

ProQuest Ebooks

1st March 2018

Alex Jenner, Books Specialist, DACH + E/eu



Agenda for today's 30 minute session

Deep dive into Ebook models on offer from ProQuest

A closer look at subscription:

- What value can this bring to your library? Which products do we offer? What extras do we include?
- Success stories and how other libraries are benefitting from subscription
- How can you integrate these titles into your existing workflow to cater for your users' needs?

Tools you can use: TMF

Available now: New O'Reilly Education platform ('Safari') for Tech and Business

Finally: integrated P+E purchasing from OASIS

All Ebook models from ProQuest

EA Extended Access™ **and** Non-linear Lending™
Protect users from turnaways, every time

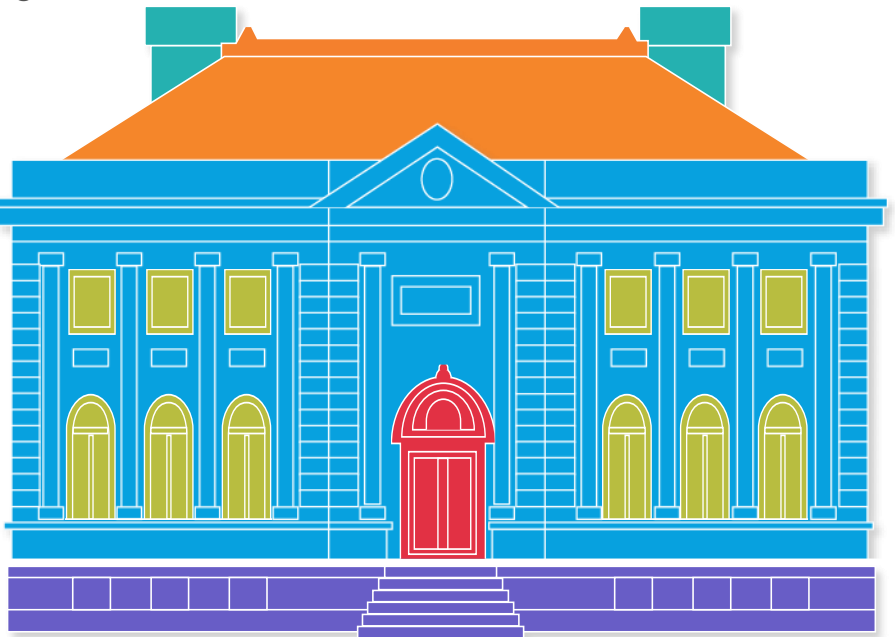
PA Purchase essential titles outright –
title by title or packages
Over 1 million titles

ATO Access-to-Own (420,000+ titles)
Apply budget spent on loans toward
usage-based ownership of titles.
Overcome STL embargoes on frontlist
and apply loan cost to purchase

STL Short-Term Loans
Optimize specific windows of
access, as needed, without
purchase commitment

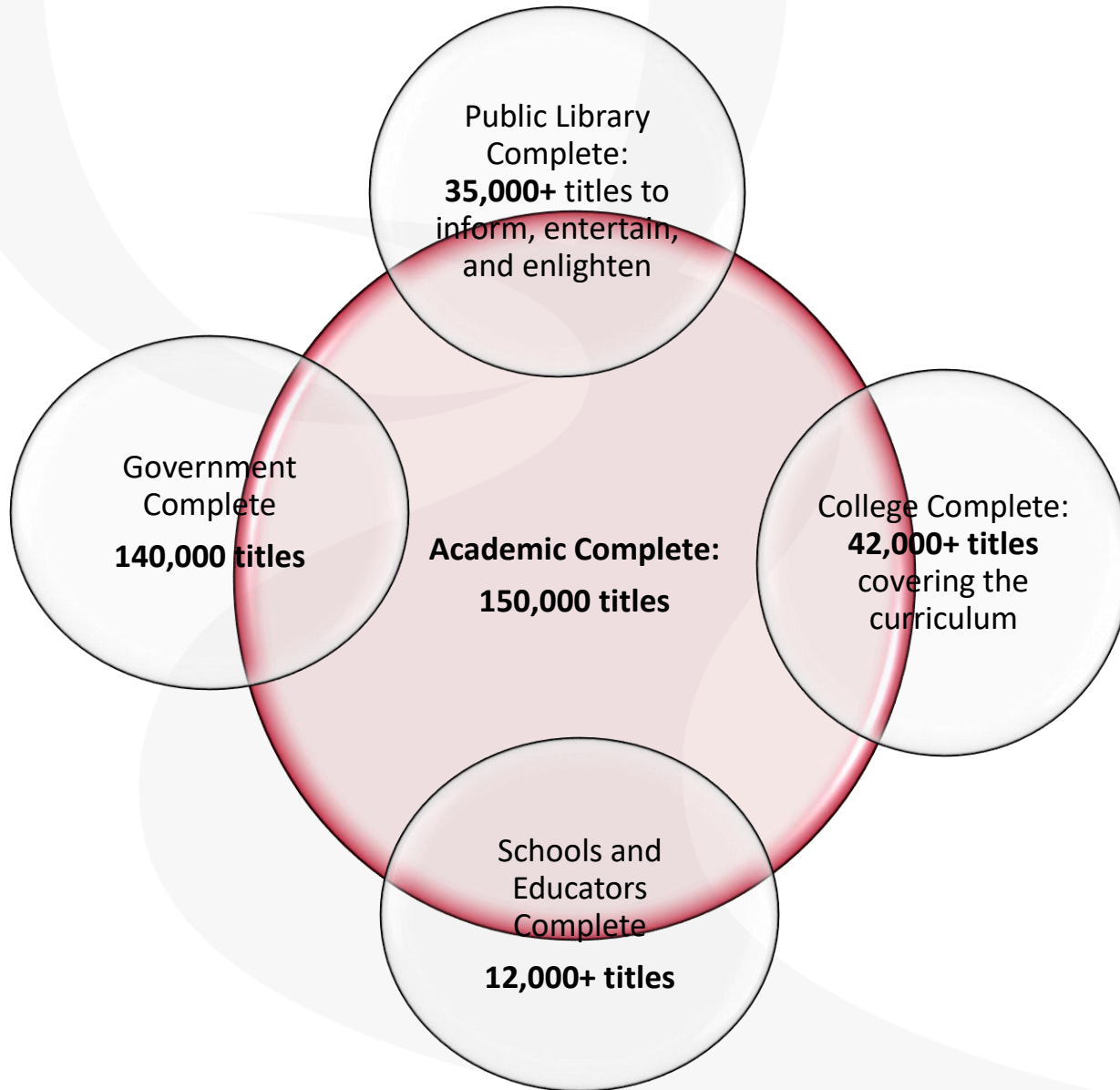
DDA User based acquisition: DDA
(860k+ titles) Supplement
Academic Complete with
broad access to in-demand
titles only purchased if used.

