

PTPL – 12/29/10

eBooks and eReaders
&
Other Digital Technology

Who are we?

Lindsey Levinsohn -
OverDrive



Scott Reinhart – Carroll
County Public Library



What's in OverDrive's Collection of eBooks?

- ▶ eBooks available:
 - ▶ PDF: 129,047
 - ▶ EPUB: 36,442
- ▶ Fiction: 57,875
- ▶ Nonfiction: 107,614
- ▶ Juvenile & Young Adult: 11,217



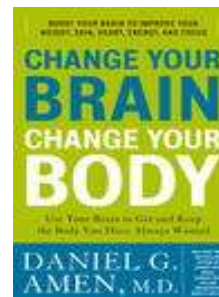
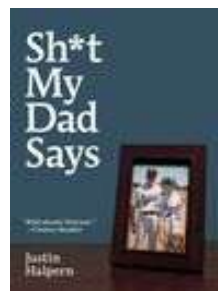
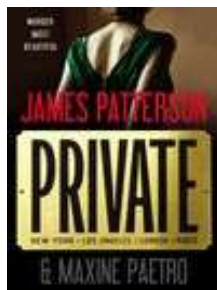
Highest Circulating eBooks: September 2010

Fiction:

- 1.) The Girl With the Dragon Tattoo
- 2.) The Girl Who Kicked the Hornet's Nest
- 3.) The Girl Who Played with Fire
- 4.) The Help
- 5.) Private
- 6.) The Search
- 7.) The 9th Judgment
- 8.) The Lost Symbol
- 9.) 61 Hours
- 10.) Dead Until Dark

Nonfiction:

- 1.) Eat, Pray, Love
- 2.) Sh*t My Dad Says
- 3.) Chelsea Chelsea Bang Bang
- 4.) Outliers
- 5.) The Immortal Life of Henrietta Lacks
- 6.) Committed
- 7.) Superfreakonomics
- 8.) The Happiness Project
- 9.) Change Your Brain, Change Your Body
- 10.) Freakonomics



Select from the Best Publishers and Authors

Dan Brown * Danielle Steel*
 Laurell K. Hamilton *
 Stephenie Meyer* John
 Sanford* Sue Grafton * Stieg
 Larsson* Jack Higgins *
 Robert B. Parker* John
 Grisham* Iris Johansen*
 Jonathan Kellerman* Nora
 Roberts * Stephen Coonts *
 Elizabeth Lowell * Janet
 Evanovich* Catherine
 Coulter * David Baldacci *
 Michael Connelly * James
 Patterson * Rick Riordan*
 Dean Koontz* Anne Rice *
 Charlaine Harris* Michael
 Crichton * Lisa Scottoline *
 Harlan Coben* Dale Brown
 * Jodi Picoult* Debbie
 Macomber * Meg Cabot *
 John Sanford* Lisa Kleypas *
 Nicholas Sparks * Malcolm
 Gladwell

 **HarperCollins** *Publishers*



kensingtonbooks.com



RANDOM HOUSE

BERTELSMANN

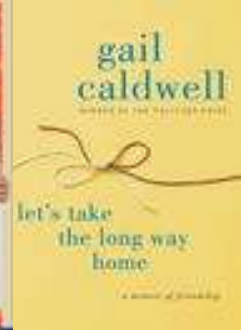
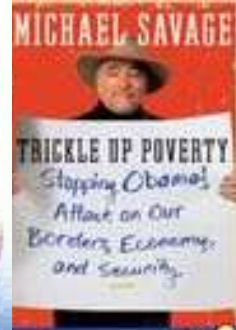
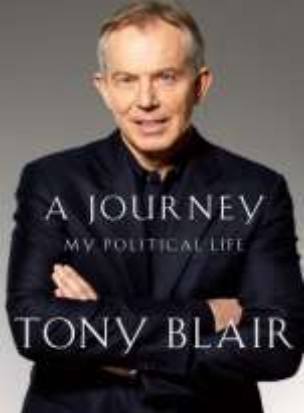


