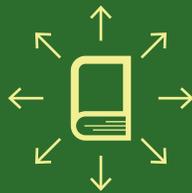




LIVRES CANADA BOOKS®

Selling Digital Books to International University Libraries



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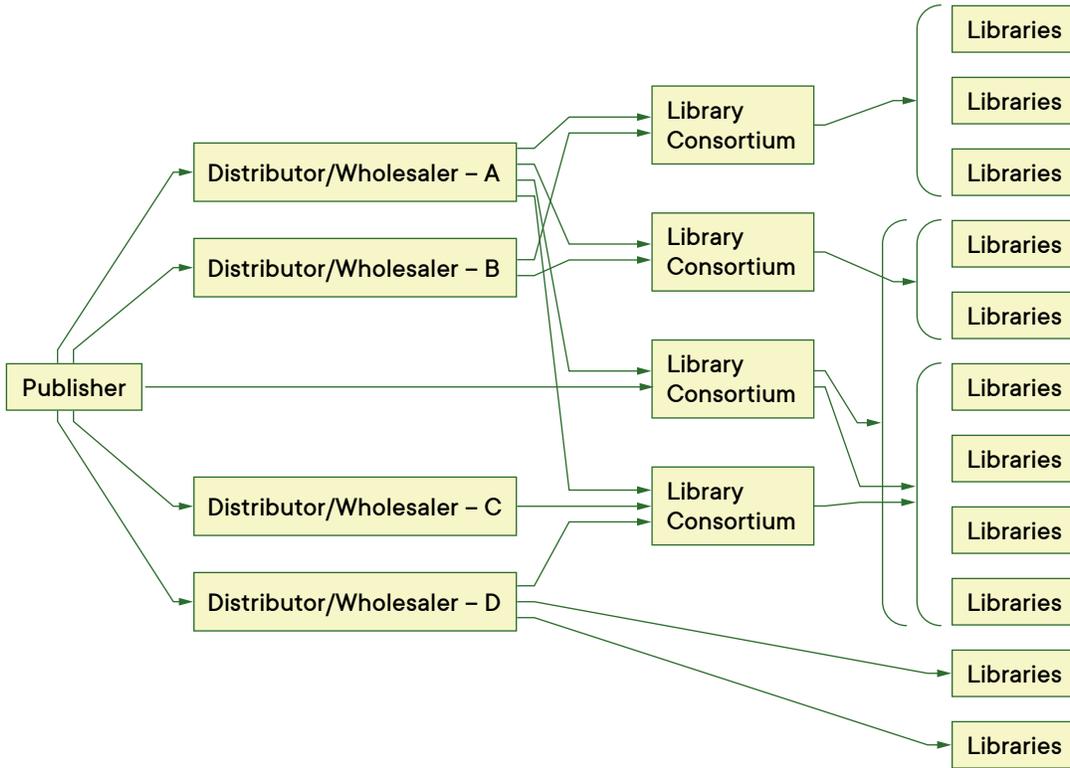
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Glossary

The digital book market uses unique terminology for consortia types, business models, and technical aspects. A glossary is provided for the reader's convenience.

Term	Definition
Demand-Driven Acquisition, (DDA); also known as Patron-Driven Acquisition (PDA)	A digital books purchasing model in which the library has access to a significant collection of digital books with a distributor, but the books are not purchased unless they are consulted (according to a triggering event such as download, print, online consultation for more than x minutes, etc.). This ensures that the books purchased are the books that users are consulting.
Digital Rights Management (DRM)	Technical measures for protecting digital works. Limits actions that a user can perform with a digital book (printing, downloading, copying, etc.).
Distribution/ Wholesalers	Encompasses all logistic and financial aspects of the digital book chain (the storage of files, the transfer of metadata, the management of cash flows, and the management of technical and contractual elements of agreements).
Evidence-Based Acquisition (EBA)	A digital books purchasing model in which the library spends a certain sum annually to access the distributor's catalogue. This sum can be spent according to library user statistics at the end of the year. As such, only the most consulted books are purchased.
Marketing/ Promotion	The activities used to promote digital books to users and intermediaries.
Perpetual Access	A method of purchase that guarantees a library perpetual access to a digital resource.
Personalized Collection	A collection of digital books grouped according to one criterion (subject, discipline, year, publisher, etc.) determined by the library.
Purchasing Consortium	Library consortium for which the main activity is to negotiate licenses and purchasing contracts for the subscription or procurement of resources (mostly digital) on behalf of the consortium members, allowing for considerable savings.

