

# JORNADA SOBRE eBOOKS:

## *Impact and use of eBooks*



*Wouter van der Velde*  
*eProduct manager eBooks*  
*Springer*

# Good Morning – Buenos Dias!



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## Read an E-Book Week

March 8 - 14, 2009

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E-books and electronic reading have gone mainstream.

Of course, e-books can be read on a computer or laptop. That's what the first e-books were created for. But now e-books are more commonly read on e-book reading devices like the new **Sony Reader**, the iRex Iliad and a host of other dedicated devices.

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### The Future of E-books

[David Lieberman](#), veteran display journalist and analyst, has contributed an article on **The Future of E-Books**.

"The future of e-books will see a continuing proliferation of platforms with a built-in e-reader function. E-reader software has already spread to cellphones, PDAs, portable gaming systems and elsewhere, in addition to residing in dedicated e-reader devices and personal computers.  
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# Agenda




- What is an eBook?
- Perception of eBooks, and how are they used?
- Springer eBooks: business models and features.
- eBook usage and discoverability
- Innovations: eBook readers & MyCopy
- Summary & Conclusions

# What is an eBook?

- Digital representation of printed material
- Available in PDF and/or HTML, etc.
- Can be fully indexed
- Can be fully searchable (OPAC, google, publisher platform, etc.)
- Readable on any PC, eReader or PDA
- Can have extra features, such as audio, video, etc.
- **eBook chapters are findable because of metadata!**



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Copyright	2005
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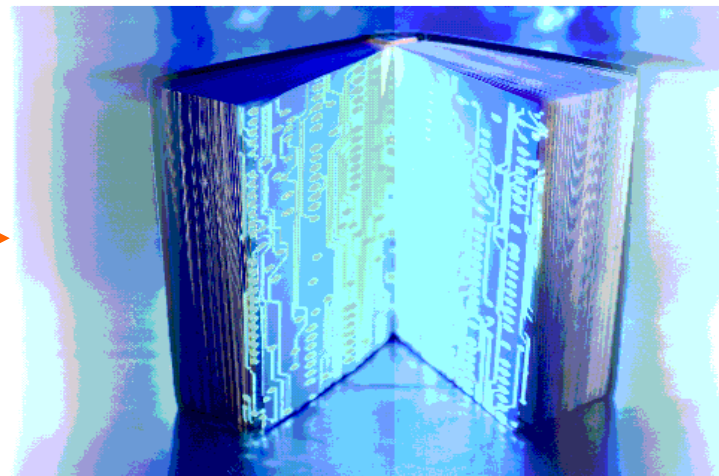
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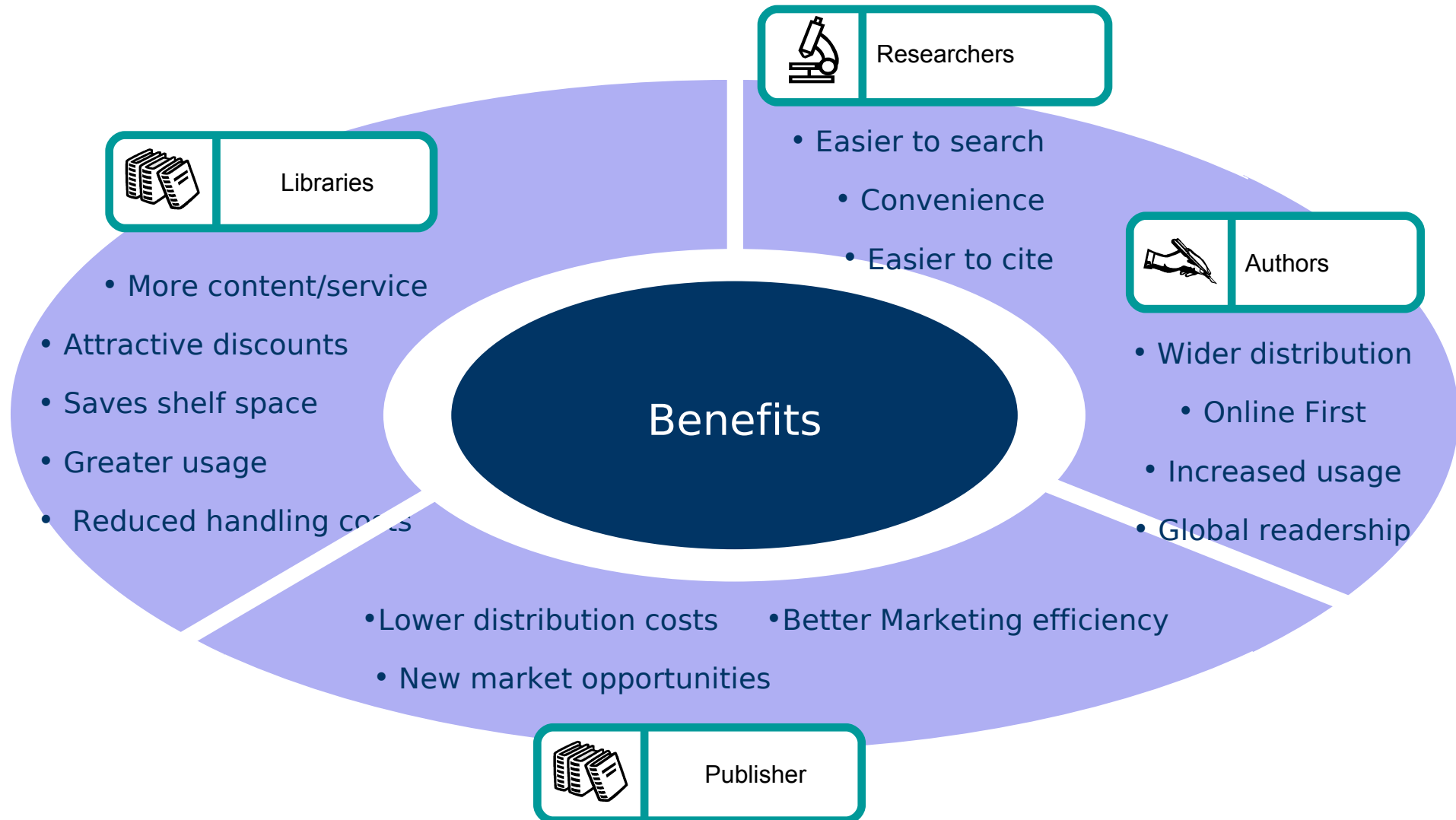
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## eBooks vs Print Books – some differences