SUB



Academic Complete (150,000 titles) + sub-collections
College Complete (43,083 titles)
University Press (26,500 titles)
Build a solid foundational knowledge base.
Let usage stats guide evidence-based
collection development.

Our Flagship Academic Complete Family



Foundational knowledge base that balances quality and quantity:

- **RELEVANCE:** The right publishers and the right mix of content in key, curriculum-tied subjects ensures patron demand
- **MORE SELECTIVE** collection development (from the largest pool of publishers and 1 Million titles) means quality over quantity to drive **USAGE**
- Usage **EVIDENCE** via AC subscriptions inform additional purchase of titles and/or products via the most flexible purchase options to meet both budget and patron demand **BETTER**
- Superior platform benefits means discovery and ease of use for patrons and the best admin and acquisition tools for libraries

Academic Complete: The Basics

150,000+ titles
multi-disciplinary titles



Quality over Quantity
drives annual growth



Award-Winning content



RCL Resources for
College
Libraries™

Unique content from key
scholarly and more
University Press partners
than any other vendor

UNIVERSITY OF
PENNSYLVANIA
PRESS



Curated by on-staff
librarians to ensure



Balanced Quantity
& Quality

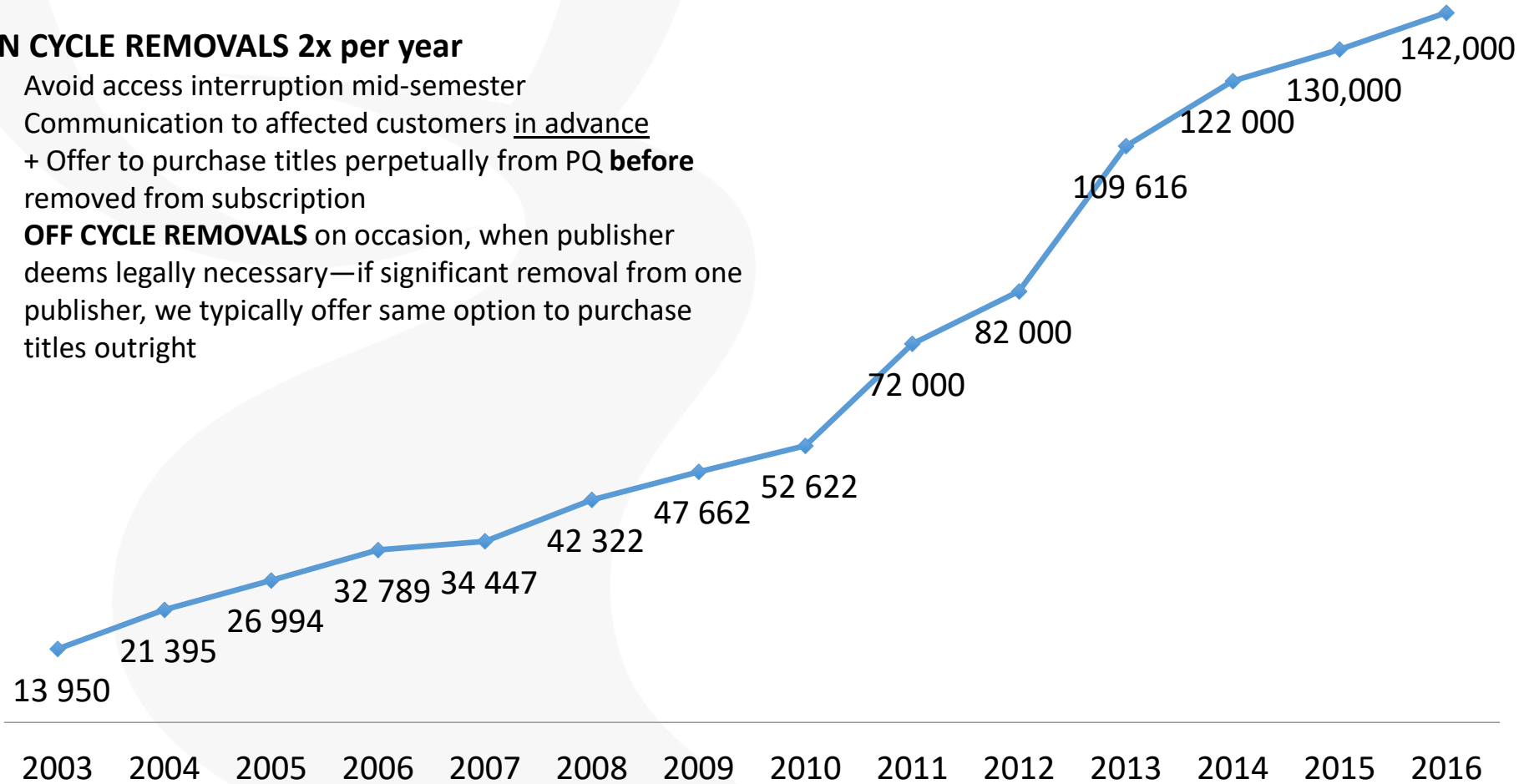
Intelligence-based
product development to
match content to
curriculum, graduation
rate trending by degree,
and usage analysis by
publisher and subject

Like today's libraries and patrons, Academic Complete has evolved into 'quality vs. quantity' focus on adding content tied to outcomes in order to drive usage

Currently at ~150,000+ titles

ON CYCLE REMOVALS 2x per year

- Avoid access interruption mid-semester
- Communication to affected customers in advance
- + Offer to purchase titles perpetually from PQ **before** removed from subscription
- **OFF CYCLE REMOVALS** on occasion, when publisher deems legally necessary—if significant removal from one publisher, we typically offer same option to purchase titles outright

