

E-Books: A Rapidly Evolving Marketplace



- **Introduction**
 - **Todd Carpenter**, Managing Director, NISO
- **Creation, Formatting, and Distribution Options for E-books**
 - **Tino Fleischer**, Product Manager, Atypon Systems, Inc.
- **Business Issues and Trends in the Digital Book Landscape: Players, Platforms and Devices**
 - **Anne Orens**, Independent Consultant
- **E-books in the Library: Successfully Reaching the End User**
 - **Sue Polanka**, Head, Reference and Instruction, Paul Laurence Dunbar Library, Wright State University

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NISO Webinar • August 12, 2009



NISO 2009 Events

<http://www.niso.org/news/events/2009/>

- September 9 (NISO Webinar): **E-Resources Licensing: The Good, The Bad, The Ugly (Part 1)**
- September 16 (NISO Webinar): **E-Resources Licensing: The Good, The Bad, The Ugly (Part 2)**
- October 8-9 (Boston, MA): **Library Resource Management Systems**
- October 14 (NISO Webinar): **Bibliographic Control Alphabet Soup: AACR to RDA and Evolution of MARC**
- November 11 (NISO Webinar): **Data, Data Everywhere: Migration and System Population Practices**
- December 9 (NISO Webinar): **ONIX for Publication Licenses: Adding Structure to Legalese**

NISO Webinar • August 12, 2009



Creation, Formatting and Distribution Options for E-books

NISO webinar, 12th August 2009

Tino Fleischer, Product Manager

Leader in the Provision of E-publishing Solutions

www.atypon.com

My background

- MA Spanish Studies, Humboldt University Berlin
- Publisher, Walter de Gruyter, Berlin
- Product Manager, Atypon Systems, Abingdon/Santa Clara

2 www.atypon.com

Walter de Gruyter and Atypon

- Walter de Gruyter – German scholarly publisher, Humanities and STM, publishes both their journals and books on a single online platform
- Atypon Systems – software company focused on delivering online solutions for scholarly publishers

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Two key questions to start with

- What types of book content do you have?
- How do you want to deliver/present it online to the user?

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Types of book content

- Monographs
- Multi-author works
- Books in a Book Series
- Yearbooks
- Multi-volume works
- Textbooks



Delivery formats

- PDF
- PDF with reference links
- HTML
- Flash
- Epub
- Formats for mobile devices

If PDF... what kind of granularity?

- Cover-to-cover PDF of the entire book
- Book chapter PDFs, but...

... what is a chapter?

3.8.5 Berechnung von Redoxpotenzialen; Nernst'sche Gleichung	349
3.8.6 Konzentrationsketten, Elektroden zweiter Art	351
3.8.7 Die Standardwasserstoffelektrode	353
3.8.8 Die elektrochemische Spannungsreihe	355
3.8.9 Gleichgewichtslage bei Redoxprozessen	361
3.8.10 Die Elektrolyse	362
3.8.11 Elektrochemische Stromquellen	370
4. Die Elemente der Hauptgruppen	
4.1 Häufigkeit der Elemente in der Erdkruste	377
4.2 Wasserstoff	378
4.2.1 Allgemeine Eigenschaften	378
4.2.2 Vorkommen und Darstellung	378
4.2.3 Physikalische und chemische Eigenschaften	381
4.2.4 Wasserstoffisotope	383
4.2.5 Ortho- und Parawasserstoff	384
4.2.6 Wasserstoffverbindungen	385
4.3 Gruppe 18 (Edelgase)	389
4.3.1 Gruppeneigenschaften	389
4.3.2 Vorkommen, Gewinnung, Verwendung	390
4.3.3 Edelgasverbindungen	392
4.3.3.1 Edelgashalogenide	392
4.3.3.2 Oxide, Oxidfluoride und Oxoalze des Xenons	394
4.3.3.3 Verbindungen mit Xe—O-, Xe—N-, Xe—C-, Xe—S-, Xe—Au-, Kr—O-, Kr—N- und Kr—C-Bindungen	395
4.3.3.4 Struktur und Bindung	396
4.4 Gruppe 17 (Halogene)	399
4.4.1 Gruppeneigenschaften	399
4.4.2 Vorkommen	400

... and what is the metadata?

