

# JORNADA SOBRE eBOOKS:

*Plataformas de libros electrónicos: experiencias europeas*



Wouter van der Velde  
eProduct manager eBooks  
Springer

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La Web Resultados 1 - 10 de aproximadamente 62.900.000 de ebooks. (0,24 segundos)

eBooks are H O T !


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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

# This is a Springer eBook



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large version

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Publisher	Princeton Archit.Press
DOI	10.1007/1-56898-629-7
Copyright	2005
ISBN	978-1-56898-526-8 (Print) 978-1-56898-629-6 (Online)
Subject Collection	Architecture and Design
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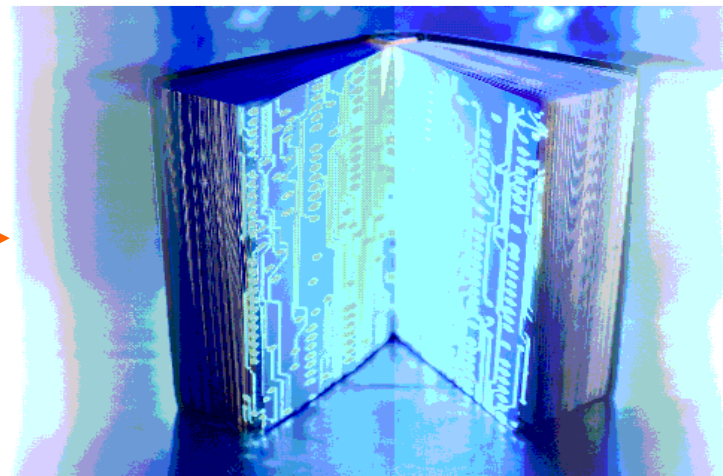
New features for eBooks:

- “Look inside” the book
- Related content

The screenshot displays the SpringerLink interface. At the top, there's a search bar with the text 'SEARCH FOR' and a 'GO' button. Below the search bar, there are links for 'JOURNAL OR BOOK TITLE', 'AUTHOR', 'VOLUME', 'ISSUE', 'PAGE', and 'ADVANCED SEARCH'. The navigation menu includes 'HOME', 'MY SPRINGERLINK', 'BROWSE', 'ABOUT SPRINGERLINK', 'SERVICE', and 'LOGIN'. The main content area shows a 'TABLE OF CONTENTS' for a book, listing chapters and authors. On the right, there's a preview of the book 'Die Architektur im 20. Jahrhundert' by Udo Kultermann, featuring a large image of a modern building and a list of page thumbnails.

## eBooks vs Print Books – some differences

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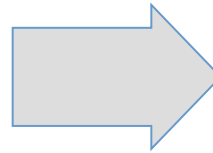


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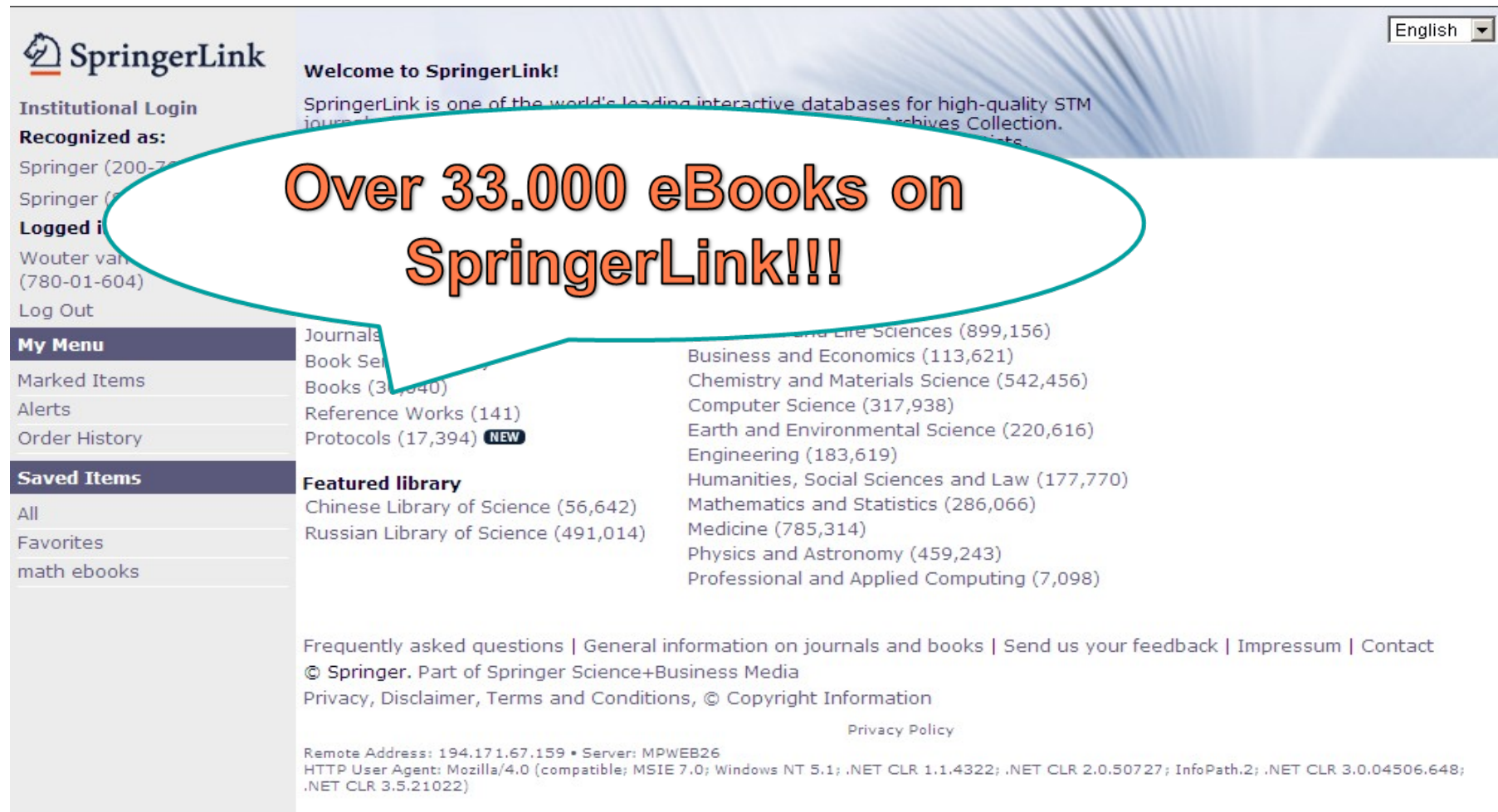


