



# Library Simplified

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## Books in Browsers Discussion

By James English – Product Owner  
Leonard Richardson – Application Architect

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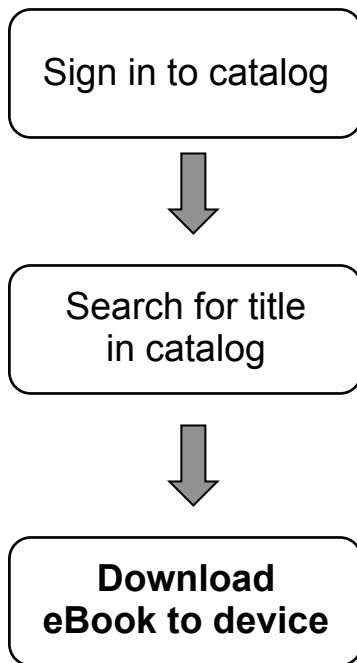


# What is “Library Simplified”

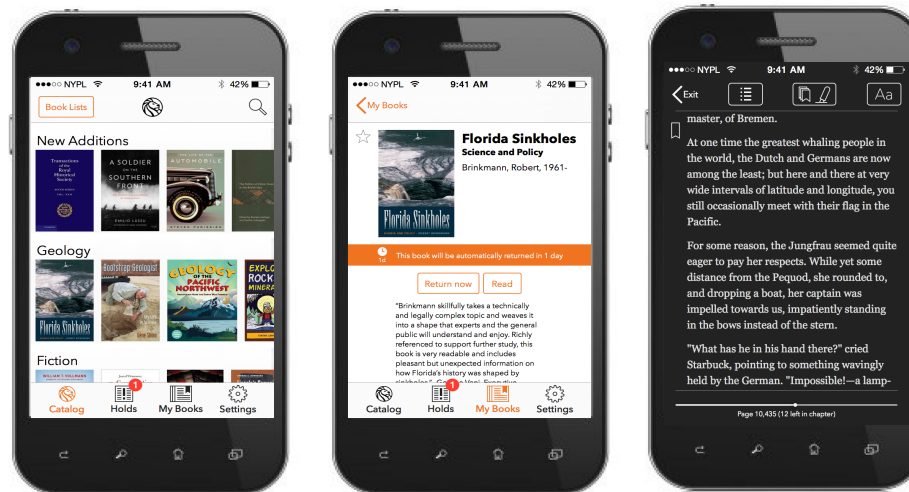


# Provide Libraries an eBook solution to find, borrow and read and eBook in 3 clicks or less.

## Ideal process for Library Simplified



## Patrons could experience 3 Step or less tomorrow



**Discover | Borrow | Read**



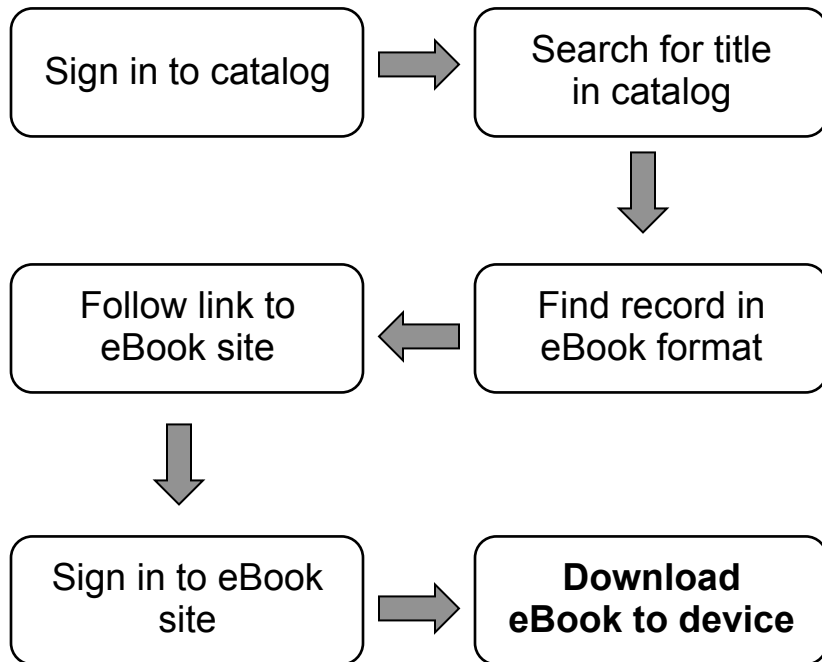
**Why are we doing  
this?**



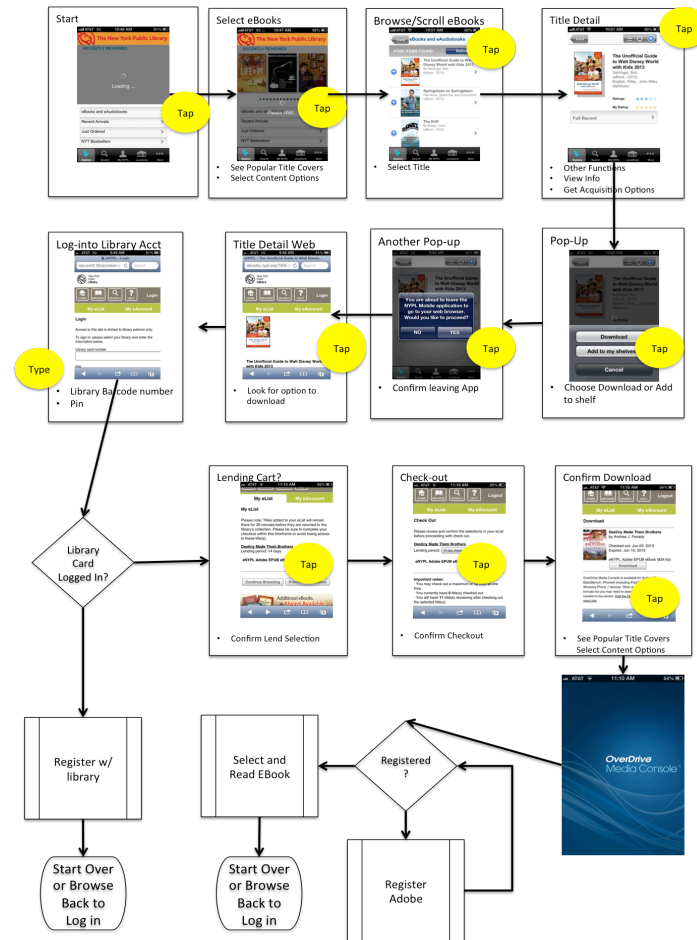
The experience of downloading an eBook from the library is a cumbersome progress.

Seriously, it really sucks!

