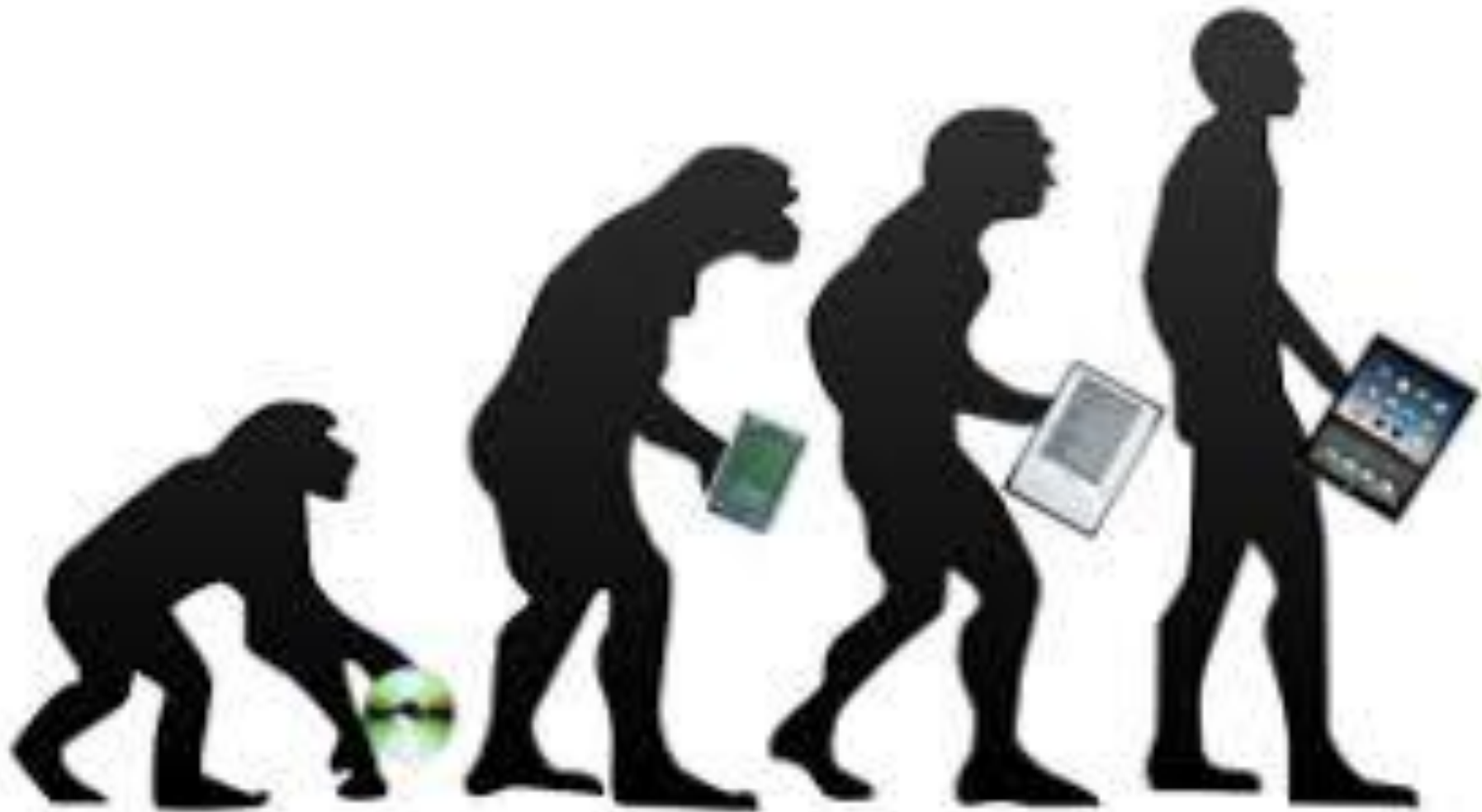# รูปแบบการจัดหาหนังสืออิเล็กทรอนิกส์

สร้อยทิพย์ สุกุล

Country Coordinator, EIFL-Thailand