Online database model

eBooks + print books = more research



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Engineering (183,619)  
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Mathematics and Statistics (286,066)  
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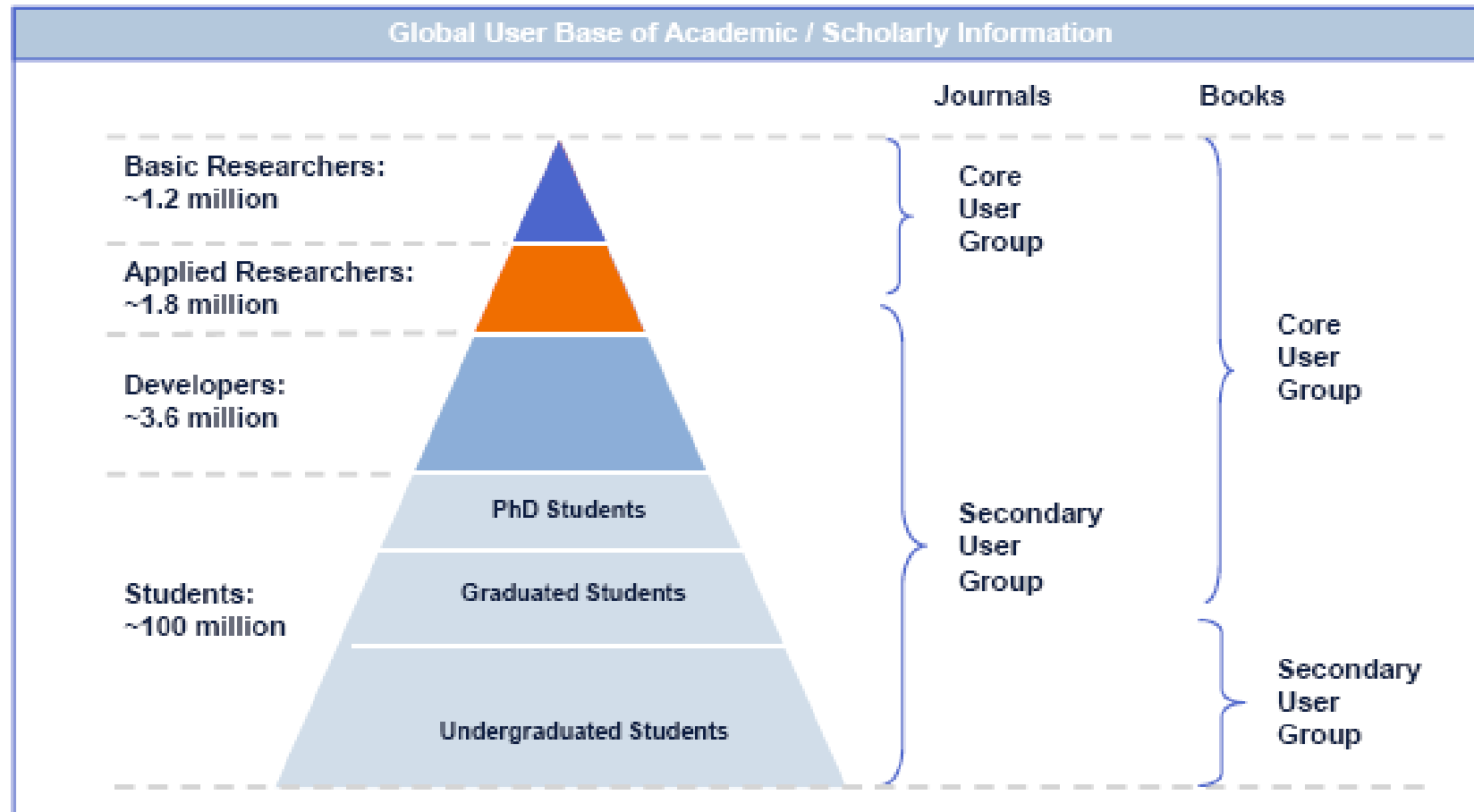
# Agenda

- 
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## What do End Users say?

- 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*
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- “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*).
- “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*

