

# **DPLA Exchange and SimplyE, an open platform for e-content services**

CNI member meeting, Fall 2017

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James English, NYPL  
David Millman, NYU  
Rob Cartolano, Columbia University

**DPLA's mission is to maximize access to our collective digital cultural materials, this includes ebooks**

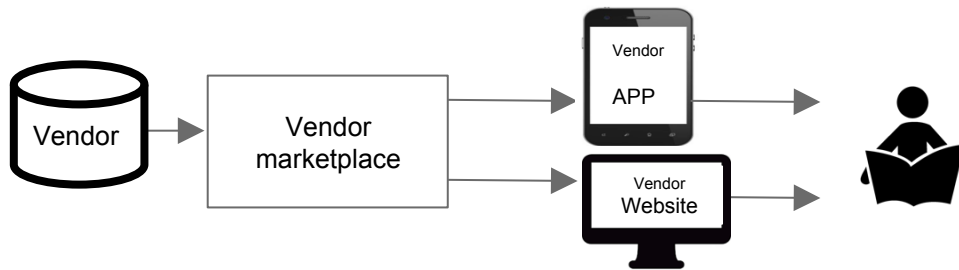


**Ebook market driven and controlled by a handful of vendors, building proprietary solutions, and as a result, reducing access to broad selections of ebooks due to siloed systems, and lack of interoperability**



## Library eBooks began with closed systems (2003-2012)

Library eBook delivery began and is still dominated by bundled and siloed systems in which each component of the technology stack worked only with that vendor's products.



Users had to navigate as many apps as that library had vendors and each was often cumbersome, each requiring 17+ steps

As a result, library users had to discover content from each vendor in that company's web catalog and access it in there reading apps.

Libraries paid (a) for content and (b) platform fees for hosting.

# Hundreds of Libraries came together to join advocacy group READERS FIRST



[OUR PRINCIPLES](#) / [NEWS](#) / [WHO WE ARE](#) / [PROJECTS](#)



A movement to improve e-book access and services for public library users

ReadersFirst is an organization of nearly 300 libraries representing 200 million readers dedicated to ensuring access to free and easy-to-use eBook content.

## Our principles

To achieve a better user experience for library patrons, e-content providers must be willing partners, and offer inter-operable products.

[Read More →](#)

## Why we are here

As readers increasingly turn to eBooks, libraries have a responsibility to provide them with the same open, easy and free access to content they have with physical books.

[Read More →](#)

## Buyers Guide

Giving librarians the knowledge to be more effective e-book providers

[Download Now](#)

## In the News

[Another Way to Support Net Neutrality](#)

Dec 7, 2017



... **Creating awareness and advocating for open standards, have a single voice to create change**

*Welcome to the DPLA Exchange, a marketplace built by libraries for libraries. It allows member libraries to acquire open and licensed ebooks to serve to their patrons.*

