Different Types of E-Book Acquisition

From Patron-Driven Acquisition to Consortium and National Licensing Models at German Academic Libraries
The e-book market

- Characteristics of the e-book market:
  - A lot of players such as publishers, aggregators, retailers, library suppliers, libraries,…
  - Not all German publishers are providing e-books yet
  - International aggregators are available via German library suppliers and offer more and more German language content

- Current problems with e-books:
  - Prices of e-books and print books differ very often
  - Additionally e-books have a higher VAT rate (19%) than print books (7%)
  - Several publishers do not offer electronic textbooks or do not include them in aggregator platforms; if they are offered, they often have higher prices (use of multipliers) and a strong DRM so that they are not available at many libraries
  - Digital rights management is often very restrictive (e.g. limits on printing and copying text)

Javier Candeira: Avatar of the eBook (http://www.flickr.com/photos/hiperactivo/3644097750/)
E-books in academic libraries

• **Status quo:**
  - Most of German academic libraries have bought e-book packages
  - More and more libraries sign agreements with e-book aggregators
  - Many of the large academic libraries have begun to integrate e-books in acquisition profiles and workflow routines

• **Postulations / requirements:**
  - More German publishers producing e-books
  - More German content in e-book aggregators
  - More attractive content, e.g. textbooks
  - Publication date of e-books not later than for print editions
  - Acceptable and flexible pricing models and conditions
  - Attractive consortium and discount models
  - Archival rights for purchased content
  - Models of supraregional licensing and interlibrary loan
Acquisition models for e-books

• Purchasing vs. licensing models:
  – Purchase: one-time fee for perpetual access
  – License: annual licensing fee depending on FTE, simultaneous users, number of titles, discounts etc.
  – Sometimes combination of one-time purchase and annual hosting fee
  – Resale price maintenance: e-books are in Germany under resale price maintenance as well as print books (exception: e-books with multimedia elements may be treated as software products)

• Pick & choose vs. packages:
  – Some (large) publishers just offer packages (complete, subject or annual collections)
  – Some (smaller) publishers offer pick & choose models or download of single titles
  – In many cases there are different distribution channels for single titles (via aggregators) and packages (via the publisher directly)

• Publisher platforms vs. aggregator platforms:
  – Publisher platforms mostly provide packages or subject collections (purchase or license)
  – Aggregator platforms allow individual selections and single title purchases; for using the platform a hosting fee is charged in many cases
E-book aggregators

• All large international e-book aggregators are available in Germany
• Every aggregator cooperates with a German library supplier:
  – EBL with Schweitzer Fachinformation
  – Ebrary (Proquest) with Dietmar Dreier, Lehmann's Versandbuchhandlung and Massmann
  – Netlibrary, since 2012 eBooks on EBSCOhost, with EBSCO Germany
  – MyiLibrary with Missing Link
• The platforms are integrating more and more German language content; e-books of the most important German academic publishers (such as Springer, De Gruyter, Campus, Hanser, …) are already available via all these aggregators
• Ciando: the only German aggregator, based in Munich, high hosting fees, not only for academic libraries but also for public libraries, private and commercial customers
Patron-driven acquisition for e-books

- Acquisition of an e-book only after it has been used
- The library chooses a package of e-books and loads their metadata into the library catalogue
- The first use of every e-book is free of charge (first 5 or 10 minutes or only online reading, depending on the aggregator), after that the e-book will be purchased
- Short-term loan: the e-book is only purchased for a defined time interval (5-15% of the e-book price); several short-term loans lead to a purchase of the whole e-book
- Moderated model: the acquisition librarian decides after an e-book has been used whether this e-book shall definitely be purchased
- Aggregators that offer PDA: ebrary, EBL, MyiLibrary, E-Books on EBSCOhost
Patron-driven acquisition at German university libraries (1)

• MyiLibrary:
  – Germany-wide consortium for PDA until the end of 2014 with currently about 10 members
  – Provided by Missing Link
  – Within the consortium no hosting fee is charged and the libraries get a discount for every e-book purchased via PDA