# Global User Base of Academic / Scholarly Information

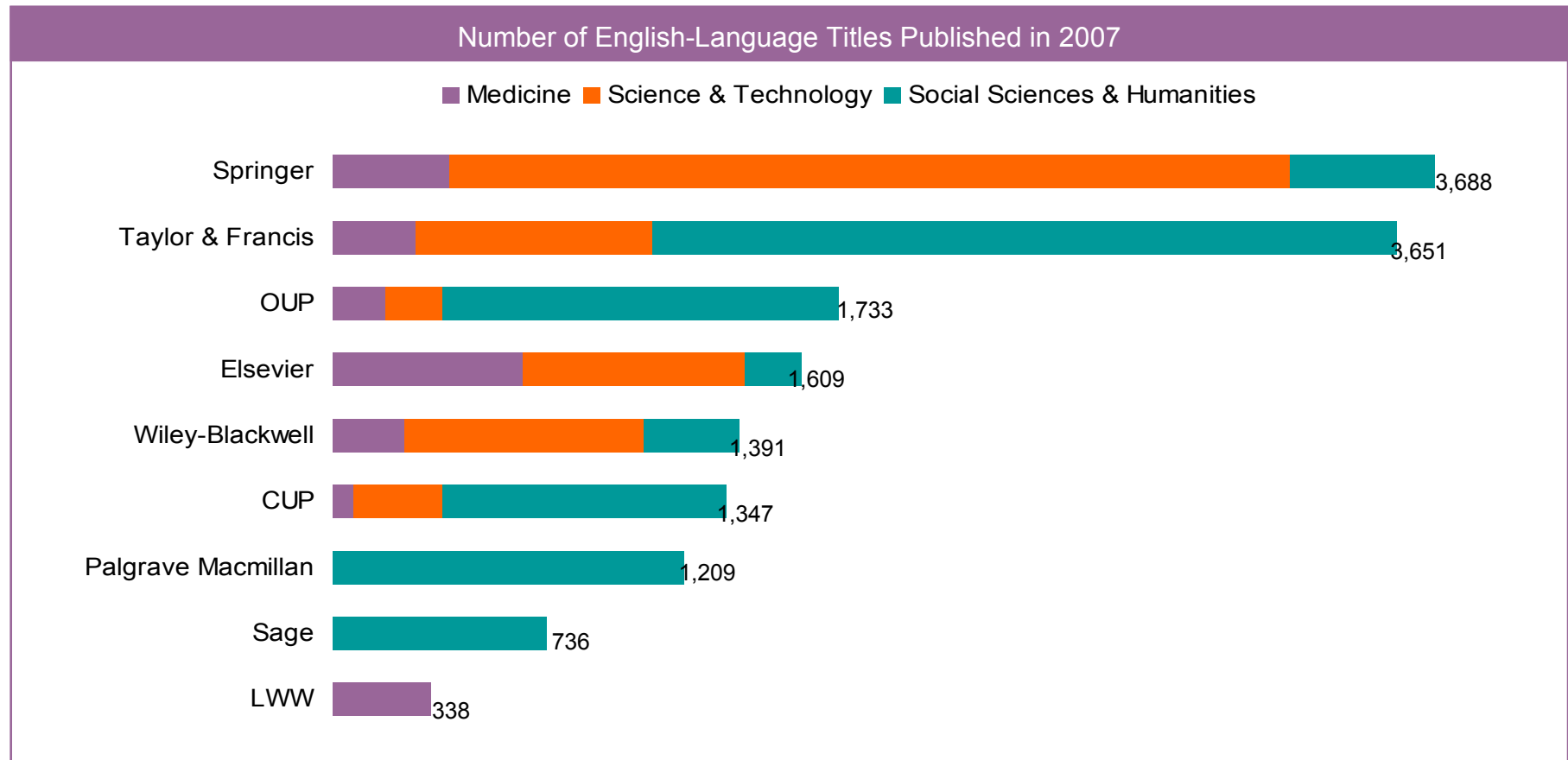


“One needs to read books, before one can understand (scientific) journals”

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# Leading Academic & Scholarly Book Publishers

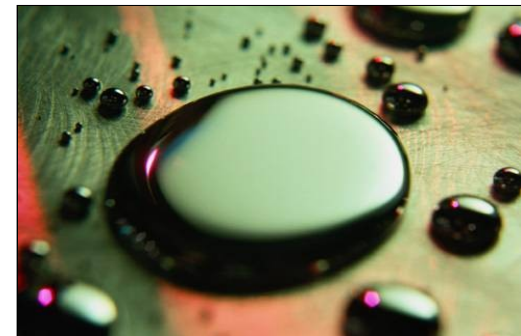


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# eBook Collection

- Springer's eBook Collection includes the following content types:
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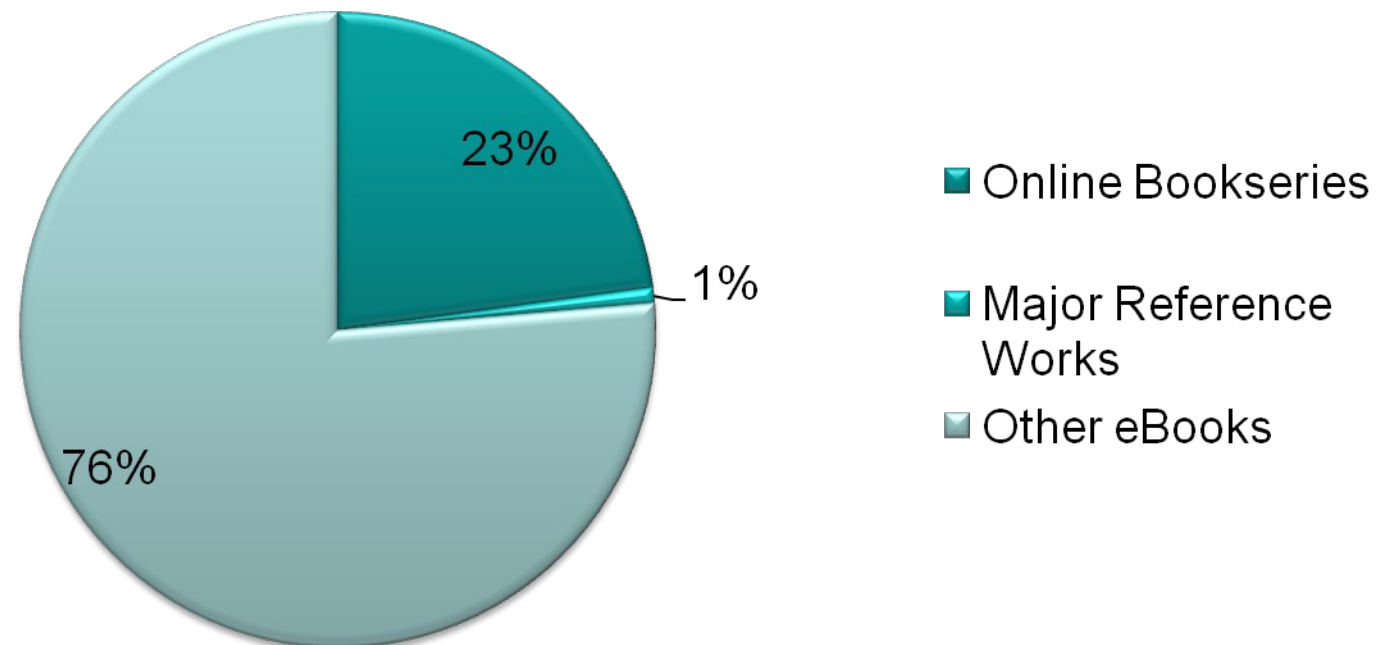




• Included in the subject collections CR 2005-2009 are:

