

e-lending in Europe

policies, models, experiences

København, 3 May 2016

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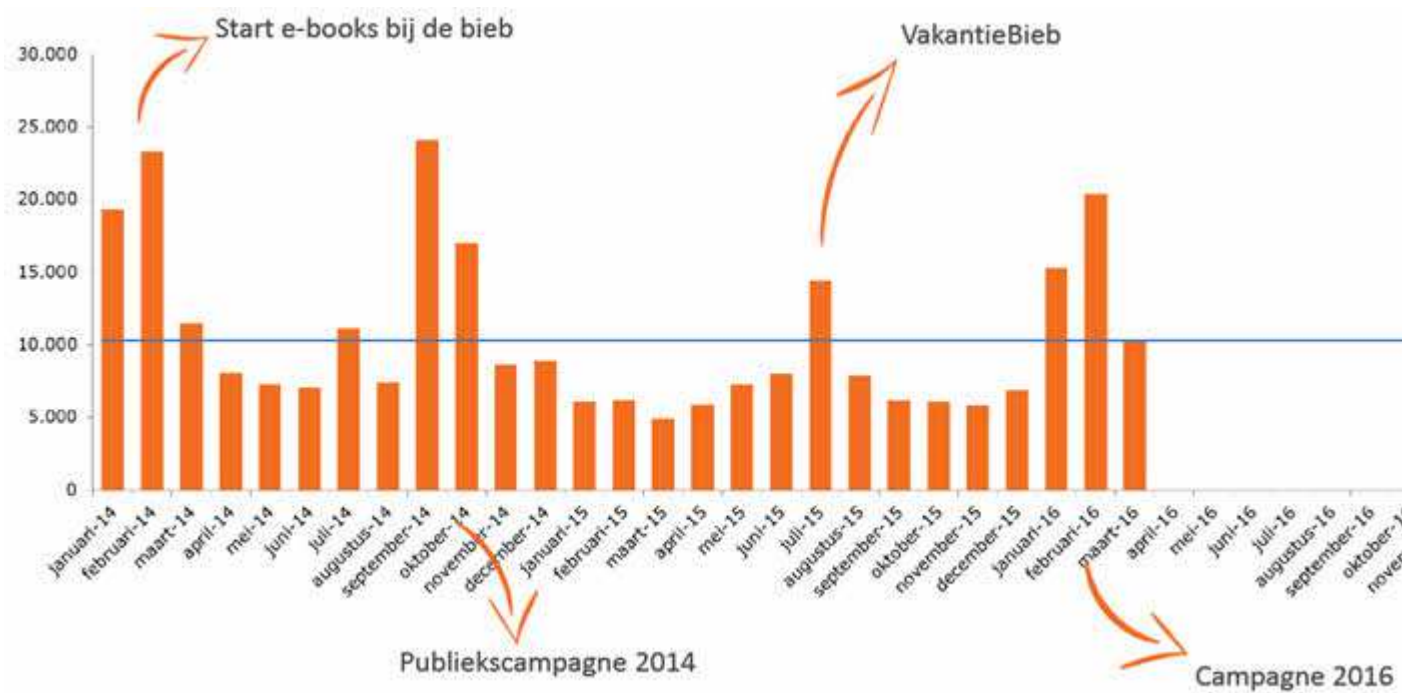
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e-lending in the Netherlands

