Library Simplified

Books in Browsers Discussion

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- 2. Why are we doing this?
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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





Why are we doing this?



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

Seriously, it really sucks!

Current process







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



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



Changes in the publishing industry.



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.

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.

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.

- 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 Readium!



Sourcing content 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



* 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.

- 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



Unit sales show that Indie publishers provide the most popular content

DRM...it is what it is. We need interoperability, mult-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

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



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



Progress to date

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 Readium (\$30,000 is now \$500)
- On the Board of the Readium.
- 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
- Objet to Object
 recommendation
- Ratings UGC, Librarian

Progress to date - Borrow



0-41 AM

You need a library card to download this book

Scan bar code

Bar code # 2 3333 08783 4519

1234

4996



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

eeeco NVPL 9

KExit



At one time the greatest whaling people in the world, the Dutch and Germans are now among the least; but here and there at very wide intervals of latitude and longitude, you still occasionally meet with their flag in the Pacific

For some reason, the Jungfrau seemed quite eager to pay her respects. While yet some distance from the Pequod, she rounded to, and dropping a boat, her captain was impelled towards us, impatiently standing in the bows instead of the stern.

"What has he in his hand there?" cried Starbuck, pointing to something wavingly held by the German. "Impossible!-a lamp-





9-41 AM

and for aught that could be seen to the contrary, they seemed to be the only commanders of the ship; only they sometimes issued from the cabin with orders so sudden and peremptory, that after all it was plain they but commanded vicariously. Yes, their supreme lord and dictator was there, though hitherto unseen by any eyes not permitted to penetrate into the now sacred retreat of the cabin.

Every time I ascended to the deck from my watches below, I instantly gazed aft to mark if any strange face were visible: for my first vague disquietude touching the unknown captain, now in the seclusion of the sea, became almost a perturbation. This was strangely heightened at times or taking away one particle from their compacted aged robustness. His by the ragged Elijah's diabolical incoherences uninvitedly recurring to me, with a subtle energy I could not have before conceived of. But poorly could I withstand them, much as in other moods I was almost ready to smile at the solemn whimsicalities of that outlandish prophet of the wharves. But whatever it was of apprehensiveness or uneasiness-to call it so-which I felt, yet whenever I came to look about me in the ship, it seemed against all warrantry to cherish such emotions. For though the harpooneers, with the great body of the crew, were a far more barbaric, heathenish, and motley set than any of the tame merchant-ship companies which my previous experiences had made me acquainted with, still I ascribed thisand rightly ascribed it-to the fierce uniqueness of the very nature of that wild Scandinavian vocation in which I had so ahandonedly embarked. But it was especially the aspect of the three chief officers of the ship, the mates, which was most forcibly calculated to allay these colourless misgivings.

 $\left[\square \mathcal{L} \right]$ enough mornings of the transition, when with a fair wind the ship was rushing through the water with a vindictive sort of leaping and melanchol rapidity, that as I mounted to the deck at the call of the forenoon watch, so soon as I levelled my glance towards the taffrail, foreboding shivers ran over me. Reality outran apprehension: Captain Ahab stood upon his quarter-deck.

8 42%

There seemed no sign of common bodily illness about him, nor of the recovery from any. He looked like a man cut away from the stake, when the fire has overrunningly wasted all the limbs without consuming them, whole high, broad form, seemed made of solid bronze, and shaped in an unalterable mould like Cellini's cast Perseus. Threading its way out from among his grey hairs, and continuing right down one side of his tawny scorched face and neck, till it disappeared in his clothing, you saw a slender rod-like mark, lividly whitish. It resembled that perpendicula seam sometimes made in the straight, lofty trunk of a great tree, when the upper lightning tearingly darts down it, and without wrenching a single twig, peels and grooves out the bark from top to bottom, ere running off into the soil, leaving the tree still greenly alive, but branded. Whether that mark was born with him, or whether it was the scar left by some desperate wound, no one could certainly say. By some tacit consent, throughout the voyage little or no allusion was made to it especially by the mates. But htego's senior, an old Gav-Head Indian among the crev superstitiously asserted that not till he was full forty years old did Abab

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Today

- Readium display
- · Pagination and Scroll
- TOC Navigation

To Do

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

Lean More and get involved

www.librarysimplified.org

www.readium.org

http://opds-spec.org