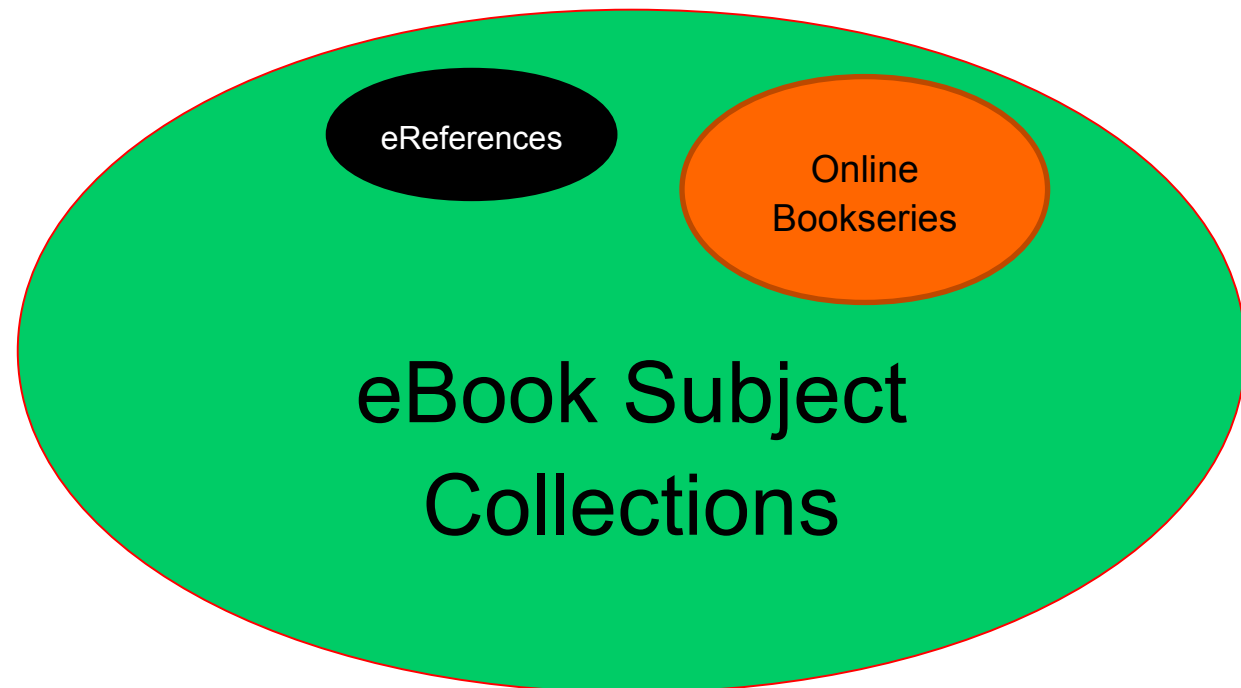
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eBook content type within Springer eBook collection



# Springer eBook content

- eReferences and major bookseries available separate from Subject Collections
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- Online Bookseries are part of eBook Subject Collections
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## eBooks can be purchased in 13 annual Subject Collections

2009 Springer eBooks	
2009 Springer eBook Collection	Number of Titles 09
Subject Collections	
Architecture and Design	30
Behavioral Science	40
Biomedical and Life Science	330
Business and Economics	205
Chemistry and Materials Science	180
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

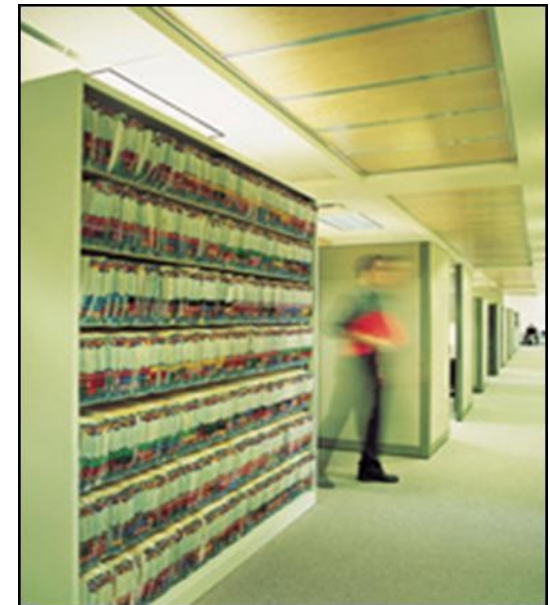
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# Key Benefits for Librarians

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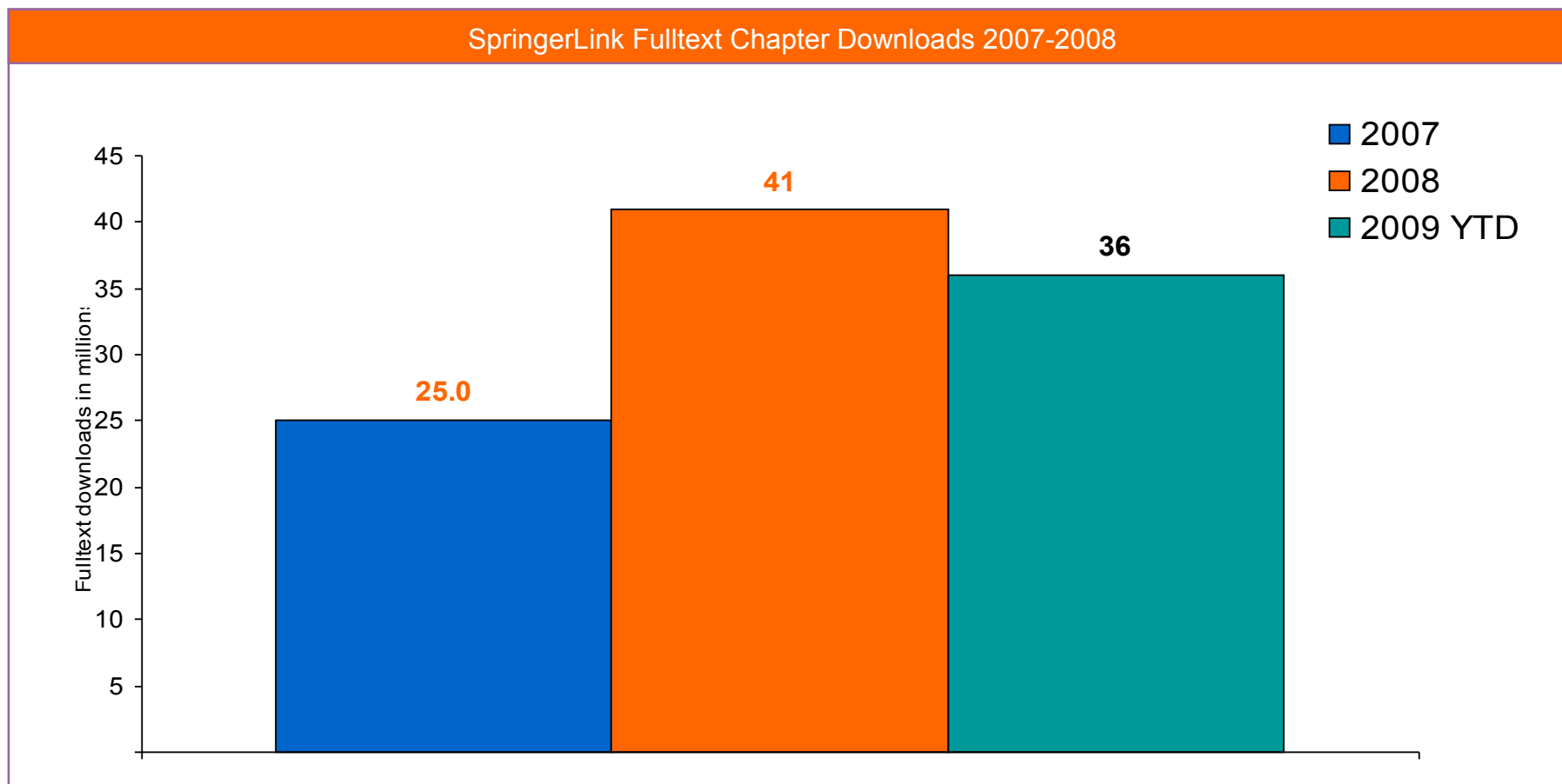


