# VALA 2014 conference exhibition: Ebooks and electronic resources

# Glenda Browne\*

The VALA 2014 conference – "Streaming with Possibilities" – was held in Melbourne from 3-6 February 2014 (<u>http://www.vala.org.au/conf2014</u>). Nearly 90 exhibitors were in attendance. This report will look at just over half of these companies – those with products or services relating to ebooks and other electronic resources. The full list of exhibitors, with links to websites, is available at <u>http://www.vala.org.au/exhibitors2014</u>.

# **AN OBSERVATION**

Many of the exhibitors at VALA (and similar conferences) offer "solutions". I suspect that about a decade ago marketers told their companies and reps that they shouldn't offer their clients "products", but instead offer them "solutions". This has been taken too much to heart, and now when I read "We offer information solutions", I always wonder "but what is your *product* or *service*?"

# **EBOOKS AND EJOURNALS**

Ebooks and their formats are constantly evolving. Although EPUB is the international standard, and the best open-source format for reading on portable devices, the majority of aggregators of academic content still deliver content as fixed format PDFs (for downloading) and HTML format (for reading via a web browser). The main reasons for this are that academic publishers usually find it easier to provide PDFs, and HTML format doesn't require the user to have a reading device. Often the PDFs are made available as individual chapters. Petermr's blog contains a passionate appeal for the use of the EPUB format in scholarly publishing (https://blogs.ch.cam.ac.uk/pmr/2014/01/04/epub-is-a-revolution-is-scholarly-publishing-we-explore-biomedcentrals-offering).

Despite the prevalence of PDFs, there is a trend towards offering the user as much choice as possible, including EPUB ebooks and ejournals when they are available. EPUB and mobi (Kindle) formats are also commonly offered by providers of fiction ebooks.

The *Ebook Guide for Students and Staff at La Trobe University* (<u>http://latrobe.libguides.com/ebook</u>) is one example of the many guides, compiled by educational institutions and others, that provide useful advice for users about using ebook collections, including identifying the collection a specific book is in, and describing how to get help and how to access books on the provider sites.

Many publishers still apply Digital Rights Management (DRM) protection. Some publishers use "standard DRM"; others use minimal DRM (called "trust-based", "flexible" or "permissive" DRM); and some do not add any DRM at all. Some distributors provide a platform that hides the DRM from users.

I have also noted any indexing options that are mentioned. These include "indexing" by Google, provision of metadata by information providers, and indexing by host services. Other important things to consider, which I haven't noted comprehensively here, are: long-term preservation agreements (for example, with Royal Dutch Library (<u>http://liblicense.crl.edu/ListArchives/0208/msg00091.html</u>), Portico (<u>http://www.portico.org/digital-preservation</u>) and CLOCKSS (<u>http://www.clockss.org/clockss/</u><u>Home</u>) and reference linking (for example, via CrossRef (<u>http://www.crossref.org</u>).

<sup>\*</sup> Glenda Browne has been a librarian and freelance indexer for over 20 years. She teaches indexing for the Australia and New Zealand Society of Indexers (ANZSI) and Macleay College, and is a part-time librarian at Westmead Hospital Library. She is author or co-author of *Website Indexing* (2nd ed, Auslib Press, 2004, <u>http://www.lulu.com</u>), *The Indexing Companion* (Cambridge University Press, 2007) and *The Indexing Companion Workbook: Book Indexing* (2009, <u>http://www.webindexing.biz</u>). Glenda is one of the ANZSI representatives on the International Digital Publishing Forum (IDPF) EPUB Indexes Working Group (<u>http://idpf.org/epub</u>).

All websites viewed March 2014.

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Almost all ereaders are able to download the files from Wheelers ePlatform via a link in the library's web OPAC, although Amazon will not allow downloads onto Kindles (<u>http://www.alslib.com.au/public/Wheelers-ePlatform-FAQs.pdf</u>).

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The Bezi representative's commentary on the VALA conference says "A few things I will take away from the conference include the ever-increasing integration of resources in discovery services and the need for mobile technologies, as well as the arrival of flexible options such as patron-driven acquisition" (<u>http://bit.ly/1cHZhgv</u>).

**BioOne** (<u>http://www.bioone.org</u>) provides access to 179 full-text, peer-reviewed bioscience journals. Access for iPhone, Android or Blackberry devices is through its mobile-optimised website.

**BMJ** (<u>http://www.bmj.com</u>) publishes journals and books on medical topics. *BMJ* research articles are published as open-access articles with Creative Commons licences. Full-text content is deposited in PubMedCentral as well as on bmj.com. *BMJ* print indexes from 2002 to the present are available at <a href="http://group.bmj.com/group/subscriptions-and-sales/institutional-support-services/journals-index">http://group.bmj.com/group/subscriptions-and-sales/institutional-support-services/journals-index</a>.