Print book	eBook
Availability depending to library opening hours	Available 24/7
1 copy can have 1 user at a time	1 “copy” can have multiple users at a time
Title can be found through catalog	Content can be found through fulltext search AND catalog
Easy for reading cover to cover	Reading from computer screen sometimes perceived as difficult



# Win-Win situation in the eBook market



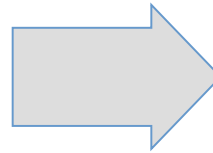


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Paper subscription model



Online database model



eBooks + print books = more research



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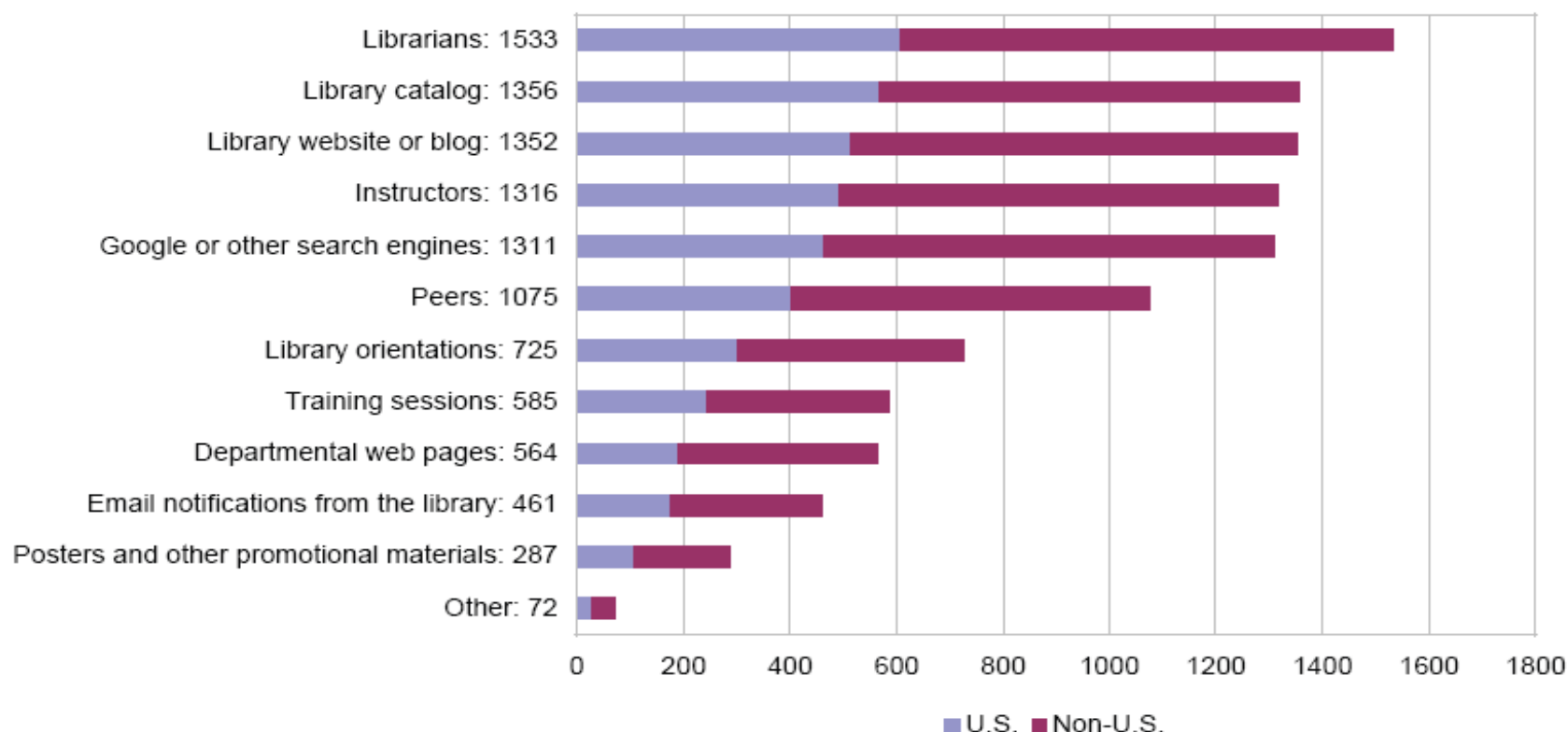
# Agenda

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- What is an eBook?
- Perception of eBooks, and how are they used?
- Springer eBooks: business models and features.
- eBook usage and discoverability
- Innovations: eBook readers & MyCopy
- Summary & Conclusions

# Major Changes Observed

## 17. How did you learn about e-books?



Total number of respondents: 3058

Source: 2008 Global Student eBook study: eBrary

## What do End Users say?

- [...]Instead of going through the hassle of tracking down a specific work of inquiry and checking it out, **eBooks provide an easily accessible way** of accessing said work at my own convenience and leisure. Also if at any time I need to make a copy, as long as I have access to a computer and printer, I doubt eBooks could make it any easier *User at University of Illinois at Urbana –Champaign*
- With eBooks you can **find much faster relevant content** by searching for keywords. You can use them **anytime and everywhere**, in contrast to library-provided books, which are often not available when you need them *User at university of Muenster*
- **I can carry and read [an eBook] everywhere!** I can put it on my small laptop or PDA and finish my literature research while traveling on the train *User at CWI Amsterdam*

