

Jisc Institution as E-Textbook Publisher project

Technologies: Promoting

1. UCL

The e-textbooks will be:

- Made available as open access via UCL Discovery (UCL's open access repository) as a free PDF
- Listed on the UCL Press website
- Listed in the DOAB (Directory of Open Access Books)
- Distributed worldwide via Amazon
- Marketed to UCL students via authors/course lecturers
- Marketed to non-UCL courses worldwide via direct mailings (electronic) to the relevant course leaders and subject librarians - Blogs / social media publicity campaigns by authors and project team
- Publicised via UCL Press Office
- Added to Moodle reading lists in UCL, with one-click access to free electronic copy in UCL Discovery
- Added to UCL Explore (UCL's resource discovery solution) to advertise availability
- Listed in ONIX
- Promoted via word-of-mouth by the lead authors and the contributors
- Promoted at subject conferences worldwide by the lead authors and the contributors

(In UCL Case Study 2014, page 3)

We have a comprehensive distribution plan in place for all of our titles, which will cover both traditional and online methods. In addition to featuring these titles on the UCL Press website in PDF format, these titles will also be featured on/uploaded to:

- JISC project website
- UCL Discovery (repository)
- UCL Press enhanced monograph platform
- Apple/Google app store
- OAPEN
- Internet Archive
- Unglue.it
- JSTOR (from Oct 2016)
- Ingenta Open (from late 2016)

(In UCL Annual Report Year 2, 2016, page 3)

Embedding, dissemination, promotion

The textbooks will be published as Open Access, made available for free in the YUDU app, as plain PDFs for free downloading, as well as print-on-demand for sale. Since the YUDU publisher system is based on PDFs, the print on demand and PDF versions will essentially be the same in terms of content and layout, so no further work will be necessary for these versions once we have reached the final PDF stage. All the work at that point will be to the digital version, in which the features and functionalities are laid over the existing PDF. We will publish the books under a CC-BY licence, almost certainly CC-BY-NC-ND, in order to protect the authors and UCL Press from commercial exploitation or adaptation. We originally considered pricing the enhanced versions at £5.99 but we have since

decided that we will publish them as Open Access in order for there to be no barrier to student take up. The print on demand edition will be priced at £15. This is considerably lower than most textbooks, and we have taken these decisions in order to support the development of affordable student course material, as this is one of the key objectives of our textbook publishing strategy. After publication, we will be making a full analysis of the impact of the e-textbooks including the user analytics from the YUDU app, the download statistics from UCL Discovery for the flat PDF and the sales figures for the PoD versions. We will also provide data on citations and occurrences in social media such as blogs and tweets. We will produce an in-app e-survey to enable users to comment on the usability and features of the enhanced e- textbooks.

The books will be featured on UCL Press website and the project website, uploaded to UCL Discovery, available on App Store, listed in the Directory of Open Access Books (DOAB) and promoted to libraries via OAPEN, featured on UCL reading lists for the relevant courses, featured in the UCL Press seasonal publications catalogue, direct e-marketing to relevant course leaders and subject librarians worldwide, conference presentations about the project at international library and information conferences such as LIBER, promotion by the authors on subject-specific forums, presentations at conferences worldwide in Archaeology and Surgery. There will also be further marketing activity via social media by the authors and by UCL Press, as well as other promotional opportunities to be explored via suggestions made in the author questionnaire. YUDU Media will also be helping to promote this as we are a new client.

(In UCL Annual Report 2015, pages 1-3)

2. University of the Highlands and Islands / Edinburgh Napier University

The e-textbooks will be distributed and marketed quickly, efficiently and globally via the Amazon network. Kindle Select Publishing requires that texts are distributed exclusively to Amazon for the first ninety-day period, allow titles to be made available for free, for a five-day-period across ninety days. Other distribution services - Smashwords, whose premium catalogue extends distribution to Apple, Barnes & Noble, Gardners, Kobo and other retailers, are under consideration. Market analysis of the suitability of distribution through print on demand distributors like Amazon's own Createspace and LightningSource has not been carried out.

(In eTIPS - University of the Highlands and Islands / Edinburgh Napier University, year 2 report, 2016, page 10)

The eTIPS Business and Distribution Model

Amazon KDP is eTIPS' chosen route for distribution of its first eTextbook and is one already familiar to a number of the project team members. The Amazon brand is the largest in the world, offering the widest range of academic eBooks to the greatest audience of readers. This affords a broader, international reach for the work, and extends the range of potential readers by a great degree. Since the release of the first eTextbook falls outside the scope of this report, no statistical sales data can be provided here. However, this section examines the path to further work on evaluating the chosen business and distribution model.

