



PDA for Public Libraries – extending library selection to our customers



How will public libraries meet the ongoing needs of their readers? How will they define our content?



Amazon e-books outselling printed

May 22, 2011 | By Associated Press

NEW YORK — Amazon.com Inc. said yesterday that, after less than four years of selling electronic books, it's now selling more of them than printed books.

The online retailer said that since April 1, it has sold 105 e-books for every 100 printed books, including printed books for which there is no electronic edition. The comparison excludes free e-books, which would tip the scales further if they were included.

Printed books include both hardcovers and paperbacks. In July, Amazon said that e-book sales had outstripped hardcover sales. It's now selling three times as many e-books as it did a year ago.

Usage

Our collection:
 555,302 active titles
 1,406,152 annual circulation
 45,687 holds
1600 registrations/month

Our Overdrive collection:
 7,148 active titles
 70,019 checkouts
 657 holds
634 registrations/month

Present eBook Content

- Credo Reference
- Gale Virtual Reference Library
- Overdrive (Traditional model which we plan to expand)
- Oxford Reference

We have success to build upon:

- 1389 books in our collection have more than 100 circulations.
- 1760 DVDs in our collection have more than 200 circulations.
- 1881 audios in our collection have more than 100 circulations.

Our selectors are great. Our system works for us. Our customers are happy. So why not try some efficiencies to make them even happier?

Why consider a patron driven supplemental approach?

- Already have a very diverse group of 153 selectors, we are decentralized in selection and plan to stay that way. (strong base)
- We order more than 2,000 titles each year based on user requests. (customer input)
- Of 30,631 titles added last year, 27,444 have circulated (5% miss factor)

Patron Driven Acquisitions Wanted Ad

- Medium-large public library system seeks to try an acquisitions service platform that will make a wider selection of titles available to our customers in a very cost effective manner.

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Selling points for eBook model

- Immediate availability of a larger selection of titles to our customers
- Ability to profile based on current collection and financial constraints
- 24/7 access with preview opportunity
- Guaranteed use before we buy
- Ebooks are here to stay (this time)

Negotiating points

- How many times can the book be viewed/used before we buy it
- Cost per purchase
- Publisher restrictions (i.e. number of uses)
- Initial collection composition (custom profile, subject selected, vendor package)
- Metrics for additional copies AND cost of additional copies

More Points

- Selector approval
- Collection Development policy
- Breadth of selection

Vendor trends

- Patron driven models for paper and eBook collections
- Device compatibility
- "Exclusive" contracts
- Partnerships for audio

Still in Negotiation

- Devices
- Prices for additional copies
- Publisher restrictions

What's on the horizon

- Overdrive
- Ingram
- Baker & Taylor
- Midwest
- Playaway
- New products – device and uploadable

Complications

- Difficulty mixing and matching
- Negotiating discounts in a monopoly environment
- Shelf-life
- Weeding

Promises to keep

- Quality service
- Best use of funds
- Mission as library
- Keeper of record and public archive