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## Springer Link eBooks Usage Trend 2007-2009 (in millions)



Usage total in 2007: 25 million downloads

Usage total in 2008: 41 million downloads

Usage 2009 Jan-Aug: 36 million downloads

# Top 20 English Language Titles by Usage

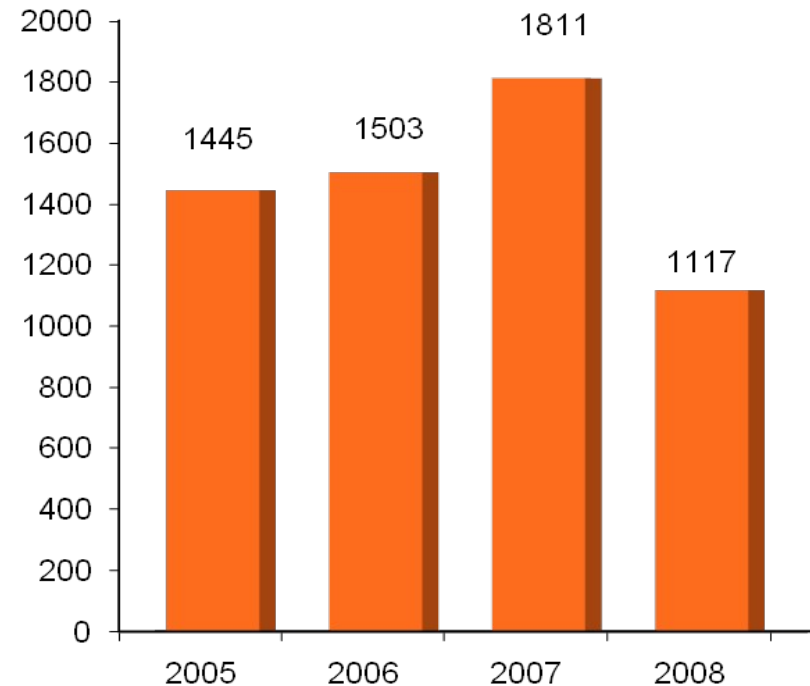
Top 20 by Downloads	
eBook Title	Downloads 2008
The Prokaryotes	95,904
Advanced Organic Chemistry	54,667
Springer Handbook of Nanotechnology	54,103
Trends in Partial Differential Equations of Mathematical Physics	48,366
Name Reactions	40,443
Springer Handbook of Experimental Fluid Mechanics	36,976
Encyclopedia of Language and Education	33,021
Bergey's Manual® of Systematic Bacteriology	29,475
World Congress on Medical Physics and Biomedical Engineering 2006	29,366
Handbook of Materials Modeling	27,569
The Finite Element Method and Applications in Engineering Using Ansys®	26,331
Springer Handbook of Atomic, Molecular, and Optical Physics	25,782
Springer Handbook of Robotics	24,701
Springer Handbook of Electronic and Photonic Materials	24,387
Springer Handbook of Engineering Statistics	23,977
Springer Handbook of Materials Measurement Methods	22,797
Springer Handbook of Lasers and Optics	21,106
More Math Into Latex	20,613
Carbon Nanotubes	20,294
Ceramic Materials	20,108

(Multiple editions or volumes were summed up to one title)