“ Amazon KDP will make it easy for us to handle the various customisation options that go into publishing an electronic text, like DRM and price. Distribution is global and automated, and preparing our eTextbook for KDP release is relatively simple.

Frank Rennie
author

The project team acknowledges that the choice of **Amazon** distribution route will have an impact on availability of the first eTextbook across institutional libraries, recognising that they are unlikely to be able to stock electronic copies. This places eTIPS eTextbooks squarely in the consumer academic marketplace, offering a broad, sustainable business model for future publications. As outlined in 4.7, eTIPS challenges the traditional academic model of supply by institutional library, in offering a core eTextbook to the student at a nominal price.

eTIPS acknowledges the importance of content copyright and ownership and will offer both eTextbooks, through Amazon and any further online distributors, with Digital Rights Management (**DRM**) protection. The licensing model of companion material is to be decided, with the group favouring a **creative commons** licence, to allow reuse and adaption of content.

Preparing for Amazon distribution

eTIPS has recognised, at an early stage, that publication and distribution to Amazon would require considered prior actions. They are conscious that planning the elements for distribution, below, is helpful, but that the Amazon distribution route may, and should be iterative – publishers are permitted to change and update elements, without cost, to discover the most successful combination. Amazon KDP’s input and output eBook file standard is **mobi**, and the team production, design and file conversion was managed to head in that direction – **Calibre** being the freeware conversion software used throughout. At the time of writing, this presents no significant issues for the production team or for authors, with the writing and conversion process for Amazon a relatively straightforward one. The team became aware of the need to accompany eTextbook one’s release across Amazon KDP, with strong and well-considered **metadata**. An item description was agreed on which explained to the customer well what the book was about. Appropriate ‘keywords’ were chosen which would describe the nature of the book, too.

“ A step-by-step guide for college and university students explaining how to start from scratch and pull together a thesis/dissertation on a research project for their degree submission. The book covers ethics, planning, structure and data analysis with the rationale for each chapter explained and examples given. The book is linked to a free companion website offering additional resources, discussions and support.

eTextbook One Amazon description

The shop front of the Amazon marketplace offers a visual experience. Cover **artwork** for the first eTextbook has been designed to reflect this - big, bold, colourful and attractive – easily seen when presented as a thumbnail image on the Amazon store.

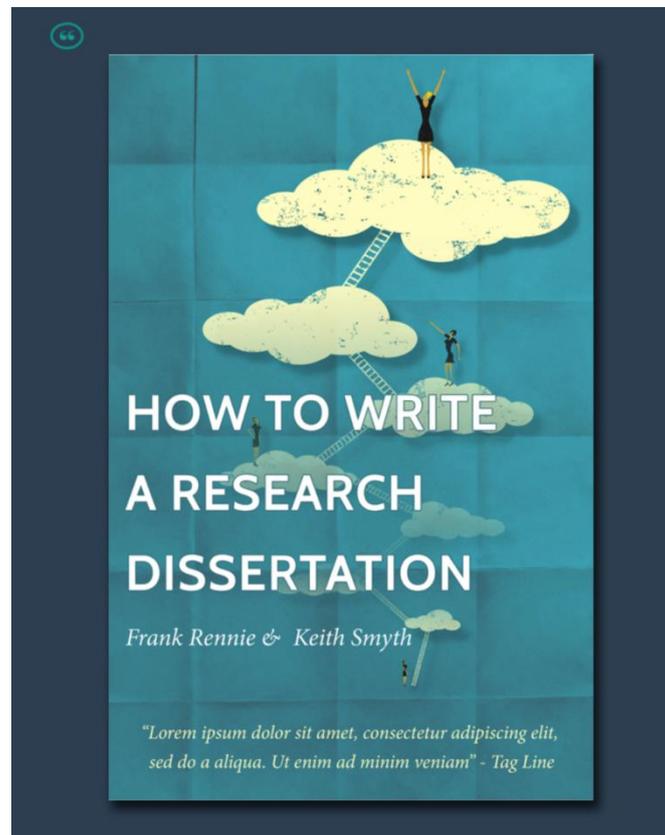


Figure: Proposed Artwork for the first eTIPS eTextbook

During the Amazon KDP publishing process, up to two **genres** may be selected. Further genres are automatically chosen by Amazon's systems, according to metadata and description information provided by the publisher, as well as the viewing and purchasing habits of potential customers. The project team are yet undecided on the two genres of choice for the first eTextbook.

