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Defining a Comprehensive E-book Acquisition Strategy

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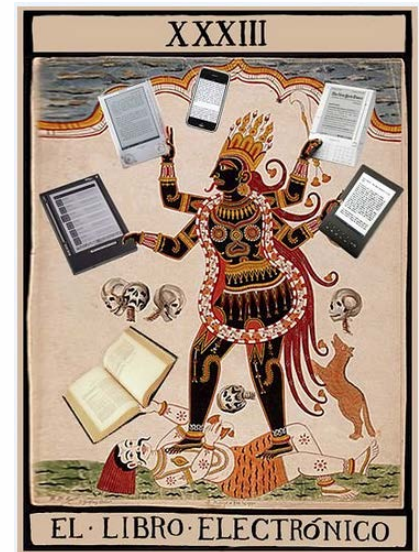
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Defining a Comprehensive E-book Acquisition Strategy

Maria Savova

Director of Scholarly Information Resources

THE CLAREMONT COLLEGES
LIBRARY • **VIT@L**



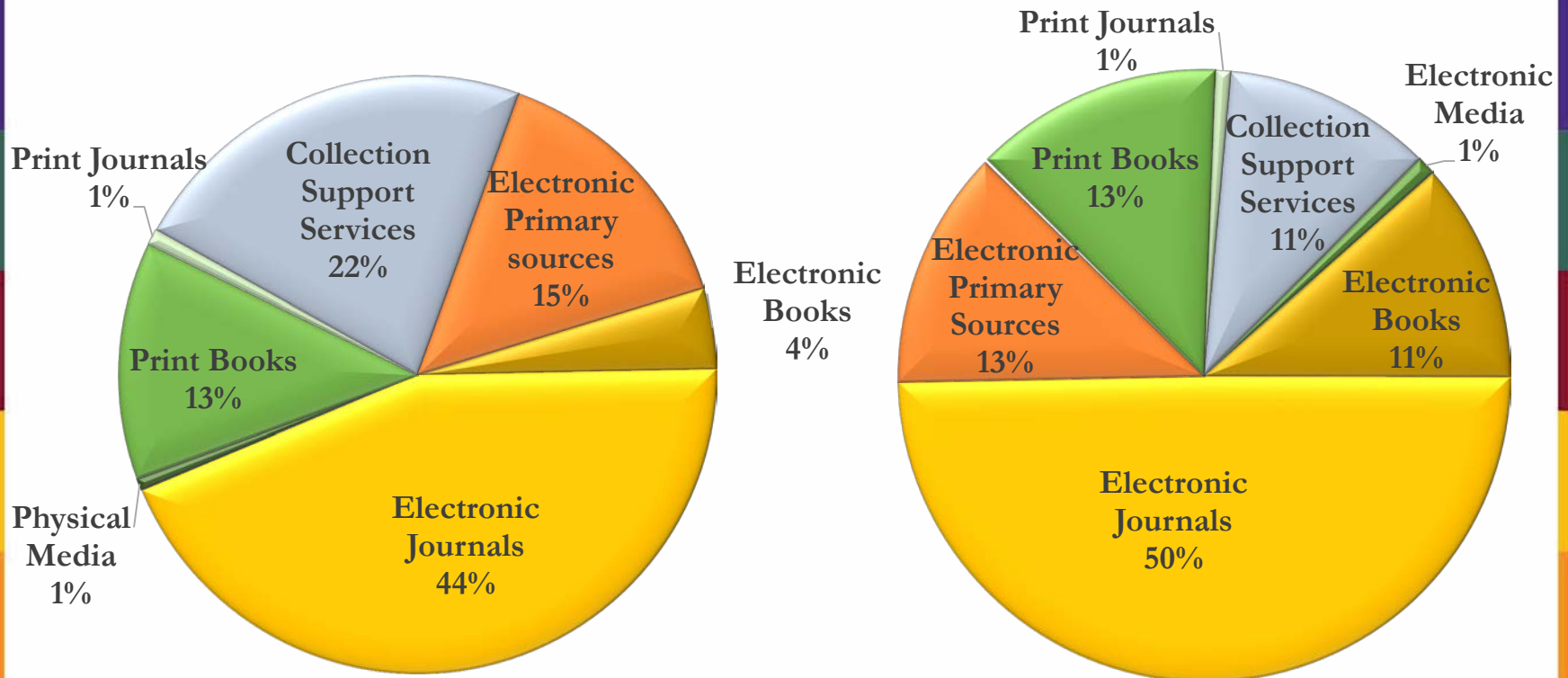
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Overview

- E-books' share within the library collections budget
- Review current acquisition modes used to acquire e-books and position them on a scale using value-based criteria
- (Data from TCCL 2015 e-book study, budget and usage reports)
- Comprehensive e-book acquisition strategy