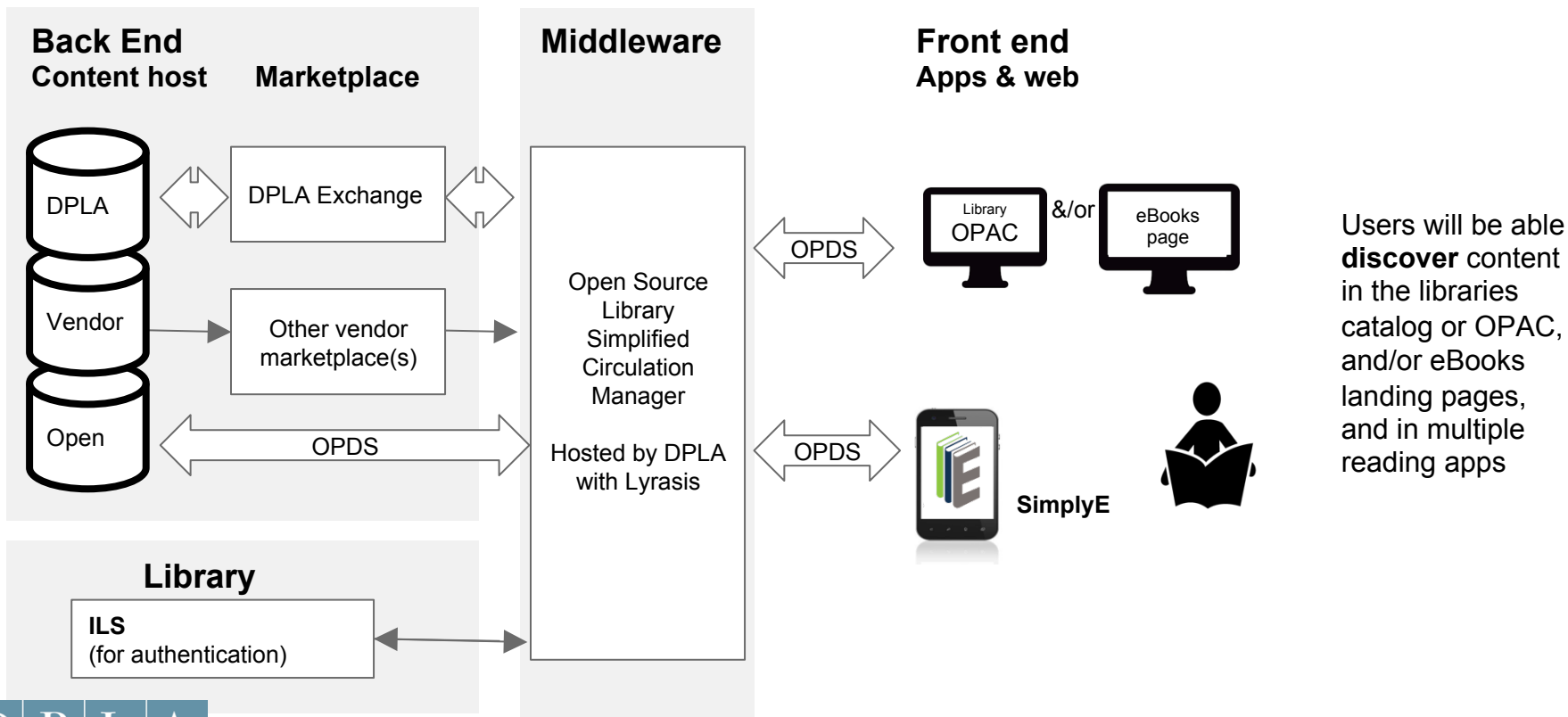
- Continue to DPLA Exchange
- FAQs
- Back to dp.la

DPLA thanks you for visiting exchange.dp.la, and thanks the Alfred P. Sloan Foundation for their generous support that has made this possible.

Questions ? Contact us at [ebooks@dp.la](mailto:ebooks@dp.la)

**Launched exchange.dp.la this fall, a platform for purchasing licensed content and acquiring open content**

# DPLA exchange and SimplyE together create an open, interoperable ebook solution

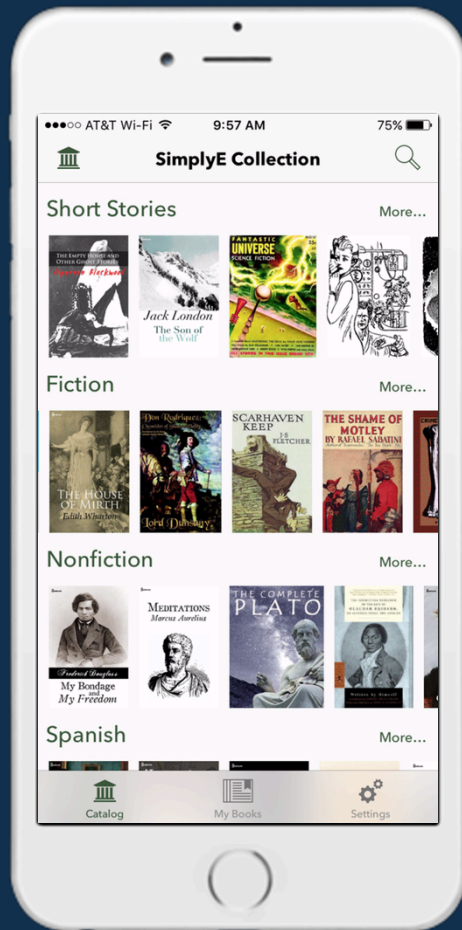


# **Pilot Libraries-small, large, publics, consortiums**

**Testing SimplyE and DPLA exchange, where libraries can select licensed and open access books( from multiple sources) to serve to their patrons through a single platform and mobile app**

