OCLC CJK Users Group
NetLibrary Update

NetLibrary®

Annual Meeting
San Francisco, California
April 2006
• NetLibrary Update
• OCLC/NetLibrary Initiatives and Recent Progress
• Future Directions
Current NetLibrary eContent Initiatives

Formats:
- eBooks
- eJournals
- eAudiobooks
- Databases
- Individual Articles
- Language Sets
  - Languages: English, Spanish, Chinese Japanese, German, Dutch, French
- Archival Rights
  - Robust archival rights negotiated with publishers.
Strategic Direction

- Diverse content
- Diverse publishers
- Content from many publishers and/or institutions combined into one platform on one web site, one interface, one search engine
- Robust platform to accommodate multiple formats
eContent Products

eBooks

OCLC Online Computer Library Center
eBook Overview
Current Purchase & Access Models

- Titles are purchased and owned by library
  - Individually or in collections
- List price established by publisher
- Content Service & Support Fee
  - $15% of the retail value of titles annually
  - 55% of the retail value of titles one-time
- One Book/One User Access
eBook Overview
Growing Catalog

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of eBooks</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>24,599</td>
</tr>
<tr>
<td>2001</td>
<td>39,952</td>
</tr>
<tr>
<td>2002</td>
<td>48,977</td>
</tr>
<tr>
<td>2003</td>
<td>63,617</td>
</tr>
<tr>
<td>2004</td>
<td>81,512</td>
</tr>
<tr>
<td>2005</td>
<td>99,760</td>
</tr>
<tr>
<td>2006</td>
<td>110,000</td>
</tr>
</tbody>
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eBook Overview
Top Ten Subject Areas
(Titles in Catalog)

- Business, Econ., Managmt.: 30%
- Social Sciences: General: 17%
- Literature: 12%
- Medicine: 9%
- History: World and General: 9%
- Computer Science: 5%
- Technology, Engin., Man.: 4%
- Education: 3%
- Religion: 3%
- Political Science: 3%
- Other: 3%

OCLC Online Computer Library Center
# eBook Overview

**Libraries with eBooks**

<table>
<thead>
<tr>
<th>Domestic Library Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Research Library</td>
<td>94</td>
</tr>
<tr>
<td>Academic</td>
<td>3,414</td>
</tr>
<tr>
<td>Public</td>
<td>3,999</td>
</tr>
<tr>
<td>School</td>
<td>5,229</td>
</tr>
<tr>
<td>Corporate, Special Government, Other</td>
<td>1,071</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>13,807</strong></td>
</tr>
</tbody>
</table>

| Non U.S.                                    | 1,123* |
| **Grand Total**                             | **14,930** |
| Countries Represented                       | 50     |

*500 in Asian Countries

*The market’s experience with eBooks is the NetLibrary experience*
eBook Overview

Usage Trends

- Average NetLibrary session length:
  - 15 minutes

- Average time in an eBook:
  - 8 minutes

- Average Page Views per month 2005:
  - 6.7 million
eBook Overview
Market Impact

- 440 publishers under contract
- English, Spanish, Chinese, Japanese, German, Dutch, and French language content
- Over 1 million NetLibrary eBooks in circulation.
- Adding 21,000+ eBooks and 1,000+ audio books per year
- 85% of incoming content is front list
eJournals Overview

Electronic Collections Online (ECO)

- FirstSearch point of access: ECO, WorldCat, NetLibrary, other A&I and full-text databases
- Linking from other information services providers, your catalog or website as well as from FirstSearch to journals and articles
- Multiple search levels and methods, including searches by title, publisher and topic
- COUNTER compliant usage statistics
- Bibliographic records for inclusion in catalog
eJournals Overview

Content

- 40 publishers
- ~6000 titles
- Subject coverage heavily oriented Science, Technology and Medicine (STM)
eJournal Overview
Purchase Models

- Subscription
- Article purchase
- Order from OCLC, subscription agents, or publishers
  - Subscription Agents include: DA Information Services, EBSCO Information Services, HARRASSOWITZ, Kinokuniya Company Ltd., Readmore, Inc., Swets Blackwell, W.T. Cox Subscriptions
- Archival rights negotiated with publishers
eContent Products