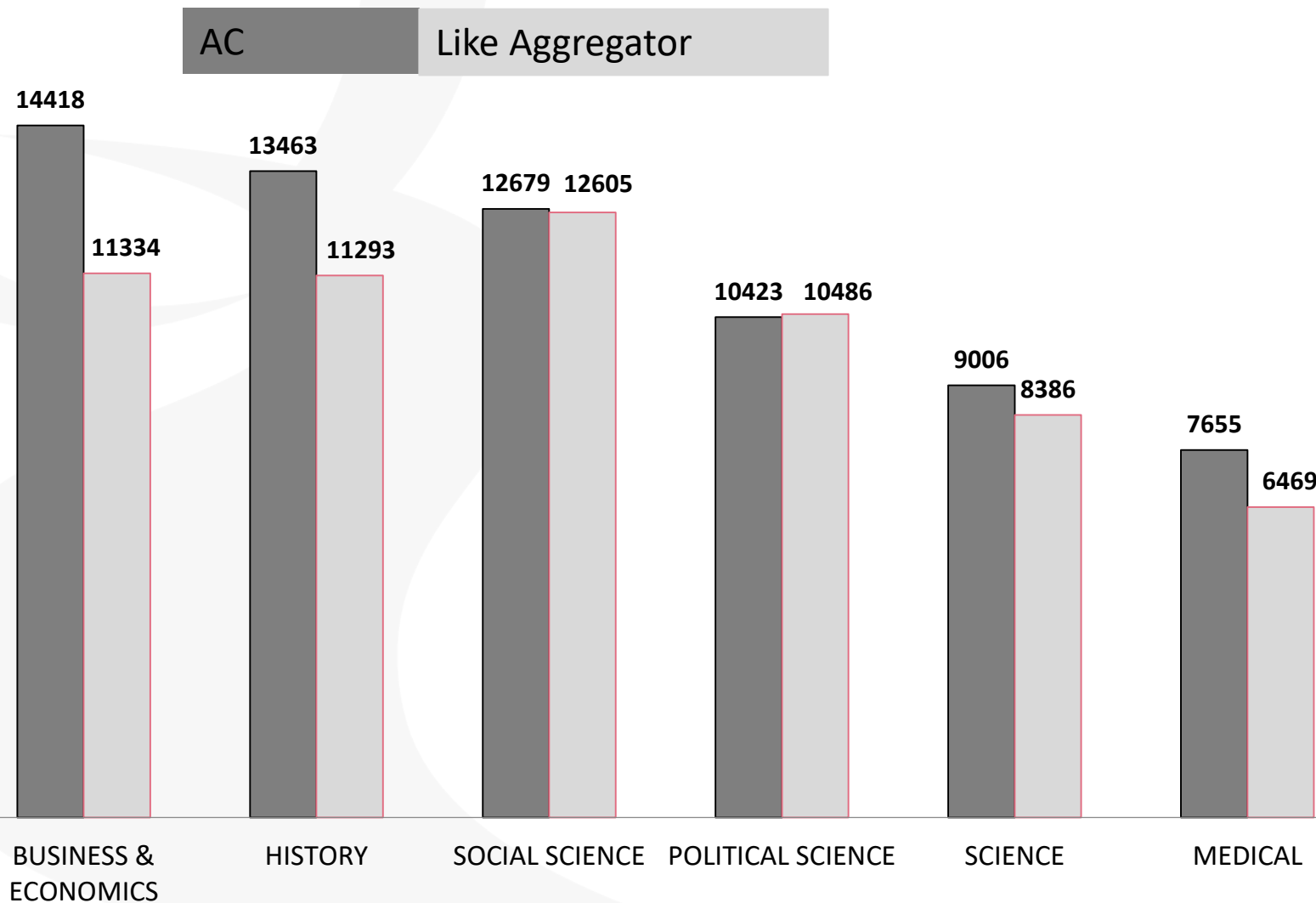


Academic Complete: Share of titles by subject (LC Class)

| Subject | # AC Title |
|---------------------------------|--------------|
| BUSINESS & ECONOMICS | 14264 |
| HISTORY | 13744 |
| SOCIAL SCIENCE | 13438 |
| POLITICAL SCIENCE | 10818 |
| SCIENCE | 9479 |
| MEDICAL | 8329 |
| LITERARY CRITICISM | 7543 |
| TECHNOLOGY & ENGINEERING | 7473 |
| RELIGION | 7041 |
| LANGUAGE ARTS & DISCIPLINES | 6780 |
| COMPUTERS | 6412 |
| PHILOSOPHY | 5396 |
| EDUCATION | 5023 |
| PSYCHOLOGY | 4347 |
| LAW | 2903 |
| BIOGRAPHY & AUTOBIOGRAPHY | 2601 |
| PERFORMING ARTS | 2020 |
| MATHEMATICS | 1971 |
| REFERENCE | 1758 |
| MUSIC | 1462 |
| ART | 1327 |
| NATURE | 1292 |
| POETRY | 1283 |
| NON-CLASSIFIABLE | 1109 |
| ARCHITECTURE | 1101 |
| FOREIGN LANGUAGE STUDY | 926 |
| FICTION | 818 |

| Subject | # AC Title |
|-------------------------|------------|
| HEALTH & FITNESS | 523 |
| LITERARY COLLECTIONS | 516 |
| TRAVEL | 466 |
| FAMILY & RELATIONSHIPS | 411 |
| DRAMA | 409 |
| TRANSPORTATION | 299 |
| SPORTS & RECREATION | 217 |
| DESIGN | 185 |
| PHOTOGRAPHY | 166 |
| SELF-HELP | 145 |
| COOKING | 110 |
| BODY, MIND & SPIRIT | 101 |
| GAMES | 70 |
| TRUE CRIME | 56 |
| STUDY AIDS | 53 |
| JUVENILE NONFICTION | 48 |
| HUMOR | 32 |
| CRAFTS & HOBBIES | 29 |
| HOUSE & HOME | 28 |
| GARDENING | 25 |
| BIBLES | 23 |
| ANTIQUES & COLLECTIBLES | 22 |
| PETS | 13 |
| COMICS & GRAPHIC NOVELS | 12 |
| JUVENILE FICTION | 11 |
| CURRENT EVENTS | 3 |
| PSYCHOLOGY & PSYCHIATRY | 1 |

