# Douglas County eContent Strategy

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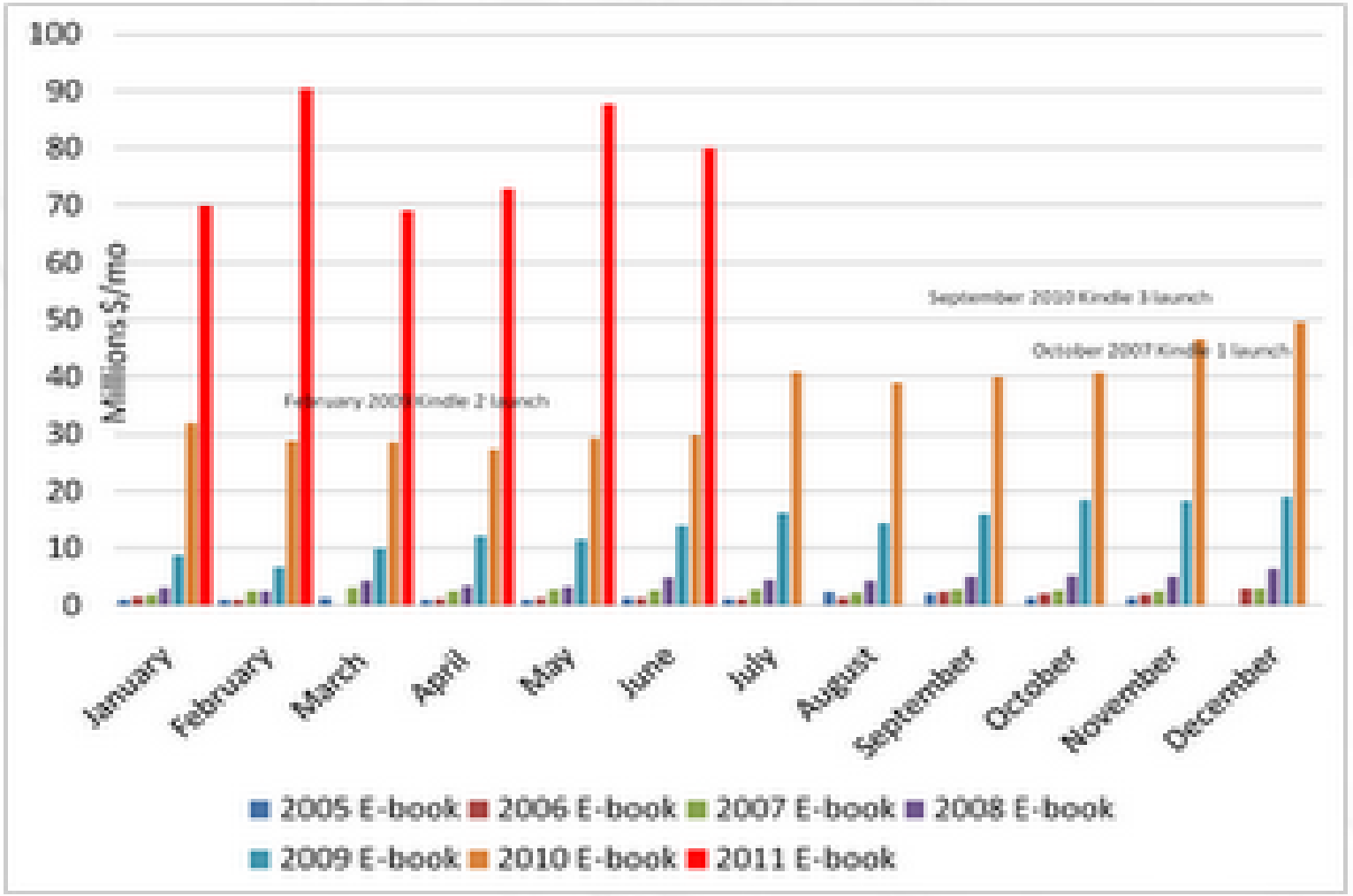
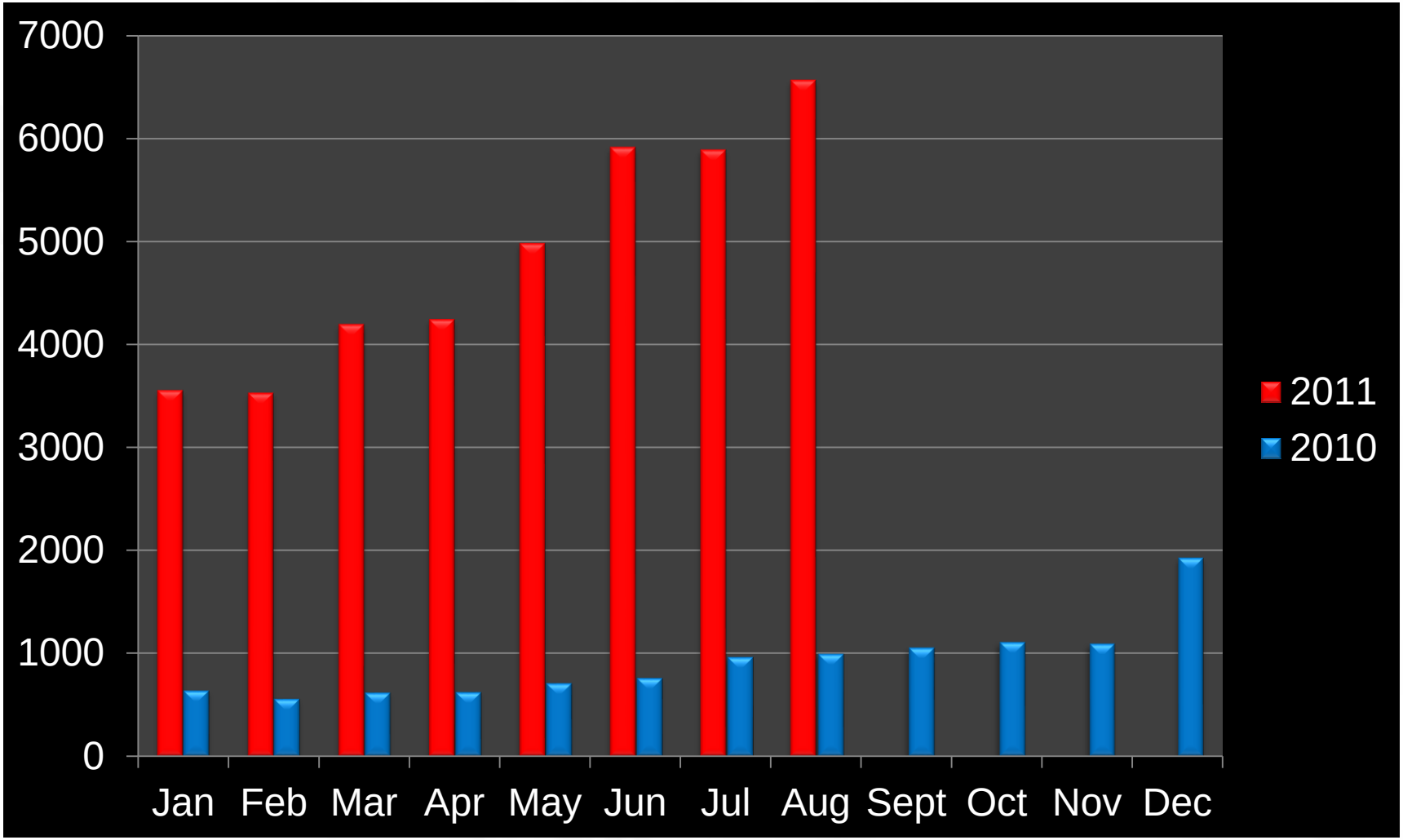
Mark Noble

