

June 2010

## ATG Interviews Rich Rosy

Katina Strauch

*Against the Grain*, [kstrauch@comcast.net](mailto:kstrauch@comcast.net)

Follow this and additional works at: <https://docs.lib.purdue.edu/atg>



Part of the [Library and Information Science Commons](#)

---

### Recommended Citation

Strauch, Katina (2010) "ATG Interviews Rich Rosy," *Against the Grain*: Vol. 22: Iss. 3, Article 18.

DOI: <https://doi.org/10.7771/2380-176X.5557>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact [epubs@purdue.edu](mailto:epubs@purdue.edu) for additional information.



## The science of service.

At Eastern Book Company, we've spent more than half a century shaping our unique brand of service. The first step is fulfilling our customers' orders with unmatched speed and accuracy. Then we custom-fit our operations to our customers' needs, allowing libraries to streamline processes and maximize budgets. And finally, we cultivate next-generation technologies to help our customers build the libraries their users need.



### Eastern Book Company

1-800-937-0331  
www.ebc.com

**Trust. Expertise. Service.**

## ATG Interviews Rich Rosy

**Vice President and General Manager, Institutional Library Services, Ingram Content Group**

by **Katina Strauch** (Editor, *Against the Grain*) <kstrauch@comcast.net>

**ATG:** *Ingram recently had a reorganization and is now called Ingram Content Group? Can you tell us more about this? Are you going to keep the names of the companies that we know and love, or will they be changed?*

**RR:** The reorganization was the brain-child of both **John Ingram**, our Chairman and **Skip Prichard**, President & CEO of **Ingram Content Group** and came about as a result of focusing our resources.

Our mission has always been about helping content reach its destination. So the reorganization is first about bringing the three **Ingram** companies (**Ingram Book Group**, **Lightning Source**, and **Ingram Digital**) together to act as a "one-stop-shop" providing all services in helping content reach its destination. Secondly, **Ingram** is now organized around content and destination. Content includes all of the services offered to publishers. Destination includes all of the services offered to downstream channels such as libraries and retailers.

The company names will remain part of the mix for the short-term, but more-and-more

resources will be shared, and we'll eventually see a consolidation of some of the brands.

**ATG:** *I see that your title is Vice President and General Manager, Ingram Library Services. What are your (and Ingram's) objectives, and how do they "mesh" with the rest of the company?*

**RR:** The companies of **Ingram** are definitely "meshing" with each other. **Ingram** as we know it today started out in the 1960s with one company, **Tennessee Book Company**, a repository for school books. Though the company has grown and branched out tremendously, **Ingram** has held strong in support of the education and library markets.

**Ingram** is all about making it easier for customers to do business with us. I think our objectives — whether mine or any other **Ingram** associate's — are all on the same page of making it easy for customers to come to one place for all services, including libraries.

All of the **Ingram** companies truly strive to help publishers distribute their content, no matter what format, and to assist the retailers, libraries, and others on how best to use their resources in obtaining and sharing great content.

**ATG:** *Ingram Digital encompasses publisher services, e-content for libraries, digital textbooks, and some retail. Tell us about your main market. And who are your competitors?*

**RR:** My focus is exclusively on the library segment. Our two platforms, **MyiLibrary** and **MyiLibrary Audio**, are designed to provide the best available digital content to library users in the easiest-to-use and most accessible format. We're doing that successfully in the academic market, where we compete with **ebrary** mostly and in the public/K-12 market, where we compete primarily with **netLibrary** and **OverDrive**.

**ATG:** *Ingram currently seems to be focusing on e-content as it applies to eBooks. Is this the case? You have no presence in the journal market. What is the reasoning behind this?*

**RR:** **Ingram's** roots are in the book business. That's where our strengths are, and that's why they chose to acquire **MyiLibrary**. The journal market is really a tough one to break into and be profitable. There are plenty of companies that are providing that service and have

*continued on page 46*

been since the beginning. We're committed to providing the best on the eBook side, and that's where we're going to remain focused.

**ATG:** *You have a long history with eBooks, beginning with netLibrary, I believe. Do you use eBooks? What applications do you find the most useful?*

**RR:** I'm on the road quite a bit, so I really get the most advantage from our MyiLibrary Audio platform. I can download audiobooks to my iPhone and take them with me wherever I go. It's really convenient.