Academic Complete is not the biggest aggregated subscription collection—but it carries MORE content in key subjects tied directly to usage history, graduation rate & curriculum trending



Top 10 Used Publishers in Academic Complete, EUROPE-ONLY, full year 2017



1



2



3



4



5



6



5



8



9



10

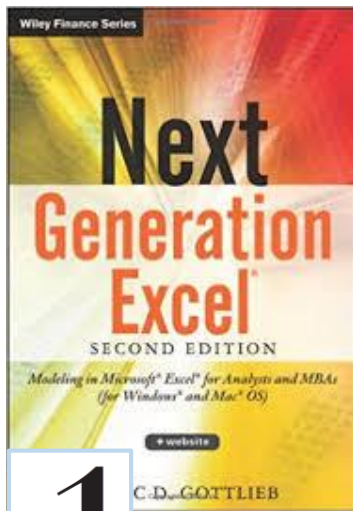
Source: Europe-only Academic Complete usage, full year 2017

The Top Used Publisher of all in Academic Complete is Wiley, with whom we have partnered to bring libraries 14,000 high-demand titles by 2020—

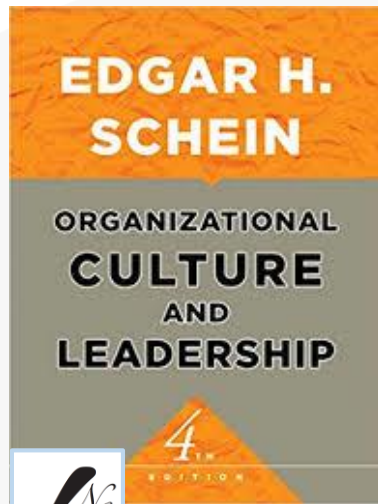
This unique publisher value equates to measurable patron demand –and usage you can count on!
NO OTHER AGGREGATOR will add Wiley titles between now and 2020!

The top 100 titles usage ranking for the entire Academic Complete collection carries 31 Wiley titles in Business & Econ, Medical, Psychology, Computers, Social Sciences, Education

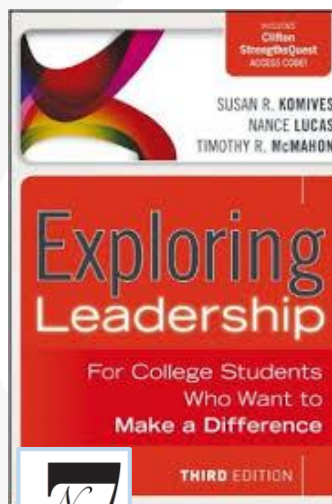
The following 5 Wiley titles were among the TOP 12 most used in Academic Complete
source: # page views, full collection, full year 2016



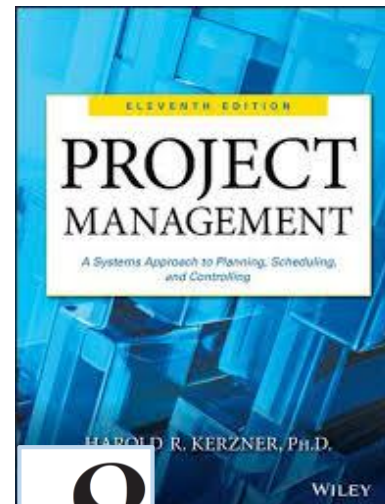
No. 1



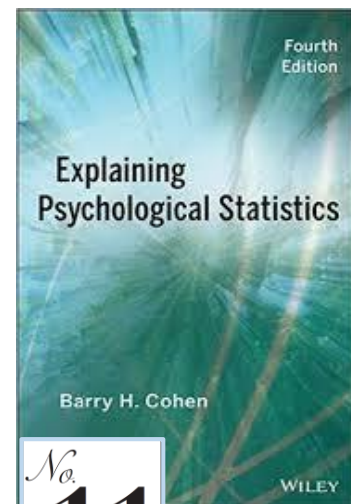
No. 4



No. 7



No. 8



No. 11

A July 2017 Special Addition: 5,575 T&F titles added to Academic Complete includes award-winning, high-quality content across key, curriculum-tied subjects



Taylor & Francis
Taylor & Francis Group



History:
918 titles



Education:
588 titles



Business & Econ:
684 titles



Social Science:
630 titles



Political Science:
600 titles



Psychology:
402 titles



**Literary
Criticism:** 314
titles



Philosophy: 262
titles



Language Arts:
203 titles



Architecture:
148 titles

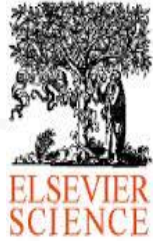


Law:
103 titles



Religion:
121 titles

**High Quality Publishers & UNIQUE Content =
Quality over Quantity designed to meet patron demand and drive usage**



1,200+unique titles – and more coming in Q1 2018



**10,000+unique titles – and will be the only aggregated
subscription adding titles now thru 2020 at which time AC will
have 14,000 titles in total**

WILEY

850+ unique titles



300+ unique titles

Recent additions to Academic Complete

3000+ titles added 2 weeks ago:

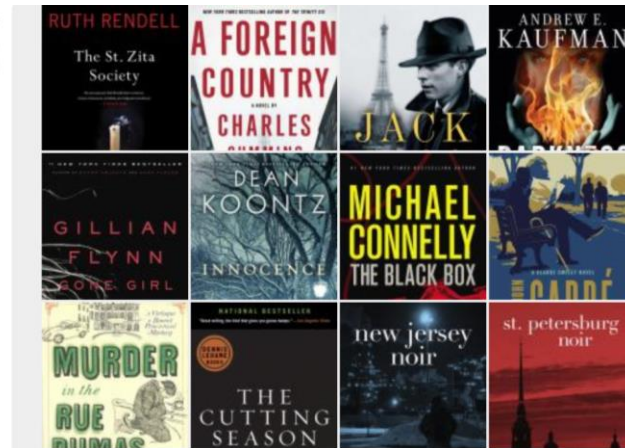
| | |
|--------------------------------------|-----|
| Lexington Books | 656 |
| John Wiley & Sons, Incorporated | 432 |
| Rowman & Littlefield Publishers | 361 |
| R&L Education | 153 |
| UPA | 127 |
| Scarecrow Press | 124 |
| John Hunt Publishing | 69 |
| Jason Aronson, Inc. | 63 |
| Lyons Press | 61 |
| Fairleigh Dickinson University Press | 54 |
| Policy Press | 53 |
| Bucknell University Press | 52 |