หอสมุดแห่งมหาวิทยาลัยธรรมศาสตร์ 30.11.2560
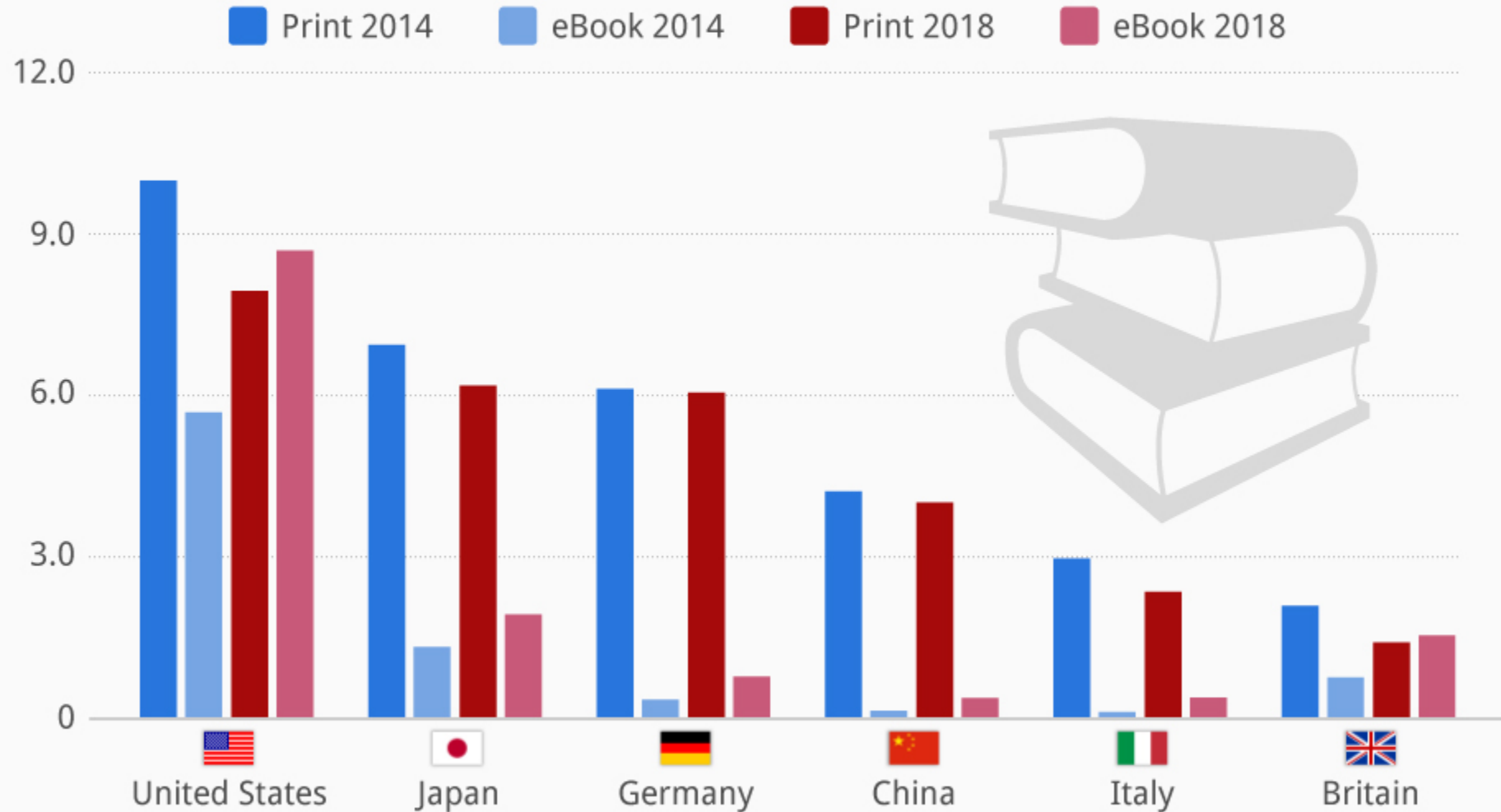
วิวัฒนาการของ eBooks