- **Carnegie Library of Pittsburgh**
- **Alameda County Library**
- **CALIFA**
- **Connecticut State Library**
- **Yavapai Library Network**
- **St. Mary's County Library**

<https://dp.la/info/2017/10/10/dpla-exchange-offers-library-centered-ebook-marketplace/>

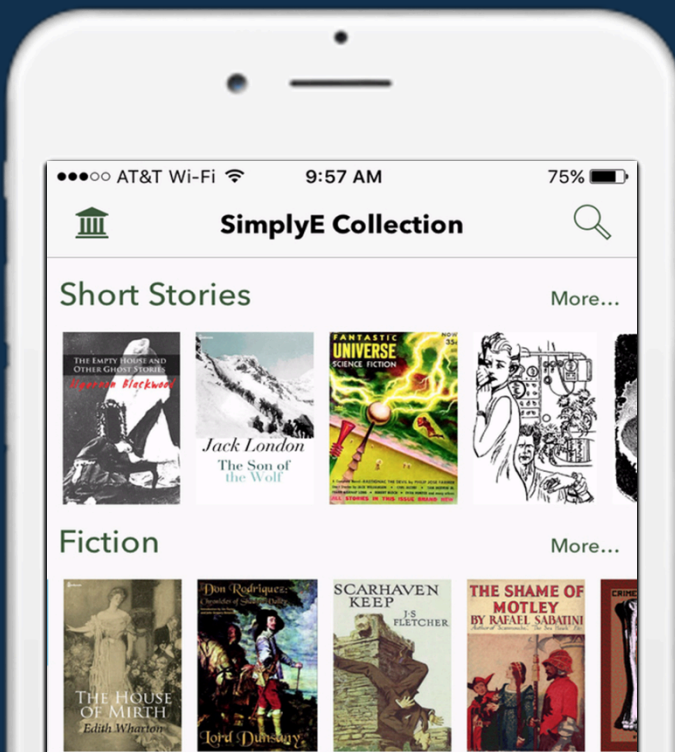


# SimplyE

## The Library E-Reading App



# What is SimplyE?



Middleware



Mobile apps



Web Apps



A community