The Nordic Languages, Part 1

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[Add to Bookshelf](#)
[View Abstracts](#)

An International Handbook of the History of the North Germanic Languages
Edited by Oskar Bandt (main editor) • Kurt Braunmüller • Ernst Hilson Jahr • Allan Kärker • Hans-Peter Naumann • Ulf Telleman • Consulting Editors: Lennart Elmevik • Gun Widmark
Berlin • New York (Walter de Gruyter) 2002
eBook ISBN: 978-3-11-019795-1
Print ISBN: 978-3-11-014876-3

1. The Nordic language area and the languages in the north of Europe
Lars S. Vikar

Citation information.
An International Handbook of the History of the North Germanic Languages
Edited by Oskar Bandt (main editor) • Kurt Braunmüller • Ernst Hilson Jahr • Allan Kärker • Hans-Peter Naumann • Ulf Telleman • Consulting Editors: Lennart Elmevik • Gun Widmark
Berlin • New York (Walter de Gruyter) 2002
Pages: 1-12
eBook ISBN: 978-3-11-019795-1
Print ISBN: 978-3-11-014876-3

XML creation

- Full text or only metadata
- Granularity of metadata
- Choosing/writing a DTD

Detailed taxonomies

Browser by Subject

Selected type: All Subjects

Selected: All Subjects

Subjects:

- All Subjects (1381)
- Art and Music (24)
- Classical and Ancient Near Eastern Studies (134)
- Classical and Modern Near Eastern Studies (134)
- History (197)
- Indo-European Languages (383)
- Library Studies (14)
- Mathematics (13)
- Mathematics and Computing (13)
- Mathematics and Statistics (13)
- Mathematics and Physics (13)
- Mathematics and Philosophy (13)
- Mathematics and Theology (13)
- Mathematics and Law (13)
- Mathematics and Medicine (13)
- Mathematics and Education (13)
- Mathematics and Business (13)
- Mathematics and Engineering (13)
- Mathematics and Architecture (13)
- Mathematics and Design (13)
- Mathematics and Art (13)
- Mathematics and Music (13)
- Mathematics and Literature (13)
- Mathematics and History (13)
- Mathematics and Geography (13)
- Mathematics and Politics (13)
- Mathematics and Economics (13)
- Mathematics and Social Sciences (13)
- Mathematics and Humanities (13)
- Mathematics and Life Sciences (13)
- Mathematics and Earth Sciences (13)
- Mathematics and Environmental Sciences (13)
- Mathematics and Interdisciplinary Studies (13)
- Mathematics and Other (13)

TOC of a monograph

Anorganische Chemie

Erwin Kiedel, Christoph Janiak
Berlin • New York (Dietrich de Gruyter) 2007
2. Auflage
eBook ISBN: 978-3-11-029803-9
Print ISBN: 978-3-11-029802-2

Table of Contents

- 1. Einleitung
- 2. Die chemische Bindung
- 3. Die chemische Reaktion
- 4. Die Elemente der Hauptgruppen
- 5. Die Elemente der Nebengruppen
- 6. Die Elemente der Übergangsmetalle
- 7. Die Elemente der Lanthan- und Actinoidenreihen
- 8. Die Elemente der Hauptgruppen
- 9. Die Elemente der Nebengruppen
- 10. Die Elemente der Übergangsmetalle
- 11. Die Elemente der Lanthan- und Actinoidenreihen

Book XML – NLM Book DTD

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TOC of a Book Series

Handbooks of Linguistics and Communication Science

Table of Contents

- Volume 1: Deskriptive Linguistik
- Volume 2: Sprachtheorie
- Volume 3: Sprachgeschichte
- Volume 4: Soziolinguistik / Sociolinguistics
- Volume 5: Computergestützte Linguistik / Computerlinguistics
- Volume 6: Dialektologie / Dialectology / Wörterbücher
- Volume 7: Semantik / Semantics
- Volume 8: Linguistische Theorien und Methoden / Linguistic Theories and Methods
- Volume 9: Syntax / Syntax
- Volume 10: Writing and Its Use / Schrift und Schriftlichkeit

TOC of a Book Series volume

Contact Linguistics / Linguistique de contact / Kontaktlinguistik, Part 1

An International Handbook of Contemporary Research / Recueil international des recherches contemporaines / Ein internationales Handbuch gegenwartszeitlicher Forschung

