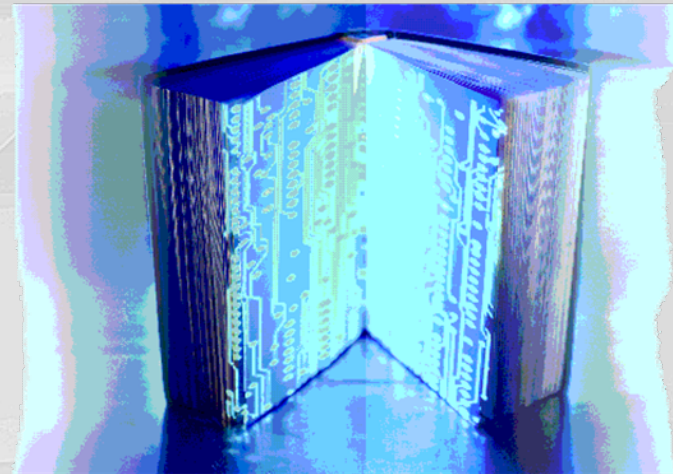


The Future of eBooks?

Will Print disappear? An end user perspective

Dr. Olaf Ernst
President eProduct Management & Innovation



9th International Bielefeld Conference | Bielefeld
February 2009

Good Morning



Outline

- What is a print book?
- What is an eBook?
- What do End Users say?
- Does eBook sales influence print book sales?
- Conclusion

What is a print book?

- A book is a set or collection of written, printed, illustrated, or blank sheets, made of paper, parchment, or other material, usually fastened together to hinge at one side. [..] (*wikipedia.org*)
- Usable without any electronic devices
- Exists physically
- Findable because of cataloguing (keywords)



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What is an eBook?

- Digital representation of printed material
- Available in PDF and/or HTML, etc.
- Can be fully indexed
- Can be fully searchable (OPAC, google, publisher platform, etc.)
- Readable on any PC, eReader or PDA
- **eBook chapters are findable because of metadata!**



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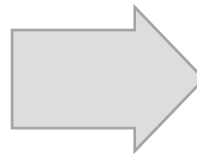
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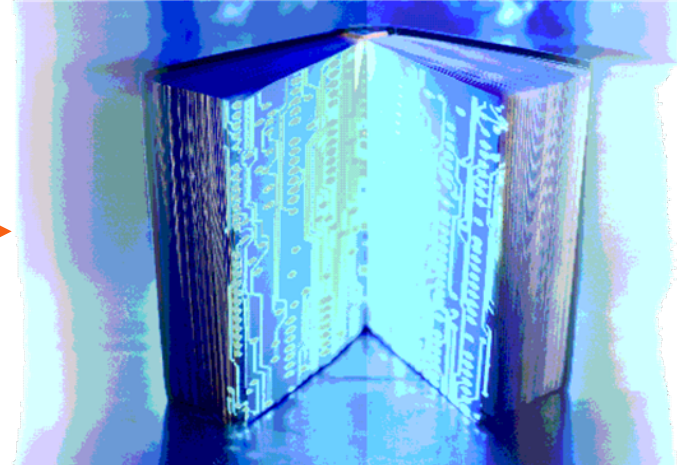


Online database model

eBooks + print books = more research

eBooks vs Print Books – some differences

Print book	eBook
Availability depending to library opening hours	Available 24/7
1 copy can have 1 user at a time	1 “copy” can have multiple users at a time
Title can be found through catalog	Content can be found through fulltext search AND catalog
Easy for reading cover to cover	Reading from computer screen sometimes perceived as difficult



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What do end-users say?

- [...]Instead of going through the hassle of tracking down a specific work of inquiry and checking it out, **eBooks provide an easily accessible way** of accessing said work at my own convenience and leisure. Also if at any time I need to make a copy, as long as I have access to a computer and printer, eBooks make it very easy. *User at University of Illinois at Urbana –Champaign*
- With eBooks you can **find much faster relevant content** by searching for keywords. You can use them **anytime and everywhere**, in contrast to library-provided books, which are often not available when you need them *User at university of Muenster*
- **I can carry and read [an eBook] everywhere!** I can put it on my small laptop or PDA and finish my literature research while traveling on the train *User at CWI Amsterdam*

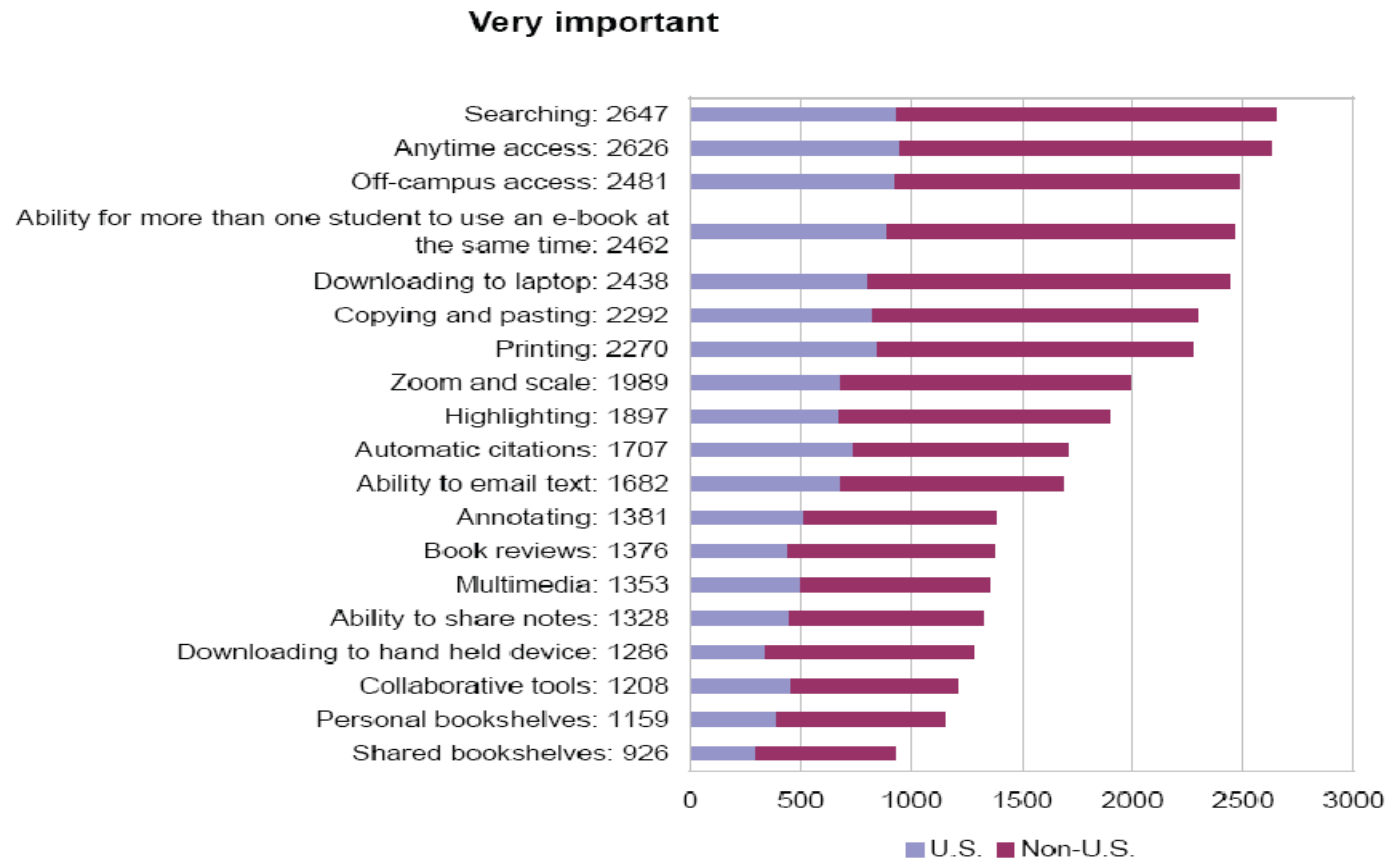
Springer White Paper: eBooks – The End User Perspective