### Current process



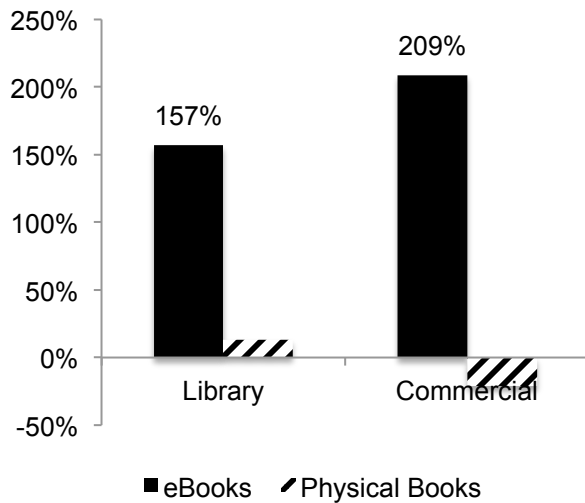
### Up to 19 steps today



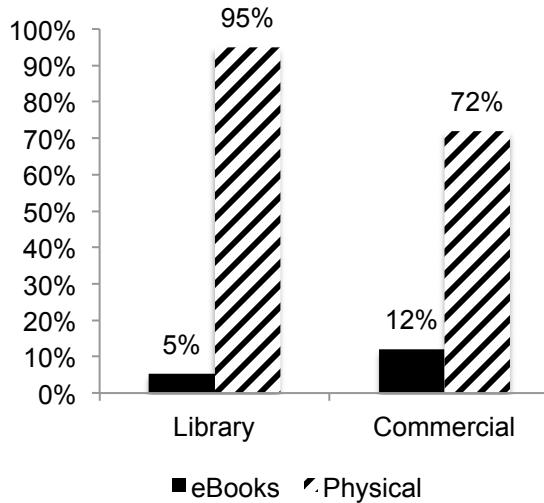
## By many measures, Libraries are failing with eBooks.

We just don't see adoption of eBooks when compared to our physical collections and the commercial market

Library eBook adoption trails commercial sector by 52%



Commercial eBook vs Physical readership 3X that of Library

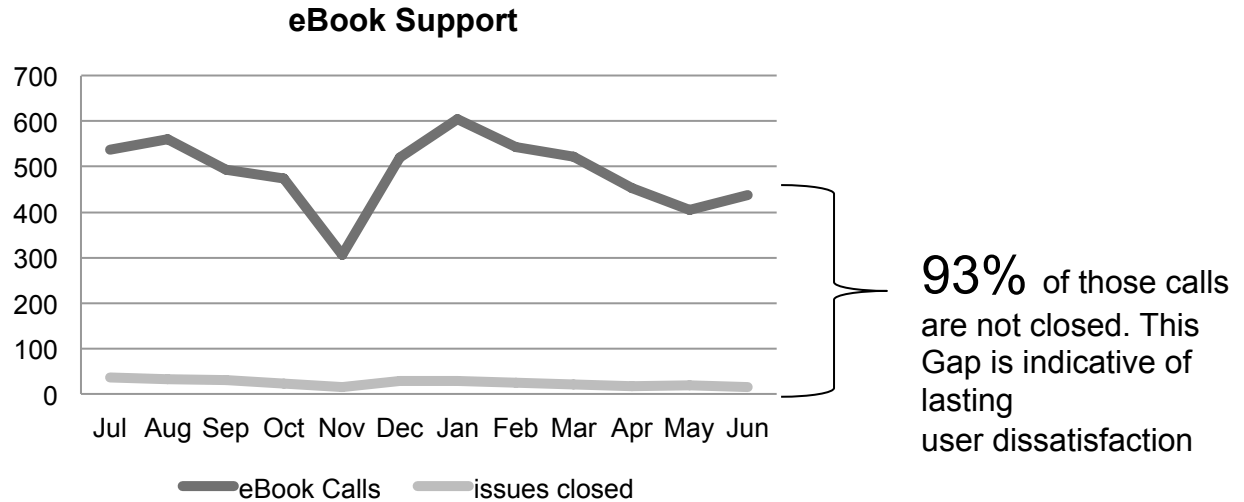


How is your library eBook Selection?

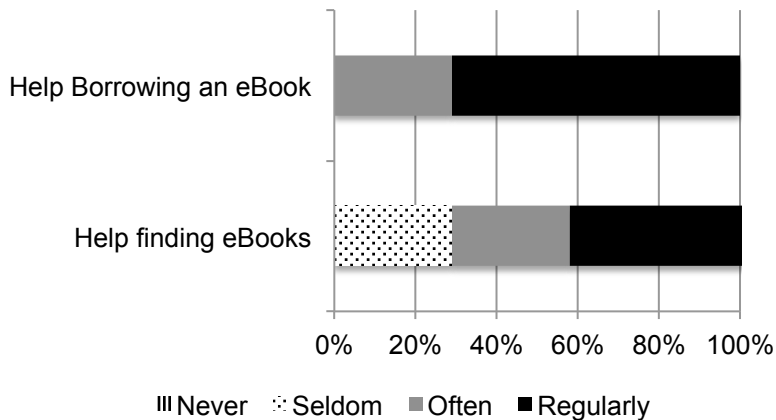


# The cumbersome current user experience for accessing e-books is a big reason.

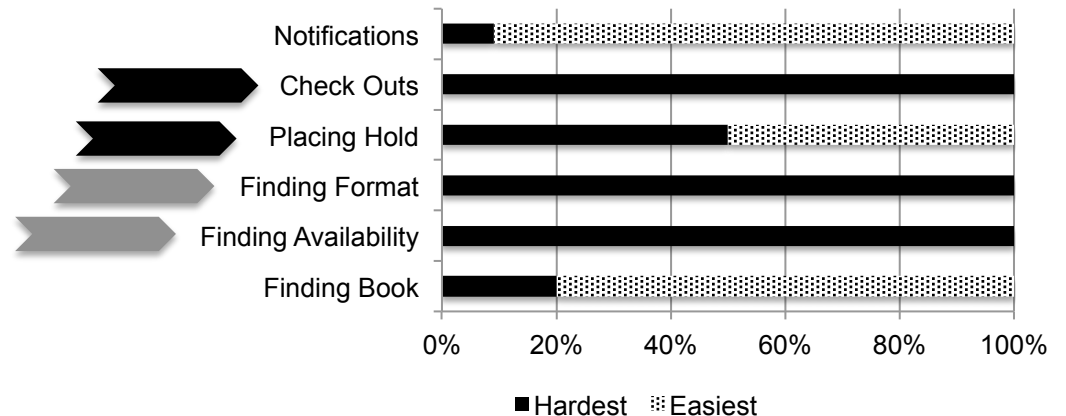
On average about 6% of AskNYPL calls are dedicated to eBook issues