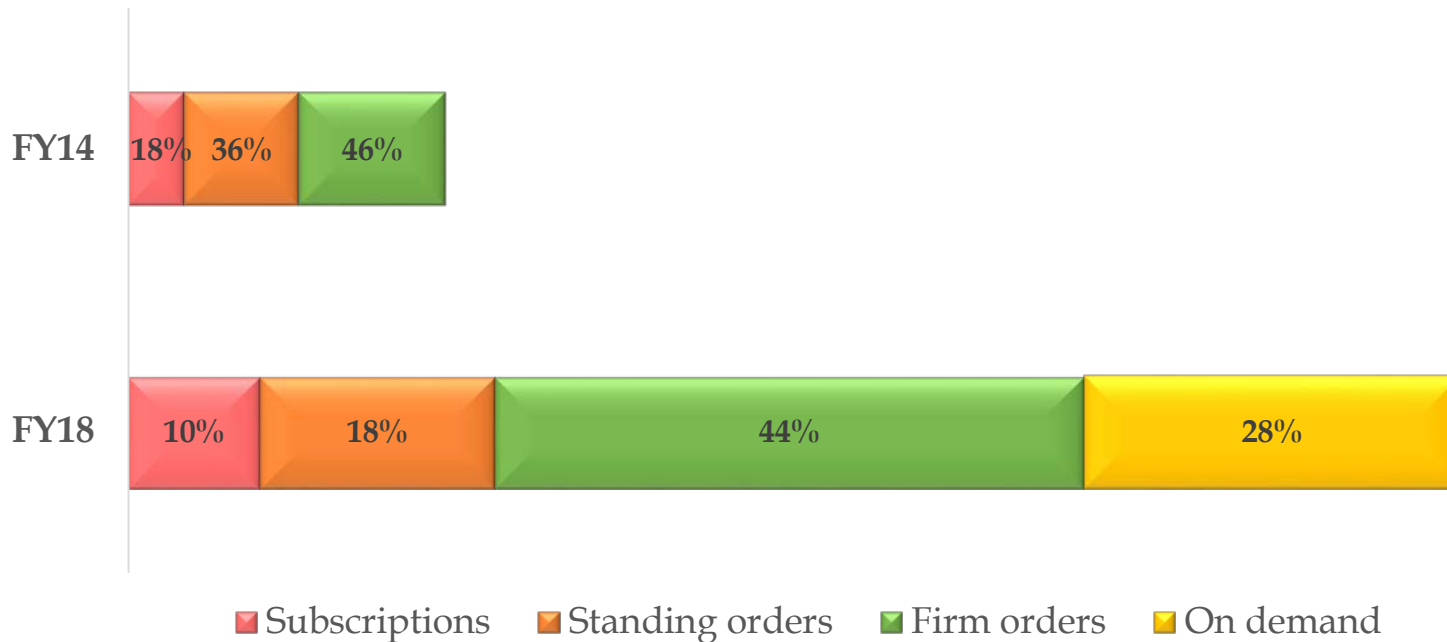
E-books' share in the acq budget

TCCL Expenditures - FY14 vs. FY18



E-books' share in the acq budget

TCCL E-book expenditures – FY14 vs. FY18



E-book acquisition modes

- Subscription packages
- Standing orders
- Approval plan
- Unmediated DDA/PDA
- Mediated DDA/PDA
- EBA/EBS
- Package purchase
- Title-by-title purchase

Criteria for determining value

- Content quality and match to library needs
- Ownership vs. access / stability and perpetuity of access
- Flexibility in content selection
- Ease of use / extend of access (DRM, interface)

Criteria for determining value

■ Cost

- List price
- Spending commitment over time and predictability of cost
- Purchase price as percentage of list price / cost per accessible title
- Overall affordability
- Staff time investment

■ Cost per use

Ownership vs. access

TEMPORARY

PERPETUAL*



SUBSCRIPTIONS

DDA / EBA TITLE POOL

STL

ALL PURCHASES:

