Brill Evidence Select:
A New Evidence-Based Acquisition (EBA) Model for eBooks

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Africa, Middle East, South Asia
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well....new for Brill.....

Brill is a 335 year old publisher
Our story starts over 300 years ago, at the University of Leiden.........
The University of Leiden library 17c

At bottom right appears the Arca Scaligerana, a cupboard that held more than 300 printed works in Arabic, Hebrew and Ethiopian.
History
The first 200 years – bookshop and early publishing

The roots of Brill go back to May 17, 1683, when a certain Jordaan Luchtmans was registered as a bookseller by the Leiden booksellers' guild. As was customary at the time, Luchtmans combined his bookselling business with publishing activities. These were primarily in the fields of biblical studies, theology, Oriental languages, and ethnography. Luchtmans established close ties with the University of Leiden, which was then one of the major centres of study in these areas.
Brill’s office and printing house for over 100 years
Brill’s publishing programme

Brill’s publishing focus is on the Humanities, Social Sciences and Law......plus a little in (animal) biology
Subject Areas

**Humanities**
- African Studies
- American Studies
- Ancient Near East and Egypt
- Art History
- Asian Studies
- Biblical Studies
- Book History and Cartography
- Classical Studies
- History
- Jewish Studies
- Language and Linguistics
- Literature and Cultural Studies
- Middle East and Islamic Studies
- Philosophy
- Religious Studies
- Slavic and Eurasian Studies
- Theology and World Christianity

**Social Sciences**
- Sociology & Anthropology
- Applied Social Sciences
- Comparative Social Sciences
- Critical Social Sciences
- Cultural Studies
- Economics & Political Science
- Gender Studies
- Global Studies
- Migration Studies
- Sociology of Religion
- Youth and Adolescence

**Law**
- Human Rights and Humanitarian Law
- International Law
- International Relations

**Animal Biology**

The e-book programme covers all these fields
Summary

• What is EBA? How does it work?
• What do librarians like about it?
• How does *Brill Evidence Select* compare to other ebook acquisition models from Brill?
What is EBA?

• EBA = Evidence-Based Acquisition.

• Brill’s own definition:

**Brill Evidence Select**

*Brill Evidence Select (EBA) gives librarians control over the development of their collections, while enabling them to address the e-book demands of their users.*

• Part subscription: It includes 12 months’ access to all ebooks (or a customised selection of ebooks)

• Part purchase: At the end of the 12 months, the library reviews its usage statistics (the evidence) and chooses which titles to acquire with perpetual access, up to the value of the upfront fee (like using a ‘voucher’)*
What is EBA?

• Every EBA deal has three main parameters:
  
  • **Content:**
    Unlimited concurrent access to all (or a selection of) ebooks
  
  • **Time Period:**
    12-month agreement, usually calendar-year, but can start from the 1\textsuperscript{st} of any month
  
  • **Pricing:**
    Fee paid up-front or after 12 months, then used as a ‘voucher’ for ebook purchasing at the conclusion of the 12-month period.
    The price of the fee itself is based on Sanlic tiers. The price tiers are based around specific subjects chosen and/or specific copyright years chosen.
How does EBA work?

• **Before:**
  - License agreement signed
  - Invoice raised; paid up-front or after 12 months with 10% surcharge
  - MARC records provided
    *Best practice is to provide MARC records with the library’s existing holdings already removed.*

• **During:**
  - Unlimited concurrent access to the content, including all new frontlist titles as applicable
  - MARC updates provided for new releases (monthly)
How does EBA work?

• **After:**

  • COUNTER report provided to the library in order to analyse usage during the 12-month period
  
  • Library to decide which titles they would like to acquire with perpetual access, up to the value of the paid EBA fee
  
  • Decisions are usually made within 30–60 days of the EBA period ending
  
  • Titles charged at list prices with 15% discount.
  
  • Selection to be made from content in the EBA program
How has *Brill Evidence Select* Performed So Far?

- *Brill Evidence Select* was launched in Nov 2018 (made possible by the new brill.com platform). Very new!

- Early adopters – university libraries in Germany, Austria, Sweden, Italy, Spain, Australia and Israel.

- Libraries in US, Asia and other territories are exploring the concept.
• What do librarians like about it?

“…..it’s a great way to get access to a large number of expensive Brill books for a reasonable fee…..”

