

public library **online** 

DIGITAL LIBRARY SUPPLY

LIBER-EBLIDA

October 2011

BLOOMSBURY

public library **online** 

Why libraries matter

public library

- 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

public library **online**



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

public library

- "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

public library **online** 

Current library digital landscape

public library

- 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

public library **online**



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

public library **online** 

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

public library **online**



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

public library **online**



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

public library **online** 

How Public Library Online works

public library

- 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
- Scalable

public library **online**



- **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.

public library **online**

Book Group Shelf



Irish History



Crime



Teen Fiction Shelf



Faber Poetry Shelf



River Cottage



Canongate Shelf



Literary Reference



public libraryonline

The screenshot shows the homepage of the Wokingham Public Library Online. At the top is a red banner with the 'public libraryonline' logo and the Wokingham Borough Council logo. Below the banner is a navigation bar with 'Home' and 'Logout' links. The main content area features a welcome message, a 'Title Search' box, and a section for 'Autobiography Shelf (EU)' with a row of book covers including 'AMIR KHAN', 'BITS OF ME ARE FALLING APART', 'BLOOD OVER WATER', 'Cold Cream', 'LOVE JUNKIE', 'BUZZ ALDRIN', and 'EDMUND WHITE MY LIVES'. Below this is a 'Book Group Shelf (EU)' section with another row of book covers including 'JUSTINE PICARDIE DAPHNE', 'JONATHAN STRANGE & MR NORRELL', 'WILLIAM BOYD RESTLESS', 'The Aviary Gate', 'THE DEATH VISHNU', and 'Howard Jacobson The Finkler Question'. At the bottom is a 'Childhood Shelf (EU)' section. A red arrow points from the 'public libraryonline' logo in the banner to the text 'Can add library logo in top panel for branding as well as library specific introductory copy'. Another red arrow points from the 'Autobiography Shelf (EU)' section to the text 'Subscribing library displays selected shelves to users within library IP range'.

public libraryonline

WOKINGHAM BOROUGH COUNCIL

Home Logout

Welcome to Wokingham's Public Library Online

Choose a book from one of the digital shelves below. Once you've chosen your book, you can read this online anytime anywhere, either in the library or at home by logging in with your library card number. We hope you enjoy these books and the added extras including Reading Group Guides and author interviews where available.

To view all copies of these titles within Wokingham Borough Libraries, please visit our library catalogue

Title Search GO

Title a to z Submit

Autobiography Shelf (EU)

AMIR KHAN
BLOOD OVER WATER
Cold Cream
LOVE JUNKIE
BUZZ ALDRIN
EDMUND WHITE MY LIVES

Book Group Shelf (EU)