# Usage by Copyright Years

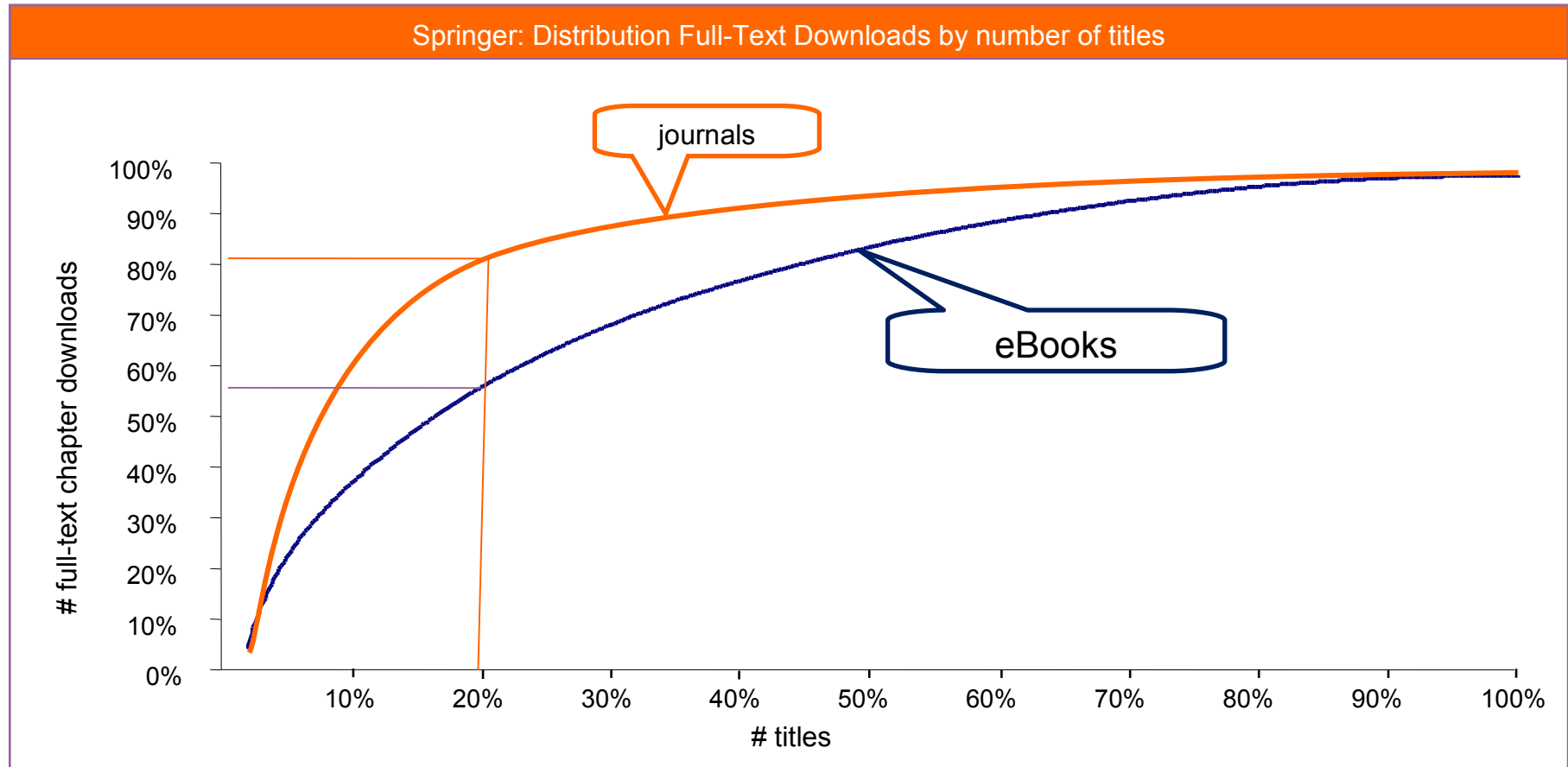
- Unlike for journals content, the age of book content seems not to play a very important role. Books from 2005 were used almost as frequently as books from 2006 and 2007.
- Books from 2008 were downloaded less often in 2008 since they were uploaded on SpringerLink in the course of the year and were 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



