

# ACADEMIC E-BOOKS: Do DRM Restrictions Effect Usage?

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# WHERE IS TREY?



# BACKGROUND

- ▶ University of Florida
  - ▶ Large land, sea and space grant institution
  - ▶ 50,000 students, 4,000 faculty, 16 colleges
- ▶ George A. Smathers Libraries
  - ▶ ARL
  - ▶ 7 libraries
  - ▶ \$11.6 M materials budget (including endowments)
- ▶ E-books
  - ▶ 39 E-book platforms

# DRM

“Digital Rights Management technology offers the ability to control the distribution and use of the intellectual property (including media/content) and thereby protect the associated revenue or investment for the digital content businesses.”

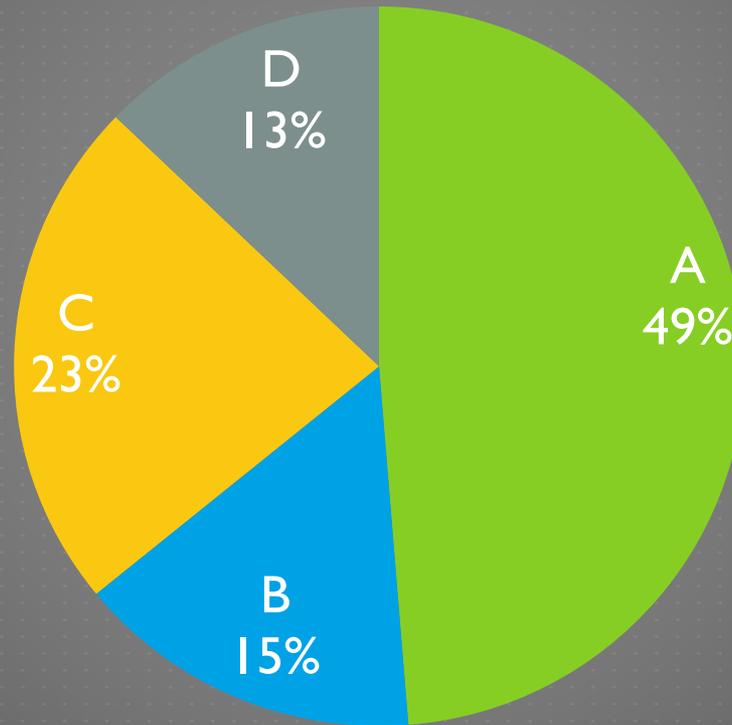
Pallavi Shah, “Digital Rights Management,” in *Encyclopedia of Multimedia*, ed. Borko Furht. (New York, NY: Springer, 2006), 188-195. <http://dx.doi.org/10.1007/0-387-30038-4>.

# DRM GRADES

Grade	Parameters
A	Chapters/sections and/or whole book can be printed/downloaded with no restrictions
B	Chapters/sections can be printed/downloaded with some restrictions; multiuser access
C	Print restrictions of 21-60 pages; Single user access/Multiuser access disabled when whole book is checked out
D	Print restrictions of 20 pages or less; No downloading; Single user access only

