



# eRead Data Round Table

Quinn McKissock (they/them)  
May 2024



# Project Overview

- About me:
  - Data Analysis Intern
  - Finishing MLIS degree (cataloging and data analysis)
- About eRead Illinois:
  - Started in 2013
  - Baker & Taylor Boundless platform
- Project challenges:
  - Large data set (over 3 million circs)
  - Inconsistent data

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# 2023 at a glance

434,000  
circulations

10,000  
units  
purchased

54,000  
users

149,000  
holds

664  
libraries

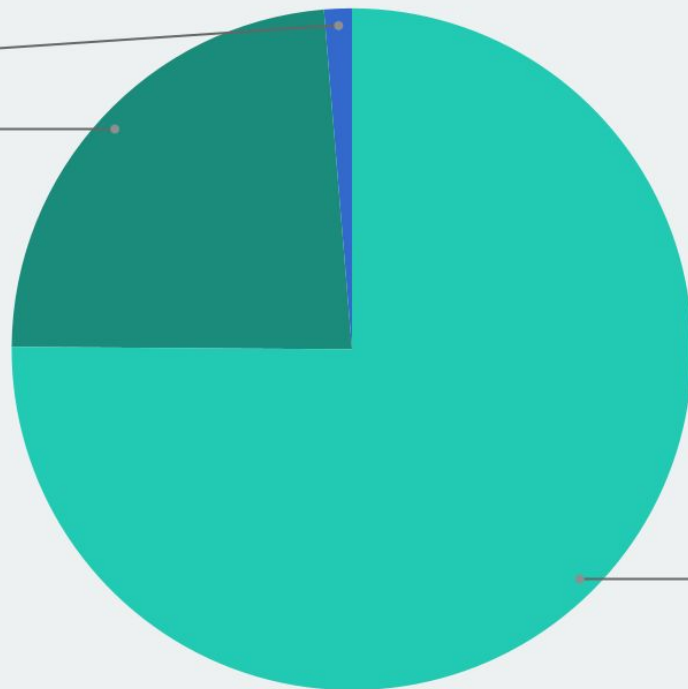
## 2023 Circulation by Library Category

Other

1.3%

School

23.6%



Public

75.1%

## 2023 Circulation by Audience

Teen NF

0.4%

Teen F

9.8%

Children NF

3.6%

Children F

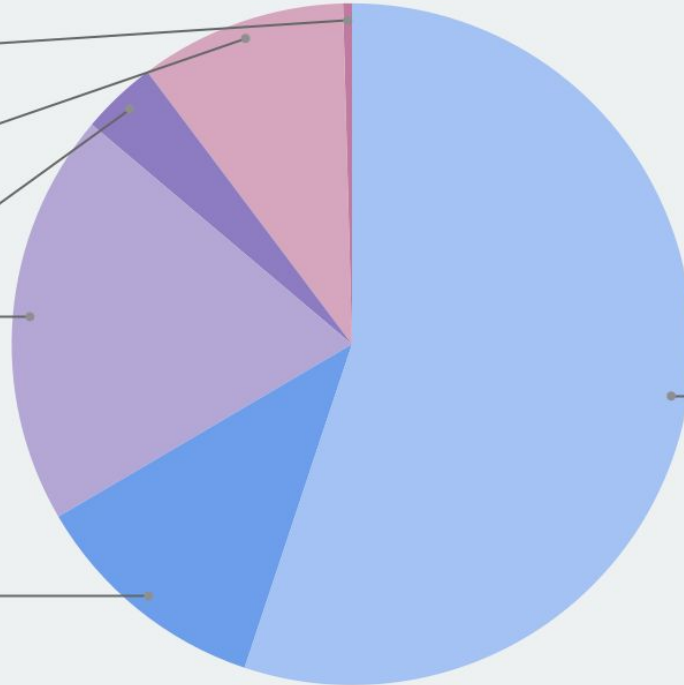
19.6%

Adult NF

11.4%

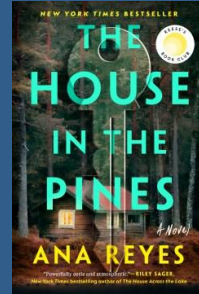
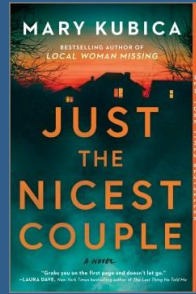
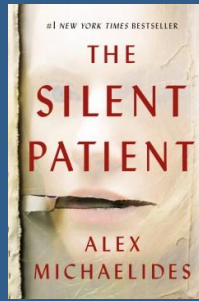
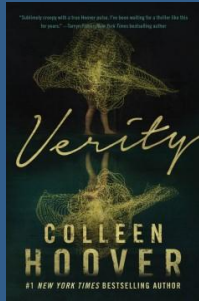
Adult F