TITLE-BY-TITLE

PACKAGE

APPROVAL

STANDING ORDERS

DDA AUTOPURCHASE

EBA FINAL SELECTIONS

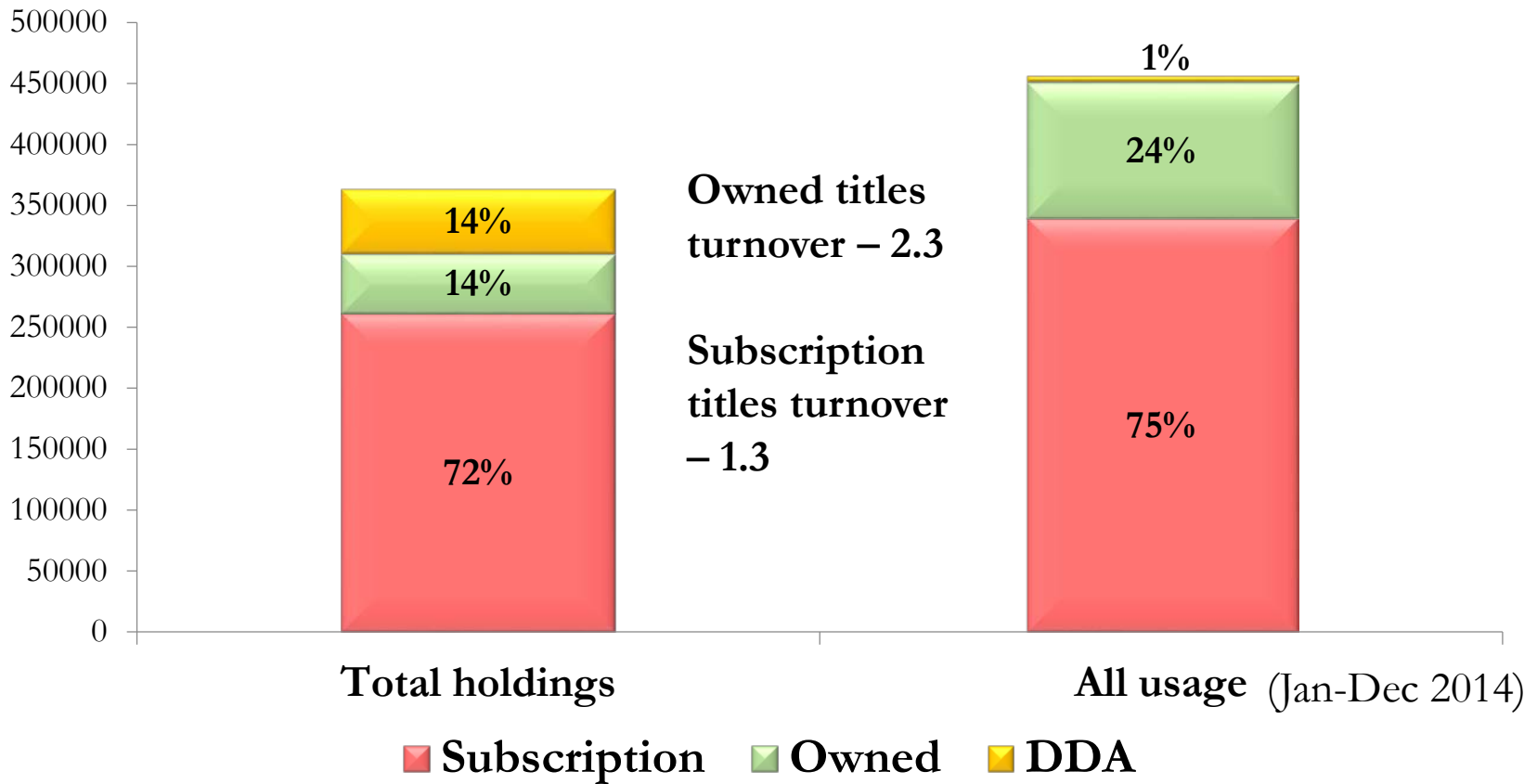
*** Where is the content hosted?**

Who is responsible for maintaining access?

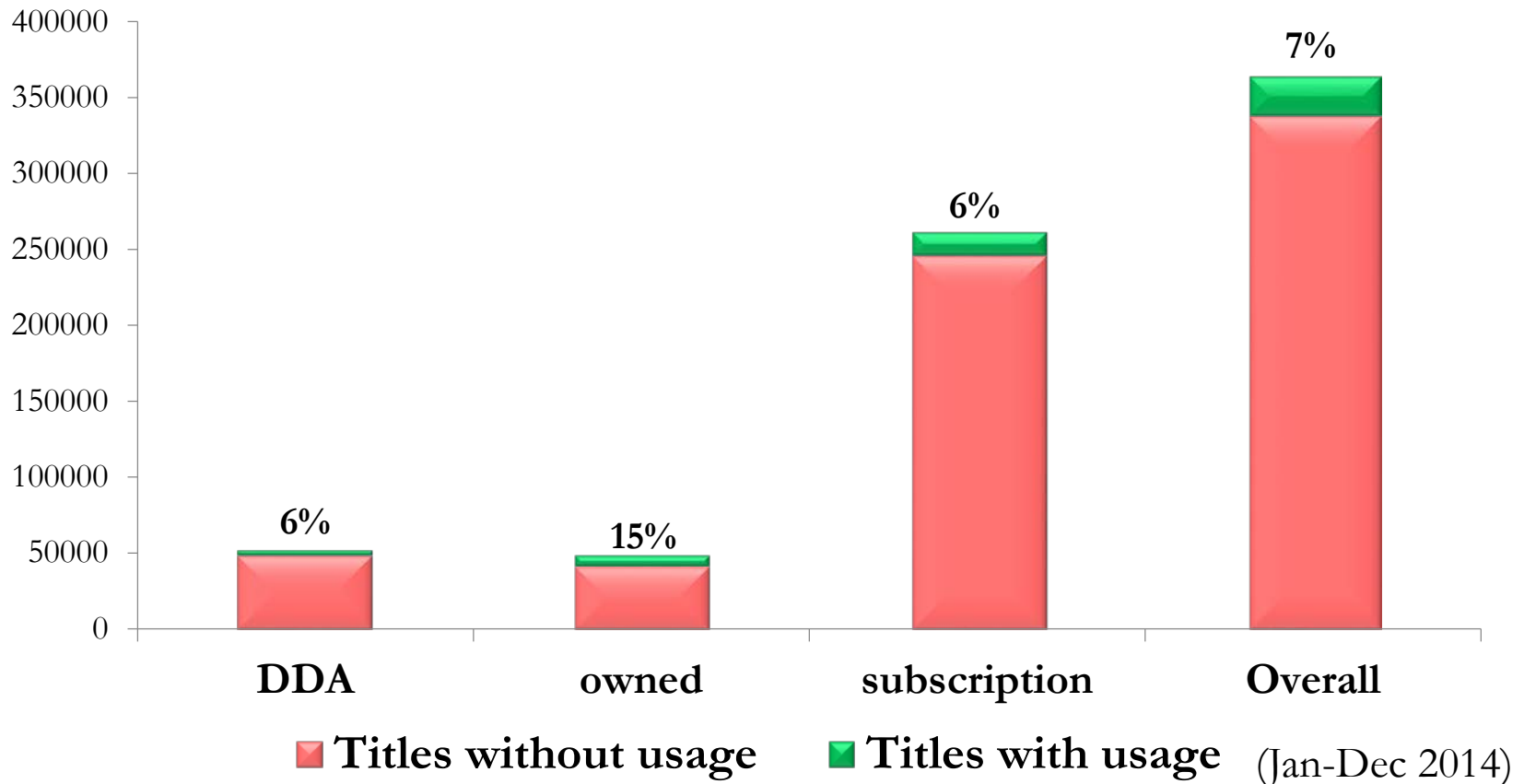
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E-book *holdings* vs. *usage* per access type