What do End User say? (continued)

- **eBooks are great for research. Cover to cover: print rules** *User at university of Turku*
- In general I find eBooks more useful in instances where I ‘use’ (**find specific data**) rather than ‘read’ (**from cover to cover**) *User at University of Illinois at Urbana-Champaign*
- Access to more eBooks is always welcomed in the research world, even when **print books are still preferred for heavy reading**. Instant access to information is increasingly important and advantageous *User at University of Illinois at Urbana Champaign*
- **I don’t need to wait for eBooks to be returned to the library.** It’s faster to find specific information by using [the] search option instead of flip-flopping pages. *User at University of Turku*

What do End Users say? (continued)

13. How important are the following features to e-books?

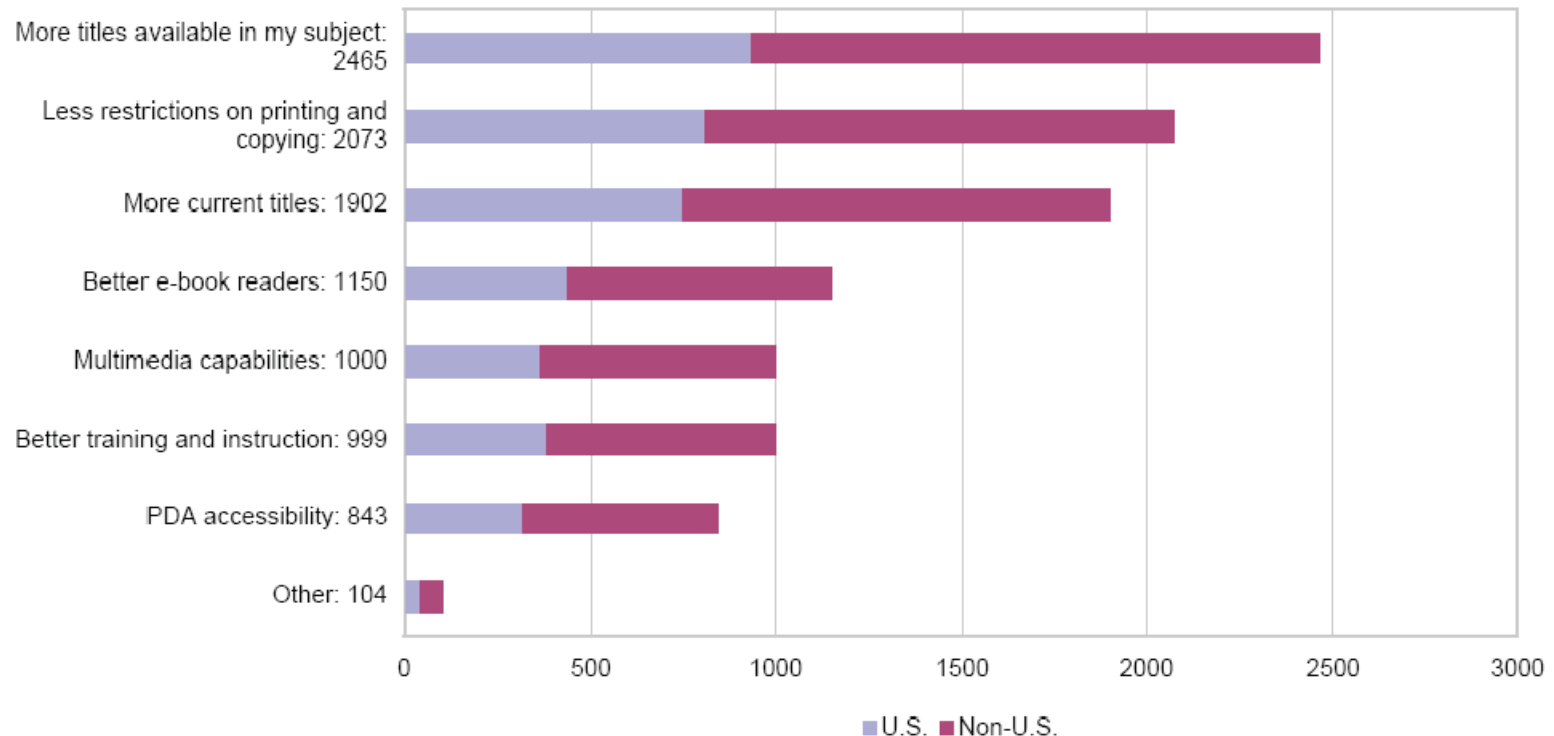


Total number of respondents: 3039

Source: 2008 Global Student eBook study: eBrary

What do End Users say? (continued)