55.1%

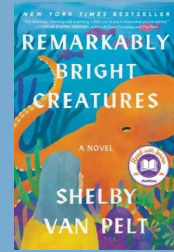
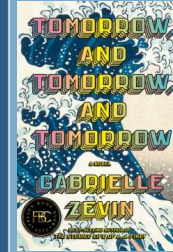


# Top Adult Genres of 2023

## Crime, Mystery, Thriller



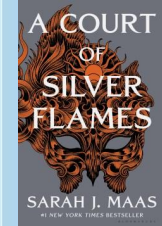
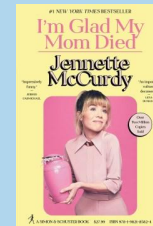
## Literary



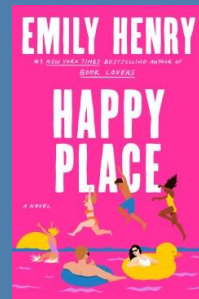
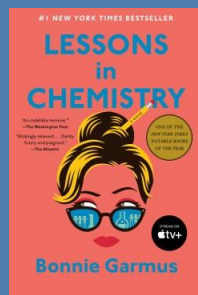
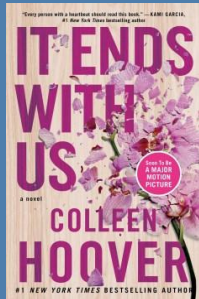
## Biography & Memoir



## Fantasy & SciFi

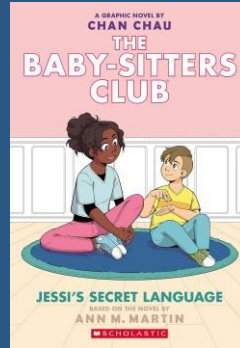
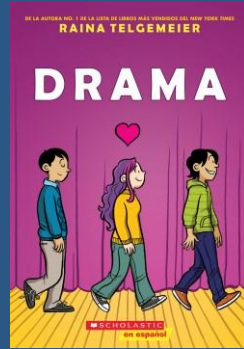
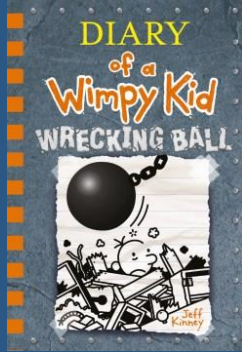


## Romance

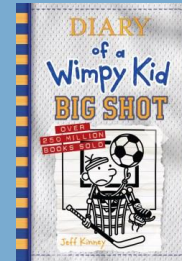
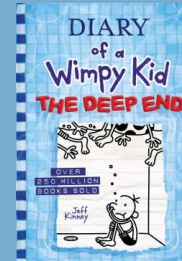


# Top Children's Genres of 2023

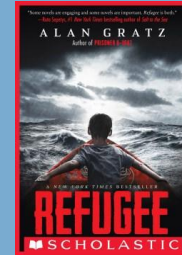
## Comics & Graphic Novels



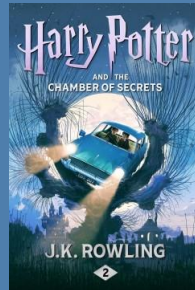
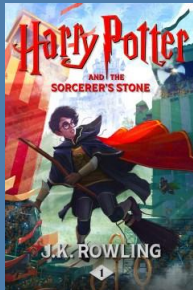
## Humor



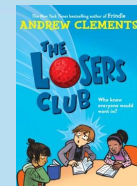
## Action & Adventure



## Fantasy & SciFi



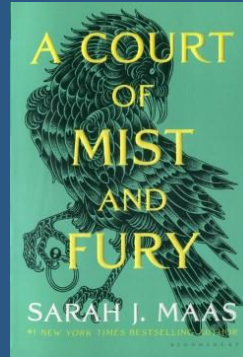
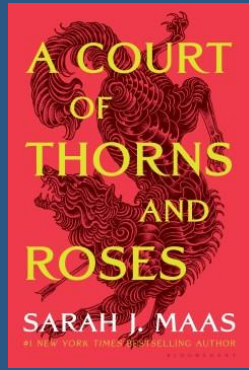
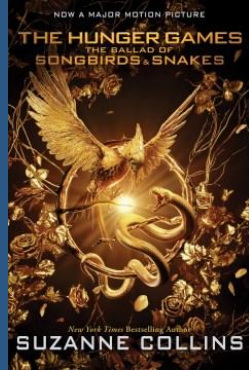
## Social Themes



