

# eBooks: Riding the e-Collection Wave and How Publishers Remain Afloat in the Digital Era

**Rolf A. Janke**  
VP/Publisher, SAGE Reference

 **SAGE** Reference   
Authoritative | Award-Winning | Available Online

## Disclaimer

**“eBooks are currently a moving target for publishers; please excuse our confused look while we continue to navigate in the digital age.”**

**Anonymous**

**“The perception is that eBooks have been around for 10 years and haven’t done anything, but it’s happening now. This is really starting to take off.”**

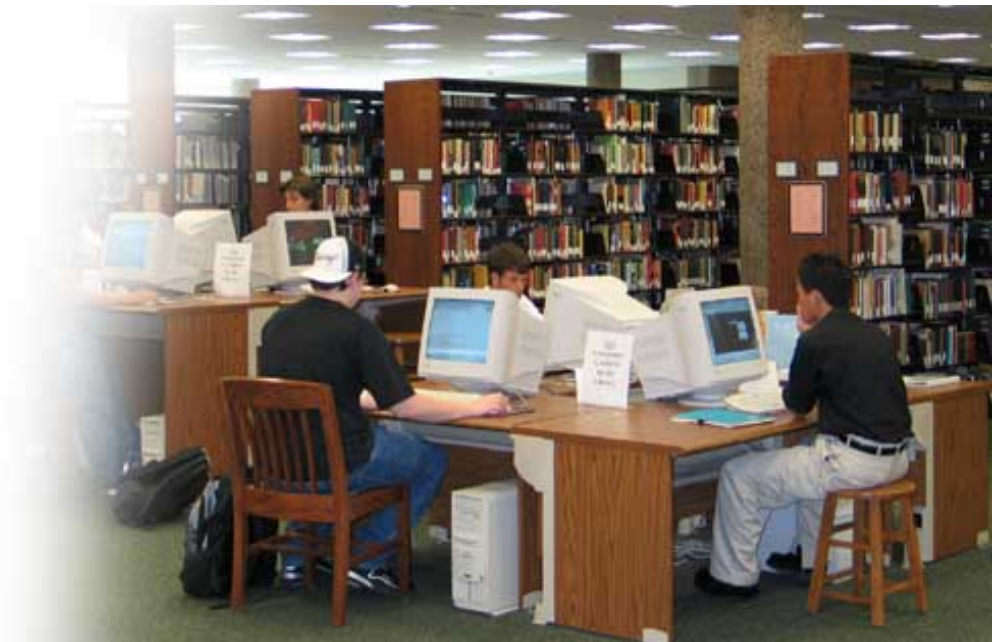
**S. Haber, President  
Sony Digital**

*In a New York Times article, December 2008*

# Overview of eBooks in the 21<sup>st</sup> Century

- **2000 – 2005 turning point for academic library publishers**
  - netLibrary
  - Journal models
  - Lack of shelf space
  - Simultaneous access
  - New revenue streams
  - Declining print sales
  - Aggregators vs. build your own

