



Welcome!

**The webinar will begin at
1:00 Eastern/10:00 Pacific**



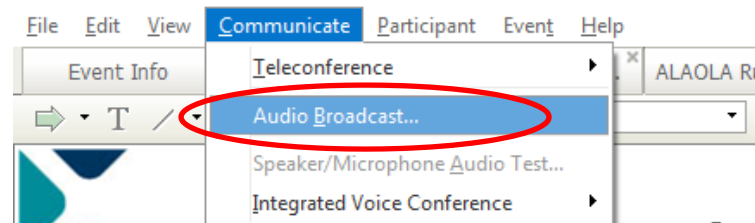
Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:



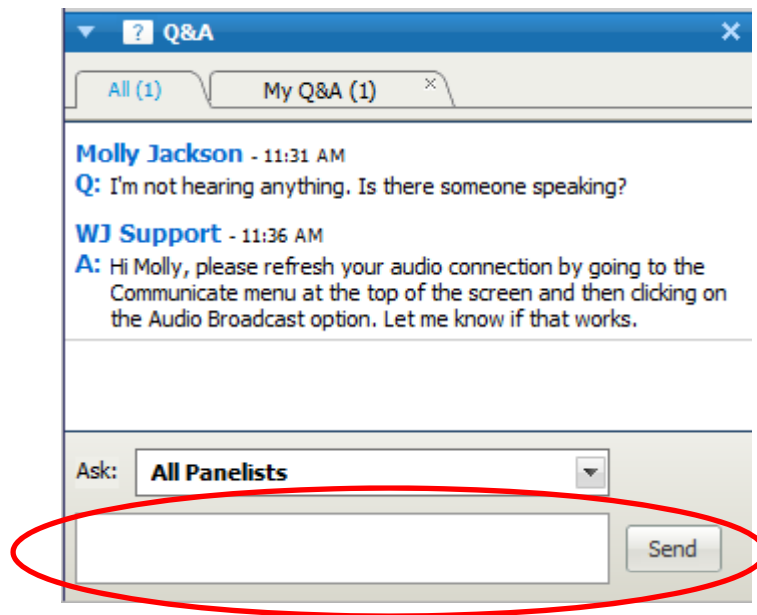
Lost all sound? Hear an echo? Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





Need Help?

Please post **technical support questions** into the **Q&A Panel**.



Step 1: Type the problem in the **dialog box**.

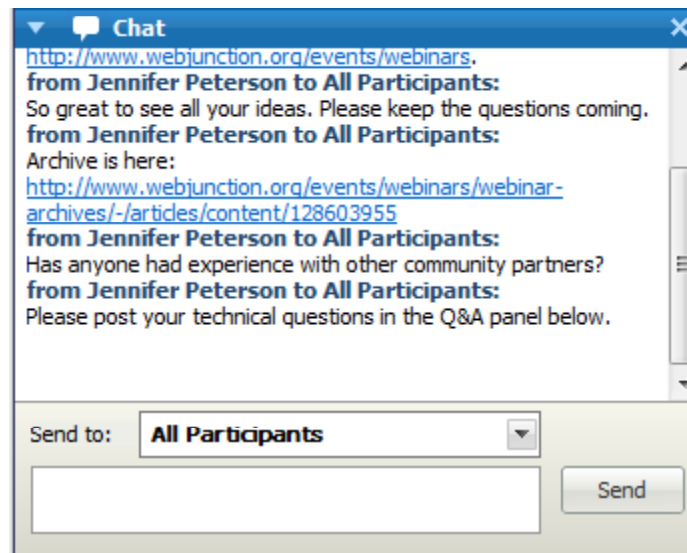
Step 2: Click **Send**.



Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



And if you're tweeting, use these hashtags: **#wjwebinar**



Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.



The screenshot displays a webinar control interface with the following elements:

- Top Navigation:** Buttons for "Participants", "Chat", and "Q&A".
- Participants Panel:** A blue header bar with "Participants: 4" and a close button (X) circled in red. Below the header, it shows "Speaking: Jennifer Peterson (Host)", "Panelists: 3" (listing Jennifer Peterson (Host), Susan Pieper, and Marci Merola), and "Attendees: 1 (1 displayed)".
- Chat Panel:** A blue header bar with "Chat" and a close button (X). The chat area shows messages from "WJ Support to All Participants" with a "Hello!" and a welcome message. A "Send to:" dropdown menu is set to "All Participants", and a "Send" button is visible.



