



JSTOR

# Books: 2020 Performance, Review of Current Market Conditions, and Future Strategies

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Publisher Meeting, October 2020

## Books at JSTOR

1600+

institutions

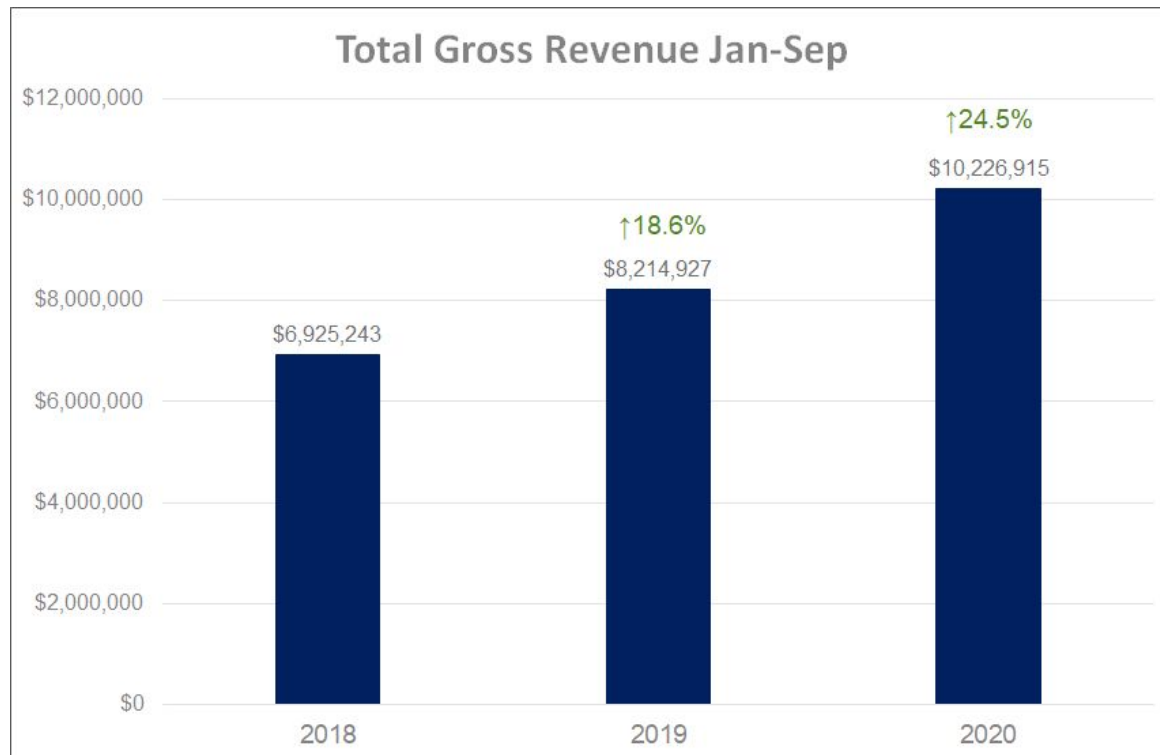
202

institutions  
added in 2020

24+ million

item requests (109%  
increase YOY Jan-Aug)