14. What do you feel would make e-book usage more suitable for use in your area of study?



Total number of respondents: 3038

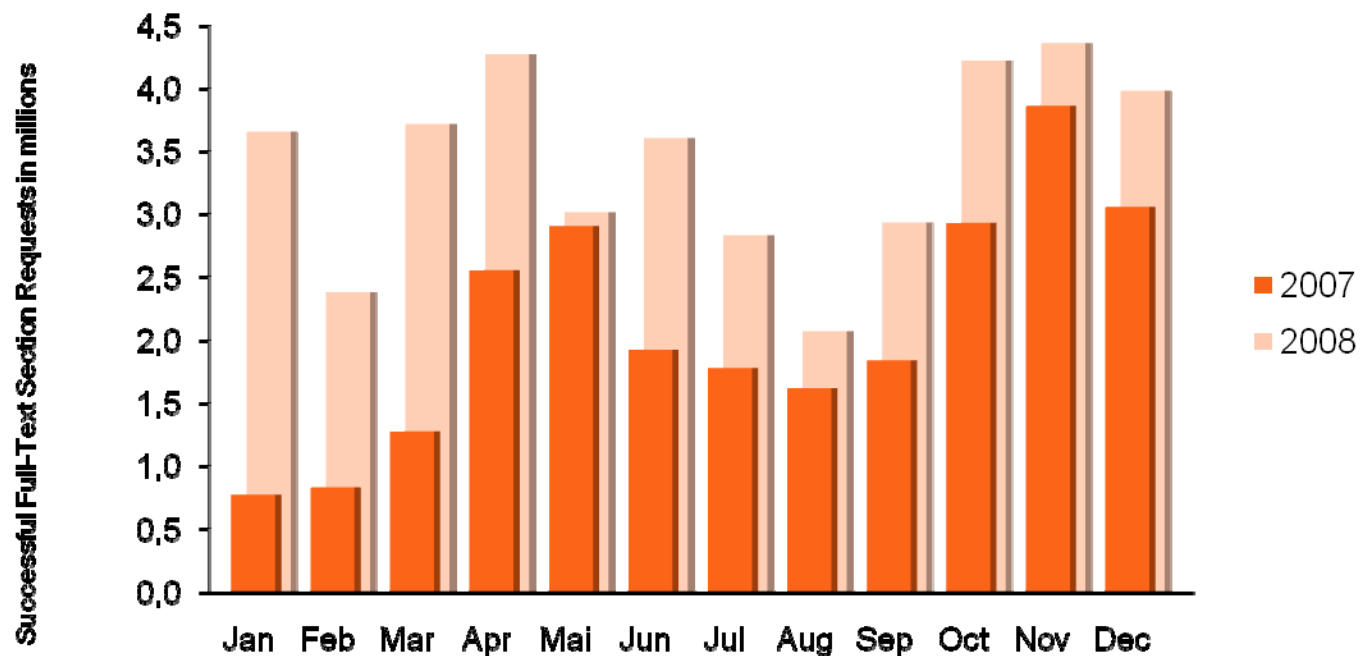
Source: 2008 Global Student eBook study: eBrary

“The latest CIBER research suggests that eBooks will be the next publishing success story, although demand here could be even more spectacular, simply as a result of the enormous size of the student population, hungry for highly digested content.”

*CIBER: Information Behavior of the
Researcher of the Future; January 2008*

Full-Text Section Requests (COUNTER Book Report 2)

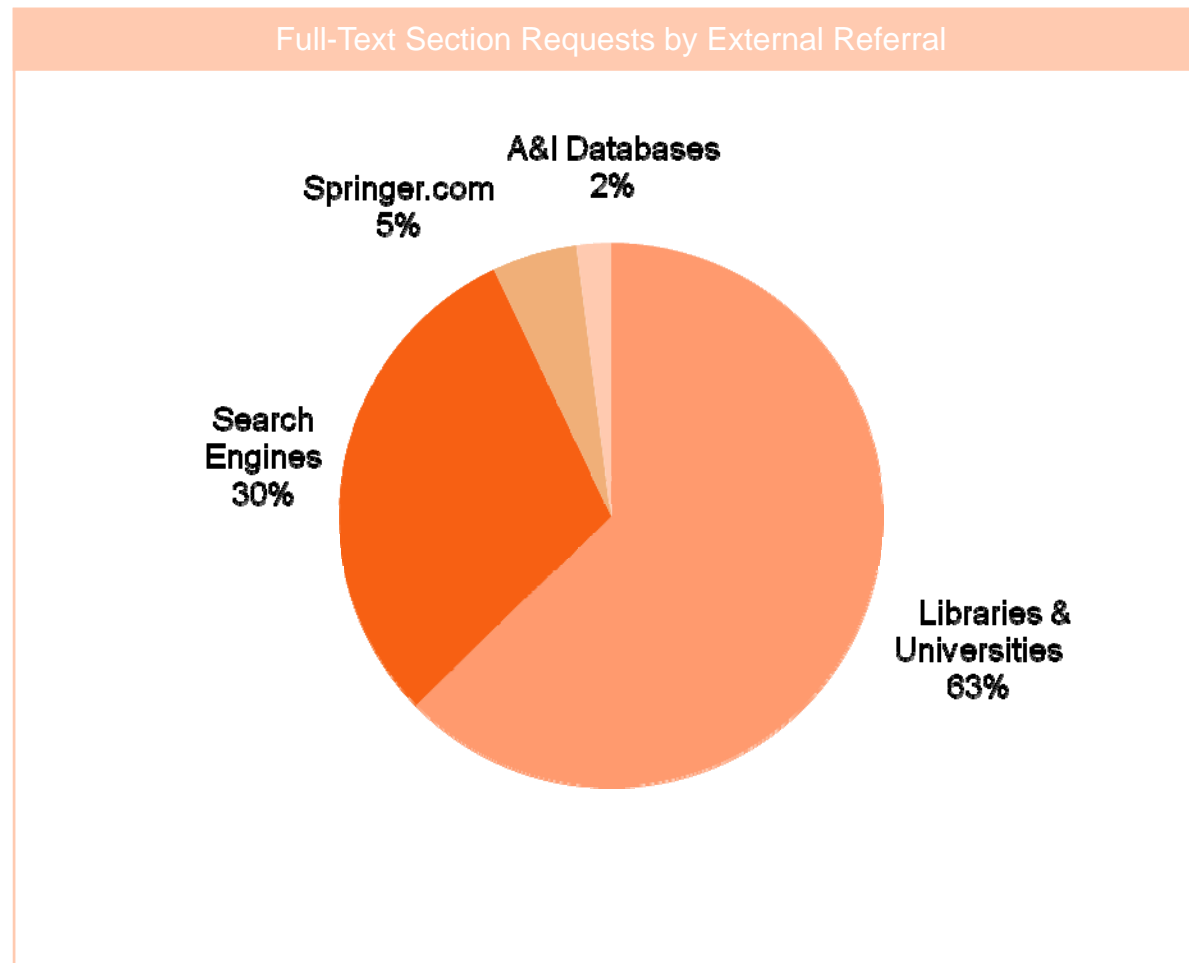
SpringerLink Full-Text Section Requests 2007-08 (in millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2007	0,8	0,8	1,3	2,6	2,9	1,9	1,8	1,6	1,8	2,9	3,9	3,1
2008	3,7	2,4	3,7	4,3	3,0	3,6	2,8	2,1	2,9	4,2	4,4	4,0

(Source: MetaPress)