One-copy-multiple-users

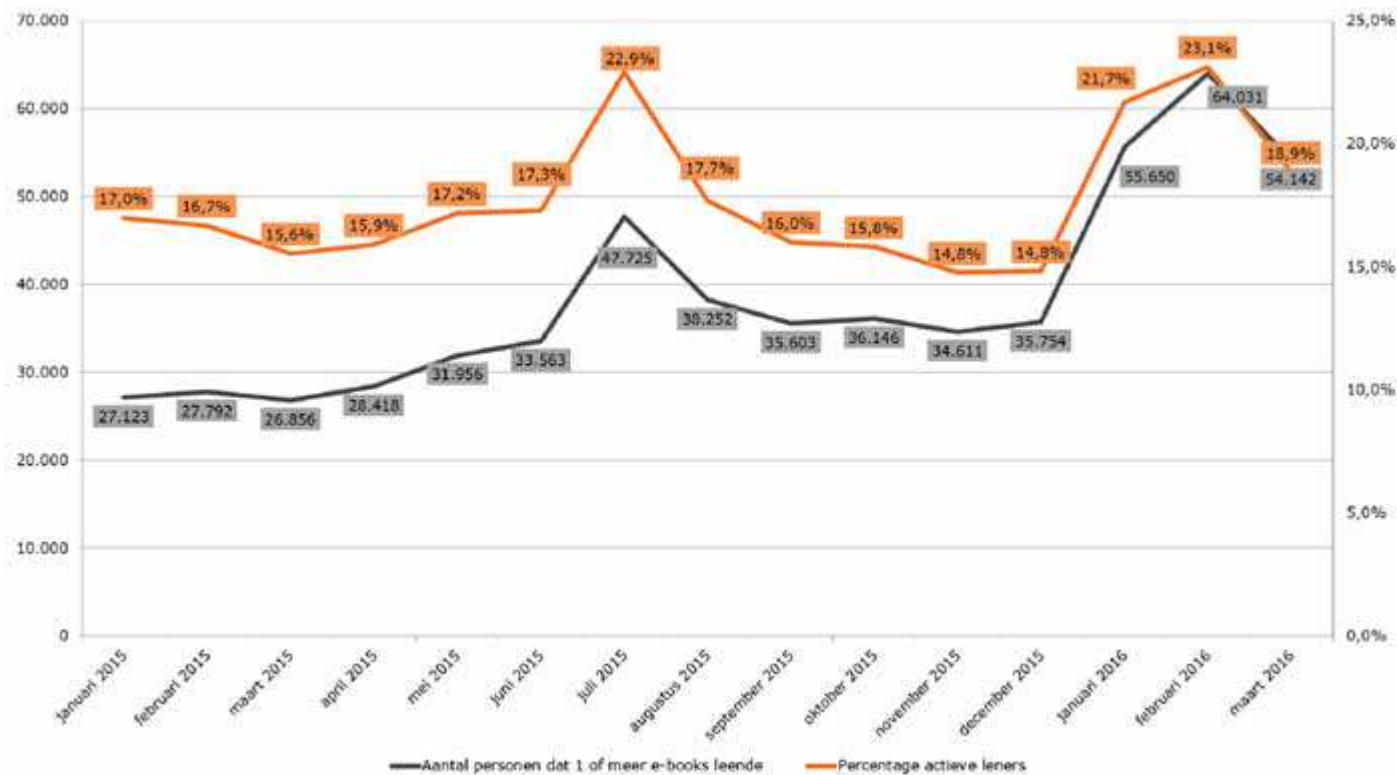
- national portal public libraries (PLs) start Jan 2014
- PLs: 2.3 mio youth members, 1.5 mio adults
- portal: 285k registered accounts
- 300-400k monthly visits
- 2015: 130k users out of 235k borrowed 1+ e-books
- monthly borrowers: ~ 20% of total
- currently >11.5k titles (~25% of digitally available titles)
- + Holiday Library app (open during holidays for everyone)

