

Westminster Media Forum



Prospects for books, publishing and libraries - digital strategies, revenue opportunities and policy priorities

the library business is booming but public libraries losing market share London November 2014

Ken Chad

Ken Chad Consulting Ltd

Twitter @kenchad

ken@kenchadconsulting.com

Tel: +44 (0)7788 727 845

www.kenchadconsulting.com

[@kenchad](https://www.instagram.com/kenchad)

the argument.....

the library business is booming and, in this wider context public libraries, are losing market share to 'competitors'

two key characteristics of many of the new library competitors are web-scale and focus on user 'jobs'

to thrive public libraries need to organise and lead nationally to deliver and market a national platform on which local library authorities can innovate, compete and develop successful local strategies that exploit key public service values

".....organise the world's information and make it universally accessible and useful."

...and look what happens.....

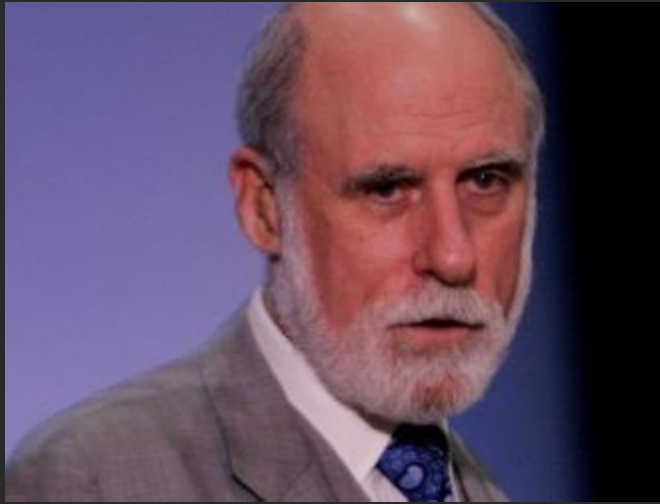
“consolidated revenues of \$16.52 billion for the quarter ended September 30, 2014, an increase of 20% compared to the third quarter of 2013”



'We're good now at cataloguing and indexing stuff.'

Eric Schmidt, Google

'Inside Google. The Man with all the answers'. By David Rowan. Wired [UK edition] August 2009



“You have no idea how eager I am to ensure that the notion of library does not disappear – it’s too important. But the thing is, it’s going to have to **curate an extremely broad range of materials, and increasingly digital content.**” Vint Cerf. (Vice president and Chief Internet Evangelist for Google)

‘Internet pioneer Vint Cerf talks online privacy, Google Glass and the future of libraries’. Paul Sawyers. TNW [The Next Web blog]. 12 July 2013
<http://thenextweb.com/insider/2013/07/12/vint-cerf/>

Start-Ups Take Library Jobs | Reinventing Libraries

By Eric Hellman on  September 4, 2013  [9 Comments](#)

"Libraries are so valuable that they attract voracious new competition with every technological advance"



"It's these [start-up] competitors that libraries will need to understand and integrate with to remain relevant"

<http://lj.libraryjournal.com/2013/09/future-of-libraries/start-ups-take-library-jobs-reinventing-libraries/#>



Get Epic! Books Features About Us Contact Us

Instant access to thousands
of great kids books.

Just \$9.99 a month.

Start Your Free Trial

Currently available for iPad 2 and higher.



a library start-up (January 2014)

<http://www.getepic.com/>

"Epic! opens the doors to a new world of reading for kids 12 and under by providing an unlimited selection of eBooks that can be instantly discovered, read and shared with friends."

"Epic! is the only place to access thousands of **high quality, curated children's books.**"

"Epic! for Educators," an entirely free version of our award-winning eBook reading app for iOS devices. Now available to all U.S. and Canada-based elementary school teachers and librarians."

two major factors make competitors powerful:

web scale (what other local authority service has to compete with Google, Amazon, Apple, Wikipedia etc?)

focus on the customer experience

....and they are connected.....

...we will see the beginning of the dawn of **infrastructure irrelevance** as the unstoppable forces of consumerization shift enterprise spending priority away from the purely mechanical pieces of the data center into areas that help address the **surging demand from a new, savvy and empowered user base**

Christian Reilly @reillyusa Manager of Global Systems Engineering, Bechtel –
Cloud Computing Journal. 10 November 2011
<http://cloudcomputing.sys-con.com/node/2040343>

consumerization

<http://en.wikipedia.org/wiki/Consumerization>



WIKIPEDIA
The Free Encyclopedia

Consumerization is the reorientation of product and service designs around the individual end user. The emergence of **the individual consumer as the primary driver of product and service design** originated from and is most commonly seen as a major IT industry shift



Publishers step up direct to consumer offers

Published October 6, 2014. By Sarah Shaffi and Joshua Farrington



Publishers are continuing to explore new ways of selling directly to consumers and building relationships with readers.

to compete in an increasingly digital and networked world, libraries will need to:

focus better on the customer experience/'job-to-be-done'

scale-up

the customer experience...

it is impossible for a user experience to be too good....(has anyone turned to an “inferior” product because the better one was too enjoyable?).

