

# Accessing E-Content Campaign

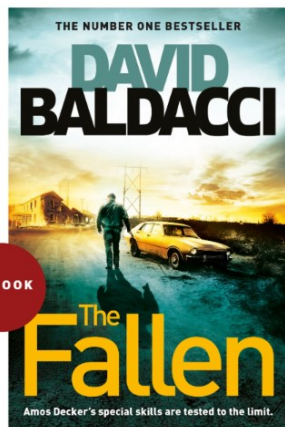
Burlington City Council

October 28, 2019

# Key Issues

- Cost of E-Content for Public Libraries
- Lack of access
- Lack of a consistent purchasing model
- Increasing community demand

Hachette Canada



Physical Copy  
**\$22.80**

Digital Copy  
**\$87.00**

Pricing as of January 2019.

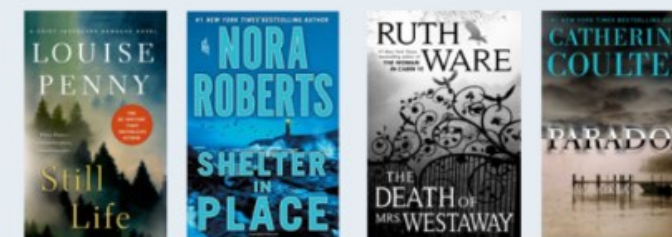
## TITLES UNAVAILABLE IN CANADA



Harper Collins Canada



Penguin Random House Canada



Macmillan

Simon & Schuster

Availability as of January 2019.

- Digital collections are important to Burlington community members
- **20%** of the Library's total circulation comes directly from eCheckouts and this number continues to grow year over year
  - To date in 2019, BPL has seen a 15% increase in eCheckouts
- BPL endeavors to offer the best possible mix of print and digital options
  - The allocation of budget to digital content however is not commensurate to the number being checked out by community members
- **33%** of the Library's collections budget is allocated to digital collections

# Demand for E-Content is growing

## Seniors:

- Readers are embracing the flexibility and ease of use of tablets
- Large print publishing is decreasing

## Commuters:

- Ease of access for Commuters with wifi access through Metrolinx
- eAudiobooks - 37% increase in checkouts in 2019

## Accessibility:

- Allows customers with disability more user-friendly access to resources

## Holds Increasing:

- 21% increase in the number of holds being placed on ebooks and eaudiobooks in 2019



## We are asking

1. Burlington City Council join municipalities across Canada by passing the Accessing E-Content motion as provided;
2. Continue your strong support of BPL as Canadian Public Libraries ask the Government of Canada to support fair pricing and access to e-Content all Canadians:
  - Prime Minister Trudeau has said that 'People need to be able to access information and we're always going to support our libraries'.
  - The Liberal Party platform indicated the government would move forward with legislation "that will take appropriate measures to ensure that all content providers – including internet giants – offer meaningful levels of Canadian content in their catalogues, contribute to the creation of Canadian content in both official languages, and promote this content and make it easily accessible on their platforms."

# Thank you

## Questions?

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