# Books at JSTOR YTD Sales through September

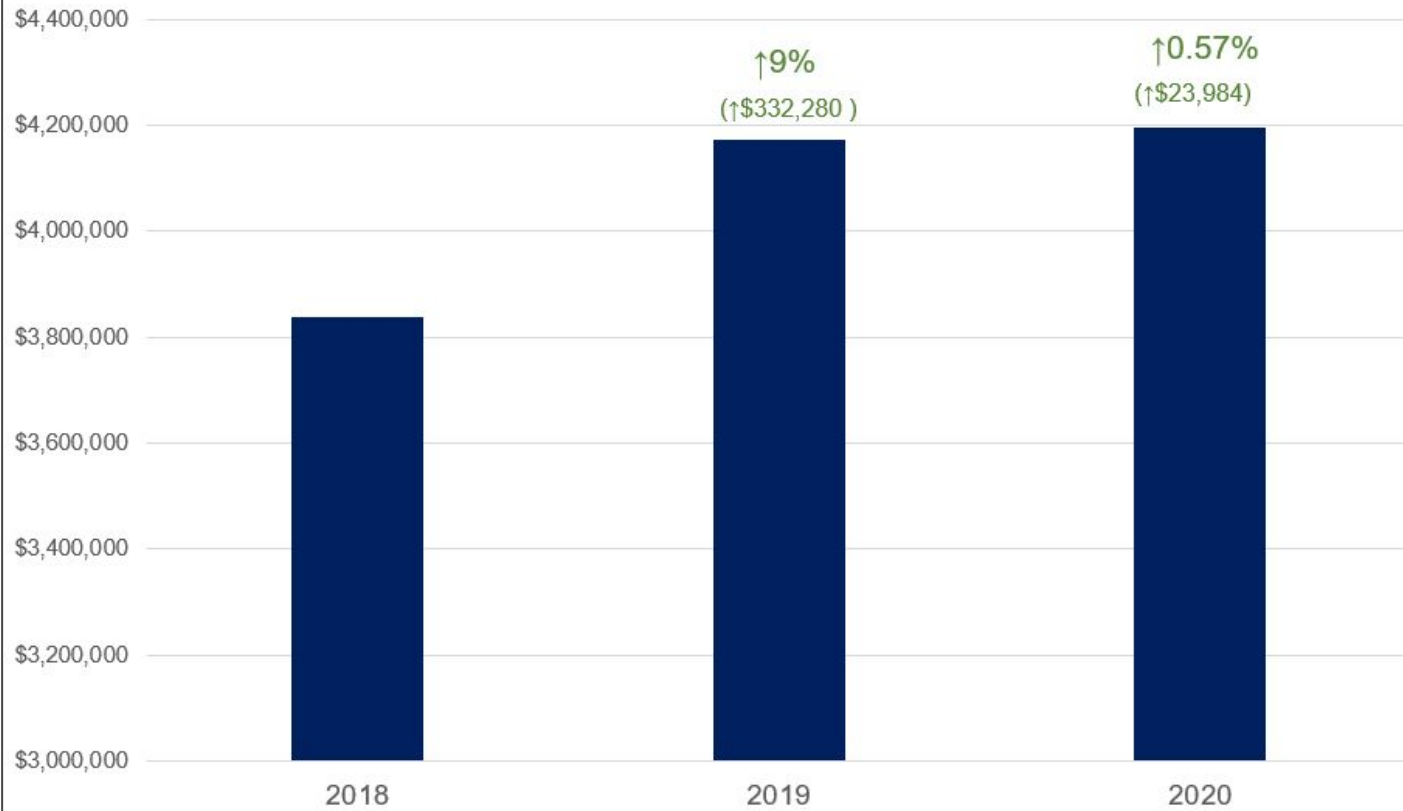


Full Year Revenue YOY			
2018	2019	2020 YTD	2020 EOY
\$9,490,876	\$11,092,587	\$10,226,915	\$13-\$14M

# Participation and % of Revenue by Model

<b>Books @ JSTOR</b>	<b># of participants</b>	<b>% of 2018 Revenue</b>	<b>% of 2019 Revenue</b>	<b>% of 2020 Revenue</b>
<b>Demand Driven Acquisition</b>	<b>460</b>	56%	49%	33%
<b>Evidence Based Acquisition</b>	<b>429</b>	17%	19%	23%
<b>GOBI Pick and Mix</b>	<b>951</b>	9%	11%	18%
<b>Direct Pick and Mix</b>	<b>498</b>	18%	21%	25%

