

The Big Squeeze: State of Book Publishing and Academic Libraries

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Publishing*

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**2014 Charleston Conference
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The Big Squeeze: State of Book Publishing and Academic Libraries
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Presentation Overview

- Introductions
- Common Ground
- From the Libraries - Envisioning the Library of the Future
- From the Publishers - New Formats and Models
- From the Vendors - What is the Path Forward?
- Open discussion

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Introductions

Mary Beth Barilla
Sales Manager
(Emerald Group
Publishing)



Corey Seeman
Director, Kresge
Library Services
(U of Michigan)



Michael Zeoli
VP Strategic eContent
Development (YBP)



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Finding Common Ground

- Can we all agree on some common issues?
 - Libraries, publishers and suppliers are all feeling the “big squeeze”
 - We all serve the same community of faculty, researchers, and students
 - We all still provide services of value to these communities
 - We are all part of the same supply chain or eco-system

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Envisioning the Library of the Future

- Library Perspective
- Corey Seeman
 - Director, Kresge Library Services (U of Michigan)
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Envisioning the Library of the Future

- About the program title...



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Envisioning the Library of the Future

- The Big Squeeze is about employees being "squeezed dry"
- Greenhouse looks at the majority of employees – not all.
- We can make the same argument for libraries. Some are prospering, many are being squeezed.
- Libraries are a very important element in the Scholarly Communication Supply Chain. When they are squeeze – it has ripple effects through the entire sector.



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Envisioning the Library of the Future

- ACRL Top Trends in Academic Libraries (June 2014)
 - Data
 - Device Neutral Digital Services
 - Evolving Openness in Higher Ed
 - Student Success
 - Competency-based Learning
 - Altmetrics
 - Digital Humanities
- See: <http://crln.acrl.org/content/75/6/294.full>

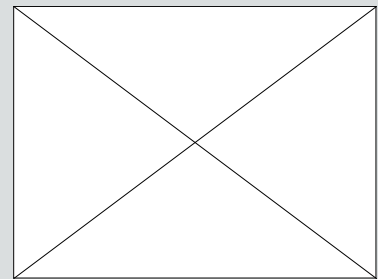
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Envisioning the Library of the Future

- While these are great directions, our entire business model is based on our **traditional roles and resources**.
- The perception of our needs for space and student needs are being weighed against each other.
- So what does that look like in academic libraries...

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Envisioning the Library of the Future



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Envisioning the Library of the Future

- The library of the future is smaller.
-way, way smaller.
- How does this impact what we collect?
- How does this impact how we serve our campus?
- Do we have the resources to address immediate needs AND be forward thinking about research?

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Envisioning the Library of the Future

- About the S. S. Kresge
- Open hours – 108 to 50 a week.
- No student seating
- No collection space* (save for 200 volumes)
- We lost the physical space – all we have left is the ethereal one!
- Full-fledged library to a service unit.

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Envisioning the Library of the Future

- The 'born digital' library vs. the 'becoming digital' library.
 - Florida Polytechnic University (Lakeland, FL)
 - BiblioTech (Bexar County – San Antonio)
 - Cushing Academy (Ashburnham, Massachusetts)
- Newsworthy for sure
- But does it support research?

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Envisioning the Library of the Future

- The work is a balancing act between budget, space, new work and legacy work.
- Libraries have no choice but to be philosophical about collection and service decisions.
- Libraries have no choice but to be looking at ROI.
- Libraries have no choice but to question resources that are low use.
- This MAY hit other parts of the University someday...but its our problem now.

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Envisioning the Library of the Future

- Content in print is important for research.
- It just may not be important now!



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Envisioning the Library of the Future

- Losing the ability to be format agnostic.
- Old Kresge bought whatever worked
- New Kresge cannot!



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Envisioning the Library of the Future

- Growing print divide
- Space contractions will prevent libraries from growing in niche areas.
- Print still is 2-3% of usage – but 50% of perception



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Envisioning the Library of the Future

- What the future feel like?
 - Libraries as service units
 - Collections digital and/or off campus
 - Student space managed elsewhere



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Envisioning the Library of the Future

- Mr. Moustafa (about Gustav H.) "To be frank, I think his world had vanished long before he ever entered it - but, I will say: he certainly sustained the illusion with a marvelous grace!"

