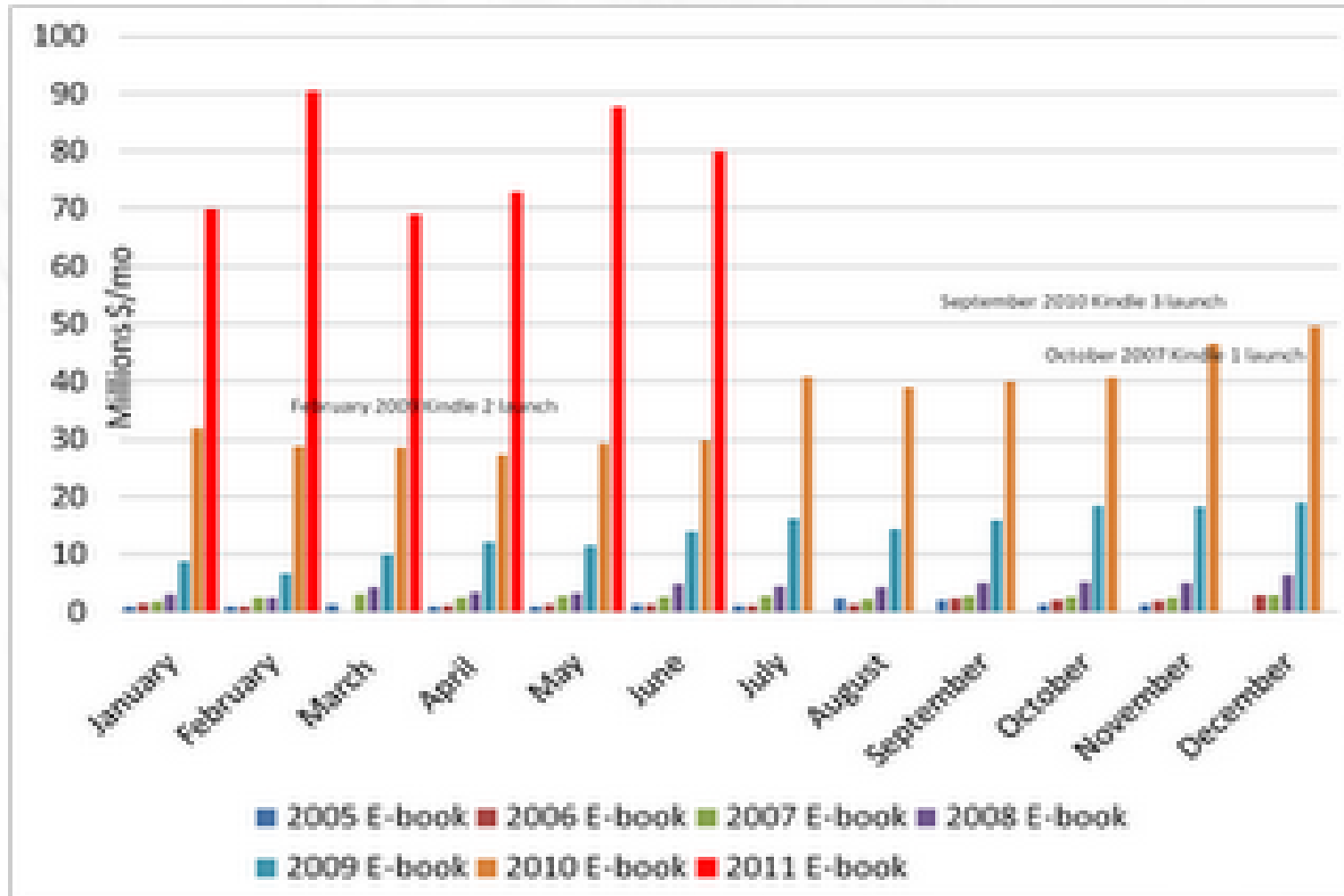


Douglas County eContent Strategy

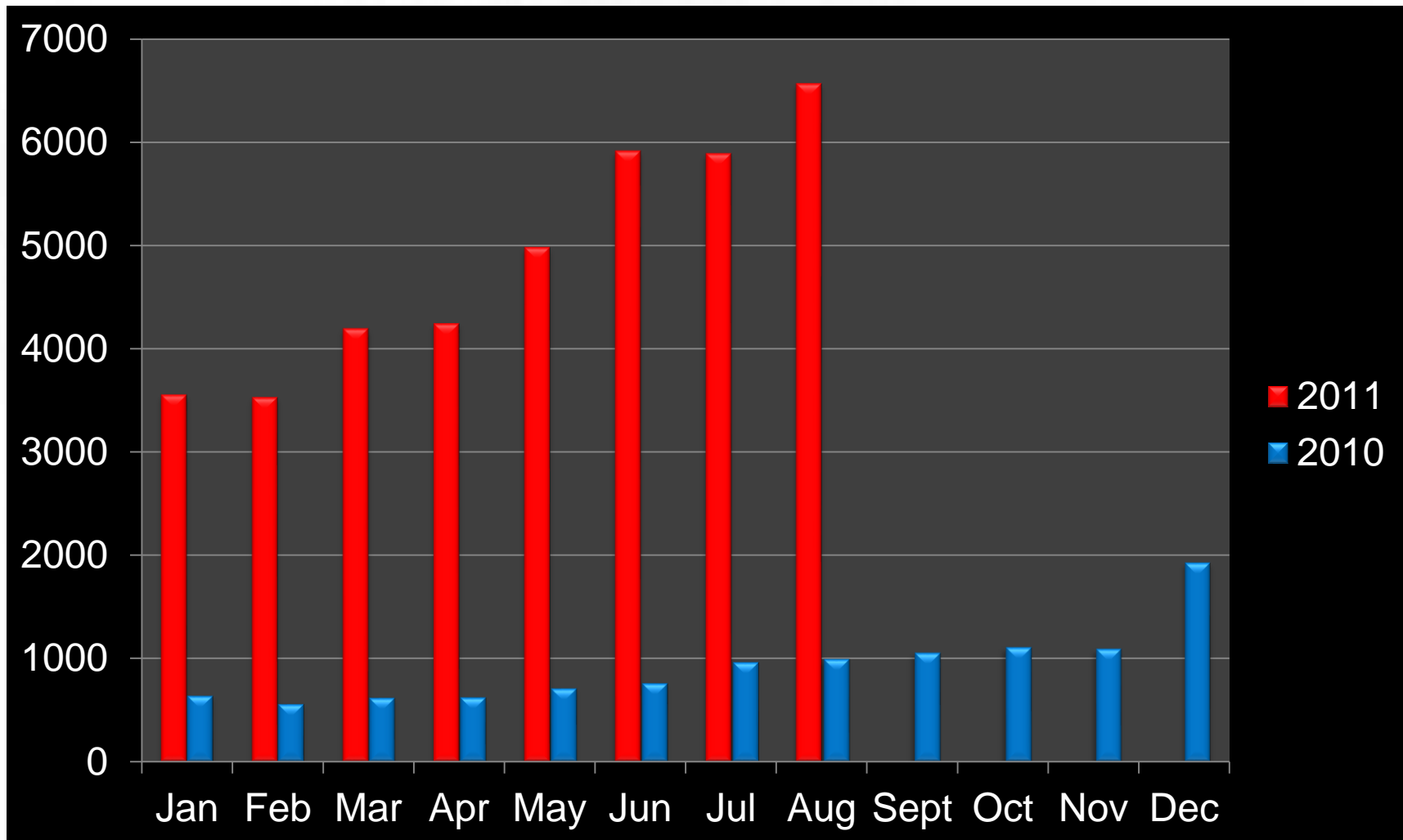
Monique Sendze

Mark Noble

Ebook Marketshare/Trends

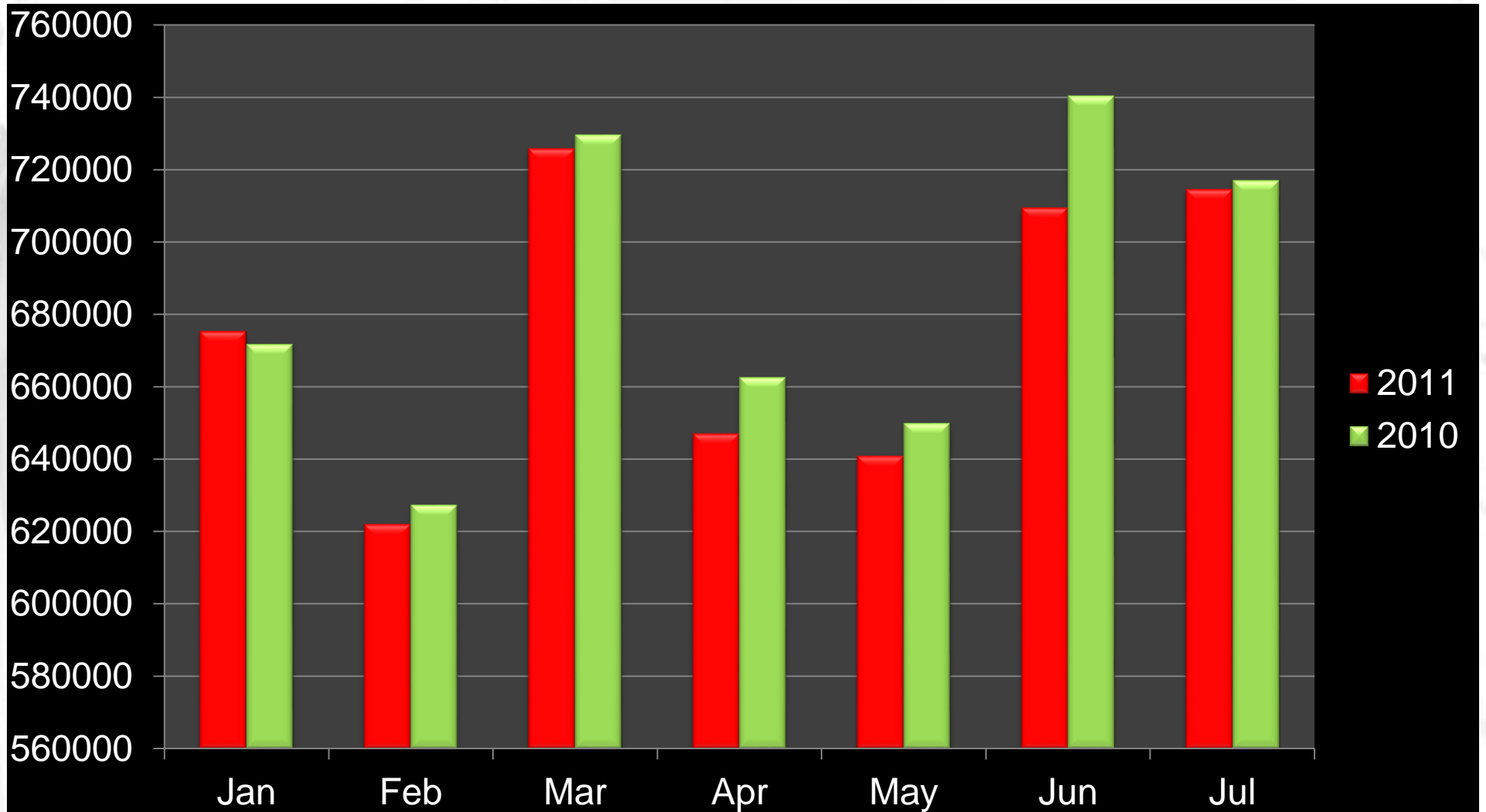


DCL Trends in eBooks Circulation

