



Swets Ebooks a presentation
by Wim van der Putten

SWETS

Swets Simplifies

Agenda

- **The eBooks market in short**
- Value proposition eBooks
- Swets and eBooks
- The Swets/My iLibrary proposition
- Swets offer to Mahlap members

The eBook market in short

Publishers

- Publishers were initially reluctant to move into eBooks because it could eat into print book revenue

Aggregators

- Springer one of the first big STM-publishers who jumped into eBooks, many followed

Technology players

- T&F reports that 85% of current publications are available simultaneously in p- and e- format

Librarians

Users

- For publishers, eBooks are a way to bring backlist titles back to life

The eBook market in short

Publishers

Aggregators

Technology
players

Librarians

Users

- eBooks aggregators emerged late 90s
- Lack of content and dotcom crash gave them a bad start
- But now the added value of aggregators is firmly established amongst librarians and publishers
- Main eBooks aggregators are MyiLibrary, ebrary, nett Library and Safari
- This year Swets has partnered with MyiLibrary

The eBook market in short

Publishers

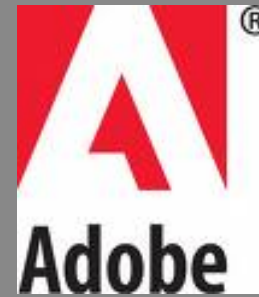
Aggregators

Technology
players

Librarians

Users

- Main market players are pushing eBooks to end-users



- Although eBooks for consumers has not hit mass-market, push by these main players will stimulate awareness and usage for the eBooks market on a whole

The eBook market in short

Publishers

- eBooks bring down the wall between the journal and books department in libraries

Aggregators

- 37% of libraries think that in five to ten years' time their collections would be half print half electronic*

Technology players

- eBooks require a change in thinking and behavior ... and change always takes time

Librarians

- Many librarians are confused with the many offerings, business models and providers

Users

* Source: JISC Report, October 2006

The eBook market in short

Publishers

Aggregators

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Librarians

Users

- End-users accustomed to electronic content
- After using eBooks, users are enthusiastic, especially the young
- But .. awareness is low
- Ideal for searching, less so for reading cover to cover
- A new research behavior requires eBooks

What drives the eBook market?

- Clear benefits to all main stakeholders: publishers, librarians and end-users
- Chicken-egg problem (content <-> demand) overcome now STM-publishers massively publish eBooks
- Aggregation model embraced by publishers
- Big consumer market players push eBooks
- Google generation takes over ...

Agenda

- The eBooks market in short
- **Value proposition eBooks**
- Swets and eBooks
- The Swets/MyiLibrary proposition

eBooks have many advantages over print books

Libraries



- More value for book budget
- (Virtually) unlimited access and use
- Less shelf space needed
- No risk of damage and theft
- Higher usage and visibility of content
- Lower costs
- Usage statistics

Researchers



eBooks have many advantages over print books

Libraries



- Instant access (no need to wait)
- Convenient access (no need to search)
- Flexible access (wherever, whenever)
- Advanced functionalities (e.g. keyword search)

Researchers



eBook proposition is attractive, but complicated

- Pick-and-Choose <-> eBook Collections
- Subscription basis <-> Perpetual access
- Publishers direct <-> eBook aggregators

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- Value proposition eBooks
- **Swets and eBooks**
- The Swets/MyiLibrary proposition

Why did Swets enter the eBook market?

- Wall between journal and books dept. is coming down
- eBooks are an attractive growth market within new budgets
- Our customers demanded one stop shop for eBooks and journals
- Swets can add value in reducing complexity (“Swets Simplifies”)

Swets vision on eBooks

- eBooks will never replace print books, but will become significant in all academic libraries
- Swets wants to provide customers with a broad portfolio in eBooks and a range of business models
 - Single publishers <-> eBook aggregator (MyiLibrary)
 - Subscription model <-> Purchase model
 - Individual eBooks <-> eBook Collections
- Swets wants to assist customers through the subscription cycle from purchase, to access and to manage ...