Source: Springer White Paper: eBooks – The End User Perspective

## What do End Users say? (continued)

- **eBooks are great for research. Cover to cover: print rules** *User at university of Turku*
- In general I find eBooks more useful in instances where I ‘use’ (**find specific data**) rather than ‘read’ (**from cover to cover**) *User at University of Illinois at Urbana-Champaign*
- Access to more eBooks is always welcomed in the research world, even when **print books are still preferred for heavy reading**. Instant access to information is increasingly important and advantageous *User at University of Illinois at Urbana Champaign*
- **I don’t need to wait for eBooks to be returned to the library.** It’s faster to find specific information by using [the] search option instead of flip-flopping pages. *User at University of Turku*

Source: Springer White Paper: eBooks – The End User Perspective

## What do End Users say? (continued)

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- “A large number of eBooks can be carried in a laptop, **where transferring the print books is a real pain**. Also if the computer screen is suitable, it doesn’t give much difference with the print book. Of course, print books have different glamour, it’s not quite right to compare them.” *user at JRD Tata Memorial Library in Bangalore*

*source: whitepaper: eBooks – The End User Perspective*

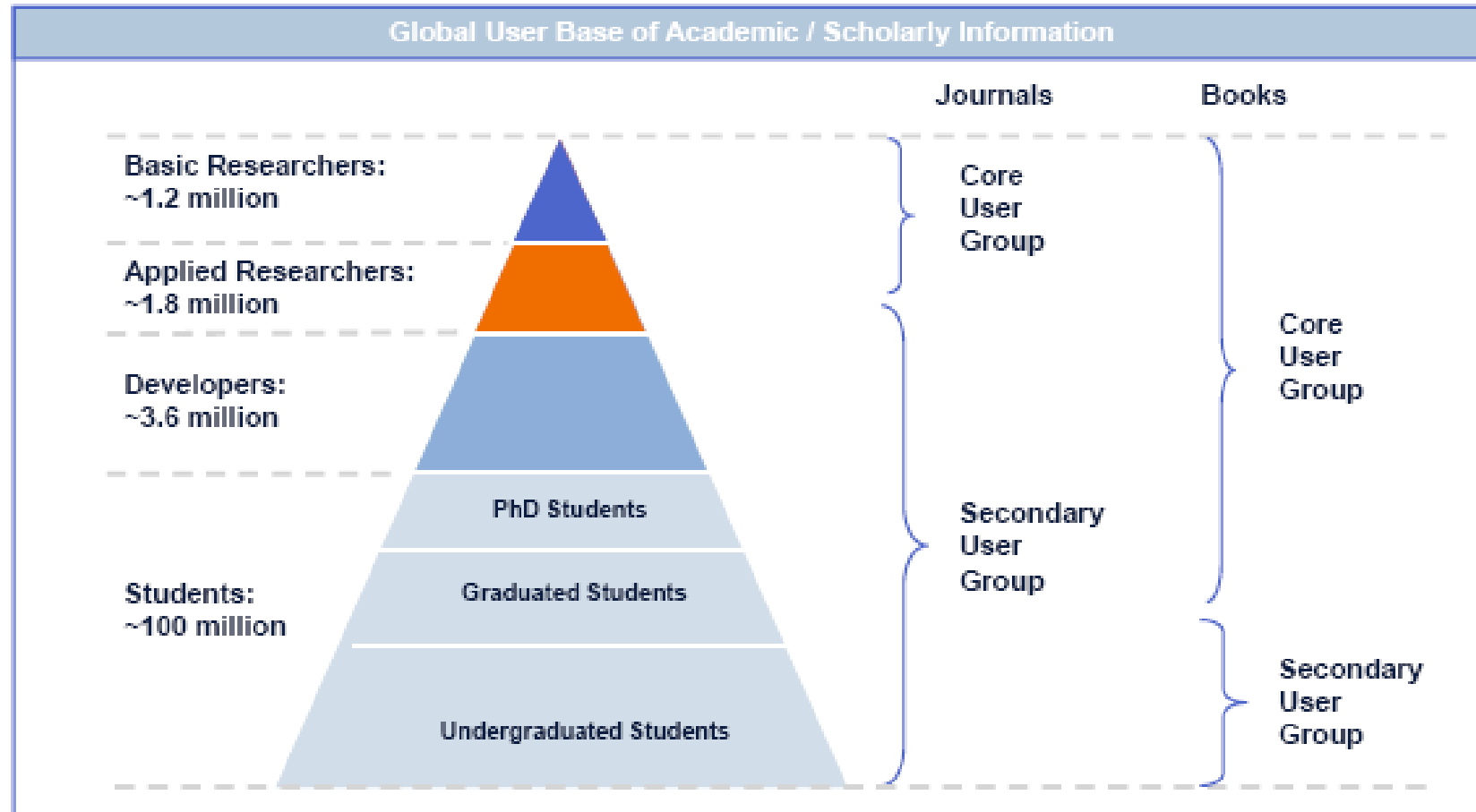
## What do Librarians say about eBooks?

- “The users must be gradually brought to accept them. That was our idea with the Springer offering, **to take a big leap forward with the eBooks and try to make clear to people what possibilities eBooks offer**” (*University of Muenster library, Germany*).
- “They [eBooks] won’t go away this time; this time they’re here to stay. Between publishers, agents and librarians, **we all have a lot to learn and a lot of changes to make**” (*University of Illinois Urbana – Champaign library, USA*).

Source: white paper: “eBooks – Costs and Benefits to Academic and Research Libraries”.



