

A MISSED OPPORTUNITY?

eBooks and public libraries in Australia

Key questions

- What is the “market” for eBook loans in public libraries?
- What is the target size our collection?
- What collections should we develop?


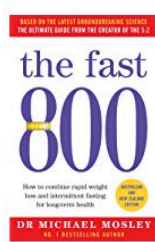

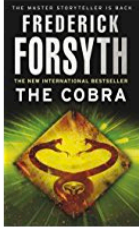

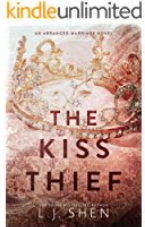

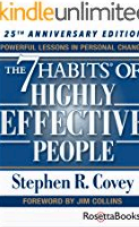
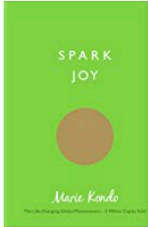








eBook unit sales in Australia

- ? Or 20%

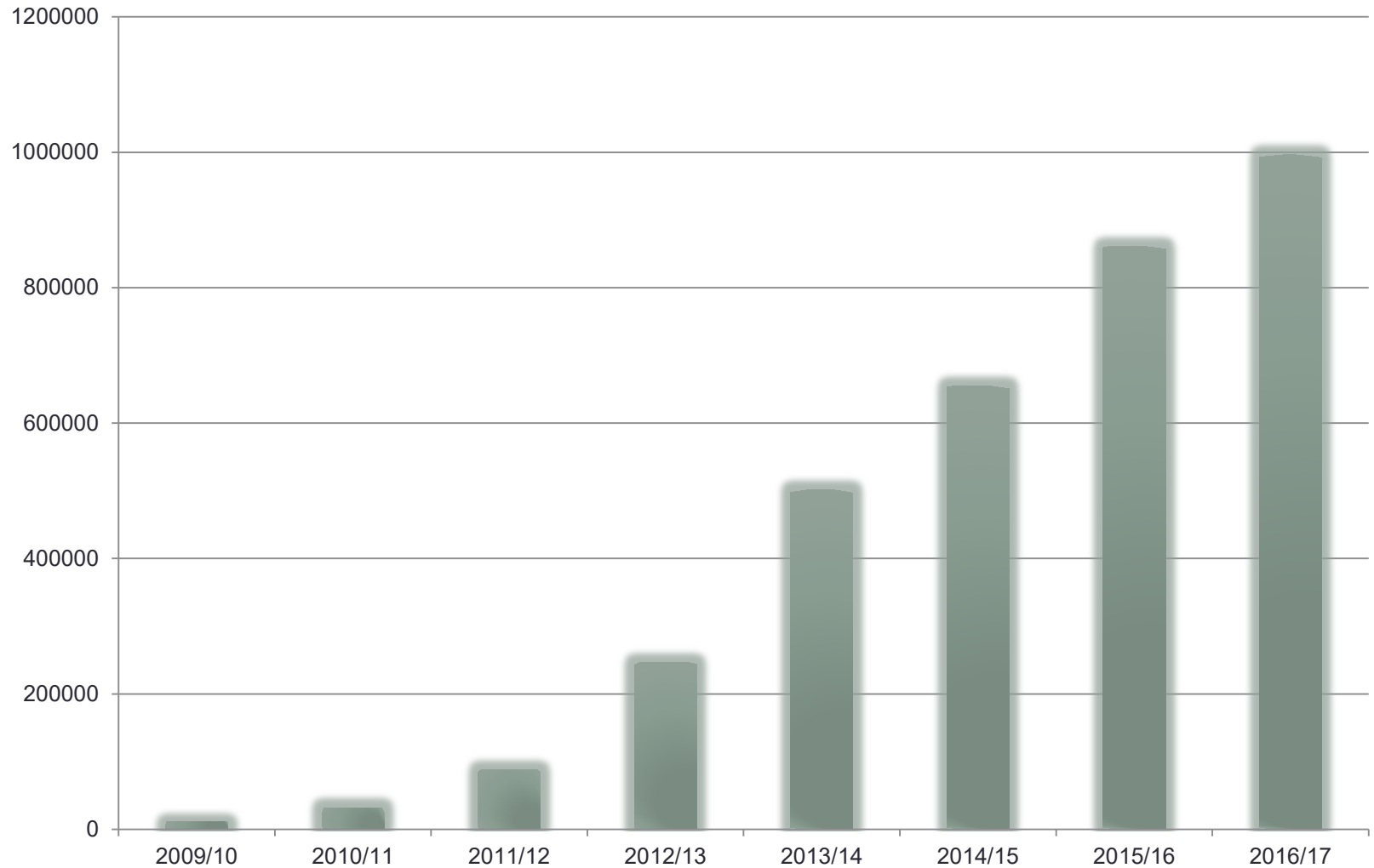
eBook Unit sales in the US

- 23%

Amazon Kindle Store Au

<p>#1</p>  <p>The Next Girl: A gripping thriller with a heart... Carla Kovach ★★★★☆ 10 Kindle Edition \$1.49</p>	<p>#2</p>  <p>The Fast 800: Australian and New Zealand edition Michael Mosley ★★★★☆ 3 Kindle Edition \$16.99</p>	<p>#3</p>  <p>In Her Shadow Mark Edwards ★★★★☆ 6 Kindle Edition \$1.49</p>	<p>#4</p>  <p>The Cobra Frederick Forsyth ★★★★☆ 2 Kindle Edition \$4.99</p>	<p>1.  Fast 800 Michael Mosley</p>
<p>#5</p>  <p>The Kiss Thief LJ Shen ★★★★☆ 51 Kindle Edition \$5.60</p>	<p>#6</p>  <p>The Beekeeper's Promise Fiona Valpy ★★★★☆ 46 Kindle Edition \$2.00</p>	<p>#7</p>  <p>The 7 Habits of Highly Effective People... Stephen R. Covey ★★★★☆ 25 Kindle Edition \$1.49</p>	<p>#8</p>  <p>Spark Joy: An Illustrated Guide to the Marie Kondo ★★★★☆ 13 Kindle Edition \$4.99</p>	<p>2.  The Barefoot Investor - Updated 2018 Edition Scott Pape</p>
				<p>3.  The Subtle Art of Not Giving a F*ck Mark Manson</p>
				<p>4.  Boy Swallows Universe Trent Dalton</p>
				<p>5.  Becoming Michelle Obama</p>
				<p>6.  Dog Man #6: Brawl of the Wild Dav Pilkey, Dav Pilkey</p>
				<p>7.  Nine Perfect Strangers Liane Moriarty</p>
				<p>8.  The Wicked King (The Folk of the Air #2) Holly Black</p>
				<p>9.  Bride of Clay</p>