Swets is the first company worldwide where customers can order, manage and access both journals and eBooks



... to become a true one-stop-shop for its customers

Swets current eBooks proposition



- 5 German Collections (3.793 eBooks)
- 13 English Collections (9.185 eBooks)



- 17 Collections 1995-2006 (3.631 eBooks)
- Frontlist 2007 (>500 eBooks)



- 1968-2007 and 2008 (in total 700 eBooks)



- 30 Collections (15.552 eBooks)



- 30 Collections (3.368 eBooks)



ELSEVIER

- 17 Collections 1995-2006 (3.631 eBooks)
- Frontlist 2007 (>500 eBooks)



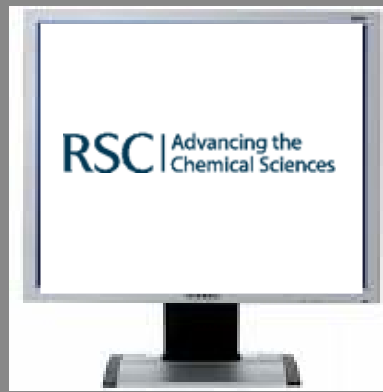
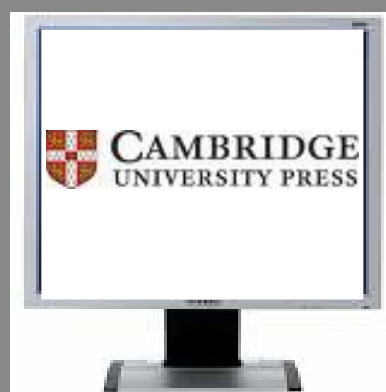
KNOWLEDGE FOR GENERATIONS

- 20 Collections (688 eBooks)