summersdale media group

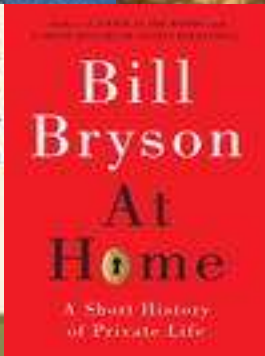
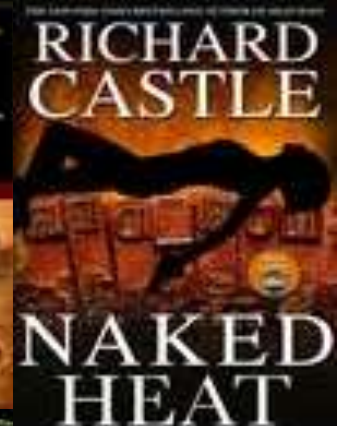
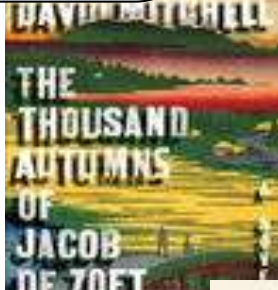
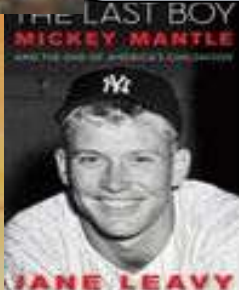
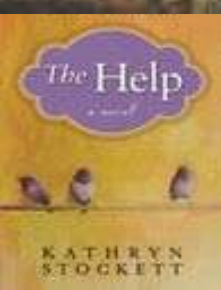
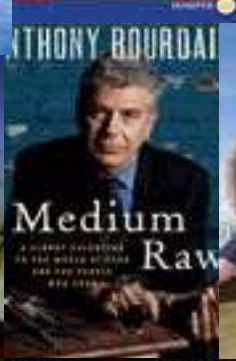
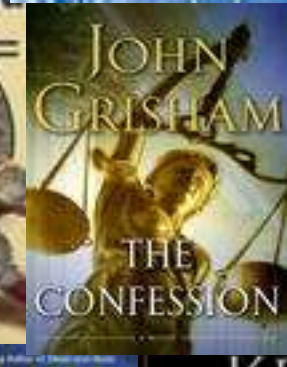


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What's new and coming soon?

New Graphic Novel eBooks: Marvel Comics



Title offerings include:

- ▶ Marvel Adventures Spider-Man
- ▶ Marvel Adventures Fantastic Four
- ▶ Marvel Adventures Hulk
- ▶ Marvel Adventures Iron Man
- ▶ Marvel Adventures Super Heroes
- ▶ Spider-Man Loves Mary Jane

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Manga and Comics from TOKYOPOP



300 PDF eBooks

Title offerings include:

- ▶ Blade of Heaven
- ▶ Dark Moon Diary
- ▶ Kat & Mouse
- ▶ PhD: Fantasy Degree
- ▶ Threads of Time
- ▶ Van Von Hunter



eBooks Coming Soon



DRM-free eBooks

- ▶ Premium content from Carina Press, Saddleback, and Rourke.
- ▶ Free public domain content from Project Gutenberg and Internet Archive.



Disney Digital Books (Coming Soon)

- ▶ Hundreds of Disney books available for check out from your library's Virtual Branch.
- ▶ Interactive eBooks.



Title availability may vary by geographic location



Adobe Digital Editions



- **For Windows & Mac:**
 - **Read** eBooks.
 - **Transfer** to eBook readers.
- **Features:**
 - Flash-based software.
 - Easy to use 'Library'.
 - Add bookmarks, highlights, and notes.
 - Table of Contents display.
 - Easy drag and drop transfer to eBook readers like the Sony Reader.

EPUB eBooks feature reflowable text to fit any screen size.



eBook Reading Applications

Computer

| If you have ... | Adobe Digital Editions |
|-----------------|-----------------------------------------------------------------------------------|
| Windows |  |
| Mac |  |

Smartphone

| If you have ... | OverDrive Media Console <i>Mobile</i> |
|----------------------------|---------------------------------------|
| Android | coming |
| Blackberry | coming |
| iPhone / iPad / iPod touch | coming |
| Windows Mobile | coming |

OverDrive will soon release a series of apps that will combine eBooks, audiobooks, and interactive and multimedia content into one user-friendly application. The apps will be available for both mobile and desktop operating systems, including:

- Windows®
- Mac®
- iPhone®
- iPad®
- Android™
- Windows Mobile®
- BlackBerry®

Increased Circulation and Collection



Library

View Reports

View Purchase Order History
View all purchase orders placed by your library.

