An industry wide effort to provide academic e-books in Norwegian

Utilizing the full force of the ONIX price composite

Editeur Supply Chain Seminar 2019
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Historic backdrop

- Norwegian academic publishers did not supply e-books
  - Wide-spread belief that students prefer paper
  - Concerns about IP protection/DRM

- But students were positive when asked:

Imagine Norwegian academic books were available in digital format – what would be your reaction?

- Finally, I’ve been waiting for this! 19%
- Sounds interesting – I want to try 51%
- Sounds somewhat interesting – but I probably won’t try 17%
- Sounds less interesting – I’ll try if I have to 13%
- Completely uninteresting for me 0%
Allvit – from idea to launch in 1 year

- Bokbasen provided the solution in June 2018:
  - Platform economy - Publishers sell directly to end-user
  - Integrate library lending and end-user sales in same solution
  - E-reader in the browser
    - EPUB2&3 and PDF supported
    - Proprietary DRM-solution
  - Accessibility has been a focus throughout the project

- Allvit was launched for semester-start in August 2019

- Native mobile apps to be launched spring 2020 (Readium2/LCP)
Students access the content in a variety of business models

- Open Access
- Library lending
- Short term rental
- Purchase life-time access

Not all products have all models – but many have several
Libraries purchase licenses under several models

- www.allvitbibliotek.no
- Time-based licenses
  - 1 year
  - 3 years
  - Perpetual
- Pay-per-loan
- Prepaid bundles of loans

Not all products have all models – but many have several
Multiple license models for each ISBN communicated in ONIX

- Publishers send ONIX records containing information on all relevant license models for the e-book
  - Open Access
  - End-user purchase
  - End-user rental
  - Library models
    - Time based licenses
    - Pay per loan
    - Prepaid bundles of loans
- Considerable communication and training efforts to get the 5 largest publishers up-to-speed
Let’s dive into the details 😊: ISBN 9788202616724

Licenses for the students

Licenses for the libraries
Licenses for students

Kjøp = BUY; everlasting license

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Licenses for students

Short term license, 3 months

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Licenses for libraries

Everlasting license

1-year license

Package

Pay per loan
Licenses for libraries

1-year license

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Open access

Trender i idrettspsykologisk forskning i Skandinavia
2018


Open access – no commercial reuse
Sales restriction

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