



# STRATEGIC E-BOOK ACQUISITION WITH EBRARY & YBP

A Case Study with IUPUI

- History
- YBP & ebrary's Model Overview
- IUPUI's Strategy
- Usage to Back it Up
- Looking Toward the Future
- Q&A

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# YBP History: More Than 40 Years of Experience

- Incorporated as Yankee Book Peddler, 1971, Contoocook, NH
- 1st print Approval Plan, 1974 (Boston College)
- 1st Academic Library Vendor on the Web, 1996
- 1999 Yankee Book Peddler acquired by Baker & Taylor, becomes YBP
- 2005 eBooks in GOBI<sup>3</sup>
- 2006 Initial meeting of the YBP eBook Advisory Group
- 2007 YBP Partners with ebrary
- 2009 eApproval Service introduced
  - YBP and ebrary work together with publishers to increase simultaneous publishing of print and ebook material
- 2009 Baker & Taylor acquires Blackwell North America
- 2010 YBP creates new division focusing on sales, services, and products of digital content
- 2011 Launches Demand Driven Acquisitions Service (DDA)
- 2012 Initial meeting of the YBP Consortia eBook Advisory Group

- Founded in 1999
  - Acquired by ProQuest in 2011
- Variety of models, products, and services
  - Subscription (ebrary pioneered this e-book model)
  - Perpetual archive
  - Patron-driven acquisition
  - Short-term loans
  - SaaS and DASH!
- Offline and online access including mobile apps
- 4,500 customers (primarily academic) serving 19.2M end-users
- Headquartered in Palo Alto, CA, USA

- IUPUI created by legislature in 1969
  - Indianapolis campus for Indiana University and Purdue University
- 30,000+ students (23,700 FTE)
  - Includes professional school libraries
    - All are independent libraries except Herron School of Art
  - Includes IUPU-Columbus
- University Library
  - Current building opened in July 1993
  - Collection is new and a significant part is by gifts
  - 1.3 million volumes
- Monographic budget is approximately \$1,000,000
  - Includes Academic Complete collection