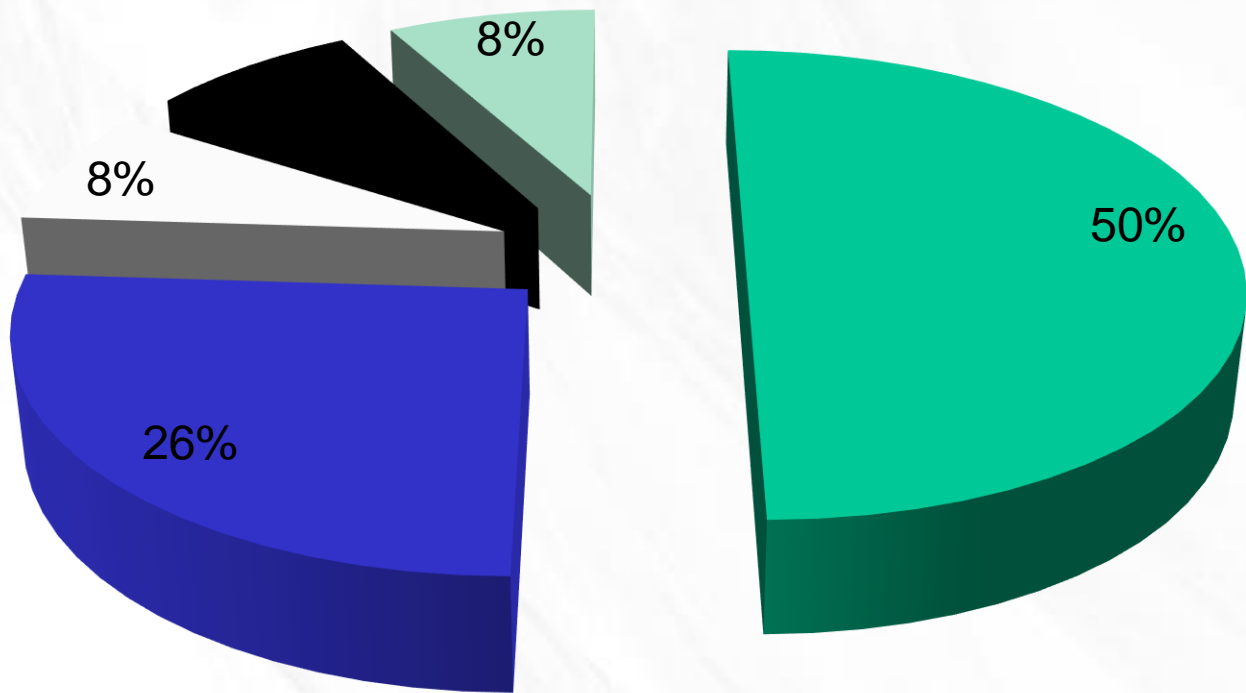


How eBooks Circulation is Changing
How eBooks Circulation is Changing
How eBooks Circulation is Changing

DCL Trends in Print Circulation



■ Amazon ■ B&N ■ Sony ■ Apple ■ Others