View Maximum Access Orders
View all Maximum Access orders.

View Download Standing Orders
View all download standing orders placed for your library.

View Download Standing Order Estimates
View all download standing order plans, and associated titles, that are not yet.

View Activity Charts
View all download and borrowing activity.

View Purchased Title Report
View all titles owned and subscription-based content. View check each title. Limit results by type and date purchased, (please be loads).

View OverDrive Community Reserve Title Report
View details about OverDrive Community Reserve titles that have your collection.

View OverDrive Community Reserve Title Sharing
View OverDrive Community Reserve titles from your local collection have accepted them.

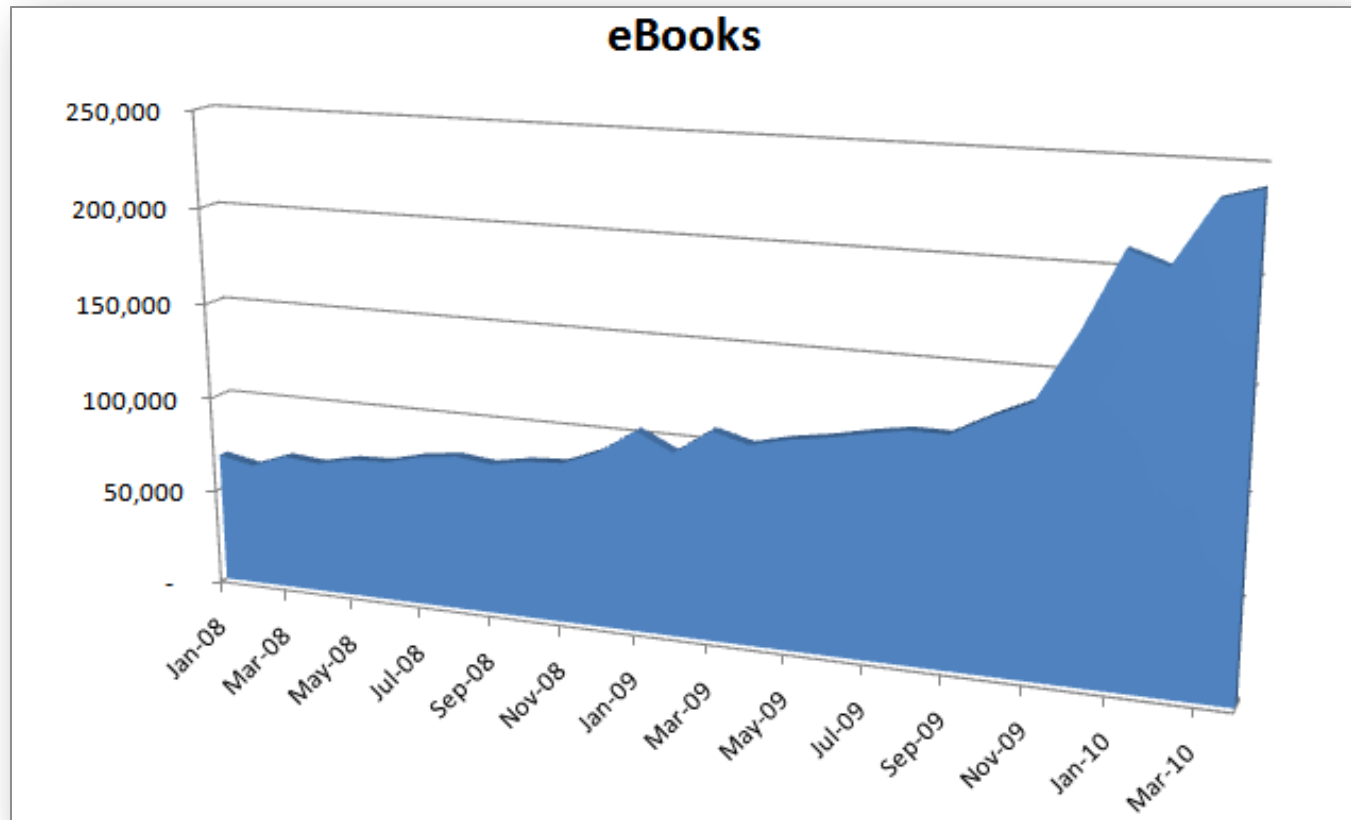
View Turnover Rate Charts
View turnover rates for your content.