Edited by Maria Gaido • Peter A. Bado • Zsuzsa Dány • Judit Szendrői

Berlin • New York (Dietrich de Gruyter) 2008
eBook ISBN: 978-3-11-029803-9
Print ISBN: 978-3-11-029802-2

Table of Contents

- 1. Bedingungsfaktoren der Kontaktlinguistik I: Schwerpunkte der Forschungswissenschaften / Conceptual Prerequisites of Contact Linguistics I: Central Issues of the History of Contact Linguistics / Facteurs constitutifs de la linguistique de contact I: Antécédents historiques et conceptuels
- 2. Soziologie und Kontaktlinguistik
- 3. Soziologie und Kontaktlinguistik

First page image

Chapter II Strongly-continuous semigroups and Dirichlet forms

Chapter II

Strongly-continuous semigroups and Dirichlet forms

In this chapter, we will account for the basic mathematical objects on which the theory of error estimates has been built. We will be using the simplicity basis. After the main arguments concerning semigroups on Banach spaces have been stated, and this requires very little preliminary knowledge, the action and properties of Dirichlet forms will be introduced for a special case that still follows a general reasoning.

1 Strongly-continuous contraction semigroups on a

PDF in context

PDF in a new window

A different TOC of a Book Series

Book chapter in HTML

Book chapter in HTML

production would constitute a long-term, permanent impact on dozens if not hundreds of migratory fish species. Damming the major tributaries of the Amazon River may have catastrophic effects on fish migration and fish populations and bring about huge economic consequences.



enlarge figure

The Amazon, Andes and Cerrado are among the richest and most diverse regions of the planet. (Top: ©Haroldo Castro/CT; Bottom: ©John Martin/CT)



enlarge figure

Figure 1.1. IIRSA is composed of ten hubs that incorporate investments in modern paved highways, railroads, waterways, and grids. The upgraded road networks will span the Amazon, while waterways (hydrovias in IIRSA terminology) will open up vast areas of the western Amazon to commerce and development (map modified from IDB 2006).

Flash-based viewer

Mobile device delivery

- PDF and XML files are uploaded and the vendor's system generates the derivative file formats
- Publisher creates the required file formats and uploads them to the vendor's system
- Some formats: .prc, .azw, .epub

Thank you.

Business issues and trends in the digital book landscape: players, platforms and devices.

Anne Orens
12 August 2009
NISO ebooks webinar

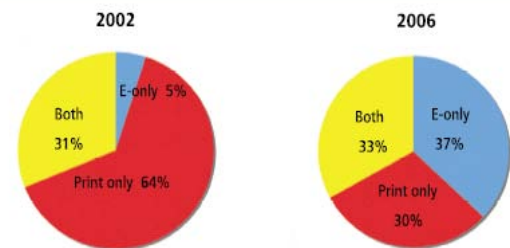
The Tipping Point - Again?

Sooner or later, almost everything goes digital: cameras, camcorders, music players, TV, books, you name it. —
David Pogue, NY Times May 8, 2008

Orientation

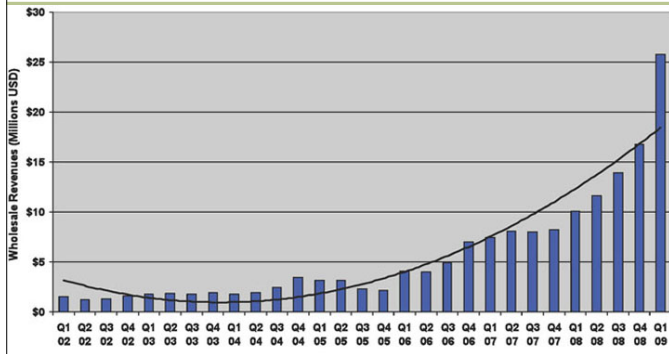
- Tipping points
- Vendor landscape
- Key developments
- Pricing implications

Journals: Leading indicator for electronic publishing



Source: Chandra Prabha, "Shifting from Print to Electronic Journals in APL University Libraries," *Serials Review* 33, no. 1 (March 2007): 4-13.

The ebook rate of change



US Trade (Wholesale) Electronic Book Sales from the IDPF and AAP

Transformation of the world surrounding publishing

“What’s going to be transformed isn’t just the reading of one book, but the ability to read a passage from practically any book that exists, at any time that you want to, as well as the ability to click on hyperlinks, experience multimedia, and add notes and share passages with others.”

