

# Canadian Public Libraries for Fair Ebook Pricing

## Ebook Advocacy Campaign

Results and Next Steps

October 27, 2015

# Agenda

- Campaign overview
- Summary of results
- Next steps – discussion

# Ebooks & Public Libraries at a Glance

- Digital content is the fastest growing area of borrowing for libraries
- Since 2009, ebook borrowing rates have increased by more than 1,200%
- Digital content borrowing has jumped from 0.5% of total circulation to 10.9% in 2014
- Significant pricing challenges are jeopardizing public libraries' ability to provide universal access to content in all its forms

# Campaign Objectives

*Canadian Public Libraries For Fair Ebook Pricing* was formed to:

- Raise awareness of the restrictive pricing models and high ebook prices that the “Big Five” multinational publishers charge public libraries among library users and the general public
- Create a national dialogue on the issue that can be referenced in government relations, as well as outreach to multinational publishers

# Campaign Recap

- Website launch on June 15, 2015
- Social media outreach, including a Twitter chat with TPL City Librarian Vickery Bowles
- Ongoing media relations
- Government outreach

# Campaign Results - Website

- 17,500 sessions since site launch
- 72% of visitors from Canada
- 9.5 % from United States
- 750 subscribers to receive updates on the issue
- Website and key messages referenced in majority of news stories

# Campaign Results – Social Media

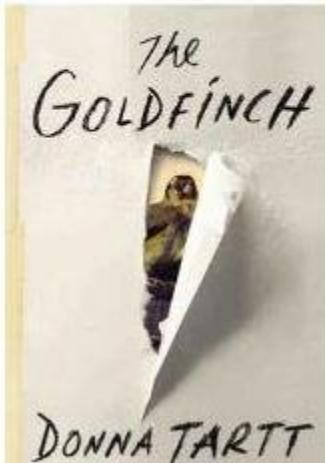
Social media has been very active, with hundreds of mentions and an interesting dialogue among libraries, customers, industry stakeholders and the general public on Facebook and Twitter

Retweeted 32 times



**TorontoPublicLibrary** @torontolibrary · Aug 9

Have you visited [FairPricingForLibraries.org](http://FairPricingForLibraries.org)? Please RT and spread the word about **#FairEbookPrices**



WHAT YOU PAY

**\$14.99**

WHAT LIBRARIES PAY

**\$114.00**

Federation of  
ONTARIO  
PUBLIC  
LIBRARIES  
[www.fool.ca](http://www.fool.ca)

**Cdn School Libraries** @CdnSchoolLibrar · Jun 17

CanadianLibraryNews and 25 others follow

I support fair pricing for library ebooks **#FairEbookPrices**

[fairpricingforlibraries.org](http://fairpricingforlibraries.org)



2



2



[View summary](#)

**Fed ON Pub Libraries** @FOPLnews · Jun 19

RT: Caps and time limits on ebook use mean fewer titles and copies for readers to discover [fairpricingforlibraries.org](http://fairpricingforlibraries.org) **#FairEbookPrices**



[View summary](#)

# Campaign Results – Social Media

Here are example of social media shares by libraries and associations across the country.



**Hanover Public Library**

June 17 ·

Like Page

Fair ebook prices are long overdue for libraries. Read more about this issue and please share to show your support. #FairEbookPrices  
<http://ow.ly/OpK9F>



**Cobourg Public Library**

June 15 ·

Like Page

Caps and time limits on ebook use mean fewer titles and copies for readers to discover [www.fairpricingforlibraries.org](http://www.fairpricingforlibraries.org) #FairEbookPrices

1 Like

Like

Comment

Share



**ABQLA - L'Association des bibliothécaires du Québec Library Association**

June 23 ·

Like Page

Fair pricing for ebooks at public #libraries: <http://bit.ly/1Nh73vv>  
#Bibliothèques #FairEbookPrices



**Saskatchewan Library Association**

June 25 ·

Like Page

Caps and time limits on ebook use mean fewer titles and fewer copies for readers to discover <http://www.fairpricingforlibraries.org> #FairEbookPrices