View New Patron Registrations
View new patron registrations by the date each first logg



Circulation activity for eBooks is soaring!

- eBook download doubled in last six months!



Increased Popularity of eBooks

- **In recent years and months, eBooks have become increasingly prevalent in the digital book market.**
 - Within the OverDrive network, eBook circulation has more than doubled year over year for three years in a row.
 - The ubiquity and lower cost of portable electronic devices such as Sony Readers makes eBooks accessible to more people.
 - The publishing industry is adopting unified XML standards that improve the user experience and accessibility of eBooks.

| <u>Early eBooks</u> | <u>Today's eBooks</u> |
|-------------------------------------------|-----------------------------------------------|
| Difficult for consumers to use | Consumers demand eBooks |
| Multiple new formats | Standardized and evolved formats |
| Readable on costly, cumbersome technology | Accessible on low cost, commonly used devices |
| Overly priced | Economically priced |

eBook Patron Study

eBook readers, specifically of romance books, are avid readers

Highest Volume Readers from Large Metropolitan Library

| | Total number of monthly checkouts | Number of titles that were Romance | Number of titles that were eBooks |
|----------|-----------------------------------|------------------------------------|-----------------------------------|
| Patron 1 | 76 | 76 | 76 |
| Patron 2 | 63 | 55 | 63 |
| Patron 3 | 59 | 0 | 59 |
| Patron 4 | 40 | 40 | 40 |
| Patron 5 | 39 | 31 | 39 |

eBook Case Study

OverDrive library partners that add eBooks to their collection see circulation grow proportionately.

| Library System or Consortium | Total Annual Circulation | Cumulative Circulation of OverDrive Media | eBooks as % of OverDrive Collection | % of OverDrive circulation from eBooks |
|------------------------------|--------------------------|-------------------------------------------|-------------------------------------|----------------------------------------|
| Library 1 | 15 million | 235,173 | 64% | 53% |
| Library 2 | 11 million | 87,776 | 48% | 46% |
| Library 3 | 9 million | 16,823 | 33% | 29% |
| Library 4 | 5 million | 9,592 | 28% | 21% |
| Library 5 | 1 million | 7,616 | 11% | 13% |

Maryland's Digital eLibrary Consortium

Your Digital Content Resource Center

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Welcome to Maryland's Digital eLibrary Consortium

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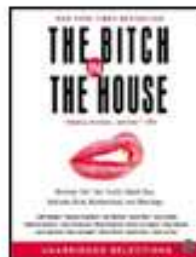
[complete list...](#)



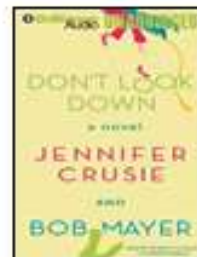
Gift of Fire
Jayne Ann Krentz



Olive's Ocean
Kevin Henkes



The Bitch in the House
Cathi Hanauer



Don't Look Down
Jennifer Crusie

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Consortium History

- Began in 2004 with $\frac{1}{2}$ of state
- Continual growth but lost 1 county
- Now, all of the state, except one county

Collection Snapshot

- **Purchased Titles in Collection:** 6,410
- **Purchased Copies in Collection:** 14,276
- **Max Access Titles in Collection:** 225
- **Maximum Access Subscriptions:**
- **Checkouts:** 619,196 (Current: 7,189)
 - Adobe EPUB: 12,086 (Current: 694)
 - Adobe PDF: 151,070 (Current: 1,296)
 - OverDrive MP3 Audiobook: 36,258 (Current: 735)
 - OverDrive WMA Audiobook: 404,714 (Current: 4,464)
- **Holds:** 270,704 (Current: 6,028)
 - Adobe EPUB: 12,427 (Current: 1,255)
 - Adobe PDF: 59,794 (Current: 603)
 - OverDrive MP3 Audiobook: 26,319 (Current: 724)
 - OverDrive WMA Audiobook: 172,142 (Current: 3,446)
 - OverDrive Video: 22 (Current: 0)
- **Unique Library Patrons Checking Out Titles:** 62,730 (Current: 3,789)