# Market Shifts: Going from P to E

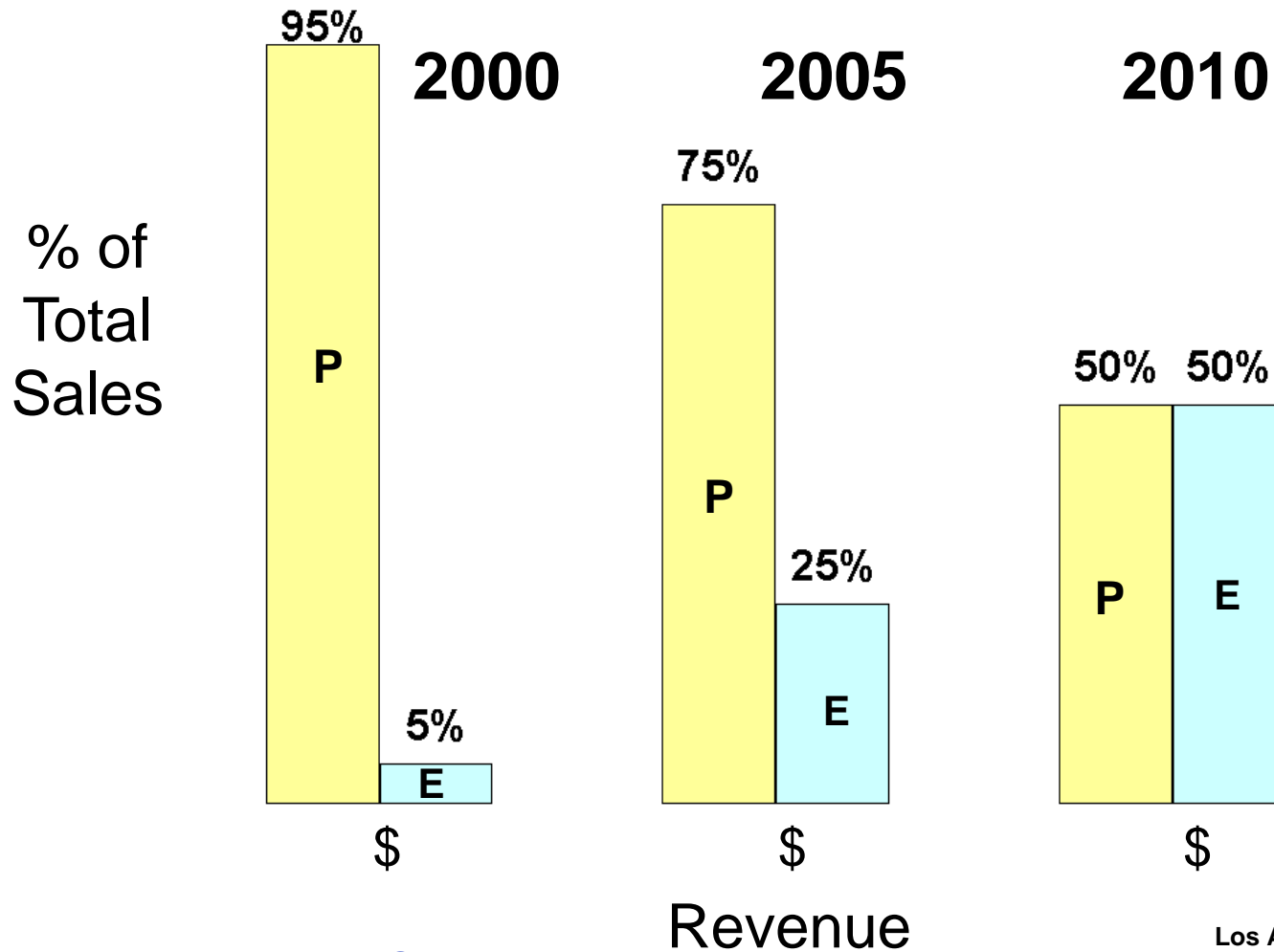


## Table 2. Student and Faculty Preferences for P-books Versus E-Books

COLLEGE STUDENTS	CONDUCT RESEARCH	TEXTBOOK	LEISURE READING
Ratio	<b>2.3/1</b>	<b>3.6/1</b>	<b>30.8/1</b>
P-book	<b>56.3%</b>	<b>67.5%</b>	<b>80.1%</b>
E-book	<b>24.5%</b>	<b>18.5%</b>	<b>2.6%</b>
No Preference	<b>13.2%</b>	<b>7.9%</b>	<b>11.3%</b>
No Response	<b>6.0%</b>	<b>6.0%</b>	<b>6.0%</b>
COLLEGE FACULTY	CONDUCT RESEARCH	TEXTBOOK	LEISURE READING
Ratio	<b>10.0/1</b>	<b>N/A</b>	<b>N/A</b>
P-book	<b>80.0%</b>	<b>92.0%</b>	<b>92.0%</b>
E-book	<b>8.0%</b>	<b>0.0%</b>	<b>0.0%</b>
No Preference	<b>8.0%</b>	<b>4.0%</b>	<b>4.0%</b>
No Response	<b>4.0%</b>	<b>4.0%</b>	<b>4.0%</b>

*Source:* Data from Ed Walton, “Faculty and Student Perceptions of Using E-books in a Small Academic Institution” (presentation at ACRL 13th Annual Conference, Baltimore, MD, March 30, 2007).