Bundled free with Academic Complete – 1

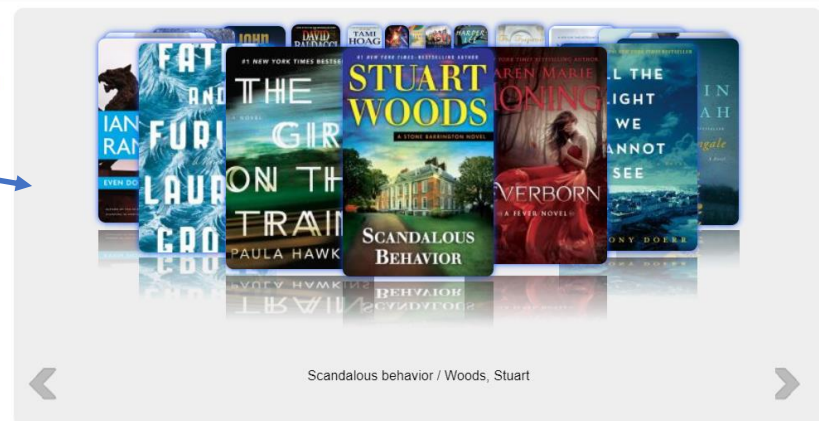
Book Display Widget

Book Display Widget™ enables libraries to create virtual book displays and highlight their collection right on their homepage using four different display styles: dynamic grid, shelfbrowse, scrolling shelf, and 3-D carousel. It's easy to create and even easier for the library users to find a title—just click on the image of the book cover and it takes them directly to that title in your catalogue

New Mystery Titles
Dynamic Grid (4x3)
drawing from an RSS feed



New York Times Bestsellers
3-D Carousel
drawing from a webpage



See a demo of the different formats at https://www.librarything.com/forlibraries/bd_examples.php

Bundled free with Academic Complete – 2 Ebook Central & Syndetics Unbound Integration

Coming this month

- Book Recommendations and Discovery Enrichments from Syndetics Unbound are coming to the detail page on Ebook Central
- Free of charge for all Academic Complete customers across full Ebook Central catalogue
- Improves usability of patron experience
- Encourages exploration of the collection of Ebook Central titles available at their institution, driving increased usage



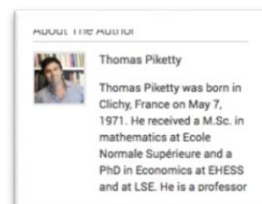
ProQuest®
Syndetics Unbound

The screenshot displays the ProQuest Ebook Central interface for the book "Capital in the Twenty-First Century" by Thomas Piketty and Arthur Goldhammer. The page features a search bar at the top, navigation options, and a book cover. The main content area includes an availability section stating "Your institution has unlimited access to this book," with options for online reading, full download, and PDF chapter downloads. A description of the book is provided, along with a table of contents listing sections like "Front Matter," "Introduction," and three parts. A "You May Also Like" section at the bottom right shows several book recommendations.

Ebook Central & Syndetics Unbound

Included on the detail page

- **"You May Also Like"**: Recommendations based on a library's PAL, DDA, and subscription holdings
- **About the Author**: Includes author photo and biography
- **Reader reviews**: More than 1.5 million vetted reader reviews from LibraryThing
- **Awards**: Honors a book has received; also helps patrons find other highly awarded titles in their library's collection
- **Tag Discovery**: An easy way to explore related content tagged with genres, subjects and other categories



THOMAS PIKETTY

Thomas Piketty

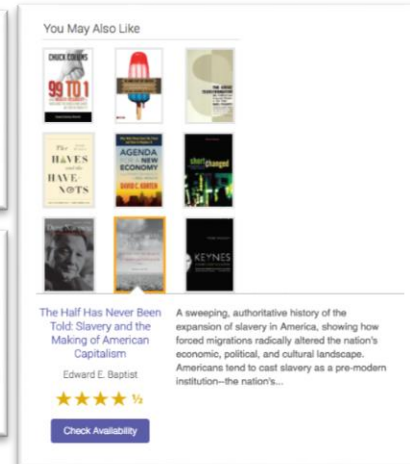
Thomas Piketty was born in Clichy, France on May 7, 1971. He received a M.Sc. in mathematics at Ecole Normale Supérieure and a PhD in Economics at EHESS and at LSE. He is a professor



NATIONAL BOOK CRITICS CIRCLE AWARD

National Book Critics Circle Award fina...

See All Awards



You May Also Like

99 TO 1

HAYES HAVE VOTS

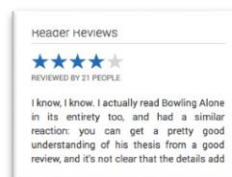
AGENDA NEW ECONOMY

THE HALF HAS NEVER BEEN TOLD: SLAVERY AND THE MAKING OF AMERICAN CAPITALISM

Edward E. Baptist

★★★★½

Check Availability



HEADER REVIEWS

★★★★☆

REVIEWED BY 21 PEOPLE

I know, I know. I actually read Bowling Alone in its entirety too, and had a similar reaction: you can get a pretty good understanding of his thesis from a good review, and it's not clear that the details add