Proportion of used e-book titles by access type



Flexibility in selection

NO FLEXIBILITY

FULL FLEXIBILITY



SUBSCRIPTIONS

MEDIATED DDA

TITLE-BY-TITLE

PACKAGE PURCHASE

EBA FINAL SELECTIONS

APPROVAL AUTOSHIP

STANDING ORDERS

DDA STL

DDA AUTOPURCHASE

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Ease of access

DRM

NO RESTRICTIONS



MOST SUBSCRIPTIONS

SOME PURCHASES

MOST AGGREGATORS'

EBA TITLE POOL

DDA TITLE POOL

SOME PURCHASES

**Depends more on the provider, than the acquisition mode!
Could vary with age of content.**

There's DRM and DRM

- Number of simultaneous users (ex: 1, 3, unlimited)
- Downloading, printing, and copying restrictions
- Duration of access / Number of views (ex: 325 days for non-linear/concurrent access)
- Type and number of devices allowed to display the work (ex: Adobe vs. Kindle)
- Extent of content (HathiTrust)
- Modification/altering capabilities



<http://office.microsoft.com/en-ca/images>

Some interesting observations

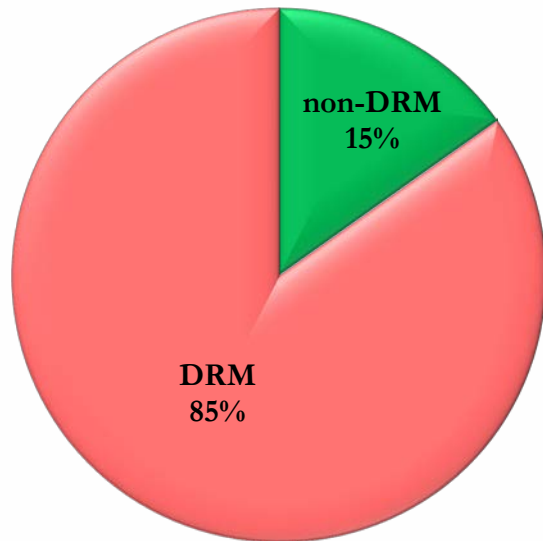
- DRM on subscribed/temporary content is more often lighter than on some purchased/owned content!
- DRM overall seems to be dying – SLOWLY, but (hopefully) surely – ex: some aggregator DDA programs with no DRM and increased offerings of non-DRM content for sale

