



The Dark Side



❖ "We have a very serious issue with librarians."

❖ *Pat Schroder, President 1997-2008, Association of American Publishers*

❖ *HarperCollins* and the 26 circs

❖ DRM = Digital Rights Management

❖ proprietary software (*including ePub!*)

❖ erosion of First Sale Doctrine

❖ industry consolidation

❖ ecosystems



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DRM

- DRM = Digital Rights Management
- DRM is software built into the individual ebooks titles
- DRM is software built into the e-readers like the Kindle, iPhone, iPod Touch
- DRM knows where it is allowed to play & where it isn't!
- Most ebook formats used by Amazon.com, iTunes, Audible.com, and OverDrive use built-in DRM components. (Exception: MP3 audio format)
- DRM is why you can't use an iPod with most OverDrive audiobooks
- DRM is the norm for commercial legally purchased and licensed digital audiobooks, ebooks, Movies & TV shows.
- But not music. Apple iTunes & most commercial digital music vendors no longer use DRM. Current music CDs do not have DRM.

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BIG PUBLISHERS = BIG MEDIA

- **Bertelsmann (Germany)** > Random House > Ballantine, Bantam, Crown, Del Ray, Dell, Doubleday, Fawcett, Knopf, Pantheon,
 - RTL Group (TV), Gruner + Jahr (magazines)
- **CBS Corp** > Simon & Schuster > Pocket Books, The Free Press, Scribner
 - CBS TV, CBS Radio, CBS Films, CBS SportsLine, Showtime, CNET, Last.fm
- **Hachette Book Group (France)** > Little, Brown & Company
- **Holtzbrinck Publishing Group (Germany)** > Farrar, Straus & Giroux / Holt, Macmillan / St. Martin's
- **Houghton Mifflin Harcourt (formerly RiverDeep, Ireland)**
- **News Corp** > Harper Collins
 - 20th Century Fox, Fox Broadcasting (TV), Wall Street Journal, MySpace
- **Pearson PLC (U.K.)** > Penguin Group > Dorling Kindersley, Grosset & Dunlap, Viking / Addison-Wesley / Prentice Hall

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ECOSYSTEMS



- * Not biology ...technology and commerce silos
- * Amazon Kindle
- * Barnes & Noble Nook
- * Apple iPhone / iPad / iPod Touch
- * Game consoles: Xbox, Nintendo, Playstation
- * are libraries part of an ecosystem like this?

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Where to get more info!

Scott's links on delicious.com
<http://www.delicious.com/bibliotechy/ereaders>

New York Times Technology
<http://www.nytimes.com/pages/technology>
- David Pogue's weekly columns & reviews

Wall Street Journal All Things Digital
<http://allthingsd.com/>
- Walt Mossberg's weekly *Personal Technology* column

NPR Technology & Popular Culture podcasts (*weekly*)
www.npr.org/rss/podcast

Pew Internet & American Life Project
succinct reports on all aspects internet use by Americans
www.pewinternet.org



The New York Times



THE WALL STREET JOURNAL



Pew Internet
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