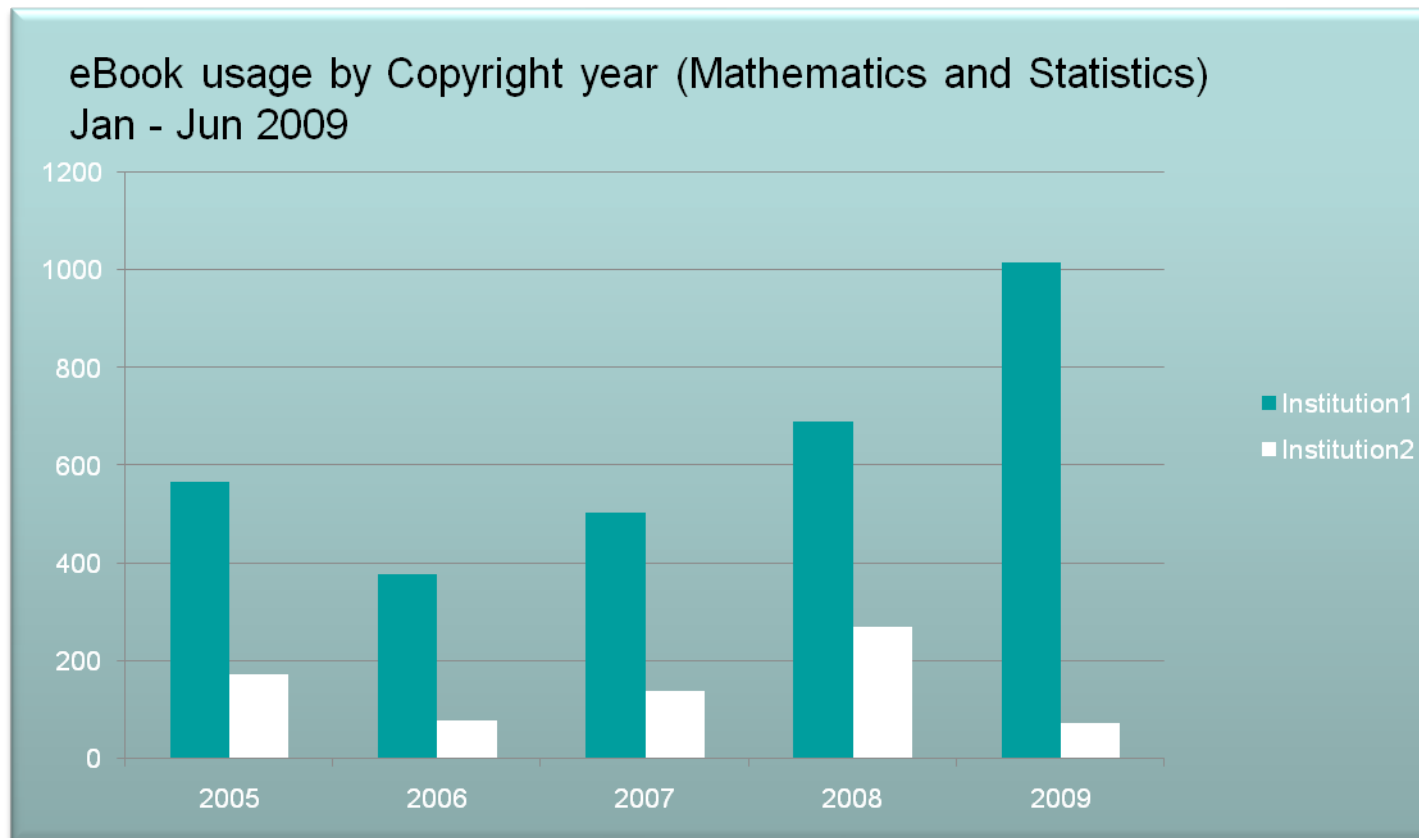


# Distribution of Usage

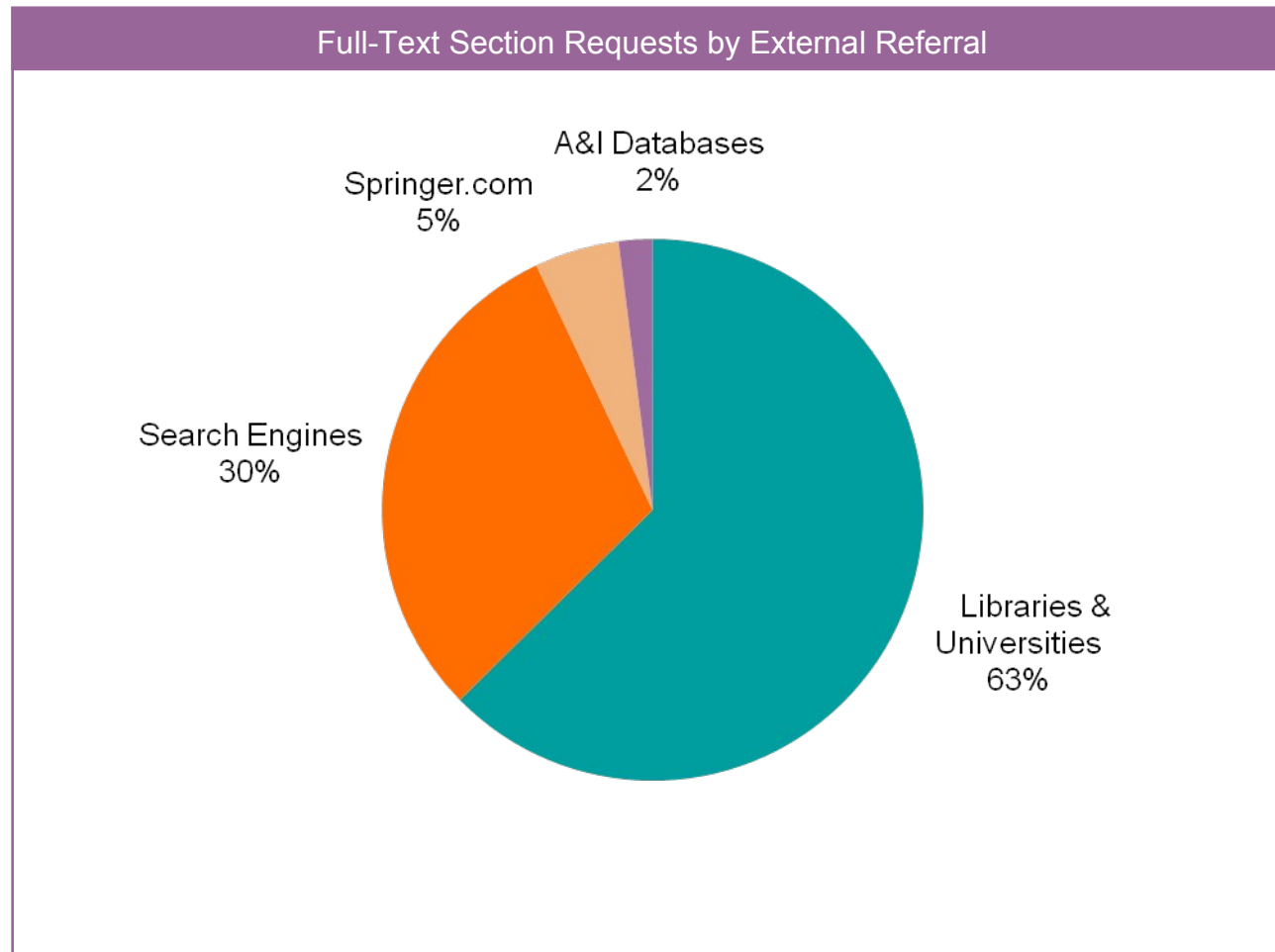


# Case Study major Research Institution Europe

- Subject Collection Mathematics
- Older content still very popular
- Institution1 has 'above average' high usage for 2009 copyright year