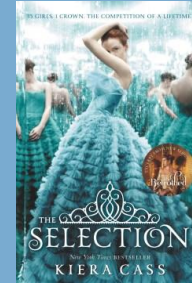


# Top Teen Genres of 2023

## Fantasy & SciFi



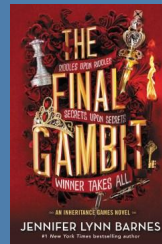
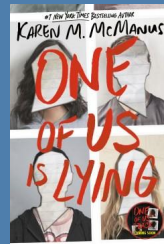
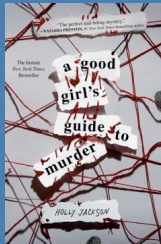
## Romance



## Social Themes



## Crime, Mystery, Thriller



## Action & Adventure

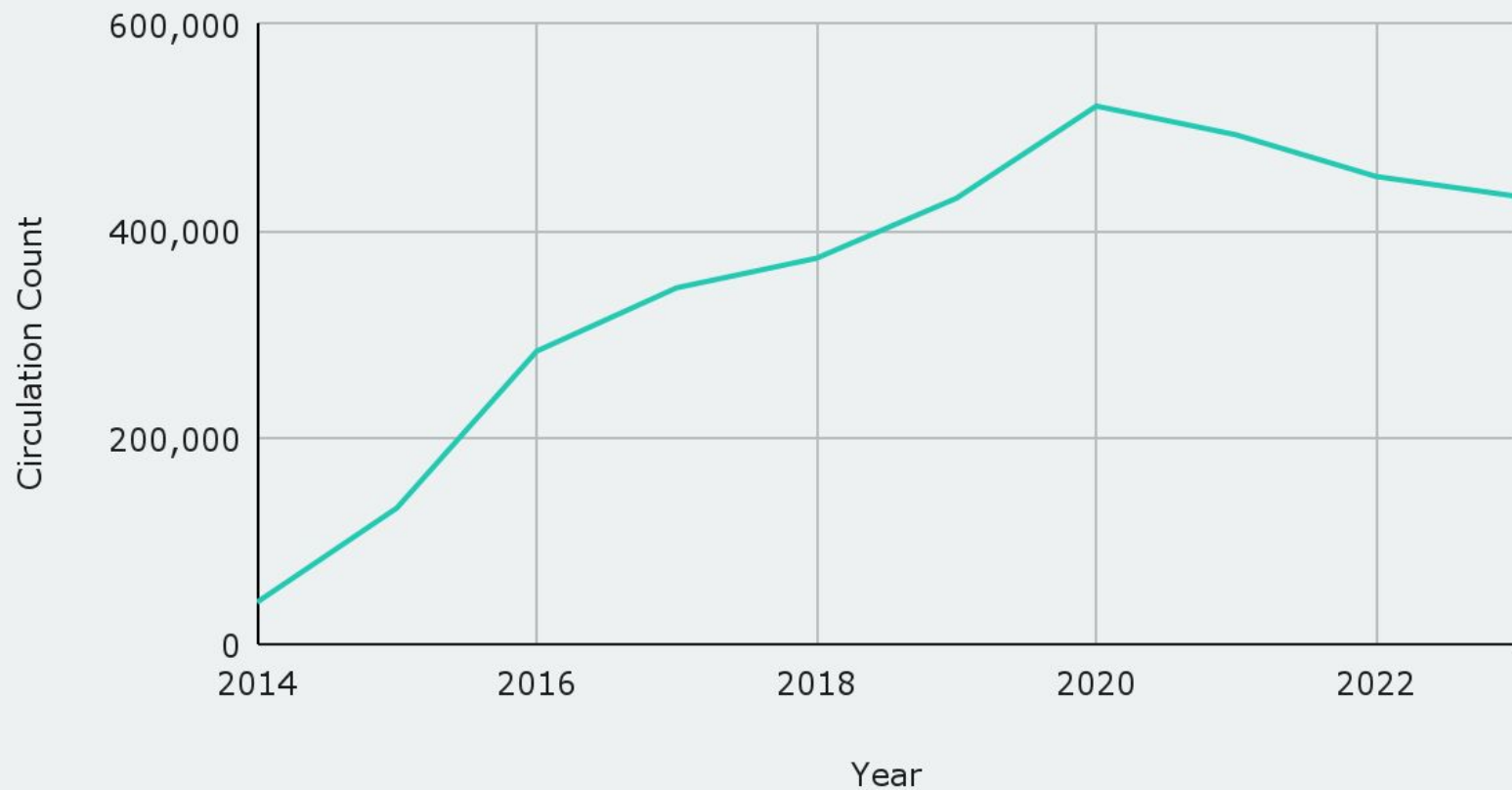




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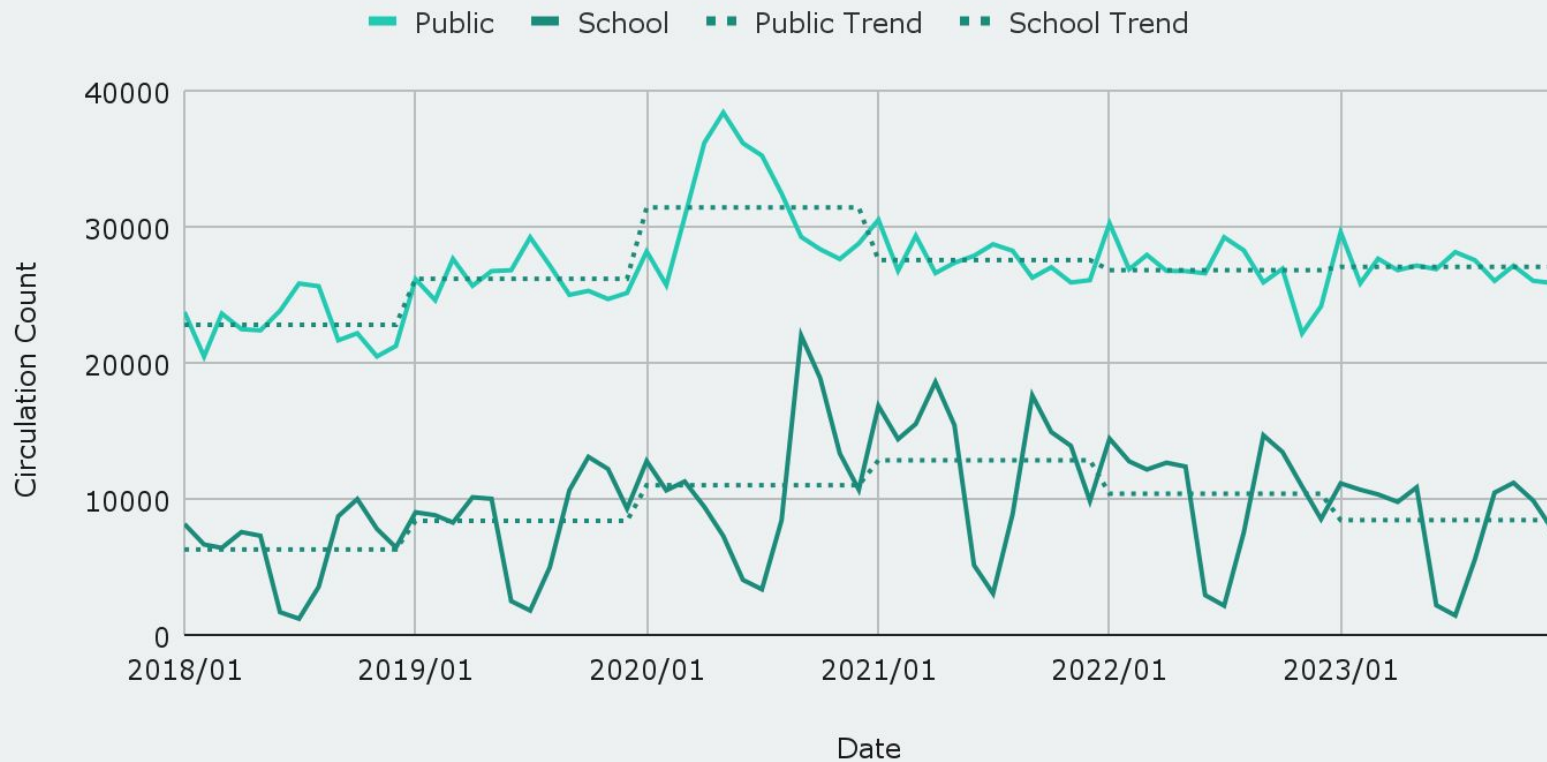
# Circulation Trends