Ease of access

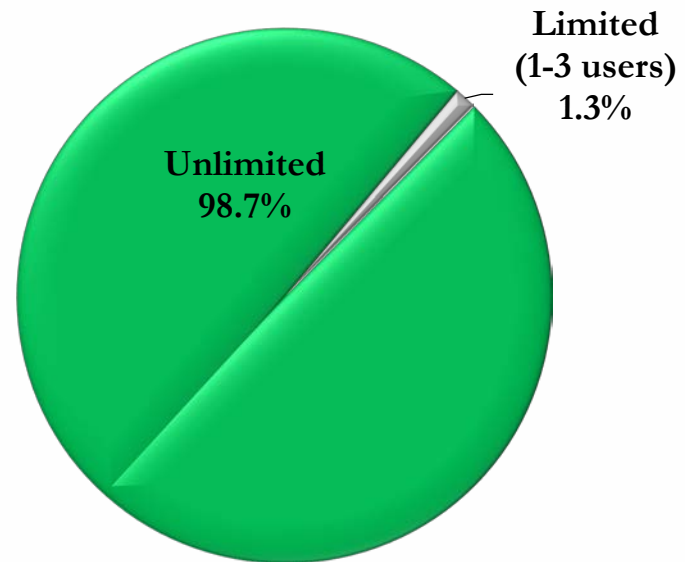


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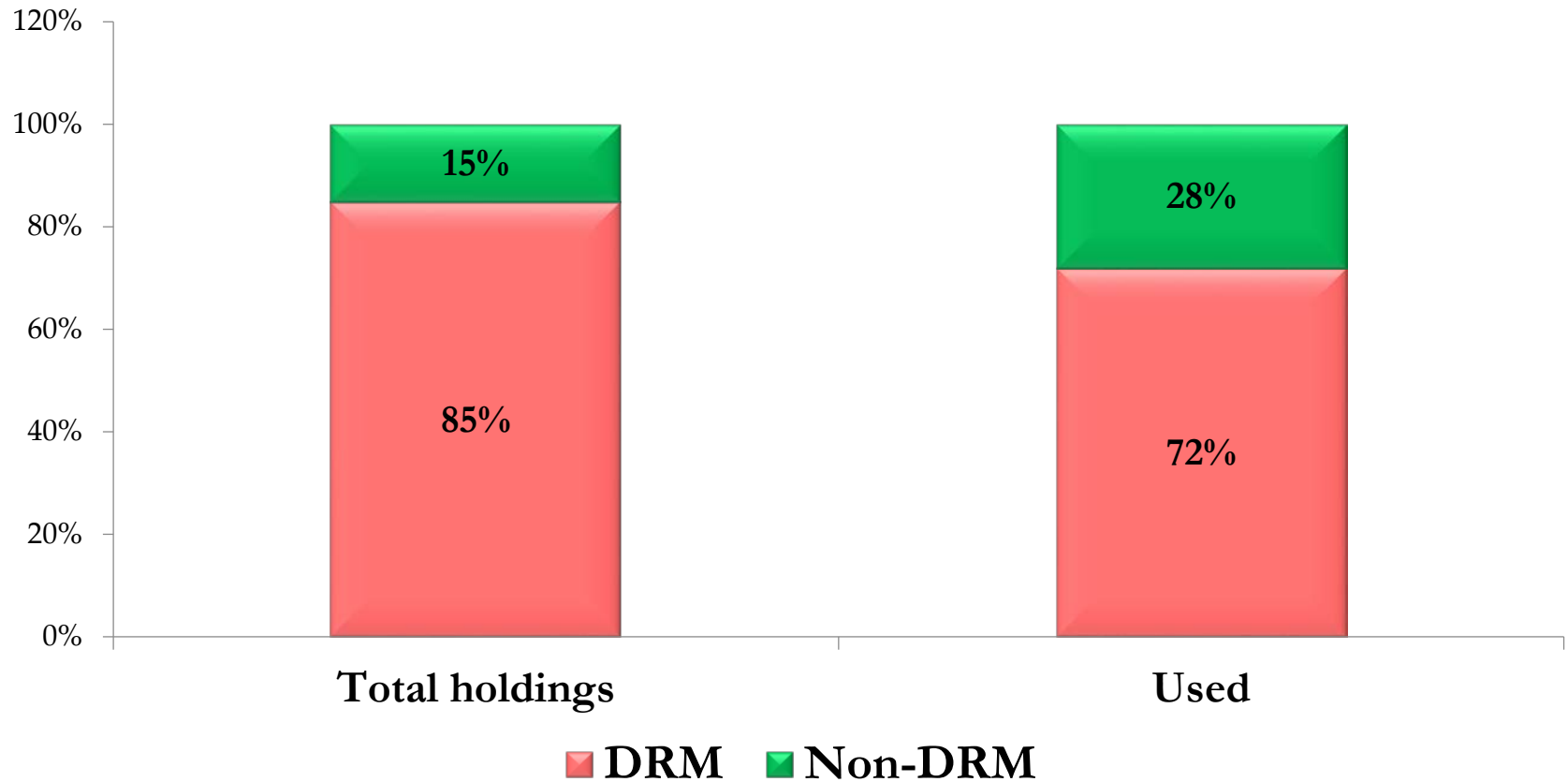
E-book holdings by access rights



E-book holdings by simultaneous access model



Proportion of *used* DRM vs. non-DRM e-book titles



Cost

- List price – (publisher, subject area, age of content)
- Spending commitment over time and predictability of cost
- How it is prepackaged - overall affordability
- Purchase price as percentage of list price
- Staff time investment

Spending commitment and predictability of cost

Long term commitment

No commitment



SUBSCRIPTIONS

STANDING ORDERS

TITLE-BY-TITLE

DDA POOL

APPROVAL AUTOSHIP

PACKAGE PURCHASE

EBA POOL

Low predictability

High predictability



DDA STL

SUBSCRIPTIONS

TITLE-BY-TITLE

DDA AUTOPURCHASE

APPROVAL AUTOSHIP

PACKAGE PURCHASES

STANDING ORDERS

EBA SELECTIONS

Cost as percentage of list price

More than list price

List price

Less than list price



DDA AUTOPURCHASE

(105-150% or more of list price)

TITLE-BY-TITLE

APPROVAL AUTOSHIP

STANDING ORDERS

EBA (typically 80-100%)

