E-BOOKS: TEN QUESTIONS

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1. Will e-books replace paper?

In the digital generation people are curious, passionate and some times reluctant about e-books

Growth of Digital Information
93% information in digital form
(*Lee, K., Guttenberg, N. and McCrary, V .* **2002**)

In 10 years everything get delivered in an electronic form.
[Steve Ballmer, CEO, Microsoft]

Print Books – In US, tripled last 5 years (Bowker)
E-books – 30% to 40% growth (Nik Bogaty, IDPF)
Journals – 10 millions articles in a year (Jha, 2001)
Online and Newspaper ratio: 8:1 articles (Carlson,03)
Webpage – In UK, every 2 sec. (Schaffner, 2000)

E-books are supplement to printed books

Publishers emphasis on e-books production

Libraries become Paperless Offices

Library shelves become empty

E-books has increased efficiency and electiveness

E-books connecting wider audience

Multiple content and user can accessibility in e-book platform

Majority of e-books available on cloud

New York Publishers are using free e-book content to help promote print sales

E-book authors get royalties can range from 30–70% than print 10-20%

E-Books increased by 169.4% print declined by 24.8% while comparing to 2011 Vs 2010 (*AAP, Thursday, 14 April 2011*)

However, over the past five years paper consumption has jumped 13 per cent in the United States, with 1,000 billion pages pouring out of computer printers annually.

e-books on cloud

Readers	Authors	Publisher
Prefer printed books while its touch, look, size and colour	Prefer to publish in traditional book format	Publishers reluctant to put content online because of concerns about piracy, and the risk that it might undermine sales of their traditional print editions

2. Will e-books increase readership?

Impact of reading rather than form of reading is the matter. But, reading should be the ultimate satisfaction and benefit of the clients.

Major Attractions

- **Construction – design new readers, formats, interface and content**
- **Content - Quality and updation**
- **Coverage of content**
- **Search and retrieval**
- **Content sharing**
- **Content delivery mechanism**
- **Culture of creating reading awareness and habits**
- **Creating comfortable environment**
- **Cost - creating new business models**

Many scientists strongly attached to the 'look and feel' of the printed page

Bharathidasan University has bagged 'Best Usage Award' among Indian universities for 2010 from Springer eBooks and e-Journals, with 1,91,000 downloads of Springer content.

By April 2010, Apple's iBooks some 180 million books have been downloaded

Device(s) on which library users most often read ebooks...	
Personal laptop/Computer/Netbook	84%
Library computer	70%
Other portable device	22%
Dedicated ebook reader	12%
Don't know	9%
Other	1%

Source: LJ/SLJ Survey of Ebook Penetration & Use in U.S. Academic Libraries

3. E-books is an opportunity or risk?

Every system has good and bad; need comfort and benefit out of it

Opportunity

- Environmental friendly
- User friendly
- Any time, anywhere access
- Unique interface for easy to browse, search and retrieval
- Easy to store and organize
- Easy to use multiple documents at once
- Provide current information, clear graphics and images.
- Easy to ready
- Easy to cite
- Easy to share
- Ability to highlight
- Ability to take notes
- Easy to print or photocopy
- Quick reference
- No distribution costs
- Eliminates theft
- Support for distance education
- Space savings
- Lending e-books online
- Self-publishing

Risk

- It is threat for print publishers, aggregators, distributors and vendors
- Readers who are habitual of reading printed books
- No universal format
- Lack of standardized licensing
- Usually need internet access
- More difficult to navigate between pages
- Software and hardware (e-reader device) costs
- Lack of user education
- Publishers worry about piracy and revenue

4. Will e-book cost more than print?

e-book costs go beyond production, including the cost to acquire content from a writer, the cost to promote the book, and even the cost to sell the book.

Analysts estimate that Amazon will have sold 314 million e-books for the Kindle in 2011 alone – Carl Zimmer , Nature , 2011

The New York Times   March 1, 2010

The Economics of Producing a Book

A composite — and necessarily simplified — look at what it costs to make a book, both in print and digital form. Numbers are based on interviews with several publishers and consultants who work with the publishing industry.

