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STL and Emerging eBook Business Models

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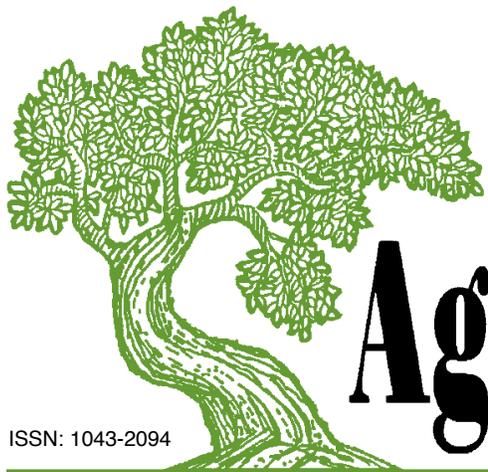
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Against the Grain

“Linking Publishers, Vendors and Librarians”

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STL and Emerging eBook Business Models

by **Rebecca Seger** (Senior Director, Institutional Sales, Oxford University Press) <Rebecca.Seger@oup.com>

and **Lenny Allen** (Director, Institutional Accounts, Oxford University Press) <Lenny.Allen@oup.com>

Late last year, when **Katina** approached us about the possibility of editing an issue of *ATG* dedicated to STL, our first thought was “What will there be left to talk about by November of 2015? Won’t we all have moved on by then?” Well, the short answer is “no.” We haven’t entirely moved on, and the sea of scholarly communications, the one in which we all swim, continues to be roiled by Short-Term Loans (STL) and other evolving and emerging business models for digital monographs, not to mention all the other formats that are equally important but outside of our immediate scope here.

We are all of us living through an era in which the advent of digital everything is producing enormous disruption in many areas. The taxi drivers protesting Uber are today’s Luddites, smashing the equipment not because they are inherently anti-technology but because they are, as the Luddites were before them, afraid of losing their livelihoods.



STL and other new models are disrupters, and we, together, both publisher and librarian, need to be prepared for and to accept this as an ongoing feature of our landscape. And, equally important, to consider the impact on the authors and faculty we both serve.

We believe that we will continue to see new models come and go and that this iterative cycle of acceptance and rejection is something we need to learn to live with. Perhaps journals, so much farther ahead than eBooks in staking out the digital territory, offer an analogy for us to consider. The big deal was considered by almost all, and for some time, to actually be a good deal as well until, for some institutions, it wasn’t, as the journal-publishing world contracted and the size of the deals swelled. And, in this case, it was the market that decided it simply wasn’t sustainable.

We need to be realistic about what is possible, and we need to keep an open mind. What we

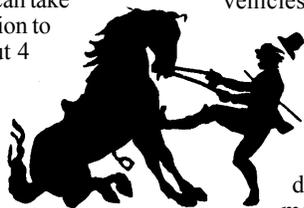
don’t want is to simply carry on with print models in digital as if they are one and the same. We have just begun to scratch the surface of what is possible in a digital environment for all forms of scholarly communication, and certainly new models and new modes of accessibility will come along that we have not even thought of yet.

In addition to publisher views on demand-driven acquisition models like STL and its impact on the current scholarly publishing business model, we have the consortia perspective provided by **Kathi Fountain**, Collection Services Program Manager of the **Orbis Cascade Alliance**. The Alliance was an early adopter of STL as a model at the consortial level, and **Kathi** explains more about their original implementation as well as how they adapted to

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If Rumors Were Horses

FIRST UP! VERY IMPORTANT! **Registration for the 2015 Charleston Conference WILL BE in the Francis Marion hotel** NOT the Gaillard Center!!! **You must stop by the Francis Marion to get your registration material.** Red shuttle buses can take you from the Francis Marion to the Gaillard Center, about 4 blocks. Thanks!!



