



## **Working with publishers to improve digital content licensing models for public libraries**

### **Consultancy work – call for applications**

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#### **Project Overview**

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Libraries Connected have been successful in securing funding from Arts Council England for a 12-15 month project increasing affordability and availability of digital content to public library services. The aim is to work with publishers to develop new eLicensing models that support a vibrant reading ecosystem and be good for publishers, authors, aggregators, readers and libraries.

We believe it is a good time to do this work for three reasons:

- demonstrable increased demand for eBooks from library readers, suggesting new people are being attracted to read and borrow library books
- evolution of publishers' attitudes to libraries' with greater appreciation of libraries' role as reading influencers
- development of the Single Digital Presence could support even greater access to digital content via public libraries. This could enable publishers to make available a far broader selection of titles to residents and to promote hard to find or out of print titles.

To date we have:

- proactively engaging publishers, aggregators and other sector support agencies to look at a new approach to e-licensing, thinking about the commercial imperatives underpinning the reading ecosystem, as well as ethical library principles.
- developed a position statement focussing on increased affordability and availability of digital content for public libraries.
- created a prototype licensing model that from initial sector testing and initial discussion with publishers and aggregators has been well received.

The ambition is to develop licensing models that improve affordability and availability of content for public library services. We see the benefits for publishers could be a simpler model to manage, and the ability can draw on the considerable promotional power of libraries with their communities and to work together to expand the nation's reading appetite.

This project will work with publishers and other stakeholders to identify and articulate benefits for them to support the negotiation of a new licensing model.



## Project approach

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There are four steps and are seeking a consultant to carry out this work with support from Libraries Connected.

These are:

- Discover – a research phase engaging with and understanding stakeholder needs with a particular focus on publishers
- Define – define an outline model meeting these needs and test it back with publishers and other stakeholders
- Develop – creating with pilot publisher(s), aggregator(s) and library services a clear implementable purchasing model
- Deliver – roll out and evaluate the model with a pilot group of libraries

## Call for applications

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We are seeking applications for this consultancy role. If you would like to be considered please provide a CV and cover letter detailing how you can contribute.

It would be helpful if you can briefly demonstrate in the cover letter your knowledge and experience in the following areas:

- the public library sector
- the ecosystem providing digital content to and through public libraries
- the publishing industry and how it works both operationally and commercially
- relationships within the publishing industry you can bring to the role

Funding available for this consultancy is £16,500.

Please send this CV and Cover Letter to [commercial@librariesconnected.org.uk](mailto:commercial@librariesconnected.org.uk) by 5pm Thursday 3<sup>rd</sup> February 2023.