What Clayton Christensen Got Wrong'. By Ben Thompson. Stratechery [blog]. 22 September 2013
<http://stratechery.com/2013/clayton-christensen-got-wrong/>

creating a great customer experience...

“people don’t want quarter-inch
drills, they want quarter-inch holes.”

Theodore Levitt of the Harvard Business School.

people 'hire' (with money, time effort) products and
services to accomplish a task, achieve a goal or solve a
problem. They want to get a 'job done'

#JTBD

so what customer 'jobs' does the public library help get done.....??



“The research tells us very clearly that we need to be listening to our users more and studying what motivates them to use libraries (and what fails to motivate them)” MLA 2010

what is the 'job' Epic is trying to help people get done?

The Epic App Brings Kids' Books To The iPad — And Makes Them More Fun, Too

Posted Feb 24, 2014 by Colleen Taylor (@loyalelectron)

Like 248 Tweet 294 Share 51



<http://techcrunch.com/2014/02/24/the-epic-app-brings-kids-books-to-the-ipad-and-makes-them-more-fun-too/>

A lot of parents tend to want to limit “screen time” for their kids, and push them to read more books instead.

Adults have great digital reading experiences thanks to iBook and other apps, but such programs are not exactly kid-friendly. So for many kids under the age of 12 or so, the iPad is for games and movies, and reading is mostly done on physical books.

It looks like Epic strikes the perfect balance between educational and fun, and should **allow parents to feel more confident about introducing the iPad into their children's daily lives as a tool, rather than as a guilty pleasure or time-wasting treat**

scaling up...some steps in the right direction?.....but why so little awareness?

The screenshot shows the homepage of the 'BOOKMARK Your Library' website. The header includes the logo and social media icons for Twitter, Facebook, and three instances of the letter 'A'. A navigation menu on the left lists: Home, More Than Books.., Find a Book, Find a Library, Find National Libraries, Find Information, Ask a Librarian, Events, About Us, and Contact us. Below the menu is a red ribbon graphic with the text 'TOP 10 BORROWED ITEMS'. A featured book is displayed: 'LEE CHILD PERSONAL' by Jack Reacher, with the author 'Child, Lee'. The main content area features a large image of a library interior and the heading 'Find books, music and movies - with FABLibraries'. Below this is a search bar with the text 'Search UK Libraries and beyond'. The search bar includes tabs for 'Books', 'Images', 'DVDs', 'Videos', and 'Audio Books'. The search input field contains 'UK Libraries' and a 'Go' button. At the bottom of the search bar, it says 'Advanced Search' and 'Search with UK WebCrawler'.

Access to Research

Discover a world of published academic research at your local library

From February 2014, over 10 million academic articles are available, free of charge, in participating public libraries across the UK. Students, independent researchers and small businesses can now access many of the world's best academic papers through their local libraries, a result of a unique collaboration between librarians and publishers, who have made their journal content available for free.

Share: #AccessToResearch Follow: @A2R_4libraries

Access To Research is supported by:

“In an environment of change while **overall mission and values may remain the same**, new and shifting goals become the norm.

It requires a shift from bureaucracy to enterprise, an adaptive organization that reviews and reshapes what it does in light of changing requirements”.

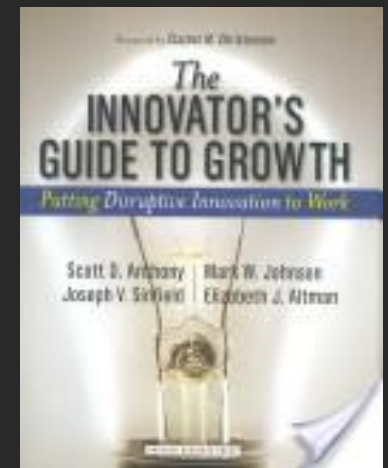
The enterprising librarian. Lorcan Dempsey. Blog 30 June 2012.
<http://orweblog.oclc.org/archives/002201.html>

it isn't just luck...there is a process

we can learn from business while retaining public service values

“a properly structured innovation engine considers new business models, creative financing approaches, unique partnership strategies”