Selection

- 14 month rotating ordering schedule
- Rotates among all partners
- Continued cause for concern from OverDrive

Budget Growth

- Began in '04 with smaller partners paying \$1,000/yr for content, larger paying \$2,000
- Have grown incrementally to this year, smaller partners paying \$9,000/yr for content and larger paying \$17,000/yr.
- Spending \$13,000/month on content

Collection Growth

OverDrive
Content Reserve

Your Digital Marketplace

Home Marketplace Collection **Reports** Users Approval Plan News Support Logout

Turnover Rate By Format

Last updated 10/25/2010 12:07 PM ET

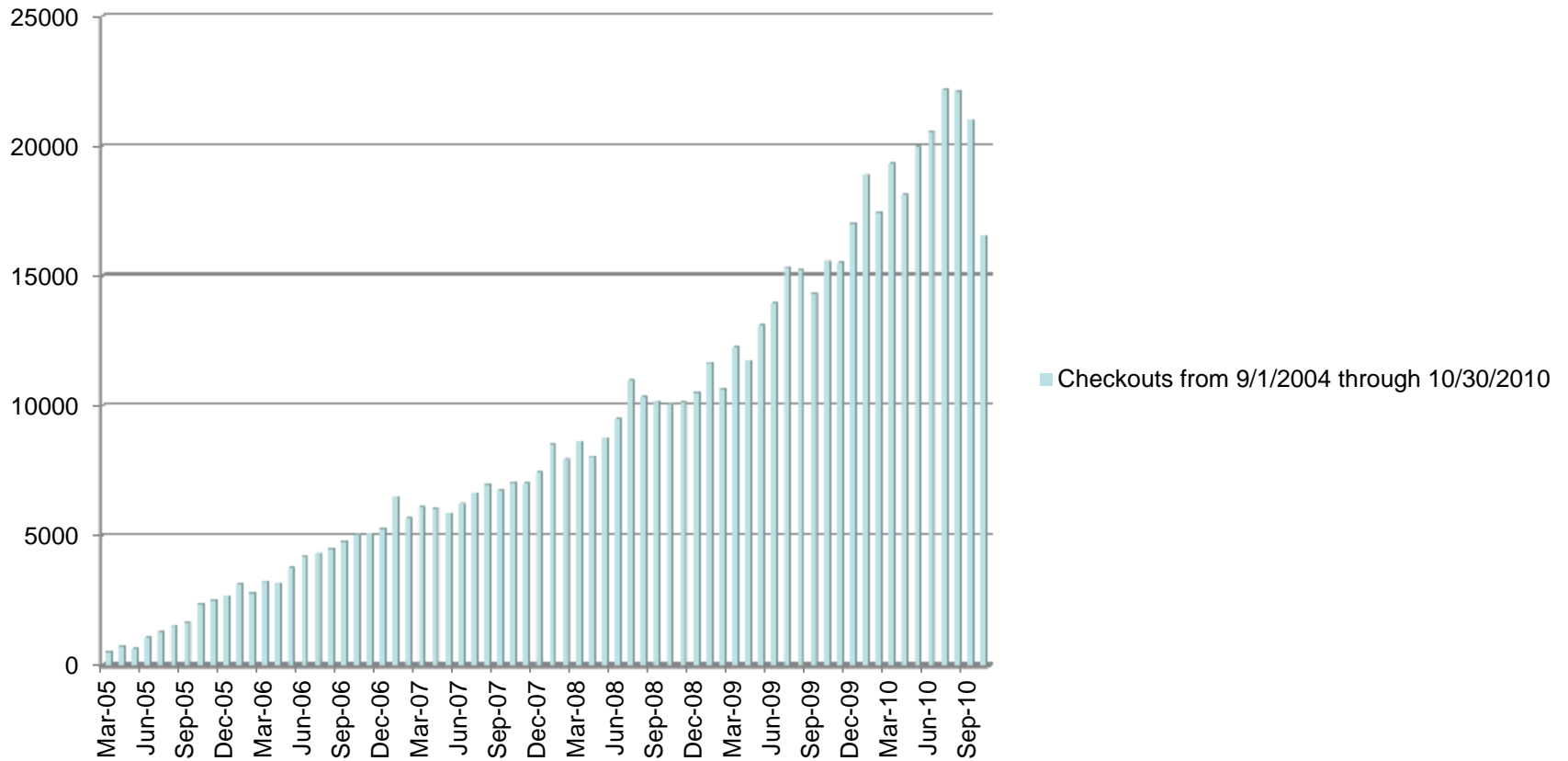
All Branches

From 09/01/2004 through 10/30/2010

| Format | Turnover Rate (Checkouts / Owned) |
|-------------------------|-----------------------------------|
| OverDrive Video | 11.29 (79/7) |
| Adobe EPUB | 13.31 (12087/908) |
| OverDrive MP3 Audiobook | 33.80 (36264/1073) |
| OverDrive WMA Audiobook | 36.08 (337937/9365) |
| Adobe PDF | 55.54 (151073/2720) |