## How often do patrons call seeking help finding or borrowing eBooks



## What do Patrons find Hardest or Easiest with getting ebooks from Library?

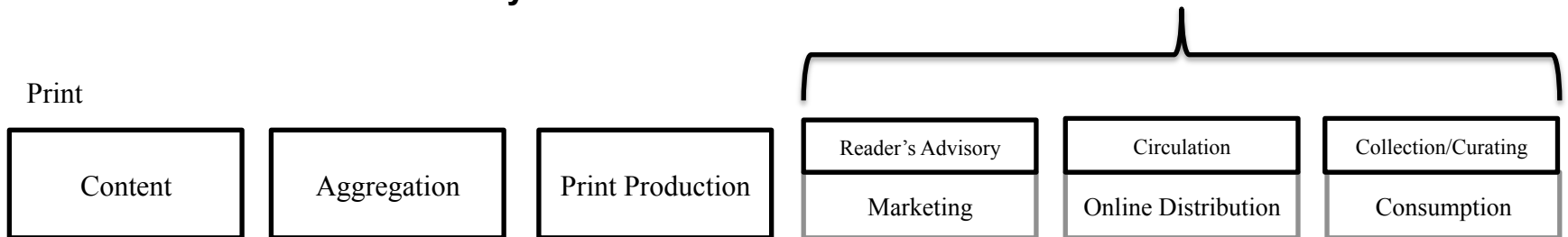




# Changes in the publishing industry.

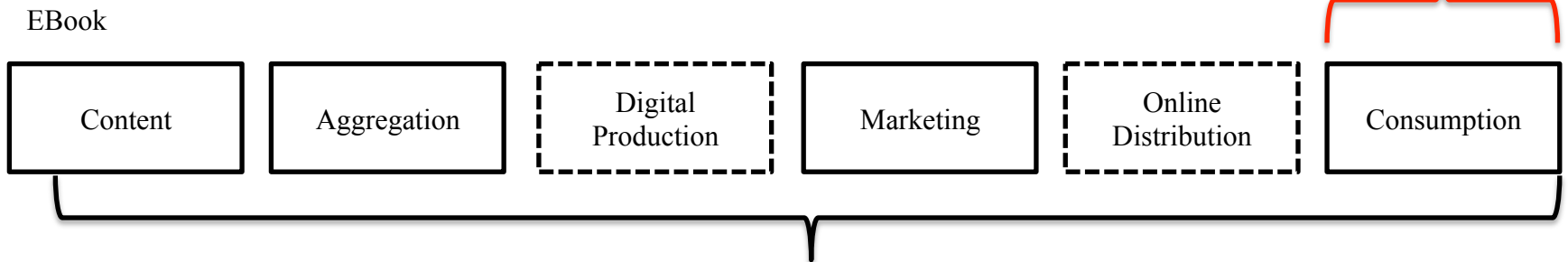
**Libraries Role in Physical:**  
Consumer, Distributor, Marketer

## Physical Book Value Chain



**Library's Current Role:**  
Consumer (We subsidize eBooks readers)

## eBook Value Chain



Opportunity ?

# What can we do?



**Typically a good strategy is to address a need by taking advantages of a change in the environment and using your core strengths.**

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### **Technology issues**

- Interoperability (DRM, platforms, formats, tools)
- Standards or specifications
- Channels to content

### **Market issues**

- Monopoly, monopsony (high costs, bad licensing, limited choice, bad UX)
- Use of multiple content channels & platforms
- Library failure to access the broader market (self publishing, independent publishers, Public Domain)
- Lack of legal “digital right of first sale”
- Lend policies

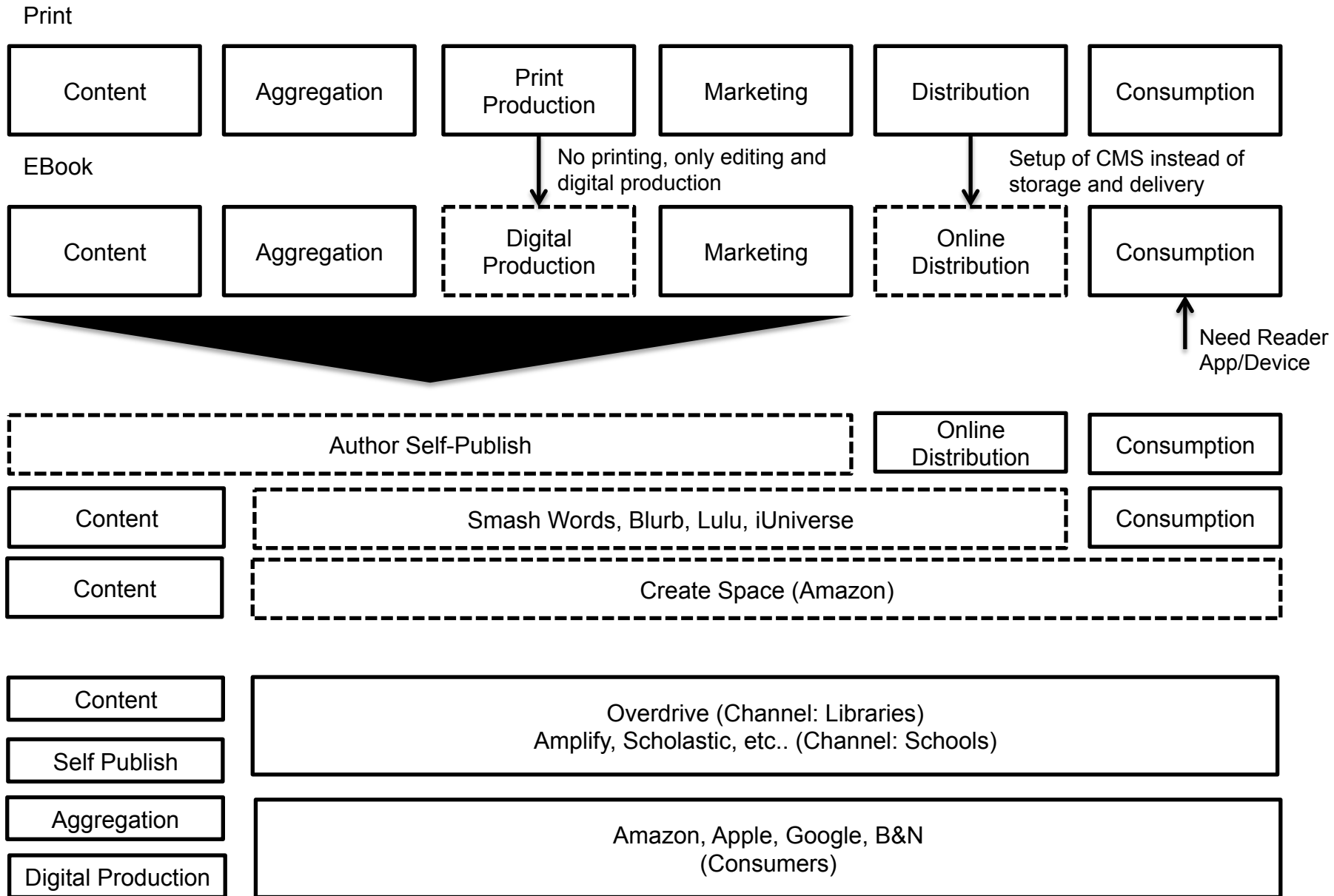
### **Key strength**

- Librarian knowledge of books (Readers Advisory)
- Scale and Money
- Public trust
- NYC developer community

### **Opportunities**

- Change in the industry
- Standards, Specification bodies, open source community
- DRM alternatives (LCP, URMS)
- Remove intermediation

# Look to the market and see how they are responding to change.



## Stop throwing good money after bad.

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### The Platform Game

- The ICT landscape can be viewed as a set of specialized ecosystems, each comprising a “platform”
- Tech firms often seek to establish their own platform(s)
- Platforms generally exhibit “lock-in”
  - **Switching costs**
  - **Network effects**
  - **Barriers to entry** by competitors

### Open Standards Encourage Interoperable Platforms

- Lower barriers to entry
- Lower switching costs between providers of platform components
  - Same tools, skills applicable across platforms
  - Promotes competition among multiple implementations of a given architecture
- Network effects accrue across all adopters not solely a single platform provider
  - Open platforms as **generative architectures**