# Circulation over Time



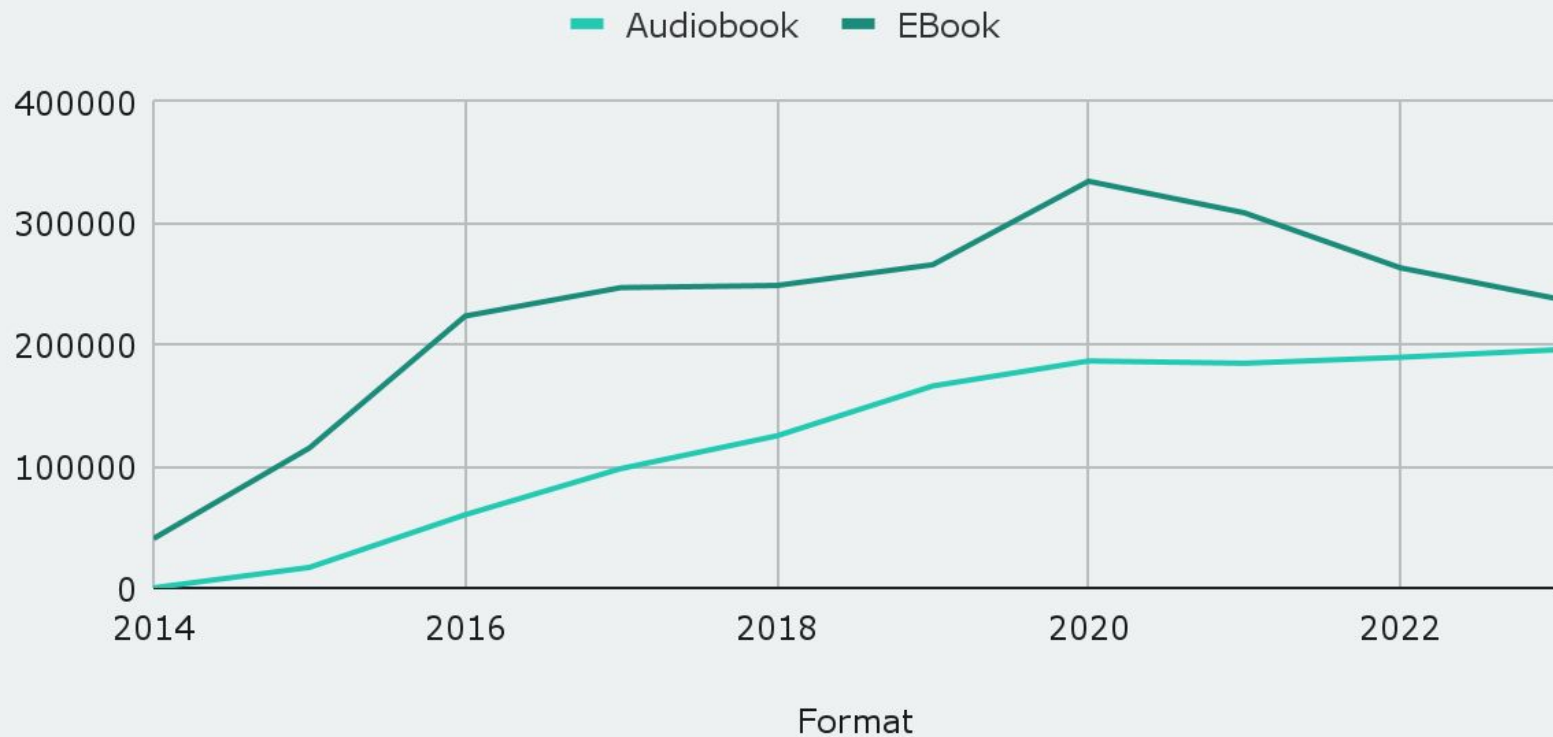
# Circulation Over Time

by Library Category



# Circulation over Time

by Format





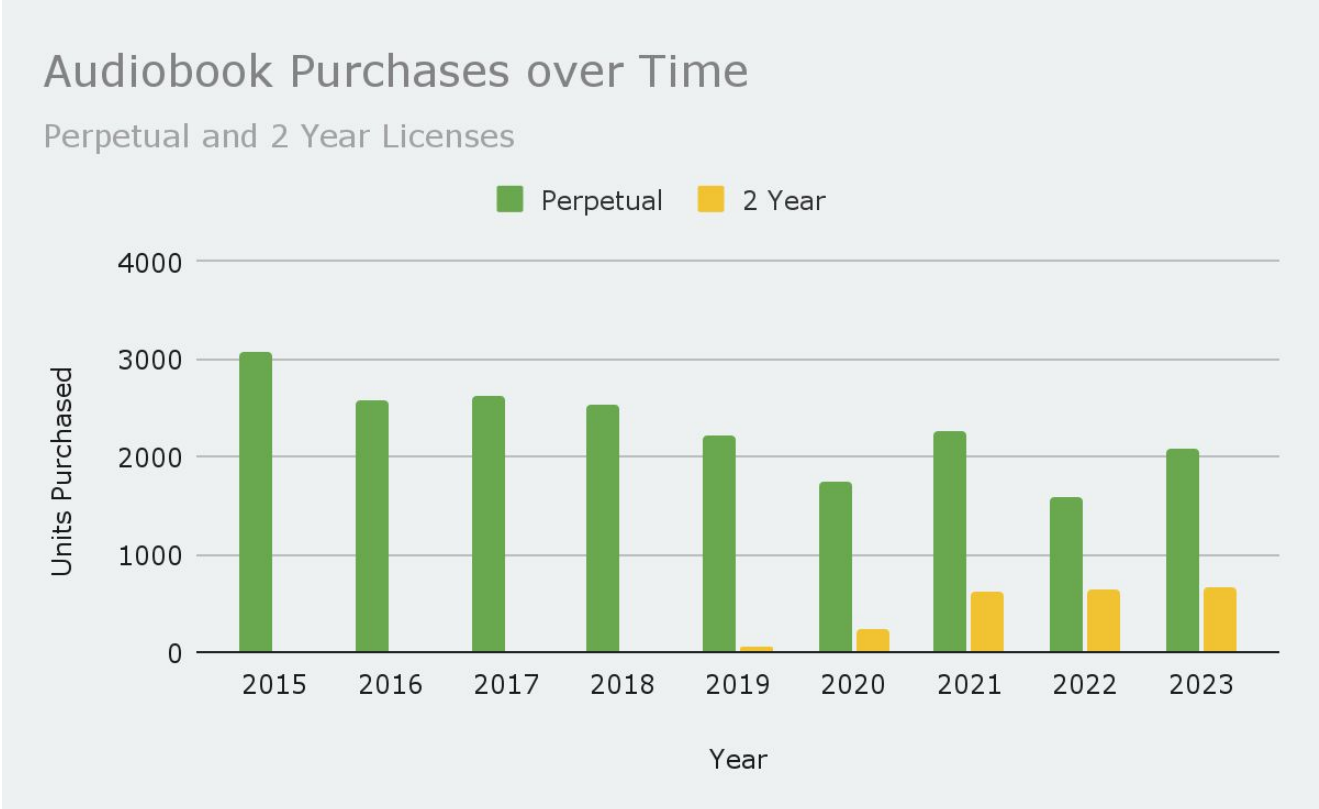
# Cost Trends



## License Overview

- Licensing options and prices are set by publishers
- Publishing dominated by the “big five”
- Usually there isn’t a choice (sometimes 1 vs 2 year)
- Audiobooks: mostly perpetual
- EBooks:
  - Perpetual
  - 1 or 2 Year
  - 26 Circulations