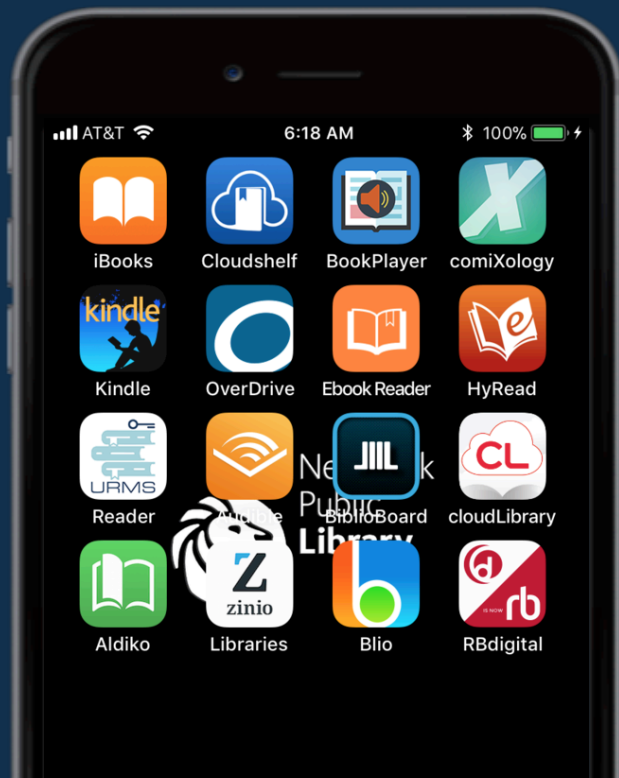


Libraries



A labor of love

# Why SimplyE?



## Content Vendor = App



Inconsistent UXs



Walled collections



Non-interoperable



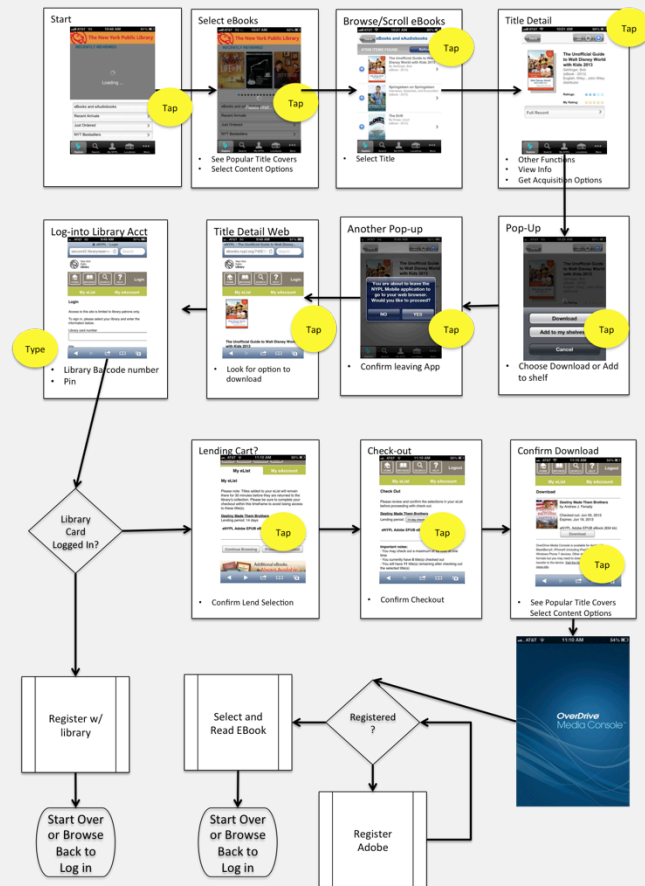
Lack of accessibility



Lack of privacy

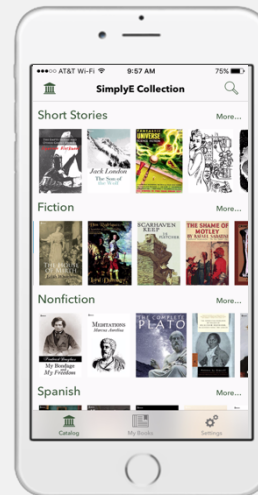
# What SimplyE does

It turns this....

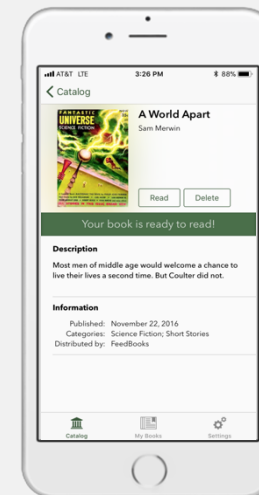


# What SimplyE does

Into this...



