



ASSOCIATION OF SOUTHEASTERN RESEARCH LIBRARIES

# Setting the Scene: DoD and PoD options

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**LYRASIS™**



# DoD & PoD: What do they mean?

- Digitize on Demand
  - Service provider agreements for low-cost digitization, generally in concert with hosting of resulting files
  - To enable “long tail” options for digitized content
- Print on Demand
  - Service provider agreements for “in the flow” distribution of library’s digitized content
    - Sometimes in relationship to a DoD option
  - Local print & bind technology options



# Emerging Trends

- Increased interest from libraries
- Easier for library content to get “into the flow”
- Cooperation on campuses re: PoD
- Slow move from Print on Demand to File on Demand
- Self submission vs large contracts & agreements
  - Non-exclusive agreements



# Digitize on Demand

- Two main players for libraries
  - Kirtas
  - Bibliolife



# Kirtas Books



## Program Basics

- Kirtas equipment placed at library
- Selection of metadata sent to Kirtas
- DoD orders through KirtasBooks.com
- End result is e-book, paperback, hardback
- Content in Amazon.com

## Monetary aspects

- If digitized, e-book cost is \$1.95
- If not yet digitized, buyer pays digitization and \$1.95 (e-book)
- KirtasBooks pays royalties to library (monthly if > \$10)



# BiblioLife



## Previously

- Libraries determined uniqueness
- Bibliolife provided ATIZ machines; processed files; put content into sales channels; collected revenue
- Libraries receive royalties

## Current Business Model

- BiblioLabs as “good participant in lifecycle of digitized content”
- Working with libraries with digitized content
- Offer channel marketing
- “Enabler of cost recovery”
- Revenue is 70/30 of gross profit



# Print on Demand

- Amazon
- Espresso Book Machine (On Demand Books)
- Lightning Source (Ingram)
- BookPrep (HP)



# Amazon



## Basics

- Formerly Booksurge and On Demand Books, now CreateSpace
- “Libraries as Publishers” initiative
- Royalty agreements
  - Include sales channel percentage, fixed charges, and per page charges

## Distribution Channel for:

- BookPrep
- Lightning Source
- Kirtas





# Espresso Book Machine<sup>®</sup>

On Demand Books, LLC  
www.ondemandbooks.com

## Basics

- Perfect-bound books from PDF
- B/W text, color cover
- Costs:
  - EBM: \$97,500 + printer
  - Freight, training: ~\$10,000
  - Support, maint.: \$600/mo
  - EspressoNet license fee: \$1.50/bk or 10% of cover price; *min* 5,000 bks/yr
  - Avg 300 pg book is ~\$3.00 in materials

## Distributor (EspressoNet<sup>®</sup>)

- Google Books (public domain)
- Publisher clients of Lightning Source
- Open Content Alliance
- “Numerous major publishers, content aggregators, and foreign language content.”
- SelfEspresso<sup>SM</sup>



# Lightning Source



## Basics

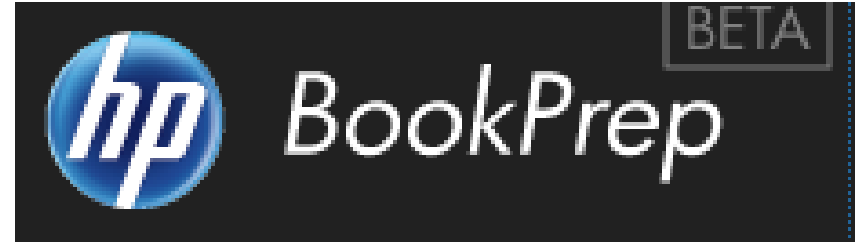
- 6 million titles
- Paperback & Hardback;  
B/W & Color
- Costs:
  - Setup fee: \$75-100
  - Printing costs (\$0.015/pg)
  - Binding costs (\$0.90/cover)
- Library sets prices
- Interesting  
recommendation: *ebook  
before PoD*

## Content Distribution

- Ingram
- Amazon.com
- Baker & Taylor
- Barnes & Noble
- EBM
- NACSCORP



# BookPrep



- BookPrep prepares scanned books for PoD markets
- Library quality vs BookPrep quality
- Print and e-reader options
- PoD by Amazon & Lightning Source
- Non-exclusive agreement (3 channels)
- Monthly royalties



# Strategic Observations

- Share the risk and the reward
- Not emerging, but evolving activity
- Determining uniqueness is key
- Libraries should not expect these activities to generate a large revenue stream or replace reduced budget lines.
- It *is* another service option
- It can be a source of lower-cost OOP titles



# Questions?

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