



**#eContentForLibraries**

# Advocacy Campaign

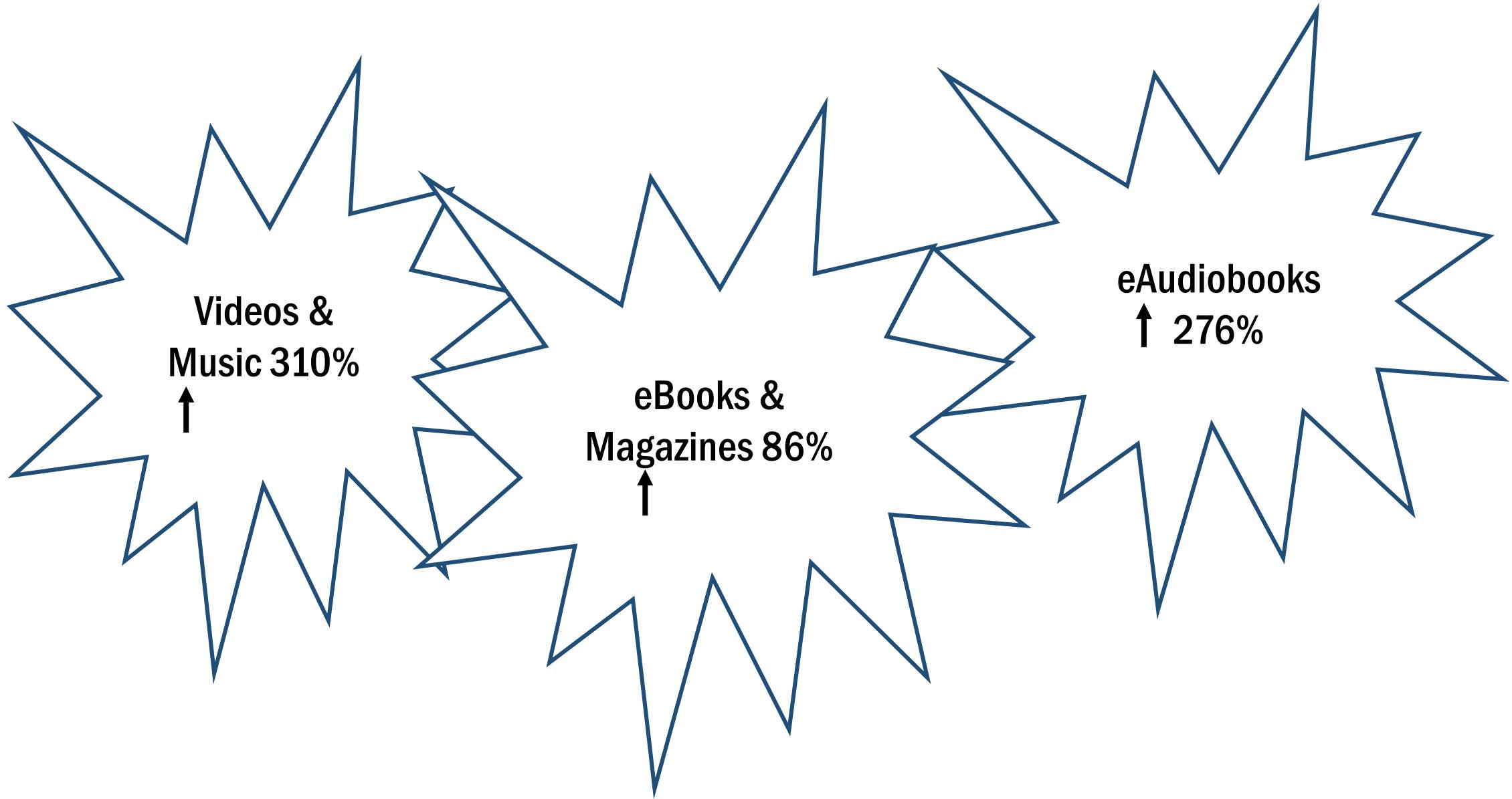
January 21, 2019

Use of digital content in Canadian libraries is exploding.

Spending by Canada's largest urban libraries increased by more than 45% since 2014.