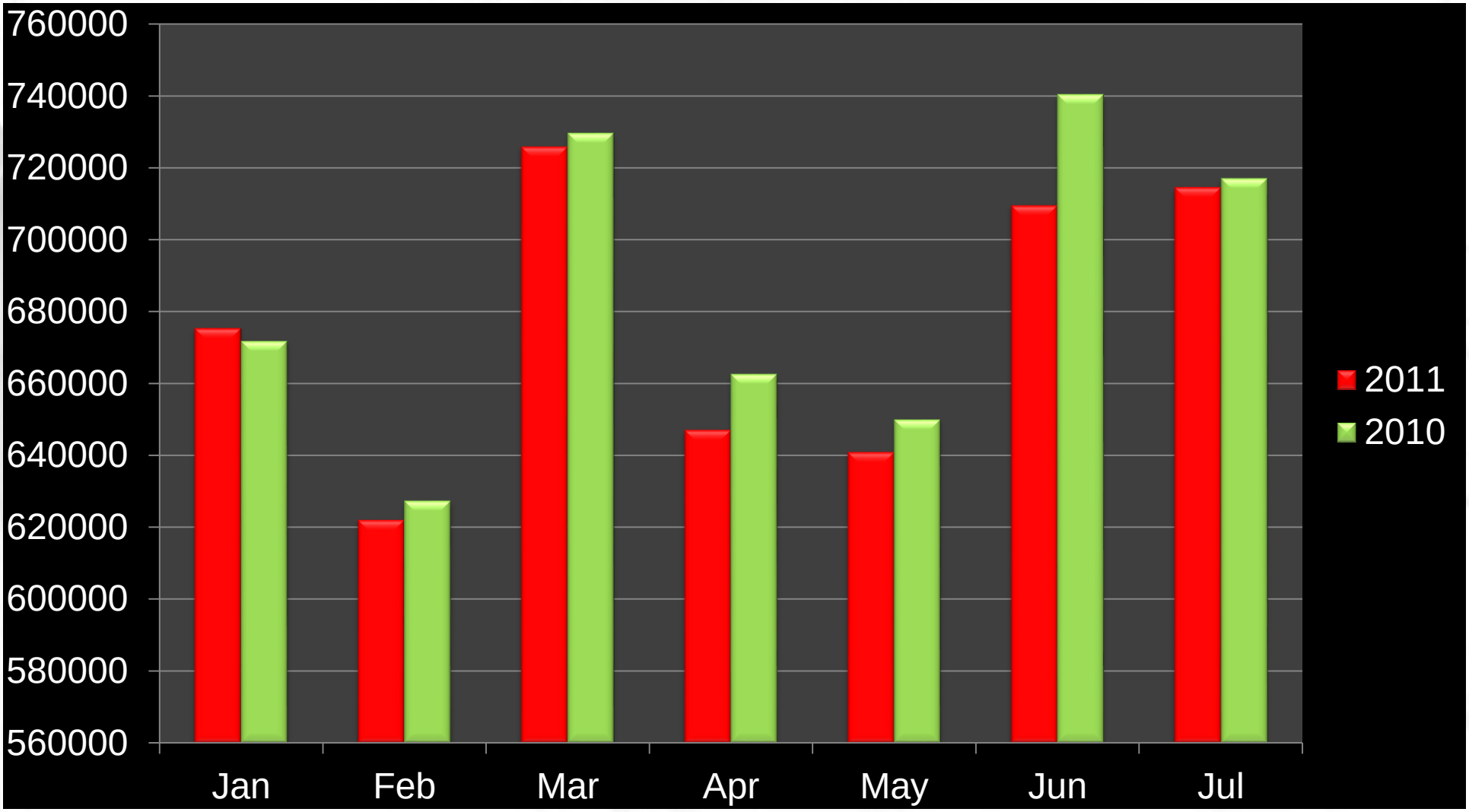
# Ebook Marketshare/Trends

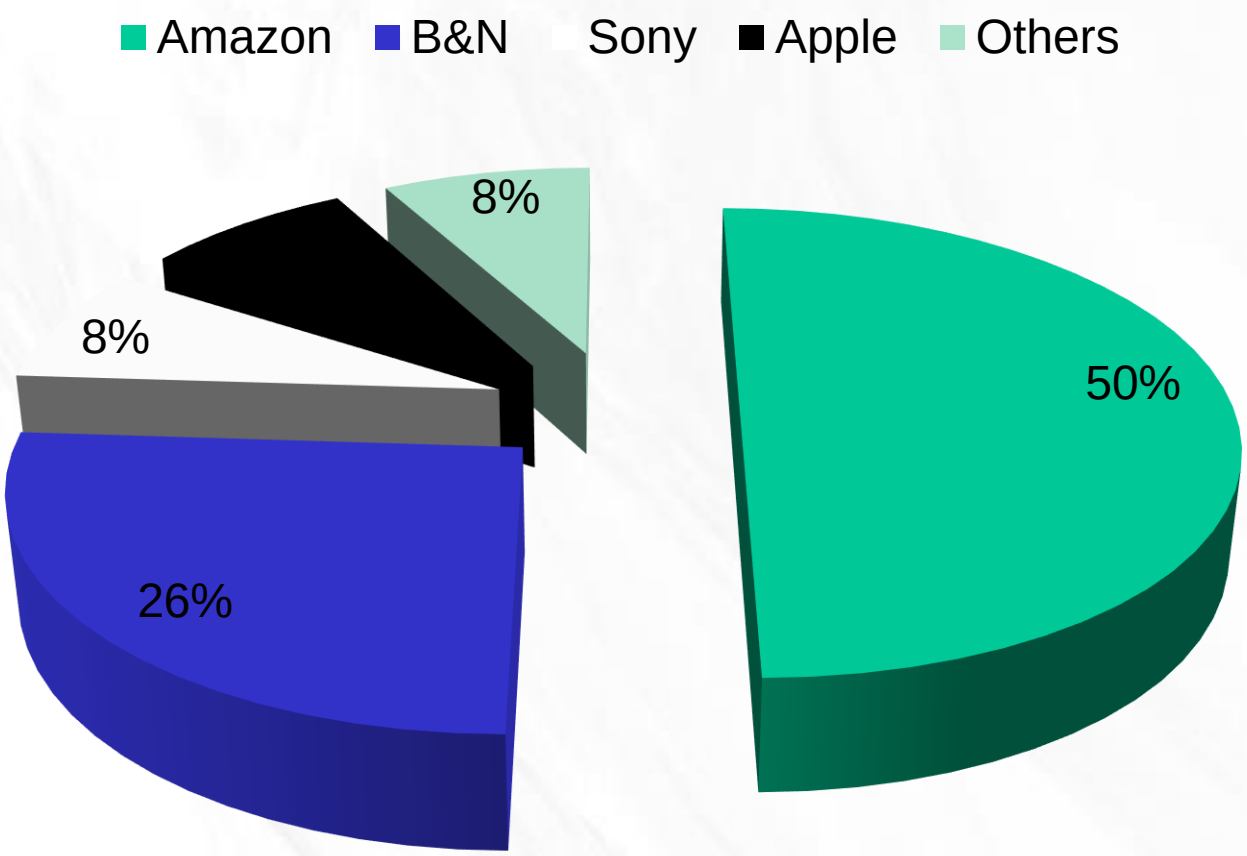


# DCL Trends in eBooks Circulation



# DCL Trends in Print Circulation




Amazon
B&N
Sony
Apple
Others
8%
8%
50%
26%

# Problems and Challenges

- Outsourcing content management of eBooks has meant poor integration for our patrons
- Rising costs
- Rise of self-publishing
- How do you browse a shelf of e-books – Serendipity
- No used eBooks
- Limited ILL
- Multiple Formats

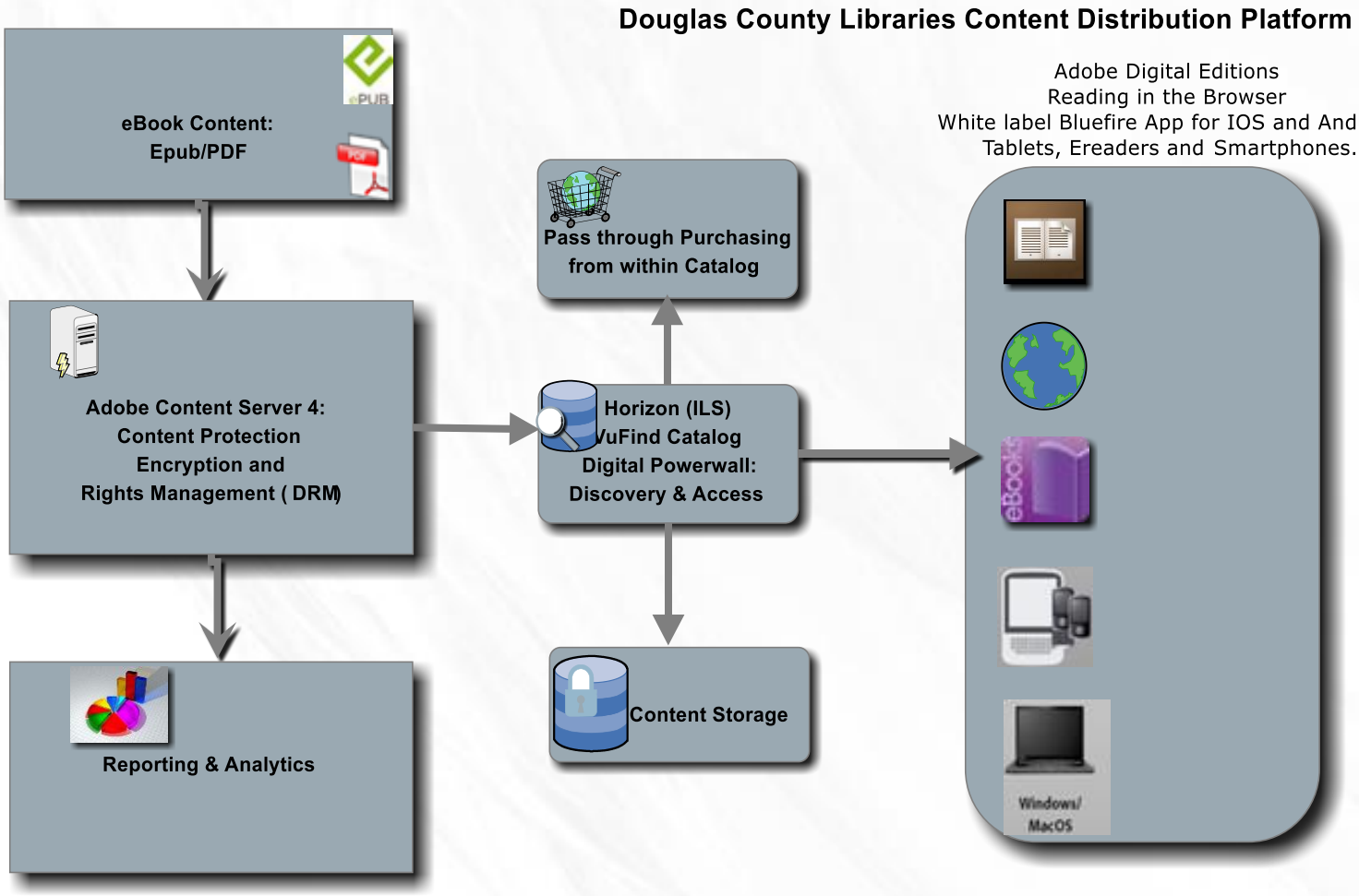
# Principles

- We pay for what we use
- We honor copyright
- We seek to increase access to intellectual content: multiple copies

# Goals of our Project: E-book Strategy

- Publicity and Training
- Licensing models
- Content Management
- Experiments in collection development
- Partnerships and legal issues
- Display: Touchscreen Powerwall, mobile apps, discovery layer interface, OPDS, etc
- Content creation
- Space planning

# DCL eBook Content Distribution Platform



# Types of eContent in the catalog

- EPUB
- PDF
- Kindle
- Plucker
- Audio & Video coming soon

# Protection Schemes

- No Usage Restrictions

Used for tiles from Gutenberg, Gale Group, and other titles where the publisher allows unlimited access to a title for patrons.

# Protection Schemes

- Single Usage

Used for titles where publishers do not require that titles are deleted from user devices at the end of the loan period. Titles are checked out in the ILS and restricted so that only a single patron can read the title at one time.  At the end of the usage period, the title can no longer be downloaded or read online.