# Projected Revenue Shifts for eBooks (Reference)

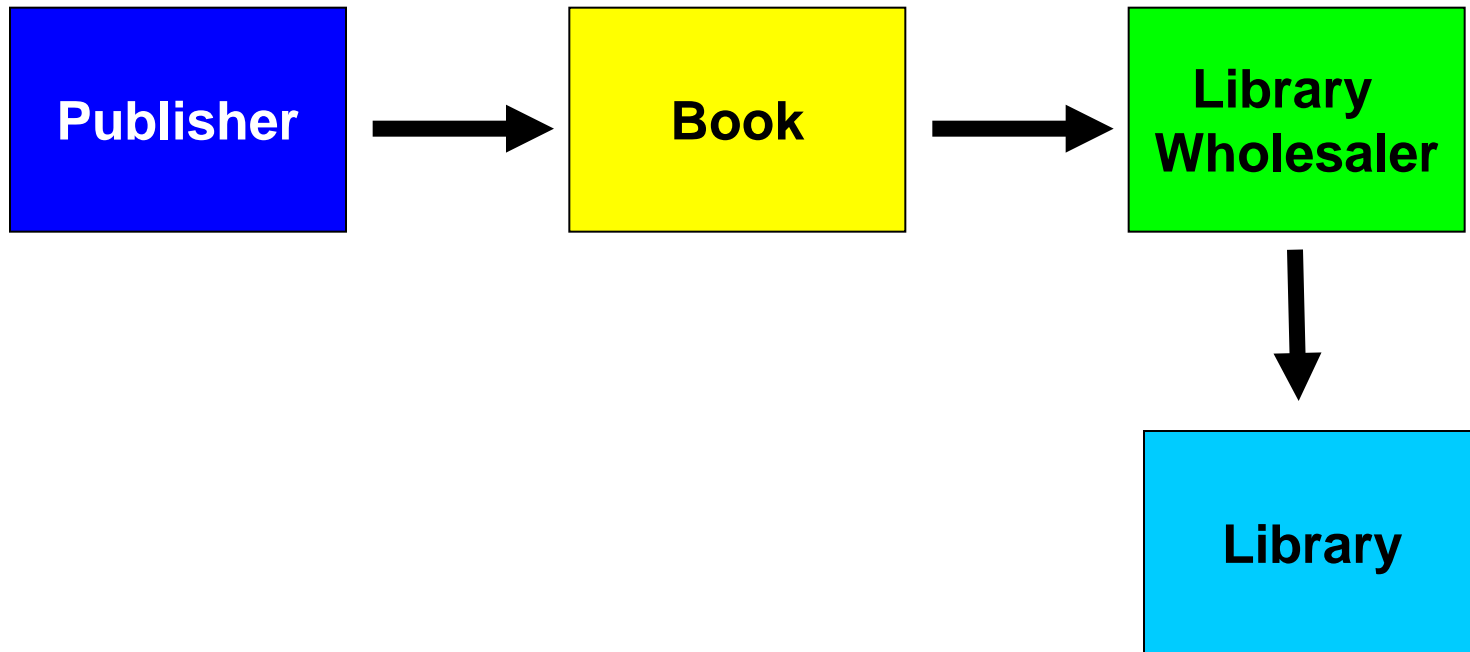


