



The CHARLESTON REPORT

Business Insights into the Library Market

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Short Takes

The libraries of the University of Hong Kong (HKU) have signed a renewal agreement with Springer allowing HKU researchers to publish their research results using the Open Choice model in Springer journals following a one-year pilot project that began in March 2010. The new agreement extends until February 2012 and expands the Open Choice model beyond single items to a larger open-access publishing partnership for the HKU researchers and authors. <http://www.stm-publishing.com/?p=1774>

CrossRef, the association of scholarly publishers that provides reference linking, has announced an update to its Digital Object Identifier (DOI) online display guidelines. The new guidelines encourage CrossRef member publishers, affiliates, and others in the scholarly community to display DOIs as full URLs in the online environment. "The new format will make it easier for researchers to know what to do with a CrossRef DOI wherever they encounter it," said Executive Director Ed Pentz. "Whether or not they know what CrossRef is, or what a DOI is, they will be able to simply click on the link." *CrossRef Press Release*, August 2, 2011.

Did You Know?

Proclaiming that "the OPAC is dead and the ILS is really sick" during the Serials Solutions breakfast at ALA, Senior Vice President Jane Burke offered a new web-scale management approach as a future alternative. Believing that librarians' jobs have gotten "junked up" with everything from non-linear workflows and lack of system interoperability to systems designed exclusively for print, this new solution is intended to provide relief. Currently in development, the solution alleviates problems with current ILS alternatives by integrating functions into one system that provides "cohesive management of a library's collection, including the ability to select, purchase, catalog, circulate, compare, manage, fulfill, assess and report on their content, regardless of format." This new solution will be developed in two phases. Phase I will take place in 2012 and deal with the resource management part of all of this: acquisitions, piece identification, license management, fund accounting, and integration with discovery applications such as the Summon™ service. Phase II comes in 2013 and will offer circulation, reporting/assessment, authority control and full acquisitions functionality as well as continued enhancements to earlier functionality.

Read more at: <http://www.serialssolutions.com/news/detail/serials-solutions-announces-development-of-new-web-scale-management>.

TCR Reports:

Social Media and the Academy

Highlights from the 5th Bloomsbury Conference on E-Publishing and E-Publications.

... Reported by Anthony Watkinson,
Series Organizer, University College London,
[<anthony.watkinson@btinternet.com>](mailto:anthony.watkinson@btinternet.com)

This event, held June 30-July 1 in London, was the fifth in the series of UCL Bloomsbury conferences. The aim of this series is to examine scholarly communication and discourse in an environment of digital transition with an emphasis on research findings and practical experience of scholars and on the role of information professionals as facilitators. Previous events have examined how scholars work online (The Virtual Scholar), whether publications are reflecting or will reflect scholarly practice in communication (Beyond Books and Journals) and last year the growing importance of digital data to scholars and scholarship (Valued Resources).

This year's subtitle was "Social Media and the Academy: Enhancing and Enabling Scholarly Communication" and the intention was to look at how scholars use social media in the research process. In practical terms social media can be defined as collaboration. Several points agreed were

- that scholars are very aware of social media,
- that a large subset do use social media,
- but mostly they use existing tools and not ones specially devised for a scholarly task.

Of note, these statements hold across all disciplines. On the whole scholars see blogs and similar modes of communication as something separate from publications but there are strong movements such as e-science (e-research) which argue for a really major change to come.

For the programme with presentations and links as appropriate see <http://www.ucl.ac.uk/infostudies/e-publishing/>.

Be sure to also read the excellent blog report at <http://nicolaosborne.blogs.edina.ac.uk/2011/06/30/social-media-the-academy-day-one-liveblog/>.