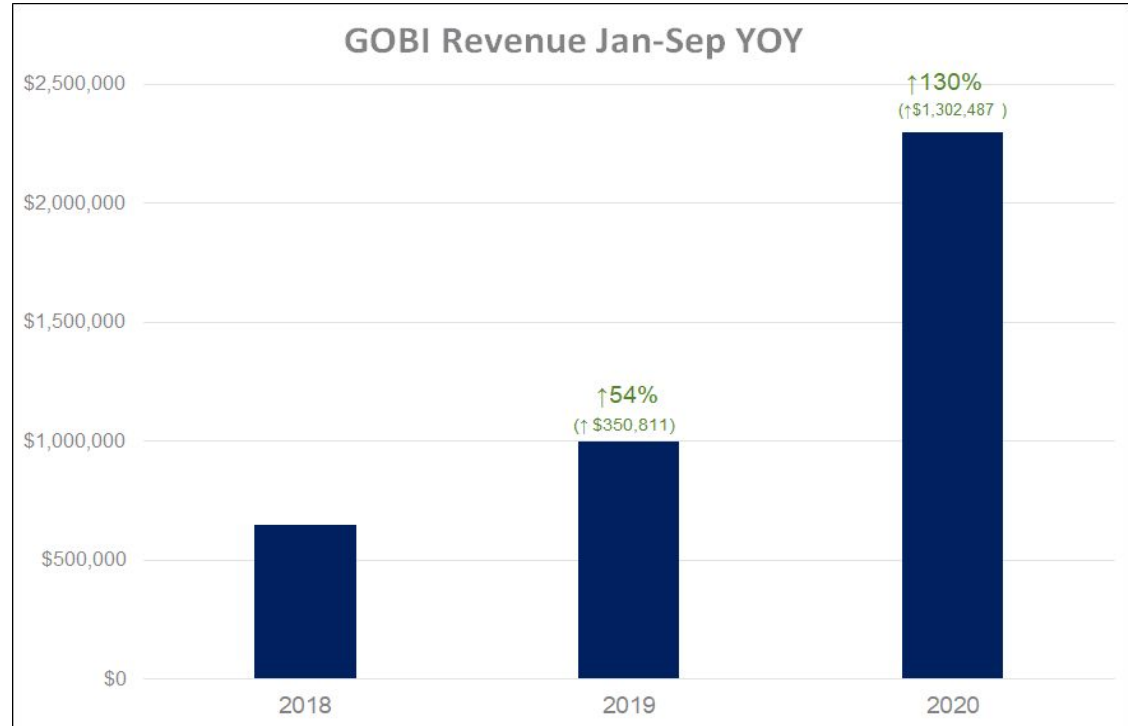
## DDA Revenue Jan-Sep YOY



## EBA Revenue 2018-2020 YTD



- GOBI Update
- Sales up 130% YTD
- New GOBI customers:
  - 2020 YTD 203
  - 2019 FY 117
- Total # of accounts: 971



# Sales by Country

## YTD Top 15

Country	2019 Jan-Sep	2020 Jan-Sep	% Change from Jan-Sep 2019
United States	\$4,776,330	\$6,696,338	29%
United Kingdom	\$987,612	\$1,247,046	21%
Australia	\$786,487	\$770,659	-2%
Canada	\$263,267	\$521,942	50%
New Zealand	\$251,714	\$206,239	-22%
Colombia	\$184,906	\$148,567	-24%
Denmark	\$169,167	\$139,896	-21%
Singapore	\$66,026	\$119,124	45%
Netherlands	\$74,363	\$105,387	29%
Hong Kong	\$87,655	\$104,430	16%
Egypt	\$85,011	\$89,265	5%
Taiwan	\$53,699	\$45,928	-17%
Sweden	\$113,098	\$41,703	-63%
Ireland	\$14,263	\$40,862	65%
Finland	\$2,890	\$39,576	93%



# COVID-19

JSTOR's response and impact



# Collaboration

- Offering this initiative during a time of global uncertainty could only have happened with help from participating publishers.
- With publisher participation, and hard work by the JSTOR technical teams, we created a special access license in only a week to help thousands of institutions around the world gain access to eBooks on the platform.