# Global User Base of Academic / Scholarly Information

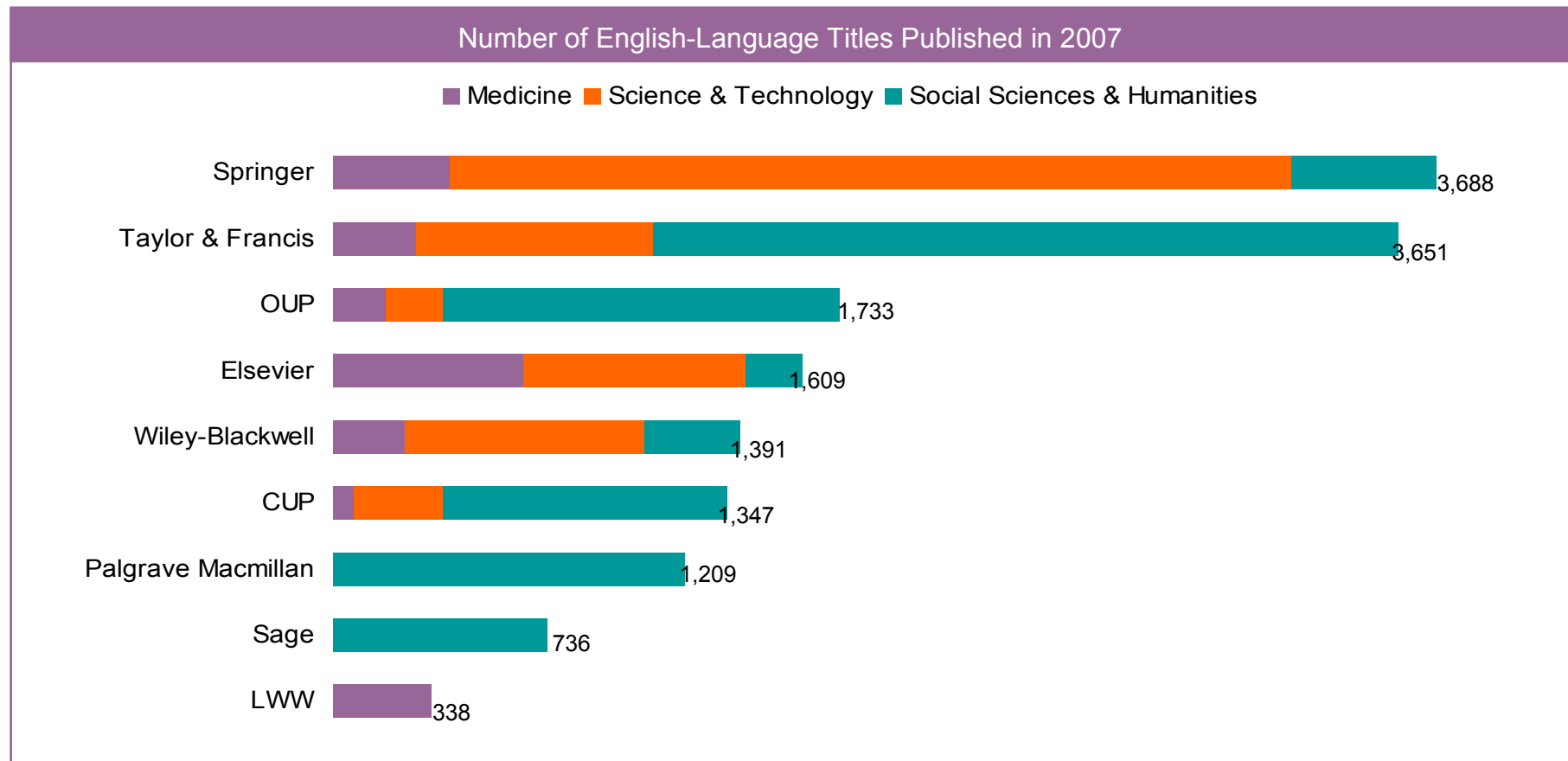


“One needs to read books, before one can understand (scientific) journals”

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# Leading Academic & Scholarly Book Publishers

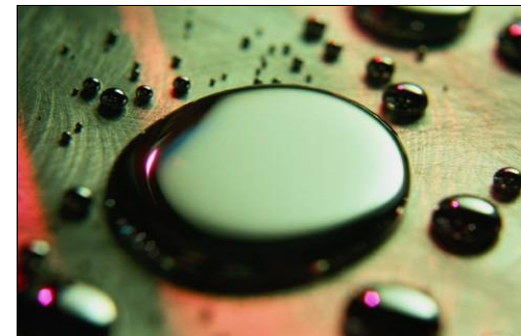


(Data from [www.puballey.com](http://www.puballey.com); if a book is published simultaneously in hard- and paperback editions, only the hardback edition was included)

# eBook Collection

- Springer's eBook Collection includes the following content types:
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    - Handbooks and Major Reference Works
  - eBook Series
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2009 Springer eBooks	
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Computer Science	725
Earth and Environmental Science	155
Engineering	395
Humanities, Social Science & Law	255
Mathematics and Statistics	350
Medicine	295
Physics and Astronomy	250
Professional Computing and applied Computing	160
Total	3370

## Key Features for Librarians

- More than 4,000 new eBooks every year
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## Key Benefits for Librarians