e-lending in the Netherlands



of new accounts created

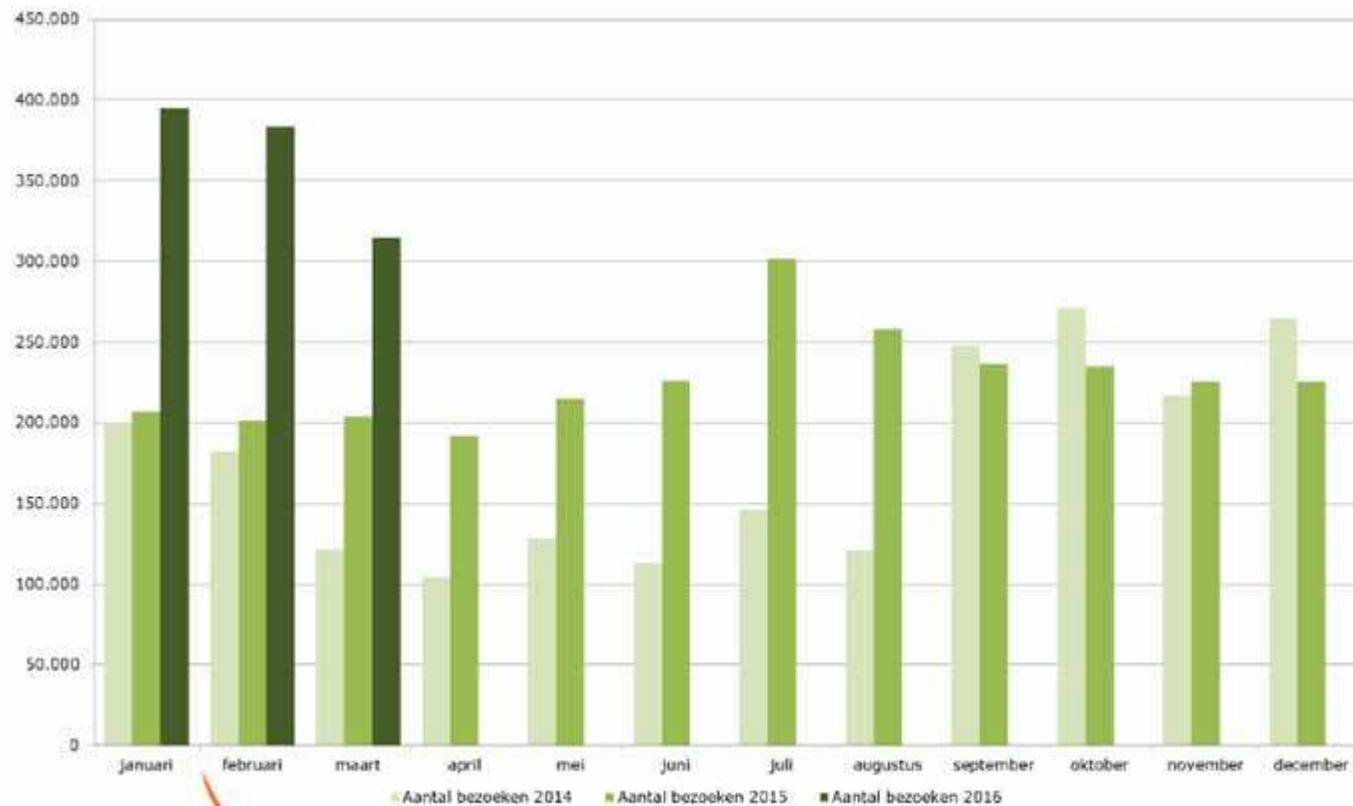
e-lending in the Netherlands



black: # of accounts checking out 1+ books

orange: % of active borrowers

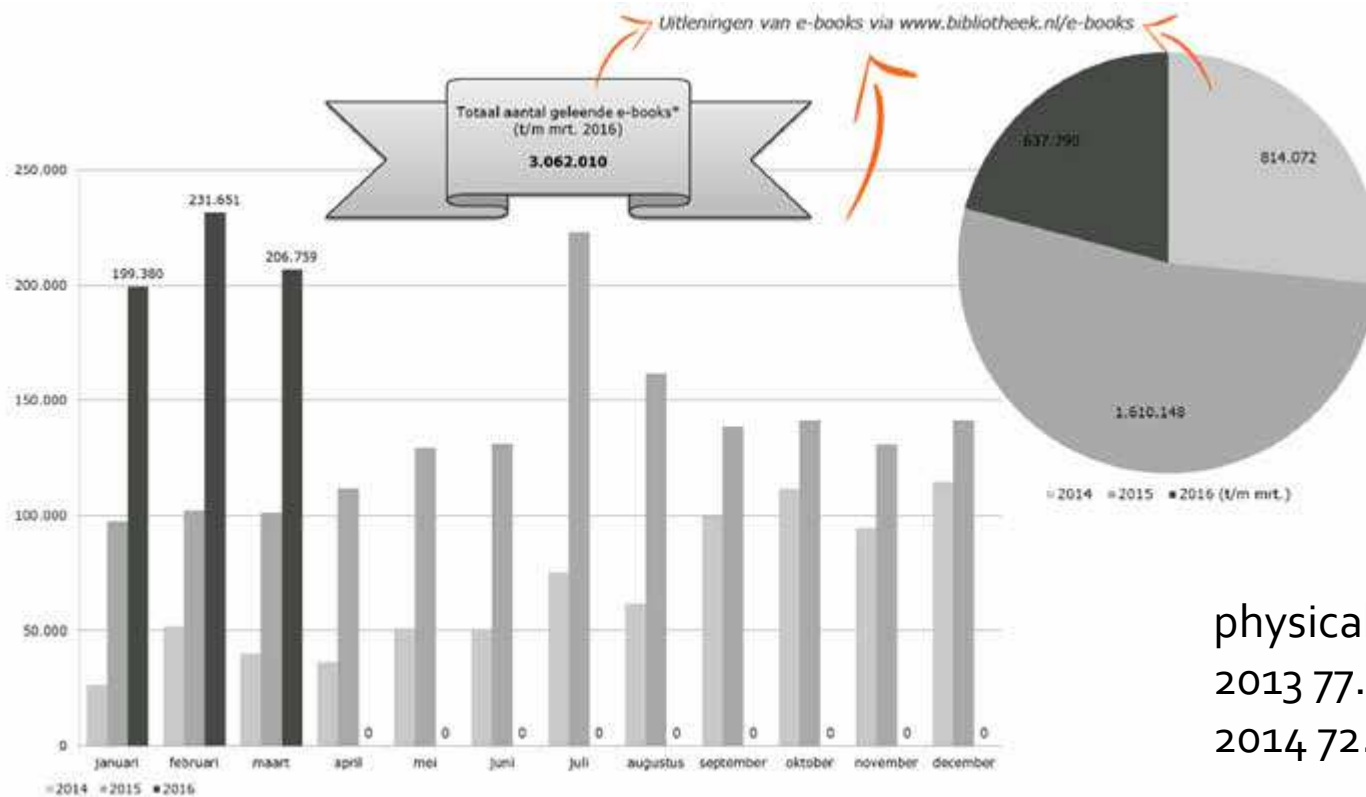
