



The eRoad Less Travelled: Getting Control, Staying Relevant

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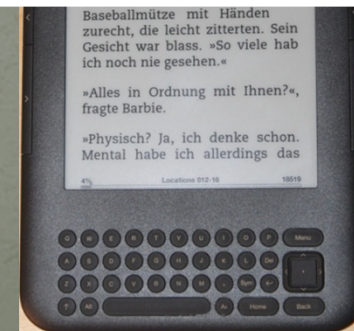
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Context

- Red Rocks Community College circulated second gen Kindles and first gen ipads as soon as they hit the market.
- Our impressions
- Future patrons expect immediate results



Ebook market and sales environment

- Sell to individuals not organizations
 - Even when libraries own they rarely host or “control”
 - Publishers and vendors want security from duplication
 - 1999-2009 music sales dropped 47%
- How does this fit legal history of library purchasing?
 - Fair use
 - First Sale
 - Digital Millenium Copyright Act

*If libraries can protect ebooks, there are no reasons not to sell rather than license.

Fair Use, First Sale and the DMCA

- Legal foundation for all library activity
- Under pressure in Digital Realm
 - Digital Millennium Copyright Act weakened traditional balance established by First Sale and Fair Use
 - Response to piracy, specifically music

We Must protect and preserve both in order to financially survive in the Digital Age

Digital Rights Management

- Why did publisher's agree to Overdrive's model?
 - Overdrive attaches DRM protection
- Overdrive does not manage their own DRM
 - Adobe Content Server
 - Documentation specifically mentions libraries!
- Why not do it yourself?
 - Puts publisher's in difficult position

Red Rocks/Douglas County Model

- Adobe Content server is scalable
 - Ready made consortium
- CIPA agreement
 - “low hanging fruit” model
- Future endeavors

Potential Sales model

- Based on average shelf life and public domain
- If book has 10 year shelf life, price for 10 years should be the same *or less*.
- If library wants to keep item after that pay a scalable price until item is public

Will Books (and Libraries) survive?

- Avoid the Reservation
- First bookless library
- Ebook sales
- Yes we will survive!



Resources

- [Library Renewal](#): An organization dedicated to helping libraries develop working models for econtent.
- [No Shelf Required](#): Sue Polanka's blog.
- Polanka, Sue. [No Shelf Required: E-books in Libraries](#). Chicago: American Library Association, 2011. Print.
- Van Gisbergen, Maxim et al. [A Librarian's View of Ebook Acquisition](#).
- Fox, Beth. [eBook Manifesto](#). Westbank Community Library District.
- PricewaterhouseCoopers, LLC. [Turning the Pages: The Future of eBooks](#).

- Pinpoint Logic. [*COSLA: eBook Feasibility Study for Public Libraries*](#).
- [Calibre](#): Ebook creation and management software.
- [eCampus News](#): Great resource for ebook developments
- [International Digital Publishing Forum](#)
- Colorado Library Consortium. [Gutenberg Project](#).
- Library Research Service. [Future of the book Format](#).
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