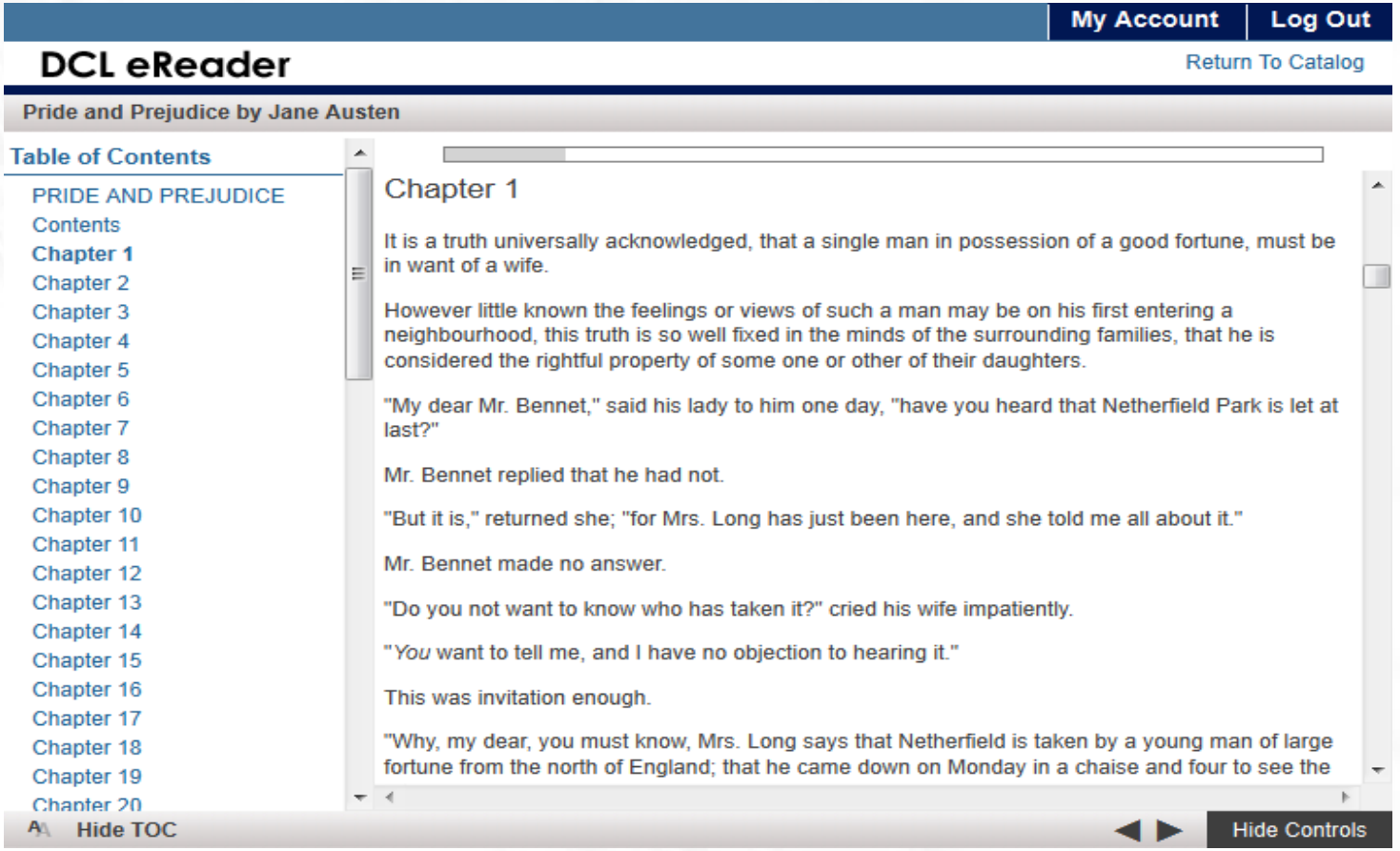
# Protection Schemes

- Adobe Content Server

Used with EPUB and PDF files to ensure that files are deleted after the loan period expires. Files can also be read online with a customized EPUB viewer embedded within VuFind.

# Online Viewer

- Allows EPUB files to be read online.



# Online Viewer

- Works in all major browsers
- Works on mobile phones and tablets including iPad and Android tablets.
- Shows table of contents so user can easily jump between sections.
- Remembers the position where you last stopped reading
- Internal links within the EPUB are handled properly.

# Online Viewer

- Images within EPUB files are displayed properly.
- Handles scrolling with mouse or tapping contents to move to the next page.
- Text can be enlarged to make the EPUB easier to read.

# Additional Viewers

- EPUB and PDF files can also be viewed in Adobe Digital Editions and iBooks by downloading them from the catalog.
- A custom branded reader is also being developed for  patrons to use reading EPUB files offline.

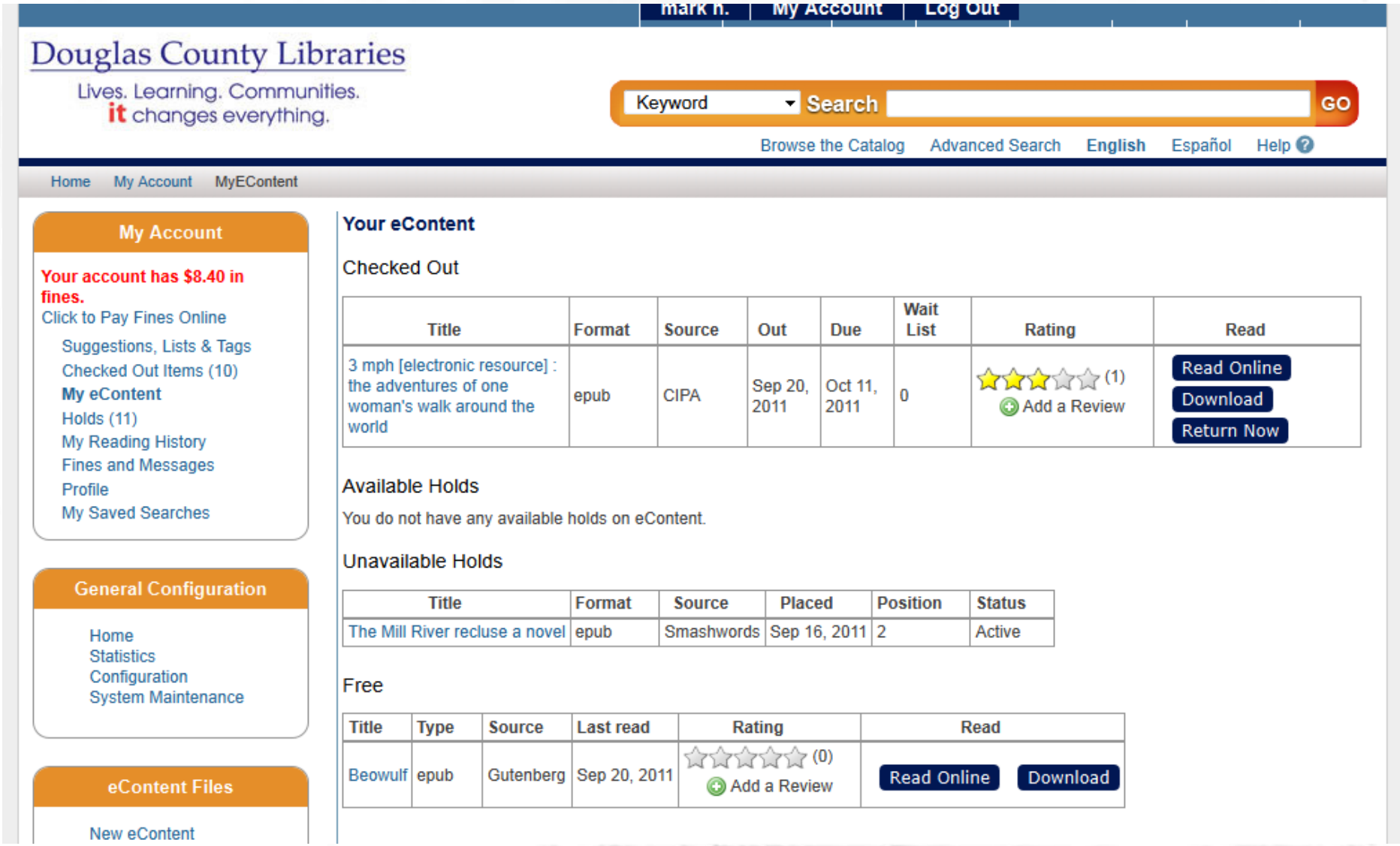
# Catalog Integration

- Titles that have usage restrictions leverage the catalog to handle placing holds, checking out titles to patrons, hold queues, and expiration of holds.
- If eContent is checked in and there is no wait list, a patron is allowed to check out the title directly.
- If eContent is not checked in or there is a wait list for the title, the patron must place a hold on the title and wait until a copy is available.

# Catalog Integration

- Titles that are checked out can be returned early.
- Titles that have been downloaded to an offline reader can only be returned via the reader.
- Titles which have not been downloaded can be returned from within VuFind.

# My eContent page



# My eContent page

- Allows patrons to easily see what eContent they have checked out and on hold.
- On hold titles are separated based on what is available and what is unavailable.
- Any free content that the patron has read in the past is also displayed with the most recently read displayed first.
- Patrons can read, check out, and return titles from the My eContent page.

# Administration of eContent

- eContent can be added to VuFind using a form within VuFind that allows eContent to be uploaded to the catalog.  Limited metadata can also be added including Title, Author, an description.
- When new eContent is added, the user selects the type of protection to apply to the file.  Files protected with the Adobe Content Server are automatically uploaded to the content server and protection is applied.

# Administration of eContent

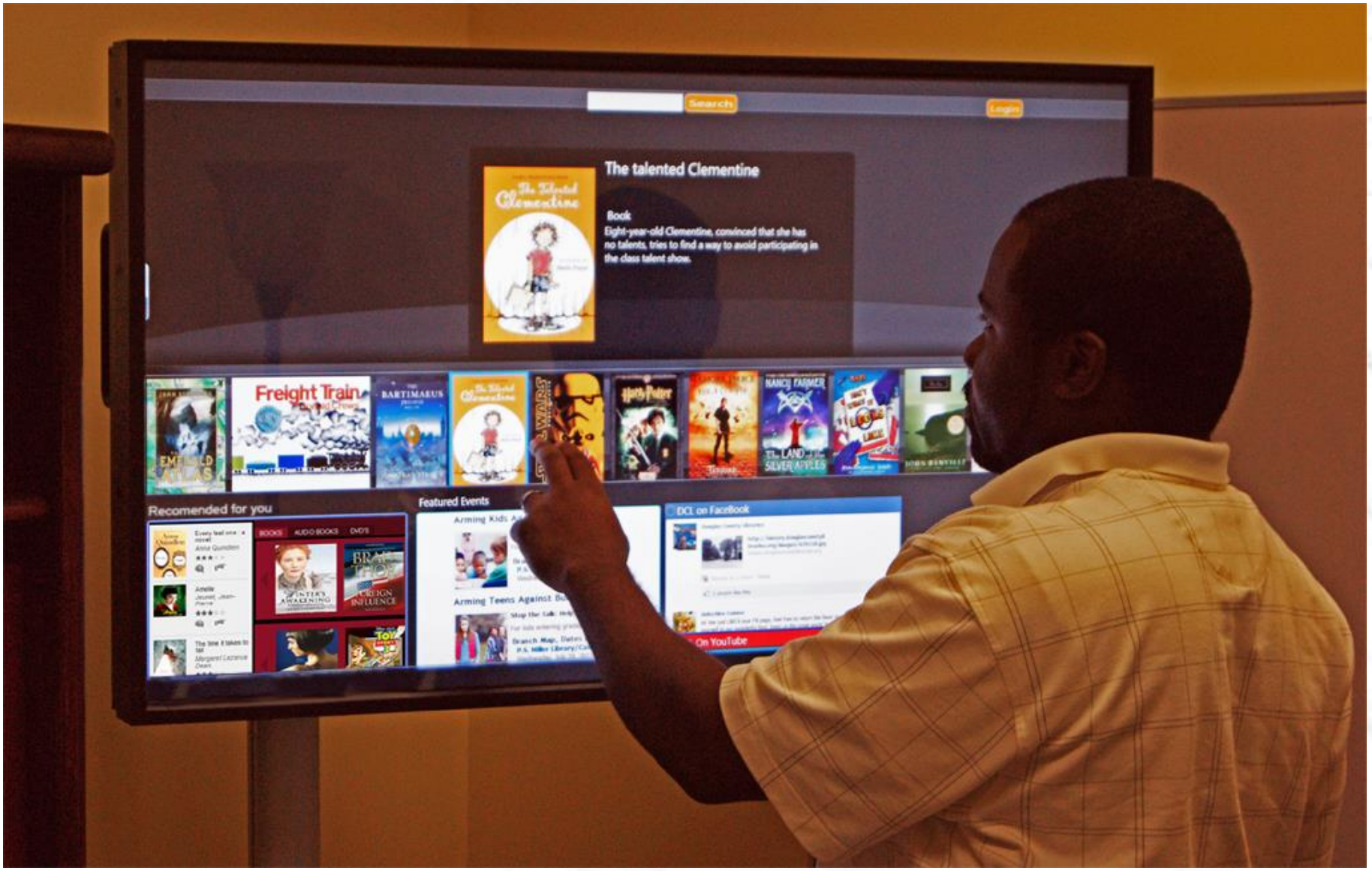
- Covers can be added with the eContent file which allows book jackets to be displayed for titles that are not cataloged with an ISBN or UPC or which do not have a jacket in Syndetics.