# Strategic E-book Acquisition with ebrary

PA

## Perpetual Archive

Purchase essential titles outright

**Extended Access™ for single-user titles**

Over 420,000 titles. **If this were your only model, it would cost millions!**

STL

## Short-Term Loans

Supplement the collection, no commitment to purchase

PDA

## Patron Driven Acquisition

Expand the selection, only purchase if used

**Extended Access™ for single-user titles (after purchase)**

330,000 additional titles valued

SUB

## Subscription

Affordable base, unlimited

multi-user access and continued growth

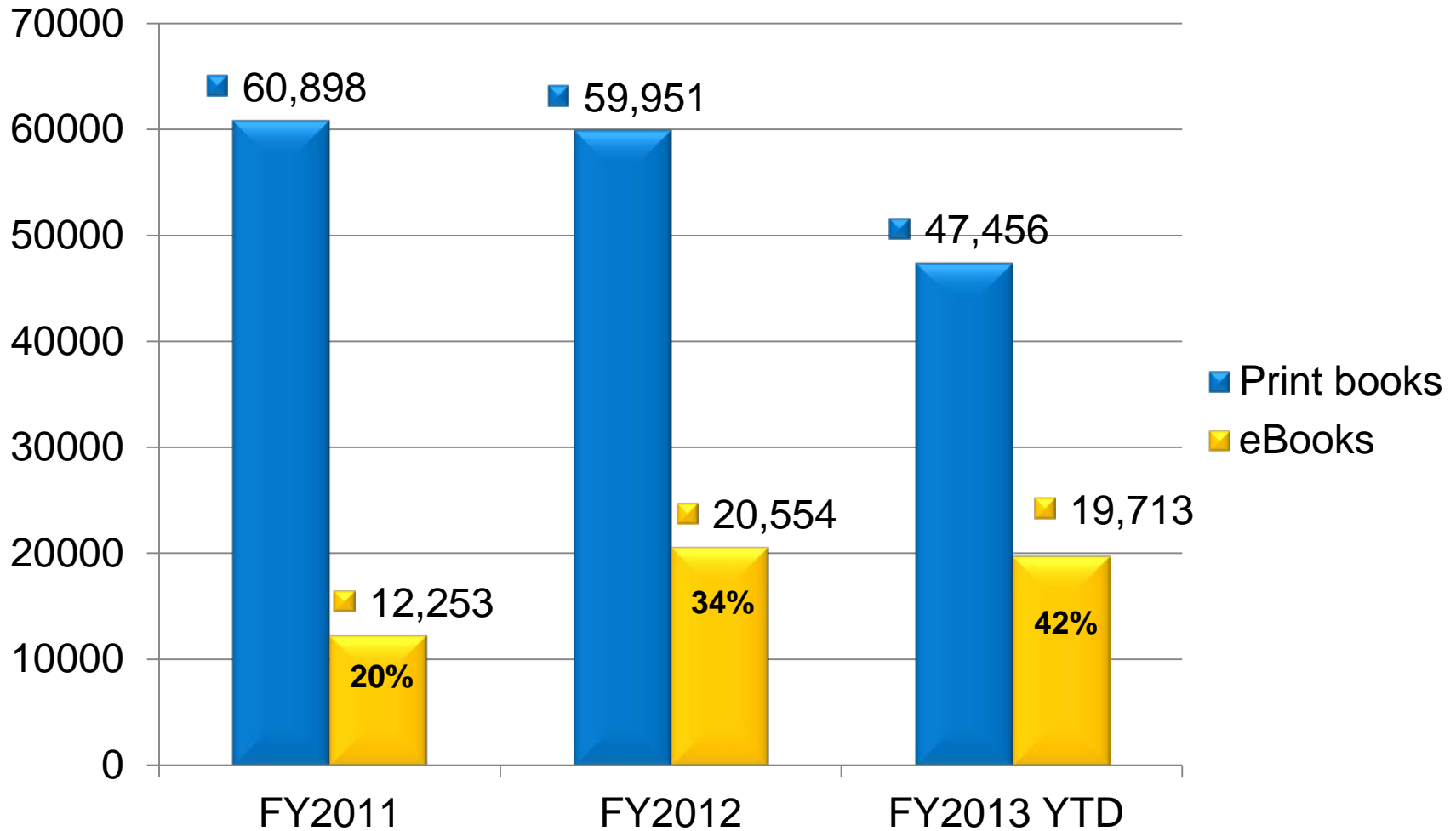
84,000+ titles valued





- **eApproval Plans started in 2009**
  - YBP defines simultaneous publishing of the print and e-book based on an 8 week window
  - YBP will wait up to 8 weeks for e-book version and send to library based on library preferences
  - Availability of simultaneous e-book at 7% in 2009
- **eApproval Plans in 2012: 370 customers set up**
  - Availability of e-book from top 100 publishers increased to 60%
  - YBP and ebrary continue to work with publishers to increase percentage of available e-book content
  - Through our partnership and extensive work with publishers, ebrary has the most content available simultaneously with the print for our Top 100 publishers
- **Demand Driven Acquisitions started in 2011**
  - 180 active customers
  - 1,743,869 DDA Records Sent in 2012

# Digital Content: How Much is There?





# Key Features of a DDA Program

- Integration with existing approval and slip profiles
- Database of appropriate titles
- Ability to select titles in GOBI to be added to DDA pool
- Customized YBP discovery and cataloging records
- DDA status in GOBI
- Acquisitions workflow support
- Duplication control with other YBP purchases
- Electronic invoicing for purchased titles



## E-books have reached the tipping point

ebrary works diligently to sign the top scholarly publishers in the world, with YBP as a core benchmark. Most major academic publishers are now producing e-books and the list is constantly growing.