# Audiobooks used to be perpetual...



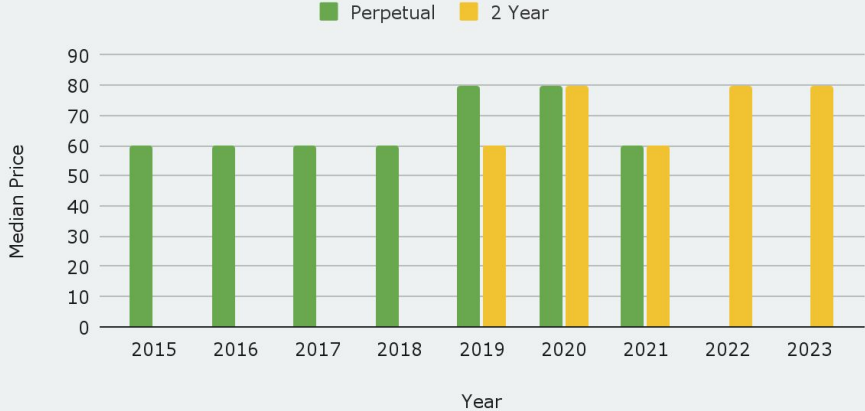


# 2-year licenses aren't cheaper



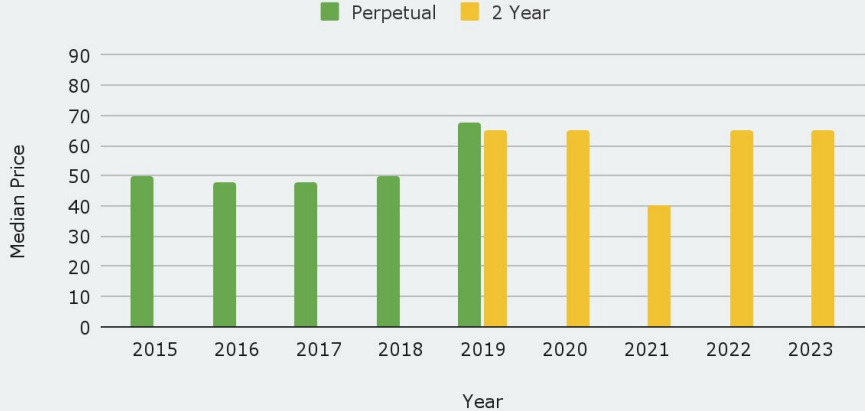
## Simon & Schuster Price over Time

Audiobooks by License Type



## Hachette Price over Time

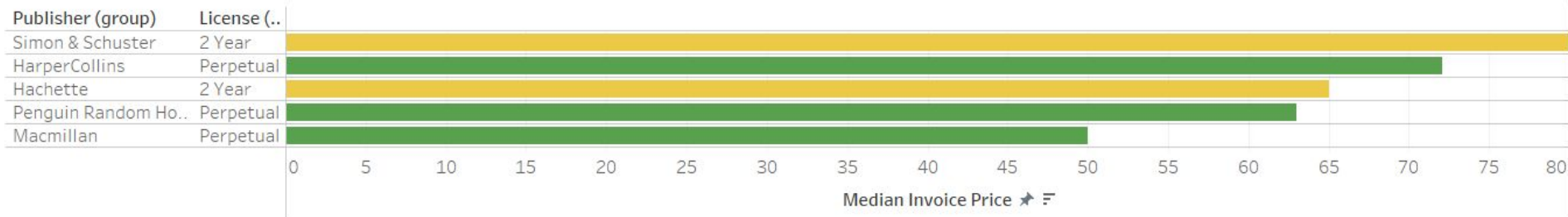
Audiobooks by License Type



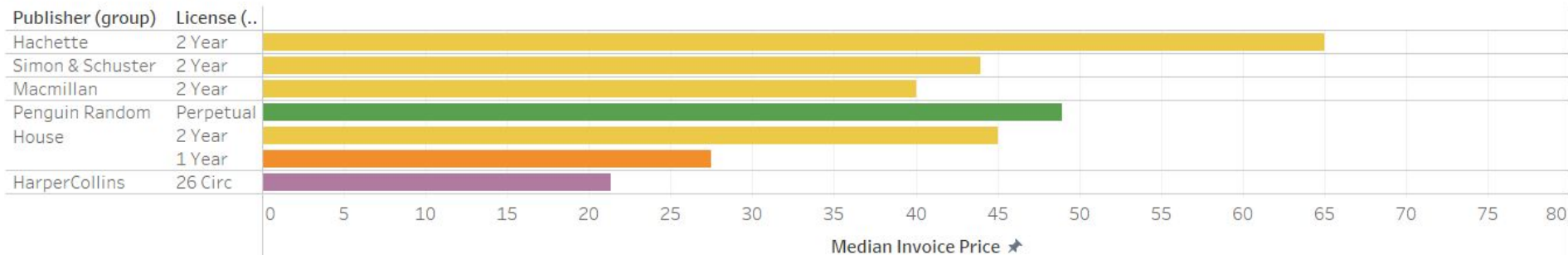
# 2-year licenses aren't cheaper



## Relative Cost Audio



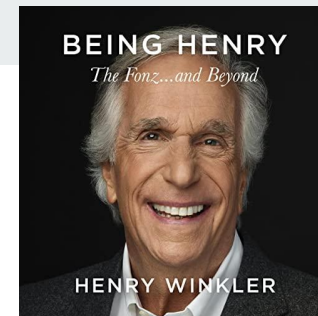
## Relative Cost EBook



# Libraries pay more

“libraries pay on average 3 times the consumer price for ebooks and audiobooks”

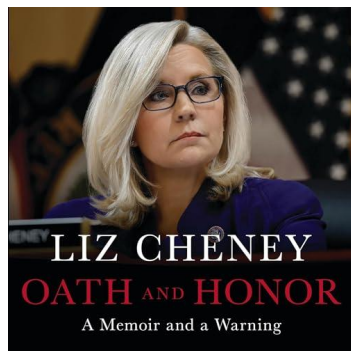
-ALA 2023 Digital Public Library Ecosystem Report



Macmillan

Audible: \$20.24