**In the last five years digital use has grown from 11%  
to 23% of total circulation.**

**That's over 7 million uses.**



**But we have issues...**

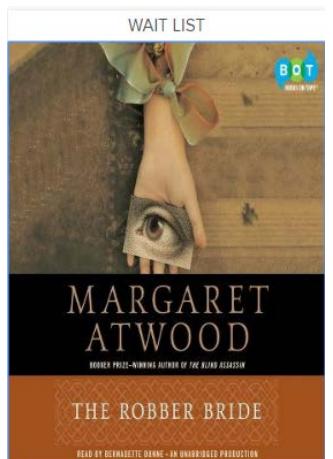
**Publishers can control digital content in ways they can't control physical formats.**

**They can...**



# Block access to titles

Available in Ohio but not Canada



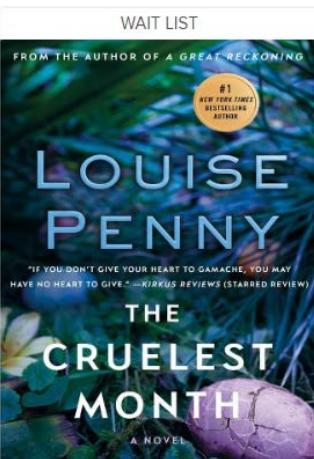
The Robber Bride

by Margaret Atwood



AUDIOBOOK

PLACE A HOLD



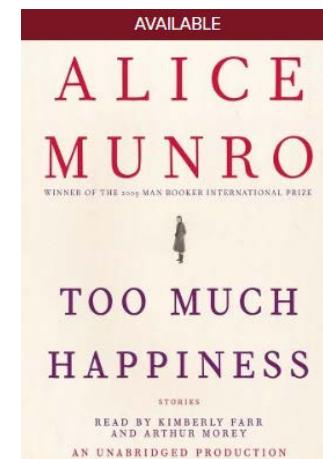
The Cruelest Month

by Louise Penny



EBOOK

PLACE A HOLD



Too Much Happiness

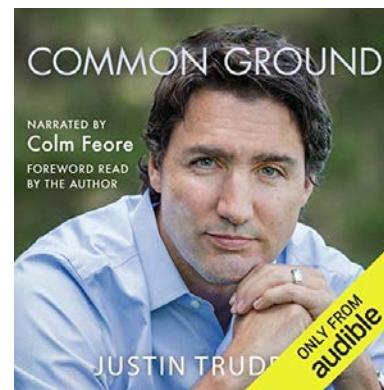
by Alice Munro



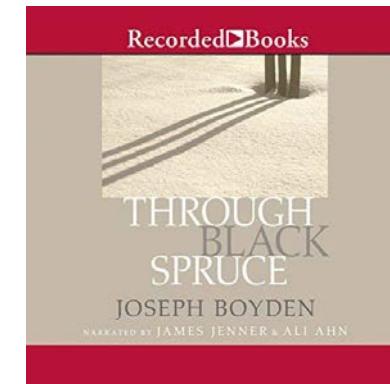
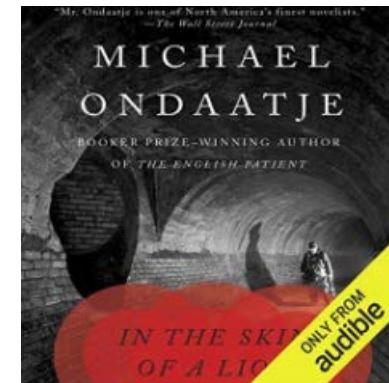
AUDIOBOOK

BORROW

Only from Audible.ca



JUSTIN TRUDEAU





# Embargo new titles



*“Our current analysis on eLending indicates it is having a direct and adverse impact on retail eBook sales.”*



Penguin  
Random House  
Canada

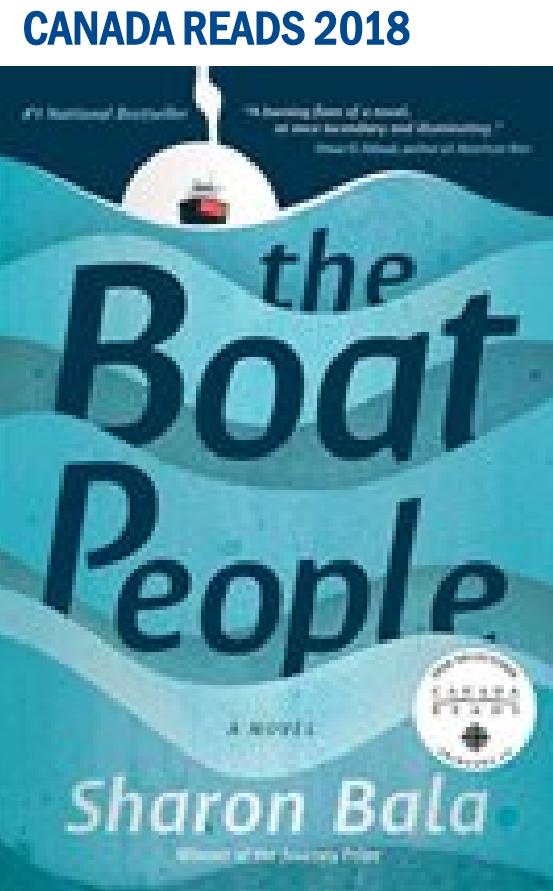
Launches eaudiobook  
program September 2017