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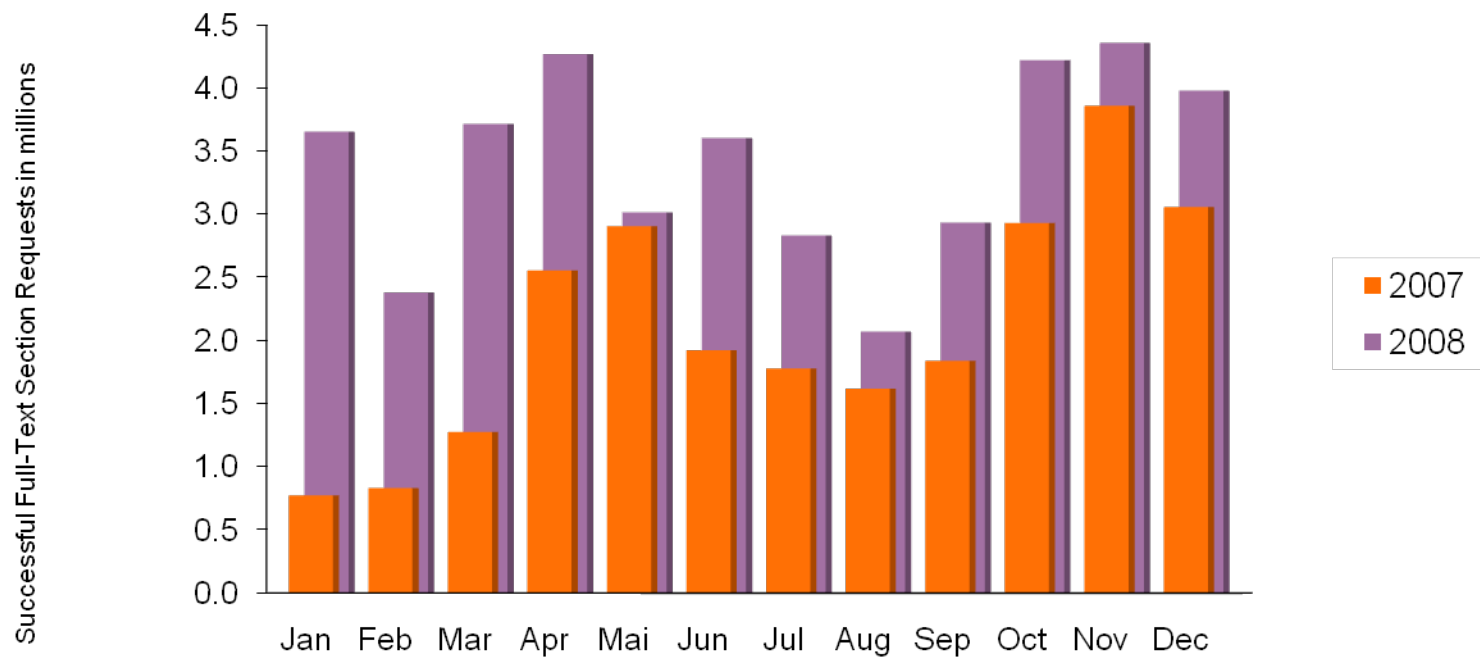
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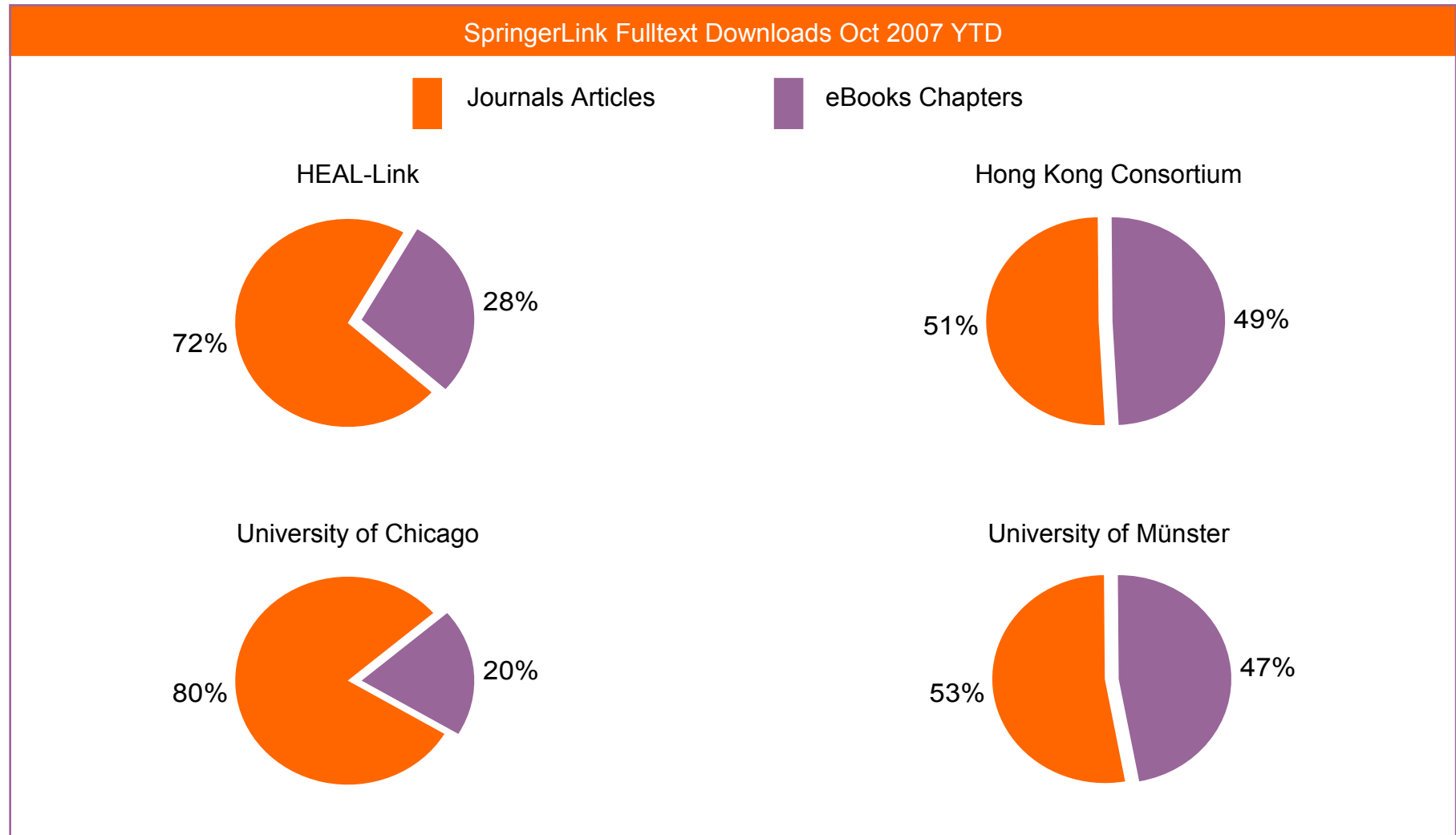
# Full-Text Section Requests SpringerLink (COUNTER Book Report 2)