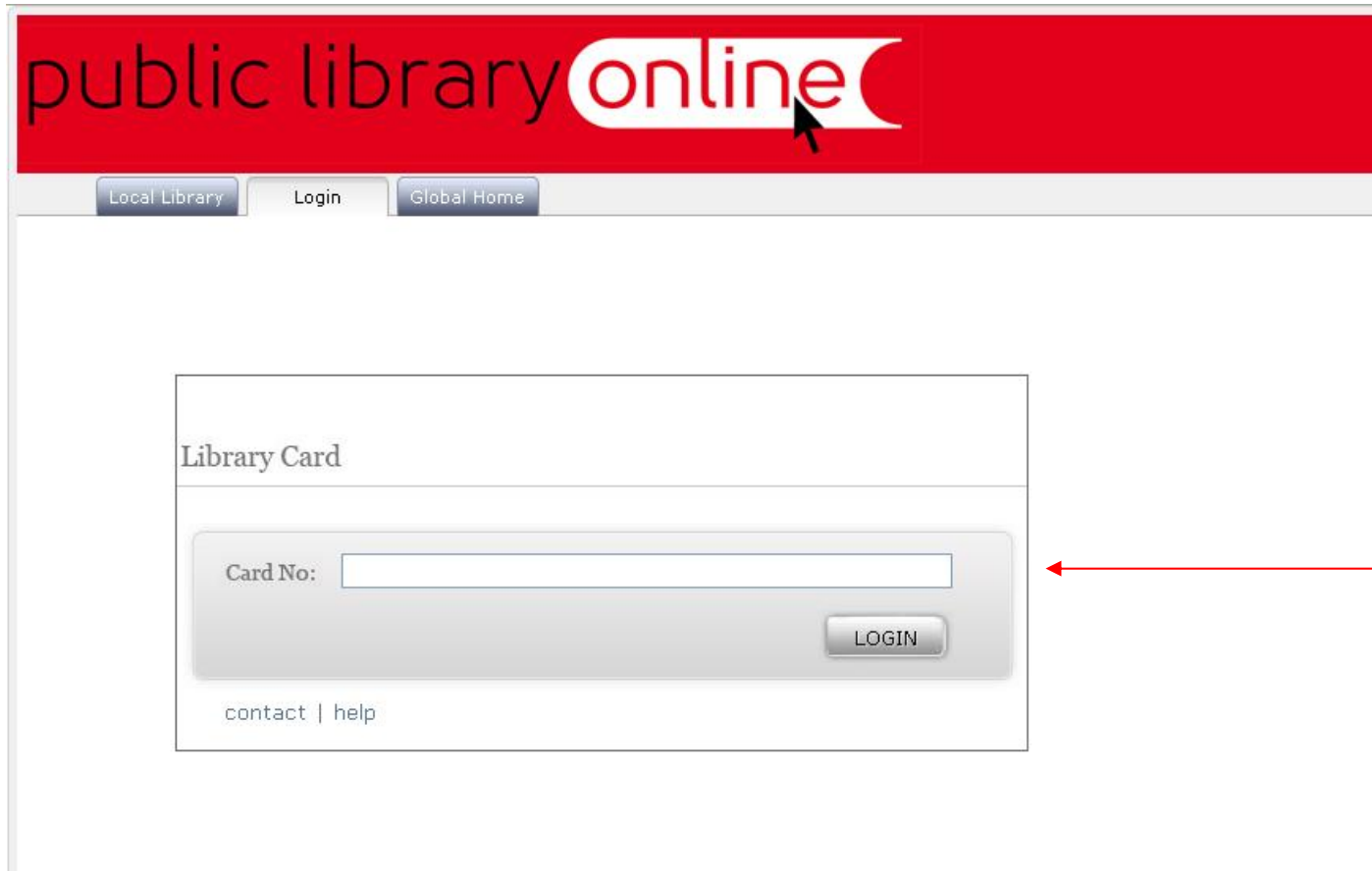
JUSTINE PICARDIE DAPHNE
JONATHAN STRANGE & MR NORRELL
WILLIAM BOYD RESTLESS
The Aviary Gate
THE DEATH VISHNU
Howard Jacobson The Finkler Question

Childhood Shelf (EU)

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

public libraryonline



The screenshot shows the public libraryonline website. At the top is a red header with the text "public libraryonline" in white. Below the header is a navigation bar with three buttons: "Local Library", "Login", and "Global Home". The main content area is white and contains a "Library Card" section. This section has a "Card No:" label, a text input field, and a "LOGIN" button. Below the input field and button is a link "contact | help". A red arrow points from the text "Remote users login using library card number" to the "LOGIN" button.

Remote users
login using
library card
number

public libraryonline

The screenshot shows the public libraryonline website. At the top is a red header with the logo. Below it are navigation links: Local Library, Login, and Global Home. A welcome message introduces the Public Library Online Book Group Shelf, listing several featured books and their authors. To the right of the welcome message is a 'Title Search' box with a 'GO' button. Below the welcome message is a filter section with 'Title', 'a to z', and 'Submit' buttons. The main content area is titled 'Book Group Shelf (EU)' and displays a grid of 12 book covers. Each cover has a 'read more' button below it. The books shown include 'Justine Picardie DAPHNE', 'Jonathan Strange & Mr Norrell' by Susanna Clarke, 'William Boyd RESTLESS', 'The Death of Vishnu' by Manil Suri, 'The Finkler Question' by Howard Jacobson, 'The Guernsey Literary and Potato Peel Pie Society' by Mary Ann Shaffer, 'Liz Jensen The Ninth Life of Louis Drax', 'Justin Cartwright THE PROMISE OF HAPPINESS', 'The Suspicious of Mr Whicher' by Kate Summerscale, and 'The Murder at Road Hill House' by Kate Summerscale.

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

public libraryonline



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

public libraryonline

Public Library Online interface for "The Finkler Question" by Howard Jacobson.

Annotations:

- Red circle:** Search and View Inside links.
- Purple circle:** Thumbnails view icon.
- Green circle:** Navigation arrows (back, forward, first, last).
- Black circle:** Page number display (13/8).
- Blue circle:** Zoom in/out icons.

