

Ebooks and DDA

Melissa Belvadi, UPEI, OLA 2015

Intro - Ebooks and PDA/DDA

- PDA = DDA =
patron/demand driven acquisition
- STL = short term loan - single use by one patron for a fraction of full ebook price
- Trigger = use that costs library money (versus “preview” which is free)

YBP Industry Data - Ebooks

Stats: print books profiled from May 2013-April 2014:

- % e-version avail same time as print: 43%
- % e-version avail some time in that window of time: 57%
- Varies by LC Class:
 - best = R (Medicine): 57% same time but J = 71% overall
 - worst = N (Art): 11% same time and 16% overall

Prices: at same time averages 32% higher than print; overall drops down to 27%

Stats from EBSCO

- 33% of ebooks are pub year 2012-2015
 - out of over 680,000
- 70% of eBooks are available for STL

Publishers decreasing STL participation

Ebook Pricing Models

- 1 simultaneous user (1U, SUPO)
- 3 simultaneous users (3U)
- unlimited users (UU, MUPO)
- concurrent users / non-linear lending (CAM, NLL)
- textbook special conditions

Consider: annual hosting fee on top of price?

EBSCO Distribution of Pricing Model

- 1U = 100% of ebooks available via EBSCO
- 3U = 73%
- UU = 53%
- CAM = 30% * Very new, still negotiating

Ebook Pricing Patterns

Supplier	Purchase Option	Library DDA	List Price	Status
+ EBL	Non-Linear Lending™	Yes	150.00 USD ▼	Available
+ EBL	Unlimited		225.00 USD ▼	Available
+ ebrary	Multiple User Option (MUPO)		225.00 USD ▼	Available
+ ebrary	Single User Option (SUPO)	Yes	150.00 USD ▼	Available
+ EBSCOhost	1 User		150.00 USD ▼	Available
+ EBSCOhost	3 User		187.50 USD ▼	Available
+ EBSCOhost	Concurrent Access		150.00 USD ▼	Available
+ EBSCOhost	Unlimited User		225.00 USD ▼	Available

Supplier	Purchase Option	Library DDA	List Price	Status
+ EBL	3 User		183.75 USD ▼	Available
+ EBL	Non-Linear Lending™	Yes	220.50 USD ▼	Available
+ ebrary	3 User		183.75 USD ▼	Available
+ ebrary	Single User Option (SUPO)	Yes	147.00 USD ▼	Available
+ EBSCOhost	1 User	Yes	147.00 USD ▼	Available
+ EBSCOhost	3 User		183.75 USD ▼	Available

Supplier	Purchase Option	Library DDA	List Price	Status
+ EBL	Non-Linear Lending™	Yes	39.98 USD ▼	Available
+ ebrary	Multiple User Option (MUPO)		58.50 USD ▼	Available
+ ebrary	Single User Option (SUPO)		39.00 USD ▼	Available
+ Project MUSE	Unlimited Use		39.98 USD ▼	Available

Ebook Pricing Can Vary Widely

Handbook of Internet Studies 2013 (Wiley)

print: \$51.95 USD

online: \$78 - \$322 USD

Supplier	Purchase Option	Library DDA	List Price	Status
+ EBL	Non-Linear Lending™	Yes	77.93 USD ▼	Available
+ ebrary	3 User		322.43 USD ▼	Available
+ ebrary	Single User Option (SUPO)	Yes	214.95 USD ▼	Available
+ EBSCOhost	1 User	Yes	214.95 USD ▼	Available
+ EBSCOhost	3 User		322.43 USD ▼	Available

Supplier	Purchase Option	Library DDA	List Price	Status
+ Wiley Online Library	Multiple User Access		214.95 USD ▼	Available
+ Credo	Single User Access		249.94 USD ▼	Available
+ Credo	Unlimited User Access		299.93 USD ▼	Available

Downloads (Offline Reading)

Usually requires Adobe Digital Editions installed (DRM)

- some publishers allow normal PDF from their own site
- Concurrent uses - set number used by checkout time
- EBSCO - allows all or to except 1U books
 - 95% of books allow downloads
- Ebrary - allows yes to just mupo or 3user, and to hold onto last license
- EBL - many choices

Ebrary PDA Triggers

- Viewing:
 - 10 pages viewed (unique pages) in a single browser session (other than front or back matter*), or
 - 10 minutes of viewing in a single browser session (other than front or back matter*), or
- Printing: 1 print of any page, or
- Copying: 1 copy from any page, or
- Downloading: 1 download of any page (note, a title on loan cannot be full-document downloaded)

*Front matter and back matter are defined as the first 5% and the last 5% of a document's pages.