- Many publishers from YBP's Top 100 & Top 200 lists
- New publishers every month with 100+ new publishers in 2012
- 130 University Presses



## In Fall 2011, Dean of University Library created committee tasked with creating strategy for e-book acquisition

- Committee creation coincided with launch of UPCC
  - UPCC too expensive
  - IUPUI had ebrary Academic Complete as core
  - UPCC content not didn't match our needs
  - Wanted to be able to have users download titles on devices
  - Also wanted to begin to have a “preferred” platform for users
- Decided to investigate PDA/DDA for e-book acquisition

## DDA pilot program with YBP and ebrary – cornerstone of “just-in-time” collection development

- Largely just transferred “slips” profile to PDA
  - Loaded 14,000 MARC records into catalog for 2-year retrospective
- Parameters
  - MUPO preferred
  - 3 STL
  - 7 day STL
  - Did not de-dupe for print
- Pilot program went live in September 2012



## Overview

- \$16,000 spent in purchases & STLs
- 644 triggered events / 535 unique titles
- 60 were purchased on 1<sup>st</sup> trigger
- 475 titles had STLs
  - 79 had a 2<sup>nd</sup> STL (16.6%)
  - 23 had a 3<sup>rd</sup> STL (4.8%)
  - 7 had a 4<sup>th</sup> STL triggering purchase (1.5%)



## 7 titles purchased after 4 triggers

STL cost	\$308.76
List Price	\$793.88
<b>Total</b>	<b>\$1,102.64</b>

## 396 unique titles triggered STLs without purchase (so far)

STL cost	\$7,723.77
Retail cost (SUPO)	\$36,861.57

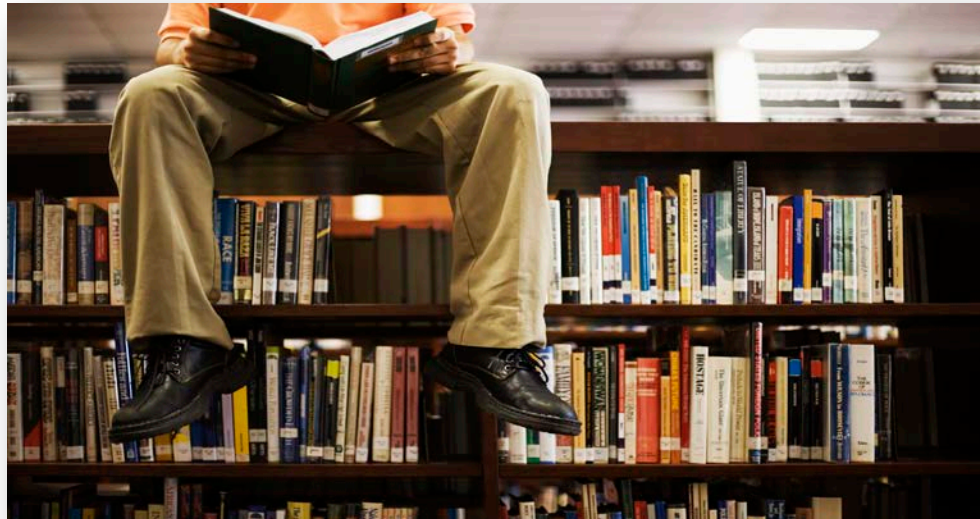


## Broad Subject Coverage

- Political Science
- Psychology
- Social Science
- Business & Economics
- Language Arts
- History
- Education

## Print or Electronic?

- Did not de-dup for print
- 139 triggered events for titles with print record in catalog
- 83 of these were on the shelf



# Diversification is Key

Customer usage data shows that diversifying models is key to providing value to both the library and the user. Comparison shows increased cost and decreased usage after subscription was canceled:

2011

Period	Model	# of Titles Used	Total Spend	# of User Sessions
7/2011-12/2011	PA/DDA	784	\$101,291	3,586
7/2011-12/2011	SUB	5,620	\$32,234	18,212
TOTAL		6,404	\$133,525	21,798

2012

Period	Model	# of Titles Used	Total Spend	# of User Sessions
7/2012-12/2012	PA/DDA	2,899	\$225,923	8,281

Both YBP & ebrary have long vast amounts of usage & other data... what does this mean for the future?

- Help shape profiles
- Analysis of collections
  - User behavior, needs, and trends
- Automation of analyzing the data
  - Recommendations engine





Q&A

THANK YOU!