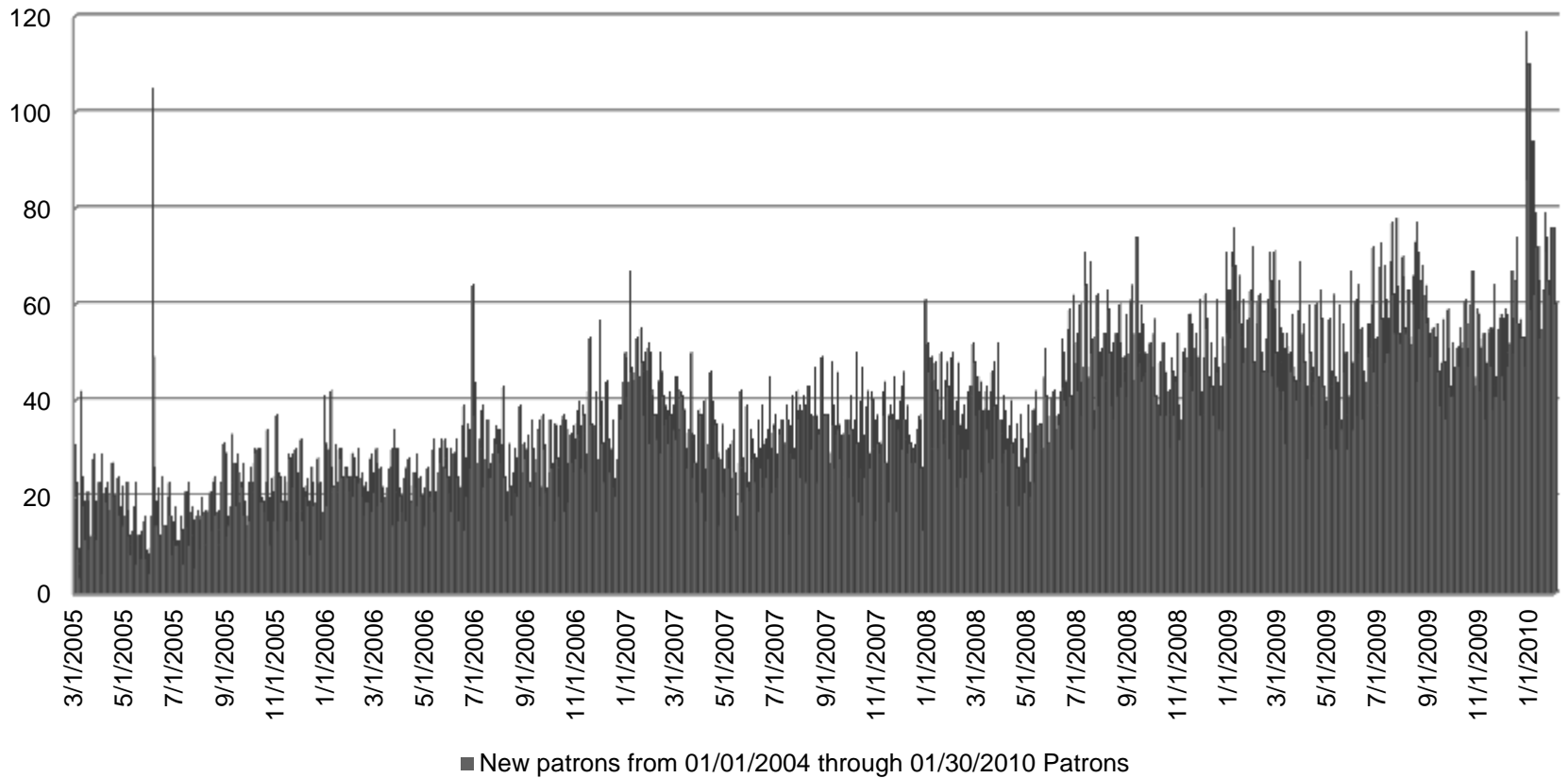
Circulation Growth

Checkouts from 9/1/2004 through 10/30/2010



Patron Growth

New patrons from 01/01/2004 through 01/30/2010 Patrons



Public Service Implications

- Customers expect us to know *everything* about every format and every reader!!!



Starbucks

- Effective today, in partnership with Yahoo, Starbucks is starting a new in-store wi-fi network called the Starbucks Digital Network that will offer a mix of free and paid content, including e-books, the AP (via [NPR](#)) reported. The network offers some books through the Bookish Reading Club, which is a partnership with publishers, including HarperCollins, Hachette, Penguin and Simon & Schuster. Others will be added, Starbucks said.
- According to [TechFlash](#), "People can read the books--sometimes the entire text, sometimes an excerpt--in their browser via an HTML5 reader while on the network. One of the first offerings is a preview of Anita Shreve's upcoming novel, *Rescue*. People who want to buy the titles will be directed to Apple's iBooks store."
- Some of the material is exclusive and can be accessed only in Starbucks stores, which is intended to draw customers to the retailer for more than coffee. Much of the material is "in smaller bits" that can be read or viewed in five to 20 minutes. Burke Culligan, v-p of product management at Yahoo, commented: "Users across the Internet are moving more into this 'snackable behavior' to begin with."