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

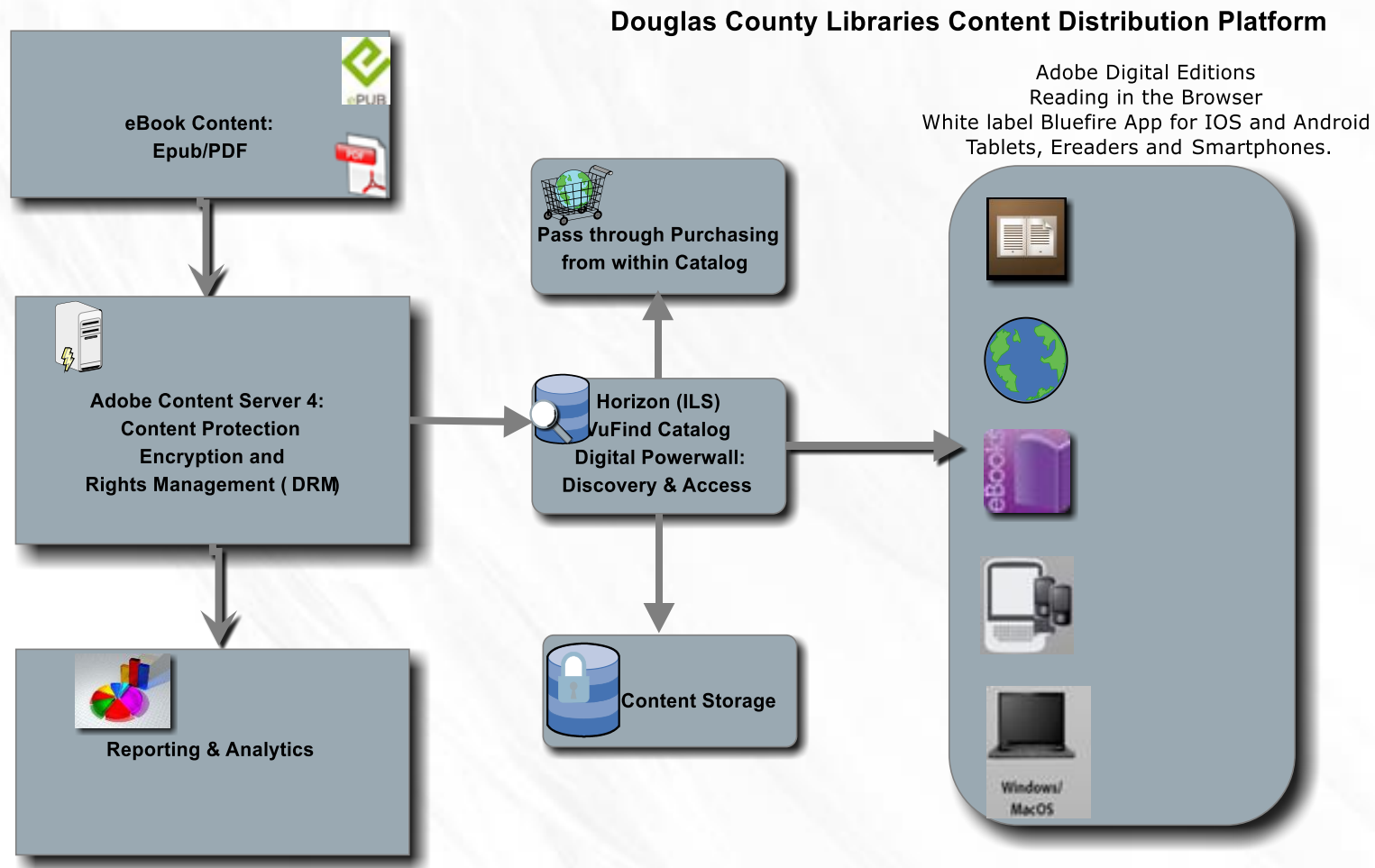
Principles

- 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 titles 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.