Academic & Professional eBooks - MATURE!
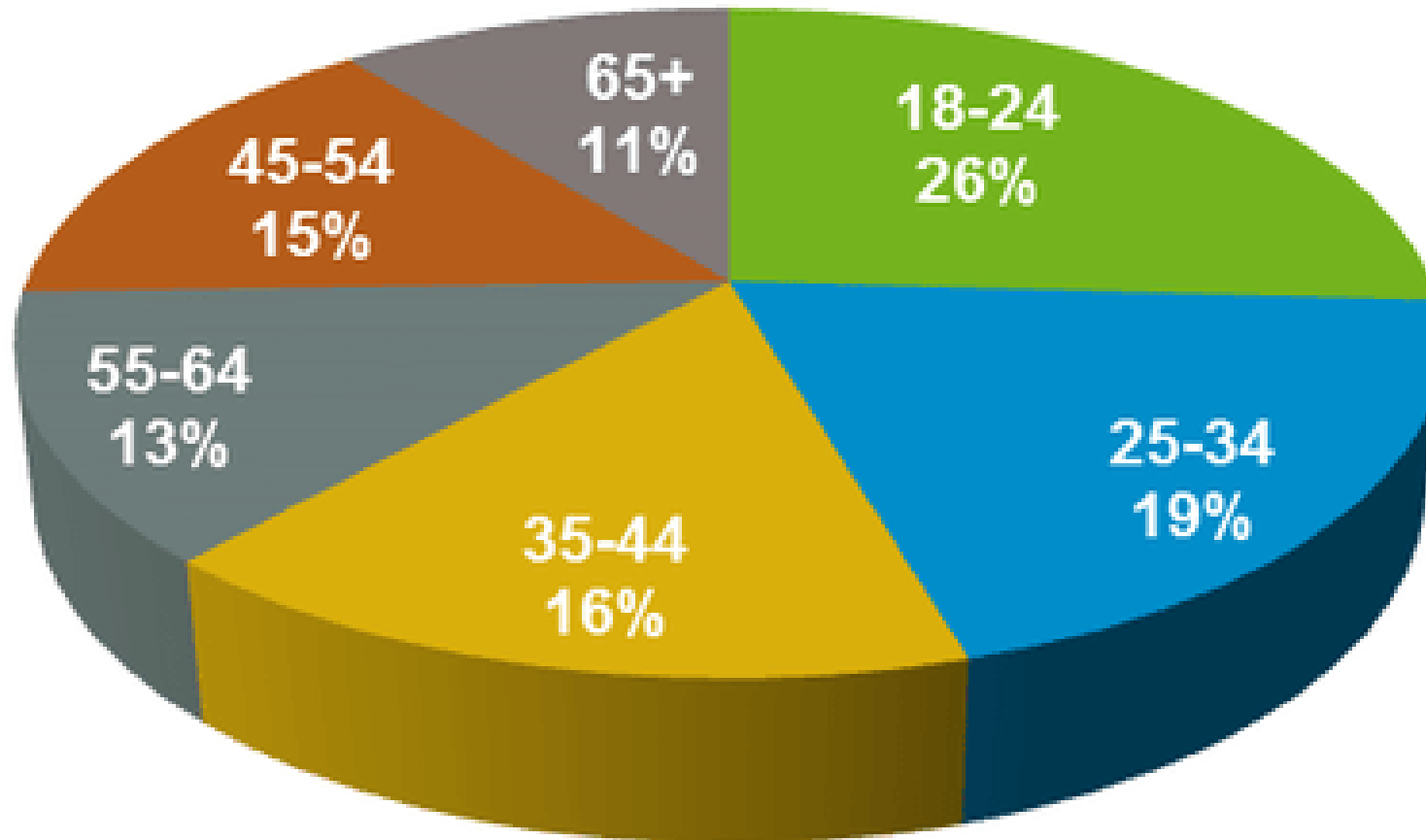## เทียบได้กับผู้ใหญ่ที่มีวุฒิภาวะแล้ว

- 40% ของผู้ใช้ห้องสมุด check out eBooks & audio books

  ......(*Overdrive*)
- 2014   grow 7.7% and forecast to grow 6.4% through 2019

  ..... (*Simba Report*)
- 2017   US eBook Sales +3.4% YoY as of May 2017

  ..... (*Association of American Publisher*)
- Print Market is declining faster than the eBook Market is growing

  ..... (*Simba Report*)
- STM : Sales of eBook grow faster than journals

E-Books Set to Surpass Print in the U.S.

Book market development forecast (in billion U.S. dollars)