e-lending in the Netherlands



Dit zijn de bezoeken aan bibliotheek.nl waarbij minstens 1 pagina met of over e-books werd bekeken.

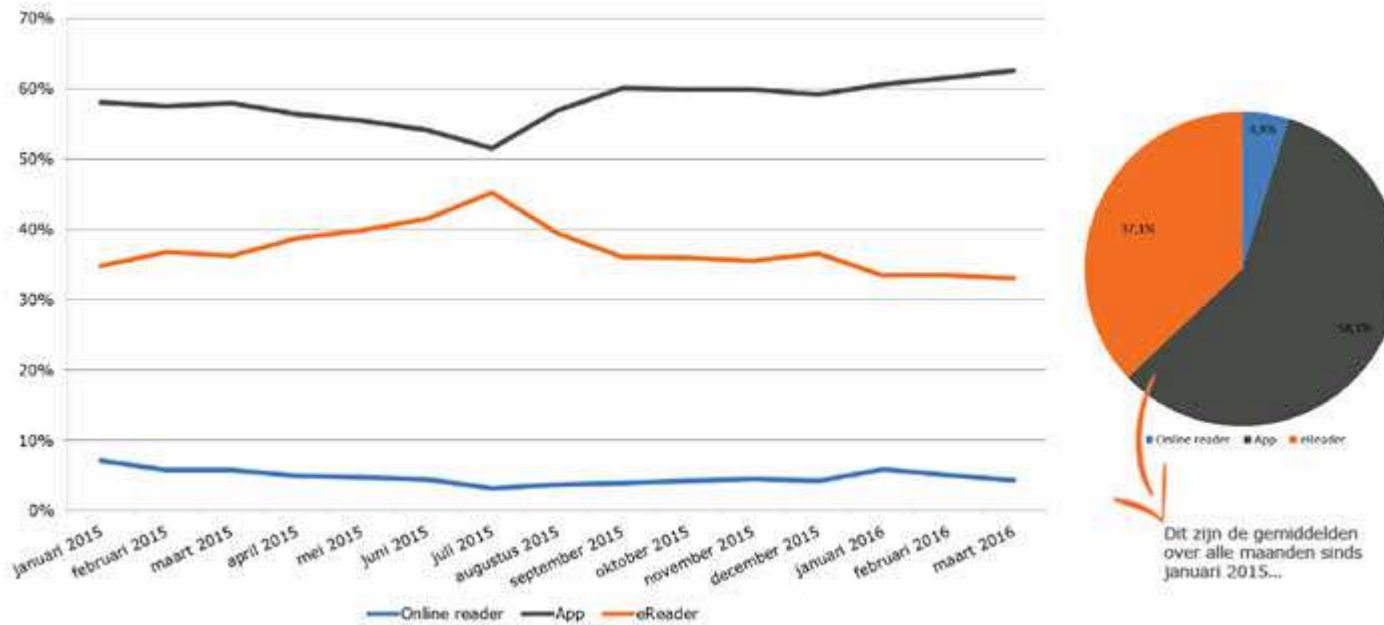
of visits with at least 1 (page on) e-book(s) consulted