After pressure, starts selling  
to libraries July 2018

10 months



# Remove titles from sale



- January 9 – TPL buys 9 eaudiobooks
- January 30 – Canada Reads List announced
- January 30 – TPL tries to add copies to meet demand but no longer available for sale



# Change purchasing models for ebooks

December 2015 –  
PRH announces  
“good news” as they  
move to a perpetual  
access model with a  
\$65 price cap



October 2018 – PRH  
announces “good  
news” as they move  
to a two-year license  
model with a price  
drop to \$57



# Charge outrageous prices

\$60

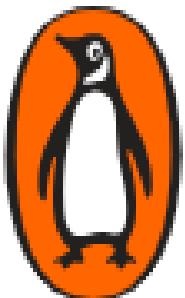


\$87

\$31



\$65



Penguin  
Random House  
Canada



Simon & Schuster

\$30



# eContent Campaign

- Raise awareness of the issues facing Canadian public libraries with regards to eContent access and pricing
- Engage public libraries (and their customers) across the country
- Encourage multinational publishers to open a dialogue with public libraries



# Campaign Overview

- **January 14 – 25, 2019**
- **Website**
- **Social media**
- **Media relations**



#eContentForLibraries

Français

# Wondering why you can't borrow more eAudiobooks & eBooks from your public library? So are we.

And we need your help to fix it. Help us demand great  
#eContentForLibraries from big publishers.

GET THEIR ATTENTION



# The issue with eAudiobook access.

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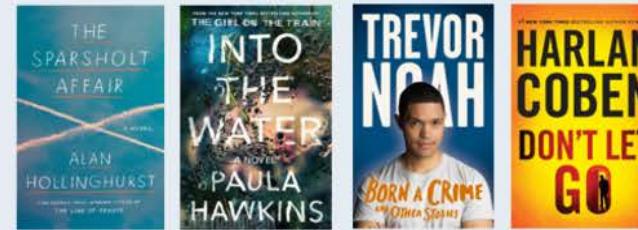
Demand for eAudiobooks is skyrocketing, but major multinational publishers aren't making a number of best-selling titles available to Canadian public libraries – including some prominent Canadian and Indigenous works.

We want to share as many stories and ideas as possible in the formats you want. But in order for this to happen, the multinational publishers need to work directly with our libraries to make all titles available.