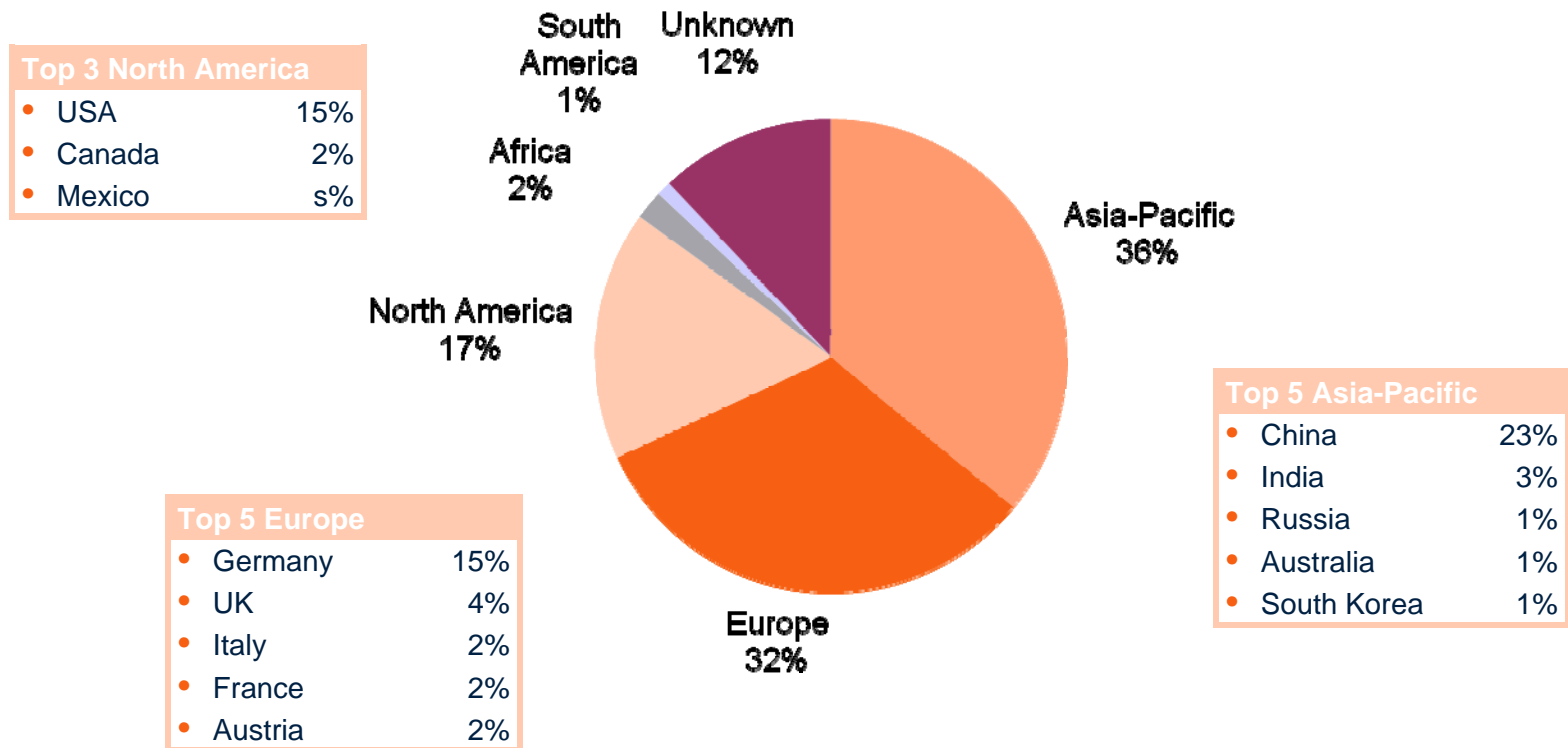
Full-Text Section Requests by Visitor Referral



(Source: Coremetrics, April 2008, excluding Direct Loads and Internal Referrals)

eBooks Visits by Geography

eBooks Visits by Geography

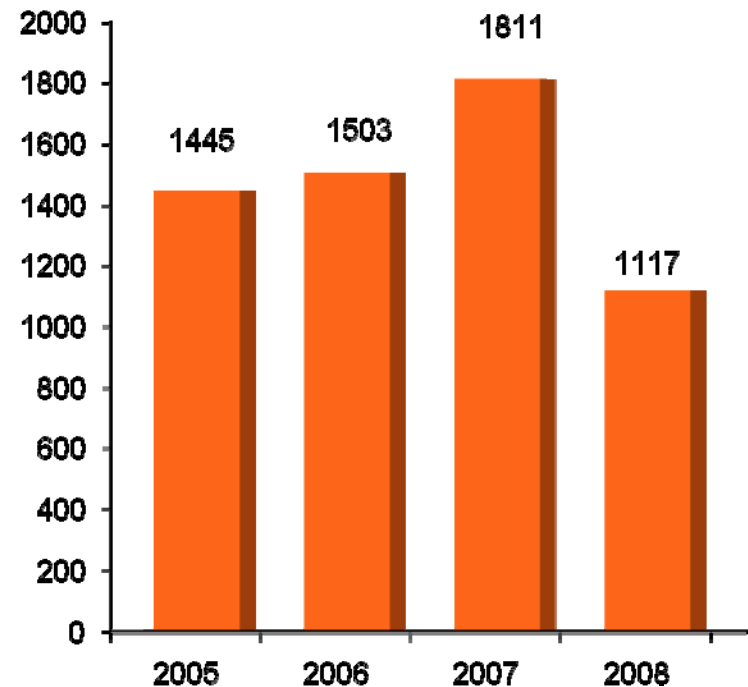


(Source: Coremetrics, Jan–May 2008)

Usage by Copyright Years

- Unlike for journals content, the age of book content seems not to play a very important role. Books from 2005 were used almost as frequently as books from 2006 and 2007.
- Books from 2008 were downloaded less often in 2008 since they were uploaded on SpringerLink in the course of the year and were not available for the full twelve months.
- These data are quite consistent with data we see at Google Book Search. It seems that in an 'online search environment' the age of a book is only of minor importance.