APPROXIMATE PUBLISHER'S COSTS AND PROFITS

	For a **hardcover book**, list price $26.00	For an **e-book**, consumer price $12.99	Consumer price $9.99
PUBLISHER IS PAID	$13.00	$9.09	$6.99
MINUS PUBLISHER'S COSTS			
Author's royalty	3.90	2.27-3.25	1.75-2.50
Printing, storage, shipping	3.25		
Digitizing, typesetting, editing		0.50	0.38
Design, typesetting, editing	0.80		
Marketing	1.00	0.78	0.60
PROFIT BEFORE OVERHEAD*	$4.05	$4.56-5.54	$3.51-4.26

*Overhead costs would further decrease final profit. They include staff salaries, electricity and rent.

THE NEW YORK TIMES

Close Window
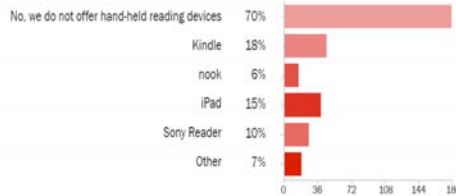Copyright 2009 The New York Times Company

At the end of July 2010, Amazon reported it had sold 1 million copies of Stieg Larsson's Millennium trilogy books through the Kindle store

5. Will e-book-reader make change the future reading?

most importantly e-readers make the leap from paper books to e-books and ultimately it satisfies and benefits users. Rockets is the first generation of e-book reader, produced by NuvoMedia in 1998.

- Awareness– conducting awareness programs
- Accessibility– Irrespective time and space, quality content
- Storage – easily can store no. of documents
- Unique Interface – search and retrieval
- Affordability - able to purchase at low cost
- Sophisticated display technology
- Durability - long battery life Ex. Sony's Reader uses e-ink and the company says its battery will last for up to 7,500 page turns.
- E-readers (Kindle, nook, iPad and other tablets) comfortable and portable and user friendly

Does your library make hand-held e-book readers available to its patrons? If so, which ones? Please check all that apply.

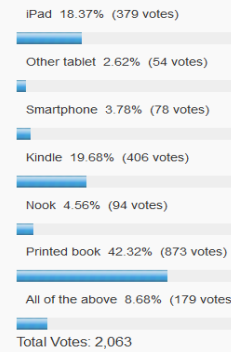|	
No, we do not offer hand-held reading devices	70%
Kindle	18%
nook	6%
iPad	15%
Sony Reader	10%
Other	7%

Survey of Library E-Book Acquisitions, January–February 2011, 265 participants. Duke University Press

Do you prefer reading a book in print or e-book or tablet?

MashablePoll

Thank you for voting!

iPad 18.37% (379 votes)

Other tablet 2.62% (54 votes)

Smartphone 3.78% (78 votes)

Kindle 19.68% (406 votes)

Nook 4.56% (94 votes)

Printed book 42.32% (873 votes)

All of the above 8.68% (179 votes)

Total Votes: 2,063

Return To PollShare This
Create Your Own Poll

"The reader is too costly. The other thing slowing [things] down is trying to find secure formats." – Pauline Jones, e-author

As pilot trial, 1,200 students at the University of Texas at Austin (UTA) are testing Amazon Kindle e-readers stuffed with texts in electronic form.

At NorthWest Missouri State University (NWMSU) in Maryville, classes are testing textbooks on Sony e-readers

6. Will e-book formats make change the publishing industry ?

e-book formats (starting from text to html to pdf to epub) used to create and publish e-books. Formats in which the material is delivered to end users

Formats play on different platforms
(consisting of s/w, h/w, OS and having various facilities like links, images, graphics, tables, forms, JavaScript, tagging, book marking, embedded video, and more

Two types of formats (open and closed)
- Open formats can be utilized by multiple platforms
- Closed formats are tied to a single platform whether by structure, or DRM

User friendly formats

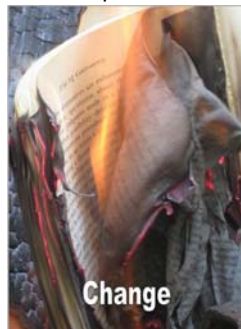Compatible and Interoperable (convert e-books to audio books automatically)

Promoting specialised reader formats like Daisy (.DTB) for people with print disabilities.

Multiple formats make complexity

Sharing e-formats easily

Preferred ebook format(s) by users...	
PDF	53%
Full text HTML	32%
ePub	16%
Optimized for other mobile device	14%
Optimized for dedicated ebook device	13%
Don't know	40%
Other	2%

Source: LJ/SLJ Survey of Ebook Penetration & Use in U.S. Academic Libraries

It's not the death of the book to fear...

it's our dependency on formats as our community (service delivery) value!