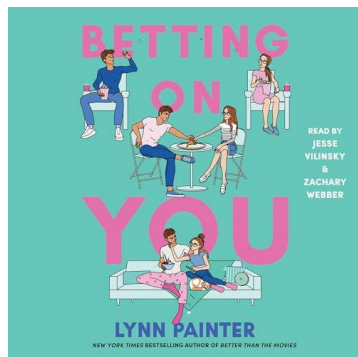
RAILS: \$49.99



Hachette

Audible: \$24.95

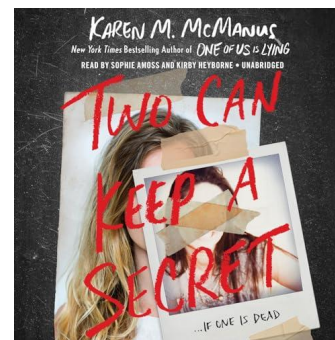
RAILS: \$65.00



Simon & Schuster

Audible: \$18.14

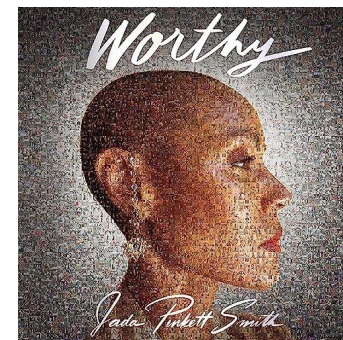
RAILS: \$79.99



Penguin Randomhouse

Audible: \$22.50

RAILS: \$63.00



HarperCollins

Audible: \$26.13

RAILS: \$72.07



## License to Read Act

- State Librarian may negotiate with publishers of e-books and e-audiobooks on behalf of libraries on reasonable terms
- State Librarian may award grants that develop, expand, or support the acquisition of access to e-books and e-audiobooks
- State Library may cooperate with acquiring and sharing electronic resources, e-books, and e-audiobooks