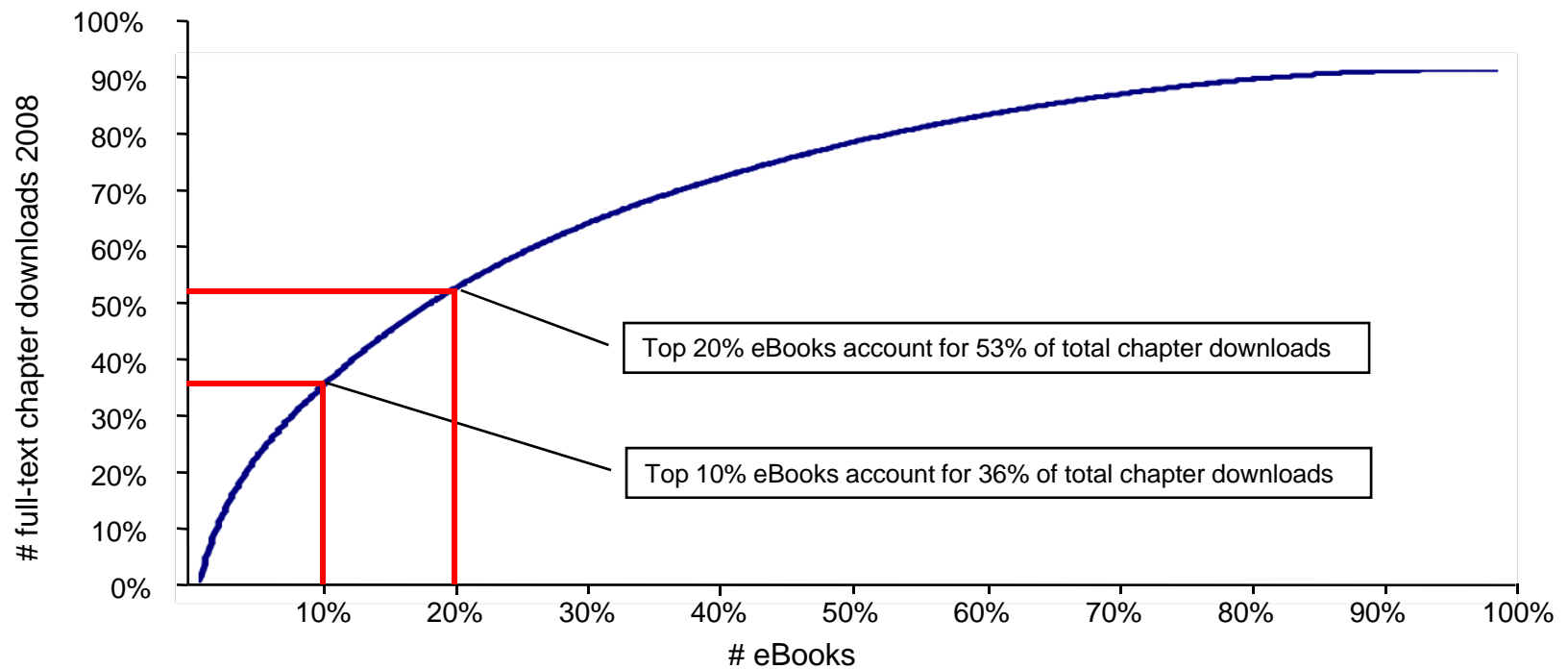
Average eBooks Chapter Downloads 2008
by Title and Copyright Year



(N = 12,953)

Distribution of Usage (2)

Springer: Distribution Full-Text Downloads

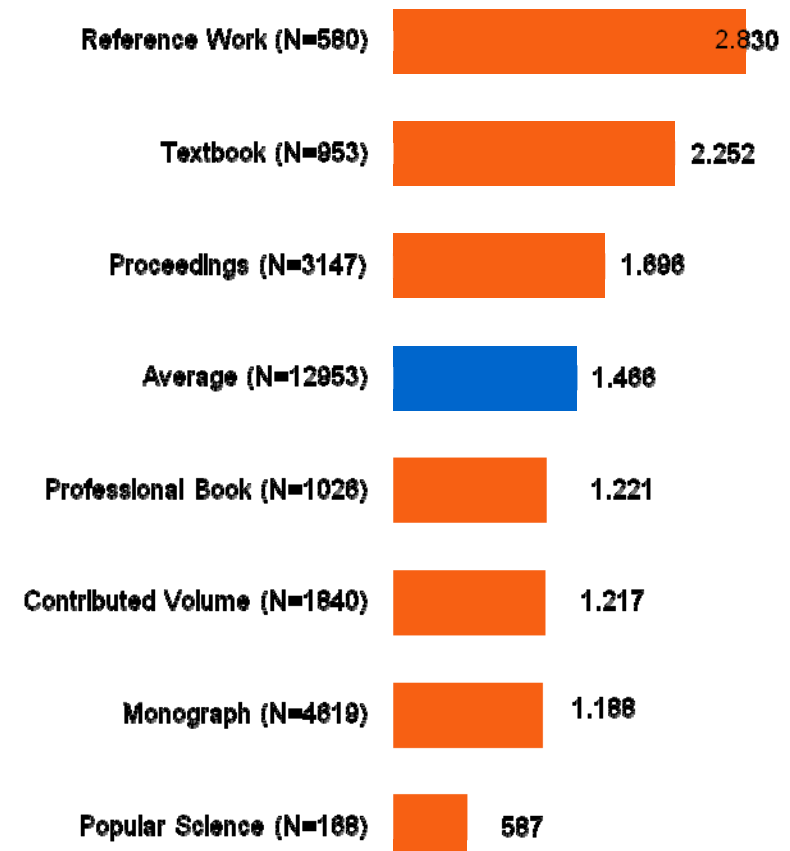


(N = 12,953)

Usage by Book Type

- Reference Works and textbooks are the book types with the highest average download figures.
- Proceedings, professional books, contributed volumes as well as monographs follow with some distance.
- Popular Science books had the least usage.

Average eBooks Chapter Downloads 2008
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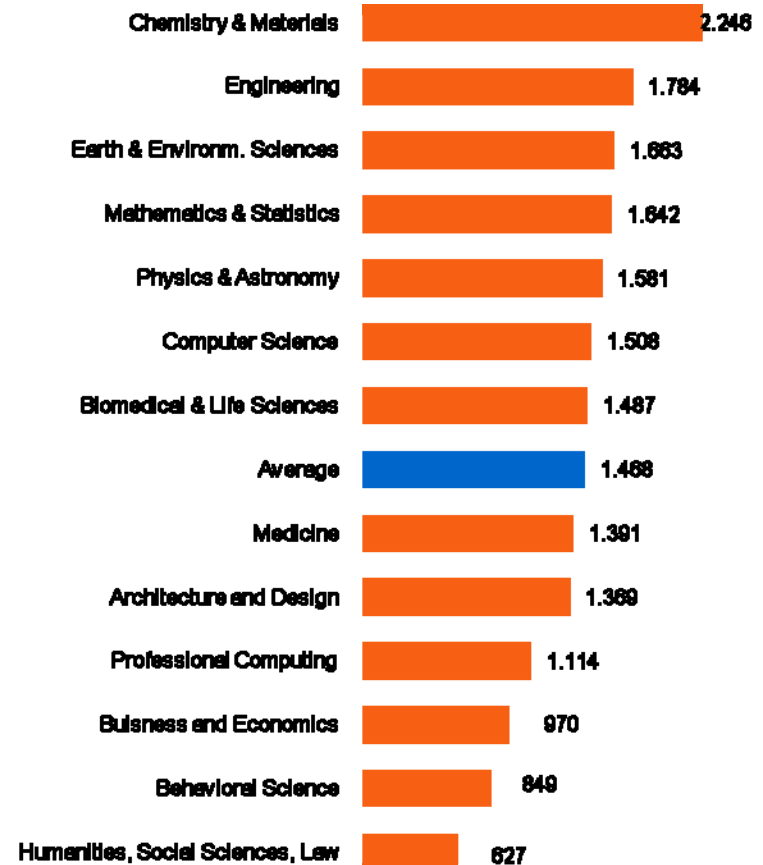


(Only major categories are shown; Reference Works include Encyclopedia, Handbooks, and Reference Works)