**Bookery** (<u>http://www.bookeryeducation.com.au</u>) provides text books and learning materials for use in schools. The format of the resources depends on the formats provided by publishers.

**BOLINDA** (<u>http://www.bolinda.com/aus</u>) is a media company that provides audio and large print books for personal entertainment to public libraries. MARC records are sold to customers.

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Orlando is a database relating to women's writing in the British Isles. It provides search on standard fields such as author, and also on intertextuality and publisher relations, based on rich tagging. The database makes the tagging available to searchers, and provides background information on the XML markup (<u>http://orlando.cambridge.org/public/svDocumentation?formname=t&d\_id=WHATISMARKUP#WHATISMARKUP</u>). They explain:

Some tags enclose much more than a word or two. They may also have many other tags nested inside them. The following tags can contain substantial discussions:

<EDUCATION MODE="DOMESTIC">marks discussion of a writer's home education.

<RESPONSES RESPONSETYPE="INITIAL" FORMALITY="INFORMAL" GENDERED= "GENDEREDYES">marks an early, informal response to a writer or text that has been significantly informed by ideas about gender.

As this last example makes clear, much of the tagging in Orlando materials is highly interpretive: it marks our priorities as literary historians and our judgements as scholars. A tag is an additional level of argument about the nature and significance of the material we provide.

Most Cambridge journals publish Gold Open Access articles, and several journals are wholly Gold Open Access. Individual books are available in EPUB, Daisy, Kindle and other formats.

**Casalini Libri** (<u>http://www.casalini.it</u>) is a full-text platform featuring scholarly content from humanities and social sciences publishers in romance-language countries. The platform integrates 17,000 ebooks, 670 journals and 300,000 articles and chapters. MARC records with permalink to the documents are supplied.

The Casalini Libri website provides a link to an article on technology trends in publishing platforms which gives a good overview of the options.<sup>2</sup> Luisa Gaggini says that at Casalini, although their system can handle EPUB files, most legacy documents (existing content now being made available in electronic format) are in PDF format as publishers are reluctant to do the necessary conversions. She also commented that a key feature of their platform is the effort they put into metadata: "This is a huge task but the only way we can provide a real service".

<sup>1</sup> "Trust-based DRM" seems to mean DRM that doesn't cause much irritation to users. The Cambridge *Meet Your Press* newsletter writes: "While we use some DRM tools, the market has made it clear that it does not want publishers' e-content to be too heavily locked down. Therefore, our eBooks feature digital watermarks on each page and are delivered as chapter PDFs rather than in whole books, and they come with some user-authentication procedures. But these are – deliberately – low hurdles. A dedicated hacker will always be able to copy a file and re-distribute it."

<sup>2</sup> Harris S, "Publishing Platforms Evolve", *Research Information* (December 2013-January 2014) pp 16-19, https://www.casalini.it/PressReviews/pdf/ResearcInformation\_DecJan13.pdf.

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<sup>&</sup>lt;sup>3</sup> While researching this article, I discovered that there is a similarly named InformIT (with upper case "IT") that is a Pearson ebook brand (<u>http://www.informit.com/store/ebook-formats</u>).

<sup>&</sup>lt;sup>4</sup> Their brochure says "Great minds don't go out-of-print – they go online!"

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**Third Iron** (<u>http://thirdiron.com</u>) has designed an app called BrowZine for accessing scholarly journals on iPad or Android tablets. Users can create a personal bookshelf of their favourite journals, and receive alerts when new issues are published. Third Iron hosts a forum for suggestions about the program; for example, one user has suggested displaying abstracts in an initial screen so that readers don't have to download the whole PDF to decide whether the article is of interest.

Journals are organised in BrowZine according to a taxonomy that has been carefully designed, and continues to develop, to allow browsing at different levels of specificity and using alternative wordings (<u>http://support.thirdiron.com/knowledgebase/articles/185354-how-is-the-browzine-taxonomy</u> -created-).

Authentication mechanisms are used to allow access to subscription journals; these also ensure that COUNTER-compliant statistics can be provided to publishers.

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Ovid's *Evidence-Based Medicine Reviews* brings together Topic Reviews, Article Reviews and Methodology Reviews into a single, searchable database to assist clinical practice.

Lippincott Williams & Wilkins (the oldest publisher in the United States) is part of Wolter Kluwer Health. It has published nearly 300 practitioner journals and newsletters and 1,500 books.

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