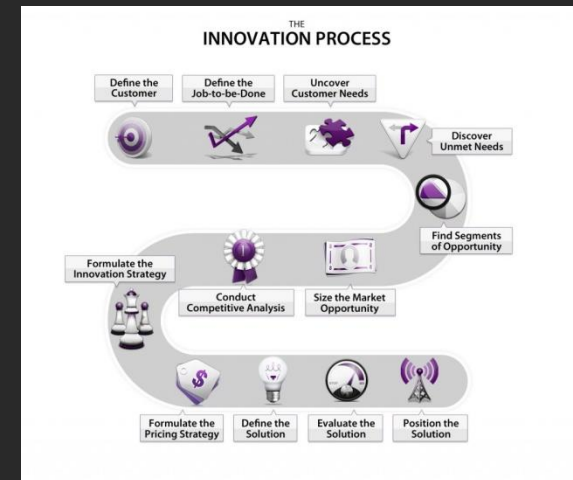
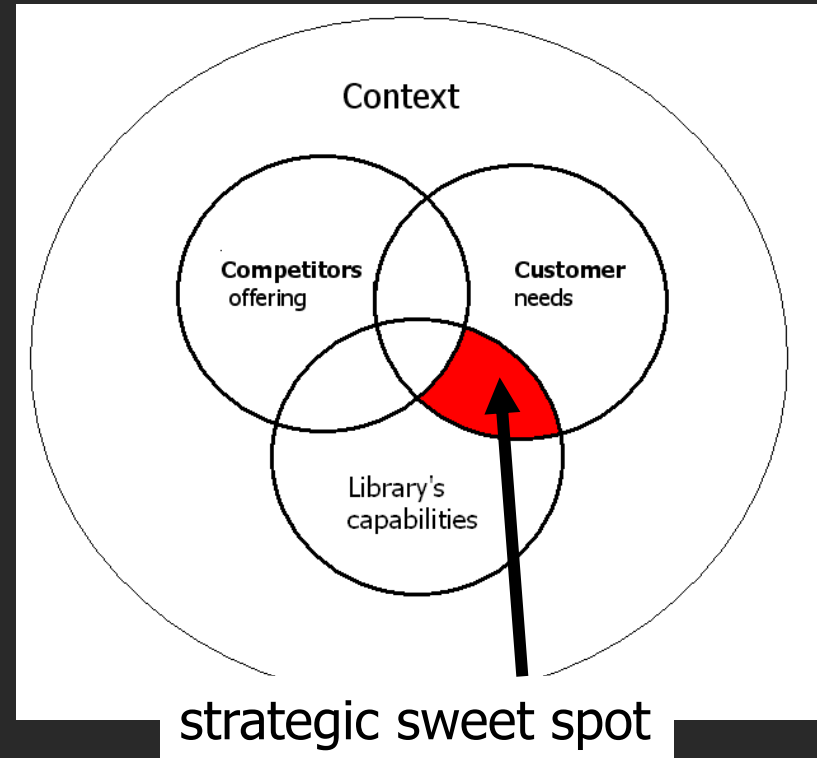
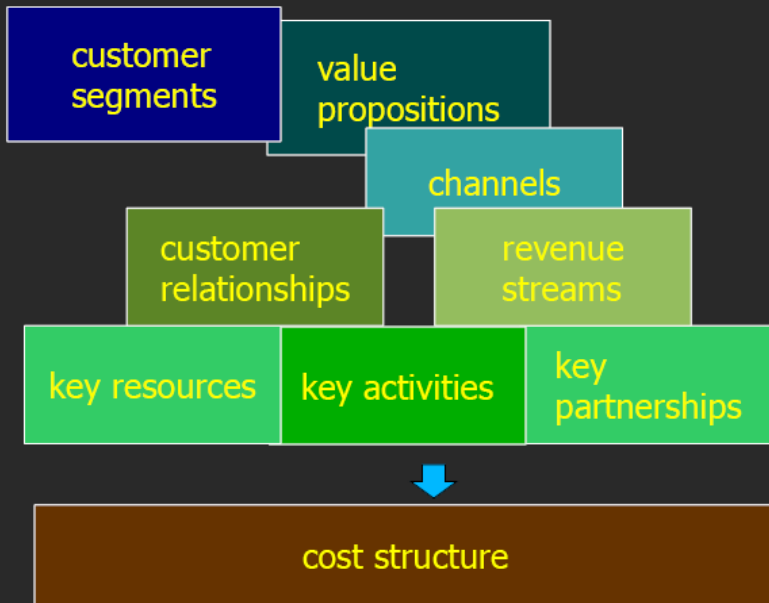
“except in rare situations..... [organisations] should set aside at least some portion of their resources for new business initiatives.....ring fencing the resource is important, **especially where organisations face trouble in their core business**”



The innovator's guide to growth. Putting disruptive innovation to work.' By Scott D. Anthony [et al]. Harvard Business Press. 2008. ISBN 978-1-59139-846-2

strategy innovation business models

business model building blocks



this needs a national public library
platform on which local services can
innovate, compete and thrive

Westminster Media Forum



Prospects for books, publishing and libraries - digital strategies, revenue opportunities and policy priorities

the library business is booming but public libraries losing market share

London November 2014

Ken Chad

Ken Chad Consulting Ltd

Twitter @kenchad

ken@kenchadconsulting.com

Tel: +44 (0)7788 727 845

www.kenchadconsulting.com

[@kenchad](https://www.instagram.com/kenchad)