Find Books



Borrow or  
Download



Read

**SimplyE does this  
through  
Open Technologies  
and Standards**



**OSS**  
Open Source Software



**OPDS**  
Open Publication Distribution  
System



**EPUB 2/3**



**OSS**

Open Source Software



**OPDS**

Open Publication Distribution System



**EPUB 2/3**



**OSS**

Open Source Software



ATOM

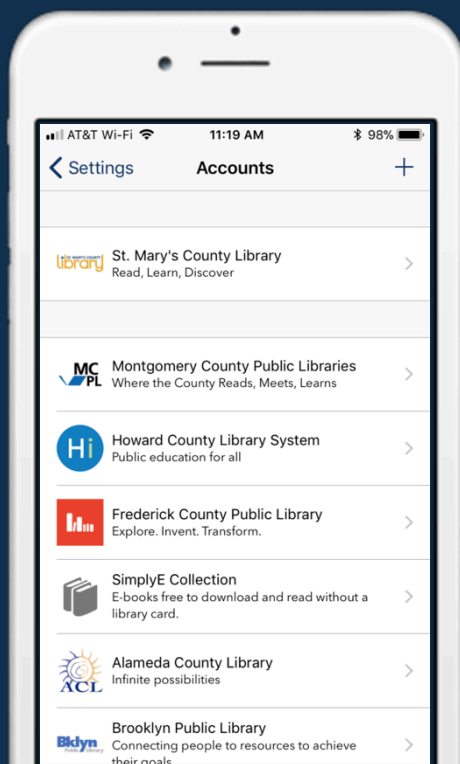
**OPDS**

Open Publication Distribution System



**EPUB 2/3**

# SimplyE Integrations where there is not OSS



## SimplyE - Integrations

ILS (API/SIP) / Metadata

 innovative

 **koha**  
OPEN SOURCE LIBRARY SYSTEM

 EVERGREEN™

 SirsiDynix®

 OCLC®

 **EBSCO**  
INFORMATION SERVICES

Ebook Supply and Host Content

 bibliotheca®

 OverDrive®

 **rb** digital

 axis360

 unglue.it

 PROJECT  
GUTENBERG  
"Fine Literature Digitally Re-Published"®

 **enki**  
indulge your curiosity

 Plympton

 bibliolabs  
exploring knowledge

# ...and growing

# Coming Next



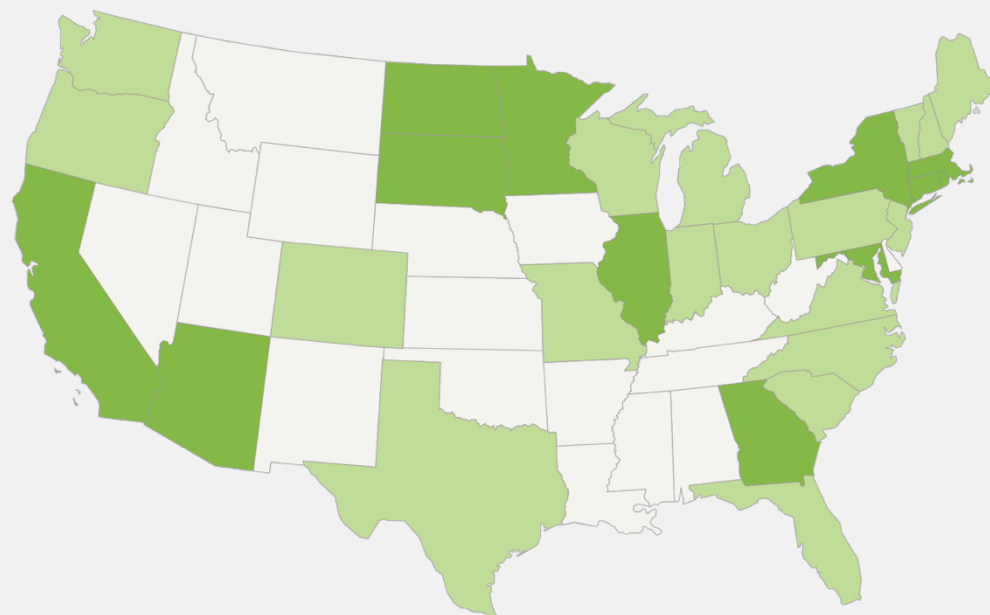
**Audiobooks**



**PDF**



# Open Community Of US Libraries



**...and growing**

## NYU -- Two Parallel Activities

### 1. Enhanced Networked Monographs project

- Open EPUB titles (ca. 100) from NYU Press, U Mich Press, and U Minnesota Press;
- "Radium" EPUB-in-browser;
- "Hypothes.is" annotation;
- "Infloom" semantic network from back-of-book indices;
- Ebook UX research;
- See also [wp.nyu.edu/enmproject](http://wp.nyu.edu/enmproject)

### 2. Library's own Ebook holdings

- Ca. 1.5M;
- Many via Ebook central;
- Simply-E mobile app is also Radium technology.

## NYU -- Research Library Issues for Ebooks

Multipliers of vendor dependencies:

- inconsistent cataloging;
- insufficient discovery (esp P vs E);
- citation/reference variants in access control (proxies, session mgmt);
- variants in license terms (simultaneous use);
- browser-based interface.

## NYU -- Research Library Issues for Ebooks

Insufficient support of actual needs:

- enough licensed copies for reserves;
- single chapters for reserves;
- cut/paste citation into LMS;
- faculty preference for specific editions.