## Get behind the standards and the standards bodies.

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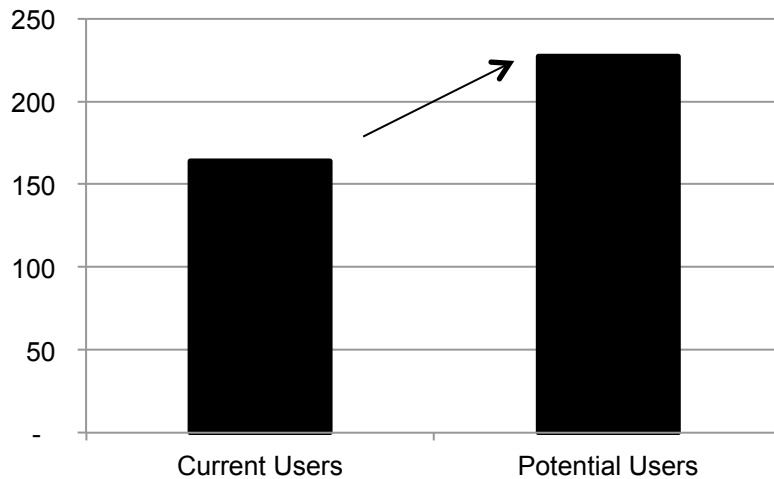
- A **unified distribution standard** for all text-centric content (books, serials, learning content, ...) will **reduce costs**, foster **services and content innovation**, and ensure an **interoperable open ecosystem**
- The Open Web Platform (HTML5) is the right foundation
  - EPUB is becoming the accepted standard for reliable, accessible portable documents for the Web Platform
- We need to ensure that library requirements are well-integrated with EPUB and the Web Platform
  - Cross-organization global collaboration necessary for success
  - Consider getting involved in IDPF, BISG, and/or Radium!



## Sourcing content directly could provide us the ability to service more readers

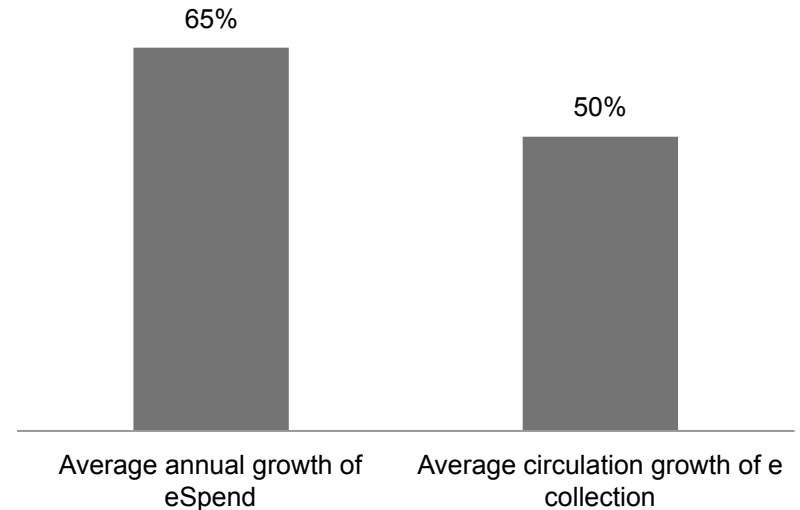
- Over the past 4 years we have simply put more money into eBooks
- However there is approximately a 15% cost penalty
- Pursuit of content price reductions may offer a more efficient means of growing circulation

### Circulation Potential



\* Sample Data: Top ten titles from Hachette on our 3M Cloud Library and historical Hachette content spend and circulation performance.

### Percent Growth eCirc and spend



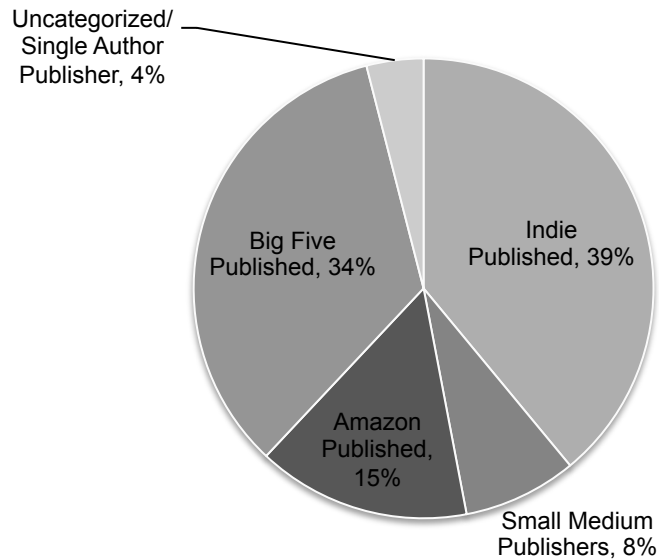
\* Sample Data: NYPL p v e circulation analysis data

## Accessing the broader market would actually be more effective in bringing popular content to Library users.

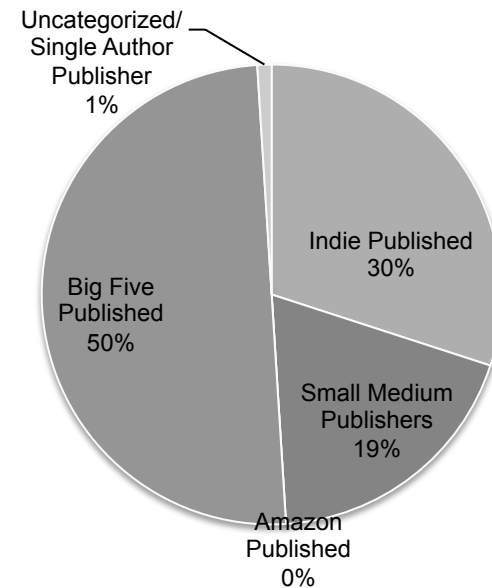
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- The two largest retailers Amazon and Barn's & Noble represent the lion share of the eBook market.

- Their retail numbers provide a some profound insight into the eBook market over Book Industry Data



Source: July 2014 Author Earnings Report (Amazon)



Source: July 2014 Author Earnings Report (B&N)

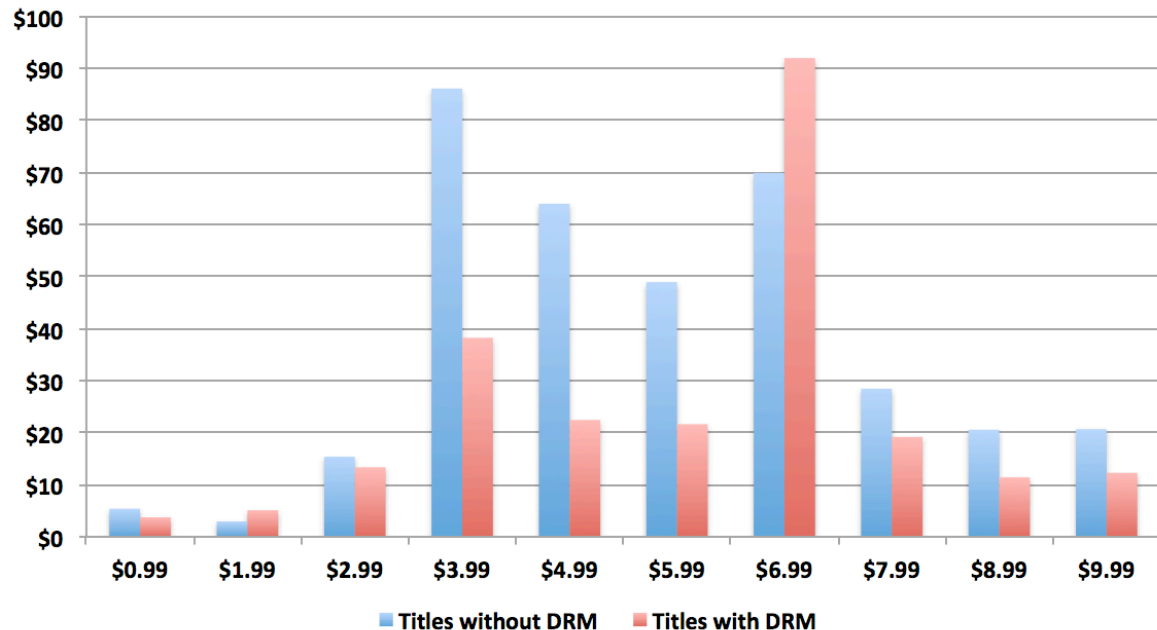
Unit sales show that Indie publishers provide the most popular content