**Clinton-Essex-Franklin Library System via Huntsville Public Library**

June 27 ·

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Caps and time limits on ebook use mean fewer titles and copies for readers to discover [www.fairpricingforlibraries.org](http://www.fairpricingforlibraries.org) #FairEbookPrices



**NWTLA**

July 7 ·

Like Page

Fair ebook prices are long overdue for libraries. Visit [fairpricingforlibraries.org](http://www.fairpricingforlibraries.org) to learn more. Help spread the word with the hashtag #FairEbookPrices  
<http://www.fairpricingforlibraries.org/>

# Campaign Results – Social Media

The Twitter chat with @TPLVickery was active and generated interesting dialogue

Can Lib Association favored



**Vickery Bowles** @vbowlestpl · Jun 17

Hi! I will be here for the next hour chatting about our **#FairEbookPrices** campaign. Please use the hashtag and ask me any questions.

OLA favored



**an Michael Powell** @mbpowell · Jun 17

Hey @vbowlestpl: What's the shift in demand from print to e-books been like? Do you think it will plateau? **#FairEbookPrices**

**CalgaryPublicLibrary** @calgarylibrary · Jun 17

Public libraries require reasonable ebook pricing to promote literacy & foster reading in the digital age **#FairEbookPrices** @vbowlestpl



**Anthony Woodward** @library\_anthony · Jun 17

@vbowlestpl Are limited circ titles acceptable if the price is right? **#FairEbookPrices**



**Mike Ridley** @mridley · Jun 17

Wondering @vbowlestpl if you have heard from the publishing/aggregator industry since the launch of the **#FairEbookPrices** initiative?



**Sean Sarjeant** @MrSarjeant · Jun 17

PSA: For-library ebook prices are ridiculous. Our school division has struggled to upgrade to **#FairEbookPrices** [fairpricingforlibraries.org](http://fairpricingforlibraries.org)

# Campaign Results – Social Media

- #FairEbookPrices shared thousands of times
- Active dialogue
- Participation by many libraries
- Social media has driven 19% of the site traffic
- Of social media referrals, Facebook led the most traffic to the website (62% of social referrals)
- 29% of social media referrals are from Twitter

# Campaign Results – Media Outreach

- Issued a news release on June 15 announcing the campaign and website
- 30+ stories across Canada and a few US publications
- Key messages clearly conveyed
- Established relationships with media who are interested in more news on this issue

# Campaign Results – Media Outreach



**CBCnews | Technology & Science**

## **E-book prices marked up too high, libraries protest**

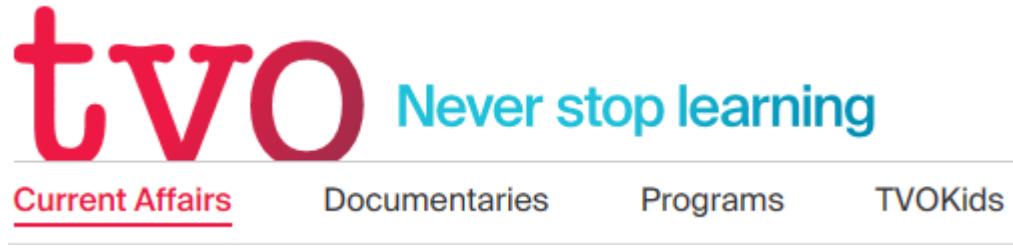
With markups of up to 8 times retail price, libraries say they can't afford a good range of content

» [thestar.com](http://thestar.com) «

### **High ebook prices ‘unsustainable,’ says city’s top librarian**

Publishers charge libraries up to \$135 for an ebook, five times as much as the public would pay.

# Campaign Results – Media Outreach



## Why libraries of the future carry a high price tag

**A**s e-books grow in popularity, and more people than ever own e-reading devices, libraries are struggling to keep the most popular titles available for lending.

E-books cost them far more than printed versions: the latest John Grisham e-book costs \$85 per copy even though the bulk-priced printed book is only \$20. If e-book demand starts to eclipse regular books, it's easy to see why libraries find the current model unsustainable.