The Grand Budapest Hotel
Wes Anderson
(2014), inspired by
the work of Stefan
Zweig



Stefan Zweig, Wes Anderson, and a Longing for the Past – *The New Yorker*, March 14, 2014

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Envisioning the Library of the Future

- OR...is our problem in libraries this –
We are altruists in a narcissistic world

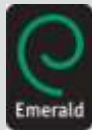


Stefan Zweig, Wes Anderson, and a Longing for the Past – *The New Yorker*, March 14, 2014

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New Formats and Models

- Publisher Perspective
- Mary Beth Barilla
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New Formats and Models

Emerald Books: a Brief History

- An independent, scholarly publisher headquartered in the UK
- Traditionally a journals publisher – known for business and management publishing
- Became a book publisher in 2007
- Currently expanding our business books program

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New Formats and Models

"Big Squeeze": One Publisher's Perspective

- Print still accounts for ~85% of books program revenue, but sales are shifting to digital
- eBook sales are increasing, but not closing the gap
- Institutional book budgets not growing in most markets
- Authors increasingly concerned about dissemination of their research

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New Formats and Models

What do book publishers have to offer?

- Brand/reputation
- Editorial review process
- Editing
- Production and design
- Ensuring discoverability
- Sales and distribution
- Marketing and publicity
- Platform development and support

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New Formats and Models

Digital Challenges and Opportunities

- New business models
 - DDA
 - Subscription
 - Open Access
- Discoverability
- Usage
- Competing with journals for budget, resources



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New Formats and Models

Common concerns and goals

- Enhancing readership
 - Access
 - Usage
- Sustainability
- Demonstrating value to stakeholders

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New Formats and Models

What does the future hold?

- Can publishers and libraries develop a more sustainable business model together?
- What business and purchasing models will endure?
 - Publisher platforms vs. aggregator platforms?
 - OA monographs?

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New Formats and Models

What does the future hold?

- What new products or business models will emerge?
 - Is there interest in a print/eBook bundle offer?
 - Enhanced eBook content?
- Do authors and end-users still value long-form scholarship (i.e. the “book”)?

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Is There a Path Forward? The Vendor Perspective

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YBP Library Services
a Baker & Taylor company

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Where are we going?

“**X university** is doing a lot of DDA (individual & consortial). The library has also converted Approval Plan book areas to e-slips only (from print books).”

“**Y university’s** overall budget will be flat this year. The library is now moving all DDA possible eBooks into the DDA repository, and have just changed DDA to allow STLs which decrease DDA expenditures.”

“**Z university:** eBooks via Approval Plan and Orders are down. DDA purchasing is up; Library pushing more and more print and ebook notification slips into their DDA pool.”

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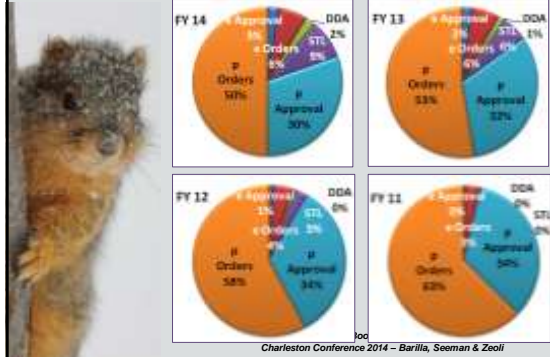
Is There a Path Forward?



Music sales have been dropping all year, as the record industry navigates a shift **from selling downloads to offering music catalogs via streaming services** such as Spotify. Album sales are down 14 percent and track sales are down 13 percent, but paid subscriptions jumped 57 percent last year. [Rolling Stone]

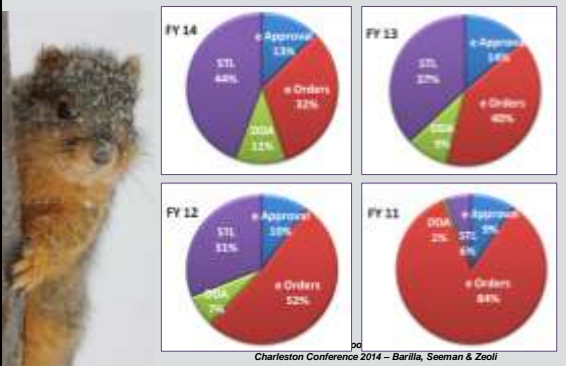
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The Fall and the Nuts (units)