The screenshot displays the DCL eReader interface for the book "Pride and Prejudice" by Jane Austen. At the top, there is a navigation bar with "My Account" and "Log Out" links. Below this, the title "DCL eReader" is shown on the left, and "Return To Catalog" is on the right. The main content area is titled "Pride and Prejudice by Jane Austen". On the left side, there is a "Table of Contents" menu listing chapters 1 through 20. The main text area displays the beginning of Chapter 1, starting with the sentence: "It is a truth universally acknowledged, that a single man in possession of a good fortune, must be in want of a wife." The text continues with a paragraph about the feelings of a man entering a neighbourhood, followed by a dialogue between Mr. Bennet and his wife. The interface includes a search bar at the top of the text area, a scrollbar on the right, and a control bar at the bottom with "Hide TOC" and "Hide Controls" buttons.

DCL eReader [My Account](#) [Log Out](#)
[Return To Catalog](#)

Pride and Prejudice by Jane Austen

Table of Contents

- PRIDE AND PREJUDICE
- Contents
- Chapter 1**
- Chapter 2
- Chapter 3
- Chapter 4
- Chapter 5
- Chapter 6
- Chapter 7
- Chapter 8
- Chapter 9
- Chapter 10
- Chapter 11
- Chapter 12
- Chapter 13
- Chapter 14
- Chapter 15
- Chapter 16
- Chapter 17
- Chapter 18
- Chapter 19
- Chapter 20

Chapter 1

It is a truth universally acknowledged, that a single man in possession of a good fortune, must be in want of a wife.

However little known the feelings or views of such a man may be on his first entering a neighbourhood, this truth is so well fixed in the minds of the surrounding families, that he is considered the rightful property of some one or other of their daughters.

"My dear Mr. Bennet," said his lady to him one day, "have you heard that Netherfield Park is let at last?"

Mr. Bennet replied that he had not.

"But it is," returned she; "for Mrs. Long has just been here, and she told me all about it."

Mr. Bennet made no answer.

"Do you not want to know who has taken it?" cried his wife impatiently.

"You want to tell me, and I have no objection to hearing it."

This was invitation enough.

"Why, my dear, you must know, Mrs. Long says that Netherfield is taken by a young man of large fortune from the north of England; that he came down on Monday in a chaise and four to see the

[Hide TOC](#) [Hide Controls](#)

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

[mark n.](#) | [My Account](#) | [Log Out](#)

Douglas County Libraries

Lives. Learning. Communities.
it changes everything.

[Browse the Catalog](#)
[Advanced Search](#)
[English](#)
[Español](#)
[Help ?](#)

[Home](#)
[My Account](#)
[MyEContent](#)

My Account

Your account has \$8.40 in fines.

Click to Pay Fines Online

Suggestions, Lists & Tags

Checked Out Items (10)

My eContent

Holds (11)

My Reading History

Fines and Messages

Profile

My Saved Searches

Your eContent

Checked Out

Title	Format	Source	Out	Due	Wait List	Rating	Read
3 mph [electronic resource] : the adventures of one woman's walk around the world	epub	CIPA	Sep 20, 2011	Oct 11, 2011	0	<div style="display: flex; align-items: center;"> ★ ★ ★ ★ ☆ (1) + Add a Review </div>	<div style="background-color: #0056b3; color: white; padding: 2px 5px; margin-bottom: 2px;">Read Online</div> <div style="background-color: #0056b3; color: white; padding: 2px 5px; margin-bottom: 2px;">Download</div> <div style="background-color: #0056b3; color: white; padding: 2px 5px;">Return Now</div>

Available Holds

You do not have any available holds on eContent.

Unavailable Holds

Title	Format	Source	Placed	Position	Status
The Mill River recluse a novel	epub	Smashwords	Sep 16, 2011	2	Active

Free

Title	Type	Source	Last read	Rating	Read
Beowulf	epub	Gutenberg	Sep 20, 2011	<div style="display: flex; align-items: center;"> ★ ★ ★ ★ ☆ (0) + Add a Review </div>	<div style="background-color: #0056b3; color: white; padding: 2px 5px; margin-right: 5px;">Read Online</div> <div style="background-color: #0056b3; color: white; padding: 2px 5px;">Download</div>

General Configuration

Home

Statistics

Configuration

System Maintenance

eContent Files

New eContent

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

Welcome Monique Sendze

Browse Most Popular | Search | Checkout | My Account | Log Out

New Fiction

Book covers displayed in the New Fiction section include: *Exiles* by Cary Groer, *Queen by Right* by Anne Easter Smith, *With a Little Luck* by Caprice Crane, *World War Two Will Not Take Place* by Bill James, *Orphan Sister*, *City of the Snakes* by Darel Shan, *Second Nature* by Jacquelyn Mitchard, and *Shadow of a Quarter Moon*.