“to expect future generations to be satisfied with printed books is like expecting the BlackBerry users of today to start communicating by writing letters, stuffing envelopes and licking stamps.”

Jeff Gomez, Director of Internet Marketing, Holtzbrinck Publishers
The Digital Future of Books, Wall Street Journal May 19, 2008, Page A13

Tipping Points - Devices

Building on Phenomena

- Web-enabled hand-held devices
 - 17 million iPhones; 13 million iPod touch devices
 - Smart phones overseas
 - MPS Global reader
- Readers
 - SONY ereader accepts epub
 - Kindle



Which content and which devices?



Tipping Points - Print on Demand

- For Publishers
 - Ingram’s Lightning Source launches Espresso Book Machine, 85,000 titles
 - BookSurge/Amazon
 - Replica Books/Baker & Taylor
- For Authors
 - Lulu, Blurb, QooP

Tipping Points - Google Books

7 Million currently scanned
40 million eventually
20,000 publishing partners

What do you do?

- Launching of full-service options
- Repackage and re-chunk
- Online sampling
- Make it mobile
- Enhancements
 - Highlighting, note-taking
 - Annotation
 - Bookmarking
 - Social media
- Take a DRM stance

And what about metadata?

Or delivery formats?

What do you do?



Platforms by business model



Connecting the pieces

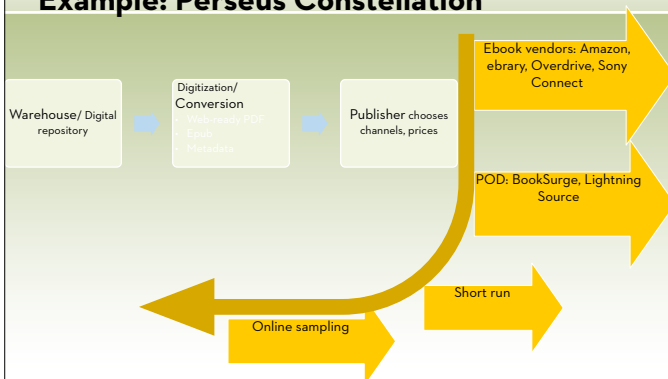
- Marketing needs
 - Search engine visibility
 - Snippets and sampling
 - Packaging and merchandising
- Publisher considerations
 - Digital asset management
 - Preservation
 - Print production
 - Publisher determines price

Warehouse, market and sell: Repository to distribution

Examples:

- Perseus
- MPS
- Ingram Digital Coresource
- CDC
- Advantages
 - Choice of level of expenditure and activities
 - Choice of vendor
 - Version control
 - Streamlined administration and process

Example: Perseus Constellation

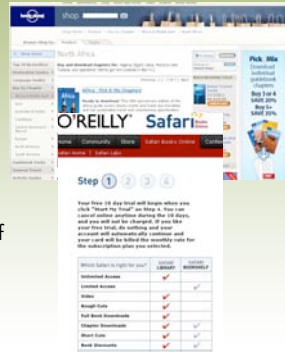


Ingram Digital CoreSource

- Hosting, archiving, access, and purchasing
- Epub, ePDF, POD, Sony, Mobipocket/Kindle, eReader, Microsoft Reader, MP3
- Access via individual title, publisher-specific, perpetuity, subscription, subject collection

Repackaging and chunking

- Publisher Packaging
 - iPublisher, Tizra
 - Lonely Planet
- User chosen content
 - iChapters, CourseSmart
- User chosen delivery formats
 - SafariU, National Academies of Science



Snippets, browsing and online sampling

- Push:
 - Dailylit.com
- Browse:
 - BN.com, Amazon
- Discover:
 - Google
- Sample:
 - NAS, Libre Digital, Harper Collins
- Snippet
 - Google Books

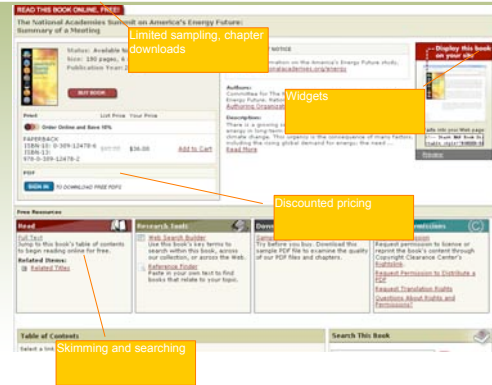


Protections and barriers: DRM

- DRM
 - High value, unique product
 - Large-scale theft vs. intermittent hacking
- Trend watching
 - Ebrary launches Quickview