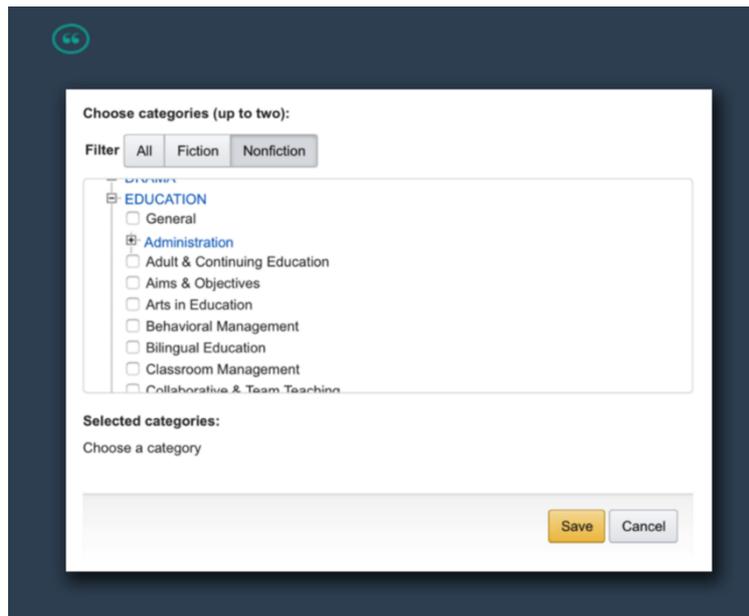


Figure: 7 Amazon Genres.
Dozens of category option available to publishers

The KDP distribution method is free of charge to publishers. Amazon retain a percentage of royalty for the sale of each Kindle title. In agreeing an appropriate **price** point across Amazon for sale of the first eTIPS eTextbook, the team considered a number of factors.

First, what were current eBooks priced at, which discuss similar academic themes? An analysis of the Amazon retail price of the top fifteen dissertation and research eTextbooks accessed by Edinburgh Napier University gives the **average at £20.82p**. For the most popular sixteen across UHI, that **average is £21.35p**. Here the report suspects that the relatively high retail price reflects an equally high production cost, and anticipates that readers are likely not to make a purchase at the price set, the low ranking of those titles across Amazon a suggestion of this.

Second – **perceived value**. What *might* readers be willing to pay for the first eTextbook and, indeed, what do project authors and production staff feel is a worthy price for their work? In section 6.0 this report examines stakeholder views on the issue, and in the coming two years, the project will continue to discover more about the implicit value of electronic academic materials. At the heart of the eTIPS business model is the idea that more readers may desire to pay less for electronic materials than for physical. At the time of writing, fifteen of the twenty bestselling Amazon Kindle UK books in the Adult & Continuing Education genre are sold at less than four pounds. None of the thirty-one most accessed titles from UHI and Edinburgh Napier University feature in this bestselling chart on Amazon UK.

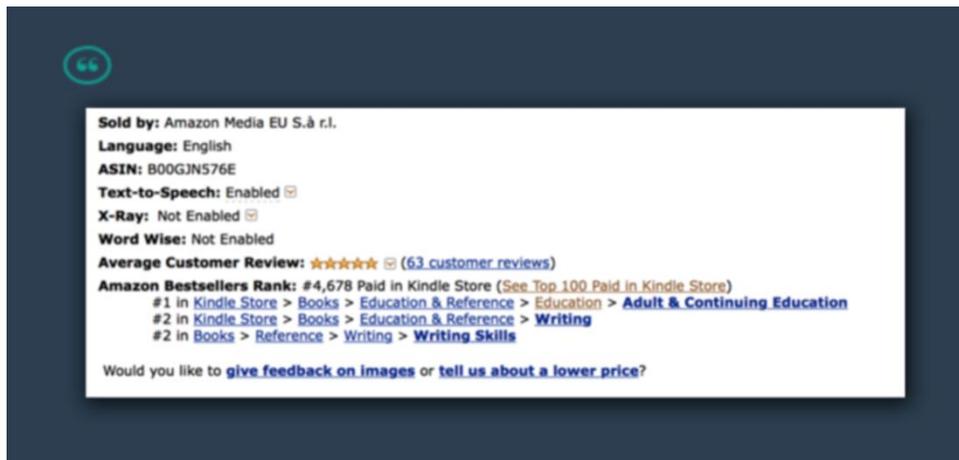


Figure: Amazon Rankings. Despite being a top seller in its genre chart, this book is only just inside the top #5000 overall.

(In UHI Annual Report 2015, pages 25-29)

How do users find the titles?

eTIPS eTextbooks are discoverable across the Amazon network. The first is available at: <https://www.amazon.co.uk/Write-Research-Dissertation-UndergraduatesPostgraduates-ebook/dp/B015EIO4J0>

Companion materials, with link back to the Amazon page, are viewable at: <http://www.etextbooks.ac.uk/index/> with materials relating to the first eTextbook available at: <http://www.etextbooks.ac.uk/dissertations/> and relating to the second at: <https://www.etextbooks.ac.uk/index/project/undertaking-your-research-project/>

(eTIPS Year Two Report, 2016, page 29)

3. University of Nottingham

Using an aggregator

An aggregator is a service for independent publishers which allows them to consolidate their eBook distribution. Once the eBook has been uploaded to the aggregator's website, it is then pushed out to various eBook retailers where the eBook is available to the public. There are many aggregators with various benefits, restriction and costs associated with them.