## DRM...it is what it is. We need interoperability, multi-DRM technology capabilities.

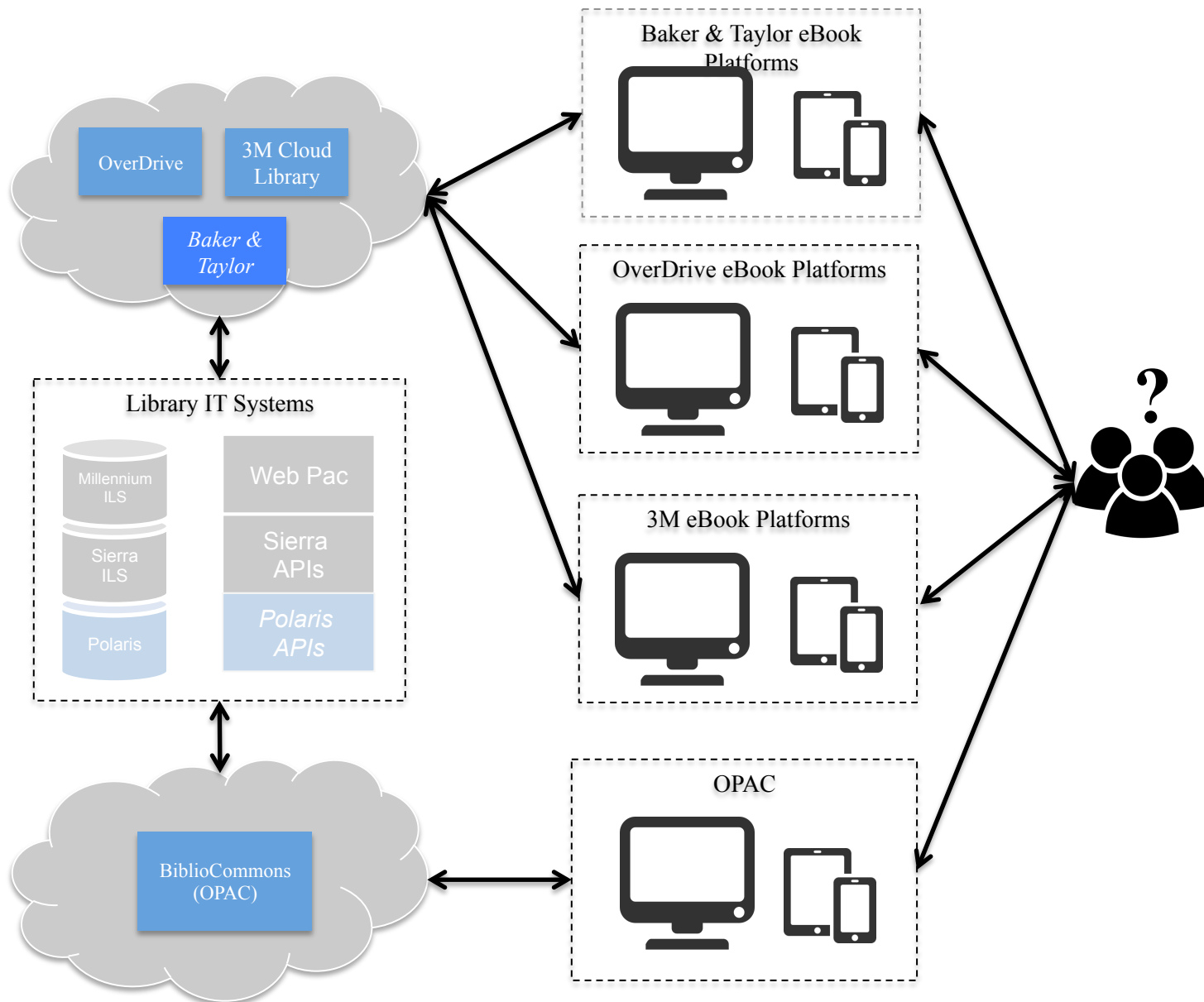
- DRM makes it difficult to move eBooks between devices and traps readers into a single retail channel.
- DRM is employed on 100% of Big 5 published works, and only 50% of indie published content.
- Indie titles without DRM sell twice as many copies each, on average, as those with DRM on Amazon.

**Average Daily Author Earnings for Bestselling Indie Titles  
with & without DRM  
(Fiction and Nonfiction - July 14, 2014)**