Change

Format Highlights

2010 Revenue, by Format

All Formats   Digital Formats

- E-Book
- Audio Download
- Enhanced E-Book
- Internet Products and Services
- Bundled Products

Fig. 7

aap BISG

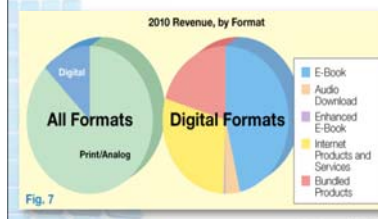|	
Plain text	.txt
HTML	.html
PostScript	.ps
Portable Document Format	.pdf
DjVu	.djvu
EPUB (IDPF)	.epub
FictionBook	.fb2
Mobipocket	.prc, .mobi
Kindle	.azw
eReader	.pdb
Broadband eBook	.lrf, .lrx
WOLF	.wol
Tome Raider	.tr2, .tr3
ArghosReader	.aeh
Microsoft Reader	.lit
Multimedia EBook	.exe
Repligo	.rgo

7. Will e-book business models feasible?

Basically, business models are moving towards online environment with little or no change or enhancement of a printed book.

Type of content (article, chapter, book, collection, etc.), type of format (online or device reading), quality of content, size of content and duration of content, preservation of the content and cost of the content.

Subscription model (annual license) and Post-termination rights

Ownership Model and perpetual access

Pick and choose (title by title) model

Time distribution of payments (one-time or recurring payment)

Duration of access (one time use, time limited, unlimited duration)

Type of content accessibility

Currency conversion

Usage model (single user, multi-user, multi-seat, etc.)

Updation of the content (don't entertain old content)

Archival of content accessibility

Licensing rights to allow re-download, disaster recovery, etc.

Cost of the both print and online should be about 125% of print. Online only should be about 50-75% of print.

Selection of product purchase

- Publisher direct - the publisher sells directly to the end user
- Retail - A company other than the publisher that sells directly to the ultimate purchaser (ex. Amazon.com and eBook Store from Sony)
- Wholesale / Aggregator - an intermediate entity that buys from publishers and sells to retailers for ultimate sale to the ultimate purchaser (OverDrive, eBrary, NetLibrary, Knovel)
- Open Library - an entity that collects content for (generally free) access by individuals

Possible way to purchase e-books at consortia level of pricing based on community demand

SASTRA subscribes to Springer's 13,500 titles @ Rs. 1.50 crore. (Indian Express - 18 December 09)

Around the world, people spent US$1082 billion on books in 2009. (Source: PwC: Global entertainment and media outlook: 2010-2014, 2010)

8. Will e-book-lending business work?

Opportunity to lend e-books online

Any time and any lendable book can be issued online from lending websites (BookLending.com and Lendle.me) for stipulated period of time.

Reader Compatibility while downloading e-books (ex. Nook supports Mac, PC, iPhone, iPod touch, and BlackBerry)

Accessing timely information

Each Kindle/Kook book you own can only be loaned once.

Valid email address to loan a e-book

Every edition of every Kindle book has a unique ASIN number on the product page.

Access will be blocked automatically

Possible to return a book early by going into the Manage Your Kindle Page and deleting the book.

Reminder (courtesy email) 3 days before the loan expires.

If something goes wrong click 'report' button which will reactivate your request and save accordingly.

Amazon (kindle) and Barnes & Noble (Nook) supports E-book lending

Kobo or Sony Reader can't borrow an e-book, but they from another user, but you can borrow an e-book from public libraries

OverDrive, a large provider of e-books, lending to public libraries and schools

9. Should e-books be protected?

Laws are framed to prevent unauthorized duplication and distribution of copyrighted digital works. No publication or registration in the Copyright Office is required to secure copyright. Anything written in a fixed form such as an ebook is automatically copyrighted.

Illegal use of e-book

Finding link and downloading the ebook without paying.

Purchasing the ebook and then sharing it with to many

Purchasing the ebook once and selling through other sources

Obtaining a free copy of the ebook from another source.

Unprotected e-books are easily and wildly pirated

Possible ways for e-book protection

- User ID and password based
- E-books can be locked to a single machine
- Proprietary e-books require their own reader software
- IP based access can bit control the access
- Anti-plagiarism techniques may be used to restrict access

The Open eBook Forum is finding a unified format to protect the e-books from being pirated.

