

# Collection Leaders Call September 25, 2019

hosted by the CULC Digital Collections Working Group

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# Overview of the current digital content landscape for public libraries – What's Changed?

## Timeline of recent publishers changes

- Oct. 2018 - Penguin Random House moves to a 2-year license for ebooks
- June 2019 - Hachette moves to a 2-year license for ebooks and eaudiobooks
- July 2019 - Simon & Schuster moves to a 2-year license for ebooks and eaudiobooks
- July 2019 - Blackstone Audio announces a 90-day embargo on eaudiobooks
- July 2019 - Macmillan announces a 4-month embargo on ebooks following the “success” of its Tor embargo in increasing sales

## Ongoing issues

- High prices and restrictive purchase models
- Access

# Overview of the current digital content landscape for public libraries

## – Impacts

**Perpetual access to all multinational publishers' ebooks replaced with metered models and high prices unchanged**

- Books must be repurchased every 2 years, an unsustainable model for both budgets and staff
- Comprehensive collections that meet the needs of a wide and diverse public cannot be developed

**Macmillan and Blackstone embargoes**

- Fair and equitable access to content is being denied to the public, particularly the most vulnerable

**Metered license for audiobooks/Audible**

- Access to fastest growing digital format further restricted depriving customers, including those with disabilities and low-literacy skills

# Overview of the current digital content landscape for public libraries – What are publishers thinking?

- Big 5 publishers ebook sales are falling and they blame libraries
- They say if the library doesn't have a book, the customer will buy it - every circulation is a lost sale
- Real reasons are:
  - Growing sales of independent authors published by and sold on Amazon
  - Audible exclusive right to titles
  - High prices compared to independent authors
- Misguided as libraries may need publishers but publishers also need libraries, and not just our money

# One eRead Canada/ Un livrel Canada

## What is the program?

Similar to a “one book, one city” program, but on a national scale and in digital format. Allows libraries to build on the success of the eContentforLibraries campaign by demonstrating the positive impact of public libraries and advocating for better access to econtent.

## Our Inaugural Book - *Glass Beads* by Dawn Dumont

- We selected an independent Canadian publisher who would be willing to negotiate lending model and cost.
- Over 300 library systems serving over 20 million Canadians participated.
- Social media reach, sales and circulation data measuring the impact of the program will be available in late fall/early winter.
- We can already see the impact on GoodReads
  - 82 reviews, 61 of which were created after June 3 2019, and continuing to be added
  - 544 ratings, 394 created after June 3 2019, and continuing to be added

# One eRead Canada/ Un livrel Canada

## **What next?**

- We are committed to feature a French book in early 2020.
- Ideally we would like to choose a book available in both French and English, to encourage full national participation.
- We are currently in discussions with publishers about a book available in both languages.
- Stay tuned!

## **How can you get involved?**

- We need volunteers for a subcommittee to coordinate the next English One eRead Canada in the fall of 2020 - it could be you!

# #eContentForLibraries #eBooksForAll

## ULC/CULC eContent working group

### Objectives

1. Fair pricing and access models for e-books and e-audiobooks.
2. Ensure the public and local government leaders understand the mission and role of the public library in supporting democracy through equitable access to content that catalyzes lifelong learning and an educated population.
3. Unite and empower public libraries across the U.S. and Canada to act on a shared strategic vision to create the change we need.

# #eContentForLibraries

## #eBooksForAll

### ULC/CULC eContent working group

#### Strategies

1. Raise awareness and advocate for change
  - Tools to empower libraries to advocate for change in a compelling and consistent manner
  - Equip library staff to understand and articulate the issues, with a focus on front-line staff.
2. Public Awareness campaign
  - Engage communities as advocates
3. Engage politicians directly in the issues so that they take legislative action and/or apply pressure to the publishers to change their practices.
4. Enlist other allies



# #eContentForLibraries

## #eBooksForAll

New page on [ULC Website](#)

- Initial stages of communications campaign that ULC and CULC are spearheading to empower libraries.
- Incorporates insight from initial work to address frequently asked questions about e-content access and pricing for libraries.

*Stay tuned for additional resources and updates.*

### [ALA's #eBooksForAll](#)

- New campaign to educate the public about the e-content issue and to raise grassroots advocacy.

Sign the [petition](#)

# Advocacy resources

**Customers** - <https://econtentforlibraries.org>

**Action:** add to webpage and eContent sites

“We need your help to get heard. If you want more digital content in your public libraries, share this page and use **#eContentForLibraries** to spread the word – OR voice your concerns directly to the publishers who have the power to fix things.”

**Boards** - Please take advocacy to your Board and Council

**Action:** Share a statement of advocacy and support

- i. CULC library templates for Municipal
  1. [Edmonton](#)
  2. [Mississauga](#)
  3. [Ottawa](#)
  4. [Toronto](#)
- ii. TSA templates for Federal available via CULC member site, or via CEOs

**Staff** - presentation to follow,

- i. Encourage staff to use **#eContentForLibraries** on social media and to write for Open Shelf, Local and Provincial Newsletters

# Stay connected

<http://bit.ly/CL-CULC>





## CULC Digital Content Working Group

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