# Reports

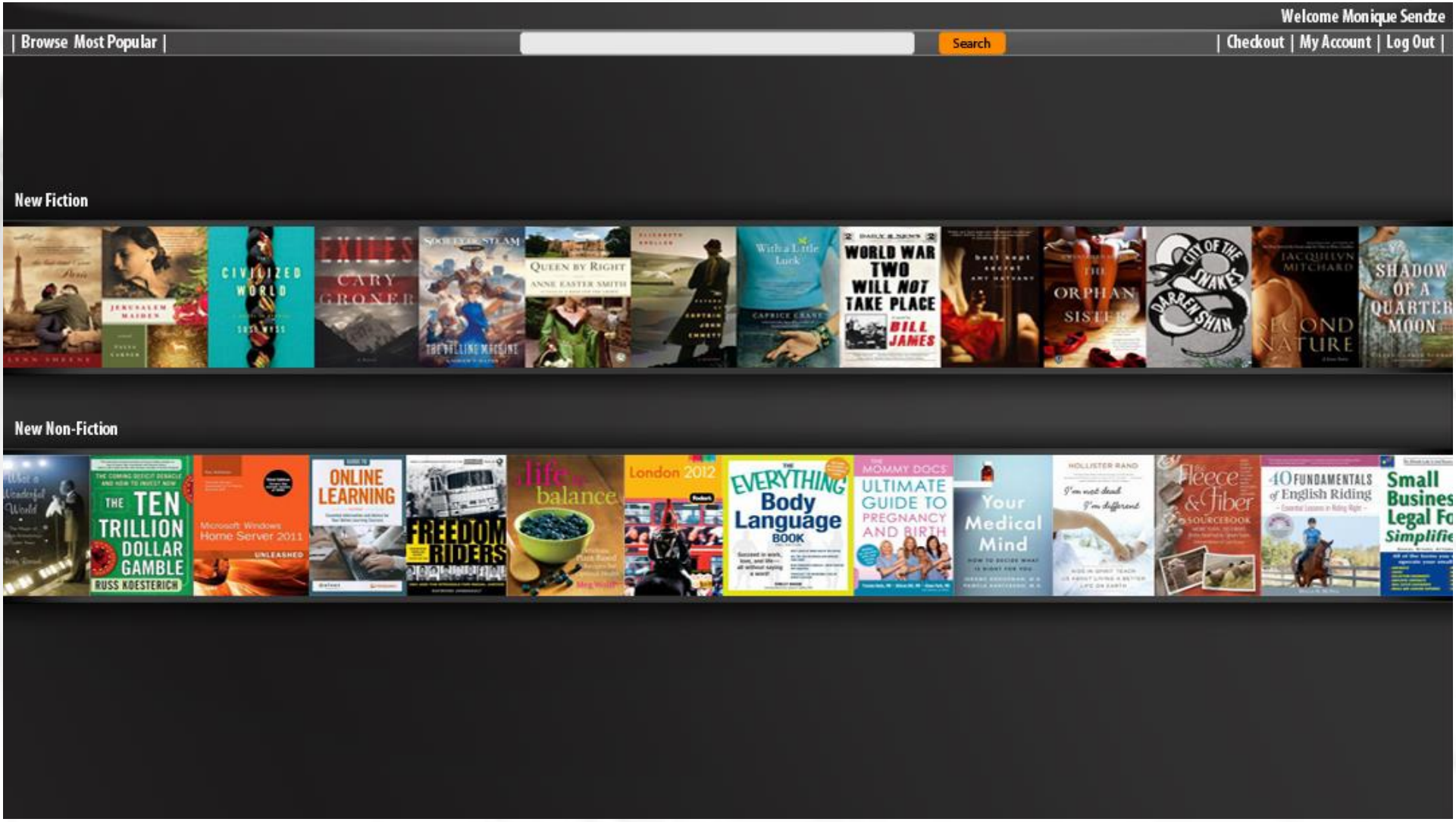
- Administrators can view reports about the contents of the eContent catalog as well as the usage of specific titles within the catalog.

