



**Agenda Item B.2
PRESENTATION**

Meeting Date: December 2, 2019

TO: Library Advisory Commission

FROM: Allison Gray, Library Director

SUBJECT: Goleta Valley Library, Presentation on E-Materials and Libraries

RECOMMENDATION:

- A. Receive a presentation from the Library Director about the recent controversies about libraries and the circulation of e-materials

DISCUSSION:

The controversy over publishers selling e-books to public libraries has been in the news recently. Director Gray will give a presentation that explains the history of loaning e-materials, how the purchasing of those materials is done, and why publishers are treating libraries differently than individual consumers.

Review By:


Allison Gray
Library Director

Approved By:


Kristine Schmidt
Assistant City Manager

ATTACHMENTS:

1. Goleta Valley Library Director's PowerPoint Presentation on E-Materials and Libraries

Attachment 1

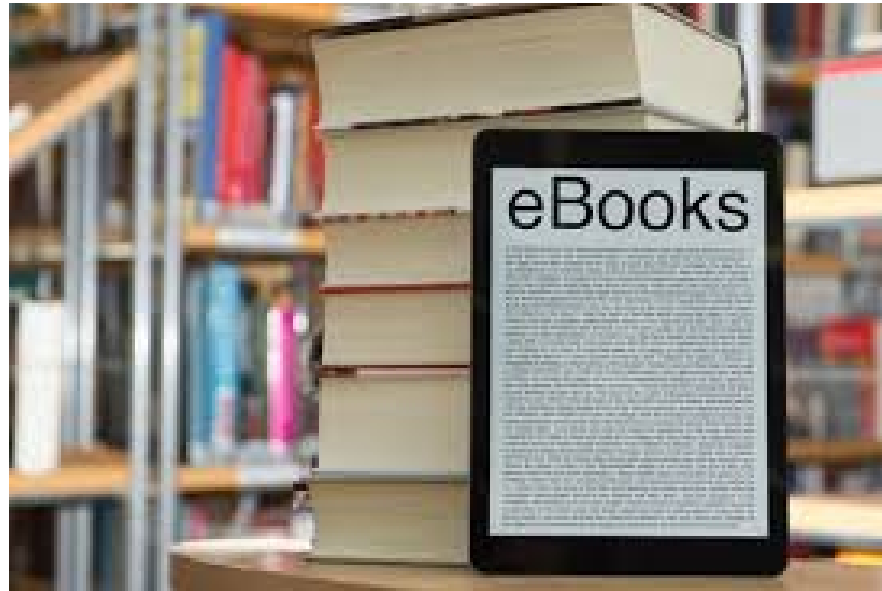
Goleta Valley Library Director's PowerPoint Presentation on E-Materials and
Libraries

E-Materials and Libraries:

The New Battleground Between
Libraries and Everyone Else

History

Public libraries in particular have been making e-materials available to patrons for well over a decade.





BLACK GOLD COOPERATIVE LIBRARY SYSTEM



County of SLO
Public Libraries



- ❖ Black Gold libraries pool their money in order to have a large collection of materials available in Overdrive, RBDigital, Luna, and Enki.
- ❖ Hoopla is a pay-per-download service that is directly charged to each jurisdiction.

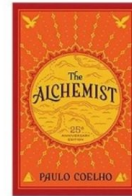
E-materials include: books, audiobooks, magazines, movies, TV series, comics, and music.



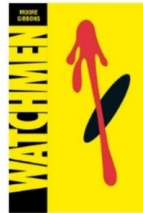
Head over to Hoopla
and check out...



Movies!



E-Books!



Comics!



Music!



Audiobooks!

Goleta Valley Library
500 N Fairview Ave 805-964-7878

Over the past 4 years, e-books and e-audiobooks have come with increasingly restrictive use models.



When a library serving many thousands has only a single copy of a new title in ebook format, it's the library — not the publisher — that feels the heat. It's the local library that's perceived as being unresponsive to community needs. Macmillan's new policy is unacceptable."

— ALA PRESIDENT WANDA BROWN



How much do libraries pay for e-books?

Libraries pay up to five times the retail price of an e-book. Most Kindle bestseller books cost \$14.99. Libraries are charged generally a minimum of \$55 per title, going up to \$ 125 for very popular authors.

However, publishers do not actually sell e-books to libraries; instead, they lease them for a limited period of time. 3 of the “Big Five” publishers lease the title for 2 years and then it disappears from the library’s collection.



HarperCollins, one of the Big Five, allows 26 circulations before the book is deleted from the library's holdings.



Most recently, Macmillan, the last of the Big Five, introduced an embargo to library purchases. They will only allow libraries to purchase one copy of any of their new titles for the first two months of publication. This means 1 copy only for Goleta, Buellton and Solvang to share.

Why are publishers treating libraries so differently?

Macmillan's CEO stated that libraries are "cannibalizing" their sales and are "marketing... to turn purchasers into borrowers."

The logo for the American Library Association's #eBooksForAll campaign. It features a solid red rectangular background. Centered on this background is the text "#eBooksForAll" in a bold, white, sans-serif font. The "ForAll" portion of the text is underlined. Directly beneath this, in a smaller, white, sans-serif font, is the text "ALA American Library Association".

#eBooksForAll
ALA American Library Association

Is there any proof that publishers lose money by selling e-books to libraries?

No. As a matter of fact, consumer e-book purchases have plateaued whereas library purchases have steadily increased. Studies have shown that people who listened to/read e-books via the library frequently will either purchase that title for themselves or purchase other titles by the same author. Therefore, library use of e-books actually frequently leads to sales for publishers.

Will Macmillan's two-month embargo increase their sales?

Probably not. Library patrons will wait two months to get a book on which they've placed a hold. Many cannot afford to purchase books. Macmillan will, however, lose all the library sales they would have made.

#eBooksForAll

JOIN THE FIGHT.

Can I donate my e-book to the library?

No. You are allowed to purchase titles but you may not share them with anyone else. Libraries cannot purchase titles, only lease them for a restricted period of time. But, thank you for the thought!

Who is behind the effort that is increasingly convincing authors and publishers not to sell to libraries?

Many newspapers and magazines have publicly stated their belief that Amazon is behind this effort. If authors and publishers agree to work solely with Amazon and Kindle regarding downloadable products, then Amazon would have the corner on the market for downloads in the same way it dominates the print book market.



What can be done?

- ☐ Many libraries are refusing to purchase titles from Macmillan.
- ☐ Black Gold Administrative Council has not yet had a discussion on this topic.
- ☐ Follow the news coming from the American Library Association (thanks to them for much of the information in this presentation) and take action where appropriate.
- ☐ Remember that e-materials are often the only kind of book that is accessible to those with physical and/or reading disabilities.

For more information, try these clickable links:

[Bibliotheca Calls Out Amazon for Meddling in the Library E-book Market](#)

[Libraries Are Fighting to Preserve Your Right to Borrow e-Books](#)

[Why Angry Librarians Are Going to War with Publishers Over E-Books](#)

[American Library Association #eBooks For All](#)