To begin, I want to thank my **great teams** here in South Carolina who, despite all the torrential rain and flooding have carried on so that the **2015 Charleston Conference** will still go on! **Leah Hinds** and her family who live in Gilbert, SC, near Columbia had to navigate several flooded

out roads. And this past Saturday when we thought it was all over, **Leah** and family had another 4 inches of rain! **Toni Nix** and her husband **Dean**, who live on the Edisto River near Cottageville, SC, had to move all their vehicles, tractors, 4-wheelers, race trucks, lawnmowers, shed belongings, etc., out of the flooding waters. They even turned the Coast Guard helicopters away! What pioneers they are! At last count, water had risen 15.75 feet and was finally dropping. We are praying there is no more rain! **Sharna Williams** lives in the Ravenel area and had to drive her van through unbelievably deep water to get to the Conference office at the Citadel. At times,

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rate changes and how metrics are changing the nature of librarianship in the digital era.

Michael Zeoli, Vice President, Content Development and Partner Relations at **YBP**, shares his view, backed by compelling data, of how DDA and STL are impacting the scholarly ecosystem. **Michael Levine-Clark**, Professor/Associate Dean for Scholarly Communications and Collections Services, **University of Denver Libraries**, takes us forward to Evidence-based Acquisitions, how this newer model works and, more specifically, how the **University of Denver** is implementing this model.

Jason Price, Director Licensing Operations at **SCELC Library Consortium**, and **Maria Savova**, Director of Information Resources and Systems at **Claremont Colleges Library**, have graciously agreed to cover one of the high-level topics we feel is critical to an understanding of STL and other non-standard PA models, Access vs. Ownership.

And we're especially grateful to **Kari Paulson** for agreeing to be interviewed on STL and how she sees this model, and other emerging eBook models, within the framework of current library budgets and the ever increasing demand for data as an acquisitions driver. 



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Bet You Missed It

Press Clippings — In the News — Carefully Selected by Your Crack Staff of News Sleuths

Column Editor: **Bruce Strauch** (The Citadel)

*Editor's Note: Hey, are y'all reading this? If you know of an article that should be called to **Against the Grain's** attention ... send an email to <kstrauch@comcast.net>. We're listening! — KS*

TOO DIFFICULT FOR ADULTS by Bruce Strauch (The Citadel)

Madeleine L'Engle's *A Wrinkle in Time* has sold 14 million copies and has been adapted for TV and an opera. Everyone always assumed the evil planet Camazotz — where everyone is regimented to be the same — to be the Soviet Union. Now granddaughter **Charlotte Voiklis** has discovered three pages cut by the publisher that has the **L'Engle** world all abuzz.

In them lies a warning that even a democracy can become too fixated on security and loose freedom.

Woo. Can we say NSA? National Surveillance State?

L'Engle had a hard time finding a publisher until she met **John Farrar** of **Farrar, Straus and Co.** Even he warned it would not sell. It was too difficult for children.

L'Engle replied, "The problem wasn't that it was too difficult for children. It was too difficult for adults."

See — **Jennifer Maloney**, "A New Wrinkle in Time," *The Wall Street Journal*, April 16, 2015.



COLD WAR SPIES by Bruce Strauch (The Citadel)

(1) **Joseph Albright** and **Marcia Kunstel**, *Bombshell* (1997) (Los Alamos atomic spy revealed by KGB files); (2) **Paul Broda**, *Scientist Spies* (2011) (**Alan Nunn May**, Canadian atomic traitor); (3) **Christopher Andrew**, *Defend the Realm* (2009) (MI5 v. MI6); (4) **Chapman Pincher**, *Treachery* (2009) (MI5 head Roger Hollis as double agent); (5) **Kim Philby**, *My Silent War* (1968) (Cambridge Five traitors).

See — **Frank Close**, "Five Best," *The Wall Street Journal*, Jan. 31-Feb.1, 2015, p.C10.

LET'S READ ABOUT RISK by Bruce Strauch (The Citadel)

(1) **Apsley Cherry-Garrard**, *The Worst Journey in the World*, (1910 British Antarctic Expedition) (1922); (2) **Antoine de Saint-Exupéry**, *Flight to Arras* (1942); (3) **Herbert O. Yardley**, *The Education of a Poker Player* (1957); (4) **Jean Rhys**, *Wide Sargasso Sea* (story of the first Mrs. Rochester from *Jane Eyre*) (1966); (5) **Alice Munro**, *Runaway* (sinister men and depressed women) (2004).

See — **Al Alvarez**, "Five Best," *The Wall Street Journal*, July 25-26, 2015, p.C10. (Alvarez is the author of *Pondlife: A Swimmer's Journal*.)