TCR Quotes

"There are some bells and whistles, but we're very careful about that. We think about whether or not they add any value. And if they don't, out the window they go," Pamela Maffei McCarthy, *New York Magazine's* deputy editor, speaking about their popular iPad app which she notes is **"...all about reading."** <http://www.nytimes.com/2011/08/01/business/media/new-yorker-on-ipad-shows-viewers-want-to-read.html>

Big Deals Under Fire: Journal Title Selection Makes a Comeback

As library budgets are being cut, Big Deals that provide “large collections of journal articles but also lock institutions into multiyear subscriptions at rising prices” have institutions like the University of Oregon and Southern Illinois University at Carbondale renegotiating Big Deals or cancelling them all together. This brings real selection back into the picture as librarians subscribe to individual titles and cancel the journal bundles offered via the Big Deal. Faced with this emerging reality, Big Deal publishers may have to come up with more customized packages. It also offers an opening for smaller society and independent publishers as dollars are freed for more individual selection.

To learn more check out this article from the *Chronicle of Higher Education*: Libraries Abandon Expensive ‘Big Deal’ Subscription Packages to Multiple Journals <http://chronicle.com/article/Libraries-Abandon-Expensive/128220/>.

Ed Note: ATG's July 20th "I Wonder Wednesday Survey" on cancelling the big deal shows 45 libraries saying they will retain their big deals, while 10 will not. Read more at <http://www.against-the-grain.com/2011/07/atg-i-wonder-wednesday-big-deal-cancellations/>.

Mark Your Calendars

September 18-20, 2011 — Society for Scholarly Publishing, “IN Conference: Globalization, Innovation, and Collaboration,” Arlington, VA. Program and registration available at: <http://www.sspnet.org/>.

September 30-October 3, 2011 — LITA National Forum, “Rivers of Data, Current of Change,” St. Louis, MO. More information at: <http://ala.org/ala/mgrps/divs/lita/conferences/forum/2011/index.cfm>.

October 14-16, 2011 — 9th International Conference on the Book, University of St. Michael's College at the University of Toronto. Details at: <http://booksandpublishing.com/conference-2011/>.

October 17-19, 2011 — 15th Annual Internet Librarian 2011, Monterey, CA. Learn more at <http://www.infotoday.com/il2011>.

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The Charleston Report is written for publishers, vendors, product developers, merchandisers, and wholesalers who are interested in expanding their library market. Readers will gain insights in effective marketing to libraries, early alerts to library trends, access to library leaders' future plans, library budget projections, library strategic plans, technology directions, and publications needs.

For comments and contributions, contact Corrie Marsh, <cmarsh12@gmail.com>, Editorial Offices, 6180 East Warren Avenue, Denver, CO 80222. 303-282-9706, FAX: 303-282-9743, (c) Copyright 2010, The Charleston Co. All rights reserved. ISSN 1091-1863.

Managing Editor: Corrie Marsh <cmarsh12@gmail.com>

Editorial Board: Rebecca Lenzini, Katina Strauch

Chief Financial Officer: Rebecca T. Lenzini

Publisher: The Charleston Co.

Graphic Design: Toni Nix • Masthead Design: Jack Thames

By the Numbers

1%...Apple's iPad is responsible for 1% of the world's web traffic, as well as 2.1% of web traffic in the U.S., according to the latest numbers from NetMarketShare. <http://content.usatoday.com/communities/technologylive/post/2011/07/apple-ipads-generate-1-of-worlds-web-traffic/1>

4,000...Hindawi announced that it has received more than 4,000 submissions in July 2011 for the first time in a single month. Hindawi publishes more than 300 open access journals, spanning a wide range of subjects in Science, Technology, and Medicine as well as the Social Sciences. *Press Release*, August 3, 2011.

\$9.91 billion...Amazon's 2011 second quarter sales figure is \$9.91 billion. Of note, the company attributes sales of its Kindle e-book reader for helping boost revenue by 51%. <http://www.pcpro.co.uk/news/cloud/368905/amazon-invests-heavily-in-cloud-tablet-development#ixzz1U6CMsOso>

60%...The number of public libraries in a sample of 100 libraries surveyed by the Primary Research Group who have held workshops on Facebook use, while 17.39% of college libraries, 10.53% of law/corporate libraries, and 14.29% of government agency/department libraries have done so. Primary Research Group “Libraries and the Mega Internet Sites,” (ISBN 157440-177-7). More information at www.PrimaryResearch.com.