(From Ebrary's support documentation)

EBL PDA Triggers

- Over 5 minutes reading, OR
- Any Save/Print/Copy

COUNTER Usage Data

- BR1 - # of Successful Title Requests by Month and Title
- BR2 - # of Successful Section Requests by Month and Title
- BR3 - Access Denied to Content Items by Month, Title and Category
- BR4 - Access Denied to Content items by Month, Platform and Category
- BR5 - Total Searches by Month and Title

Other Usage Data - EBSCO

Based on their usual reports:

ISSN/ISBN	Title	Turnaways	Total Full Text	PDF Full Text	HTML Full Text	eBook Full Text	eBook Offline/Download
9780253339195	Osun across the waters : a Yoruba goddess in Africa and the Americas	0	1	0	0	1	0
9781847063816	100 ideas for teaching primary mathematics	0	0	0	0	0	0
9780253353870	100 years of pragmatism : William James's revolutionary philosophy	0	1	0	0	1	0
9781583261231	101 Veterinary Practice Management Questions Answered	0	1	0	0	1	0
9781583261064	101 Veterinary Technician Questions Answered	0	1	0	0	1	0
9781564149381	151 quick ideas to deal with difficult people	0	0	0	0	0	0
9780944205211	18 Steps for Starting Your Business	0	2	0	0	2	0
9781438446639	20,000 Leagues Under the Seas : A World Tour Underwater	0	1	0	0	1	0
9781593574772	200 Best Jobs for Introverts	0	1	0	0	1	0
9781849283342	21st Century Chinese Cyberwarfare : An Examination of the Chinese Cyberthreat From Fundamentals of Communist Policy Regarding Information Warfare Through the Broad Range of Military, Civilian and Commercially Supported Cyberattack Threat Ve	0	0	0	0	0	0
9781591588955	21st-century learning in school libraries	0	0	0	0	0	0

Other Usage Data

EBL:

12/13/2012 15:41	885223	Topological Methods in Data Analysis and Visualization	TRUE	Non-Owned Loan	5	Stl	Springer
10/3/2013 14:18:	339123	Trinidad and Tobago : Ethnic Conflict, Inequality and	TRUE	Non-Owned Loan	12	Stl	Palgrave Macmil
3/7/2014 14:49:0	455388	Twins in the World	TRUE	Owned Loan	103	AutoPurchase	Palgrave Macmil
3/6/2014 18:59:0	455388	Twins in the World	TRUE	Non-Owned Loan	10.3	Stl	Palgrave Macmil
3/1/2014 22:34:0	455388	Twins in the World	TRUE	Non-Owned Loan	10.3	Stl	Palgrave Macmil
2/18/2013 23:25:	1024329	Understanding How Young Children Learn : Bringin	TRUE	Owned Loan		AutoPurchase	ASCD
1/21/2013 18:47:	1024329	Understanding How Young Children Learn : Bringin	TRUE	Owned Loan	26.95	AutoPurchase	ASCD
1/12/2013 13:33:	1024329	Understanding How Young Children Learn : Bringin	TRUE	Non-Owned Loan	1.35	Stl	ASCD
1/11/2013 22:32:	1024329	Understanding How Young Children Learn : Bringin	TRUE	Non-Owned Loan	1.35	Stl	ASCD
9/26/2013 20:35:	932831	Water, Wastewater, and Stormwater Infrastructure	TRUE	Non-Owned Loan	12.99	Stl	Taylor and Franc

Ebrary:

Title	Trigger Date	Trigger Event	Purchase Date	Purchase License
Everyday Calculus : Discovering the Hidden Math All Around Us	2014/11/06	View	2014/11/12	STL - 1day(s)
Social Media Security : Leveraging Social Networking While Mitigating Risk	2014/11/23	View	2014/11/26	STL - 1day(s)
Social Media Security : Leveraging Social Networking While Mitigating Risk	2014/11/24		2014/11/26	SUPO
Everyday Calculus : Discovering the Hidden Math All Around Us	2014/11/24		2014/11/26	SUPO

Cataloguing Issues

- Keeping track of DDA, STL, Purchased
- ISBNs - \$a, \$z, matching on
- MARC Records
 - Getting them - from where
 - Quality
 - Extra 856 links need to be deleted?
- Handling batch deletion notices (few,lot)

Ebooks at UPEI

291,000 ebooks in our catalogue

52,000 purchased (mostly packages)

11,000+ in current DDA program

UPEI and PDA (DDA)

- YBP - October 2011
 - selective, LC-profiled + manual, \$175 max
 - multi-vendor (as of Nov 2013)
 - EBL 9,500 titles active (original profile)
 - EBSCO 842
 - Ebrary 198
- Experiment with EBSCO
 - few restrictions, over 40,000 books
 - spent \$3,000 in 6 days (19 bks) before MARC even loaded

EBL DDA Activity - UPEI

Expenditure (USD) to Date:

Total Cost of Autopurchases x 33:	\$2,293.26
Average Cost of Autopurchases x 33:	\$69.49
Total Cost of Ebook Purchases x 0:	\$0.00
Average Cost of Ebook Purchases x 0:	\$0.00
Total Cost of STLs x 273:	\$1,982.08
Average Cost of STLs x 273:	\$7.26

Total Expenditure : \$4,275.34

Other DDA Activity - UPEI

EBSCO (aside from experiment):

- 36 STLs, 4 books purchased
(out of 842 avail)

Ebrary:

- 2 STLs, 2 books purchased
(out of 198 avail) (both late 2014)

Some Analysis (UPEI DDA)

Of 40 triggered purchases:

- 13 (EBL) have minimum 3 uses (2 STLs+\$)
- 24 have 4 or more uses (max = 22)
- Average uses for EBL and EBSCO: 5.25 per purchased book

Future ?

UDA? (Usage/Use/User Driven Acquisition)

- By publisher, not aggregator
 - Gale
 - Wiley