Closed Captioning is available

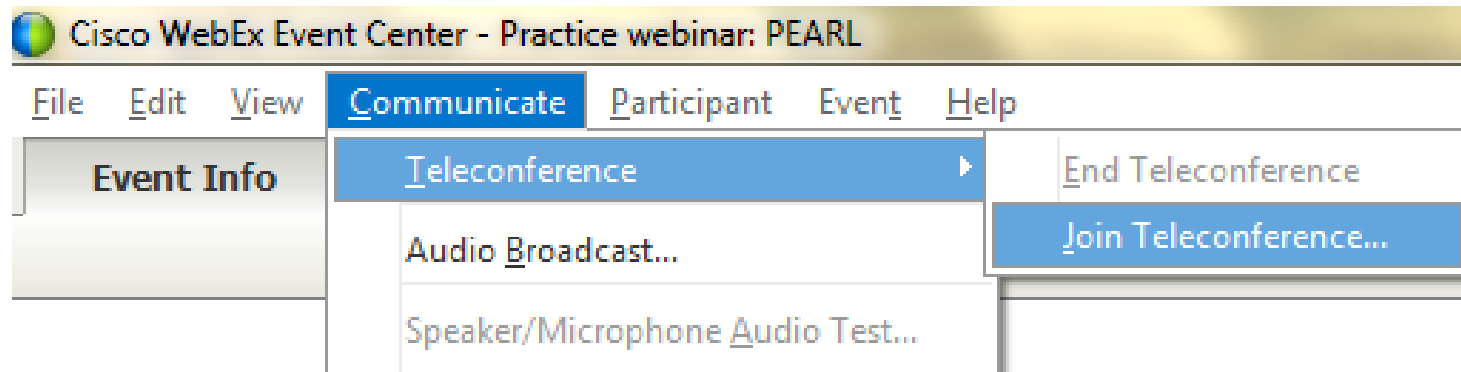
- Open **Media Viewer** from Panel options.
- Adjust **font**.
- Select **Show/Hide Header**.

The screenshot displays the 'Media Viewer' window. At the top, the title bar says 'Media Viewer'. Below it, the text reads 'You are connected to event: WebJunctionTest'. There are three settings: 'Themes:' with a dropdown set to 'Default', 'Font Size:' with a dropdown set to '14', and 'Font Fa:' with a dropdown set to 'Arial'. A list of font sizes (14, 18, 24, 30, 36, 42, 48, 54, 60, 72, 84, 96) is open next to the 'Font Size:' dropdown. At the bottom right, there is a 'Show/Hide Header' button. The footer contains 'Copyright © 2010'.



Telephone Access

If you not able to listen via your computer, you may join by phone.



Step 1: At top left corner, select

Communicate > Teleconference >Join Teleconference.

Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** provided.



Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

Contact WebEx support

Event Number: 713 354 764

Phone: 1-866-229-3239



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Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

Connecticut State Library

Florida Department of State's Division of
Library and Information Services

Georgia Public Library Service

Idaho Commission for Libraries

Illinois State Library

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State Library of **Kansas**

Maine State Library

Minnesota State Library Agency & Minitex

Mississippi Library Commission

Missouri State Library

Montana State Library

State Library of **North Carolina**

State Library of **Ohio**

Access **Pennsylvania**

Texas State Library & Archives Commission

Library of **Virginia**

Washington State Library



And to the **Bill & Melinda Gates Foundation**
for their continued support of WebJunction.



Today's Presenter



Jennifer Pearson

OCLC Community Relations
Programs Manager

Extending Access to E-books for Public Libraries: New Strategies

Agenda

- **The growing impact of e-books**
- **What is the Big Shift project?**
- **Big Shift research**
- **Big Shift strategies**
- **How can I get involved?**

Who is reading e-books?



How are people reading e-books?



