

# Prioritizing use and access:

## Refining the Orbis Cascade Alliance consortial e-book program

2014 ACRL Oregon & Washington Fall Joint Conference (Oct. 23-24)

### Ebook Marketplace

- Between June and August 2014, at least 17 commercial and university press publishers increased STL fees (Kelley, 2014).
- Many publishers believe that data from the past few years of DDA programs are indicative that the previous pricing was unsustainable. “What the publishers say they have found is that the program seldom produces a purchase, even though the content is viewed more often (Kelley, 2014).”
- NovaNet consortial DDA model resulted in 4152 loans, but only 47 purchases (Kelley, 2014).
- Quote from Carol Mandel, Dean of the Division of Libraries at New York University which includes NYU Press - “STLs have been returning only about 11% of the full digital price after all the fees and commissions are calculated...(Kelley, 2014).”
- Many publishers/titles are not available in e-book format or there is a delay in the release of e-books. In a 2013 article, a number of studies indicated that 50% or more titles were unavailable in e-book format as recently as April 2012 (Walters, 2013).

### Publisher Perceptions

- University presses have seen flat or declining sales over the last four years (Wright, 2014)
- For university presses, where course textbooks may account for approximately 50% of sales, unlimited user model e-books are a big concern (Wright, 2014)
- Publishers feel declines in print and firm e-book sales particularly in light of increasing STL (short term loans) within DDA programs. At this point, STLs do not necessarily “trigger significant cash flow” (Wright, 2014).
- “DDA is a disruptive practice. If it were implemented widely, especially if it were to become the primary way that academic libraries purchase books, it would lead to the restructuring of the academic book-publishing industry (Esposito, 2012).”
- Purchasing patterns may vary enormously and be too unpredictable for publishers that require the ability to forecast sales and income (NISO, 2014).
- “Publishers need pricing models to be set at a level that allows them to maintain revenue and continue to publish books (NISO, 2014, p.5).”

- “STL revenue may not replace the lost revenue from a purchase model, even if factoring in additional libraries making available titles via DDA that they never would have purchased in a traditional acquisitions model (NISO, 2014, p.6).”
- “Publishers reporting decreased revenue are questioning whether STLs have contributed to that trend (NISO, 2014, p.6).”

## Possible Future of Publisher participation

In order to increase revenue in a DDA model, John Elliot (YBP) shared three strategies that publishers are beginning to consider in a presentation to the Working Group ([January, 2014](#))

- Increasing STL costs
- Placing an embargo on the front list titles making back list available for DDA
- Fixing the purchase trigger

## References

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