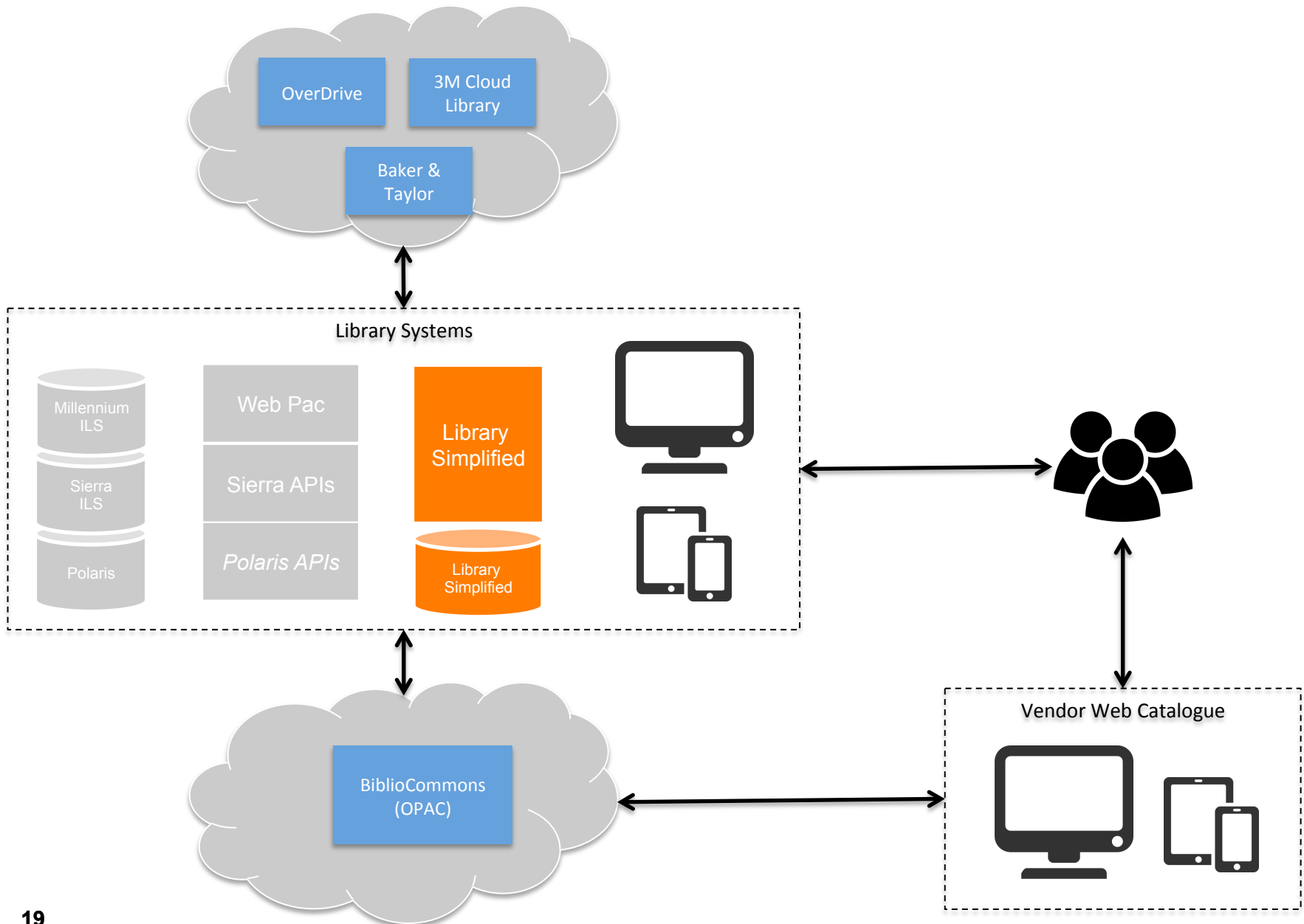


This suggests DRM is being used to lock consumers into suppliers as opposed to protecting the copyright

With regard to eBooks, Libraries are highly intermediated with with regard to the industry and users.



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# Current Approach

## Approach

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### Short term

1. Improve user satisfaction
2. Acquire more eContent (more copies, more titles, more vendors)
3. Improve user experience in eBook discovery and access to make the Library a viable “one-stop shop” for finding and managing media
4. **Turn high-quality, Public Domain and mid-list titles into Library bestsellers through new models of Recommendation and Discovery**

### Long Term

3. Promote open source and inter-operable eBook technology
4. Improve collection acquisition costs
5. Approach authors directly to publish and acquire licenses
6. Become a “market maker” through a system-wide effort to promote books online and through live programs

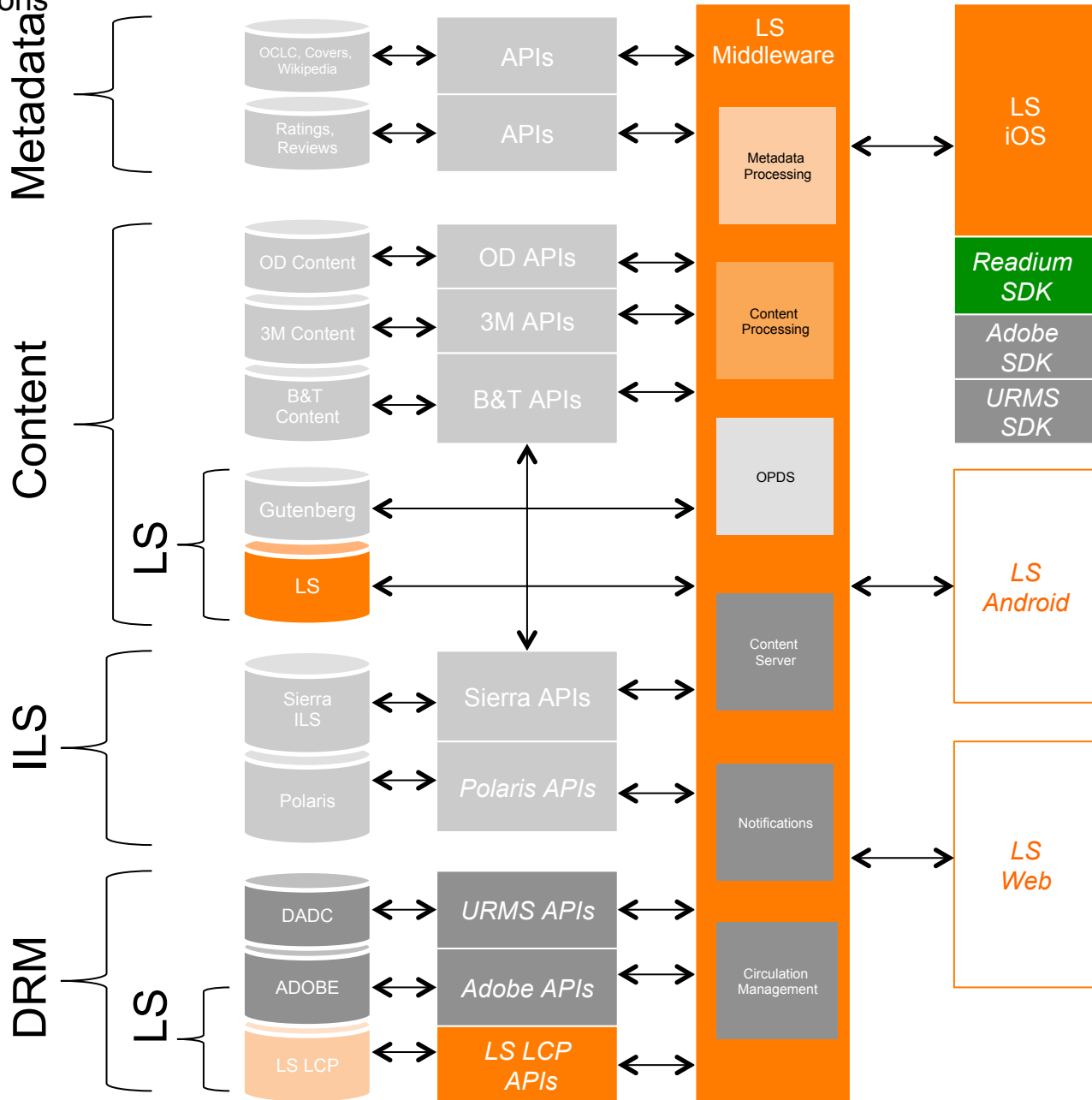
### Keep at it

7. Approach publishers directly (as opposed to aggregators) about a different deal for libraries
8. Explore lobbying and legal positions that would improve copyright vis-a-vis lending eBooks

