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

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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…. 
Is this the future “collection”?