



**ALA and Digital Content:
DCWG Directions and the
Author-Library Relationship**

Sari Feldman, Session Chair
DCWG Co-chair and Exec. Dir.,
Cuyahoga County Public Library

ALA MW2014, Jan. 25, 2014

Today's Program

- DCWG update – Sari Feldman
- Upcoming activities and products – Alan S. Inouye
- Panel session on authors and libraries – Robert Wolven as Moderator and Ginger Clark and Peter Brantley as Panelists



Key Developments Since the 2013 ALA Annual Conf.

- Macmillan greatly expands pilot program
- Penguin Books USA makes ebooks available through OverDrive
- Simon & Schuster expands pilot program beyond NYC



Selected Outreach Activities

- ALA leadership trip to NYC in Sept./ Oct.
 - Included meetings with ABA & AAP
 - Interview led to article in *Forbes*
- ALA Virtual Town Hall on Ebooks
- Pre-conference workshop at 2014 Digital Book World



What People are Saying

“The ALA Digital Content Working Group remains hard at work on these and other e-book issues, and certainly some of the progress over the last two years can be traced to their engagement with commercial publishers.”

From “The Top 10 Library Stories of 2013,”
Andrew Albanese, *Publishers Weekly*, January 2,
2014



DCWG Checkpoint

- Now in third year
- Focus on Big 6 (5) library ebook issue – priority of ALA leaders and members
- Tonight's business meeting will focus on where we go from here



ALA & DCWG: Looking Ahead

Alan S. Inouye

Director, ALA Office for Information
Technology Policy (OITP)



Ebooks: Library Discovery and Exposure

- Reformulating the value proposition for libraries
- Emerging/ expanding trends/ ideas, such as Digital ARCs, LibraryReads, Illinois Author Project, self-publishing, improved integration with library catalogs
- Fostering new ideas
 - Leveraging/ aggregating library recommendations, browsing online, ...



Ebooks: Acquiring for Libraries and Selling for Publishers

- Pricing “diversity”: What is a “fair” price? Big Five bestsellers vs. Most Other Publishers
 - What are fair prices?
- Creative ways to facilitate sales within the library mission
- Consortia



Upcoming Events

- Panel at 2014 PLA in Indianapolis:
Feldman, Oehlke, Potash, Dye
- State of Connecticut
- Paris Book Fair



Upcoming Products

- Products in-process reflect broader scope than the trade ebook/ library issue
- *American Libraries* supplement
- LBTA (Bowker Annual)
- Special reports forthcoming



Authors and Publishing in the Digital Age

Robert Wolven (Moderator)

Associate University Librarian,
Columbia University



Introducing the Players

The Ebook Supply Chain



Getting from here to there

Author

Agent

Publisher

Distributor/ Seller

Library

Reader

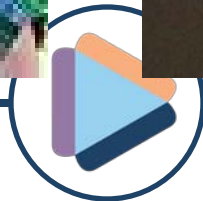
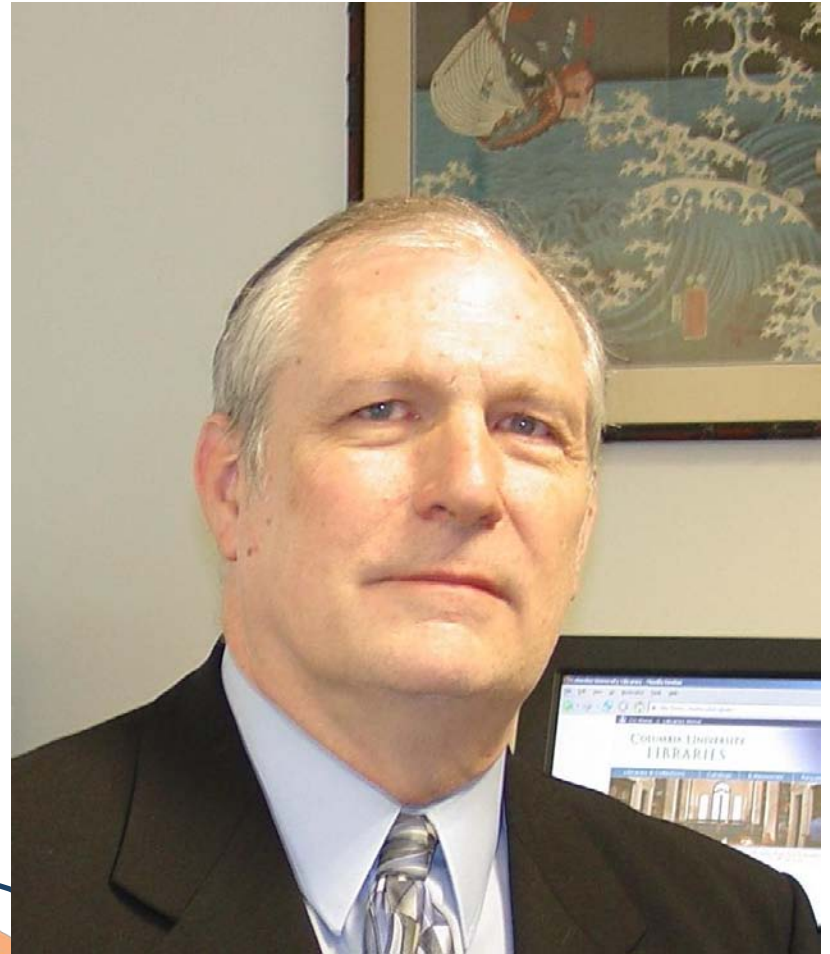


What Authors Want: the 3 Rs

- Readers
- Recognition
- Royalties



Who are you calling an author?



More authors

James Shapiro



Nick Wolven



Many Authors, Many Views

- Authors' Guild
- Association of Authors' Representatives
- PEN American Center
- American Society of Journalists and Authors
- National Writers Union



Ginger Clark

Curtis Brown, Ltd., New York City, and
Board Member, Association of Authors'
Representatives (AAR)



Questions?

