

# Licensing models for e-textbooks in Finland

Ilina Peltonen, Licensing Coordinator  
The National Library of Finland / FinELib



THE NATIONAL LIBRARY OF FINLAND

# Background on Finland

- Population 5.5 million
- Higher education
  - 15 universities
  - 26 universities of applied science (polytechnics)
  - 40% of population aged 25-34 have a higher education degree
- FinELib consortium
  - Members: higher education, research institutes, public libraries
  - Negotiates license agreements centrally on behalf of its member organisations
  - Promotes the availability and use of high quality information throughout Finnish society

# Higher education libraries and textbooks

- Textbooks included in library acquisitions and collections
  - Free education in Finland
  - Important resource for students
  - Limited amounts
- Textbooks in university libraries in 2013:
  - 40% Finnish, 60% other
  - Only 7% of textbook titles available as ebooks in libraries

# Aims of the e-textbook project

- More Finnish e-textbooks available
- Good usability of ebooks
  - For both end users and acquisition management
- High usage peaks taken into account in e-textbook licensing models
- Finnish publishers more aware of the needs of libraries regarding e-(text)books

# Working together

- Previous experience with collaboration and pilot projects
- Project started in January 2014
  - Organised by FinELib staff
- Meetings with
  - Project group (volunteers from libraries)
  - Four publishers
  - Platform provider
  - All together: two workshops

# Publishers and platform provider



GAUDEAMUS

EDITA

ellibs



PS-KUSTANNUS



VASTAPAINO

# Planning project details

- Things to ponder
  - Relevant pricing models
  - Relevant book titles
  - Necessary terms of use
  - Realistic time schedule
- Schedule affected by
  - Libraries: textbook acquisition schedule
  - Publishers: pricing
  - Platform provider: implementing models

# New e-textbooks in use

- Available for purchase during academic year 2015-2016
- 191 e-textbook titles
  - Mainly social sciences
  - ePub and PDF
  - To read: download (with DRM) or streaming
- Two pricing models
  - Simultaneous users
  - Loan tokens



# Pilot pricing models

- Simultaneous users
  - Packages: 3/5/20/50 simultaneous users
  - Valid for 6/12 months
  - Each library decides the length of their loan period
  - Patrons can make reservations
- Loan tokens
  - Packages: 25/50/100/200/400 loan tokens
  - Valid for max. one year from purchase
  - Loan period pre-determined as 7 days
  - 10 min preview (not counted as loan)
  - No reservations necessary

# Continuing with the project

- Collecting purchase and usage statistics
- Questionnaires for users, libraries and publishers
- Project report in autumn 2016
  
- Based on their experiences, publishers decide if they continue with pilot pricing models
- Experiences will hopefully benefit all: more publishers selling e-books to libraries

# Thank you!

Iina Peltonen

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[iina.peltonen@helsinki.fi](mailto:iina.peltonen@helsinki.fi)

[finelib@helsinki.fi](mailto:finelib@helsinki.fi)