# The Physical Powerwall

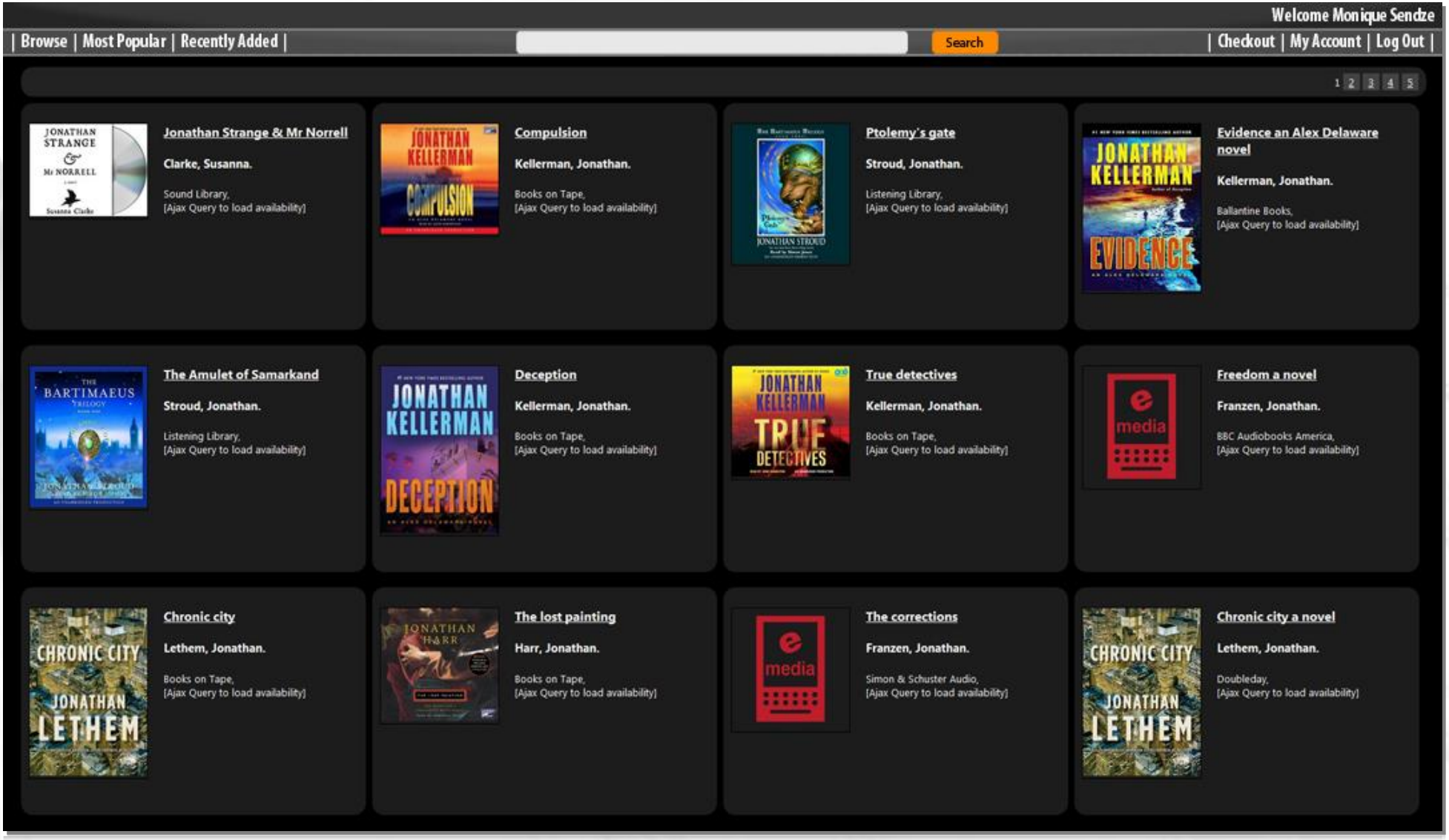
# Using the Touch Screen



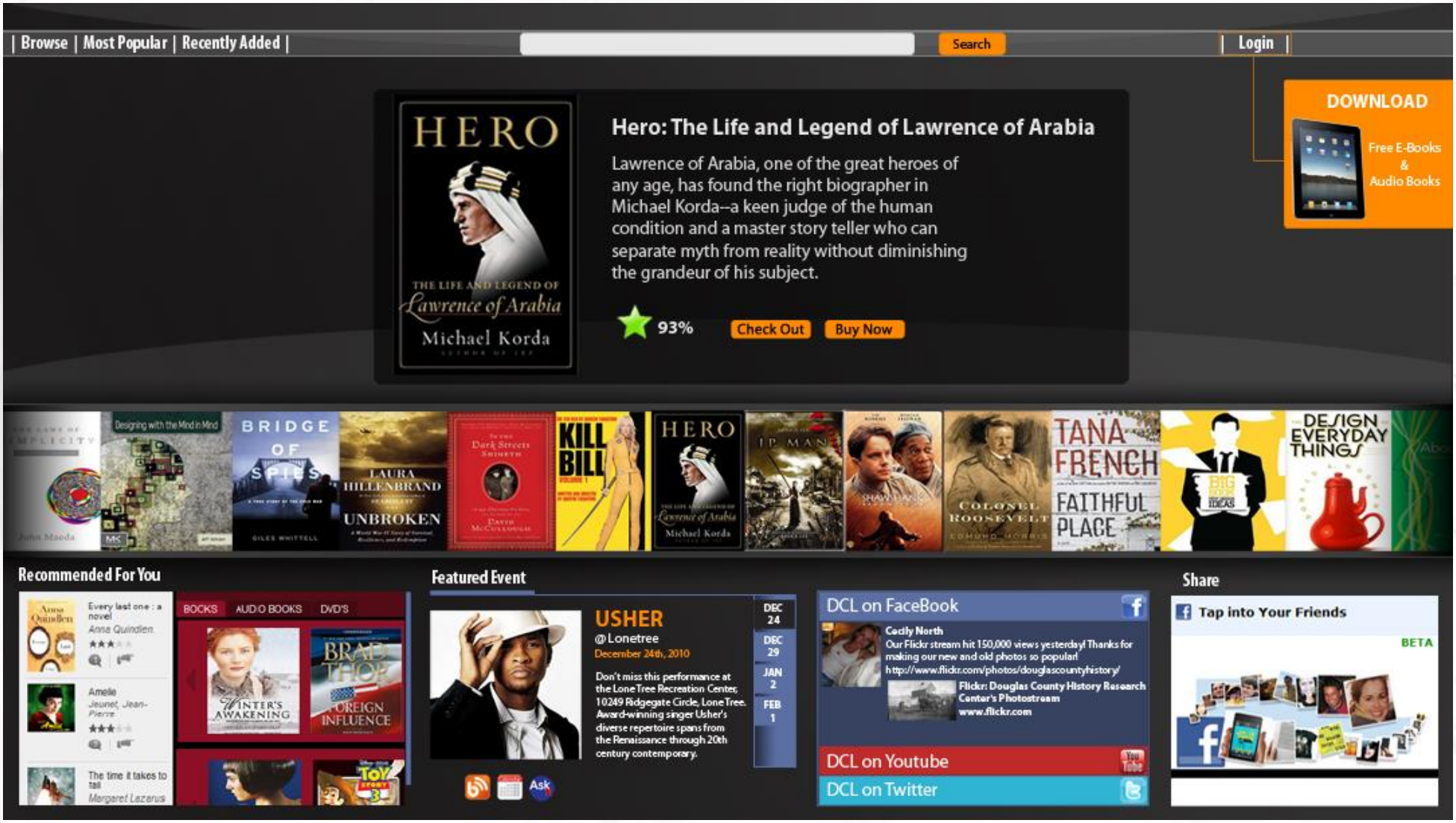
# Browsing from the Powerwall



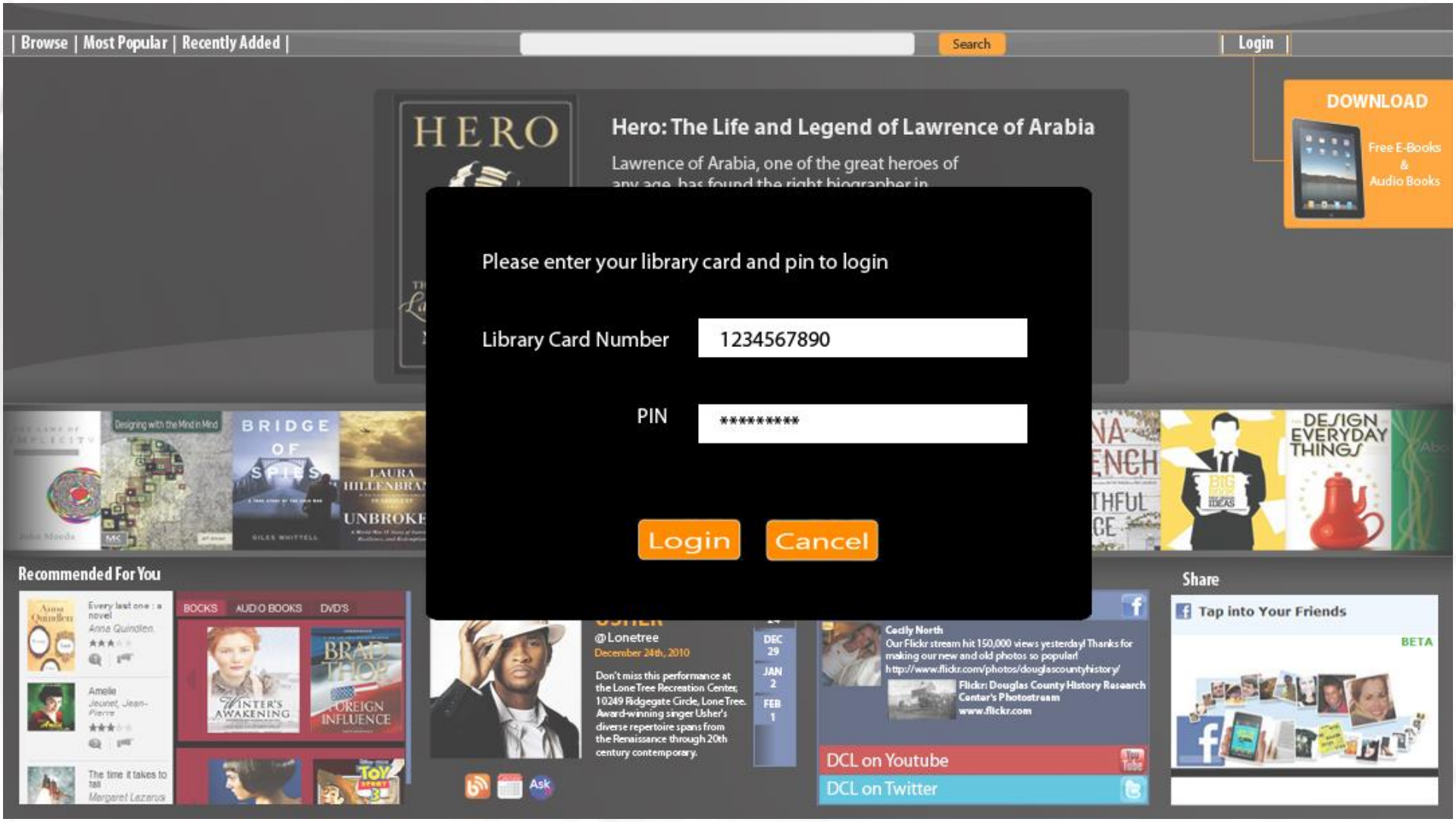
# Search Results



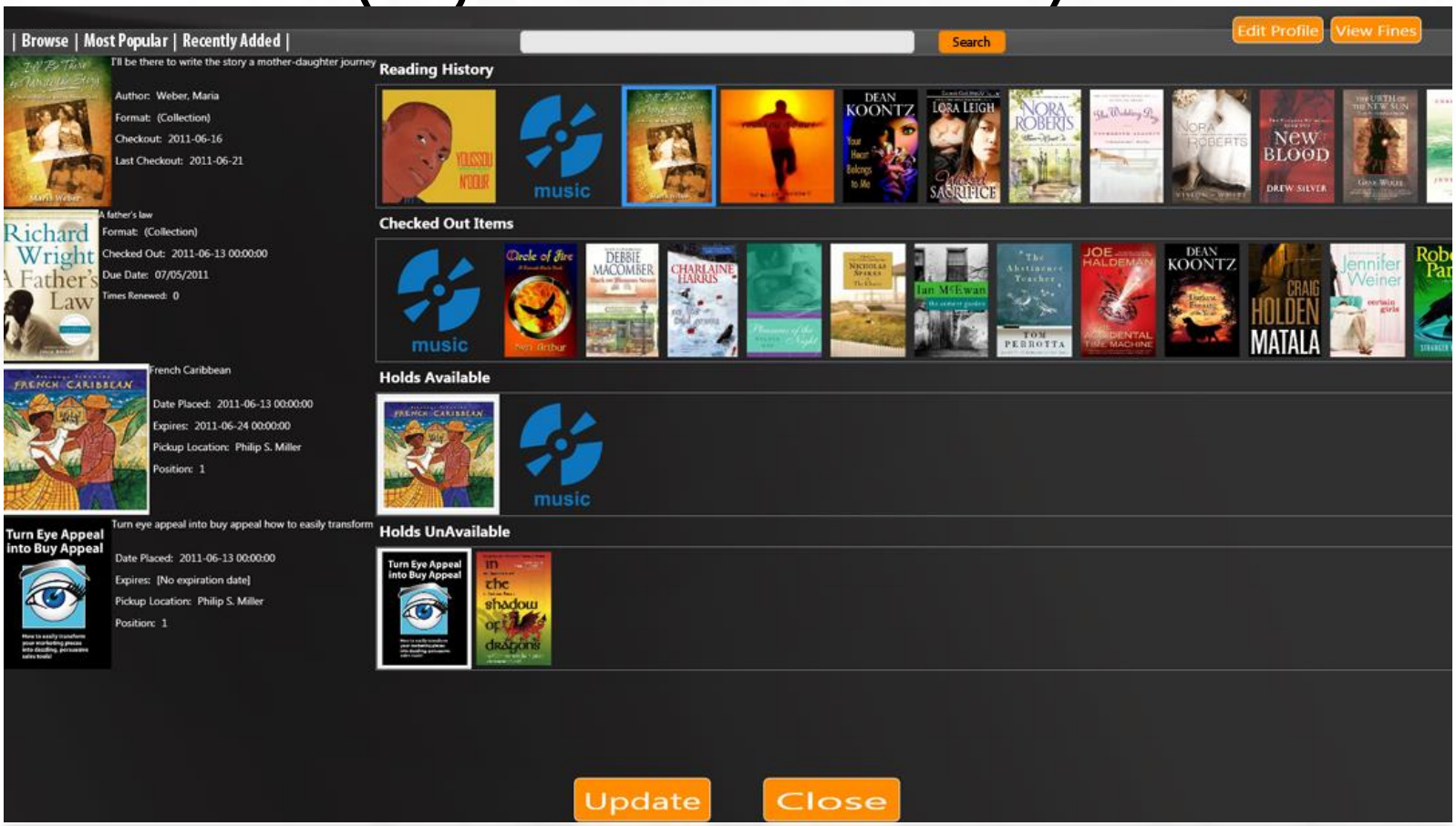
# Digital Powerwall Home



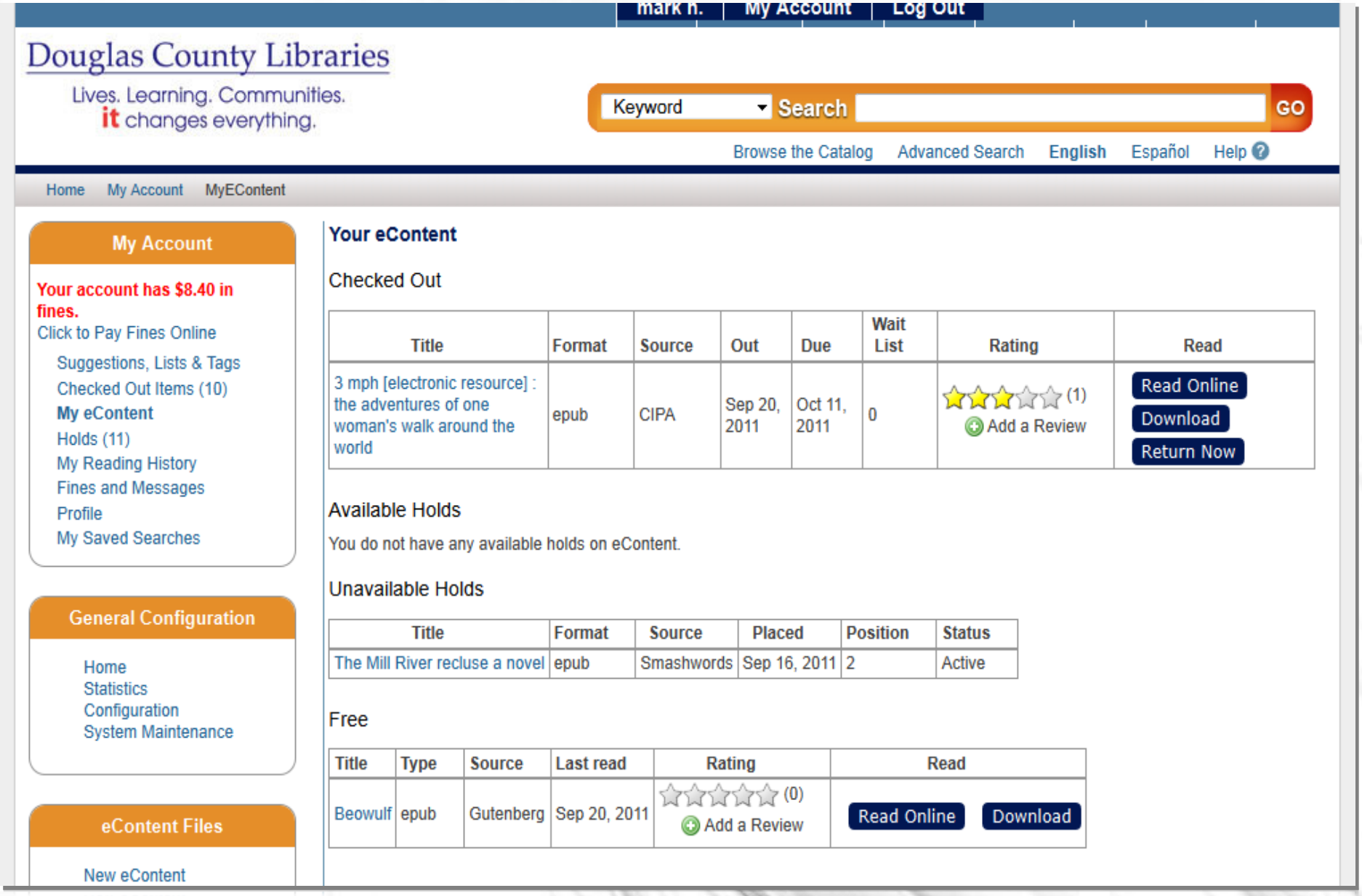
# Login


Browse | Most Popular | Recently Added |
Search
Login
DOWNLOAD
Free E-Books & Audio Books
HERO
Hero: The Life and Legend of Lawrence of Arabia
Lawrence of Arabia, one of the great heroes of
