Why libraries matter
• Libraries are essential for a literate society

• Libraries help create book readers, book readers are book buyers

• Libraries cater to all and provide a means for people to discover new things - books or formats

• Making books available online increases their discoverability
Reading Agency Library Usage Stats 2009-2010

• Over 12 million active borrowers from libraries
• Over 120 million online visits to library websites
• Over 300 million walk in visits to UK libraries
• 309 million print books loaned
• 329 million books sold in UK (BML/Bowker)
• 39.4 % adults visited a public library last year
• 71.6% of children aged 11 to 15 years
• 77.9% of children aged 5 to 10 years
• "More people visit an Australian library than any other cultural and sporting venue “
Sue Hutley, ALIA

• 1.4 billion US library visits vs 78.6m attendees at major league baseball league games

• 300 million UK library visits vs 13.5m attendees at UK Premier League Football matches
Current library digital landscape
• Friction in physical lending reduces threat to sales, lack of friction in digital lending poses greater risk to sales

• Once the public discovers they can borrow an ebook for free, they’ll stop buying books

• Print books wear out, digital books don’t
Library Lending Models

Download
• Library licenses service, purchases books
• DRM sets controls: 1 copy, 1 loan, timed expiry

Streaming
• Online access to content, no download
• Concurrent user and/or site licence
• DRM to suppress or allow copy/paste/print/share

Patron Driven Acquisition
• Full catalogue available, licensor paid on usage

All rely on robust, secure geographical membership
Libraries as discoverability hubs
Download model

• 401m viewed download pages
• 20% of those downloaded titles
• 13 pages per visitor viewed on average
• 43% confirmed would buy if title not available
• NYPL owns 2 copies of NYT bestseller
  *The Postmistress* - in Feb, both copies on loan,
  53 views of page thereby whetting appetite
Online access model

- Immediate access to a loan experience
- Shared reading experiences – reading groups
- Community reading
- Poole’s Read a Million Words campaign
- Drive sales through local bookshops
Library / Publisher Partnership opportunities

• Sustained author events programme
• Libraries are active with social media and can help promote authors
• Online library resources provide gateway to promoting new and established authors direct to the public
• Skype Author Events in Libraries
How Public Library Online works
• 24/7, simultaneous user, uncapped online access subscription service controlled by library membership.

• Publisher led initiative offering a growing range of themed digital bookshelves of children’s, teen, adult fiction and non-fiction bestsellers from a growing range of publishers.

• Built on the goal shared by publishers and libraries to support reading and literacy through public libraries.

• Uses existing library technology

• Scaleable
• **secure**: access controlled by IP range in-library and library card number remotely

• **uncapped**: all library members can read books on subscribed shelves as often as they like throughout the subscription period

• **easy to use**: websites are familiar, no reader device necessary, perfect for search and discovery

• **affordable**: to even smallest library based on a per shelf per year cost of €100/100,000 population served

• **Revenue generating**: based on UK population of 62 million, gross annual revenue per shelf can be € 62,000

• **The annual subscription model** provides an innovative solution both to libraries’ constrained budgets and publishers’ concerns over ebook lending in libraries.
Can add library logo in top panel for branding as well as library specific introductory copy

Subscribing library displays selected shelves to users within library IP range
Remote users login using library card number
Once on the book shelf of your choice...

Read about the books on this shelf and access extra free resources such as author websites.

Click on jacket or ‘read more’ title to get to more information on a title.
Description and resources for *The Finkler Question*

Click on the jacket or ‘read online’ to begin reading

Read the blurb and click links to access lots of free resources including reading group guides, author interviews, videos, websites and reviews.
You can also ... 

Go straight to any page in the book

View the contents page at any time

Move forward and backward in the book

Zoom in or out to suit reading preference

View all thumbnails, double page spreads, single pages, or large double pages
Search the whole book (or all the books on a shelf) to find any word you like

Ideal for preparing for book group meetings, study and research
Benefits

To libraries:

a cost effective, easy way to reach their entire constituency simultaneously 24/7

To Publishers and authors:

supports libraries and literacy whilst deriving a new annual revenue stream and driving sales in all formats
Thank you
Questions?