• Ebrary:
  – Germany-wide consortium for single-title purchase or PDA until the end of 2014 with currently about 30 members
  – Provided by ProQuest, handling via three library suppliers
  – No hosting fee and consortium discount for every e-book purchase (Perpetual Access or PDA)

• Ebook Library (EBL):
  – Single licenses via Schweitzer for several German libraries
  – Will probably be integrated into ebrary within the next year

• E-Books on EBSCOhost:
  – PDA has been available since 2012, several libraries had trials
  – Consortium agreement planned for autumn 2013
Patron-driven acquisition at German university libraries (2)

- Examples of German academic libraries with PDA licenses:
  - University library of Bielefeld: MyiLibrary, handling via Missing Link, start in 2011, about 10,000 titles, active usage of about 11% of the titles
  - Technical university of Munich: MyiLibrary via Missing Link, start in 2012, about 1,700 titles; furthermore trials with Elsevier and EBSCO
  - University library of Mannheim: ebrary, handling via Lehmann's, start in 2011, about 11,500 titles, about 340 purchases after 6 months, usage of about 7.5% of the titles
  - University library of Erlangen: ebrary, handling via Dietmar Dreier, start in 2012, about 55,000 titles, usage of about 10% of the titles
Patron-driven acquisition at the Bavarian State Library

- The Bavarian State Library started with patron-driven acquisition via ebrary (handling via Dietmar Dreier) at the beginning of 2013
- In 2012 all relevant e-book aggregators were tested and their content evaluated
- Several disciplines do not make sense for PDA, such as the special collection fields (e.g. music, history etc.) on the one hand (principle of completeness) and the natural sciences on the other hand (constrained collection)
- Economics as the subject selected: about 1500 English language e-books were selected at the beginning of 2013
- Metadata were provided by ebrary and were put into the library catalogue via the Bavarian Library Network
Consortium models for e-books

- Not all publishers offer consortium models
- Most of the consortium licenses are processed by regional consortia (Bavarian Consortium, HeBIS, hbz etc.)
- Some proposals are negotiated for the whole GASCO area (German, Austrian and Swiss Consortia Organisation)
- Sometimes library suppliers and agencies also deal with consortium proposals for all German academic libraries

- Pricing models:
  1. Discounts for package prices depending on the number of consortium members
  2. Individual selection of titles or packages with discounts depending on the total sales volume (e.g. ebrary, MyiLibrary, Springer, De Gruyter)
  3. Nation-wide consortia, funded by the German Research Foundation

- License agreements:
  1. Individual agreements for every consortium member (signed by each member) and framework contract for the consortium (signed by the head of the consortium)
  2. Consortium agreement for all consortium members, signed by the head of the consortium; declarations of accession signed by each member
E-books within the Bavarian Consortium

• Bavarian Consortium:
  – 11 university libraries, 18 universities of applied sciences, Bavarian State Library and 10 regional state libraries
  – Centrally conducting negotiations by the electronic media at the Bavarian State Library
  – Many agreements for e-journals, databases and e-books (see www.bayern-konsortium.de)

• A short history of e-book negotiations:
  – Negotiations about e-book agreements for many years, originally relating to publishers that first offered e-books
  – In early times of e-book acquisition intensive negotiations, discussions with publishers and aggregators, proposals and trials, but only very few agreements

• Current e-book agreements:
  – Germany-wide proposals for e-book aggregators ebrary and MyiLibrary
  – Regional agreements for e-book packages with the following publishers (examples):
    De Gruyter, Springer, Nomos, Thieme, Safari, OUP, CUP
  – Consortial licenses for reference works (examples): Brockhaus, Langenscheidt, Duden via Munzinger-Online, OUP, Dictionnaires Le Robert, Cengage (GVRL), Routledge, Britannica
Arts within the Bavarian Consortium

• Consortial license with Oxford University Press:
  – A consortial agreement between the Bavarian Consortium and Oxford University Press has been in place for many years with a lot of members from Bavaria, Baden-Württemberg, Hessen and other regions
  – Consortial discount for all e-books and databases produced by Oxford University Press