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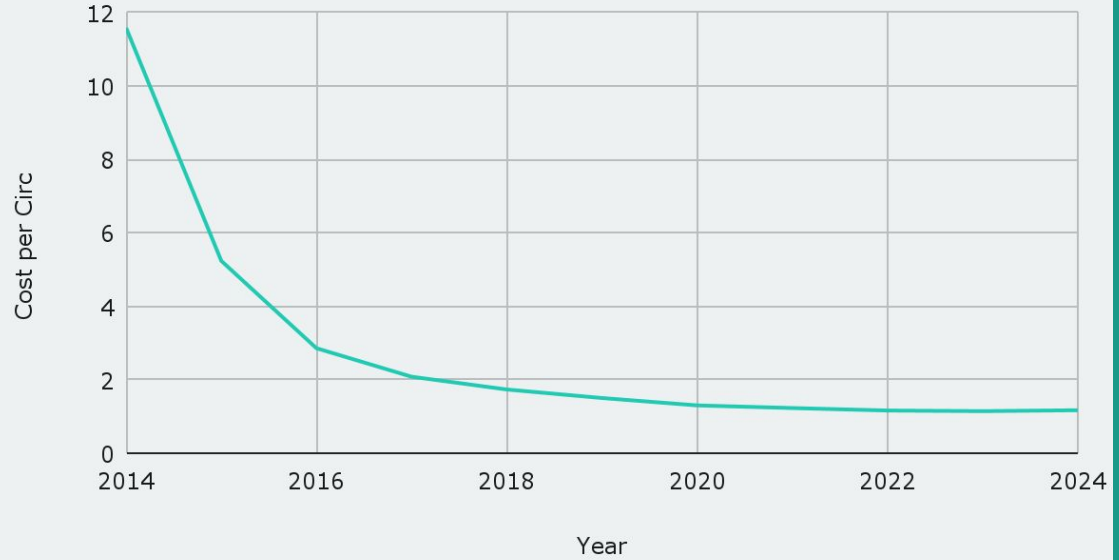
**Cost per circ**

# \$1.17

Overall cost per circulation



### Cumulative Cost per Circ over Time





# Format

<b>Format</b>	<b>Cost per Circ</b>	<b>Avg Price</b>	<b>Circ per Unit</b>
Ebook	\$1.13	\$29.49	29
Audiobook	\$1.26	\$61.71	51

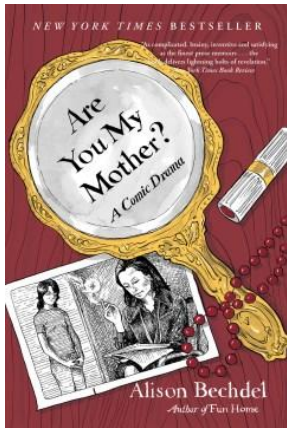




# License

<b>Format</b>	<b>License</b>	<b>Cost per Circ</b>	<b>Avg Price</b>	<b>Circ per Unit</b>
Ebook	Perpetual	\$0.73	\$25.47	40
Ebook	26 Circ	\$0.76	\$16.70	23
Ebook	2 Year	\$1.38	\$36.50	29
Audiobook	Perpetual	\$1.18	\$60.82	54
Audiobook	2 Year	\$2.90	\$69.16	24

# Top Genres by Circulations per Dollar



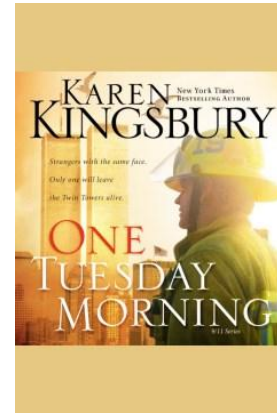
Adult  
Graphic Novels  
\$14.99  
3.5 circ/dollar



Children's  
Comics  
\$12.99  
3.0 circ/dollar



Adult  
Amish/Mennonite  
\$14.99  
2.9 circ/dollar



Adult  
Christian  
\$14.99  
2.8 circ/dollar



Children's  
General  
\$9.99  
2.4 circ/dollar



# Q&A