E-book access in public libraries



Courtesy Chicago Public Library Tumblr

The Big Shift project

- IMLS funded planning grant
- Research to more fully understand challenges around e-book access from publishers for public libraries
- Strategies to mitigate the challenges
- Long term goal is **public access to commercially published content in any format**

Who are the big players in the e-book ecosystem?

- Big Six Publishers



- OverDrive 

- Amazon 

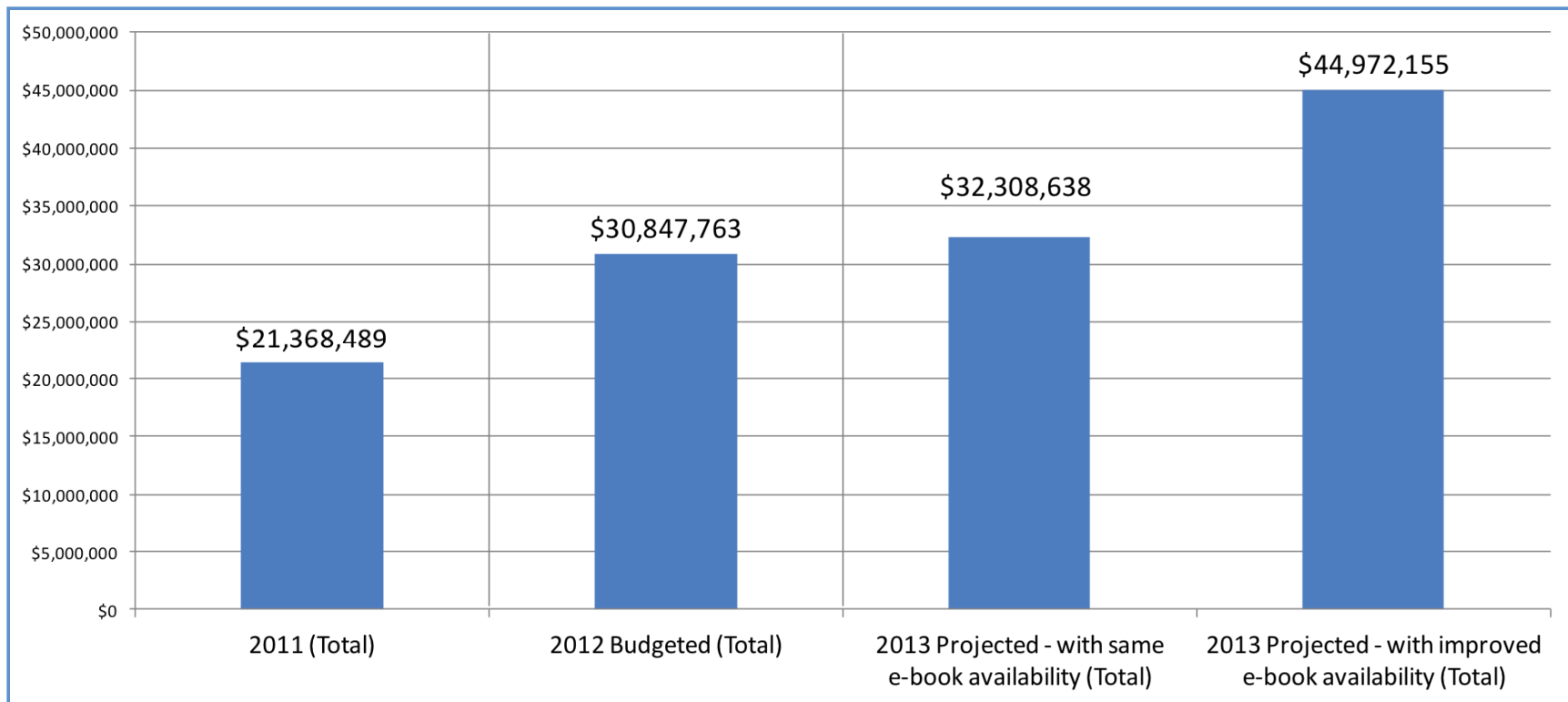
- Apple 

- Google 

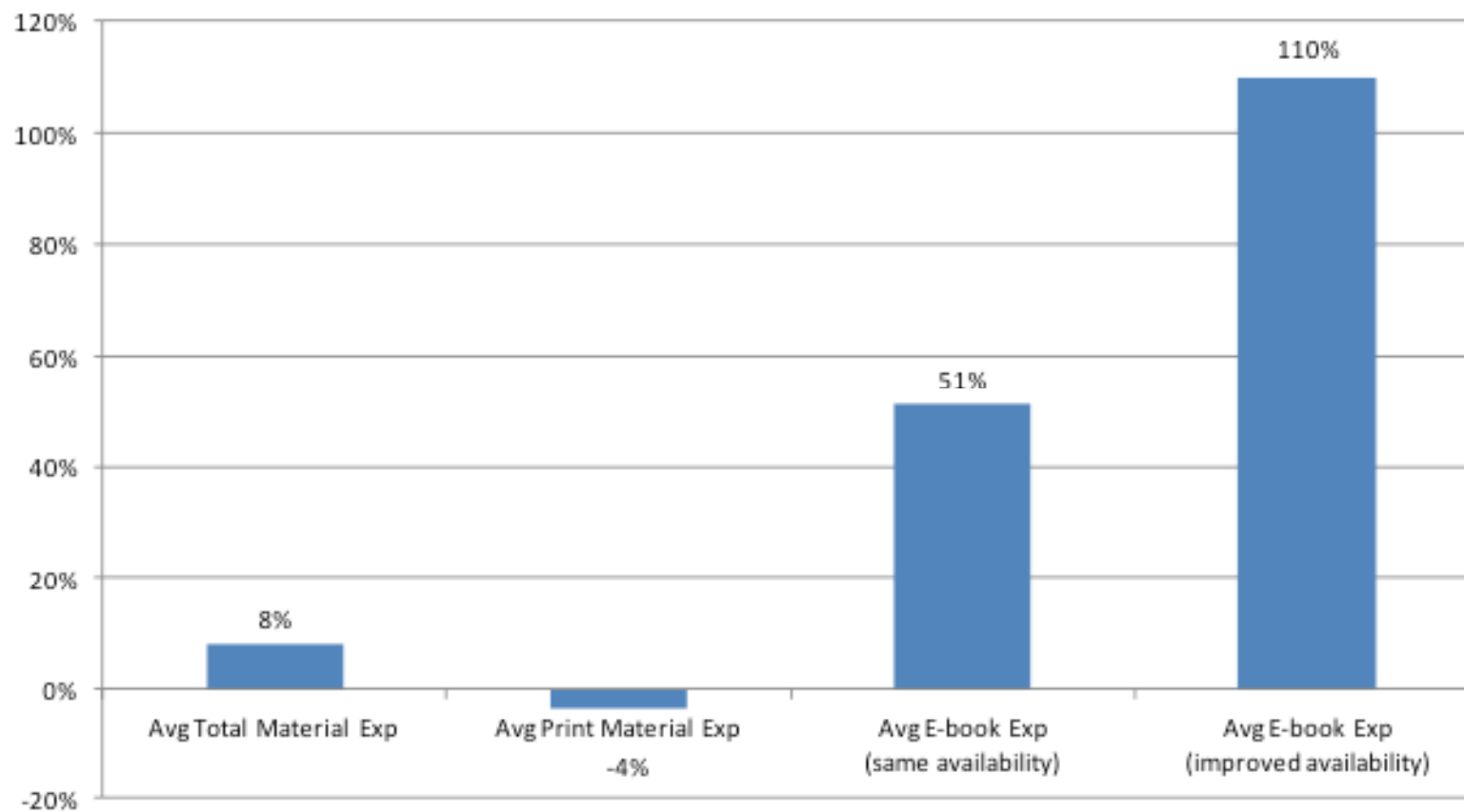
The Big Six and library lending

| Publisher | % of total market share | Library lending status | Distribution model |
|------------------|-------------------------|---|--|
| Hachette | 5% | Allows limited licensing of “back list” titles; pilot program to make new e-books available to some libraries | Available via distributors |
| HarperCollins | 8% | Allows library lending with 26 limit on all titles | Available via distributors |