SpringerLink Full-Text Section Requests 2007-08 (in millions)



**25 million downloads in 2007; 41 million chapter downloads in 2008!**

# Usage Development at four selected customers (1)



# Usage Development at Four Selected Customers (2)

SpringerLink Fulltext Downloads Jan-Sep 2008

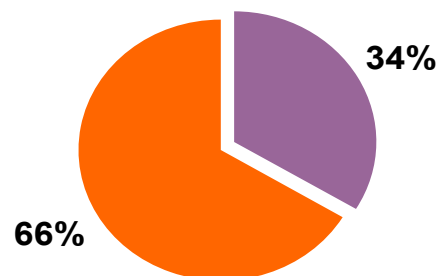


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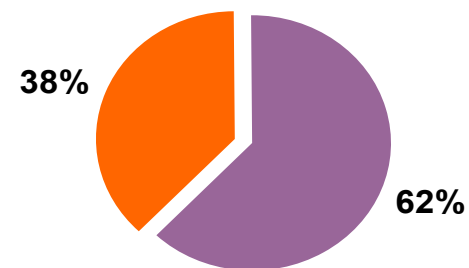
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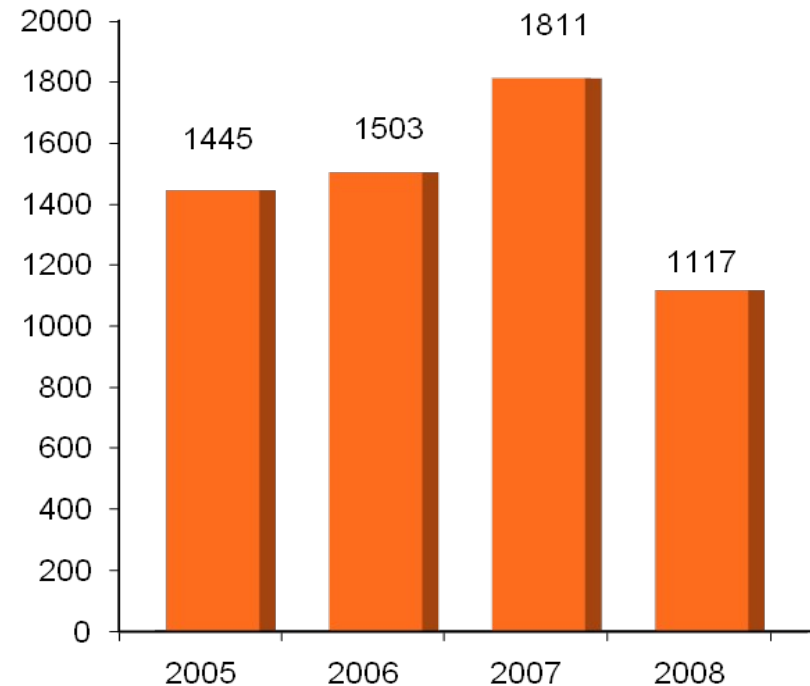




# Usage by Copyright Years

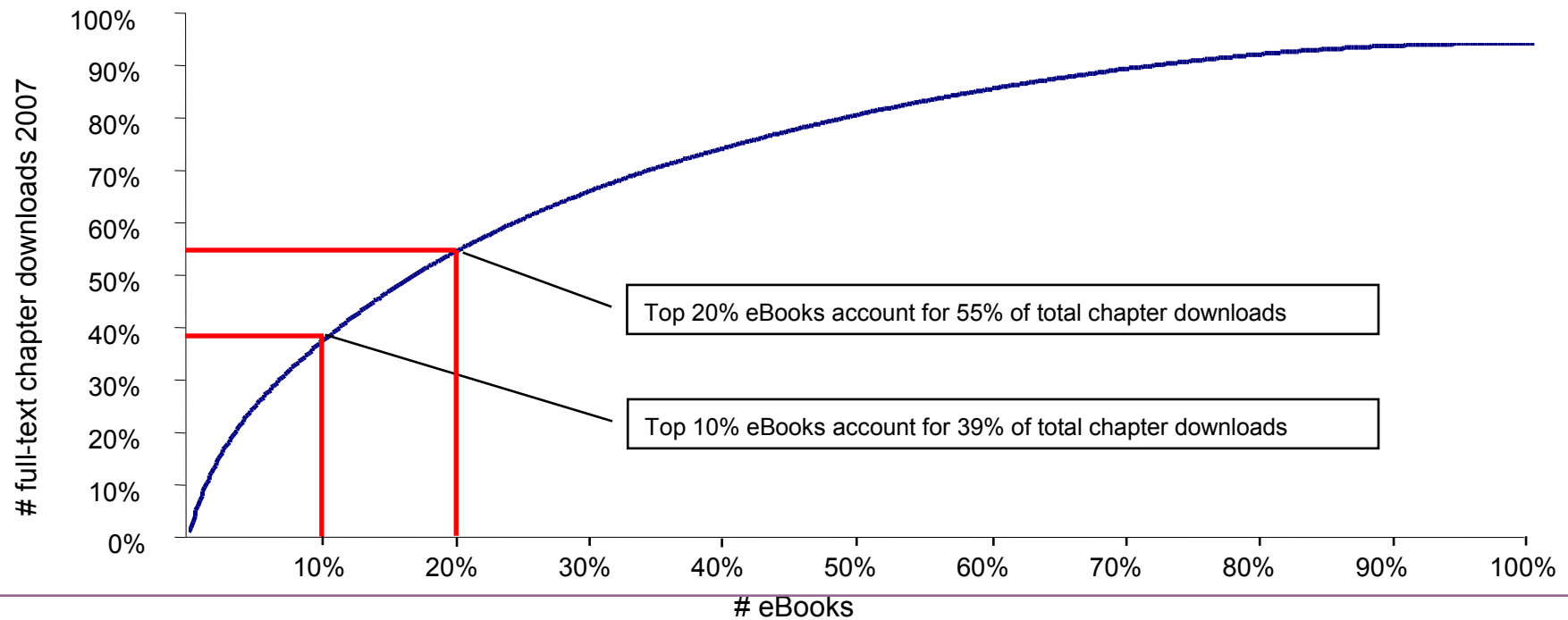
- Unlike for journals content, the age of book content seems not to play a very important role. Books from 2005 were used almost as frequently as books from 2006 and 2007.
- Books from 2008 were downloaded less often in 2008 since they were uploaded on SpringerLink in the course of the year and were not available for the full twelve months.
- These data are quite consistent with data we see at Google Book Search. It seems that in an 'online search environment' the age of a book is only of minor importance.