# DRM GRADES

DRM Grades of 39 E-Book Platforms



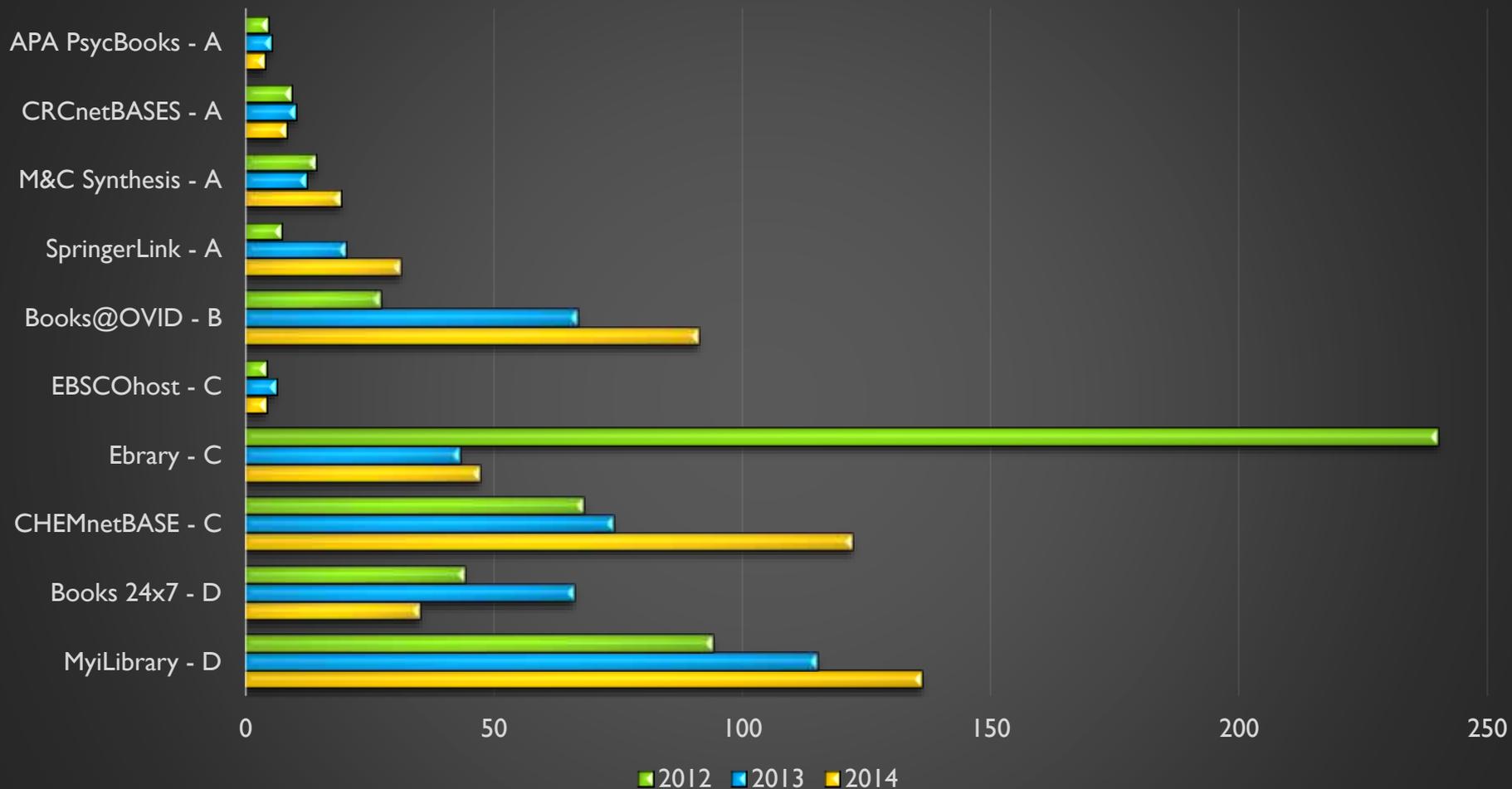
# METHODOLOGY

- ▶ COUNTER usage gathered
- ▶ Comparing platforms
  - ▶ Divided use over one year by the number of e-books used
    - ▶ to derive average number of uses per used e-book
  - ▶ Example: Books24x7 usage in 2014
    - ▶ Usage/number of books used
    - ▶  $96,370 / 2,770 = 35$
    - ▶ Score = 35