Tags

history political economy justice

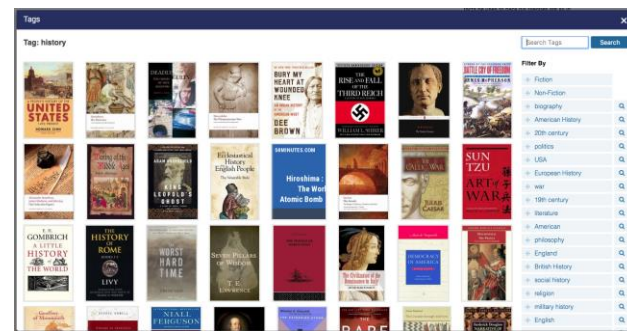
macroeconomics economy

capitalism France business labor economics

capital 21st century inequality

money finance wealth economic history

Browse Tags



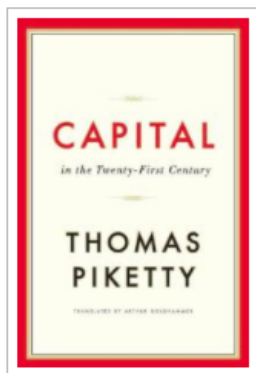
Tags


Tag: history

Filter By

- Non-Fiction
- Biography
- American History
- 20th century
- politics
- USA
- European History
- war
- 19th century
- biography
- American
- philosophy
- England
- British History
- social history
- religion
- military history
- English

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More information about Syndetics Unbound at:

<https://proquest.syndetics.com/>



ProQuest®
Syndetics Unbound

Academic Complete successes in the UK and Germany

Universities recently installing Academic Complete

1. Cardiff Metropolitan University – three year subscription to Academic. Needed to broaden small ebook base and guarantee no turnaways. Academic Complete matched many reading list items and print books in their library.



Cardiff
Metropolitan
University

Prifysgol
Metropolitan
Caerdydd

2. Queen Mary's London – Took part in a trial over the exam period to test demand – usage was so high that when the trial ended students missed it.



Queen Mary
University of London

3. London South Bank – Wanted to match as many reading list items as possible on unlimited access. We ran a free Title Matching Fast for this customer and there was a high match rate



London
South Bank
University

4. University of Sunderland - A small University with not much budget to spend on individual title purchases so Academic Complete gave them access to more than they could ever have afforded otherwise.



University of
Sunderland

5. University of Muenster – Taking advantage of our special consortial price, Academic Complete provides easy and broad access to titles and sits alongside their perpetual purchases



WESTFÄLISCHE
WILHELMS-UNIVERSITÄT
MÜNSTER

Key Publishers in Academic Complete, by Subject

10 Subject Collections aligned with all ProQuest product organization



The Arts (8425)



Business (21067)



Education (6482)



* Far more unique titles than EBSCO Sub.



Health & Medical (12731)



History (35461)



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10 Subject Collections aligned with all ProQuest product organization



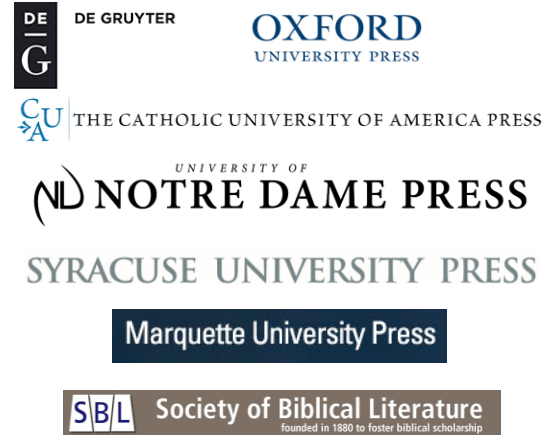
Law (10191)



Literature &
Language (21542)



Religion &
Philosophy (15785)



Science & Technology (29930)



Social Sciences (22907)



Better research. Better learning. Better insights.

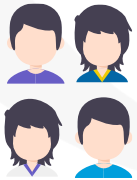
ProQuest

University Press Subscription: 26,500 Titles from 200+ World-Renowned University Press Partners



Why Subscription? High-demand content that is accessible, affordable, and available to all users, all the time

Benefits to Users



Unlimited, multi-user access



Mobile friendly intuitive interface



Download for offline reading

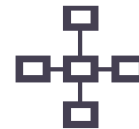


Useful research tools

Benefits to Librarians



Usage reports that prove value



Researchers can bookmark, note-take and highlight for easy reference



Free customizable MARCs



Integrates with discovery layers like Summon® and EBSCO Discovery Services

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PA Purchase essential titles outright –
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(860k+ titles) Supplement
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Setting up a DDA profile

3 simple forms and we do the rest

<https://proquestebook.wufoo.com/forms/ebook-central-profile-content/>

<https://proquestebook.wufoo.com/forms/ebook-central-dda-settings/>

<https://proquestebook.wufoo.com/forms/ebook-central-marc-record-preferences/>

DDA Workflow consultant:
Anne Theurier
Anne.Theurier@proquest.com

DDA triggers

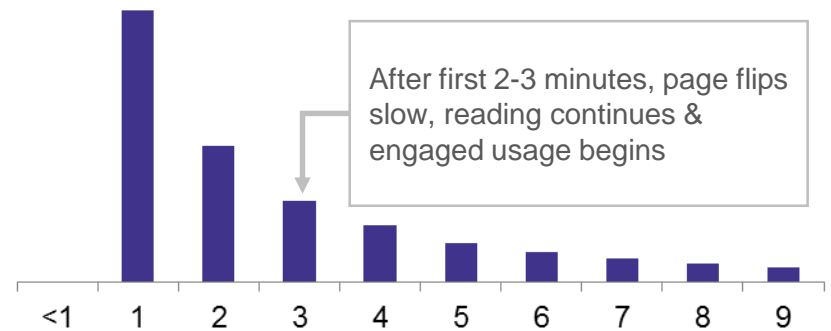
Reading is a better measure of usage than page flipping

Year over year we see...