Please enter your library card and pin to login
Library Card Number
1234567890
PIN
*********
Login
Cancel
Recommended For You
BOOKS
AUDIO BOOKS
DVD'S
Share
Tap into Your Friends
BETA
@ Lonetree
December 24th, 2010
Don't miss this performance at the Lone Tree Recreation Center, 10249 Ridgegate Circle, Lone Tree. Award-winning singer Usher's diverse repertoire spans from the Renaissance through 20th century contemporary.
DCL on Youtube
DCL on Twitter

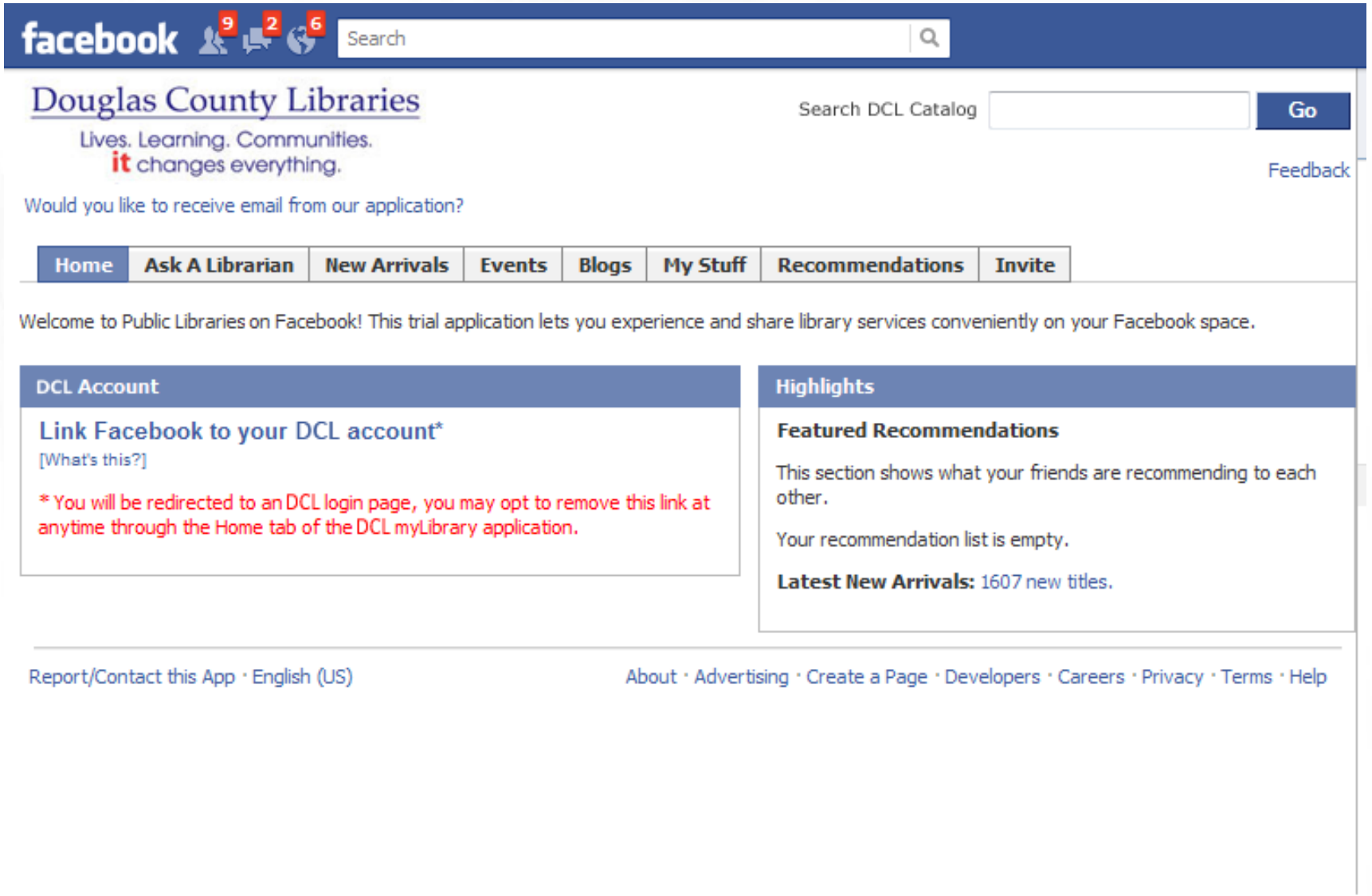
# My Account with checked out item. (My Account Details)