• Example: Oxford Art Online and Berg Fashion Library
  – Both titles can be licensed within the consortium
  – Berg Fashion Library: contains the "Berg Encyclopedia of World Dress and Fashion“ (10 volumes) as well as many additional e-books and electronic reference works
  – Oxford Art Online: contains the comprehensive reference work „Grove Art Online“ as well as many other reference works relevant for the arts, such as the „Benezit Dictionary of Artists“; 9 consortium members at the moment
  – The Bavarian State Library holds licenses for both products and offers access to „Oxford Art Online“ for all interested private persons via a pay-per-use model
National licenses for electronic resources in Germany

• Intention and short history of the National Licenses „Classics“:
  – From 2004 to 2010 the German Research Foundation sponsored the acquisition of electronic media within its national licensing program
  – The intention was to improve the supply of electronic resources at German universities and other types of academic institutions
  – All scholars, students and private citizens with an academic interest should get free access to e-books, databases, electronic journals and digital collections
  – 8 academic institutions in Germany were responsible for the negotiations with the content providers, included the Bavarian State Library
  – Altogether the DFG purchased over 140 products amounting to about 100 million Euros

• Products of the national licensing program:
  – Completed electronic resources such as e-book packages, digital collections, journal archives and databases
  – The licenses had to include archival and hosting rights to ensure perpetual access to the purchased products
  – Examples for the arts: Art Sales Catalogues Online (IDC Publishers/Brill), Early American Imprints (Readex), Periodicals Archive Online (ProQuest)
The Alliance Initiative in Germany

- **Principles of the Alliance Initiative:**
  - From 2011 the National Licenses were replaced by the Alliance Licenses, a new funding line within the context of the Priority Initiative „Digital Information“ by the Alliance of German Science Organisations.
  - In contrast to the National Licenses the Alliance Licenses are not funded completely by the German Research Foundation, but the libraries have to finance about 75% of the costs themselves.
  - The license agreements include current content material and are based on national opt-in-consortia, negotiated by 6 large German academic libraries, including the Bavarian State Library.
  - The licenses (mostly journals) include Germany-wide, perpetual free access for all backfiles (with moving walls for current contents).

- **Example: ARTBibliographies Modern**
  - Most important bibliography of modern art.
  - More than 400,000 entries since 1974, about 13,000 new entries every year.
  - Free Access to the archive 1974–2011 for every interested person in Germany.
Current strategies of the German Research Foundation

• New orientation of the special collection fields:
  – Since 1949 Germany-wide cooperative acquisition system for all academic disciplines
  – 2012 decision to revise this system as well as the respective funding program
  – Purpose: Integration of digital media and broader involvement of the academic community

• Proposed establishment of centres of excellence for the licensing of electronic resources:
  – Concentration on the most experienced institutions to achieve synergy effects
  – Standardization and centralization of negotiations

• The new „Scientific Information Services“ Programme:
  – Intensified concentration on the requirements of the academic community rather than building complete collections
  – Close collaboration between all libraries
  – More flexible and innovative user services
  – Substitution of print literature by electronic resources as a long-term policy
E-books in Germany: Conclusion (1)

• The German e-book market:
  – Not so many e-books available as in the Anglo-American market, but growing amount of German language content
  – At the moment many publishers offer print and electronic versions of their books
  – E-books are mostly 1:1 copies of the print editions

• E-books in German libraries:
  – Many German libraries already have e-books, but the integration in acquisition routines is still in progress
  – Libraries need more flexible pricing options, archiving and interlibrary loan models so that they are really able to substitute print books by e-books
  – Germany-wide licenses for e-books are being negotiated
  – Standards for e-books and e-book licenses are worked out in different library committees
E-books in Germany: Conclusion (2)

• The future of the e-book in Germany:
  – Libraries have to provide different formats of e-books so that their users can read their e-books on different electronic devices
  – The problem of hosting the e-books in perpetuity has to be discussed with the publishers and solved by technical systems e.g. developed by the libraries
  – Libraries have to integrate e-book acquisition into their acquisition profiles and workflow routines

⇒ All members of the German e-book market (libraries, publishers, suppliers, aggregators, German Research Foundation etc.) have to cooperate to improve the e-book supply for academic libraries
Thank you very much!

If you have any questions:
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