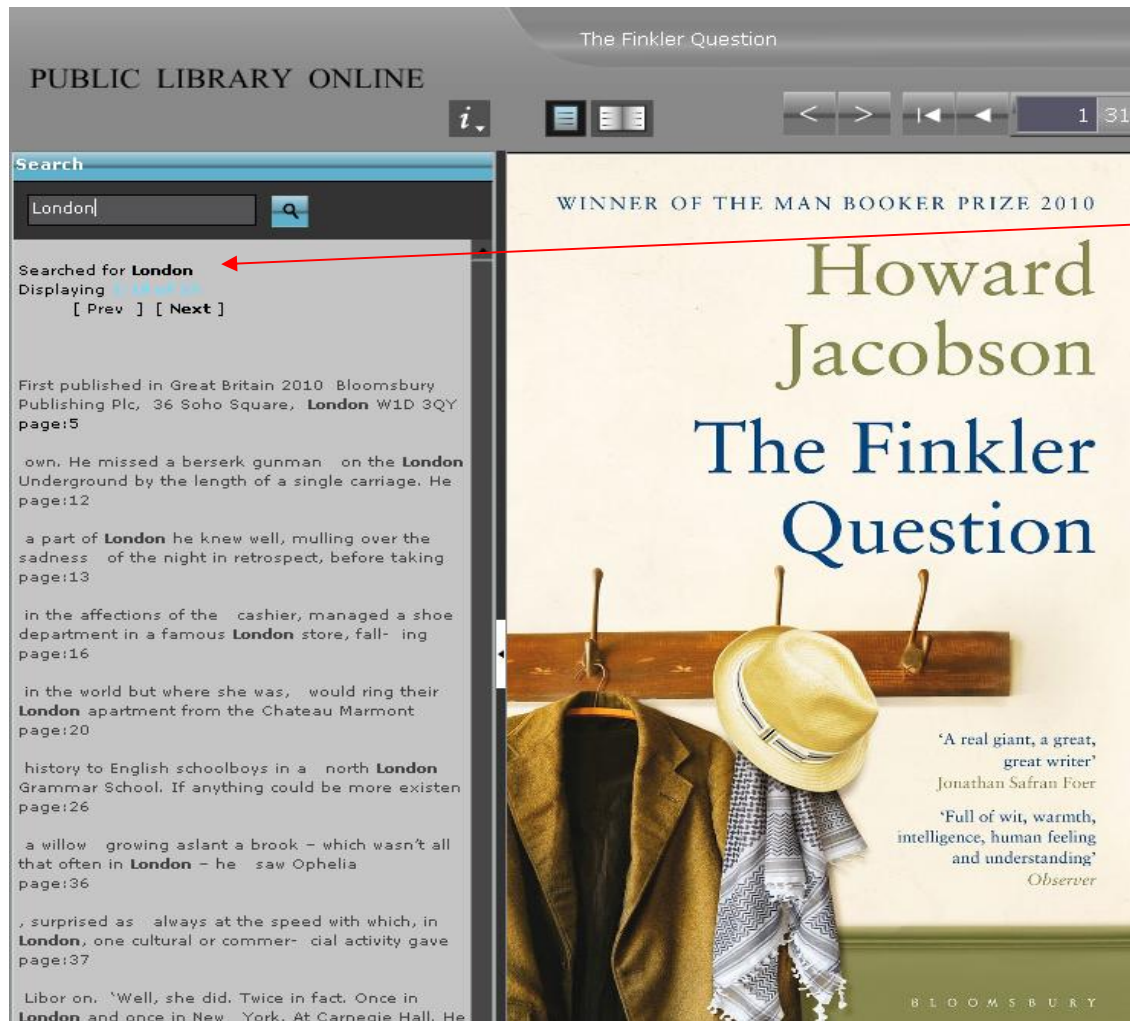
Annotations and Callouts:

- You can also ...** (points to the navigation and zoom controls)
- Go straight to any page in the book** (points to the page number display)
- View the contents page at any time** (points to the thumbnails view icon)
- Move forward and backward in the book** (points to the navigation arrows)
- Zoom in or out to suit reading preference** (points to the zoom in/out icons)
- View all thumbnails, double page spreads, single pages, or large double pages** (points to the thumbnails view icon)

Book Details:

- Title:** The Finkler Question
- Author:** Howard Jacobson
- Award:** WINNER OF THE MAN BOOKER PRIZE 2010
- Publisher:** BLOOMSBURY
- Table of Contents:** BOOK COVER, TITLE, COPYRIGHT, PART ONE, PART TWO, EPILOGUE, A NOTE ON THE AUTHOR, A NOTE ON THE TYPE.

public libraryonline



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

public library **online**



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

public library **online** 

**Thank you
Questions?**

BLOOMSBURY