New Non-Fiction


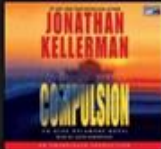

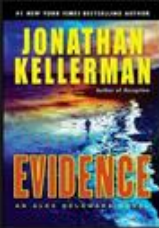
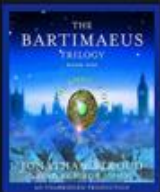

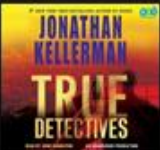

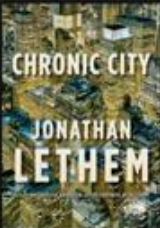


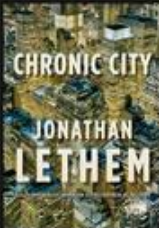
Book covers displayed in the New Non-Fiction section include: *The Ten Trillion Dollar Gamble* by Russ Koesterich, *Microsoft Windows Home Server 2011 Unleashed*, *Online Learning*, *Freedom Riders*, *Life Balance*, *London 2012*, *The Everything Body Language Book*, *The Mommy Docs Ultimate Guide to Pregnancy and Birth*, *Your Medical Mind*, *I'm not dead I'm different* by Hollister Band, *Fleece & Fiber Sourcebook*, *40 Fundamentals of English Riding*, and *Small Business Legal Simplified*.

Search Results

Welcome Monique Sendze

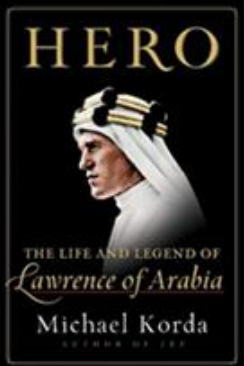
[Browse](#) | [Most Popular](#) | [Recently Added](#) | [Search](#) | [Checkout](#) | [My Account](#) | [Log Out](#)

1 2 3 4 5

 <p>Jonathan Strange & Mr Norrell Clarke, Susanna. Sound Library, [Ajax Query to load availability]</p>	 <p>Compulsion Kellerman, Jonathan. Books on Tape, [Ajax Query to load availability]</p>	 <p>Ptolemy's gate Stroud, Jonathan. Listening Library, [Ajax Query to load availability]</p>	 <p>Evidence an Alex Delaware novel Kellerman, Jonathan. Ballantine Books, [Ajax Query to load availability]</p>
 <p>The Amulet of Samarkand Stroud, Jonathan. Listening Library, [Ajax Query to load availability]</p>	 <p>Deception Kellerman, Jonathan. Books on Tape, [Ajax Query to load availability]</p>	 <p>True detectives Kellerman, Jonathan. Books on Tape, [Ajax Query to load availability]</p>	 <p>Freedom a novel Franzen, Jonathan. BBC Audiobooks America, [Ajax Query to load availability]</p>
 <p>Chronic city Lethem, Jonathan. Books on Tape, [Ajax Query to load availability]</p>	 <p>The lost painting Harr, Jonathan. Books on Tape, [Ajax Query to load availability]</p>	 <p>The corrections Franzen, Jonathan. Simon & Schuster Audio, [Ajax Query to load availability]</p>	 <p>Chronic city a novel Lethem, Jonathan. Doubleday, [Ajax Query to load availability]</p>

Digital Powerwall Home

[Browse](#) | [Most Popular](#) | [Recently Added](#) | [Search](#) [Login](#)




Hero: The Life and Legend of Lawrence of Arabia


Lawrence of Arabia, one of the great heroes of any age, has found the right biographer in Michael Korda—a keen judge of the human condition and a master story teller who can separate myth from reality without diminishing the grandeur of his subject.

★ 93% [Check Out](#) [Buy Now](#)

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Free E-Books & Audio Books




Recommended For You

- Anna Quindlen: Every last one: a novel
- Amelle Jeunet, Jean-Pierre
- The time it takes to tell

BOOKS **AUDIO BOOKS** **DVD'S**



Featured Event




USHER
@Lonetree
December 24th, 2010

Don't miss this performance at the Lone Tree Recreation Center, 10249 Ridgeway Circle, Lone Tree. Award-winning singer Usher's diverse repertoire spans from the Renaissance through 20th century contemporary.

[b](#) [c](#) [Ask](#)

DEC 24
DEC 29
JAN 2
FEB 1

DCL on FaceBook




DCL on Youtube

DCL on Twitter

Share

Tap into Your Friends



BETA

Login

Browse | Most Popular | Recently Added | Search | Login

Hero: The Life and Legend of Lawrence of Arabia
Lawrence of Arabia, one of the great heroes of any age, has found the right biographer in

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Please enter your library card and pin to login

Library Card Number

PIN

Login Cancel

Recommended For You

Anna Quindlen: Every last one is a novel
Amélie Jeannel, Jean-Pierre
The time it takes to tell
Margaret Lazarus

BOOKS AUDIO BOOKS DVD'S

WINTER'S AWAKENING
FOREIGN INFLUENCE

UPCOMING
@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.

DEC 29
JAN 2
FEB 1

Cedly North
Our Flickr stream hit 150,000 views yesterday! Thanks for making our new and old photos so popular!
<http://www.flickr.com/photos/douglascountyhistory/>
Flickr: Douglas County History Research Center's Photostream
www.flickr.com


DCL on Youtube
DCL on Twitter

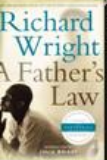
Share
Tap into Your Friends
BETA


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

[Browse](#) | [Most Popular](#) | [Recently Added](#) | [Search](#) [Edit Profile](#) [View Fines](#)


Reading History

 I'll be there to write the story a mother-daughter journey
Author: Weber, Maria
Format: (Collection)
Checkout: 2011-06-16
Last Checkout: 2011-06-21














 A father's law
Format: (Collection)
Checked Out: 2011-06-13 00:00:00
Due Date: 07/05/2011
Times Renewed: 0

 French Caribbean
Date Placed: 2011-06-13 00:00:00
Expires: 2011-06-24 00:00:00
Pickup Location: Philip S. Miller
Position: 1



Turn Eye Appeal into Buy Appeal

 Turn eye appeal into buy appeal how to easily transform
Date Placed: 2011-06-13 00:00:00
Expires: [No expiration date]
Pickup Location: Philip S. Miller
Position: 1



Checked Out Items

 music            

Holds Available

  music

Holds UnAvailable

 Turn Eye Appeal into Buy Appeal 

[Update](#) [Close](#)

Final Book and Summit
Titles: How They'll Change
the Book Business

eContent Account page

mark h. My Account Log Out

Douglas County Libraries

Lives. Learning. Communities.
it changes everything.