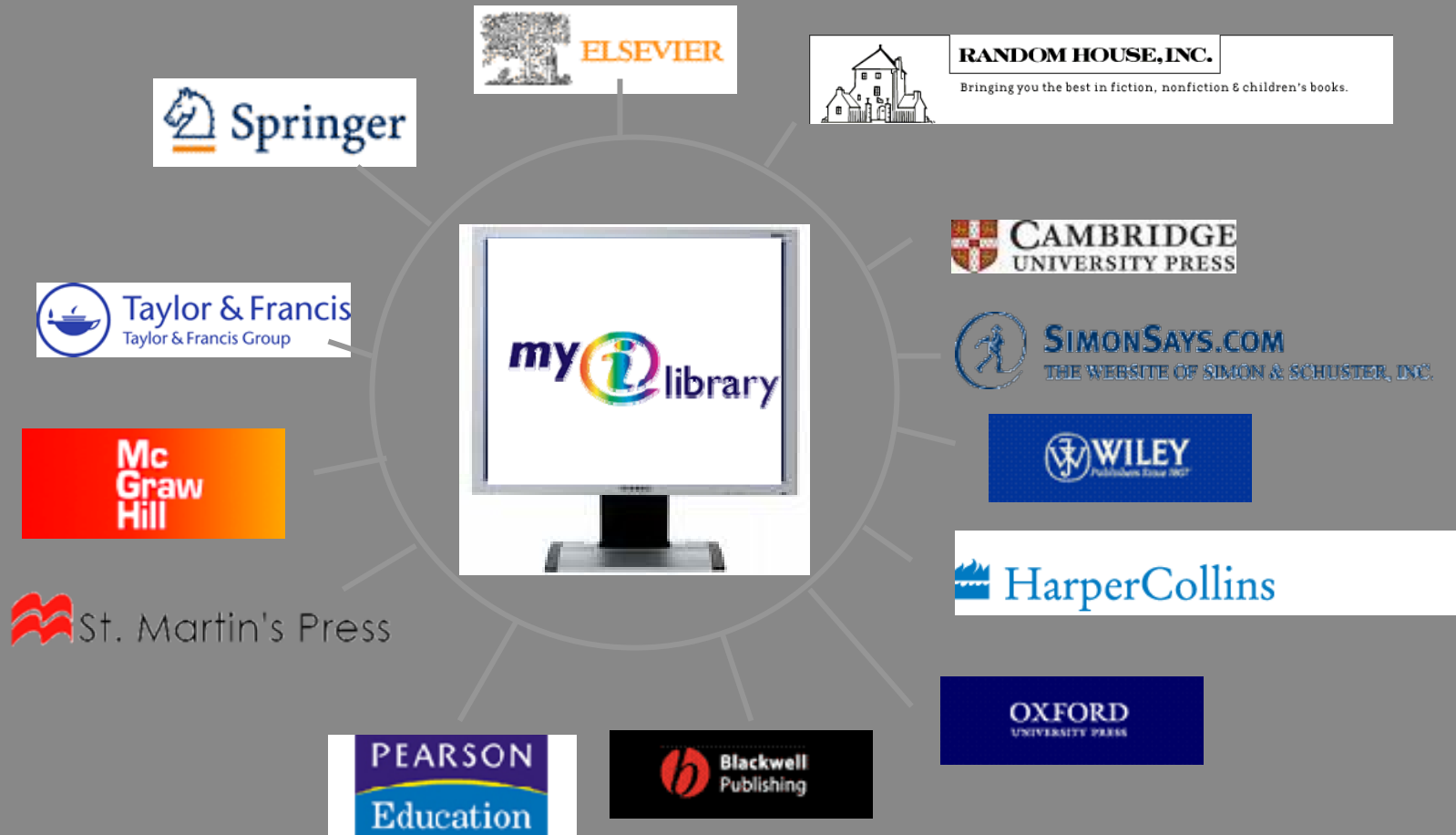
Agenda

- The eBooks market in short
- Value proposition eBooks
- Swets and eBooks
- **The Swets/MyiLibrary proposition**

Currently researchers have to access a range of portals, dependent of the publisher of the eBooks



Users want to easily find and access eBooks via a single user interface

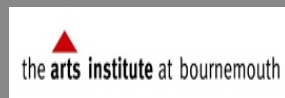
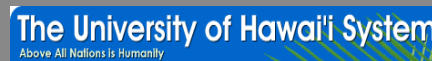


Who is MyiLibrary?

- MyiLibrary is a part of Ingram Digital Group
- Currently principally sold to Academic, Public and Special Libraries; Corporate, Government and Professional markets
- More than 350 publishers
- Nearly 100,000 titles, many unique to the MyiLibrary platform
- 600 customers worldwide; millions of end-users
- 300% revenue growth year over year
- 2 of the 3 largest Academic Research Libraries use MyiLibrary as primary eBook provider (University of Toronto and Stanford)



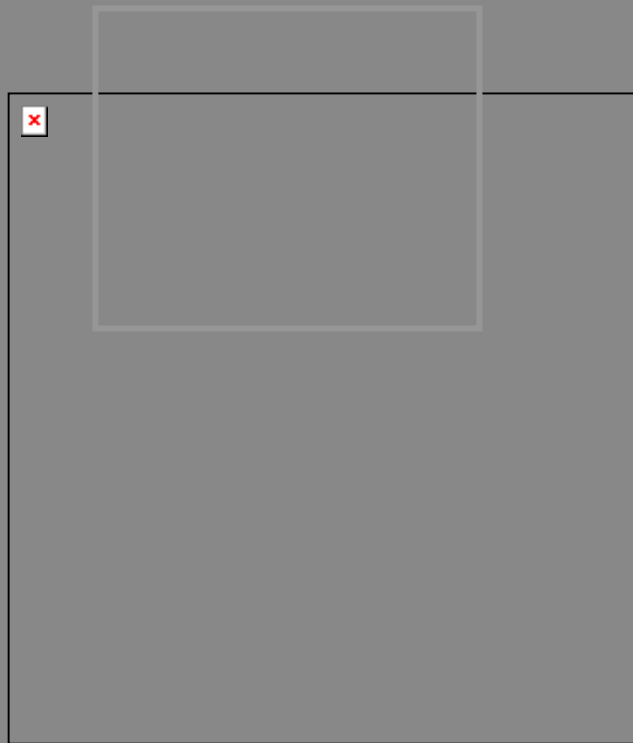
MyiLibrary is a major player in eBooks distribution to libraries worldwide