# By the Numbers: Publisher Participation

From March 18 to June 30

**38k+ Books**

**92 Publishers**

From June 30 to August 31

**33k+ Books**

**47 Publishers**

## By the Numbers: Institutional Participation for eBooks

7.8+

Million Item  
Requests

4,500+

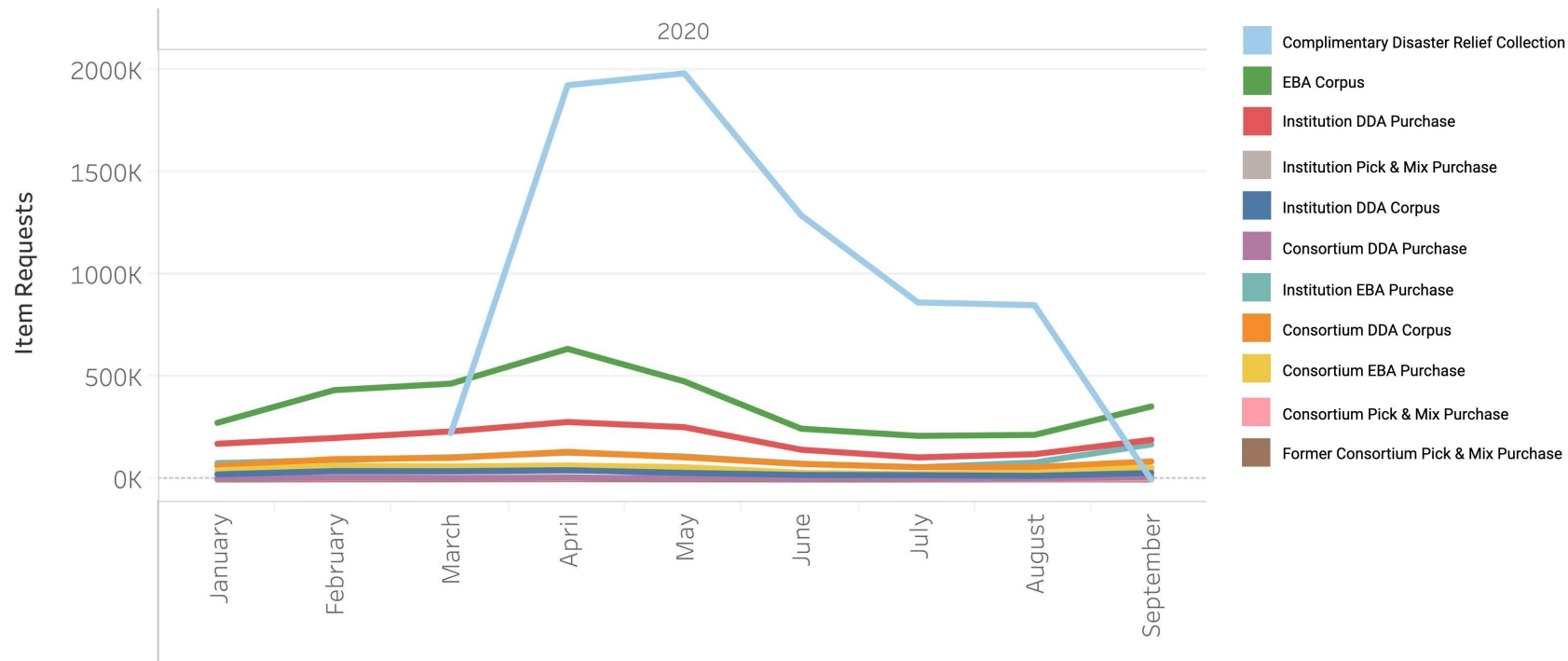
Institutions

200+

Countries &  
Territories

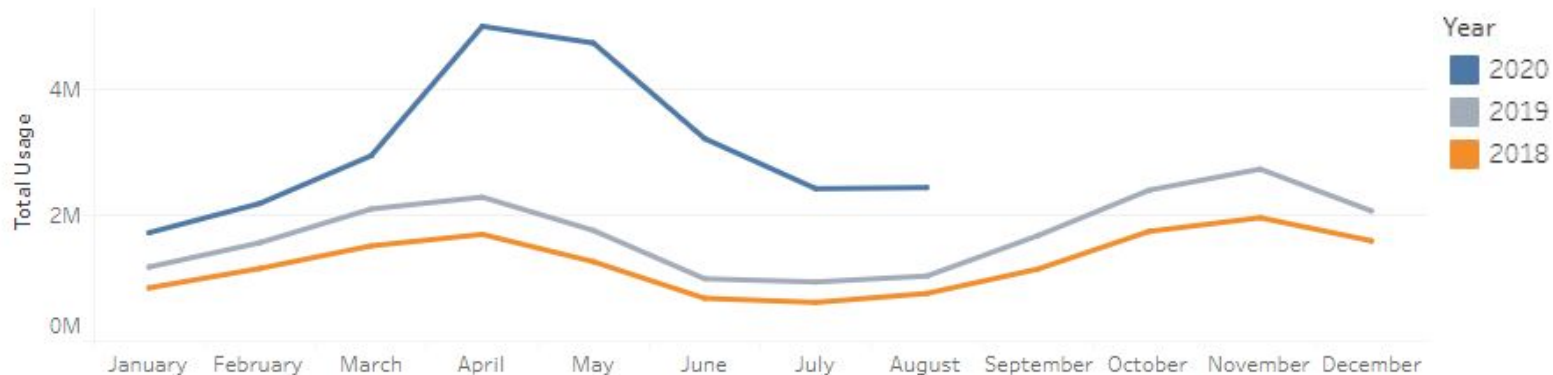
# JSTOR eBook Usage for 2020

Can you spot the special eBook collection?