Keyword Search GO

Browse the Catalog Advanced Search English Español Help ?

Home My Account MyEContent

My Account

Your account has **\$8.40** in fines.

[Click to Pay Fines Online](#)

[Suggestions, Lists & Tags](#)

[Checked Out Items \(10\)](#)

My eContent

[Holds \(11\)](#)

[My Reading History](#)

[Fines and Messages](#)

[Profile](#)

[My Saved Searches](#)

General Configuration

[Home](#)

[Statistics](#)

[Configuration](#)

[System Maintenance](#)

eContent Files

[New eContent](#)

Your eContent

Checked Out

Title	Format	Source	Out	Due	Wait List	Rating	Read
3 mph [electronic resource] : the adventures of one woman's walk around the world	epub	CIPA	Sep 20, 2011	Oct 11, 2011	0	☆☆☆☆☆ (1) Add a Review	Read Online Download Return Now

Available Holds

You do not have any available holds on eContent.

Unavailable Holds

Title	Format	Source	Placed	Position	Status
The Mill River recluse a novel	epub	Smashwords	Sep 16, 2011	2	Active

Free

Title	Type	Source	Last read	Rating	Read
Beowulf	epub	Gutenberg	Sep 20, 2011	☆☆☆☆☆ (0) Add a Review	Read Online Download

Social Reading: Under Development

The screenshot shows the Facebook app interface for Douglas County Libraries. At the top, the Facebook logo is on the left, followed by notification icons for 9, 2, and 6 items. A search bar is on the right. Below the Facebook header, the Douglas County Libraries logo and tagline "Lives. Learning. Communities. it changes everything." are displayed. To the right, there is a "Search DCL Catalog" input field with a "Go" button and a "Feedback" link. A question asks "Would you like to receive email from our application?". A navigation bar contains tabs for Home, Ask A Librarian, New Arrivals, Events, Blogs, My Stuff, Recommendations, and Invite. A welcome message states: "Welcome to Public Libraries on Facebook! This trial application lets you experience and share library services conveniently on your Facebook space." The interface is divided into two main sections: "DCL Account" and "Highlights".

facebook 9 2 6 Search

Douglas County Libraries
Lives. Learning. Communities.
it changes everything.

Search DCL Catalog **Go**

[Feedback](#)

Would you like to receive email from our application?

Home Ask A Librarian New Arrivals Events Blogs My Stuff Recommendations Invite

Welcome to Public Libraries on Facebook! This trial application lets you experience and share library services conveniently on your Facebook space.

DCL Account

Link Facebook to your DCL account*
[What's this?]

* You will be redirected to an DCL login page, you may opt to remove this link at anytime through the Home tab of the DCL myLibrary application.

Highlights

Featured Recommendations

This section shows what your friends are recommending to each other.

Your recommendation list is empty.

Latest New Arrivals: 1607 new titles.

Report/Contact this App · English (US) About · Advertising · Create a Page · Developers · Careers · Privacy · Terms · Help

Social Reading

facebook  Search

Douglas County Libraries Search DCL Catalog [Go](#)

Lives. Learning. Communities.
it changes everything. Feedback

Would you like to receive email from our application?

[Home](#) [Ask A Librarian](#) [New Arrivals](#) [Events](#) [Blogs](#) [My Stuff](#) [Recommendations](#) [Invite](#)

Recommendations

Sort by: **Recommendations from friends** | [Recommendations from me](#)

Recommendations is currently empty.

Featured recommendations

This box shows what your friends are recommending.

Featured Recommendations is currently empty.

[Report/Contact this App](#) · [English \(US\)](#) [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

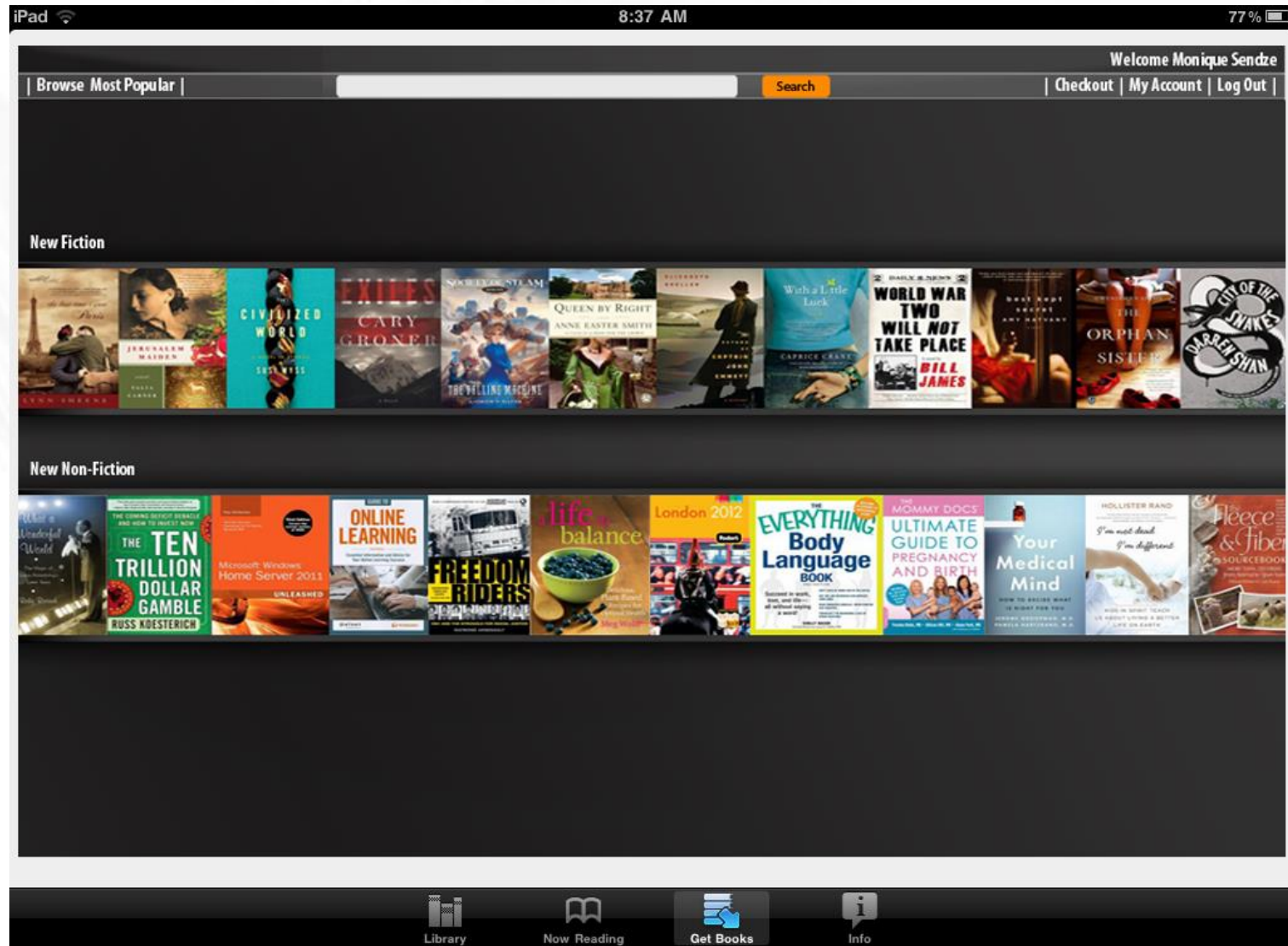
White Label Ereader App: iDCL on the iPad