Anonymous librarian
What do librarians like about it?

Brill books are expensive....
• What do librarians like about it?

• *Many* libraries don’t like:
  • Buying collections *in advance* when they don’t know what will be in the collection (partial title lists)
  • Buying collections *at the end of the year*, when their users have already purchased the same ebooks via aggregator services, i.e. duplication of expenditure
• What do librarians like about it?

• *Most* libraries don’t like:
  
  • Variable costs. Libraries are seeking to implement *fixed* costs wherever possible. When thinking about ebook acquisition, all other models are *variable*.
  
  • Single titles/Brill eBook Select/Aggregators: Expenditure changes according to how many books are purchased.
• What do librarians like about it?

• All libraries don’t like:
  • User complaints. Libraries are expected to provide access to the maximum pool of ebooks at all times.
Key takeaways

• EBA is the solution for:
  • Libraries who want **fixed, predictable costs** for ebook expenditure from year to year = budget control
  • Libraries who want to offer **instant access** to the maximum pool of titles – and the maximum **convenience** – for their users
  • Libraries who recognise the **return on investment** when users are empowered to select ebooks, *while still having the final say!*
The Brill Evidence Select model in South Africa

Brill Evidence Select: What’s included?

• **Languages:** Includes all languages (95% in English)

• **Disciplines:** *Choice* of all subject collections

<table>
<thead>
<tr>
<th>Asian Studies</th>
<th>International Law</th>
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<tr>
<td>Biblical Studies, Ancient Near East and Early Christianity</td>
<td>Language and Linguistics</td>
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<tr>
<td>Biology</td>
<td>Literature and Cultural Studies</td>
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<td>Classical Studies</td>
<td>Middle East and Islamic Studies</td>
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<td>Educational Research</td>
<td>Religious Studies, Theology and Philosophy</td>
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<td>European History and Culture</td>
<td>Social Sciences</td>
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<td>Human Rights and Humanitarian Law</td>
<td>Special Collections</td>
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• **Imprints:** Includes all imprints

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**German-language:**
- Ferdinand Schöningh
- Wilhelm Fink
- Mentis
The *Brill Evidence Select* model in South Africa

<table>
<thead>
<tr>
<th>Sanlic tier</th>
<th>Per sub-collection</th>
<th>Full collection</th>
<th>Rental price per book when taking full collection</th>
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<tbody>
<tr>
<td>1</td>
<td>1,000 €</td>
<td>20,000 €</td>
<td>1,82 €</td>
</tr>
<tr>
<td>2</td>
<td>800 €</td>
<td>16,000 €</td>
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<tr>
<td>4</td>
<td>400 €</td>
<td>8,000 €</td>
<td>0,73 €</td>
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<tr>
<td>5</td>
<td>200 €</td>
<td>4,000 €</td>
<td>0,36 €</td>
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- For example: University X in Tier 2 decides they are interested in 5 sub-collections: MEIS from years 2015 to 2019. They pay 4000 Euro and Brill opens up access to all the e-books in those 5 collections. That is 310 books. After 12 months, customer will choose 4000 Euro worth (list price of 2020 pricelist minus 15%) of titles to own from these five collections.

- Or, University Y in Tier 5 takes the full collection. They pay 4000 Euro and get access to everything (today 7,933 books). After 12 months, customer will choose 4000 Euro worth (list price of 2020 pricelist minus 15%) of titles to own from all the collections.
**Brill Evidence Select vs. other models**

**Content: Unlimited vs. limited access**
- **Brill Evidence Select:** Subscription-like access to all (or a selection of) ebooks during a 12-month period; perpetual access to the library’s choice of ebooks only once the EBA period concludes
- **Brill eBook Select:** Perpetual access to all purchased ebooks only
- **Brill eBook Collections:** Perpetual access to all purchased ebook collections only

**Pricing: List prices vs. discount incentives**
- **Brill Evidence Select:** List prices as at the end of the EBA period with 15% discount
- **Brill eBook Select:** List prices; no discounts
- **Brill eBook Collections:** Discounted packages

**Licensing: DRM-free in all contexts**
- **No difference whatsoever.** Perpetual access is granted to all purchased content, no DRM restrictions, reuse in courses packs, LMS and ILL permitted, text + data mining permitted, etc.