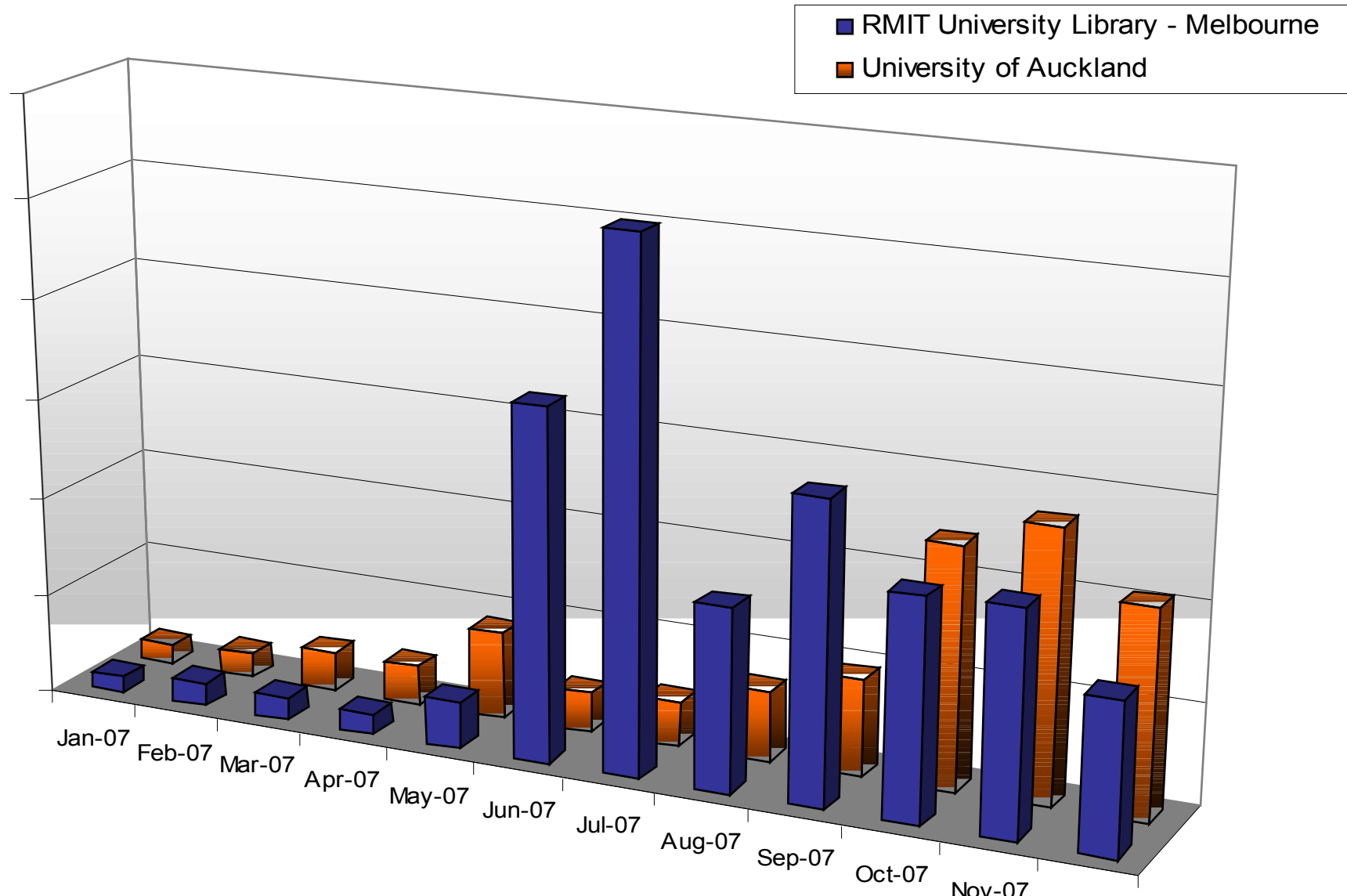


# Full-Text Section Requests by Visitor Referral



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

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



# MARC Records

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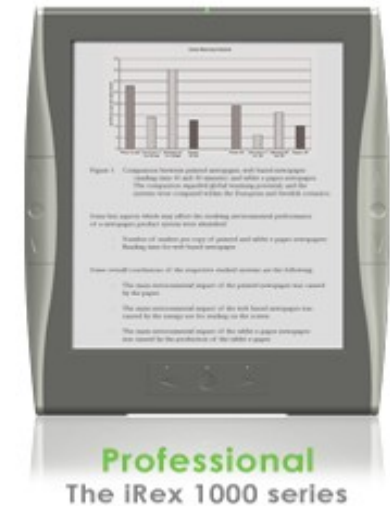
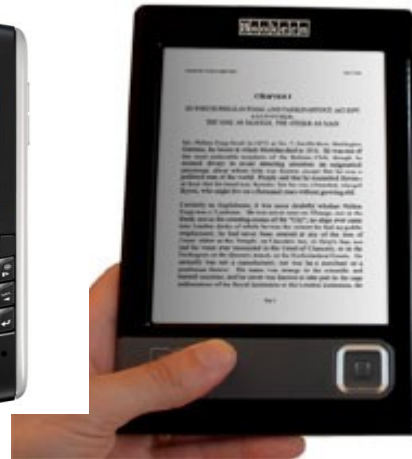
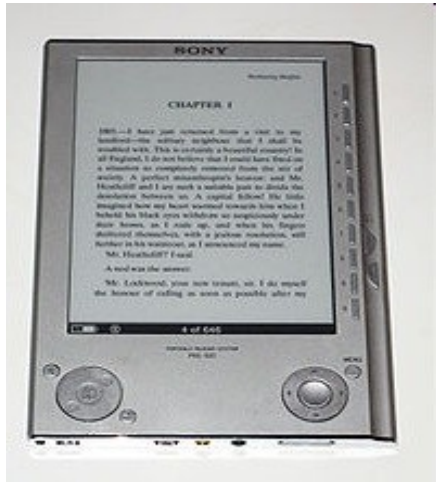
- **Option 1: Basic Springer MARC Records**
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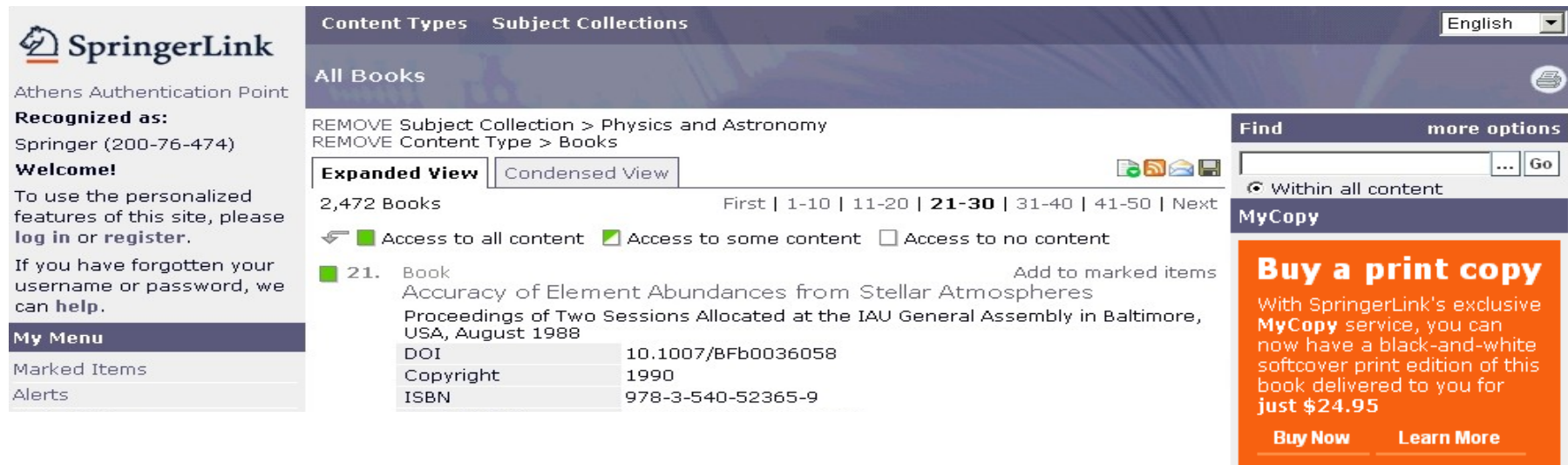
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**All Books**

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## Summary

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- Springer eBooks Collection is:
  - Over 4000 new eBooks every year
  - 13 subject collections (English / Intl)
  - 100% DRM Free
  - Unlimited use: available 24/7
  - Fully Searchable
  - Full Ownership
  - Highly used – excellent ROI

# Conclusions

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- Springer eBooks Collection:
  - Well used (good Return on investment)
  - Well received by end-users
  - Exists next to print (MyCopy!)
  - Older content still very popular

## Thank You! – Questions? Muchos Gracias!

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