| Macmillan | 5% | Two-year pilot launched January 24, 2013. Making 1,200 older e-book titles available. Available for 52 check-outs or 2 years, whichever comes first. | Available via distributors |
| Penguin | 10% | As of April 2, 2013, Penguin will allow lending of e-books at the same time the hardcover comes out. Libraries are allowed to lend out one e-edition at a time, for a duration determined by the library. | Available via Baker & Taylor and 3M – no Kindle format available |
| Random House | 17% | Unrestricted lending—higher per-title price for libraries than consumers | Available via distributors |
| Simon & Schuster | 7% | Beginning pilot with NYPL, Brooklyn Public Library and Queens Library on April 30 th , 2013 | Lending via 3M, electronic processed by BiblioCommons (Baker & Taylor will support both functions for the Queens Library). |

E-books in public libraries



E-books in public libraries



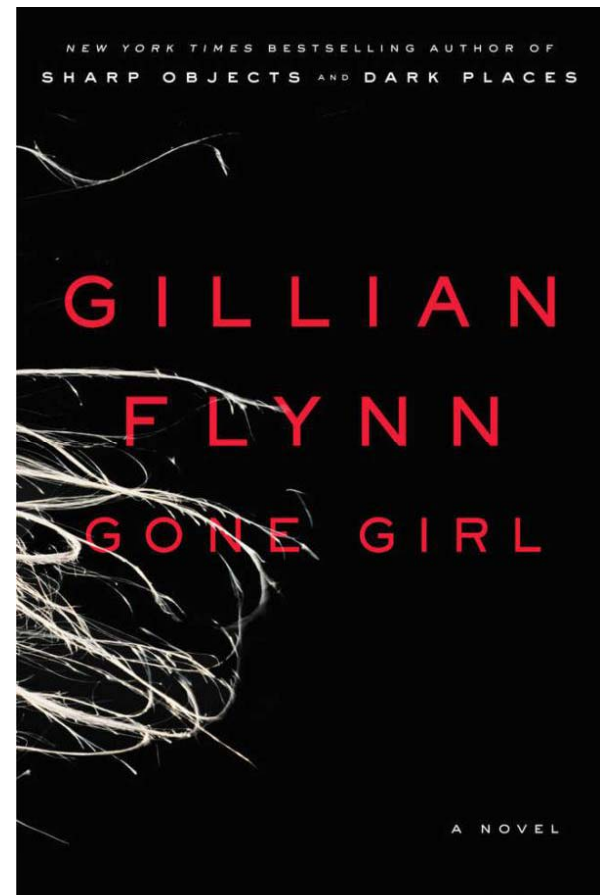
E-books in public libraries

- The largest public libraries purchased, on average, 59 copies of each of the 20 New York Times hardback titles, representing nearly \$2.4 million. Libraries also purchased, on average, 19 copies of these e-book titles, representing an additional \$1.2 million.
- Availability of e-book titles affected the libraries' ability to purchase even more titles, as one quarter of the titles on the e-books best-seller list were not available for purchase. Had they been available, and if libraries had purchased these titles in a similar volume as other top selling titles, this would have represented \$.4 million in additional spending.



Gone Girl

- The number of copies of *Gone Girl* hardback purchases by libraries to-date is about 7% of the total number of copies of the hardback sales reported by the publisher
- The total number of copies of *Gone Girl* e-books purchased by libraries to date is less than 1% of the total number of copies of the e-book sold.