e-lending in the Netherlands



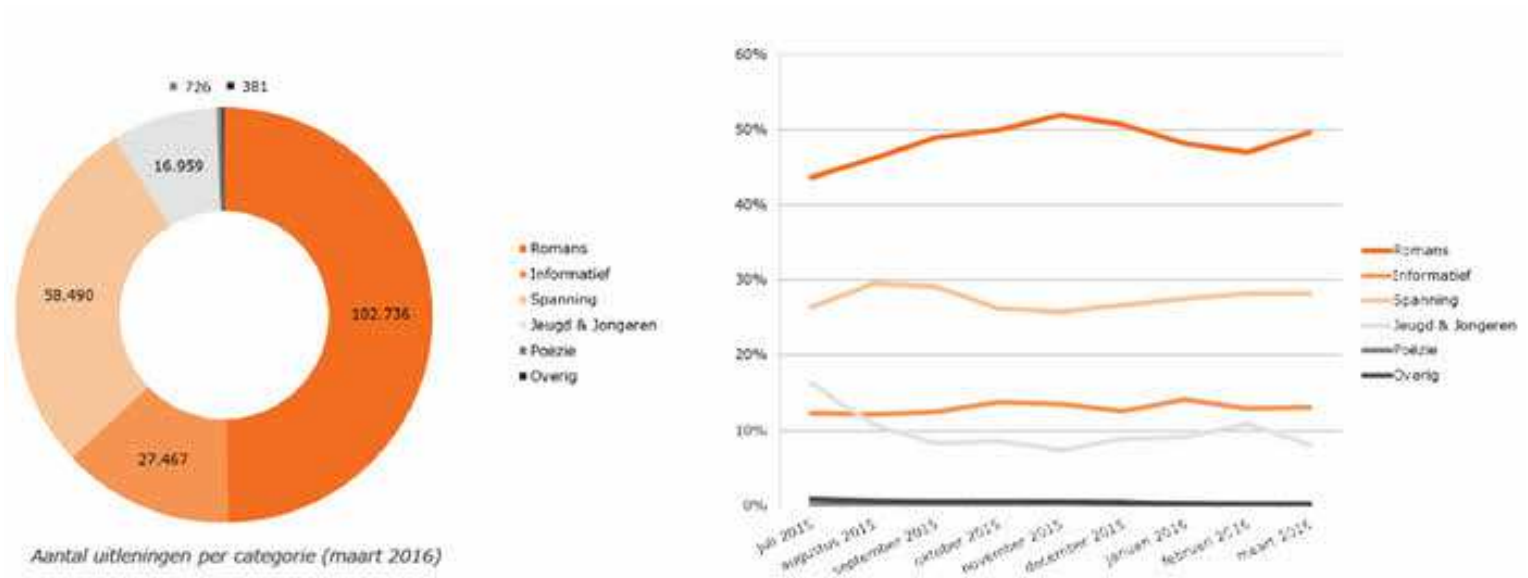
of e-books checked out per month since start portal

e-lending in the Netherlands



device/app on which checked-out e-books are read

e-lending in the Netherlands



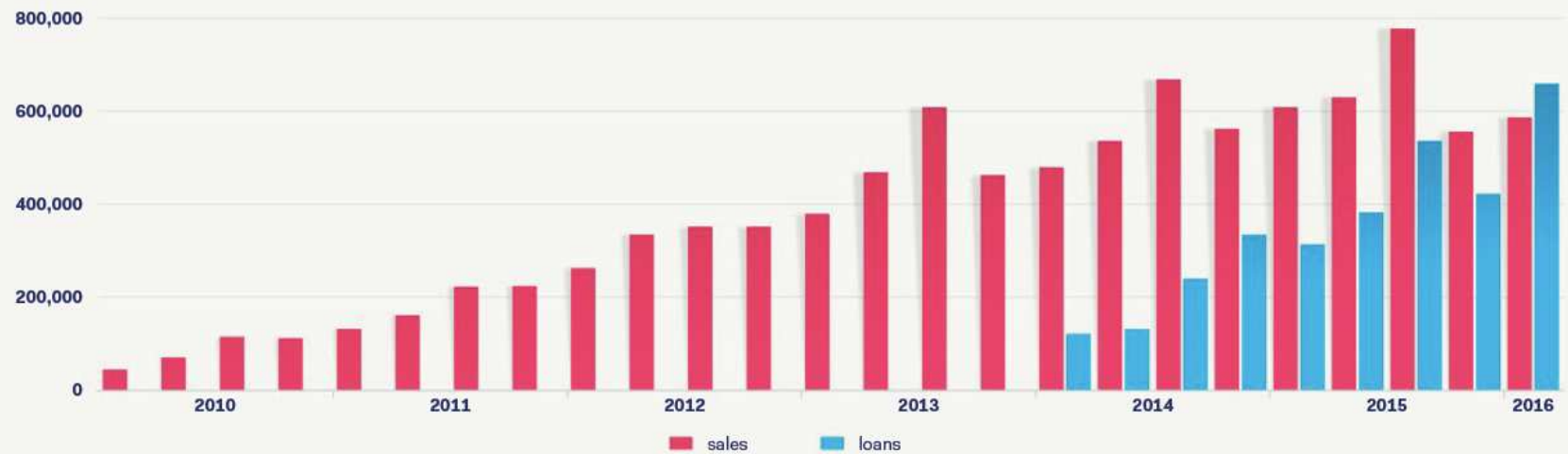
literary novels
informative
thrillers
youth
poetry
other