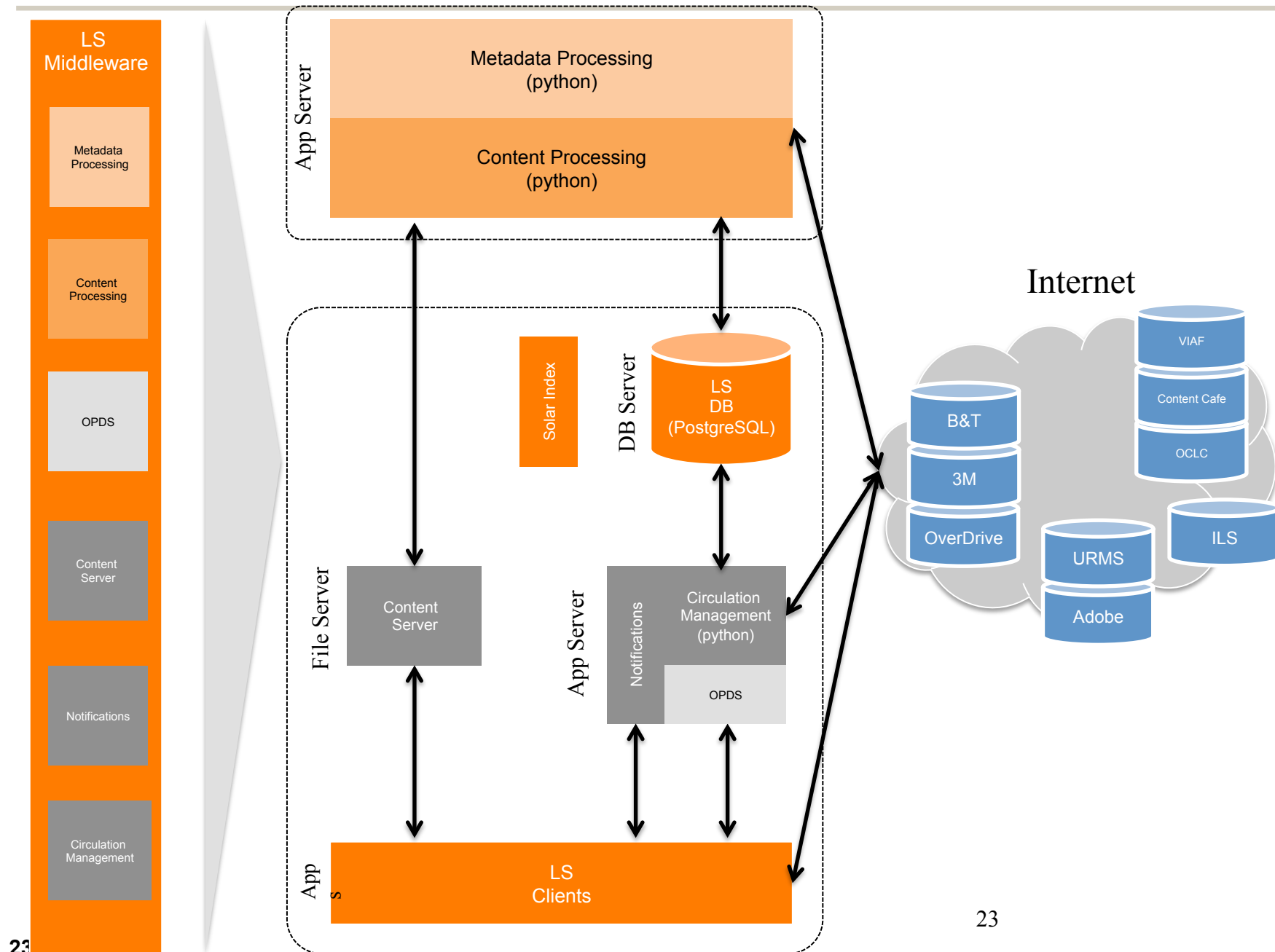


We are building will result in the basis of a “plugin” architecture of a wide array of Library eBook solutions

solutions



The server footprint for the given complexity is relatively light and “package-able”.



# Progress to date



## Progress to date

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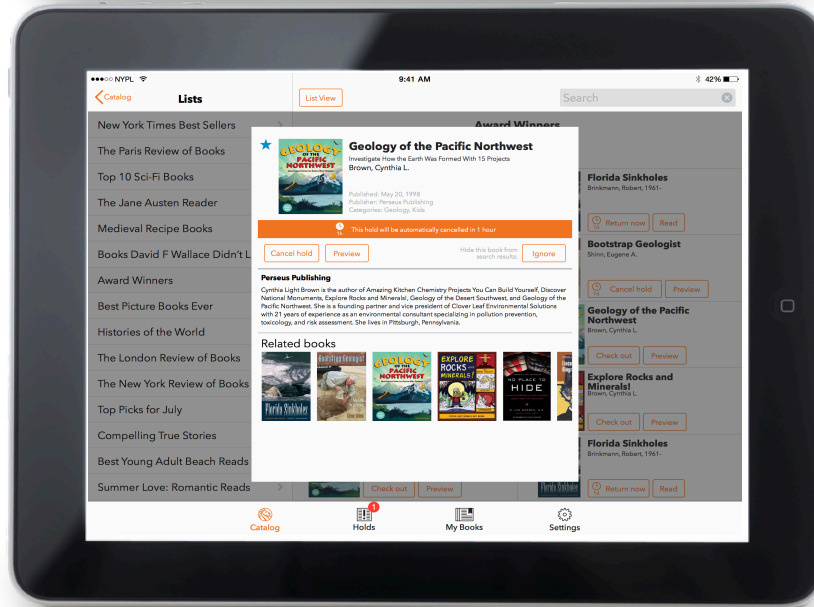
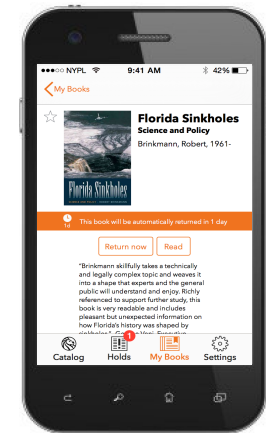
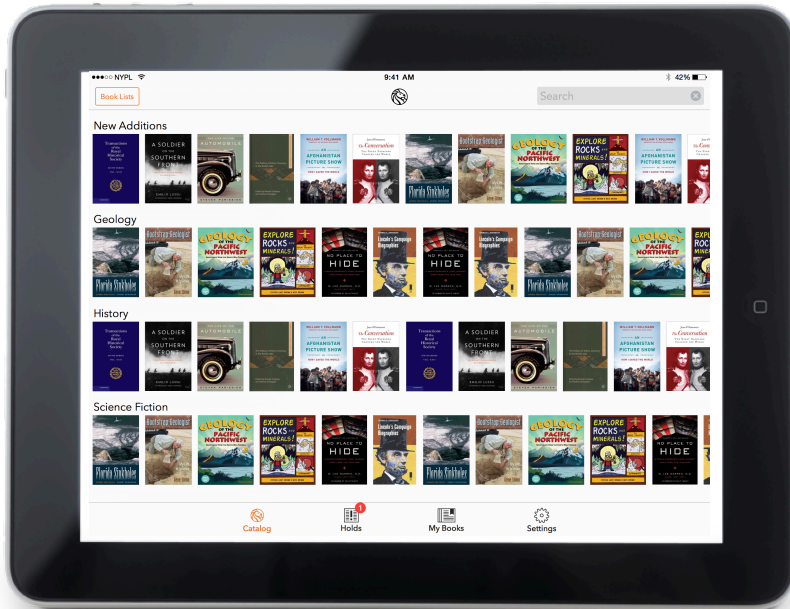
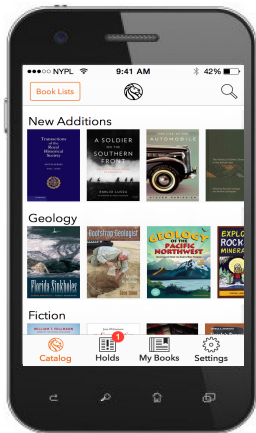
### Funding

- We received the single largest IMLS Leadership grant award to date by the IMLS.
- We have received cost offsets from for commercial and non profit players