... with a user-friendly platform

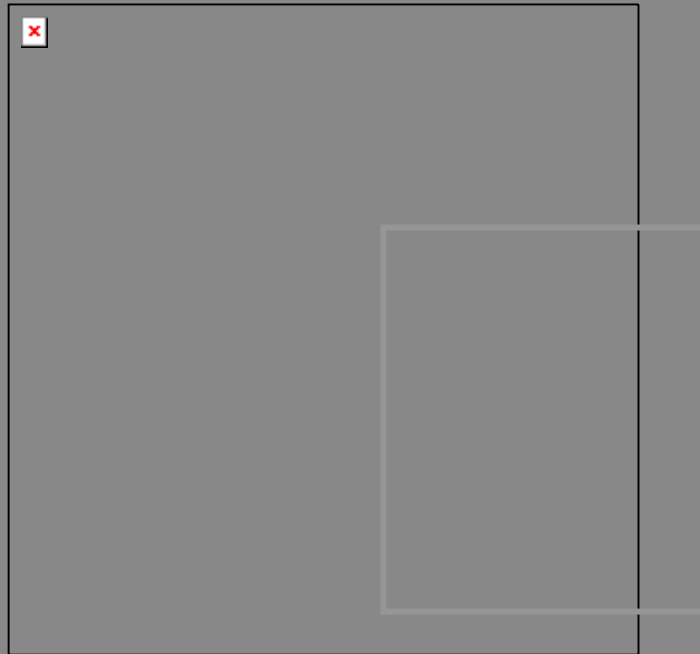
- Simultaneous Multi User Access
- Full Text Searching
- Copy, Paste and Print
- Bookmarking
- Saving Searches
- Reporting
- MARC Records
- Multiple Authentication Access

SwetsWise will be tailored to support eBooks customers through the whole customer cycle



- Via SwetsWise customers can already purchase 32 cross-publisher eBooks Collections on subscription basis
- Next year customers can also purchase individual eBooks
- .. either in a subscription basis or as a one-off perpetual access model

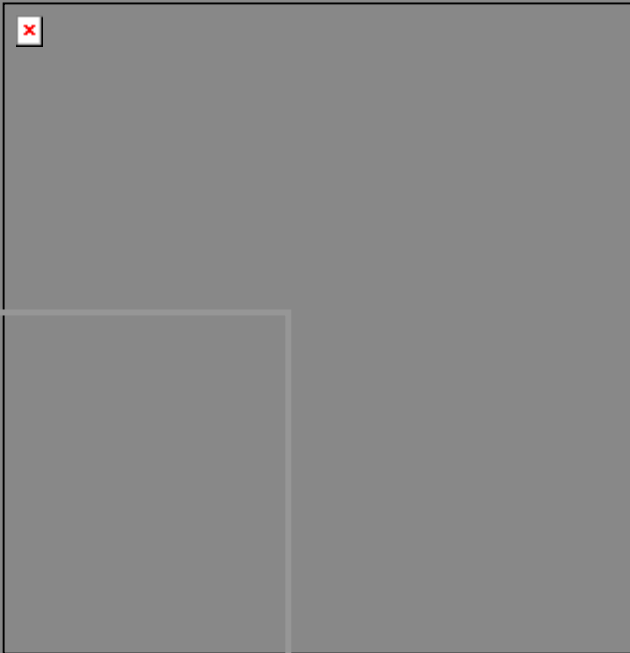
SwetsWise will be tailored to support eBooks customers through the whole customer cycle



- Customers can already access eBooks through the MyiLibrary platform
- Next year eBooks will be integrated into SwetsWise TitleBank
- ... and customers can separately search journals and eBooks in SwetsWise Online Content

SwetsWise will be tailored to support eBooks customers through the whole customer cycle

- One invoice for journals & eBooks
- Reporting available on usage statistics



Swets/MyiLibrary eBook Collections



Chemistry

5 Collections



Technology

14 Collections



Business & Economics

5 Collections



Intergovernmental Organisations

8 Collections

- 32 eBooks Collections representing the leading titles in the field from a wide range of publishers
- Available on subscription model
- The eBooks Collections will be updated yearly; some backlist titles will be dropped to make place for the frontlist titles
- Renewing customers will retain access to the 'dropped' backlist titles without additional charges

The Swets/MyiLibrary proposition in short

- Cross-publisher eBooks packages, selected by content experts, yearly updated with front titles
- Renewing customers retain access to backlist titles without additional charges
- One supplier for all eBooks: Single Point of Contact, one invoice
- One platform to access content of many publishers
- MyiLibrary offers leading content against attractive prices
- MARC records available
- Usage stats fully COUNTER compliant



Other publishers with E Book Program

- Blackwell's Publishing
- Mc Graw Hill
- Karger
- Lippincott
- Springer
- John Wiley
- And many others

Swets offer to Mahlap members

- Free trials to any of the medical collections mentioned before from all publisher
- Price quotation upon request
- Free trial to Swets Wise Online Content
- Special offer to Table of contents package of over 4000 medical titles via SwetsWise Online Content
- Analysis of your holdings

Questions ?

Wim van der Putten

Business Development Manager

Swets