Usage by Package – English Language Titles

- By disciplines, there is a relatively homogenous picture across the STM disciplines. But there is one exception, Chemistry & Materials Science which has the highest average download numbers. This is partly due to the frequently used Springer Handbooks series, from which quite a few titles belong to this segment.
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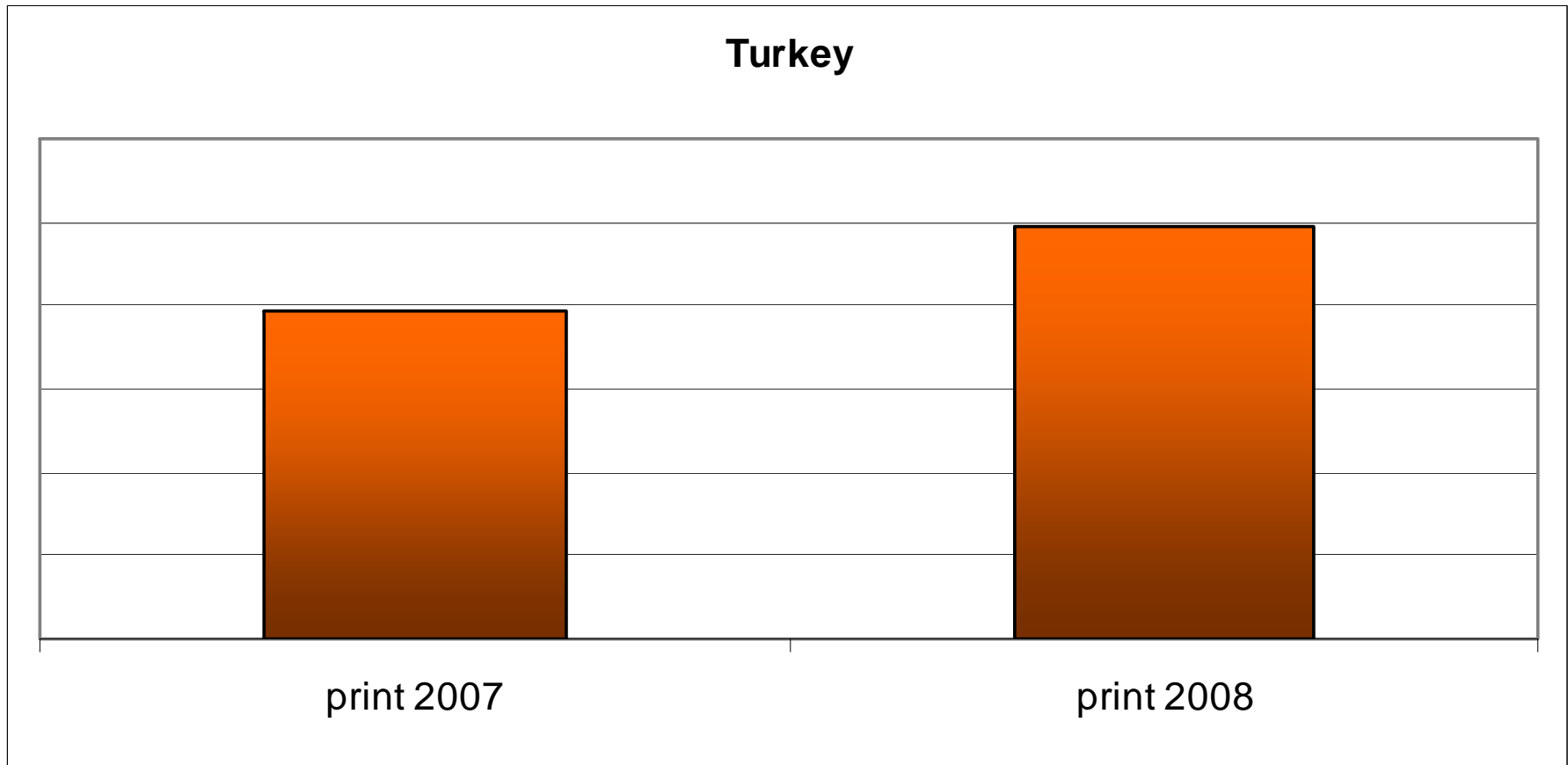
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- What is an eBook?
- End Users and Librarians
- Does eBook sales influence print book sales?
- Conclusion

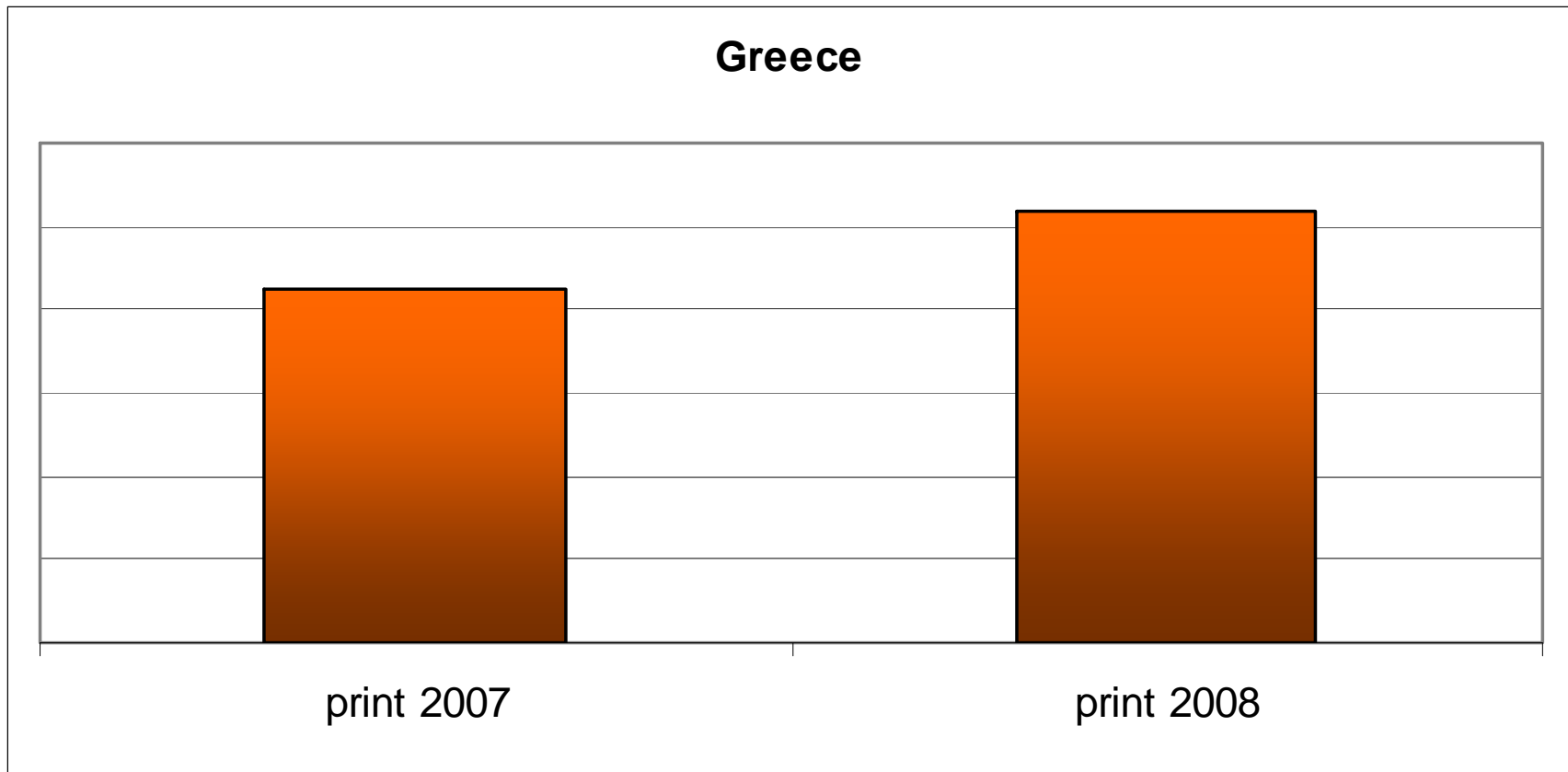
eBook sales vs Print book sales @ Springer

