e- and audiobook distribution in Norway

Editeur-seminar
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Bokbasen AS
Bokbasen is hub for metadata and e-/audiobook distribution in Norway

• Bokbasen is set up as a joint-venture between the 4 largest publishers but represents the whole market

• Maintains the Norwegian Books-in-print catalogue
  • Receives, produces and delivers metadata on all Norwegian publications
  • ONIX3 and Marc are main dataformats
  • In favor of standards (ISBN, Thema)
  • Publishers, retailers and libraries (incl. the national library of Norway) are customers

• Distributes e- and audiobooks
  • Publishers and retailers are customers (incl. subscription models)
  • Library lending from January 2018

• Paid services to all parts of the value chain
Flow of Metadata through Bokbasen

Publisher/Distributor

ONIX3-API

Auto-validation

Manual QC and enhancement

Metadata database

ONIX3-API

Marc-APIs

Retailers

Libraries
E- and audiobook distribution

• Close to 100% of all transactions of Norwegian e- and audiobooks are distributed by Bokbasen

• Norwegian retailers have close to 100% market share
  • 10 local online retailers

• Very very few Norwegian titles on iBooks and Amazon…
  • …but, Amazon has considerable market share on English language titles

• Bokbasen also distributes English language titles for sale through Norwegian retailers
Unique cloud bookshelf concept across all retailers

- **Bokbasen delivers the e-book directly to the end customer**
  - Retailers never handle the actual e-book files

- **Bokbasen maintains a history of all e-book acquisitions across all retailers on a single user (same e-mail address)**
  - Creates a personal bookshelf in the cloud for each reader
  - Bookshelf feed can be downloaded to all retailer apps (OPDS)
  - Customer never “loses” his books when he moves between retailer platforms
Subscription models for e- and audiobooks

- The Norwegian e- and audiobook retailer ebok.no launched their subscription model “ebok.no pluss” in fall 2016
  - Model is based on “Revenue share” with the publishers
  - E-books and audiobooks are downloaded or streamed from Bokbasen to the ebok-app
  - Availability of titles is communicated via Bokbasen’s ONIX-API for retailers

- Publishers communicate which titles are available for subscription models via their ONIX-feed to Bokbasen
  - Also communicate to Bokbasen which retailers they have agreements with

- Model is scalable as more retailers introduce subscription models
ONIX example subscription models

- **ONIX-record from Publisher to Bokbasen**

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New library lending models for e- and audiobooks

• The Norwegian National library and Norwegian publishers have agreed on a new licensing model for e-books in public libraries from 2018
  • Model is based on “pay-per loan”
    • Pure pay-per-loan on all titles older than 2 years
    • Prepaid bundles of ten loans for new titles

• Bokbasen will deliver an administration tool for public libraries
  • Set budget limits (overall and per genre)
  • Purchase prepaid bundles
  • Follow lending and consumption “live”

• Publishers communicate license terms and prices via their ONIX-feed to Bokbasen
  • Receive “live” data on sales and lending

• Lending app-developers receive information on available titles per library through new “loan-API” and metadata via Marc-API
Admin tool for libraries must remove risk of exceeding budgets

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Admin tool for libraries must remove risk of exceeding budgets
Admin tool for libraries must remove risk of exceeding budgets
ONIX example library licenses models

- **ONIX-record from Publisher to Bokbasen**

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ONIX example library licenses

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ONIX example library licenses

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ONIX example library licenses

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