e-lending in the Netherlands

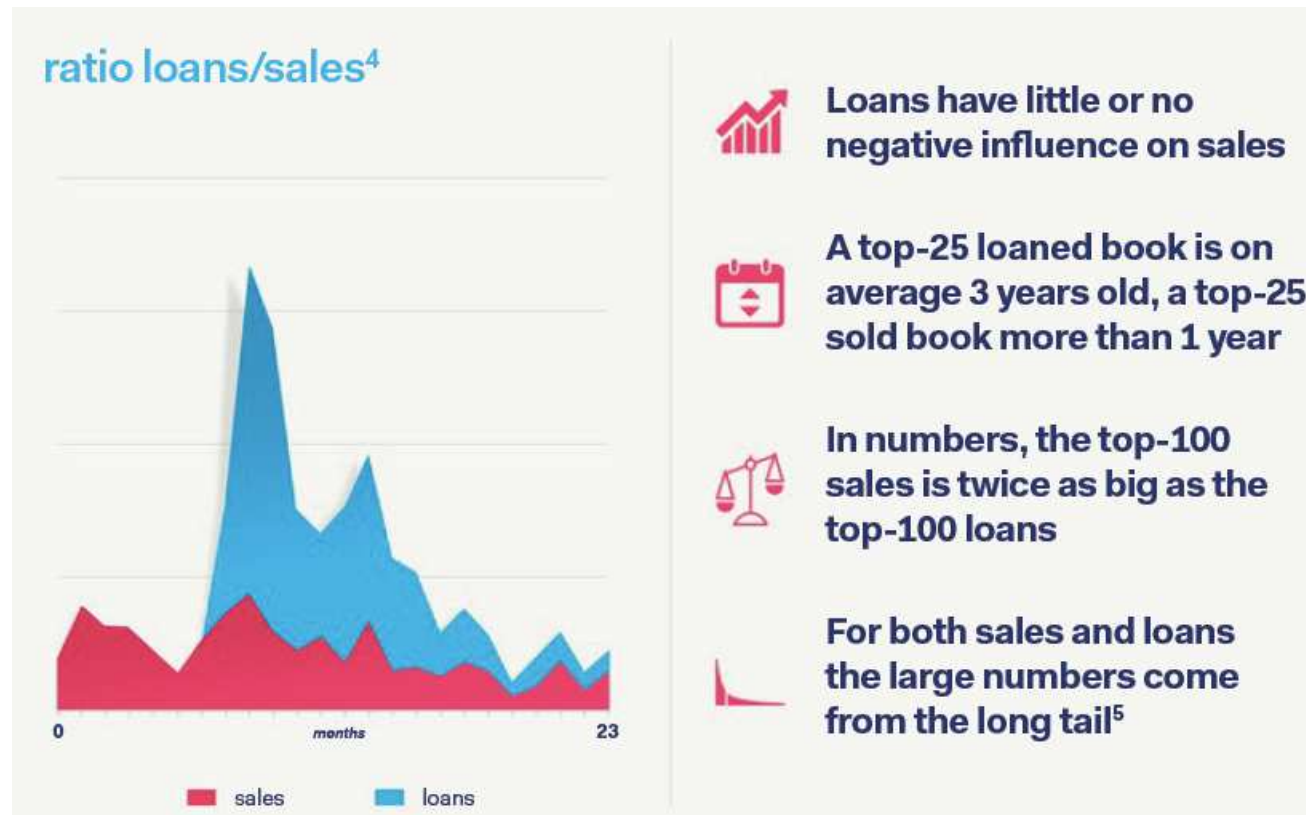
the development of e-books in the Dutch language area (Q1 2016)