■ Print 2014　■ eBook 2014　■ Print 2018　■ eBook 2018

Source: PriceWaterhouseCoopers

statista

eBooks.com Unit Purchases by User Age
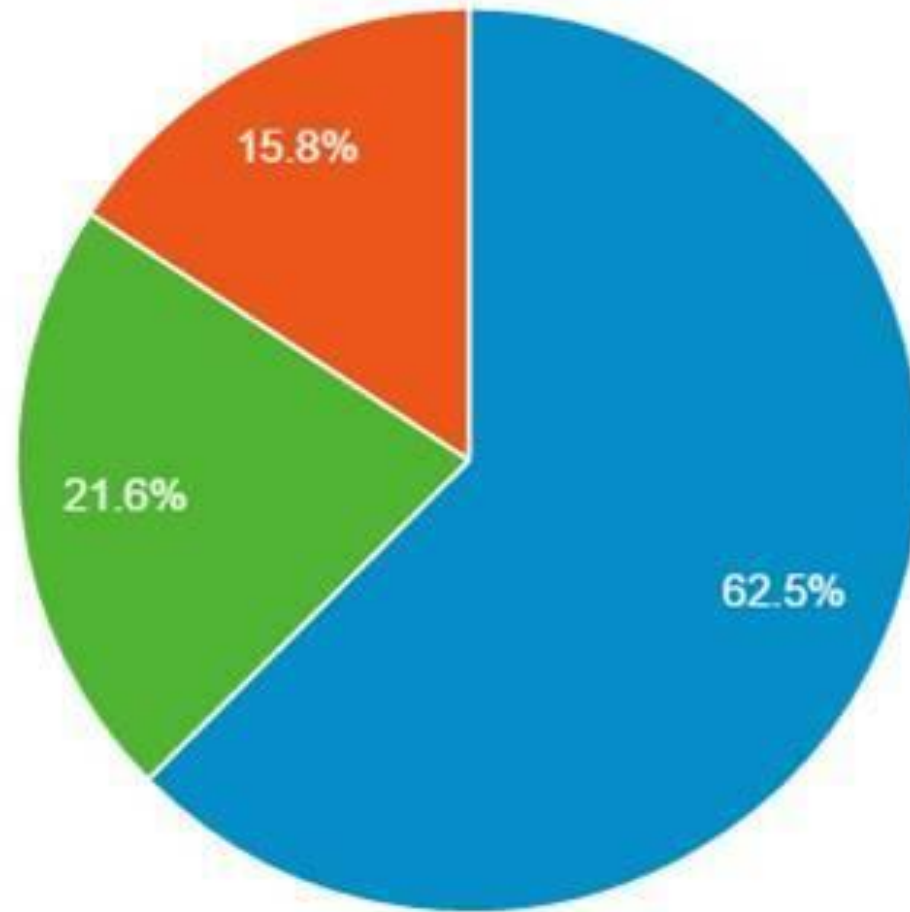
eBooks.com Purchases by User Age

Revenue by Device

■ desktop ■ tablet ■ mobile

15.8%

21.6%

62.5%

eBook Sales Never Declined

- 485 m. eBook unit were sold in 2016

- 20,000 Unique Publishers

- Amazon (Kindle eBook reader) is the largest platform

  - grew 4% in 2016

- User-friendly eBooks required by faculty and librarians

(estimate, eBook Data Guy)

Using Purpose

Personal use :

Download into Kindle or other reader device to read on-the-go.

Academic Reader expect :

- Serve key function in most scholarly fields.
- Around-the-clock availability, instant online access
- No need to visit the library
- Search by keyword within the book content
- Print chapters or session
- Download entire book r chapters
- Save chapters or sections to a device

Platform Evaluation Summary

- Content formats : HTML, Image, PDF, XML, EPUB, Flash,
- Text adjustment: Font Size, Zoom (PDF)
- Search Navigation: ToC, Text Search, Page Forward/Back, Specify Page #
- Annotation (Notes): Bookmarks, Text Notes
- In-Platform Text-to-speech Feature
- JAWS & Voiceover Compatible
- Language Support: Dictionary, Thesaurus
- Printing: By Chapter, Section, Per Page Limit, By # of Pages, Current Page, PDF download req'd, Unrestricted for HTML or PDF
- Downloading: # of Pages, By Chapter/Section, Current Page, Unrestricted
- DRM: Block, DRM Free, Require additional software, One-user-at-a-time

Acquisition

User-Center Acquisition: Books are acquired only at the point of use

      - DDA - Demand-Driven Acquisition

      - PDA - Patron-Driven Acquisition

Choices:

      - Buddle

      - Title Select

Access:

      - Subscription

      - Perpetual purchase

Purchasing Variations

- Business Model
- License Terms
- Interface Designs
- User-friendly
- Integrate with local discovery and cataloging systems
- Relevance
- Restriction & DRM
- Price

Business Models

- **Perpetual Access Purchase Model**
  - With or without access fee annually
  - Perpetual Collections
  - Title Select
- Licensing Model (Subscription Basis)
  - Bundle of eBooks same as journals to make ongoing revenue.
- Purchase on Demand : DDA,PDA
- Short Term Hosting and Long Term Preservation Strategies
- Snapshot
- Open Access : OBP

Modules

- **Bundle Subscription**
  - Remove some flexibility from library *but* free up time
  - Volume discount and a low per-unit price
  - library do not own the books
- **Perpetual Access Module**
  - Higher price upfront
  - May come with annual access fee
  - Single or Multiple access and variation
  - Act like Subscription and become perpetual purchase

Modules

- **Triggle number**
    - Library will purchase the title that has third visit by any one at any time.
- **Evidence Based Selection**
    - Library deposit to account
    - Publisher make a collection of books available
    - Library use the deposit to purchase titles based on use at the end of year.

eBook Providers

Personal use: Amazon (Largest Platform), Google Pay, Kobo

Academic eBook Suppliers:
- Major Aggrigator - *EBL, MyiLibrary, Ebrary, Ebsco, etc.*
- University Press Aggregator - *JSTOR, ProjectMuse*
- Special Aggrigator – *Combine & Consortium deals*
- Publishers

Question?

ขอบคุณค่ะ

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