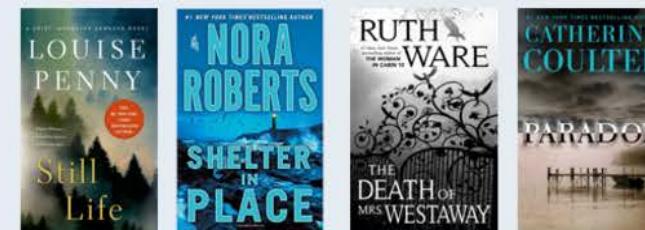
## TITLES UNAVAILABLE IN CANADA



Harper Collins Canada



Penguin Random House Canada

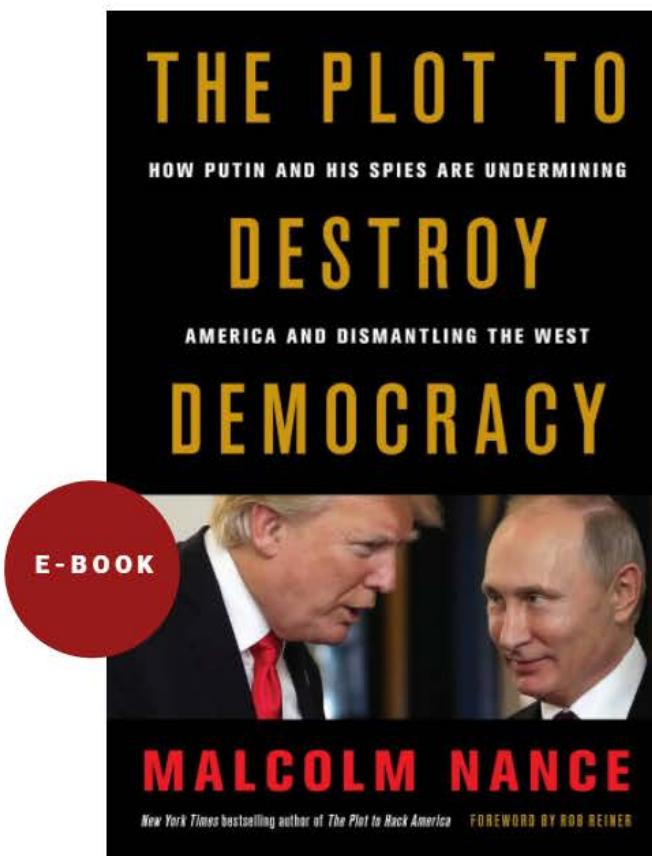


Macmillan

Simon & Schuster



Hachette Canada



Physical Copy

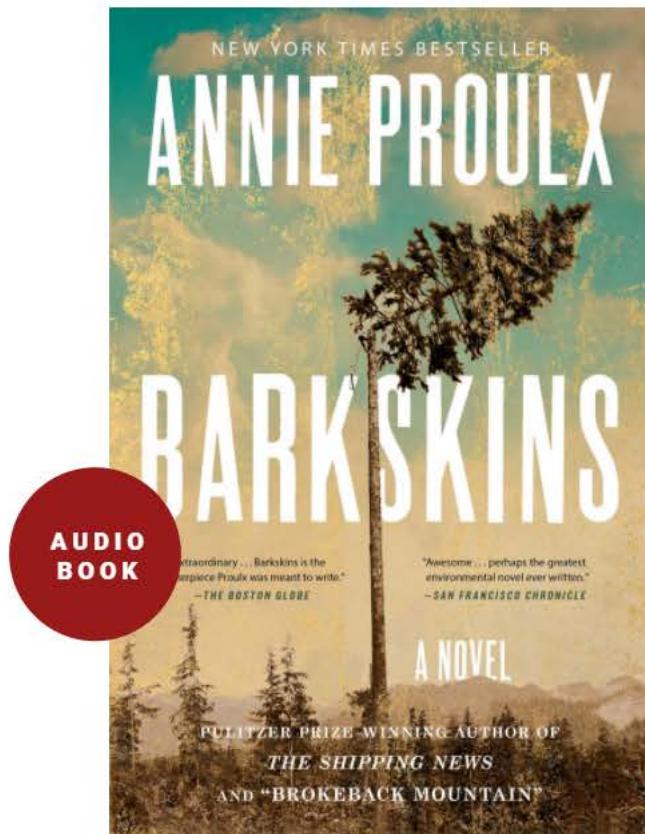
**\$21.90**

Digital Copy

**\$109.00**



Simon & Schuster Canada

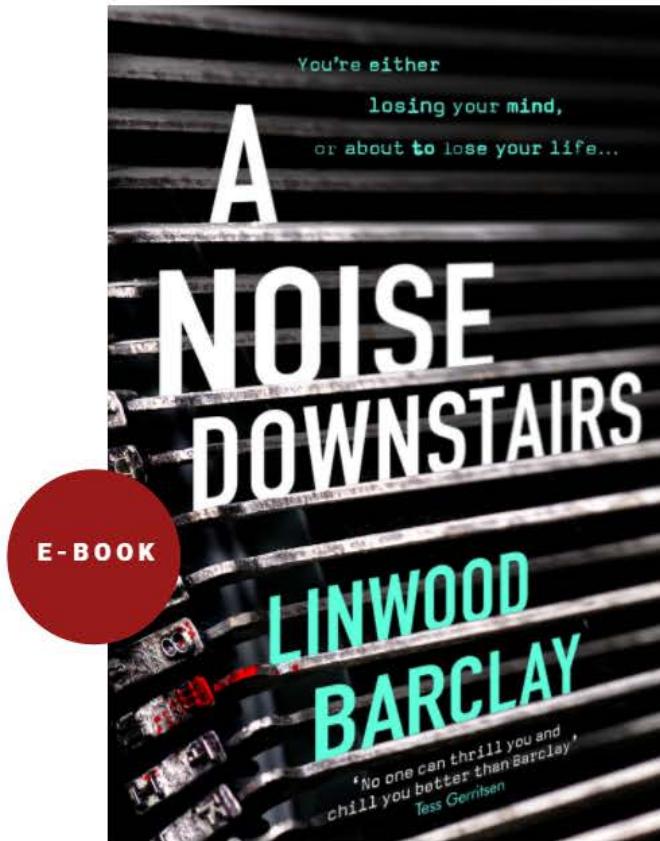


Physical Copy  
**\$46.79**

Digital Copy  
**\$156.03**



Penguin Random House Canada



Physical Copy  
**\$19.20**

Digital Copy  
**\$65.00**





# How can you help?

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We want to work together with the major international publishers to establish stronger **#eContentForLibraries** and fair pricing models that benefit everyone.