Mobile/app questions:

- OPDS and known-item searching?
- Annotation/markup capacity?
- Integration with LMS/collaboration services?

# **Can we imagine a better Academic Ebook Experience?**

# State of Academic Ebook at Columbia

- Total Online Books - 2,800,000 (see [tinyurl.com/cli-online-books](http://tinyurl.com/cli-online-books))
- Focus on Ten Vendors:
  - 318,000 total ebooks
  - 7.2 million uses in 2017
  - 15,500 purchased in last fiscal year
  - \$947,000 spent in fiscal year ending June 2017

(Ten Vendors: EBSCO, Proquest, Wiley, Springer Nature, JSTOR, Elsevier, Taylor & Francis, Oxford University Press, Cambridge University Press, Project Muse)

# State of Academic Ebook

- Inconsistent user experience - multiple vendors, interfaces, technology
- Vendors developing proprietary web interfaces, proprietary mobile apps
- Licensed and open content is not available via one interface
- Content is fragmented across multiple formats, DRM and non-DRM

It's like the pre-web era all over again. Web technology stunk, but:

- Common data format (HTML)
- Common back-end (web server)
- Common protocol (HTTP)
- Common User Interface (Web browser)

You will need Adobe Digital Editions

You will need Bluefire Reader



PDFs for all chapters will be downloaded in a .zip file

We need the same for Ebooks!

# Academic Ebook “Essentials”

1. **Common Method of Access** - simple, consistent, one login, mobile equal
2. **Local Discoverability** - direct link in catalog with high-quality metadata
3. **Search - Download - Read** - entire book in very few steps
4. **Great Reading Experience** - fast page turns, simple UI, search, TOC, index
5. **Scholar Tools** - citation, portable annotation
6. **Library Branding, Reporting, Administration**

**Library is the Brand:**

<https://tinyurl.com/library-is-brand>



# A Better Academic Ebook Built on Open Standards

**Mellon - Monograph Publishing in Digital Age:** <https://tinyurl.com/mellon-monograph>

**IMLS - Library Simplified:** <http://www.librarysimplified.org/>

**Sloan - Universal Access to Knowledge:** <https://tinyurl.com/sloan-access>

**W3C and EPUB Merger:** <https://www.w3.org/publishing/>





COLUMBIA UNIVERSITY LIBRARIES

# Potential of SimplyE and Open Standards Approach


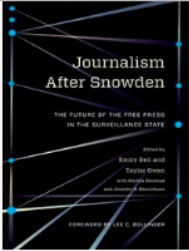
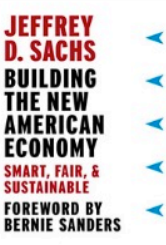
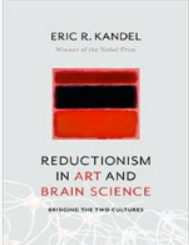
1. **Common Method of Access** - one login, common interface for both open and licensed ebooks, DRM not exposed to end-user, across multiple libraries
2. **Local Discoverability** - direct link in catalog possible
3. **Search - Download - Read** - search download and read in 3 clicks or less
4. **Great Reading Experience** - fast local page turner, easy to use interface
5. **Scholar Tools** - potential via W3C publishing and W3C annotation efforts
6. **Library Branding, Reporting, Administration** - prominent library branding, reporting, consistent administration across perpetual license ebooks, subscription-based ebooks, open ebooks

**We must stop proprietary mobile app proliferation!**

# Let's Create a Great Academic Ebook Experience!

 **Columbia University Libraries** 

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	<p>Cinematic Overtures: How to Read Opening Scenes Annette Insdorf</p>		<p>Journalism After Snowden: The Future of the Free Press in the S... Emily Bell</p>
	<p>Building the New American Economy: Smart, Fair, and Susta... Jeffrey D. Sachs</p>		<p>Reductionism in Art and Brain Science Eric Kandel</p>

# Discussion

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DPLA ebooks: <https://dp.la/info/get-involved/dpla-ebooks/>

DPLA exchange: [exchange.dp.la](http://exchange.dp.la)

SimplyE app: <https://itunes.apple.com/us/app/simplye/id1046583900?mt=8>