# Campaign Results – Media Outreach



## Canada, oh Canada: Fighting back on ebook pricing

By [James LaRue](#) | June 18, 2015

# Campaign Results – Media Outreach



## Ottawa Public Library fights the high price of e-books

E-books cost nothing to print and transport. Then why do they cost so much for libraries to buy?

That's the question Ottawa Public Library board chairman Tim Tierney and librarians all across the country want answered.

# Campaign Results

## ECW supports fair ebook pricing for libraries

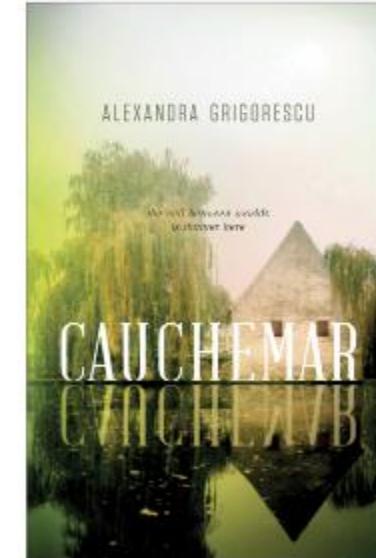
At ECW Press, we want library patrons to be able to read our books in whatever format they choose and to have every opportunity to discover new authors and new works by favourite Canadian writers. We've always believed that the library price should be the same price as the retail price on a single-user basis, with no expiry, but with a reasonable circulation cap before re-purchase.

### A short survey

The Canadian public library coalition's [campaign](#) about fair ebook pricing has got us thinking at ECW: is there more we can do to encourage libraries to buy our ebooks? Is it most reasonable to charge libraries retail price with a circulation cap, or are there better options? [Please tell us with this 30-second survey](#). (We promise, 30 seconds!) Respondents will be entered to win a prize pack of new Canadian fiction.

[Fill out our 30-second survey for a chance to win](#)

### BRIDGING THE PRICE GAP



Cauchemar, ECW Press  
print: 978-1-77041-234-7  
ebook: 978-1-77090-719-5

WHAT SHOPPERS PAY  
**\$12.99**

WHAT LIBRARIES PAY  
**\$12.99**

#FairEbookPrices  
[ecwpress.com](http://ecwpress.com)

# Campaign Results – Government Outreach

- Ebook pricing for libraries was part of the agenda for the meeting of the Federal-Provincial-Territorial Ministers responsible for Culture
- Ministers have asked the Provincial and Territorial Public Libraries Council (PTPLC) to develop options for addressing the issue
- Federal election has also created an opportunity

# Campaign Results - Stakeholder Outreach

- Meetings/conference calls have taken place with Southern Ontario Library Service (SOLS), Ontario Library Service North (OLSN), Federation of Ontario Public Libraries (FOPL), Association of Rural and Urban Public Libraries of Ontario (ARUPLO), Administrators of Medium Sized Public Libraries of Ontario (AMPLO)
- OLA, NSLA, ABQLA, and APLA have indicated support for the campaign

# Campaign Results - Stakeholder Outreach

- Tim Tierney, Ottawa City Councillor and Ottawa Public Library Board Chair, is a champion for this issue and will be able to push fair pricing for ebooks onto the municipal agenda
- Held discussions with policy advisors at the Association of Municipalities of Ontario (AMO) and the Federation of Canadian Municipalities (FCM), and were encouraged to follow-up
- Draft resolution circulated to AMO members for a motion to be considered by municipal councils to support this issue
- Motion will go to FCM March 2016

# What's Next?

- Encourage more public libraries to join the campaign
  - create a letter to library CEOs and toolkit
  - OLA to host webinar for public libraries across Canada to better understand how they can participate and provide support
- Open letter to multinational publishers outlining proposed pricing model available on website
- Media outreach
- Email to subscribers outlining campaign progress to-date and next steps

# What's Next?

- Share results and next steps with ALA
- Update social media editorial calendar for members
- CULC to arrange meeting with Brad Martin, President and CEO of Penguin Random House Canada

# Thank You

- Any questions, comments or feedback?