University Presses & E-Books

March 2005
University Presses & E-Books

- Goals
- Concerns
- Potential value of online book programs
- Current involvement in online books programs
University Press Goals

- Publish as many worthy scholarly books as possible without going broke
  - Few (if any) university presses break even consistently on their monographic book publishing programs
  - Other income comes from journals programs, other publishing activities, endowments, & institutional subsidies
  - Avg subsidy=10% of net sales ($0.36 mn)
University Press Goals

- Maximize dissemination of books consistent with economic goal
  - Formats - hardcover, paperback, ebooks, partial
  - Timing of release of each format
  - Pricing - overall level & difference by format

- Keep books available to community for as long as they are in demand
  - Formats
  - Technology - offset & digital printing, e-versions
University Press Concerns

- Libraries are key consumers of scholarly monographs
- Journals take increased share of library budgets
- Sales of new hardcover scholarly monographs off by 50% or more
University Press Concerns re Online Books

Offering online books could:
- Diminish sale of print copies to libraries
- Cut students’ purchases of books
- Reduce income from permissions for classroom use & coursepacks
Economic Potential for Online Books

- Expand library base purchasing access to books via pricing that reflects size of user base or actual usage
- Facilitate ‘just in time’ acquisition of print
- Replace some ILL activity
- Replace offsite storage
- Facilitate e-coursepacks
Scholarly Potential for Online Books

- Readers around the world could learn about & access university press titles
- Books could be fully integrated into online search & retrieval processes
- Dissertations could be integrated into scholarly collections & need for dissertation-based first books could diminish
University Press Online Book Programs

- Programs of individual presses
- Programs of other scholarly organizations
- Programs of groups of university presses
- Commercial programs
Programs of Individual Presses

- Oxford University
- Columbia University EPIC
- National Academy Press
- University of California Press
Oxford University Press

- Oxford Scholarship Online
  - 870 titles
  - Economics & Finance, Philosophy, Political Science, Religion
- Oxford Reference Online
- Individual reference titles
  - Oxford English Dictionary Online
  - Dictionary of National Biography
  - American National Biography
  - Grove Art Online
  - Oxford Digital Reference Shelf
Gutenberg <e> with AHA: Prize from the AHA & Columbia University Press for dissertations and monograph manuscripts in history

1999 - 2003 30 prizes awarded

Published first electronic, then print - 11 to date

51 library subscribers

Annual subscriptions for collection: $195
National Academy Press

- At the Press’s Web site
  - Free page viewing
  - Purchased PDF chapters or books
  - Package of hardback and PDF at 25% above hardback alone

- Distributes to institutions through intermediaries
University of California Press

- Partnership of UCP & California Digital Library’s eScholarship program
- 1,400 ebooks online in XML format
  - Available freely to UC community
  - Less than 400 available to others
- E-book versions available through retailers
- Participates in many online book programs
Programs of Scholarly Organizations

- ACLS History E-Book Project
ACLS History E-Book Project

- >1,000 historian-selected titles in 7 areas
- Most scanned backlist; few new XML
- Adding 6 fields & 250 titles/year
- 39% of 61 university presses responding to a survey in fall 2004 provide books
- 9 presses provide new titles (14 available now)
- 313 libraries subscribing - 20 consortia, including CIC
- Carnegie classification pricing model
University Press Group Initiatives

- Subject-based projects managed by one press
- Consortial initiatives
Subject-Based Projects

- These projects include primary sources from various libraries and publishers and commissioned interpretive material
  - University of Virginia Rotunda Collections
University of Virginia Rotunda Collections

- original digital scholarship along with newly digitized critical & documentary editions in the humanities & social sciences
  - Dolley Madison Digital Editions
  - Papers of George Washington
  - Emily Dickinson’s Correspondences
  - Melville

- Graduated pricing with maintenance fees
Consortial Initiatives

- Formats evolving: one press may lead and manage but others participate and have oversight
  - Project TORCH
  - BiblioVault
Project TORCH

- OUP initiative
- Mellon Foundation provided 2 planning grants
- Goal to delineate backlist collections of university press titles in humanities to sell to libraries with pricing based on library size
- Project is on hold (as of January 2005)
BiblioVault

- University of Chicago Press home
- Repository for digital book files
  - Scanned/OCRed for older books
  - Vector PDF for newer books
  - XML
- To enable lifecycle management of books
- Scholars’ Portal for book discovery
- Studying how to serve presses & scholarly community with online book delivery
Commercial Online Book Ventures: Participation Level

<table>
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<tr>
<th>Service</th>
<th>Participation Level</th>
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<tr>
<td>netLibrary</td>
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<tr>
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<tr>
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Commercial Online Book Ventures: Issues for University Presses

- Lack of interest in backlist
- Preservation of print copy sales to libraries
- Modest income derived
- Lost sales to scholars?
- Lost income from permissions for partial use of books?
Questions for Future

- What relationships between print and online books do libraries seek?
- What interest do libraries have in providing online access to backlist titles?
- Would libraries use online access to substitute for some print access?