**ATG:** *I believe that the market for eBooks is currently very small, except perhaps in Asia and India. The number I have seen is 4-5% of the book market. Is this an accurate figure? Why is the uptake on eBooks so small?*

**RR:** Those numbers might even be inflated, depending on the source. eBooks are still a niche product in its infancy. Part of the reasoning is because there are so many formats and so much inconsistency among publishers as to the best way to protect and deliver eBooks. Until a standard is universally adopted, similar to the music business, it will remain a niche product. That said, there's still unprecedented growth and opportunity for those who are ready to jump on the bandwagon. The library market is actually one of the areas where there has been a major shift towards eBooks due to the simplicity and low cost to acquire, store, and distribute this type of content.

## against the grain people profile

Vice President & General Manager  
Ingram Library Services and Institutional Solutions  
Ingram Content Group  
14 Ingram Boulevard, LaVergne, TN 37086  
Phone: 615-213-4441  
<rich.rosy@ingramdigital.com> [www.ingramcontent.com](http://www.ingramcontent.com)

### Rich Rosy

**BORN & LIVED:** Born in Chicago. I've had the opportunity to live in quite a few locations during my career, both in and out of the United States.

**IN MY SPARE TIME:** I love to play tennis and am an avid reader.

**FAVORITE BOOKS:** *Flatlands*, *Billy Bunter*, *Blandings*.

**PET PEEVES/WHAT MAKES ME MAD:** Overcomplexity and lousy signage and bad spelling.

**PHILOSOPHY:** Treat people as you would like to be treated. 🐼

**ATG:** *Will we ever have a standard format for an eBook or an eBook reader platform?*

**RR:** There is a huge opportunity for the entire industry if a standard can be reached. I don't believe we'll see a coming together anytime soon. However, it's inevitable that we'll eventually get to that point.

**ATG:** *Please look down the road and tell us what you see in libraries in, say, 10 years.*

**RR:** I think libraries will continue to evolve into a resource for all varieties of

content and information. As the world becomes more and more virtual, there will be a greater emphasis on making more and better digital content available regardless of format. Libraries will have more to say in the usage of devices and other delivery mechanisms. Library "customers" will demand it, whether public or academic, and the libraries who can make the transition sooner will be in the driver's seat. 🐼

## Book Reviews — Monographic Musings

Column Editor: **Debbie Vaughn** (College of Charleston) <vaughnd@cofc.edu>

**Column Editor's Note:** *I am never-endingly impressed with innovations in library instruction. The Library Instruction Cookbook, reviewed this month by ATG reviewer Joey van Arnhem, offers a myriad of ideas and suggestions for active learning in the library. How timely, given that the summer offers many librarians an opportunity to review and refresh lesson plans, class notes, and even syllabi.*

*If The Library Instruction Cookbook whets your appetite, might I also suggest a number of pre-conferences and sessions being offered at the ALA Annual Conference?*

- *Practical Pedagogy for Library Instructors: Designing Innovative Library Instruction* (Friday, June 25, 1:00-4:30) \*You might still be able to register onsite
- *Yours, Mine and Ours: Moving Students through the Information Literacy Ladder from High School through Community College to the College/University Level* (Saturday, June 26, 1:30-3:30)
- *Library Instruction Live! Reaching Distance Students in Real Time* (Sunday, June 27, 10:30-12:00)
- *Question, Find, Evaluate, Apply: Translating Evidence Based Practice to Information Literacy Instruction* (Sunday, June 27, 1:30-3:30)

*Happy instructing, happy conferencing, and happy reading, everyone! — DV*

**Cook, Douglas, and Ryan L. Sittler.** *The Library Instruction Cookbook.* Chicago: ACRL, 2009. 978-0-8389-8511-3. 196 pages. \$48.00.

Reviewed by **Jolanda-Pieta (Joey) van Arnhem, MFA** (Instructor and Training Coordinator, College of Charleston Libraries) <vanarnhemj@cofc.edu>



**The Library Instruction Cookbook** is a great resource for anyone looking

for innovative ways to incorporate interactive, engaging learning in the many facets of library instruction. The book, edited by **Ryan Sittler** and **Douglas Cook**, is designed around the premise that "students learn best by being actively involved, rather than sitting and listening to Librarian-Speak for an hour." The editors selected "recipes" submitted by librarians worldwide that encompass many aspects of library instruction, with chapters including Library Orientation, Basic Library Skills, Citations and Plagiarism, Evaluating Resources, Specialized Research Skills, Discipline Related Research, and Technology.

Each activity, organized in easy-to-use recipes, concretely ties learning objectives to *ACRL Information Literacy Competency Standards for Higher Education*, addresses changing user expectations, and facilitates the

*continued on page 47*