Choosing an Aggregator

For the epub and mobi versions of the book, the project team used Smashwords as the aggregator for a number of reasons. Firstly, because the University had previously used its service and had begun building up a catalogue, and furthermore because of its distribution reach and cost effectiveness. However, it was necessary for the iBook version to be distributed directly through the Apple iBook store, as Smashwords does not support the iBook Author format.

Smashwords

Ebook stores that Smashwords distributes to are:

- Barnes & Noble
- Kobo
- Amazon
- Apple
- Inktera
- Baker & Taylor Blio
- Txtr
- Library Direct
- Baker-Taylor Axis360
- Overdrive
- Flipkart
- Oyster
- Scribd
- Gardners Extended Retail
- Yuzu
- Tolino
- Odilo
- Gardners Library
- Smashwords and Amazon

It should be noted that Smashwords' distribution to Amazon is limited. An author may request for their eBook to be distributed to Amazon if the book has earned at least \$2,000 with other Smashwords' retailers. As the eBook was made available for free for this particular project, this was not an option that the team would pursue. A possible way around this issue would be to include the book manually using Amazon's Kindle direct platform.

Premium Catalogue

Smashwords' Premium Catalogue represents a subset of Smashwords titles that match themechanical requirements of their online distribution partners. An eBook must be suitable for their premium catalogue in order to be distributed to other retailers.

(In University of Nottingham annual report 2016, page 9)

Applied Ethics

The Applied Ethics e-textbook is available for download in multiple formats from the Smashwords website at: <https://www.smashwords.com/books/view/587129> It is also available as a free download in iBook format from the iBook store at: In 2015/16, 3 of the chapters of the book were used as core text for the module V71APE Applied Ethics (128 students). They were listed in the reading list and embedded in the Moodle page for the module. Through Moodle, the chapter 'Introduction' was accessed 155 times. The chapter 'Abortion' was accessed 240 times. The chapter 'Allocating Scarce Resources' was accessed 61 times. The e-textbook was also listed as recommended reading on the reading list for the V71APE Applied Ethics module. The e-textbook has been downloaded 521 times from the Smashwords website. Corporate Responsibility & Sustainability in Practice The first four chapters (stages) of the Corporate Responsibility & Sustainability in Practice e-textbook are available for free as individual links at:

Preface: http://www.nottingham.ac.uk/toolkits/play_14585

Stage 1: http://www.nottingham.ac.uk/toolkits/play_14488

Stage 2: http://www.nottingham.ac.uk/toolkits/play_14586

Stage 3: http://www.nottingham.ac.uk/toolkits/play_14587

The remaining 4 chapters (stages) are available under a paid for business model. They can be accessed by becoming member of the Institute of Corporate Responsibility and Sustainability (ICRS). Membership information for the institute is available at: <https://icrs.info/membership>. Information about the e-textbook is also available on the ICRS site at: <https://icrs.info/cpd/crs-inpractice>

The paid for 4 chapters can also be accessed by enrolling on a CPD MBA module delivered by the University of Nottingham. The e-textbook will be used for the first time with Nottingham registered students from September 2016 and information on how the e-textbook has been embedded at module level will be provided in the next annual report. Usage data will also be provided in the next annual report.

(In University of Nottingham annual report 2, July 2016, pages 24-25)

4. University of Liverpool / Liverpool University Press

The following technological channels will be used:

- Discovery Service Providers (such as WorldCat, EBSCO EDS and Ex Libris Primo Central)
- Email lists
- E-marketing
- Social media

(In Liverpool Case Study, 2014, page 9)

Publication

The e-textbook will be made available on the University of Liverpool Library's public website, which can be easily accessed by students at the University of Liverpool Xi'an Jiaotong-Liverpool University as well as students and academics nationally and internationally. A link to the etextbook will also appear on the website of Liverpool University Press.

(In Liverpool Annual Report Year 2, 2016, pages 2-3)

Using Primary Sources: BiblioBoard

Another factor in choosing BiblioBoard was the fact there were various 'exposure levels': we could curate a collection and make it available to only students at the university, or we could share with our own students yet sell to others. We could also make it available Open Access, which was always our intention for Using Primary Sources and what made BiblioBoard particularly appealing.

(In <https://etextbook.jiscinvolve.org/wp/?s=BiblioBoard>)