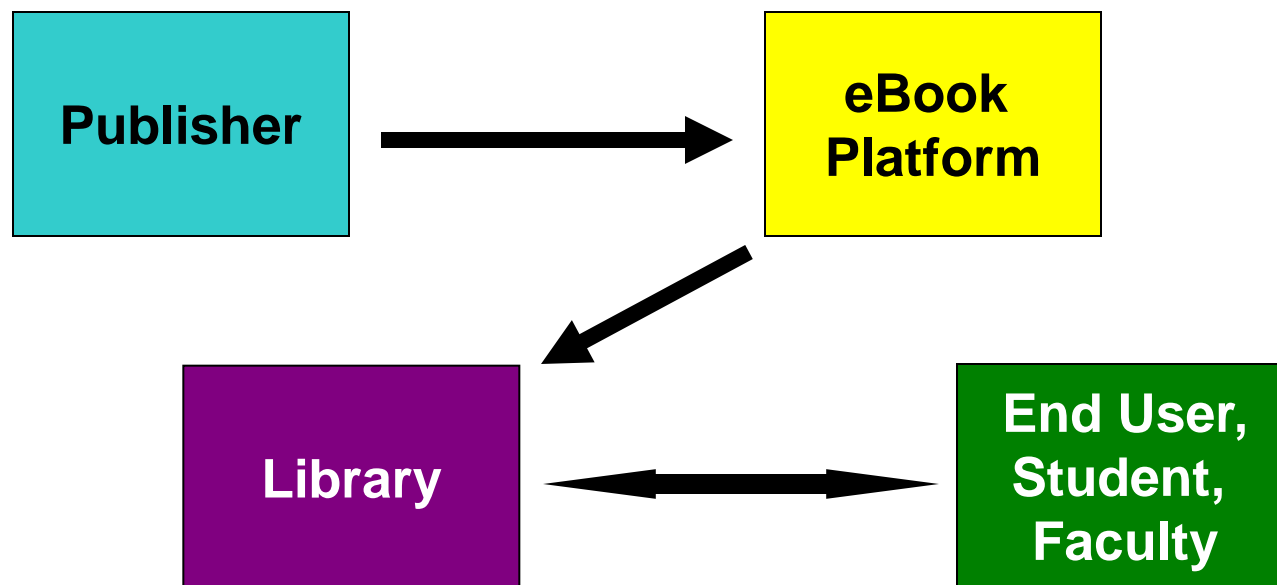
# Market Shifts for eBooks (Reference) (cont.)