Databases
Language Sets
eAudiobooks
Integrated Format Collections
Copyright Considerations

- Today, NetLibrary acquires content from over 440 publishers of all sizes and representing content of all types.
- Highest concern among publishers and authors: copyright protection.
- Contracts require publishers to confirm the titles they provide have proper electronic rights authorized by authors.
- NetLibrary uses reasonably commercial efforts to enforce:
  - Titles may be pulled
  - Sales territories may be limited
Recent Progress
Dublin Meeting

- Key Action Items

  • Confirm OCLC’s interest in hosting Asian language content to support U.S. libraries with Asian study programs and resources
  
  • Confirm OCLC’s interest in cooperating with Asian publishers
  
  • Begin discussions with Asian publishers regarding business arrangements
  
  • Expand OCLC/NetLibrary site to more fully support Asian language searching and display
North American Libraries with Asian Websites

- Brigham Young University
- Brown University
- Columbia University
- Cornell University
- Duke University
- Harvard College
- Indiana University Bloomington
- Library of Congress Asian Reading Room
- New York Public Library Humanities and Social Sciences Library
- Ohio State University
- UMass Amherst
- University of Alberta
- University of Arizona
- University of British Columbia
- University of California, Berkeley
- University of California, Los Angeles
- University of California, Irvine
- University of Chicago
- University of Colorado Boulder
- University of Hawaii, Manoa
- University of Illinois
- University of Iowa
- University of Kansas
- University of Maryland
- University of Michigan
- University of Minnesota
- University of North Carolina, Chapel Hill
- University of Oregon
- University of Pennsylvania
- University of Pittsburgh
- University of Southern California
- University of Toronto
- University of Virginia
- University of Washington
- University of Wisconsin
- Washington University, St. Louis
- Yale University
Dragonsource

- Premier publisher, printer and distributor of Chinese language magazines
- Based in Beijing, China.
- Widely read Chinese-language magazines spanning more than 40 subject areas.
- Agreement covers more than 800 of the most widely read Chinese-language magazines
Chinese Journals and Magazines

- Includes academic journals and English-language magazines published in China
- Flexible subscription plan
- Worldwide distribution rights (excluding China and Taiwan).
- Available via direct link from NetLibrary Website
- Interface available in Traditional or Mandarin Chinese
- All articles are fully indexed and are searchable by author, titles and keyword.
Recent Progress

- Kinokuniya
  - 25-year history as OCLC distributor
  - Extremely positive about opportunities for eContent
  - Extensive NetLibrary training already completed
  - Currently calling on publishers in Japan

Biggest News for Today...
Progress on Action Items

- Japanese-language user interface
We are pleased to announce...

- Airiti, Inc., and OCLC/NetLibrary have signed an agreement
  - 2000 journal titles to begin
  - 4000-5000 by end of year
  - Sold in subject collections
  - Academic journal content
Future Directions

- Maintain steady foundation of eBooks
- Expand eJournal offerings
- Expand formats
- Target current publisher relationships for Asian language
- Significantly expand non-English language content
  - All Asian languages
  - Spanish
  - German
  - French
- Aggressively move to new business models
Future Directions

- Customer defined “collections” consisting of any or all formats
- Alternative pricing models to encompass:
  - Subscription
  - Simultaneous/Unlimited Access
  - Short-term, high use scenarios
  - Disaggregated content purchasing
  - eLearning and text book programs
  - Pay Per View
In Closing

- We share a common goal:
  - To increase the availability and accessibility of Asian language content for U.S. libraries and all libraries

- Your guidance remains important

- OCLC and NetLibrary are honored to partner with you in this effort
谢谢!
谢谢!
ありがとう!
너를 감사하십시오!
Thank You!
Rich Rosy
Vice President, Content Management
OCLC Online Computer Library Center, Inc
and NetLibrary

rrosy@netlibrary.com

www.netlibrary.org
www.oclc.org