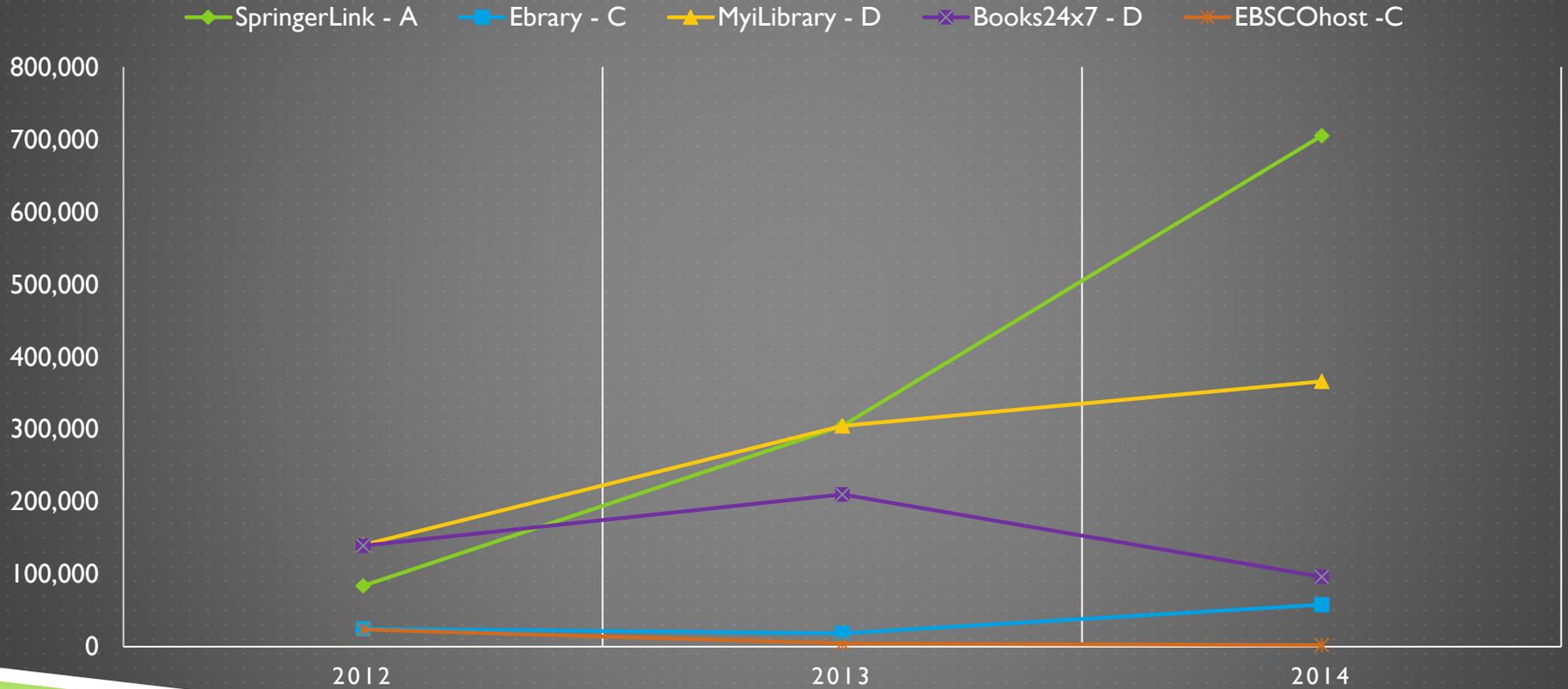
# USAGE SCORES

<b>Platform – Grade</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>MyiLibrary - D</b>	94	115	136
<b>Books 24x7 - D</b>	44	66	35
<b>CHEMnetBASE - C</b>	68	74	122
<b>Ebrary - C</b>	240	43	47
<b>EBSCOhost - C</b>	4	6	4
<b>Books@OVID - B</b>	27	67	91
<b>SpringerLink - A</b>	7	20	31
<b>M&amp;C Synthesis - A</b>	14	12	19
<b>CRCnetBASES - A</b>	9	10	8
<b>APA PsycBooks - A</b>	4	5	4

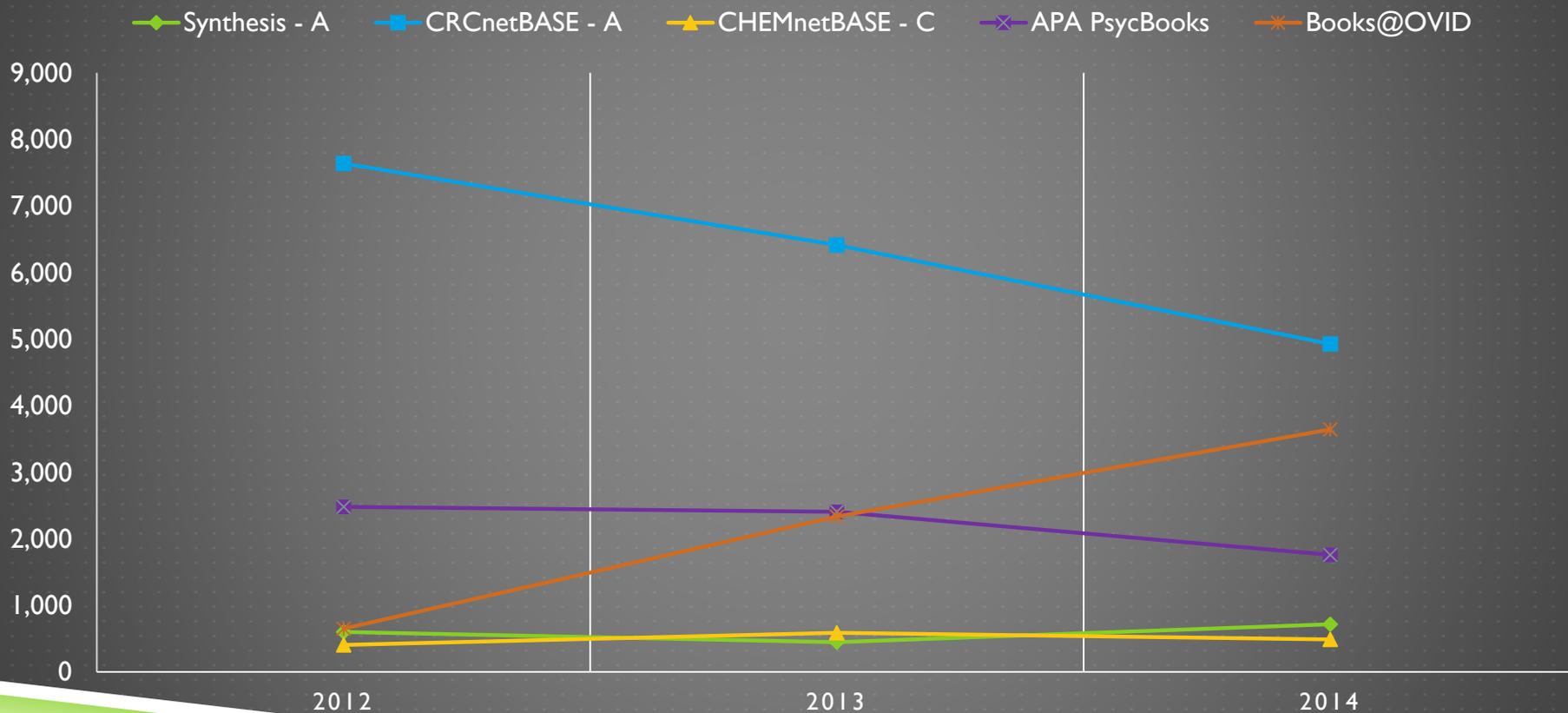
# USAGE SCORES



# USAGE OVER TIME



# USAGE OVER TIME



**DOM**

# THANK YOU

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