Digital Library Advisory Group

February 10, 2020 Meeting

**Attendance:**

Erika Jenns (STLS)

Remote attendees:

Karen Smith (Whitesville)

Kelly Povero (Montour Falls)  
Linda Reimer (SSCL)  
Angela Gonzalez (PYPL)

Amanda Farley (CCLD)

Doris Jean Metzger (CCLD)

Connie Ogilvie (CCLD)

Tracy Savard (Watkins)

Tina Dalton (Cuba)

Alice Taychert (Hornell)

Caroline Poppendeck (CCLD)

**Agenda/Notes:**

1. Updates on the Macmillan embargoes & boycotting
   1. A survey has been circulating
   2. We’ve only had 8 responses – please fill out the survey
   3. Link to survey: [**https://www.surveymonkey.com/r/ebookembargosurvey**](https://www.surveymonkey.com/r/ebookembargosurvey)
   4. Right now, of 8 responses: 55% in favor, 45% against
   5. Here are some examples of libraries alerting patrons to changing lending models:
      1. Merrimack Valley Library Consortium: <https://mvlc.overdrive.comsee>
      2. The Public Library of Cincinnati and Hamilton County: <https://cincinnatilibrary.overdrive.com/>
      3. WCLS: <https://www.wcls.org/library-boycott-of-blackstone-audio/>
2. Reminder on ebook vs audiobook spending
   1. Selectors, please remember to spend 55% on eBooks and 45% on audiobooks – in each cart
      1. These percentages will not apply to filling holds
3. Reminder on purchasing pre-order titles
   1. Selectors should only purchase pre-order titles 1-week before the title’s street date
4. Sunsetting Freegal
   1. Access to Freegal Music through **June 30, 2020**
   2. STLS will begin sharing social media posts about the termination of this service in February 2020. Please share these posts on your own social media sites to alert your patrons to the change.
   3. Erika will send out a note with suggested language and graphics for marketing this to your patrons.
5. OverDrive – Metered Access
   1. Titles can be metered by time or by checkouts
   2. Purchasing Metered Access by Time is less advantageous
   3. Metered Access by Checkout tends to be the most favorable lending model (after OC/OU [one copy/one user]) as libraries can guarantee they get the return on their investment.
   4. Metered Access by Checkout titles have to circulate 26 times, for example, before they expire. That can be 2 years or 10 years.

**Summary of publisher lending models:**

* 1. Lending Models for Big 5 Publishers:
     1. Penguin Random House ebooks: MA by 24 months
     2. Penguin Random House audiobooks: OC/OU
     3. HarperCollins ebooks: MA by 26 checkout
     4. HarperCollins audiobooks: OC/OU
     5. Simon & Schuster ebooks: MA by 24 months
     6. Simon & Schuster audiobooks: MA by 24 months
     7. Hachette ebooks: MA by 24 months
     8. Hachette audiobooks: MA by 24 months
     9. Macmillan ebooks (effective 11/1/19):
        1. OC/OU available at publication, up to 8 weeks post publication date. ONE COPY PER LIBRARY SYSTEM
        2. After 8 weeks, MA by 24 months
  2. Summary: You can buy ONE OC/OU copy for $30 when the title comes out. You can only buy one within those 8 weeks. After those 8 weeks are up, you will not have the opportunity to get the title in OC/OU again. After the title has been on the market for 8 weeks, you can buy as many copies of the title as you want for $60, but they will now be MA by 24 months. After the title has been out for a year, the price will drop to $40 but they will remain MA by 24 months.
  3. Macmillan Audiobooks: OC/OU

Here are several other big publishers that are Metered Access:

* 1. WW Norton ebooks—MA for 52 checkouts OR 24 months from date of purchase
  2. Scholastic ebooks—MA for 24 months
  3. Pottermore ebooks MA for 52 checkouts OR 24 months from date of purchase
  4. Pottermore audiobooks: MA for 60 months

All other content is available in OC/OU.

**Macmillan Lending Model:**

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| On July 25, 2019, OverDrive communicated that Macmillan US would be making changes to their ebook lending terms. Below is a reminder of the updates that will go into effect **November 1, 2019:** |
| * During the first eight weeks from an ebook’s publication, libraries can purchase one unit under the One Copy/One User (OC/OU) model. The expected price of the OC/OU unit will be $30 USD for most titles. All libraries, including standalone systems, consortia, and Advantage members, will be able to purchase the single OC/OU unit. * After the first eight weeks of an ebook’s publication, libraries can purchase additional copies under the Metered Access model with each purchased copy subject to a two-year term limit. The expected price will be $60 USD per unit for most titles. * After one year from an ebook’s publication, libraries can purchase additional copies under the Metered Access model with each purchased copy subject to a two-year term limit. The expected price will be $40 USD per unit for most titles. * These terms apply to the Macmillan US ebook catalog in all applicable territories and exclude other catalogs, such as Pan Macmillan or Macmillan Australia. * There are no changes to the lending terms for audiobook titles. Audiobook titles will remain available in the OC/OU model. |
| In anticipation of these changes, we would also like to share the following: |
| 1. Preorders placed on or before October 31, 2019 will be converted to one OC/OU unit to be purchased on the date of publication. If you wish to make changes to existing preorders, please contact your Account Manager. 2. Beginning November 1, 2019, Macmillan US ebooks will no longer be eligible to move or share through Advantage Plus. Any ebooks that have been moved or shared prior to November 1, 2019 will not be affected. 3. We understand that there will be challenges with managing these changes, so we’ve created [this guide](https://click.e.overdrive.com/?qs=a1869250ce1ee58e755d2fb472b1b301c3bc1d46e0eeac755fa6476d2f5492a98b764faf07d9042678ea48d394fd6fc9bbb8f8873dc9f319) to assist your library. 4. When there’s a wait list, we will add the following message in Libby and your OverDrive website: *Due to publisher restrictions, your library is unable to purchase any more copies of the book until {date}*. The messaging will be removed when the title is available to purchase under the Metered Access model. |
| OverDrive remains committed to advocating for fair and equitable access for library patrons worldwide. Please contact your Account Manager with any questions. |
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