Figure 1 : Structure of Distribution System in Europe for Digital Books



Identifying the best strategies for Canadian publishers to break into this market requires a detailed description of the market, which is the genesis of this report. After the section dedicated to our methodology, we describe the consortia in each targeted country. A description of the wholesalers serving these markets follows. These descriptive analyses, coupled with interviews, allowed us to determine the challenges that Canadian publishers face and the best strategies to overcome them.

France

Summary

Academia in France is grouped under Couperin, a strong and dynamic purchasing consortium. Based on Couperin's subgroups (see the comments below) and the numerous publications on this subject, the libraries of this consortium are concerned with French-language digital books and with the availability of French-language content.

Couperin

Sponsored by the Ministère de l'Enseignement Supérieur, de la Recherche et de l'Innovation, the organization is decentralized. Various representatives from many universities negotiate on behalf of the consortium.

1. Website: <https://www.couperin.org>
2. Type of consortium: Purchasing (the most important one in France)
3. Membership: 264 members
 - a. 113 universities and similar establishments
 - b. 29 research institutions
 - c. 88 schools
 - d. 4 legal libraries
 - e. 30 other institutions with a mandate related to higher education or research
 - f. Complete list: <https://www.couperin.org/presentation/membres>
4. Common catalogue: Not for the whole consortium; see the SUDOC network under the Bibliographic Agency of Higher Education (ABES) below

Spain

Summary

Academia in Spain is grouped under many regional consortia that include other types of libraries. A common catalogue for all of Spain exists, but was inaccessible when we conducted this research.⁹

Consorti de Serveis Universitaris de Catalunya (CSUC)

CSUC is a consortium of universities with a group dedicated to libraries.

1. Website: <https://www.csuc.cat/en>
2. Type of consortium: Services and purchasing
3. Membership:
 - a. 7 public universities
 - b. 3 private Catalanian universities
4. Common catalogue: https://ccuc.csuc.cat/discovery/search?vid=34CSUC_NETWORK:CSUC_CCUC_UNION
5. Negotiated resources:
 - a. EbscoHost eBook Collection
 - b. UPC Books (Universitat Politècnica de Catalunya)
 - c. eBrary (now ProQuest Digital Library)
 - d. eLibro Cátedra (books in Spanish from many publishers)
 - e. MyiLibrary (now ProQuest Digital library)
 - f. ScienceDirect eBooks
 - g. Springer eBooks
 - h. Wiley eBooks
 - i. Complete list: <https://confluence.csuc.cat/pages/viewpage.action?pageId=86802472>
6. Contact information:
 - a. Núria Sánchez, expert in information resources
 - i. suportbdc@csuc.cat
 - ii. +34 93 567 9810
7. Comments: N/A

⁹ We were unable to determine the reasons for this inaccessibility at the time this report was published.

Project MUSE Book products

1. Website: <https://about.muse.jhu.edu/librarians/book-products/>
2. Contact information: <https://about.muse.jhu.edu/publishers/why-muse-books/>
 - a. Phillip Hearn, in charge of relations with publishers, books
 - i. phearn.muse@jhu.edu
 - b. Form to complete: <https://about.muse.jhu.edu/publishers/apply/books/>
3. Description: Platform for non-profit publishers
4. Publisher partners:
 - a. Over 200 non-profit academic publishers, including Cornell University Press, Duke University Press, Johns Hopkins University Press, Amsterdam University Press, Manchester University Press, MIT Press, etc.
 - b. Canadian partners (with books from the five last years):
 - i. Presses de l'Université du Québec
 - ii. Presses de l'Université Laval
 - iii. University of Ottawa Press
 - iv. UBC Press
 - v. Wilfrid Laurier University Press
 - vi. University of Victoria Libraries
5. Presence among European consortia:
 - a. Many have agreements for journals; few consortia, if any, have agreements for digital books
 - b. Spanish National Research Council Library and Archives Network (CSIC)
 - c. Several Belgian, Spanish, and Italian universities
6. Strongest presence: Spain
7. Languages represented: French, English, and others
8. Areas of publication: Humanities and social sciences
9. Procurement models:
 - a. All books are without DRM
 - b. Single-title purchase (through the GOBI or OASIS wholesalers)
 - c. EBA
 - d. Purchase of the annual frontlist
 - e. Subject collections
 - f. Personalized collections
10. Comments: The wholesaler offers an open-access books program.
11. Sources: Website

Opportunities, challenges, and strategies for Francophone and Anglophone Canadian publishers

In this section, we present the results of the data analysis discussed in the previous sections and some elements of the interviews with wholesale representatives. We structured this section by presenting business opportunities or challenges alongside the best strategies to tackle them.