Average eBooks Chapter Downloads 2008  
by Title and Copyright Year



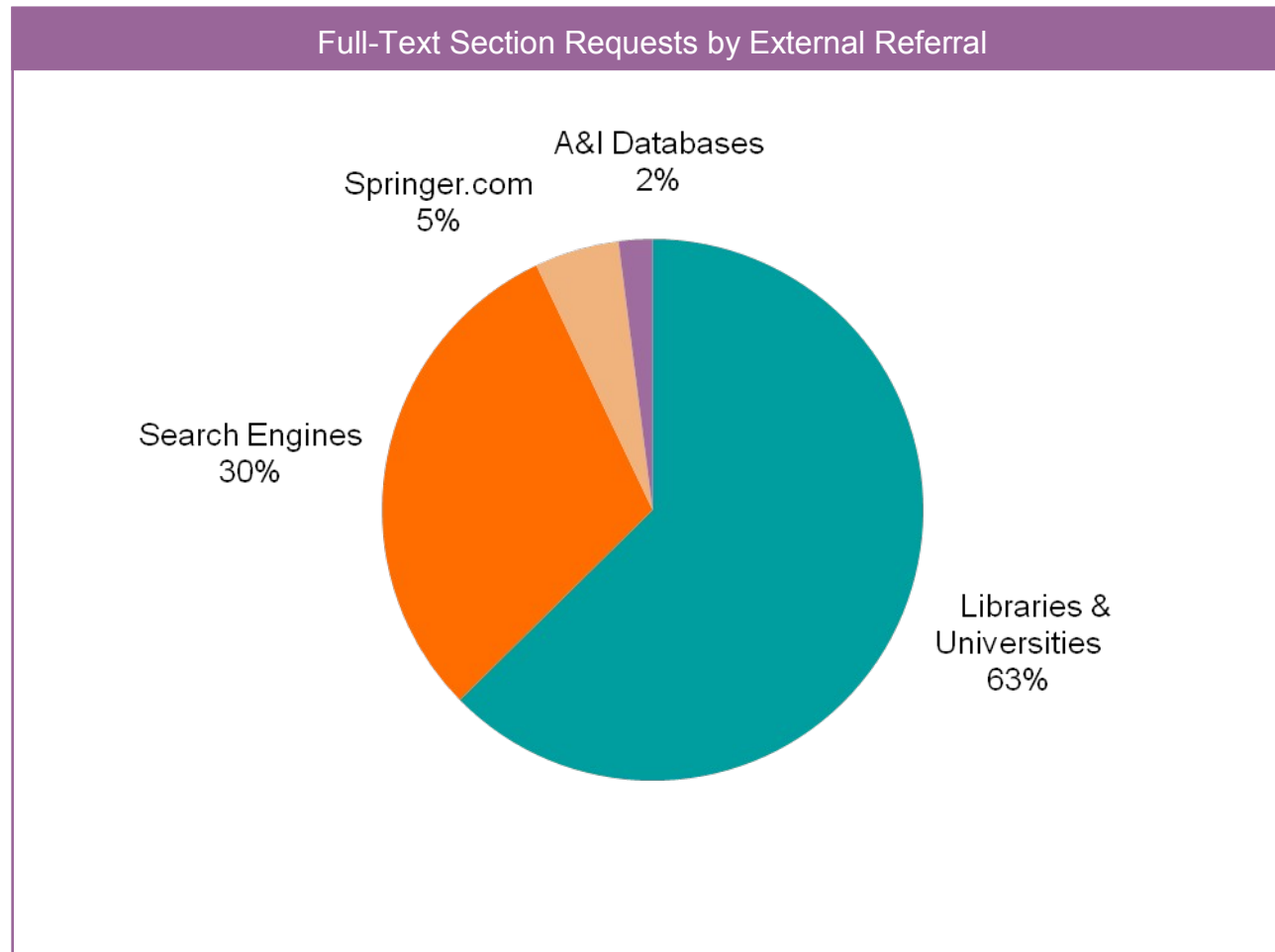
# Distribution of Usage – usage distributed over all books

Springer: Distribution of Citations and Full-Text Downloads



In a large collection of eBooks, a large number of these books get considerable usage: high “title reach”

# Full-Text Section Requests by Visitor Referral



(Source: Coremetrics, April 2008, excluding Direct Loads and Internal Referrals)