sales

sales¹
quarterly



e-lending in the Netherlands



'months': # of months since 1st publication
graph: Top-25 loans & Top-25 sales

e-lending models in public libraries

Civic Agenda report Dec 2014

- commissioned by Bibliotheek.nl and Bibnet Flanders, with support from Dutch Language Union
- conducted by Dan Mount | Civic Agenda, March-October 2014 with advice and additional analysis by myself
- download [pdf](#)

e-lending models in public libraries

Method

- identification of key respondents in the various countries
- construction of web survey asking respondents details about the models
- follow-up contacts to complement and refine responses from web survey

e-lending models in public libraries

- **policy** factors (govt policy, legislation, subsidies)
- **cultural** factors (language minorities; acceptance of membership payment)
- **scope** (national, regional, local; target groups)
- **collection** characteristics (size, scope & composition)
- **financial** characteristics (budget; revenue streams)
- **friction** strategies (1 copy 1 user, windowing, etc.)
- **technical** specifications (infrastructure; delivery/discovery mechanisms)
- **user** experience

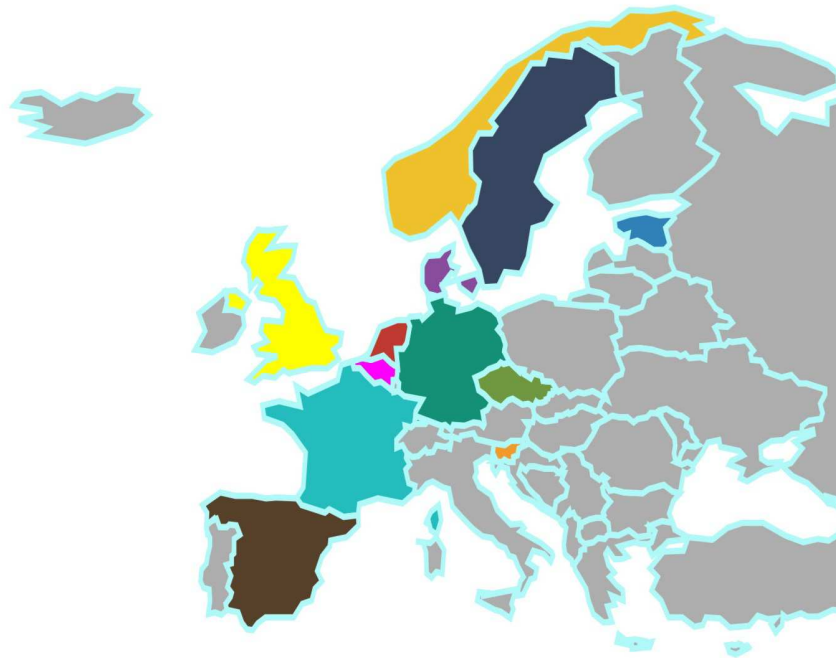
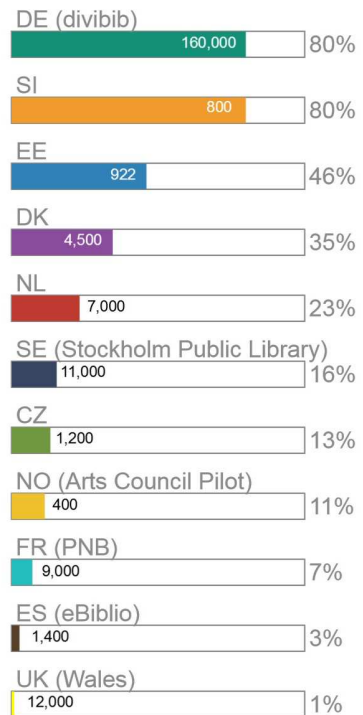
e-lending models in public libraries

Key results

- survey of 19 models in 16 countries (2 in NL, NO, US)
- heterogeneous landscape: almost every model is unique in its composition;
- # of titles available for e-lending varies widely – from a few hundreds to 160k
- policy framework is key in ‘understanding’ models (e.g. whether or not end users have to pay at all)