Access and Use Constraints

The discoverability of Canadian academic works is a major challenge, but it is also important to consider their ease of access and use. All efforts to maximize the discoverability of works cannot overcome access and use constraints imposed by publishers. These constraints, techniques (DRM), or commercial considerations (delays between print publication and its availability¹⁷ in distributor/wholesaler catalogues), are one of the main obstacles to the use and purchase of a digital book by a university library. Accustomed to the means of access to articles in academic journals (PDF format, without DRM, unlimited downloads), academic users expect the same from digital books, which is rarely the case, as evidenced by many scholars:

According to Pierard and colleagues (2020), students experience confusion when they face access barriers on digital book platforms, specifically the possibility of printing or downloading, or the obligation to create an account to gain access to the book.

(<https://journals.acrl.org/index.php/crl/article/view/24330>)

According to Casselden and Pears (2019), restricting a person's access to a book is incomprehensible and frustrating for students.

(<https://journals.sagepub.com/doi/full/10.1177/0961000619841429>)

Students prefer a format with which they are familiar, like PDF, and that they can organize at their own convenience in their system (without DRM) (Hobbs and Klare, 2016).

(<https://www.tandfonline.com/doi/full/10.1080/1941126X.2016.1130451>)

Furthermore, publishers need to offer digital and print versions of a book to university libraries at the same time, preferably without any technical constraints. For a long time, there was a belief that a book borrowed from a library was a book NOT sold in bookstores. This is not the case. It was shown that the availability of a book in libraries is a promotional showcase that can lead to its purchase.¹⁸ Moreover, it is vital to reduce delays in distribution among wholesalers because they frustrate librarians wanting to purchase these works in digital format:

¹⁷ In light of the surveys conducted in the European catalogues (see Appendix 1), we noticed that many publishers are late in the delivery of books to different platforms. It is a major inconvenience for libraries that want to have access to recent content. The wholesalers also note delays in delivery on the part of publishers, and even mistakes in the file uploading process (missing metadata, missing files, etc.) that slows down the process even more. It is clear that publishers must put just as much effort into digital distribution (and accordingly, the uploading process in platforms) as they do with print distribution.

¹⁸ <https://depot-e.uqtr.ca/id/eprint/8460/>

Appendix 1:

Presence of Canadian digital books in European universities

We wanted to measure the presence of Canadian publishers in European academic catalogues. To get a general sense of the situation, we conducted a survey. The results allow us to highlight the relative presence of Canadian publishers in these catalogues.

This presence varies between publishers, perhaps because of the variance in distribution efforts and strategies as much as the breadth of publishers' catalogues. Publishers with existing distribution agreements (with ProQuest, EBSCO, JSTOR, De Gruyter, or CyberLibris, for example) had a stronger presence in those catalogues.

That said, we must also highlight the inaccessibility of recently published Canadian books. With 2020 and 2021 disrupted by the pandemic, Canadian publishers must respond quickly to the increased need for digital books.

A Reminder of our Methodological Approach

To build the portrait of the presence of Canadian digital books in target countries' university libraries, we conducted research in the common catalogues of certain consortia. The Canadian publishing houses searched belong to the Association of Canadian University Presses (ACUP).²⁵ Although this portrait can only be used for informational purposes (as opposed to being statistically representative), it is important to consider the following nuances and caveats:

- Unfortunately, some libraries exclude digital books from their catalogue, especially if the digital books are available via subscription and are not purchased. Others do not allow external users to see their inventory of digital resources. The numbers presented in the tables, therefore, provide a partial overview of the material that library users can access.
- Some libraries with a subscription to digital books, or that give access to a whole collection according to a DDA agreement, integrate them into their catalogue. Therefore, the number of titles in the tables reflects the digital books purchased and certain subscriptions and titles in DDA access that may never be purchased.
- Most catalogues we consulted were consortium catalogues. The tables represent the number of unique Canadian titles in the common catalogues, which does not reflect the number of libraries in which the title is available (this information was unavailable in most catalogues).

25 <http://acup-apuc.ca/>