eBook loans-NSW

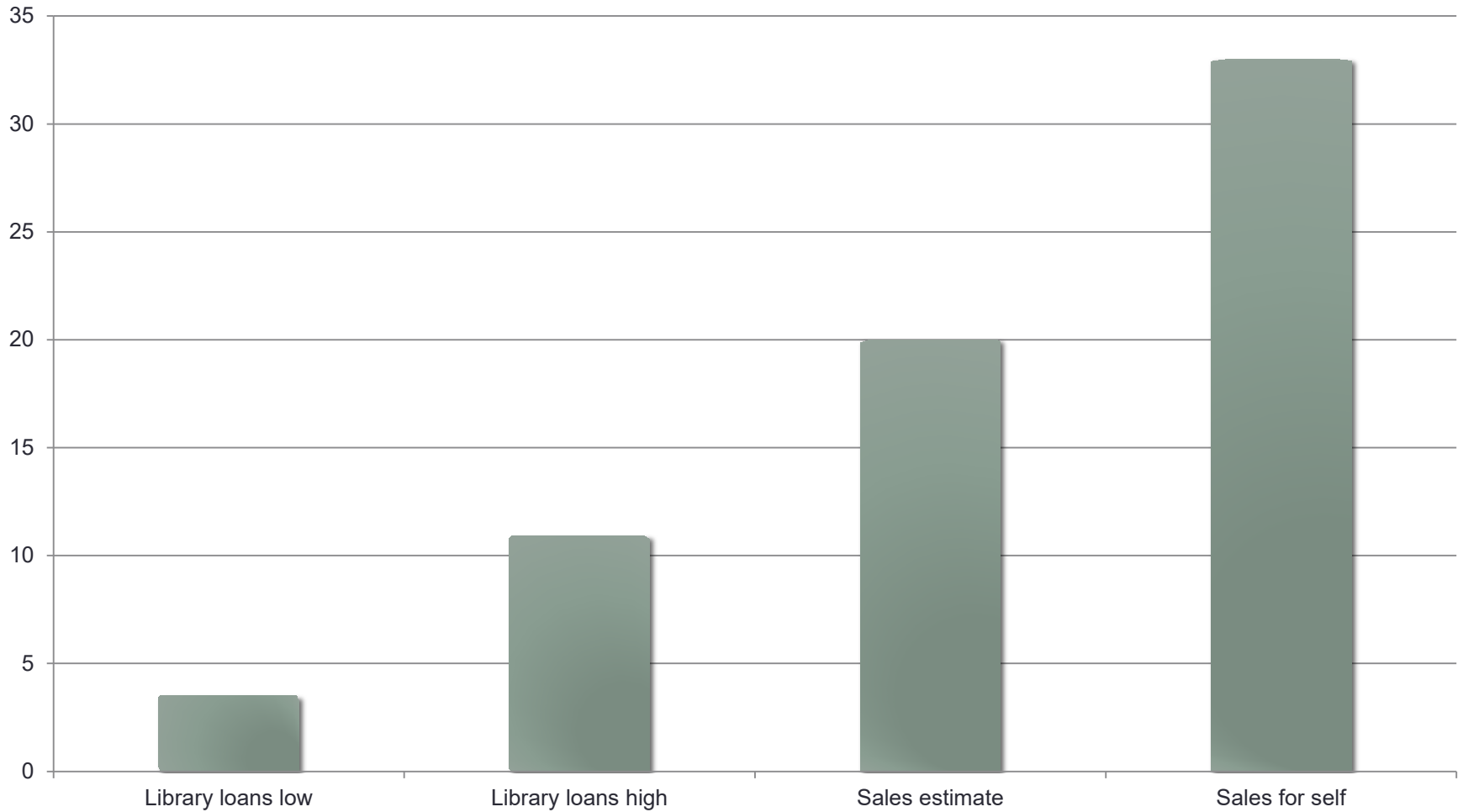


eBooks are bad gifts?

- Only 64% of book sales in Australia were for themselves
- Of books purchased for self **one third** were eBooks

The Gap % loans v sales

%



Pt1 Conclusions

- Demand for eBooks is growing strongly in Australian public libraries.
- While 20% of total book unit sales in Australia are for eBooks public libraries eBook loans are only achieving 3.5%-10.9% of book loans
- There is a significant opportunity for public libraries to increase loans.
- Some libraries may not have the resources required to meet customer demand

Collection size

Collection	% US sales	Target	% Ryde loans	Target
Adult Fiction	54%	20520	66%	25080
Adult Non Fiction	29%	11020	18%	6840
Children's Fiction	8%	3040	10%	3800
Children's Non fiction	3%	1140	1%	380
Young Adult	6%	2280	5%	1900
Total		38000		38000

Case Study Adult Fiction 2016/17

- At Ryde eBooks 26.6% of total AF Loans (29.7% in 17/18)
- Combined with print loans increase of 2.5% between 12/13 and 16/17
- Statewide decrease of 17.5% in same period

eAudiobooks Growth 2017/18 at Ryde

- 72% eAudiobooks
- 17% eBooks

Pt 2 Conclusions

- eBook sales figures are a valuable tool to develop collection size targets for eBooks but should be moderated against loans statistics and other available data
- eBook sales and loans are significantly different to print collection loans.
- Public libraries should prioritise adult fiction when developing online collections
- Public Libraries should limit their number of eBook service providers, or seek a combined app.