100,000...The number of iPad readers for *The New Yorker* magazine, including about 20,000 individuals who bought subscriptions at \$59.99 a year. Roughly 75,000 print readers took advantage of an offer of a free app. Several thousand more people, on average, buy single issues for \$4.99 each week. Of note, *The New Yorker* has 1 million print subscribers. *New York Times*, July 31, 2011.

22%...That's YouTube's share of global mobile bandwidth, according to Allot Communications; for total global mobile streaming, their share is even higher: 52%. *Wall Street Journal*, All Thing D, <http://allthingsd.com/20110726/some-of-you-need-a-youtubephone/>.

Overheard at the 14th Fiesole Collection Development Retreat

Thanks to Katina Strauch who has shared some of her favorite quotes with us from this year's 13th Fiesole Collection Development Retreat, “Collecting Across Frontiers: Technology and Globalization,” held in St. Petersburg, Russia, May 11-13th.

- The photocopy machine was an evil machine in publishers' opinions. With electronic information, copying is much worse! Every computer is a copying machine.
- Contract law is not copyright law. Copyright law isn't relevant anymore.
- How can you do business in the land of free?
- Researchers need more targeted tools. They need more from their content.

Complete papers and powerpoints from the Retreat are available at http://www.casalini.it/retreat/retreat_2011.html.

ALA New Orleans Hot Topics Report

... *Personal observations from the floor of the convention by John Riley, Eastern Regional Sales Manager, BUSCA, Inc. and editor The Library Marketplace in "Against the Grain"*

It was heartening to return to The Big Easy and see all of the progress the city has made in its recovery from Hurricane Katrina. In his address to the convention, Mayor Mitch Landrieu attributed a large part of the city's success at bringing life back to the city to the rebuilding of neighborhood libraries. Still, over half of the public schools remain closed. Attendance figures for ALA in New Orleans totaled 20,186 with 14,969 attendees and 5,217 exhibitors. This is down 23% from the 26,201 attendees at last year's annual conference in DC.

Temperatures in New Orleans hovered in the mid 90's all week, but the rain held off and we only had to deal with 90% humidity. Inside Morial Convention Center sweaters and coats were at a premium as the air conditioning was cranked up to the freezing point. Many of us got lots of exercise walking in the extremely long and narrow Convention Center that snakes along the Mississippi River. Buzzy Basch, who wears a pedometer, logged over 6 miles in one day just walking inside the Convention Center! Walking was probably a good idea after all of the great meals in the booming restaurants such as Mulate's, NOLA and Cochon where librarians happily indulged in the local cuisine. The hot spot for jazz was Irwin Mayfield's Playhouse in the Royal Sonesta on Bourbon Street. It hosts a very lively local music scene of the top musicians in New Orleans.

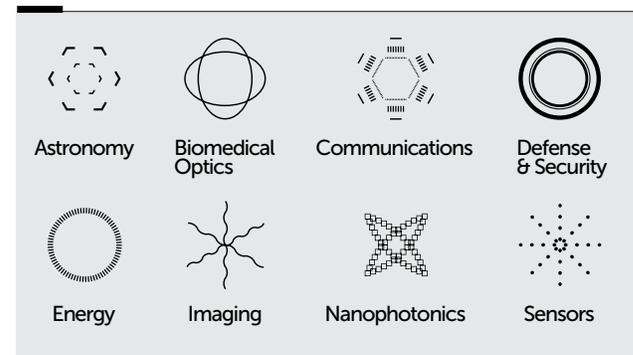
Following is a round-up of some of the hot topics from the meeting:

