YBP Library Services and Demand Driven Acquisitions

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Representing YBP’s Digital Team…

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How DDA works and where it may be going

- Growth of digital services
- DDA development process
- Key features of YBP’s DDA Service
- DDA workflow
- Immediate impact of DDA on YBP
- Future development plans
- And then, what if…..
  - The digital world is uncertain
YBP offers a suite of services that makes discovering, purchasing and cataloging your digital content easy. Whether you are selecting individual titles or making overall strategic decisions for your collections, YBP has the solution.

- Over 600K titles hosted on the aggregator platforms: ebrary, EBL, and EBSCOhost
- Demand Driven Acquisition Service based on YBP profiling methodology
- Integrated Digital & Print Approval Plans
- Duplication control across print and digital content
- YBP cataloging records for both Discovery and Point of Purchase
- YBP Customer Service
FY12: A Watershed Year for Digital Sales

- Have we reached the fabled Tipping Point?
- Sales increases in all digital categories
  - All digital sales increased by 26%
  - eApproval sales increased by 104%
  - Sales helped by the increase in front list availability
- Correlation between digital increases and print decreases
  - But DDA could make that difficult to understand
- DDA increase was dramatic
  - 2,388% (I can explain!)
    - DDA had just started a year ago
    - Total DDA sales includes purchases and short-term loans
  - 134 DDA customers are now live
  - 57 customers are waiting
  - And every one of them is different!
YBP’s DDA program has been developed in phases and in cooperation with our aggregator partners.

Building in stages allows us to adjust to market developments
- Phase 1 included integration with EBL
  - Also development of the basic work flow
- Phase 2 added integration with Ebrary
  - Manual DDA
- Phase 3 Multi-vendor support
  - Titles beyond Approval coverage
  - New reporting from GOBI
  - Integration with EBSCOhost
Key Features of YBP’s Demand Driven Acquisitions

• Combines YBP’s profile-driven services with aggregator platforms
• Presents patrons with a growing database of titles that may be browsed, loaned or purchased – “The Consideration Pool”
• Patrons are exposed to more titles than a library can purchase
• YBP profiling methodology guarantees that appropriate academic titles populate the consideration pool
• Manual DDA allows selectors to add titles to the pool
• Record creation, duplication control, electronic invoicing, customer service
Overview of DDA Workflow

• Each week, new titles that match customer DDA profiles are created and sent to aggregators
• Aggregators confirm eligibility of titles for DDA
• YBP creates discovery records and puts them on our server for customers to pick up
  • Records are then placed in the OPAC and/or Discovery layer
• Records have an embedded URL that link the patron to the title on the aggregator platform
• Patrons discover titles and can:
  • Utilize free browse period
  • Trigger a Short-term loan
  • Trigger a purchase
• Invoicing is from YBP
The Impact of DDA – on YBP

- A major service developed in cooperation with customers and aggregators
- Ongoing development
  - We also have to support traditional services
- Requires major cooperation among many departments at YBP
- But – it could also result in declining sales
  - Free browse and STL impact sales
- So major decisions have to be made about development
  - What is the bandwidth?
  - Which DDA services are most needed by customers
  - Which will enhance our overall service
  - Will we change our profiling?
- DDA helps YBP move from bookseller to a content management company
Phase 4 Development Plans

• Just starting on Phase 4 now
  • Management dashboard
  • Removal service
  • Consortial DDA
    • Ability to more easily manage multiple channels
  • Plus what we learn from each customer
  • Print?
What will the future hold?

• There are a number of questions about this service
  • Is this the norm or a trend? (numbers argue against a trend)
    • Will DDA remain a niche that supplements a core collection?
  • How will ebooks develop? Not a finished product yet
    • Will ebooks still exist in the current container?
    • Will publishers make more front list titles available?
    • Will publishers support DDA as sales decline?
    • Or will publishers increase the price of DDA titles?
  • Only time will tell and that is why our develop schedule is measured