18 pages are viewed
per minutes **5**

On average, based on EBL usage data

Page views per minute



Based on aggregate ebrary usage data

Ebook Central DDA Triggers:

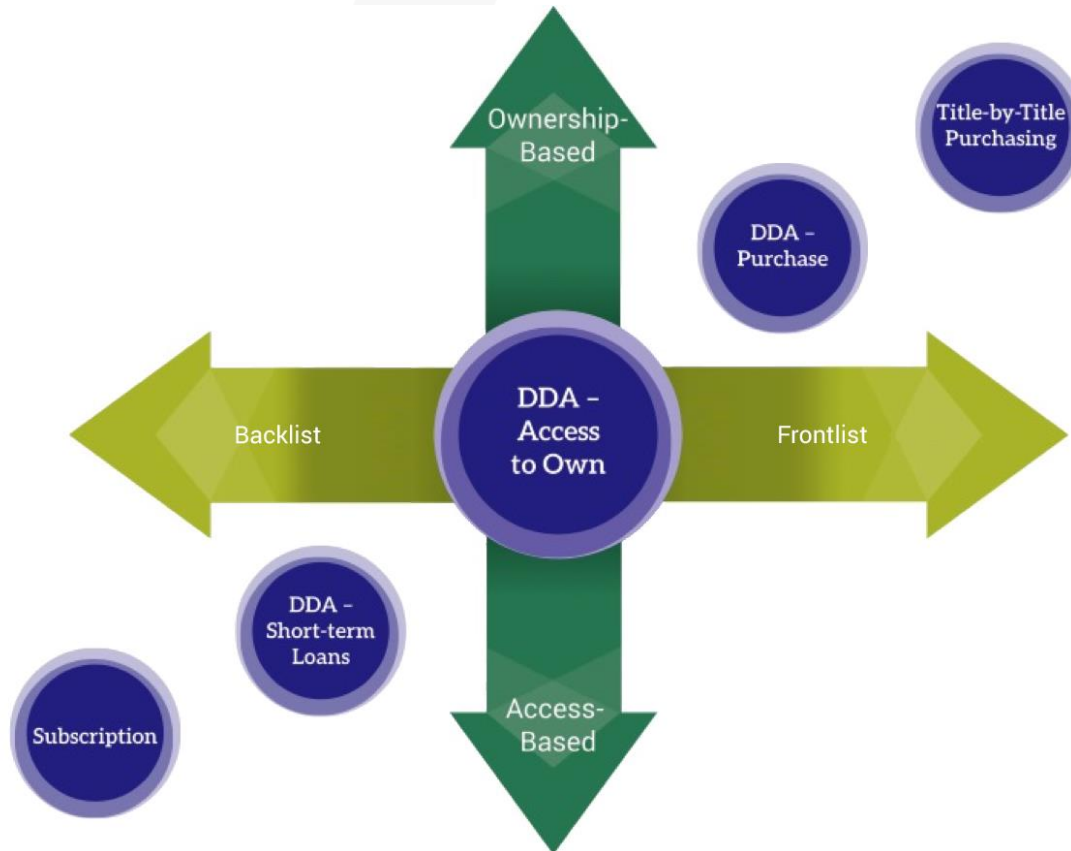
5 minutes of free browsing

No page view triggers

Copy, print and download triggers will not change

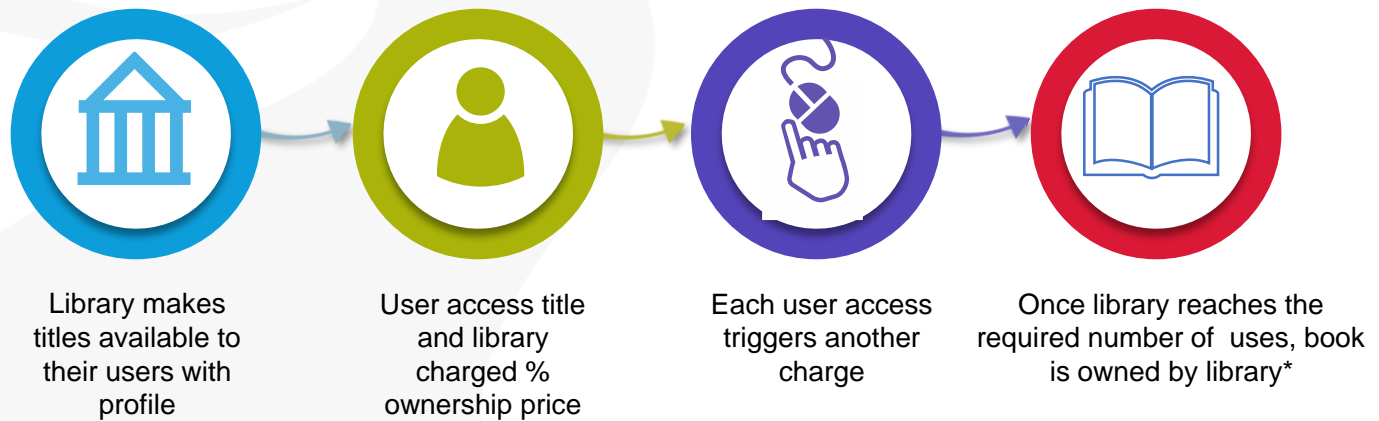
Improve collection development based on engaged usage rather than quick scanning

Flexible Acquisition Models: Access to Own



How does Access to Own work?

Publisher will set differentiated price between backlist and frontlist.



* **Pricing:** Assumes purchase of 1-User access. Upcharge applies to purchase a different level of access such as 3-User, Non-Linear, or Unlimited Access

How does Access to Own work?

Frontlist (example):



User 1 accesses book (1 week duration) and triggers charge. Library is charged 55% towards purchase.



User 2 accesses book (1 week duration) and triggers charge. Library is charged 55% towards purchase.



Library now owns this title on single user – paying **110% total for purchase***

Titles can then be upgraded automatically by choosing a default model, or manually in LibCentral

Backlist (example):



User 1 accesses book (1 week duration) and triggers charge. Library is charged 35% toward purchase.



User 2 accesses book (1 week duration) and triggers charge. Library is charged 35% toward purchase.