### Development

- We have a pre beta app for Library Simplified that can already present over 80K-100K titles and distribute 40K today. Readers can find borrow and read an eBook natively. (We're just getting started.)
- We have spent just over 4 months (start dates for my developers), and under \$150K so far
- Won concession for non-profit membership to Radium (\$30,000 is now \$500)
- On the Board of the Radium.
- Formed relationships with 5 other libraries on top of the 9 partners who have implemented or are in the process of implementing their own eBook platforms;
- 2 new technical specifications in the works for libraries (OPDS, LCP) ReadersFirst (NISO)

# Progress to date - Discover



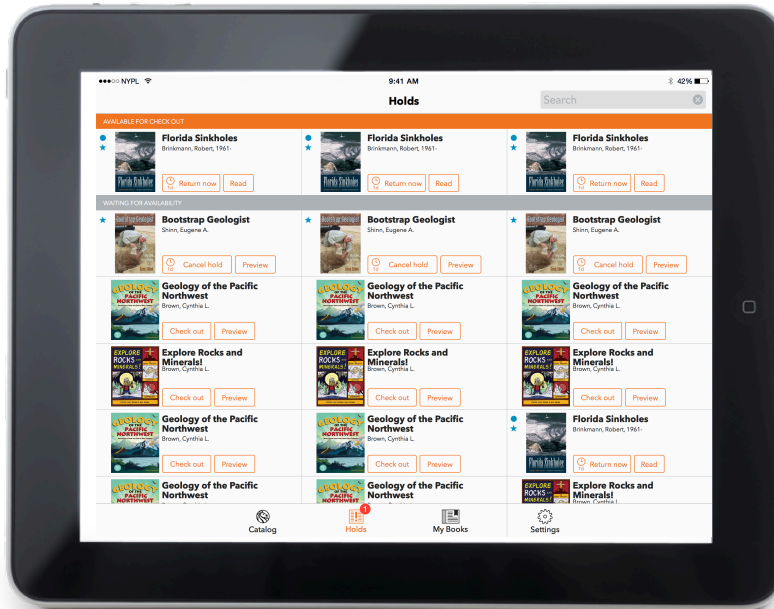
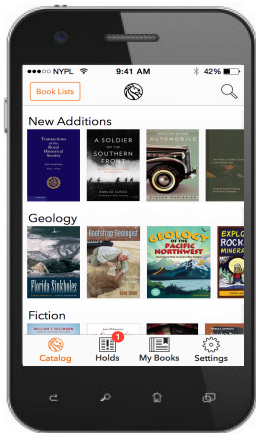
## Today

- iOS Beta App
- 55K licensed titles hosted on multiple systems
- **40K+ Public Domain titles**
- Normalized classifications
- Presented by availability, popularity, relevance
- “Browsable” lanes and list by category, genera
- Appeal based recommendation – Machine Learning

## To Do

- Incorporate better availability metrics
- Object to Object recommendation
- Ratings – UGC, Librarian

# Progress to date - Borrow

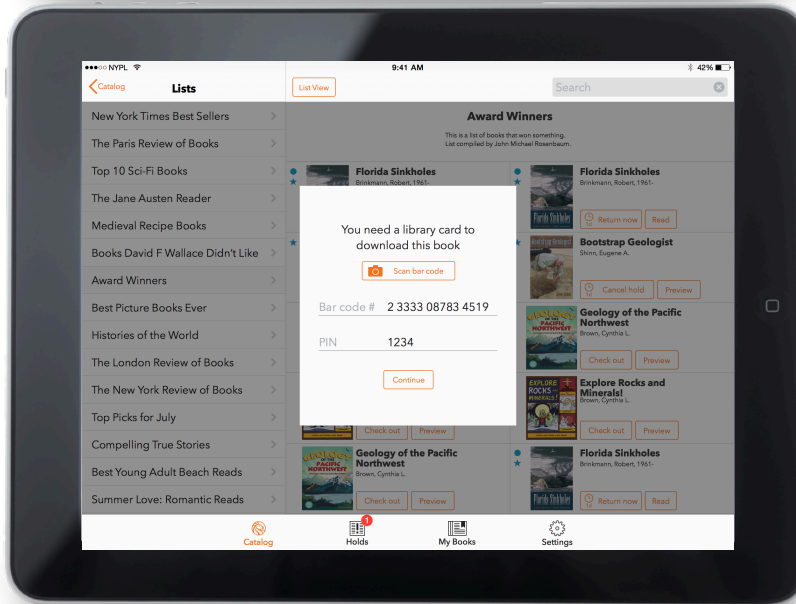
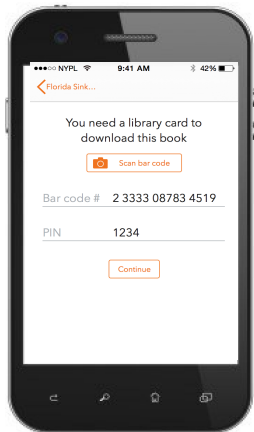


## Today

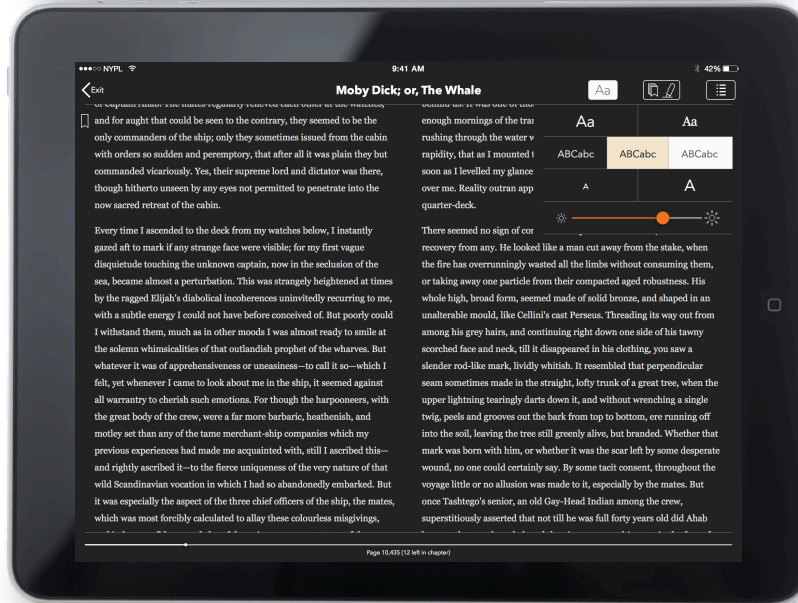
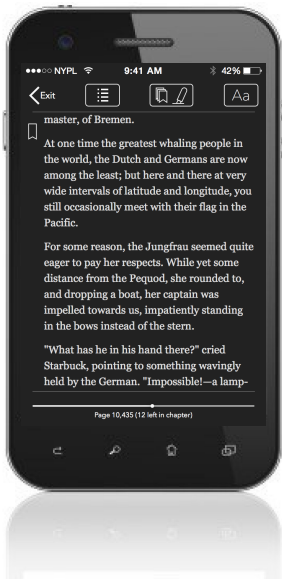
- Intelligent transaction display “Hold, Borrow, Return, Read”
- “Shop First” authentic once and only when necessary

## To Do

- Notifications
- Book mark catalogue
- Recommend, review, rate
- DRM



# Progress to date - Read



## Today

- Radium display
- Pagination and Scroll
- TOC Navigation

## To Do

- Annotations
- Synching
- Social Features
- User Display preferences
- Adobe RMSDK
- Media Overlays
- EDUPUB?

[www.librarysimplified.org](http://www.librarysimplified.org)

[www.readium.org](http://www.readium.org)

<http://opds-spec.org>