SUBSCRIPTIONS (as

low as 0.3% of list price)

PACKAGE PURCHASE

(10-90% of list price)

**DDA STL (25-85% of
list price)**

DDA AUTOPURCHASE

(Backlist - 55%)

Staff time investment

High labor intensity

Low labor intensity



TITLE-BY-TITLE

APPROVAL PROFILE

SUBSCRIPTIONS

MEDIATED DDA

DDA PROFILE

STANDING ORDERS

EBA FINAL SELECTIONS

PACKAGE PURCHASE

Cost Per Use

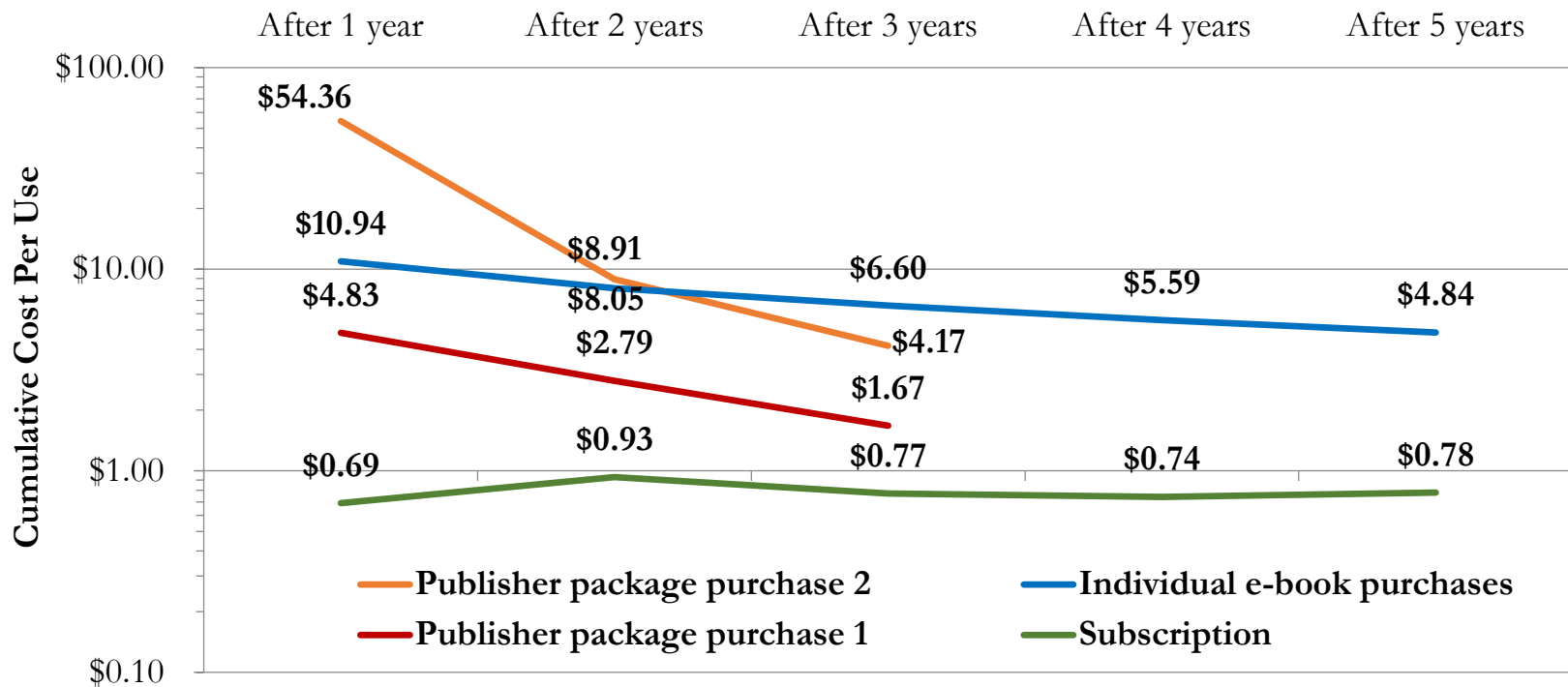
- To assess the value of the content to our users in conjunction to the budget expense
- To compare the value of the content between different acquisition modes

Cost Per Use on Subscriptions

- In comparison to journal content – annual cost of subscription package /all usage = could be as low as \$0.05 per chapter (typically \$0.50 - \$5.00)
- Cost per *available* title (in comparison with package purchase) - annual cost of subscription package/number of titles in the package – as low as \$0.15-\$0.20 per title
- Cost per use of *used* titles only (comparison with DDA):
 - Total subscription amount = less than 10% of list price of *used* titles only
 - Total amount saved by borrowing the whole collection vs. purchasing on demand **only the used titles** – close to **\$150,000**

Cost Per Use on Purchases

- CPU on individual purchases goes down over time
- Cumulative CPU for (standing order) packages
 - Year 1: Year 1 cost / Year 1 usage
 - Year 2: Year 1 + 2 cost / Year 1 + 2 usage, etc.