# Drivers of usage (The “MARC Effect”) Continued...

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# MARC Records

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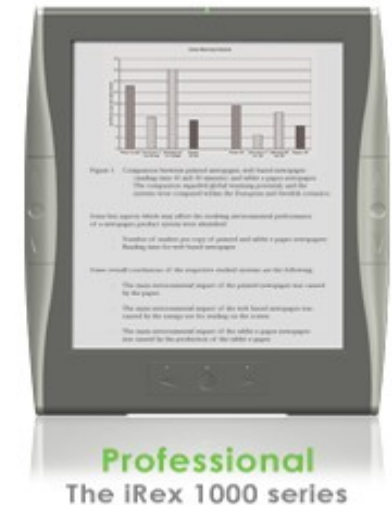
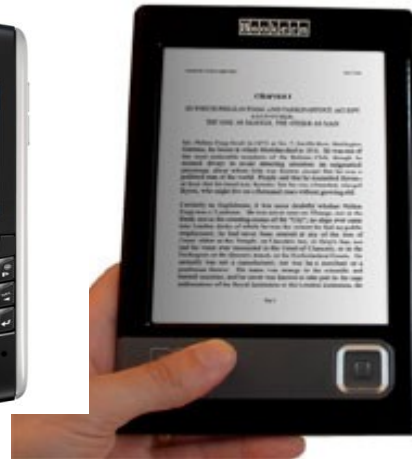
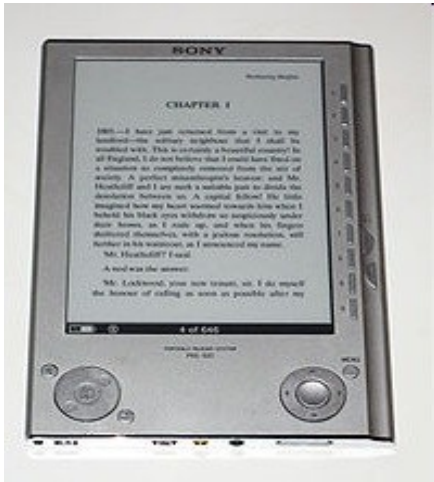
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# Agenda

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# eReaders – the future of reading?





## Statistics on Mobile eBook reading devices

- In December 2008 Sony revealed that 300,000 Sony Readers had been sold globally since device launch in Oct 2006.
- According to a source at Amazon, "on a title-by-title basis, of the 130,000 titles available on Kindle and in physical form, Kindle sales now make up over 12% of sales for those titles." (July 2008)
- iRex is doubling iLiad sales every 12 months (January 2009)
- Based on revenue from iPhones, Apple was the #3 *cellphone* maker last quarter, behind only Nokia and Samsung. In 2008 Apple sold more iPhones (10 million units) than RIM sold BlackBerrys (Oct 2008 – theiphoneblog.com)

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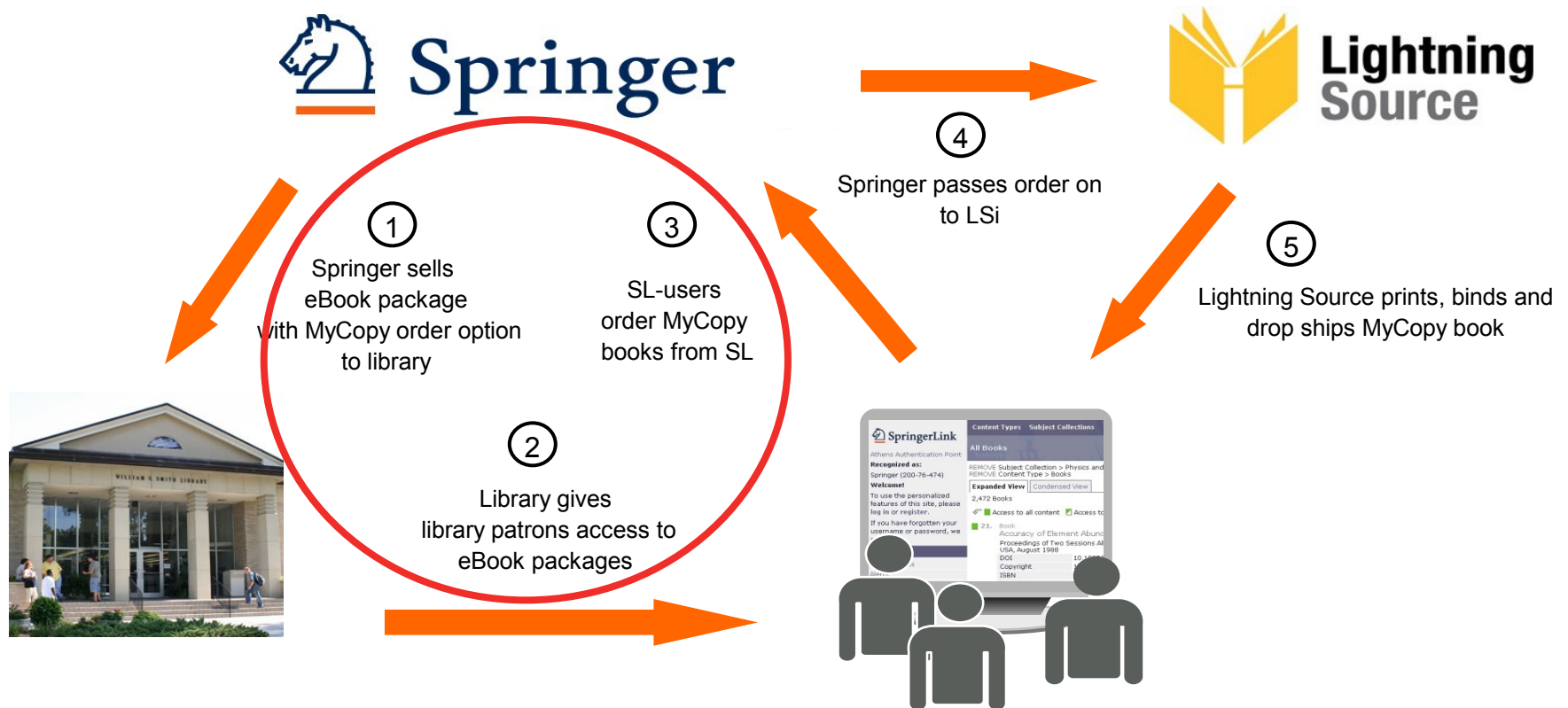
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- MyCopy will be a standard feature of the Springer eBook packages
- No extra charge for libraries

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- Springer eBooks Collection is:
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  - Fully Searchable
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  - Highly used – excellent ROI

## Thank You! – Questions? Muchos Gracias!

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