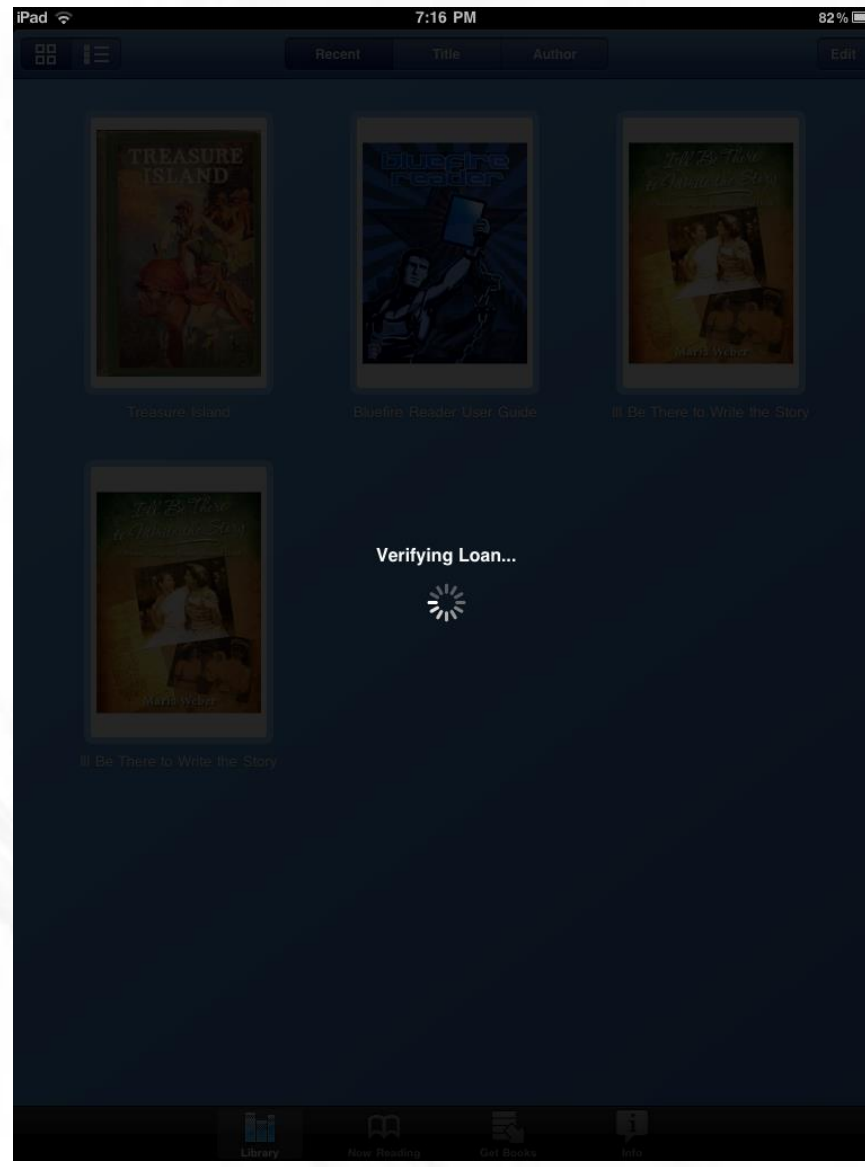
Launching the iDCL Reader App



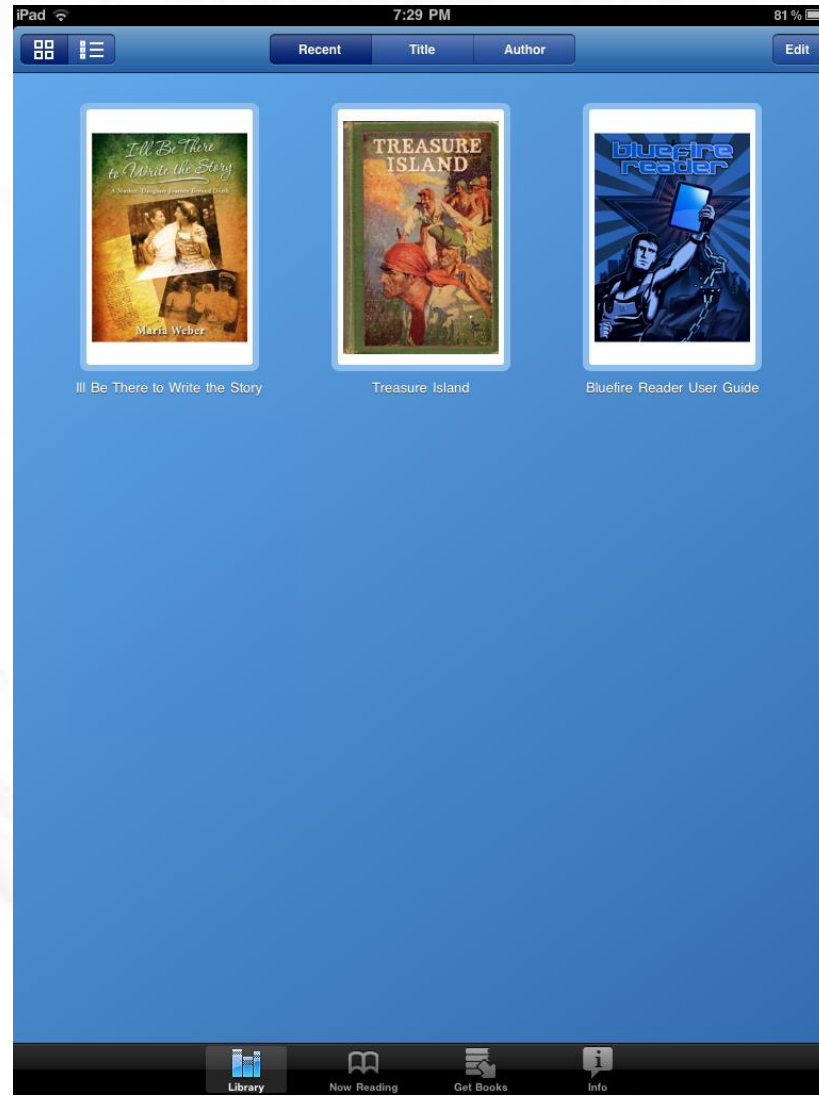
Get Books Launches our eBook Store: Powerwall



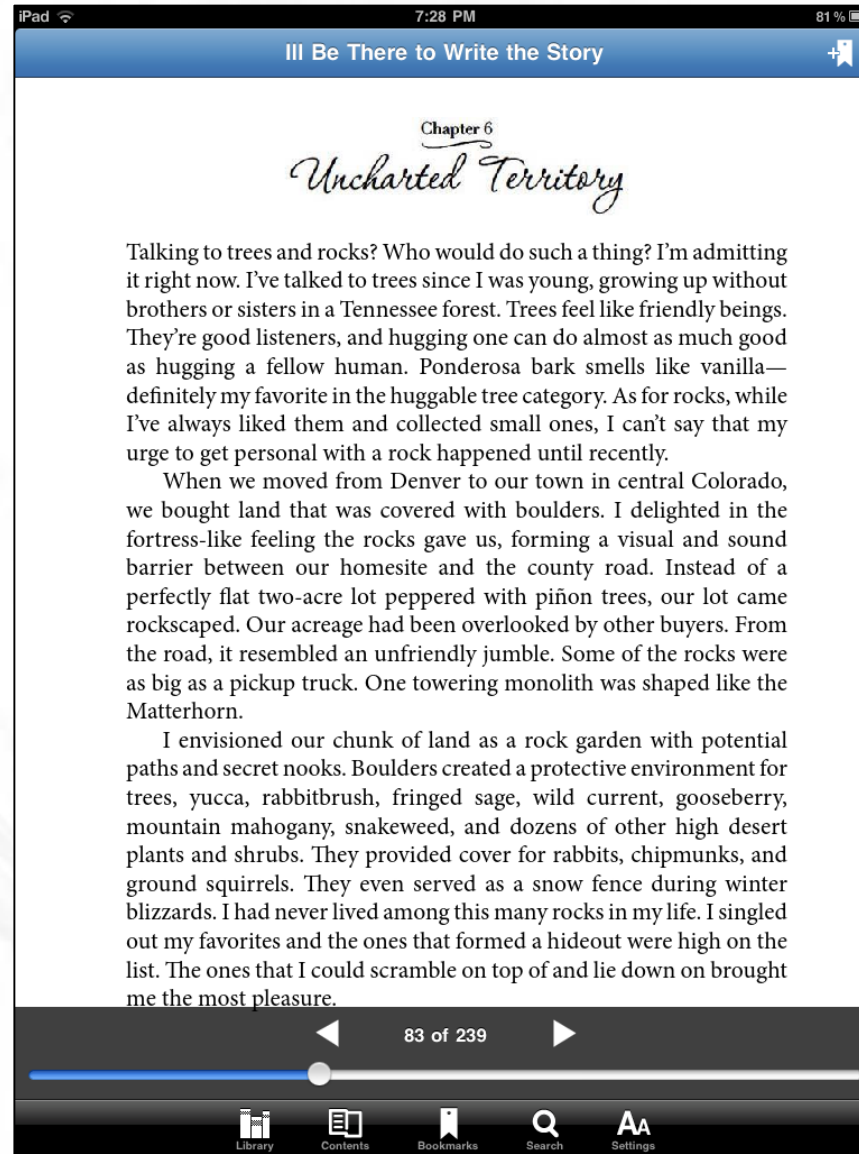
Downloading ePub



Checked Out Items in eReading Library



Currently Reading

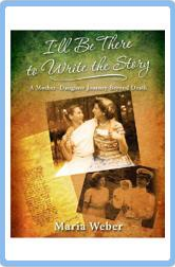


Currently Reading Item Information

iPad 7:29 PM 81%

Back Item Info Table of Contents Bookmarks

I'll Be There to Write the Story



I'll Be There to Write the Story
Maria Weber
Format: ePub
Pinon Valley Press

Date Added: June 16, 2011
Expiration Date: July 7, 2011
Last Read: June 20, 2011
Current Page: 83 of 239
Bookmarks: 0

Read Delete Return Item

Permissions Set by the Publisher

- Allow viewing on any device until July 7, 2011

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?

Contact: Monique Sendze

Phone: (303) 688-7617

msendze@dclibraries.org

Contact: Mark Noble

mnoble@turningleaftech.com