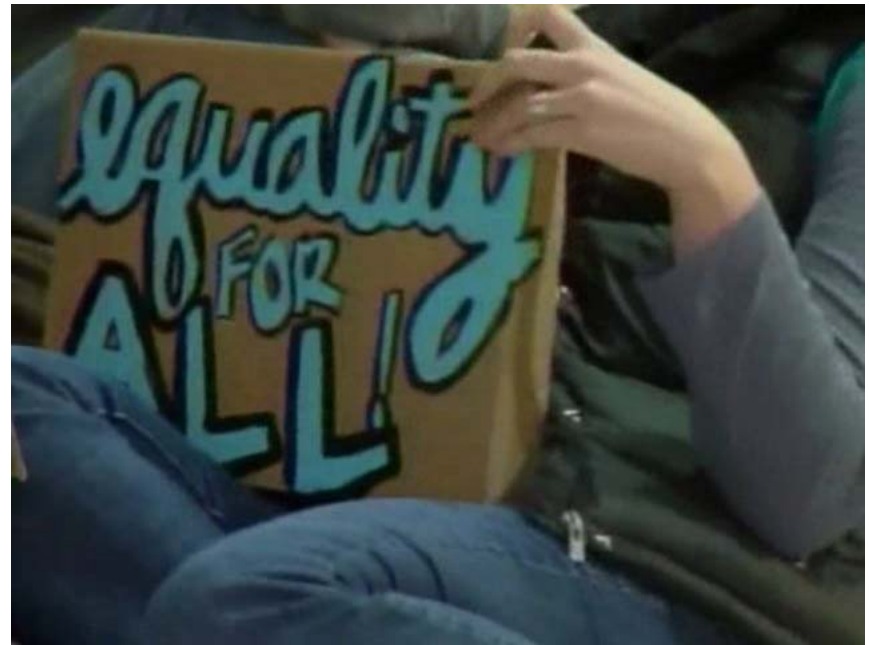


What's happened since we published our initial research in January

- US and EU regulators have OK'd the Random House/Penguin merger
- Amazon bought Goodreads
- Sales of tablets have continued to rise as sales of dedicated e-readers have slowed
- All of the Big Six publishers ~~except Simon & Schuster~~ now have some form of e-lending in place with libraries

Why this matters

Equal access to materials – including e-books – is fundamental to public libraries' mission and critical to ensuring that **all citizens** have access to information in any format.



From research to action

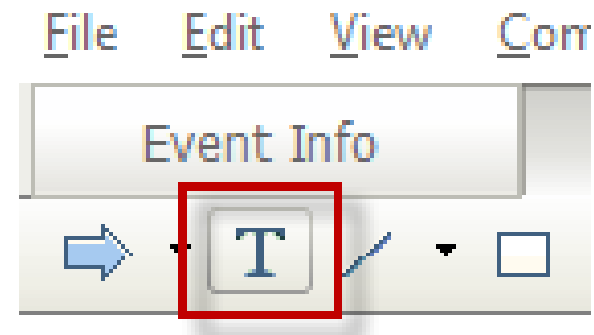
- With support from IMLS, OCLC convened 28 public library leaders to discuss and advance strategies to ensure public access to commercially published content in any format
- Strategies to advance public access to e-books through libraries were derived through interactive discussion
- These strategies are now being put into action by work groups consisting of public librarians

The strategies

- Influence public policy with a focus on access **and readers' rights**
- Use data to articulate library value in the e-book supply chain
- Litigation
- Create NEW value in the e-book supply
- Common narrative
- **Create new partnerships**
- **Create common platform**

Using the Text Tool

- Go to the top left corner of the slide.
- Click on the big **T**.



- Then click on slide, type, click off of slide for your annotations to display.

Prioritization

**If you had \$100 to spend on these strategies—
how would you spend it?**

Divide your \$100 among as many strategies as you'd like. Vote with your dollars.

Use your text tool to type dollar amounts across the strategies on the next slide.

| Influence public policy | Use data | Litigation | Create NEW value | Common narrative | Create new partnerships | Common platform |
|--|----------|------------|------------------|------------------|-------------------------|-----------------|
|  A large green rectangular area with a small sack of money in the bottom-left corner. The sack is light brown with a large black dollar sign (\$) on it. | | | | | | |

Previous prioritization outcomes

- Influence public policy-- #1 overall
- Create new value -- #2 overall
- Common narrative -- #3 overall
- Use data -- #4 overall
- **New partnerships -- #5 overall**
- **Common platform -- #6 overall**
- Litigation -- #7 overall



Next steps in the Big Shift Project

- **OCLC:** Publishing final report for the library community by end of May
- **YOU:** If you'd like to get involved with a strategy... Contact Jennifer at: pearsonj@oclc.org



WE WANT YOU

Thank you!