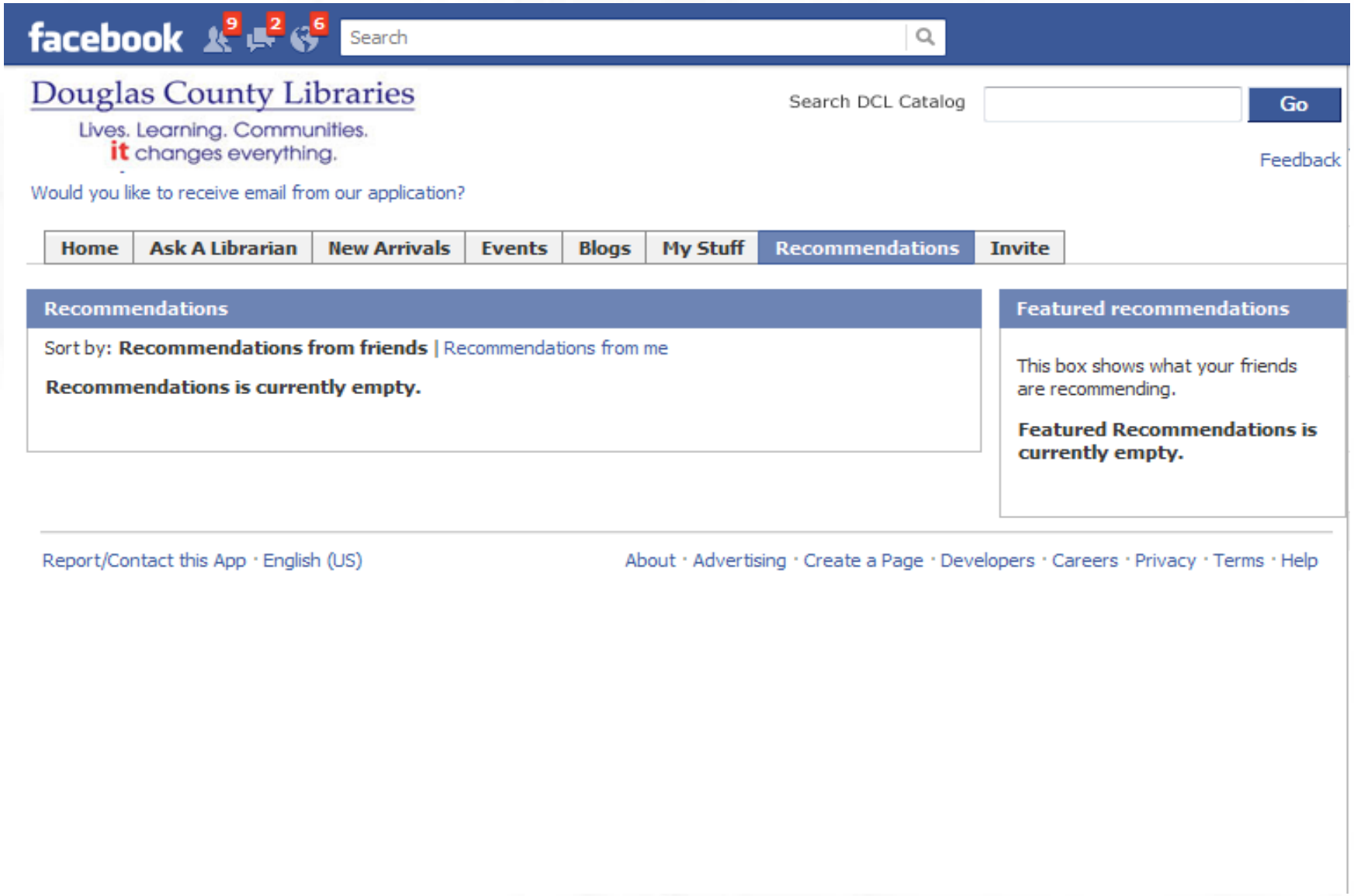
# eContent Account page



# Social Reading: Under Development

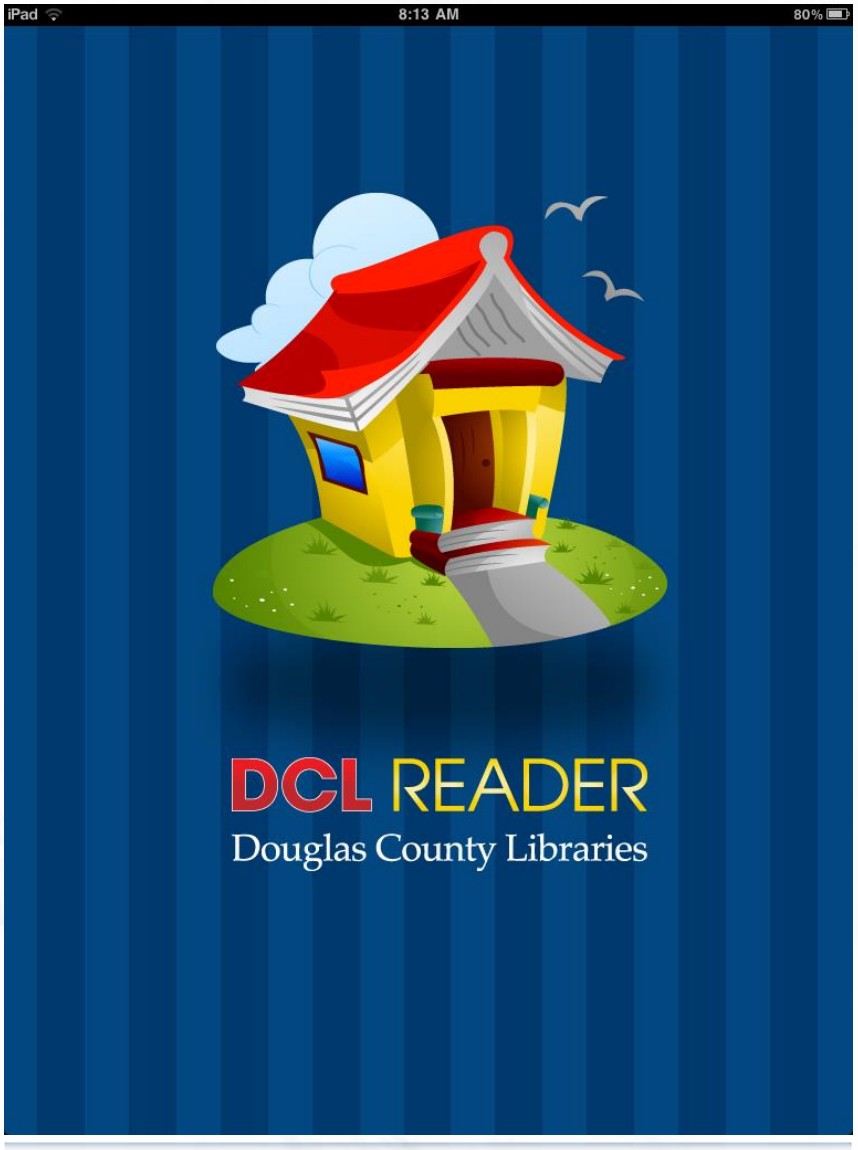


# Social Reading

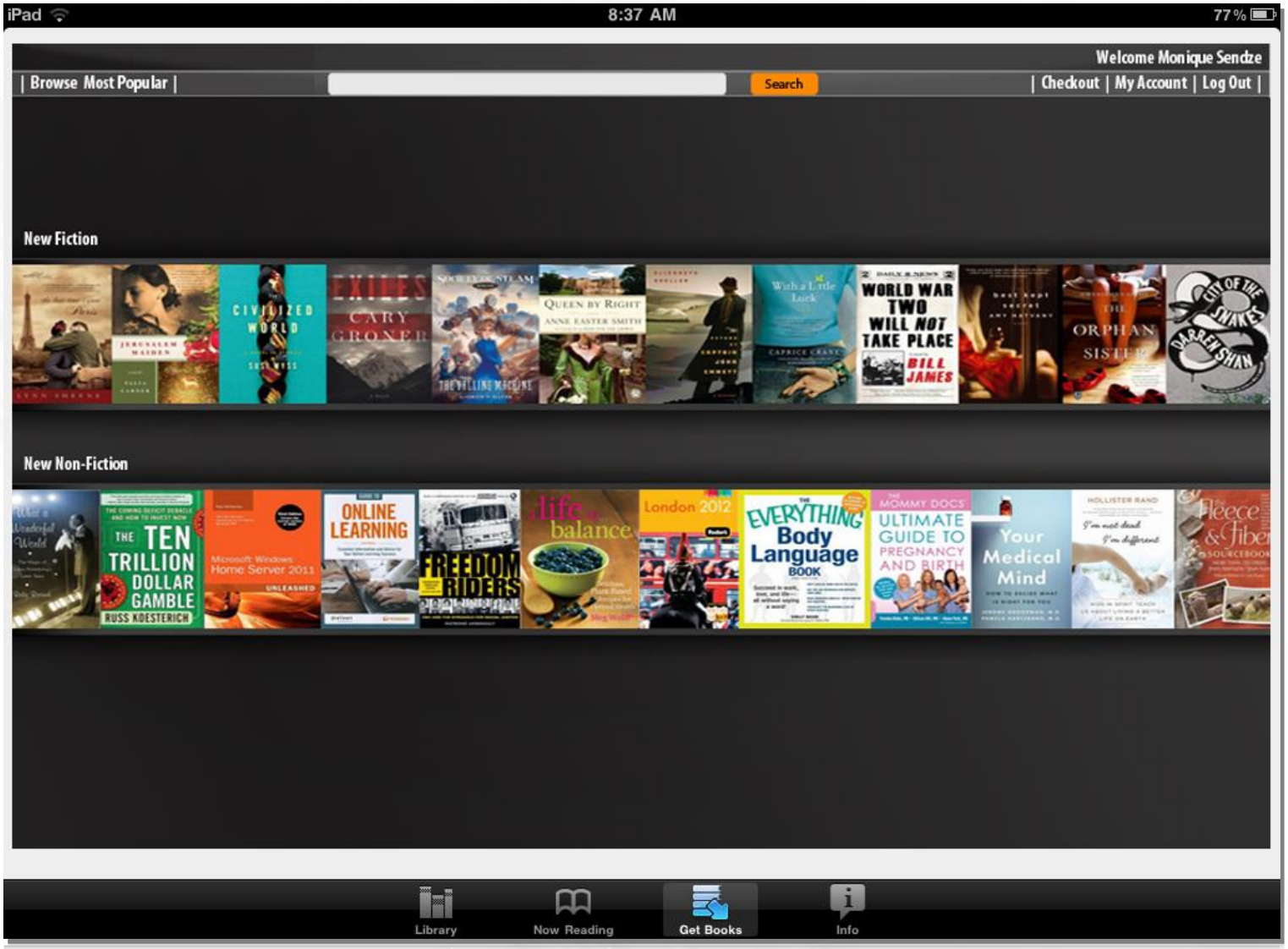


# White Label Ereader App: iDCL on the iPad

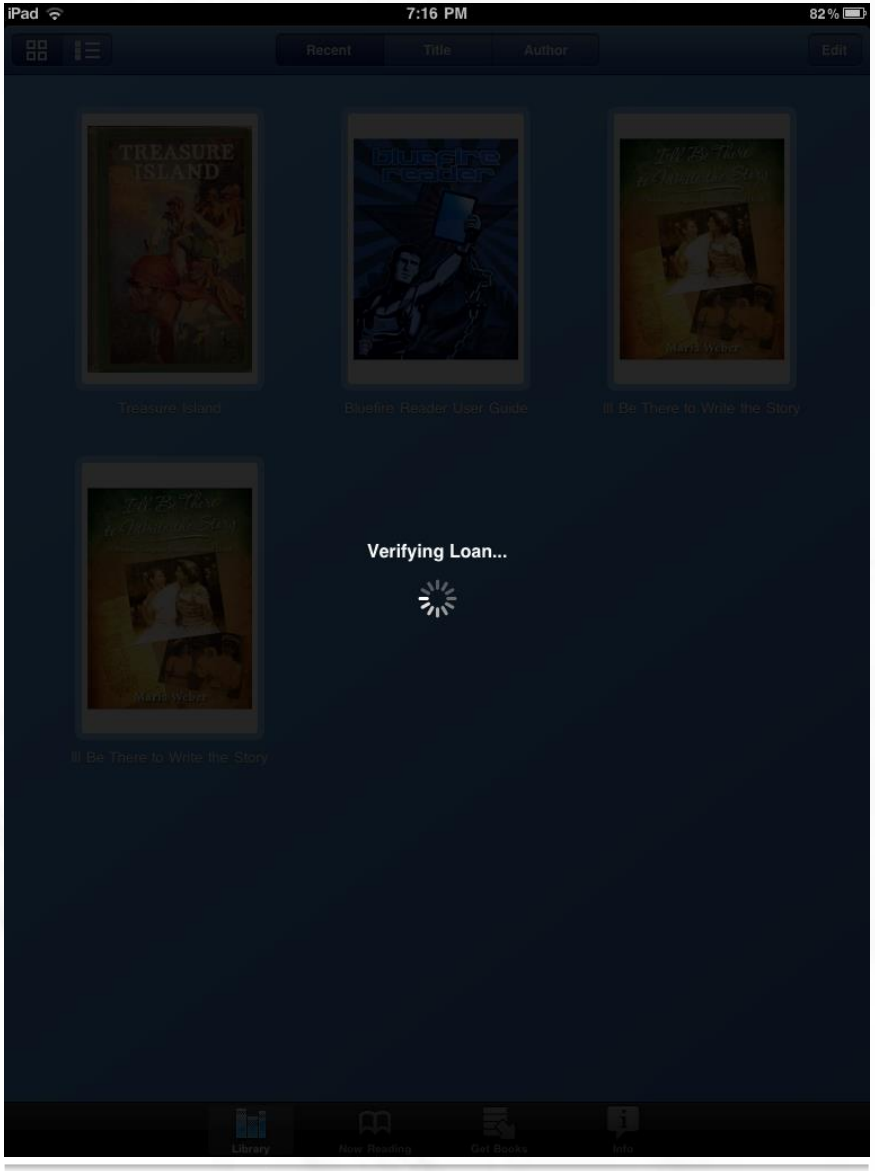
# Launching the iDCL Reader App



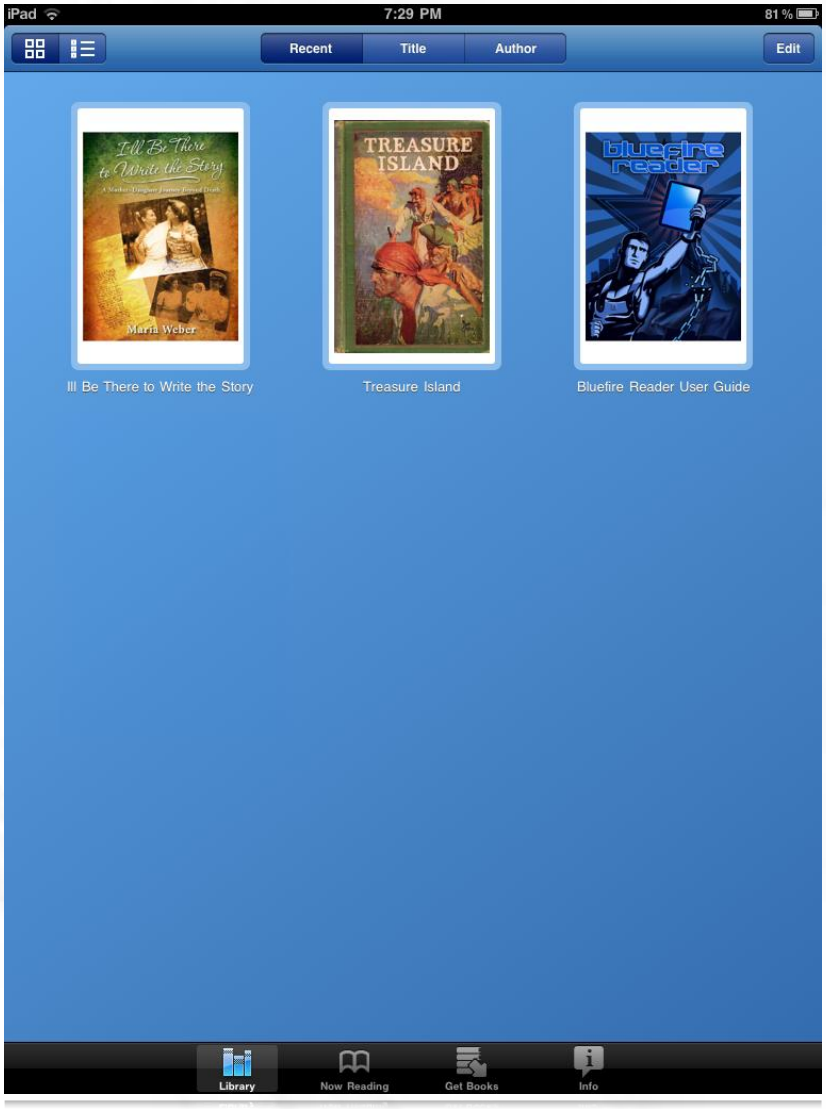
# Get Books Launches our eBook Store: Powerwall



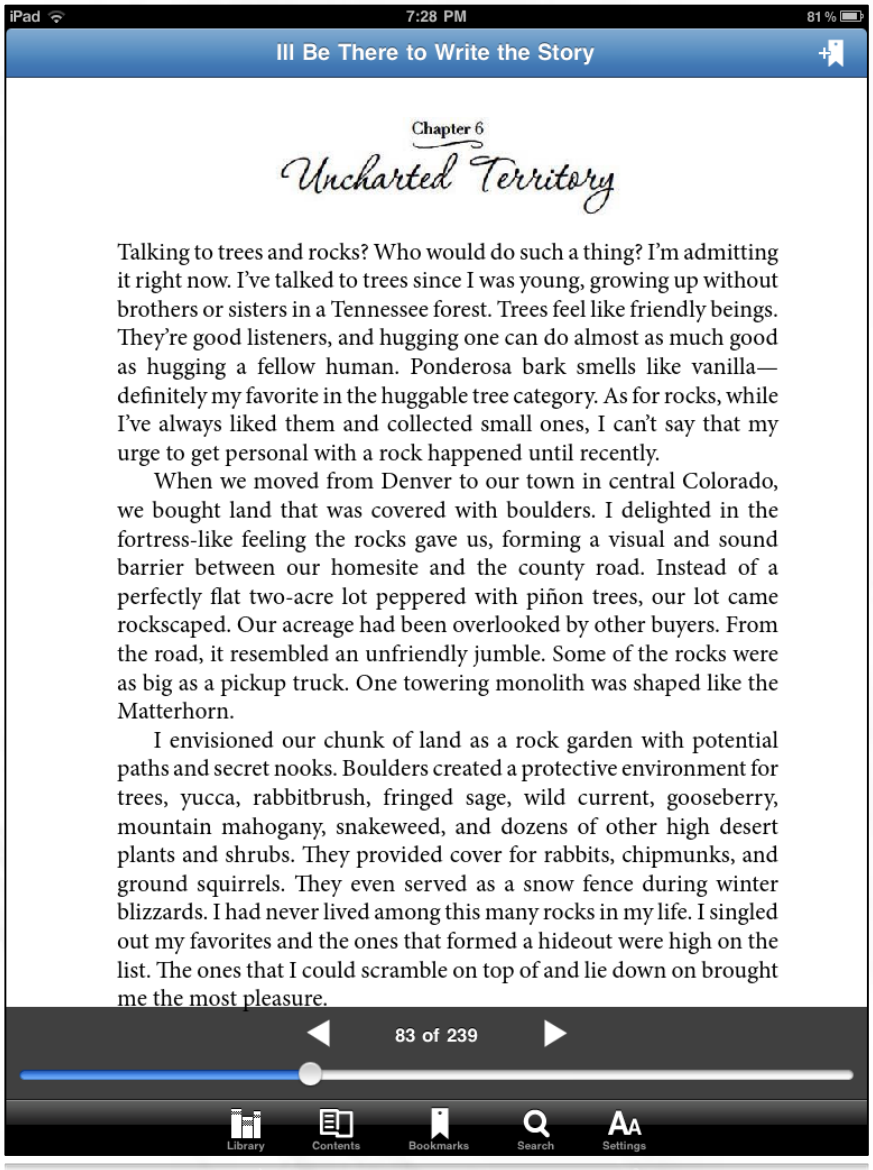
# Downloading ePub



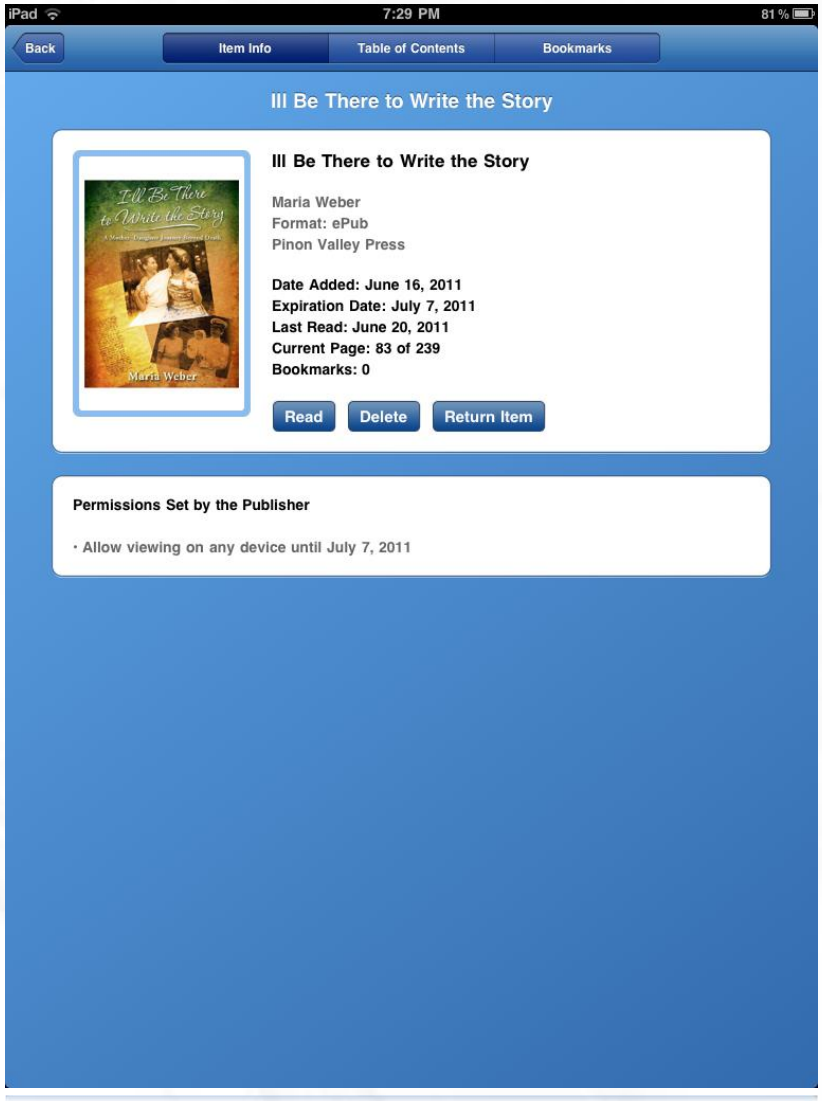
# Checked Out Items in eReading Library



# Currently Reading



# Currently Reading Item Information



Why are *we* doing these experiments when others (Overdrive, 3M, B&T, Simon Schuster) offer competing tools?

Answers: Because those other tools both integrate poorly with the rest of our catalog, and they deny ownership of the titles to the library. That shuts libraries right out of the market, and I think it imperils our very purpose.

- It showcases our products and services in a distinctive way that allows patrons to become immersed in an experience that will influence their reading and checkout decisions in a positive manner.

- Patrons enjoy being able to experience products in new and creative ways that are highly entertaining and exclusive.

- We recognize that the greatest commercial value for eBooks is not the book itself but…

- The conversations around and through the book.

- And so libraries can position themselves as the vehicles that enable these conversations and use this to gain some leverage with the publishers.

- Maybe collect commissions from publishers.

- The customer demand for this type of experience is growing and static Digital solutions are not enough on their own to draw people in and compel them to spend time in our libraries.

- The beauty of this system lies in its breadth and depth of patron experiences that can be created such that at DCL we can offer a unique and memorable patron experience.

Alexis Madrigal said it superbly in The Atlantic Monthly:

“The library has become a social network with physical and digital nodes.”

http://www.theatlantic.com/technology/print/2011/06/what-big-media-can-learn-from-the-new-york-public-library/240565/

Thanks!

Questions?

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