Weak format can easily crack and access

Lack of interoperability between reading systems, the longevity formats and lack of flexibility of files once purchased

No charge to customer for MARC records via OCLC

An ebook created on or after January 1, 1978 is automatically copyright protected for 70 years after the author's death

Most copy protection schemes can be cracked. It depends on the type of scheme, and the dedication of the cracker, but there's no guarantee that your book will never be stolen, even if you do use a copy protection service. None are perfect.

Amazon has its own DRM for the Kindle, which is based on the one it acquired from Mobipocket. Adobe has an e-book DRM based on its Content Server software platform

music files are no longer copy protected, and the music companies haven't gone out of business.

Most people don't even realize that sharing or reselling an ebook that they purchased is illegal and a violation of copyright law

The IPDF developed the Open eBook format. Publishers can create ebooks in this format, which would then be easily convertible to the proprietary formats.

10. Will e-books stand forever?

Web-based e-books may stand forever

Publishers are using free e-book content to help promote print sales

Again CD-ROMs are trusted for future of e-books.

Much larger and cheaper storage space for e-books

High-end new reading devices may appear

Cloud computing for e-books access

Libraries become Paperless offices

Roughly 15 million e-readers would be purchased in the United States this year – [Forrester Research]

In 10 years everything available and delivered through in an electronic form - *[Steve Ballmer, CEO, Microsoft]*

Forecast for e-books as a percentage of total books sold - (source: David Houle)

2011	2012	2015	2020	2025
15%	20%	40%	60%	75%

e-books on cloud

Facts

Each line begins with the year or the year/month.]

- 1968 : First e-book envisioned by Alay Kay
- 1971: Project Gutenberg is the first digital library.
- 1974: The internet takes off.
- 1984: Copyleft is a new license for computer software.
- 1990: The web is invented by Tim Berners-Lee.
- 1993/01: The Online Books Page is a list of free ebooks on the internet.
- 1993/06: Adobe launches PDF, Acrobat Reader and Adobe Acrobat.
- 1993/11: Mosaic is the first web browser.
- 1994: The first library website goes online.
- 1994: Bold publishers post free digital versions of copyrighted books.
- 1995/07: Amazon.com is the first main online bookstore.
- 1996/03: The Palm Pilot is launched as the first PDA.

- 1996/04: The Internet Archive is founded to archive the web.
- 1997/04: E Ink begins developing a technology called electronic ink.
- 1997: Online publishing begins spreading.
- 1998: First generation of e-book readers, such as the Rocket, produced by NuvoMedia
- 1998/05: 00h00.com sells books "only" in digital format.
- 1998: Library treasures like *Beowulf go online*.
- 1999/09: The Open eBook (OeB) format is created as a standard for ebooks.
- 1999/12: Britannica.com is available for free on the web (for a short time).

Facts

- 2000/01: The Million Book Project wants to digitize one million books.
- 2000/03: Mobipocket focuses on readers (software) and ebooks for PDAs.
- 2000/07: Stephen King (self-)publishes a novel "only" on the web.
- 2000/08: Microsoft launches its own reader (software) and LIT format.
- 2000/09: Numilog is an online bookstore selling "only" digital books.
- 2000/09: Handicapzero is a portal for the visually impaired and blind community.
- 2000/10: Distributed Proofreaders helps in digitizing books from public domain.
- 2000/11: The British Library posts the digitized *Bible of Gutenberg*.
- 2004/01: Project Gutenberg Europe is launched as a multilingual project.
- **2004**: Sony releases the Librié, the first eBook reader to utilise eInk (electronic ink) technology.
- 2004/10: Google launches Google Print to rename it Google Books later on.

- 2005/04: Amazon.com buys Mobipocket, its software and ebooks.
- 2005/10: The Open Content Alliance works on a universal public digital library.
- 2006/08: Google Books has several partner libraries and publishers.
- 2006/08: The union catalog WorldCat is available for free on the web.
- 2006/10: Sony launches its new reading device, the Sony Reader.
- 2006/12: Microsoft launches Live Search Books (and drops the project later on).
- 2007/11: Amazon.com launches Kindle, its own reading device.
- 2008/05: Hachette Livre buys the digital bookstore Numilog.
- 2008/10: Google Books settles a lawsuit with associations of authors and publishers.
- 2008/11: Europeana starts as the European digital library.
- 2009/02: Amazon.com launches Kindle 2.

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ANY QUESTIONS

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THANK YOU

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