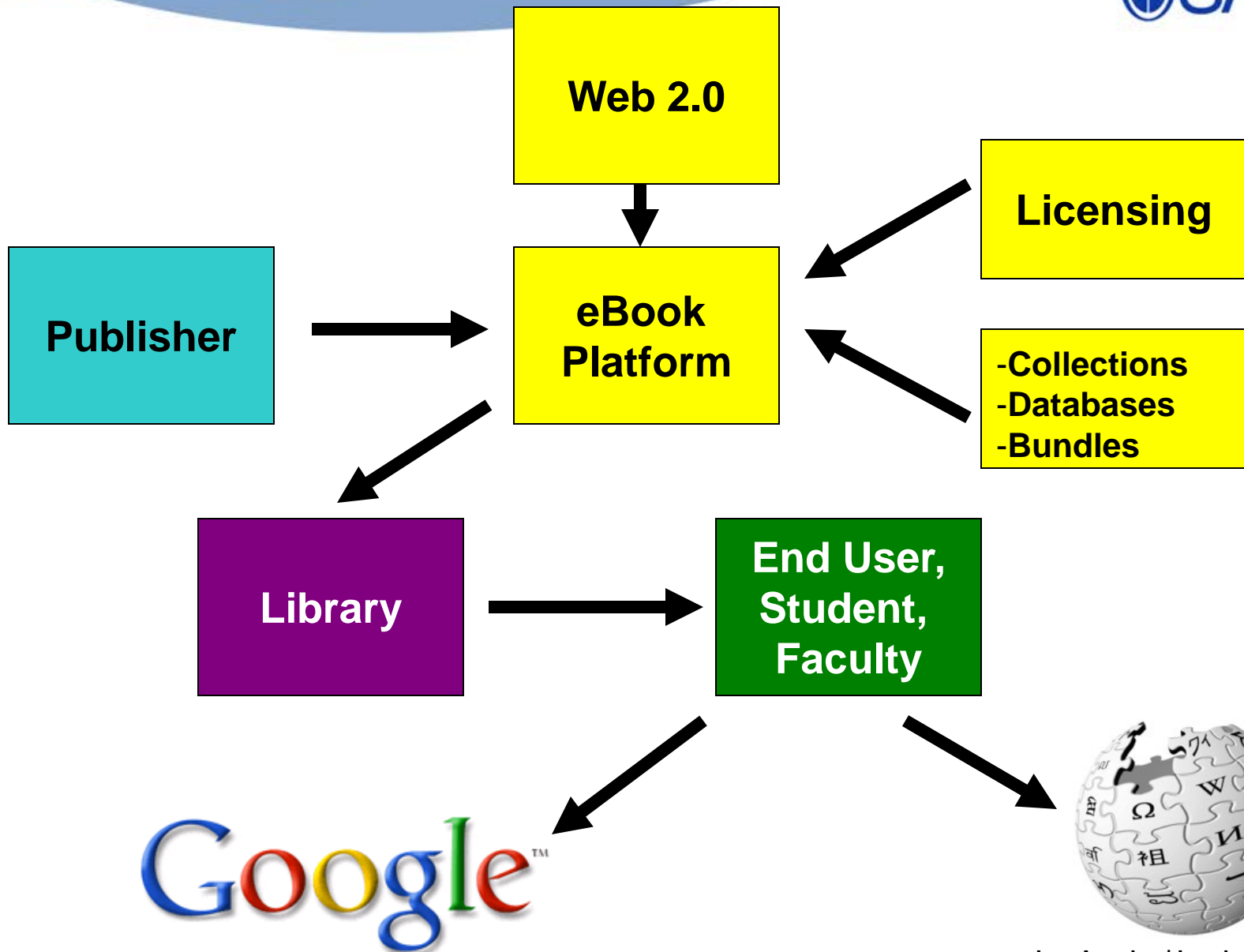
- **Print vs. electronic sales vary by discipline strength**
  - STM vs. social science, humanities
- **B to B relationships shift from library wholesalers to consortias**
- **Global market exposed**



