

ASA Annual Conference 2010

E-Books do furnish a room – don't they?
Economics of the e-Books supply chain & likely
future developments

Richard Gisborne

Head of Corporate, Professional & Institutional Sales
Blackwell

e-Books do furnish a room

- The shape of e-Books supply chain
- Economics of e-Books supply chain
- Sales models
- User ‘demand’ and publisher ‘supply’
- Current innovations
- Market developments

The shape of e-book supply chain

- Individual subscriptions
- Publisher packages – predefined or bespoke
- e-Book aggregators: **EBL, ebrary, MyiLibrary, NetLibrary, Books 24X7, Knovel**
- Protected VLE
- Varying e-Book readers
- Printed textbook revenue protection
- New delivery systems

Economics of e-Books supply chain

- Different models for searching, purchasing, pricing & buying
- Most digital content on journals & databases
- UK expenditure 3 to 5% of materials budgets
- Publishers supplying different collections to aggregators
- Library budgets flat or in decline – e-Books better investment

Sales models

- Just like print
- Purchase of complete book: single user, multi user
- Short term loan – rent a book
- Patron driven: ‘Just in time’ rather than ‘Just in case’

User demand v publisher supply

What customers want:

- e-Books from regular book suppliers in same workflows
- A single platform
- Multiple use for the price of a hardback
- Consolidated invoicing
- Good discovery tools
- Wide range of searching tools – from OPAC to Google
- e-Book approval and patron driven tools

Current innovations

- Short term loans
- Chapter renting
- Multi language options
- Audio
- Simultaneous 'e' and 'p' publication – scarce
- New readers

Market developments

- User driven v subject selectors
- e-Book approval plans
- VLE
- Digital first
- 'e' and Print on Demand
- Vendors as post purchase consultants:
after sales marketing
- Vendors hosting digital collections
- iPad

2009 headlines about e-Books

- “It was the best of times, it was the worst of times”
- “Don’t ignore the reader”
- “2 major publishers hold back e-Books”
- “Tough times still ahead”
- “Screen test – a dust up over digital dust jackets”
- “Is it really Doomsday for books?”
- “Will e-Books spell the end of writing?”
- “The Book of Jobs – Hope, hype and Apple’s iPad”

Will e-Books furnish your room?

Maybe, with:

Kindle Sony Reader Skiff Reader iPad

or printed versions of your e-Book collection

or....

Books, Audio, Video
40 TB (Parade) VIA CPU

Is this the future
"collection"?