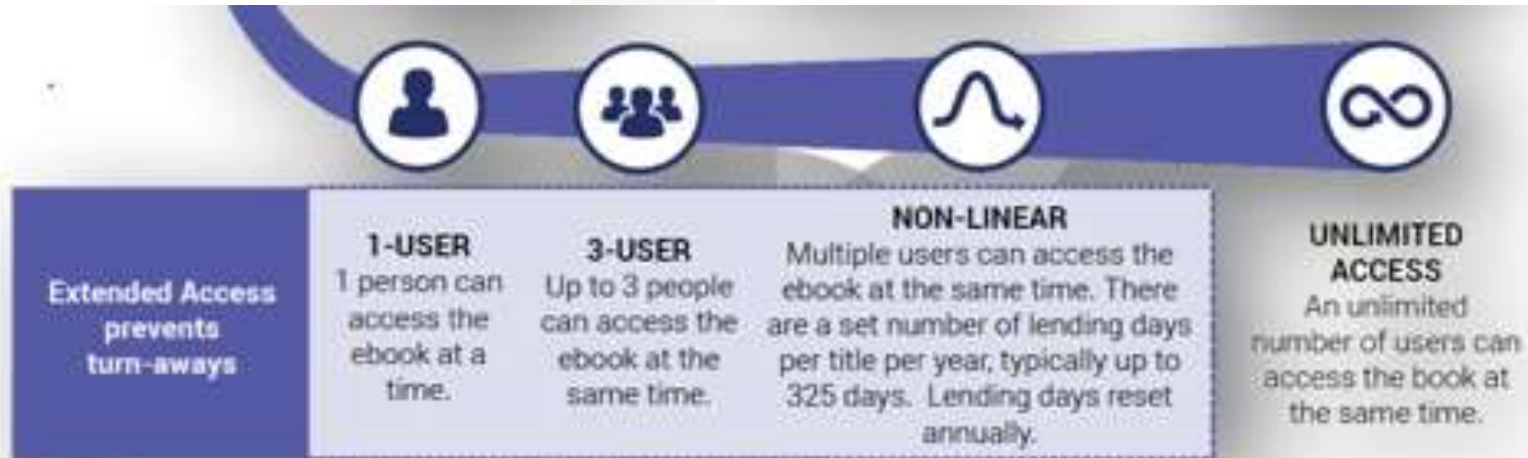
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Build a solid foundational knowledge base. Let usage stats guide evidence-based collection development.



Perpetual Access




Extended Access will either upgrade to next access model in the case of a turnaway (ie 1U to 3U) or buy another 1U title, or take out a Short Term Loan of the title for that user. Upgrading can also be done manually in the admin portal, LibCentral.

One easy form: (plus site license) : No order minimum and no hosting fees
<https://proquestebook.wufoo.com/forms/ebook-central-live-account-setup/>

Tools you can use: TMF

1) We **Clean** your print ISBNs using Bowker ISBN agency technology



2) We **Match** your ISBNs to those found on Ebrary and EBL



3) We **Report** on the findings and consult with you on the next steps

Title Matching Fast – benefits

- Totally free of charge
- Increased accuracy of ISBNs
- Space Saving
- Collection development and focus
- Discounts available (by publisher) for larger orders
- Heightened use – better visibility

CONTENT PROVIDER	CONTENT TITLE	ERIC ID	PRINT ISBN	EBOOK ISBN	Academic Complete	NL	SE	UA	TU
1.1 Ashgate	9780754647225	429645	9780754647225	9780754685869	Y		\$202.43	\$168.69	\$134.95
1.1 Ashgate	9780754649502	429567	9780754649502	9780754685739	Y		\$224.93	\$187.44	\$149.95
1.1 Ashgate	9780754649694	429758	9780754649694	9780754684602	Y		\$187.43	\$156.19	\$124.95
1.1 Ashgate	9781409440604	906963	9781409440604	9781409440628	Y		\$44.93	\$37.44	\$29.95
1.1 Cambridge University Press	9780521001830	241071	9780521001830	9780511202469	N		\$210.00		\$210.00
1.1 Cambridge University Press	9780521009201	217968	9780521009201	9780511205088	N		\$210.00		\$210.00
1.1 Cambridge University Press	9780521009645	217963	9780521009645	9781139147859	Y		\$210.00		\$210.00
1.1 Cambridge University Press	9780521110501	674627	9780521110501	9781139044608	Y		\$210.00		\$210.00
1.1 Cambridge University Press	9780521111485	803004	9780521111485	9780511725883	N		\$210.00		\$210.00
1.1 Cambridge University Press	9780521114783	502467	9780521114783	9780511681226	N		\$135.00		\$135.00
1.1 Cambridge University Press	9780521115452	605097	9780521115452	9780511927768	N		\$210.00		\$210.00
1.1 Cambridge University Press	9780521116633	604992	9780521116633	9780511927492	N		\$135.00		\$135.00
1.1 Cambridge University Press	9780521116954	501397	9780521116954	9780511681240	N		\$135.00		\$135.00
1.1 Cambridge University Press	9780521117869	605031	9780521117869	9780511927171	N		\$135.00		\$135.00
1.1 Cambridge University Press	9780521118484	471990	9780521118484	9780511650576	N		\$210.00		\$210.00
1.1 Cambridge University Press	9780521119481	807236	9780521119481	9781139185028	N		\$135.00		\$135.00
1.1 Cambridge University Press	9780521122658	1543596	9780521122658	9781107478411	Y		\$135.00		\$135.00
1.1 Cambridge University Press	9780521132282	501251	9780521132282	9780511681394	N		\$210.00		\$210.00
1.1 Cambridge University Press	9780521140034	807127	9780521140034	9781139157353	Y		\$135.00		\$135.00
1.1 Cambridge University Press	9780521190183	803053	9780521190183	9780511725920	N		\$135.00		\$135.00

Strategic Acquisition (Sub, PDA, Purchase, NLL)



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