# Paradigm shift for Publishers moving from P to E

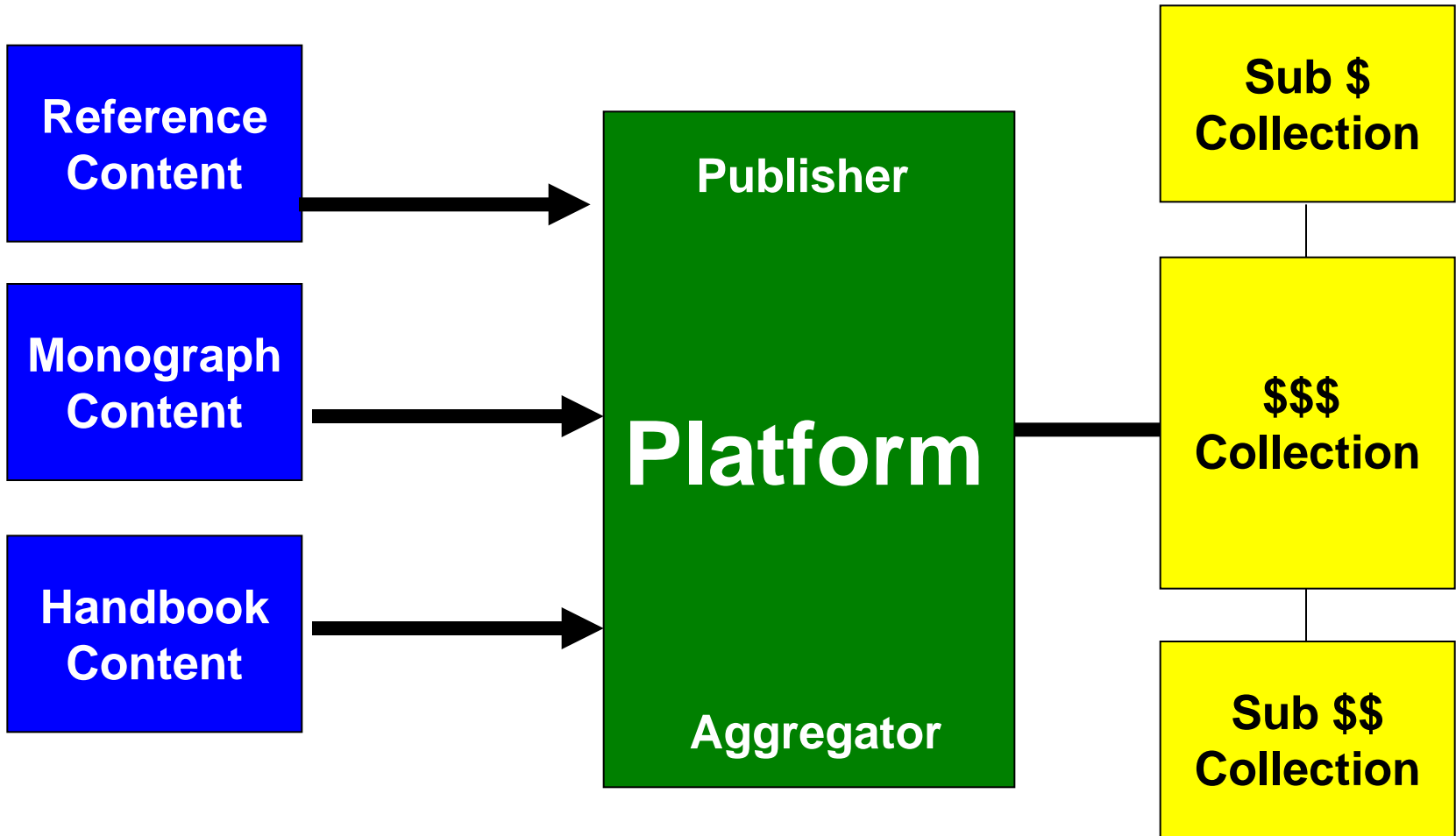


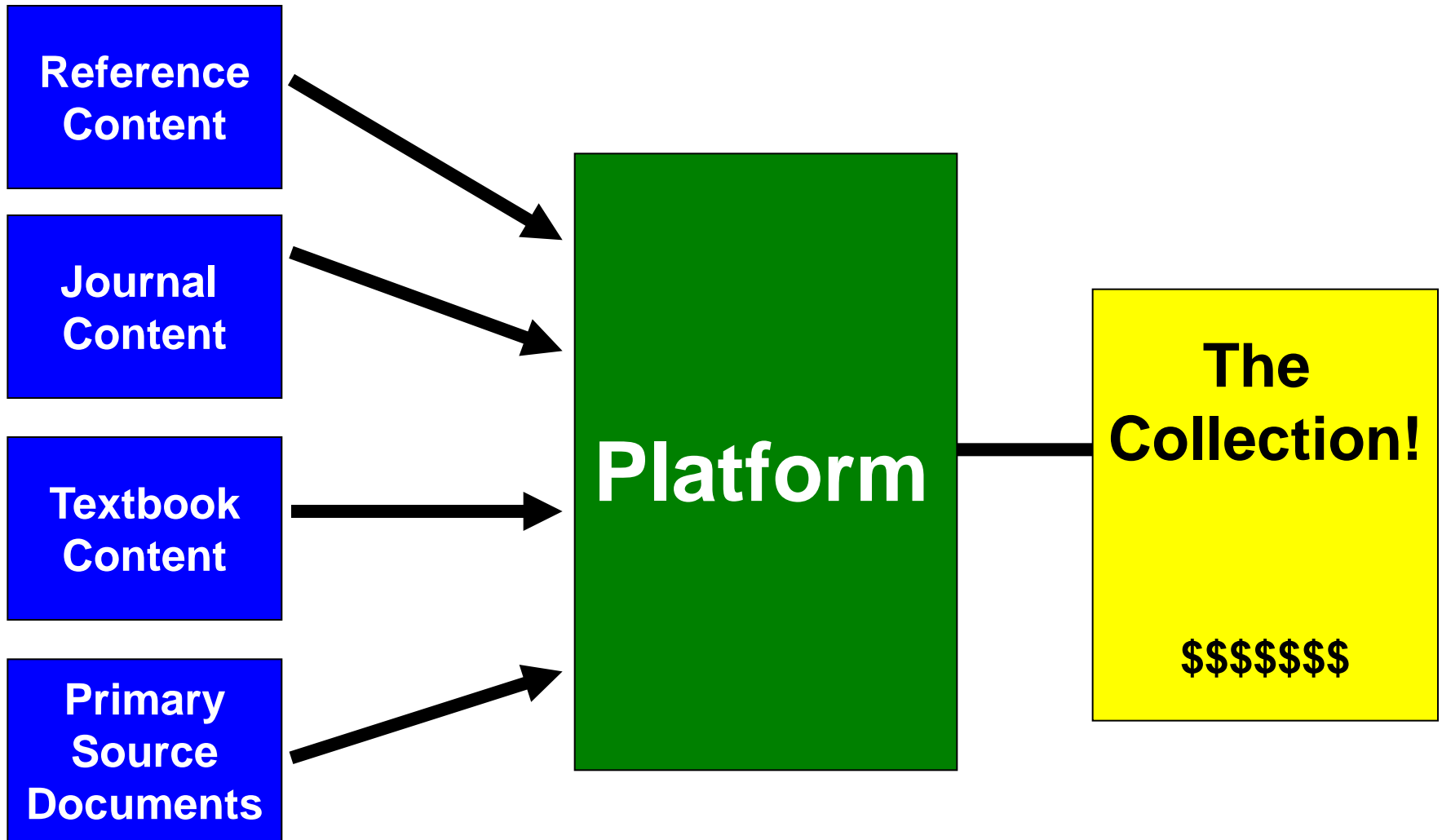




# eCollections: New opportunities

- **Shifting from one to some vs. all**
- **New business models**
  - New pricing decisions
  - Subscription
  - Buy it once
  - New content creation discussions
  - Customization
  - Licensing





# Threats to eCollection Strategies

- **Updating content is expensive**
- **Rights management**
- **Price points become prohibitive**
- **Competition**
- **Content redundancy**
- **Devaluing content**

# New Challenges for Publishers: Moving Into the Next Decade

- **Helping you help your patrons find our content**
- **Standardized platform – “build it, we will come”**
- **New business models**
  - Pay per view
  - Open access
  - Advertising
  - Amazon
- **Consortia**
- **The economy**



# ***The Long Tail: What Publishers can Learn From the Music Business***

- **iTunes**
- **Amazon “free shipping”**
- **Free content**

## Where Did the Students Go?

- **The end users for eBook content want to access content via the Internet – do they need to go to the library to do so?**
- **They want instant access to the content but how do they find what they really need?**
- **Supply vs. demand: thousands of academic eBooks are loaded annually – what percentage are actually accessed?**



**“I love eBooks and like my users, prefer this format. The ideal eBook scenario for my library? License content (to own) from any publisher and host on one standardized platform of my library's choosing. Our users are looking for content and don't care who the publisher is, so publishers should work together to make eBooks seamless, affordable, and accessible.”**

**Sue Polanka, Head of Reference and Instruction  
Wright State University**

“The future is bright for publishers as long as they ride on top of the wave, not behind it or before it.”