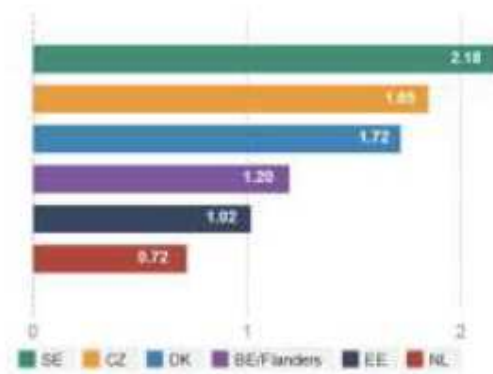
e-lending models in public libraries

% of commercially available titles for e-lending



e-lending models in public libraries

Average cost per loan



e-lending models in public libraries

Observations

- E-book lending models developed in a complex interplay of actors and their respective interests
- Varying economic, policy, socio-cultural and technological contexts make it not very likely that eventually a one-size-fits-all model will emerge

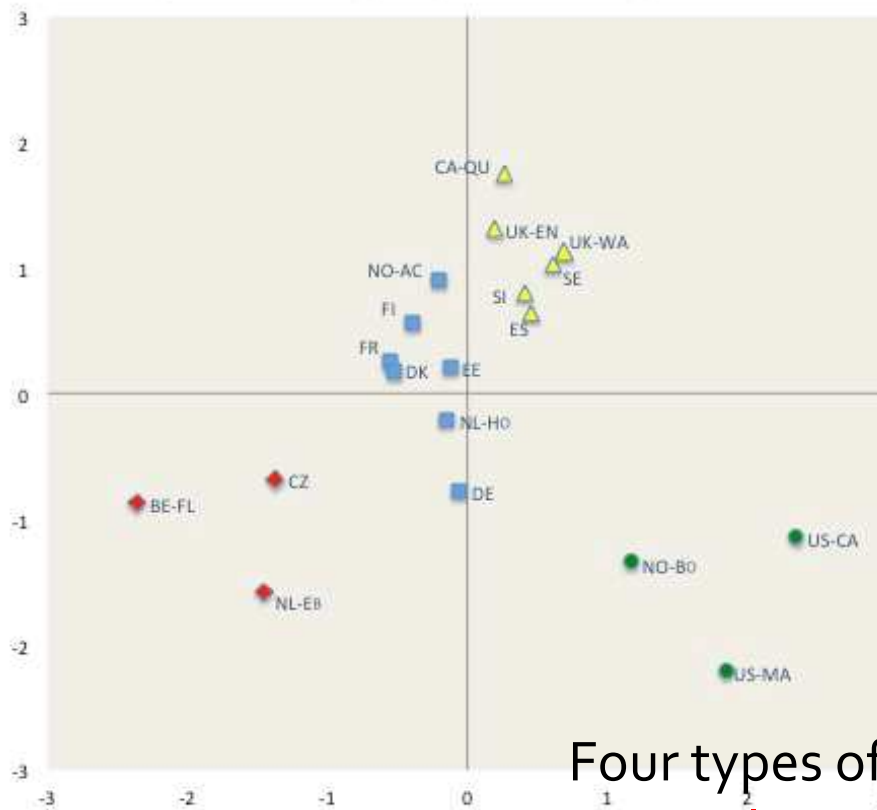
e-lending models in public libraries

Policy differences: example France/Netherlands

- France:
 - govt wants all stakeholders on board: authors, publishers, booksellers, libraries, readers
 - compromise between all parties in order to protect cultural production
- Netherlands:
 - national govt has legal duty to maintain a national e-lending platform (national library carries out this task)
 - subsidizes purchasing of licences
 - is more on the side of libraries in this respect

e-lending models in public libraries

Figure 1 Four groups of e-lending models



Four types of models

1. Unlimited use, one-copy-multiple-users
2. Title-by-title-licensing, streaming models
3. Download models
4. Abundance models

e-lending models in public libraries

Cross-border/diaspora: Estonia

- Public Library of Tallinn purchases licenses for Estonians living abroad
- These expats can access Estonian e-books through streaming over the Tallinn library's platform

e-lending models in public libraries

Cross-border/language community:

Slovenia-Croatia-Italy

- Italian speaking community in Istrian peninsula (Slovenia & Croatia)
- cross-border co-operation project between libraries in the region
- Italian-speaking Istrians can borrow Italian e-books

e-lending models in public libraries

Multiple formats: Prague municipal library

- policy: offer all titles (End 2015: 586) in ePub, pdf, html, PRC, other formats
- maximum accessibility of mostly classical Czech literature

e-lending models in public libraries

Future e-lending policies

- artificial friction strategies (like one-copy-one-user) at odds with library principles, but may have their benefits from a public service point of view: greater share of titles available
- multi-track, multi-stage strategy: accept that transition to true digital models might take longer than necessary

thank you!

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