NO ACQUISITION MODE IS PERFECT

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Tradeoffs

- High selection flexibility = High cost in both \$\$\$ and staff time
- Good deals often come prepackaged
- Perpetual access is more often DRM free (though not always), and it tends to come at the highest cost and the highest short-term (and even mid-term) CPU
- Low cost typically means (some) DRM and low flexibility

Acquisition strategy decisions

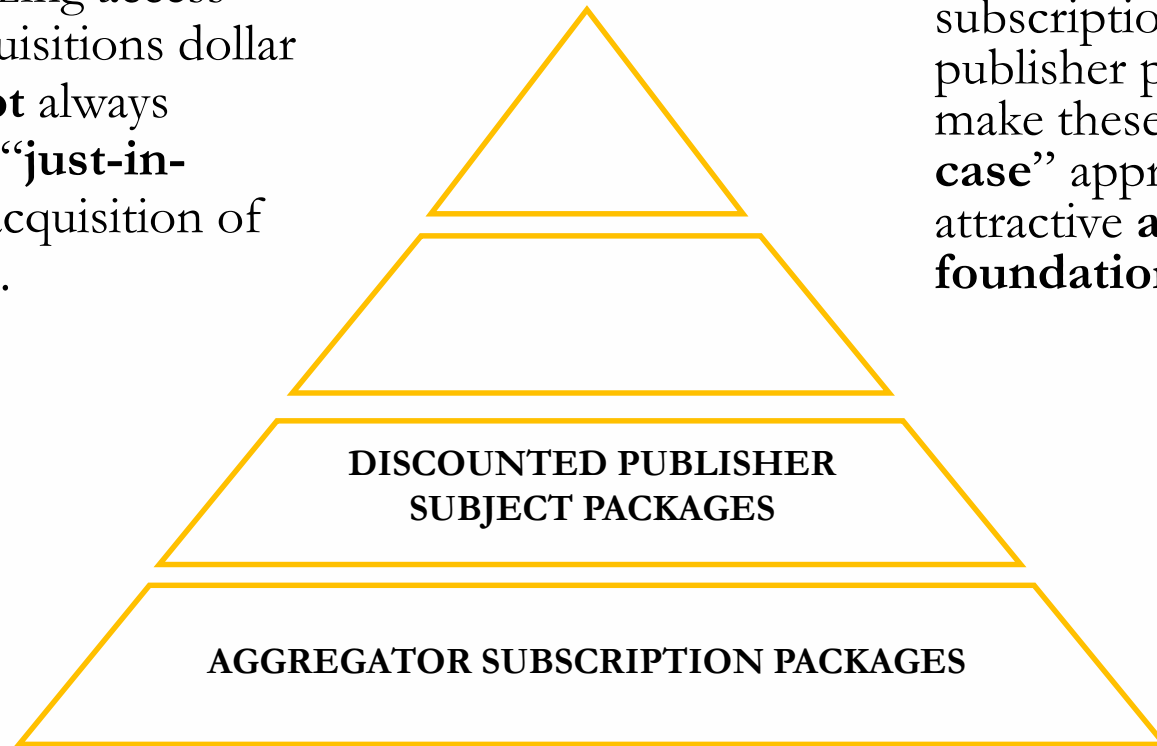
- Which e-book acquisition modes to adopt?
 - What are my libraries values in order of priority?
- How much budget to dedicate to each acquisition mode?

A comprehensive eBook acquisition strategy employs a **combination** of acquisition modes that **maximizes access** while ensuring that users are served as **effectively** as possible over time at a **sustainable cost**.

Recommended strategy

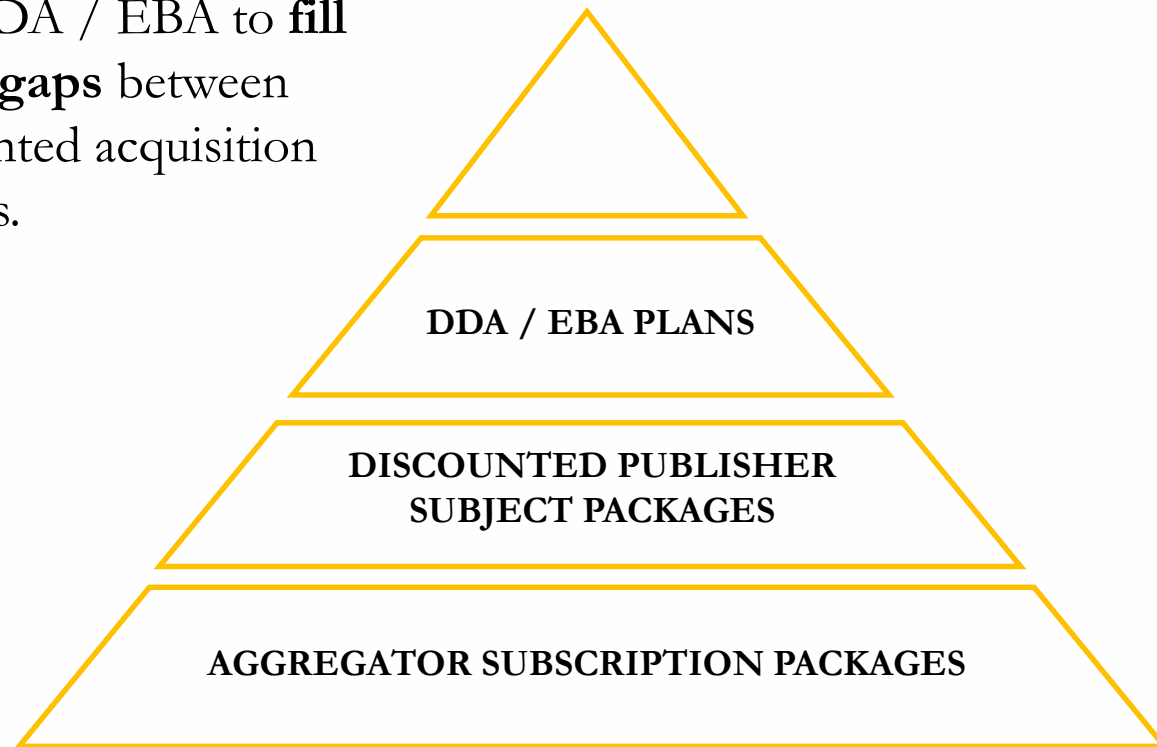
Maximizing access per acquisitions dollar does **not** always require “**just-in-time**” acquisition of content.