- **E-Books.** Some of the hot topics at ALA reminded me of Book Expo America, the publishing and bookstore convention held in New York in May. There was renewed buzz on the floor about books, especially because of e-books. Books are in the news all the time now and publishers are excited about their prospects with e-book readers taking off and the promise of more international sales. Both librarians and publishers are trying to find a way to stay relevant in a world of electronic delivery of books and information.
- **New Roles for Libraries and Bookstores.** Librarians seem to be headed for more of a teaching model and curriculum support role. They have always filled this link in the education system, but it is even more imperative now to maintaining the place of the library on campuses. Demand for public libraries is off the charts, but they have to learn how to do more with less. Independent bookstores are looking for local support and many are even converting to co-op models. The local community is the key to maintaining both libraries and bookstores.
- **Libraries as Publishers.** There was quite a bit of talk about libraries taking on the role of publishers. One interesting model was the one at Purdue University where they have integrated the library, university press,

and copyright clearance office. They also publish online journals with the sponsorship of several corporations. One such journal, *The Human-Animal Bond*, has received over a million dollars in grant funding from sources such as Petco and Purina <http://www.thepress.purdue.edu/series/new-directions-human-animal-bond>.

- **Hathi-Trust.** *Sustainability* is the big issue with online publishing and Institutional Repositories. The Hathi Trust sees sustainability as its major goal in storing and transmitting our cultural heritage. Their statistics are amazing and they are growing their collection by millions of titles a year: Cornell has partnered with Duke University to distribute their online journals and their open access books are published on Kindle and Google Books. Some public libraries are starting to publish patrons' books on Kindle. The process is actually quite simple and can be accomplished within 24 hours using only a Word file that is uploaded to Kindle for free. This seems to be creating great goodwill among patrons.
- **Looking Ahead:** The next two ALA conventions in Dallas for mid-winter and Anaheim for annual have been greeted with lukewarm response.

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Robert Heyer-Gray, Librarian,
UNIV. OF CALIFORNIA, DAVIS

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Must Reads

In a recent post to The Scholarly Kitchen, Joe Esposito discusses the potentially devastating impact that the pricing of e-books for libraries could have on university presses, estimating that as much as 55% of total revenue may be at stake. Responses to this post are worth reading as well. http://scholarlykitchen.sspnet.org/2011/07/12/the-ticklish-problem-of-pricing-e-books-for-libraries/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+ScholarlyKitchen+%28The+Scholarly+Kitchen%29

The open access journal, *Collaborative Librarianship*, has published volume 3, no.2, Summer 2011. Scholarly articles in the issue cover the role of interns in academic libraries; an innovative approach to library partnerships with literary organizations; library collaboration with high schools; and a new mode of peer mentoring in libraries. <http://www.collaborativelibrarianship.org/>

For more on the Big Deal, check out the Scholarly Kitchen blog, “Will a Renewed Re-examination of the Big Deal Itself Be a Big Deal?” http://feedproxy.google.com/~r/ScholarlyKitchen/~3/X798syFWZjQ/?utm_source=feedburner&utm_medium=email

“Leader of a Leaderless Revolution.” Richard Poynder’s *Information Today* interview with Peter Suber, called the de facto leader of the open access movement, is also available via his blog. <http://poynder.blogspot.com/2011/07/peter-suber-leader-of-leaderless.html>

And be sure to watch for “Reference Services Today (and Tomorrow?)” by Tom Gilson scheduled to appear in *Searcher’s* September 2011 issue. www.infotoday.com/searcher

Library Use of E-Books

Primary Research Group’s 2011 “Library Use of eBooks Report” notes the following findings:

- For colleges, eBook aggregators represented more than 63% of their total eBook contracts.
- Larger libraries were much more likely than smaller ones to make purchases of eBooks through traditional jobbers.
- Consortia purchases accounted for only about 35% of eBook purchasing of all kinds
- On the whole libraries appear satisfied with the quality of usage statistics provided by their major eBook vendors. 11.1% said that the statistics are not too reliable; more than 82% said that they were generally reliable or there were quite reliable.

For more information or to order a copy of the report, logon to: http://www.researchandmarkets.com/reportinfo.asp?cat_id=0&report_id=1428274&.

Don’t Miss These

October 18-21, 2011 — EDUCAUSE Annual Conference, Philadelphia, PA. Details at: <http://net.educause.edu/e11>.

November 2-5, 2011 — The Charleston Conference, “Something’s Gotta Give,” Charleston, SC. Check it out at: <http://www.katina.info/conference/>.

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