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.

**Tell them how you feel.**



Penguin  
Random  
House



 SIMON &  
SCHUSTER CANADA

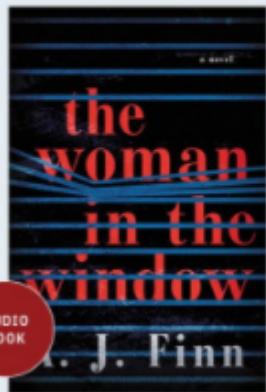


# Social Media



OttPubLib/BibPubOtt @opl\_bpo · 25m

Libraries lend digital copies just like physical books – on a one-to-one basis. But the prices we have to pay for eBooks are exponentially higher - [econtentforlibraries.org](http://econtentforlibraries.org) #eContentForLibraries



## What libraries have to pay

Physical copy

**\$29.99**

Digital copy

**\$98.99**



Surrey Libraries @surreylibrary

Wondering why you can't borrow more eAudiobooks and eBooks? So are we. We've got a plan to improve #eContentForLibraries – but we need your help to get the multinational publishers' attention. [ow.ly/Eo7u50kcLgU](http://ow.ly/Eo7u50kcLgU)

Help us get your help to fix it. Help us demand #eContentForLibraries from big publishers.



Hélène Huszti @Vauban\_hln · Jan 17

#eContentForLibraries



ActuaLitté @ActuaLitte

Canada : les bibliothèques lancent un appel aux multinationales de l'édition [actualitte.com/t/fzcPXFQy](http://actualitte.com/t/fzcPXFQy)  
#Canada #bibliotheques #bibliothecaires  
#eContentForLibraries #lecturerepublique ...



Liz Hay @FOHAdvisorLiz · Jan 15

@NFLibrary I appreciate your eAudiobooks! #eContentForLibraries makes a huge difference in my life as a #disabled person.



Toronto Public Library @torontolibrary

Our public libraries are trying to meet the demand for eAudiobooks, but multinational publishers won't cooperate. We need your help. Join the movement and help us get stronger #eContentForLibraries. ...

# Social Media



**Erika Sheridan** @EKSheridan · Jan 15

Libraries and book publishers are both in the business of promoting reading and literacy. Make #eContentForLibraries affordable for libraries. Everyone benefits. @HachetteCanada @HarperCollinsCa @MacmillanUSA @PenguinRandomCA @SimonSchusterCA



**Nathan Burgoine** @NathanBurgoine · Jan 17

Hey, big-5? Let's talk #eContentForLibraries, and how the Canadian Libraries can't manage on the current pricing for eAudios and eBooks -- econtentforlibraries.org  
  
@HBGCanada @HarperCollinsCa @MacmillanUSA @PenguinRandomCA  
@SimonSchusterCA? I'd love to understand the "why" here.



**Kaye Prince Hollenberg** @KayePrince · Jan 14

Did you know that Canadian libraries can't purchase the eAudio version of Louise Penny's Still Life? LOUISE PENNY! World-famous Canadian author, and we can't get our hands on the eAudio of her first book. That's crazy but it's just the tip of the iceberg. #eContentForLibraries

**Canadian libraries can't access enough eAudibooks.**

**TITLES UNAVAILABLE IN CANADA**

**TREVOR NOAH**  
*Born a Crime*  
Penguin Random House Canada

**LOUISE PENNY**  
*Still Life*  
Macmillan

**Educated**  
TARA WESTOVER  
Harper Collins Canada

**RUTH WARE**  
*The Death of Mrs. Westaway*  
Simon & Schuster



# Campaign Response



**Can't find your favourite e-book at the library?  
This might be why**

**Cost of ebooks, audiobooks  
'not a sustainable model,'  
library council says**

BY THE CANADIAN PRESS





# Multinational Publishers

- Publisher has reached out to CULC



# What's Next

- Campaign concludes Jan 25, 2019
- Focus on pricing issues this week
- Ongoing social media and media push

Thank you

#eContentForLibraries