Preview, sample, chunk, package, and sell: NAS



Pricing -- audience -- content type

- Your strategy is determined by the combination of pricing, audience and content type
- Your checklist:
 - Print norms
 - Textbook (market use) norms
 - Audience norms
- Questions to ask:
 - High value, niche need
 - Combined pricing

Contact Information

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 Consultant
aorens@gmail.com
 (617.721.0662)

Additional Resources

- IDPF Digital Book 2009
 - <http://www.idpf.org/events/presentations.htm>
- Google Books Settlement
 - www.arl.org/resources/pubs/mmproceedings/154mm-proceedings.shtml#101
 - www.copyright.com/media/pdfs/healyinterview.pdf
 - www.copyright.com/media/pdfs/google-aap_outline_of_benefits.pdf
 - <http://www.copyright.com/ccc/viewpage.do>
 - www.nfais.org/events
 - <http://www.copyright.com/ccc/viewPage.do?pageCode=put8>
- ALA 2009: The Changing Standards Landscape
 - <http://www.slideshare.net/event/ala-2009-the-changing-standards-landscape>

Publicity



E-books in the Library:



Sue Polanka
Wright State University Libraries
Blogger – No Shelf Required
August 12, 2009

Can Standards Make eBooks Easy?

- Metadata
- Cataloging/MARC
- Purchasing
- Access
- Interface

AUGUST 12, 2009 SUE POLANKA, WRIGHT STATE UNIVERSITY LIBRARIES



Metadata

- Standard format for data/text
 - ePub
 - XML
 - Application independent

AUGUST 12, 2009 SUE POLANKA, WRIGHT STATE UNIVERSITY LIBRARIES



Cataloging/MARC

- FREE MARC records with every ebook
- Vendor neutral cataloging

AUGUST 12, 2009 SUE POLANKA, WRIGHT STATE UNIVERSITY LIBRARIES



- Machine Readable Cataloguing records (MARC21 records) are available for library professionals to download. Although MARC21-compliant, these records are not NCA level and are not recommended as a replacement for your existing print record. However, the records do provide additional electronic resource information for the titles...

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=003 UK-OxUP =005 20090519191206.0
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$H[electronic resource]
=260 1|S Oxford :SbOxford University Press,$c2008.
=300 1|S240 p.
=504 1|SIncludes biographical references and index
=533 1|SElectronic reproduction.$bOxford :ScOxford University Press,
$c2004.$f(Oxford Scholarship Online).$nMode of access: World Wide Web. System
requirements: Internet Explorer 6.0 (or higher) or Firefox 2.0 (or higher).$nAvailable as
searchable text in HTML format.$nAccess restricted to subscribing institutions.
=650 10$Law$Moral and ethical aspects.
=650 10$Law and ethics.
=710 2|S Oxford University Press.
=830 10$Oxford scholarship online.$pLaw module.
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Ecology, invisibility and Modernity in the Rainforest /Scedited by Cristina Adams, Rui Murrieta, Walter
Neves, Mark Harris.
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=300 1|Sbv: digital
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=650 10$SaAnthropology
=650 10$SaHistory
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=700 1|S Murrieta, Rui.
=700 1|S Neves, Walter.
=710 2|S SpringerLink (Online service)
=773 0|S Springer eBooks =856 40$uhttp://dx.doi.org/10.1007/978-1-4020-9283-1
=950 1|S Humanities, Social Science and Law (Springer-11648; ZDB-2-SHU)
```

Cataloging/MARC

- FREE MARC records with every ebook
- Vendor neutral cataloging

Purchasing

- Make it as easy as possible to buy ebooks
 - Workflow issues
 - Licensing issues

Access

- Platforms
- Proprietary Software/Downloads
- Perpetual Access
- Borrowing/Lending Issues

More Information

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www.libraries.wright.edu/noshelfrequired

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Thank You!

Thank you for joining us today.

www.niso.org/news/events/2009/ebooks09/

We look forward to hearing from you!