Deep discounts on subscription and publisher packages make these “**just-in-case**” approaches very attractive as a **foundation**.

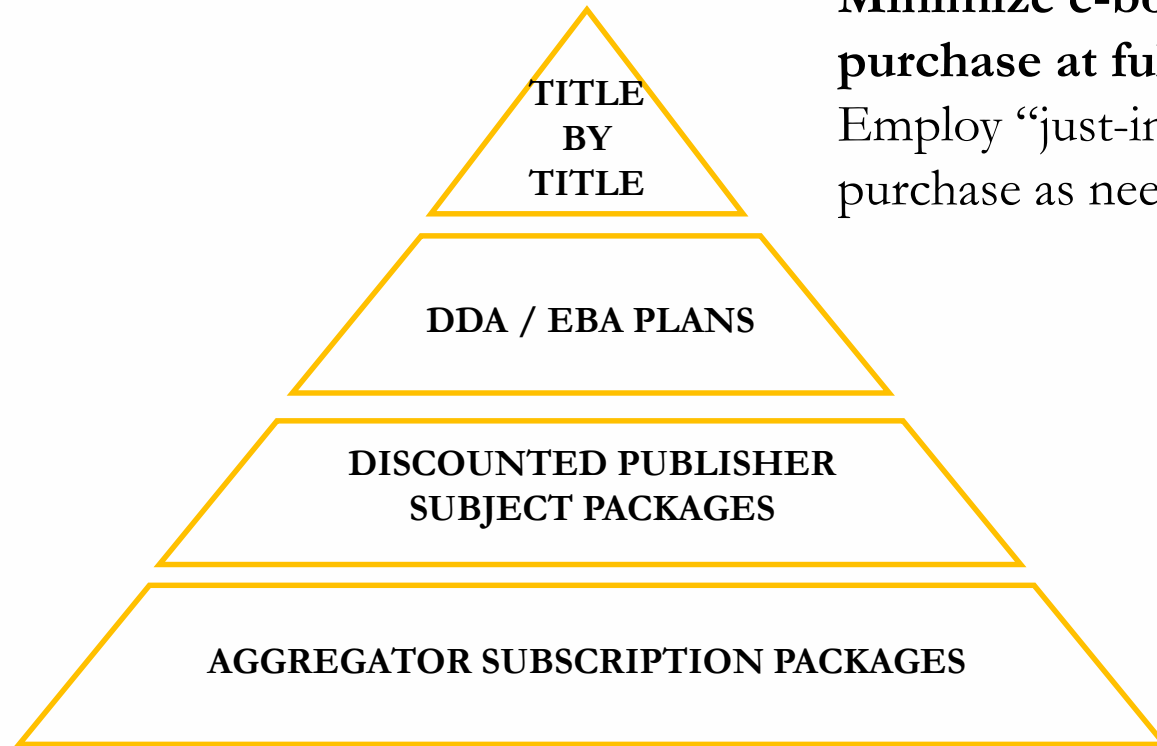


Recommended strategy

Use DDA / EBA to **fill**
in the gaps between
discounted acquisition
options.



Recommended strategy



Minimize e-book pre-purchase at full price!
Employ “just-in-time” purchase as needed.

References

Price, J. and Savova, M. (2015). DDA in context: Defining a comprehensive ebook acquisition strategy in an access driven world. *Against the Grain*, Charleston Conference Issue, 27(5), 20-22. http://scholarship.claremont.edu/library_staff/37/

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Levin-Clark, M., Price, J. and Savova, M. (2015, February). *Making Value Judgments: eBook Pricing for Access and Ownership* - <http://bit.ly/1QW1cQ9>. Electronic Resources and Libraries conference. Austin, TX.

THANK YOU!

QUESTIONS?

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