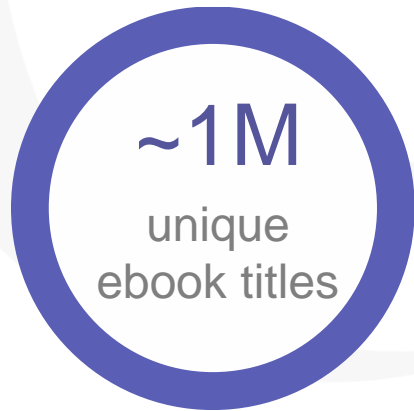
User 3 accesses book (1 week duration) and triggers charge. Library is charge 35% toward purchase



Library now owns this title on single user – paying **105% total for purchase***

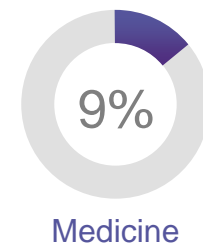
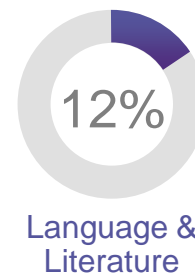
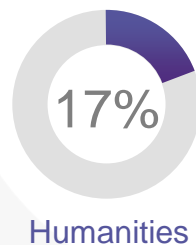
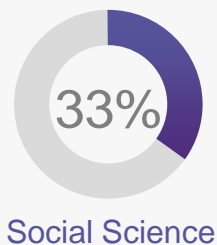
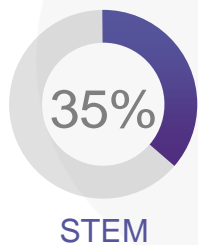
new for 2018 (pilot) – ATO Accelerate! Upgrade after 2nd backlist loan to purchase @100% of list price

CONTENT SUMMARY:



Millions of Print Titles Available through OASIS

TOP SUBJECT AREA COVERAGE - EBOOKS



All Ebook models from ProQuest

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purchase commitment

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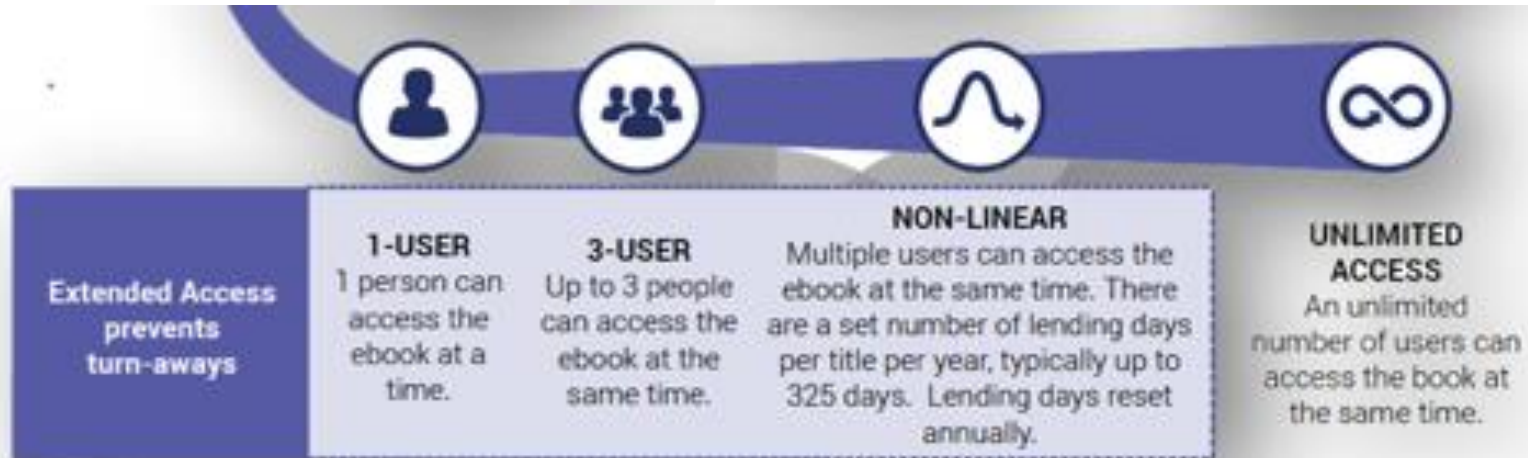
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SUB



Academic Complete (150,000 titles)
College Complete (43,083 titles)
Build a solid foundational knowledge base.
Let usage stats guide evidence-based
collection development.

Perpetual Access




Extended Access will either upgrade to next access model in the case of a turnaway (ie 1U to 3U) or buy another 1U title, or take out a Short Term Loan of the title for that user. Upgrading can also be done manually in the admin portal, LibCentral.


One easy form: (plus site license) : No order minimum and no hosting fees
<https://proquestebook.wufoo.com/forms/ebook-central-live-account-setup/>

Tools you can use: TMF

1) We **Clean** your print ISBNs using Bowker ISBN agency technology



2) We **Match** your ISBNs to those found on Ebrary and EBL



3) We **Report** on the findings and consult with you on the next steps

Title Matching Fast – benefits

- Totally free of charge
- Increased accuracy of ISBNs
- Space Saving
- Collection development and focus
- Discounts available (by publisher) for larger orders
- Heightened use – better visibility

| CONTENT/PROVIDER/PACKS OPTION NUMBER | CUSTOMER/ISBN | EBC_ID | PRINT BOOK ISBN | EBOOK ISBN | Academic Complete | Academic Complete | | |
|---|---------------|---------|-----------------|---------------|-------------------|-------------------|----------|----------|
| | | | | | | NL | 3U | 1U |
| 1.1 Ashgate | 9780754647225 | 429645 | 9780754647225 | 9780754685869 | Y | \$202.43 | \$168.69 | \$134.95 |
| 1.1 Ashgate | 9780754649502 | 429567 | 9780754649502 | 9780754685739 | Y | \$224.93 | \$187.44 | \$149.95 |
| 1.1 Ashgate | 9780754649694 | 429758 | 9780754649694 | 9780754684602 | Y | \$187.43 | \$156.19 | \$124.95 |
| 1.1 Ashgate | 9781409440604 | 906963 | 9781409440604 | 9781409440628 | Y | \$44.93 | \$37.44 | \$29.95 |
| 1.1 Cambridge University Press | 9780521001830 | 241071 | 9780521001830 | 9780511202469 | N | \$210.00 | | \$210.00 |
| 1.1 Cambridge University Press | 9780521009201 | 217968 | 9780521009201 | 9780511205088 | N | \$210.00 | | \$210.00 |
| 1.1 Cambridge University Press | 9780521009645 | 217963 | 9780521009645 | 9781139147859 | Y | \$210.00 | | \$210.00 |
| 1.1 Cambridge University Press | 9780521110501 | 674627 | 9780521110501 | 9781139044608 | Y | \$210.00 | | \$210.00 |
| 1.1 Cambridge University Press | 9780521111485 | 803004 | 9780521111485 | 9780511725883 | N | \$210.00 | | \$210.00 |
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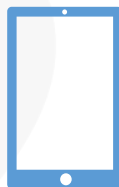
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