- Analysis of Springer (e)Book sales 3 countries:
 - Turkey
 - Greece
 - Germany
- These countries have national consortium Springer eBook purchases, or high (Springer) eBook penetration
- Looking at print book sales development

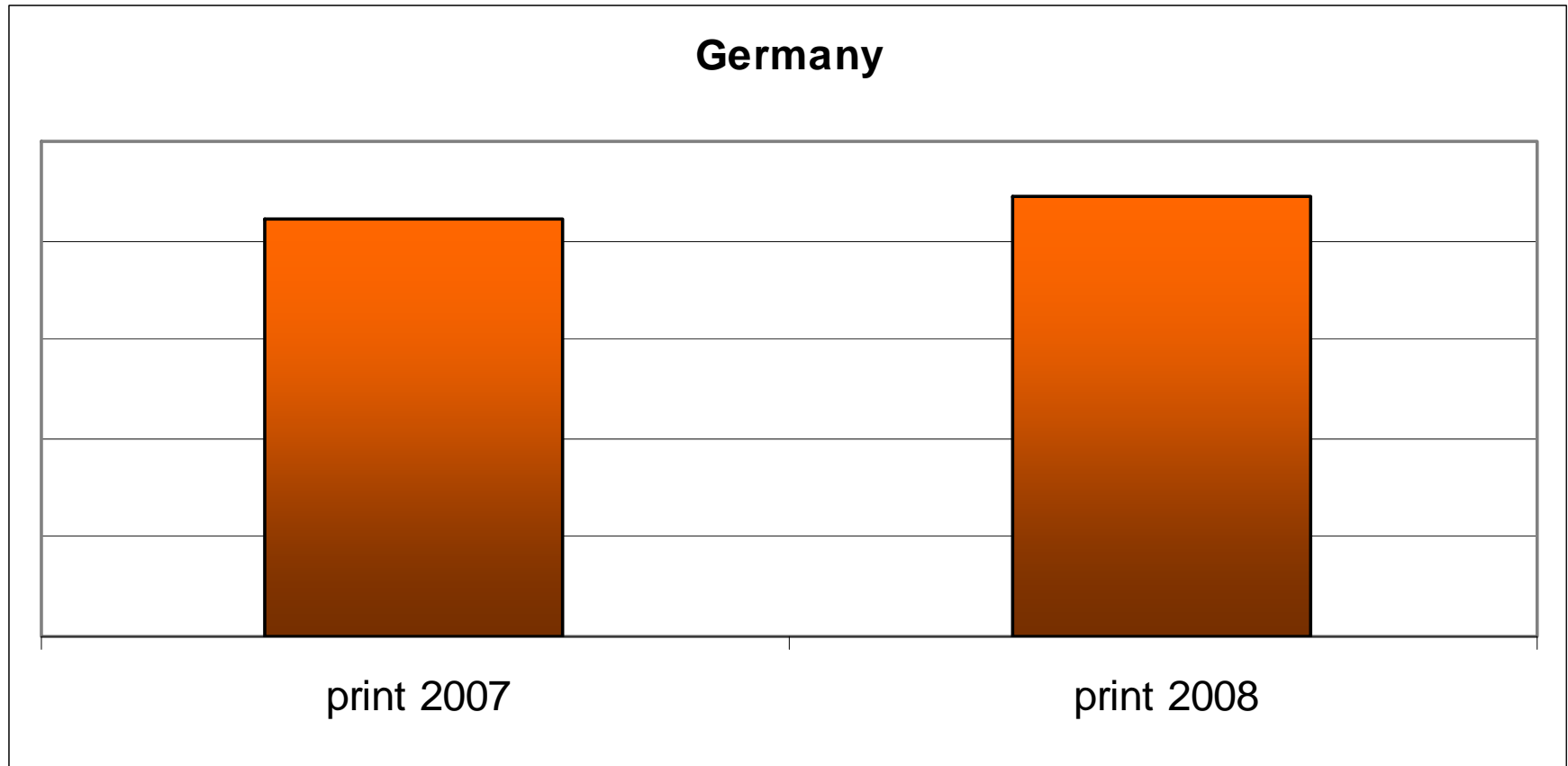
Turkey – Springer print book sales



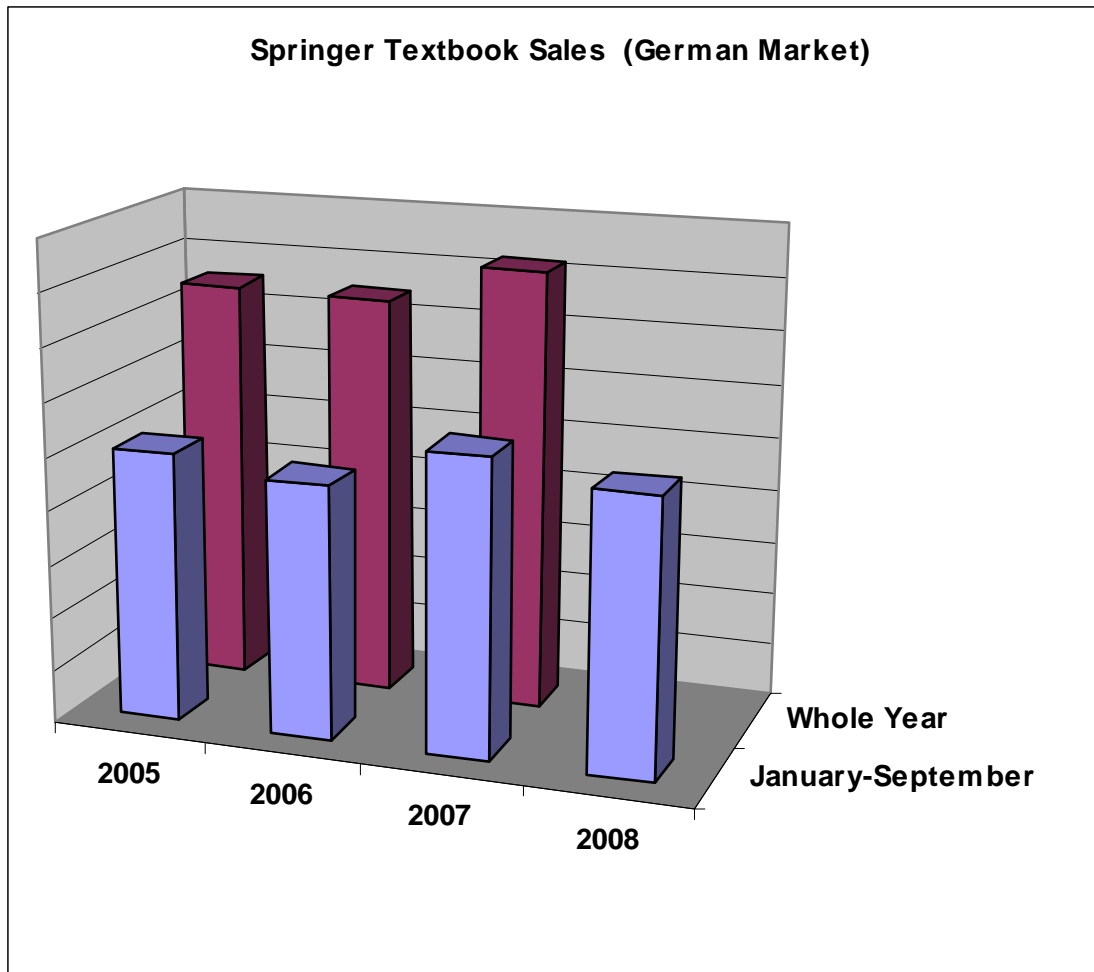
Greece – Springer print book sales



Germany – Springer print book sales



Germany – Springer print textbooks sales




- Textbook sales did not show decrease in Germany

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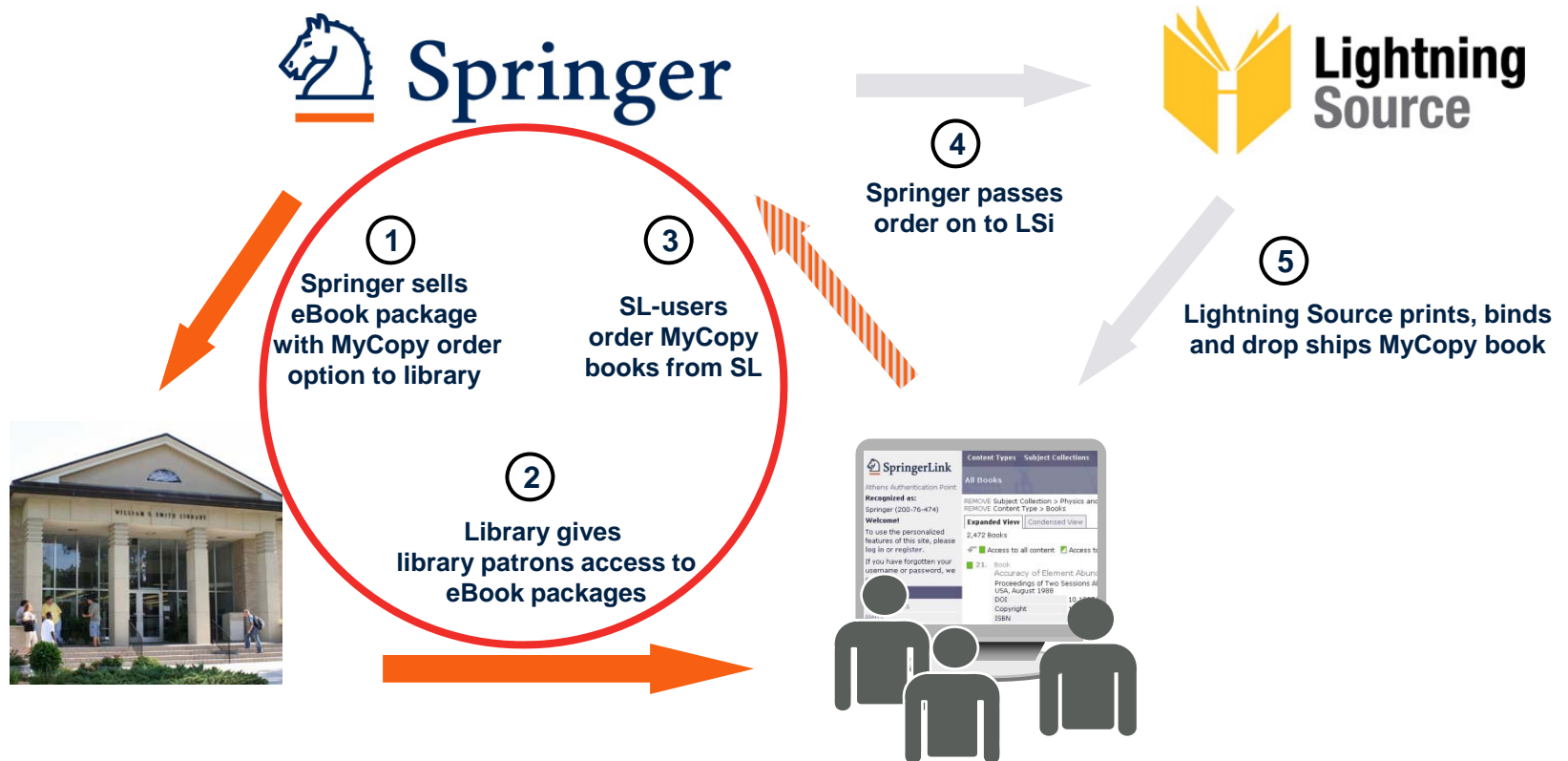
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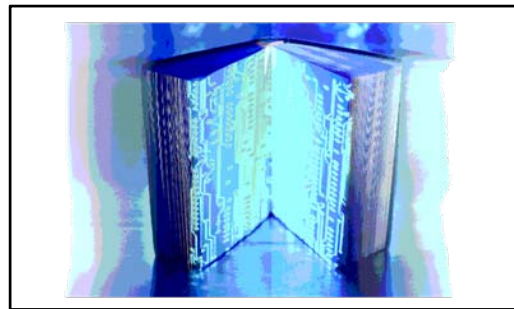


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Conclusion

- End Users are convinced about the success of eBooks
- Reading from computer or PDA screen is perceived as difficult
- Print books are still preferred for cover to cover reading
- eBooks have many advantages to offer, however print will not disappear.
- eBooks exist next to print books (MyCopy)!



Print books are here to stay – eBooks will enhance access to more science & research

Thank You! Questions?

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