

4 March 2009



Understanding the Market for E-Textbooks
STM Session on the JISC National E-Books Observatory Project
What have we learnt and how will it inform the future?

The London Book Fair, Earls Court
20 April 2009
15:30 - 17:00, The Marlborough Rooms
London, UK

Who should attend?

Anyone involved in the e-books market

About the Workshop

Over the last 18 months, the JISC national e-books observatory project has collected a wealth of data to inform the development of the e-books market. The project has collected real time data on:

- The impact of free at the point of use e-books on traditional print sales and library circulation data.'
- The attitudes, perceptions and behaviours of e-books users at the start and the end of the project
- The actual user behaviours of staff and students at over 120 universities as they use the e-books licensed by the project

There is little doubt that the entrance and exit user surveys undertaken as part of this project are the world's largest e-book surveys – there were over 40,000 responses to the surveys. The deep log analysis of the MyiLibrary platform has provided real time empirical data of how students and staff use course text e-books to study and teach. In addition, these behaviours will inform the development of new business models.

The data is of relevance to everyone in the e-books market and JISC Collections wishes to share it to help develop a market that is based on real evidence. We welcome you to join us at the workshop.

Workshop Aim and Agenda

The aim of this workshop is to look at the findings from the project and think about what they mean and how they can be used at a practical and strategic level.

Following a brief introduction to the project and the findings from Caren Milloy, JISC national e-books observatory project manager, four speakers will present what they have learnt from the project, what it means to them in their role and how they intend to use the findings to develop their role and their organisation's strategy.

Speakers

- **Librarian** - Hazel Woodward, University Librarian and Director of Cranfield Press, Cranfield University
- **Aggregator** - Martin Marlow, Vice President for MyiLibrary Product and Marketing
- **JISC Collections** - Liam Earney, Collections Team Manager speaking for JISC Collections
- **Publisher** - TBA

It is hoped that by presenting the findings in this way, delegates will not only be able to identify with the speakers but see the picture from a number of perspectives.

The workshop will end with discussion and questions.

Please visit STM at the London Book Fair - Stand 0525

Registration Form

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Admission is free, but advance registration is required for both the panel and the London Book Fair.

STM/JISC E-Textbook Session

Name _____

Business Title _____

Organization _____

Street Address _____

City _____ Postal Code _____ Country _____

Phone _____ Fax _____ E-mail _____

STM Member

Non-Member

Registration form should be faxed to Sofie Peeters at +32 2 761 16 99. Questions, please e-mail dinnage@stm-assoc.org