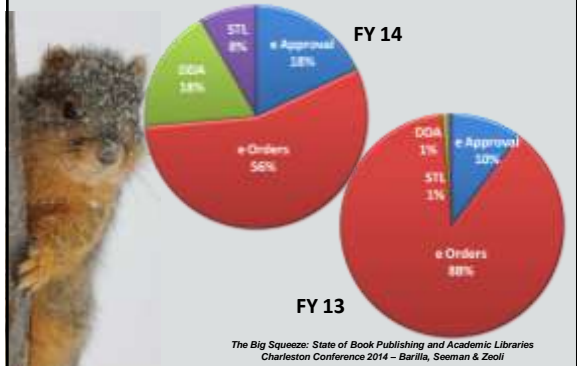
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The Digital Nuts (units)



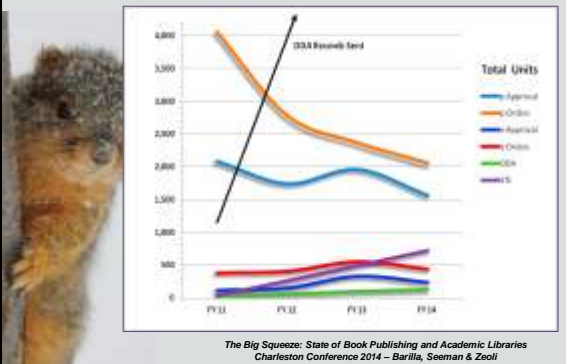
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Will these nuts last till Spring? (dollars)



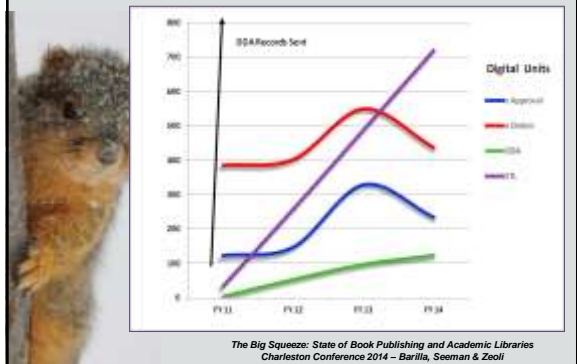
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... or are the Chestnuts in the fire ?



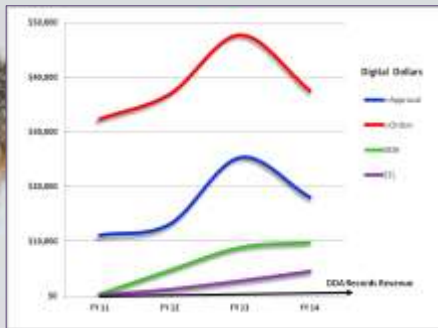
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... the fire ...



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Now where did the nuts get buried?



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How much are the nuts worth?

FY	% Digital of Total Sales	DDA Records Sent	Value of DDA Records	% DDA Records Triggered
FY 14	21%	2,898,960	\$313,665,753	3%
FY 13	17%	2,095,383	\$209,545,509	3%
FY 12	10%	1,038,340	\$100,983,365	2%
FY 11	6%	33,119	\$3,174,188	3%

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... and the Squeeze ...

FY	% eSales = DDA / STL (units)	% DDA / STL = STL (units)	AVG ebook w/o STL	AVG ebook w / STL
FY 14	55%	80%	\$108.20	\$65.81
FY 13	46%	80%	\$100.00	\$67.38
FY 12	38%	82%	\$97.25	\$70.23
FY 11	6%	88%	\$95.84	\$91.01

Is There a Path Forward?

Even a blind squirrel finds a nut once in a while ...

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Now What?

- Questions
- Discussions
- Options
- Solutions
- Any other nominalizations?

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Now What?

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