**Predicting the future is
tough!**

Digital Resources are changing
incredibly quickly

“The telephone has too many shortcomings to be seriously considered as a means of communication”

- Western Union Executive, 1876

**“I think there is a world
market for maybe five
computers”**

- IBM Chairman Thomas
Watson, 1943

“It would appear that we have reached the limits of what is possible to achieve with computer technology; although one should be careful with such statements, as they tend to sound pretty silly in five years”

- John von Neumann, 1949

**“64 Kb of memory ought to
be enough for anybody”**

- Bill Gates, 1981

**“The Internet will
catastrophically collapse in
1996”**

- Robert Metcalfe

How much did U.S. cell phone subscribers spend in 2005?

Ringtones?

- \$1.2 billion

Cell Phone Games?

- \$1.4 billion

How much money did Spiderman make on its opening weekend (3 days), versus Halo 3 (a video game) make on its *first* day of release?

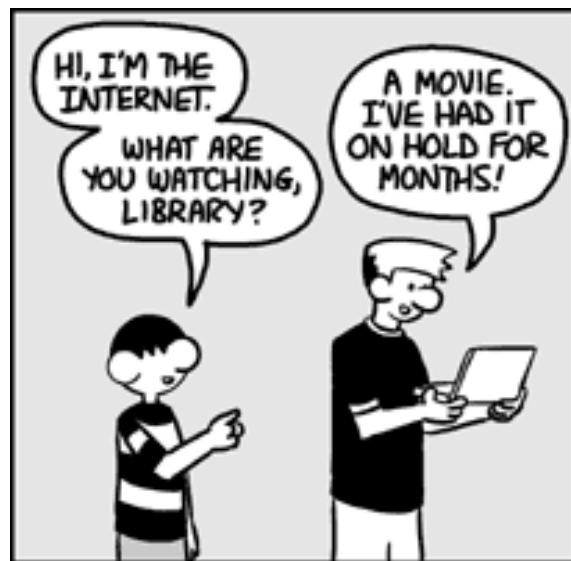
Spiderman

Halo 3

\$114 million

\$175 million

Many thanks, Lindsey and Scott



Unshelved® by Bill Barnes and Gene Ambaum



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