# JSTOR eBook Usage for 2020

JSTOR saw eBook usage increase by **~100% in 2020** (through August), and **~60%** of that was from this collection alone.

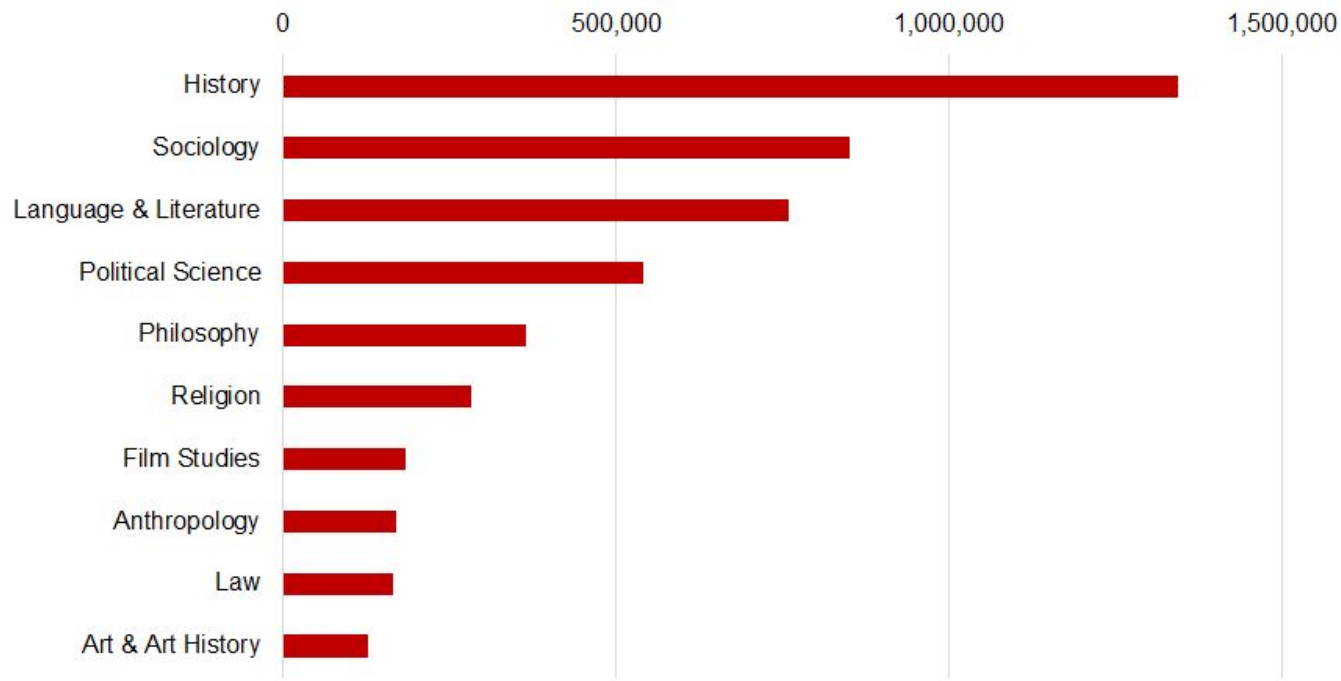


# JSTOR eBook Usage for 2020

Almost 3,000 of the participating institutions who opted in to the COVID-19 Collection were not previously eBook participants with JSTOR.



# Most-Used Disciplines in COVID eBook Collection





Input from participating  
publishers

# Needless to say, it was a hit!

“This is great, thank you for sending these statistics over. Let’s hope the usage starts transferring into sales!”

“Great stats to have, and I'm so glad that we could participate.”

“Just a quick thank you for the update on the usage – very valuable stats and data for us and we were pleased to support the initiative.”

“This is fantastic data. Thank you!”

“This is fantastic! Many thanks for this useful report and for all of your work (and all of JSTOR's work) on this project. I'm looking forward to reviewing the data!”

“Thank you very much for these impressive figures and reports! The question is of course: what comes next?”

# Overwhelmingly positive feedback from participants

Usage and evidence of value  
\$450K since August 31

"We saw a 45% increase in the unique titles that were accessed, and our turnaways dropped almost in half. So I really am so thankful to JSTOR and all vendors and publishers that opened up content this spring, rallying around researchers and librarians alike. I just would like you to know that this really did end up making a difference."

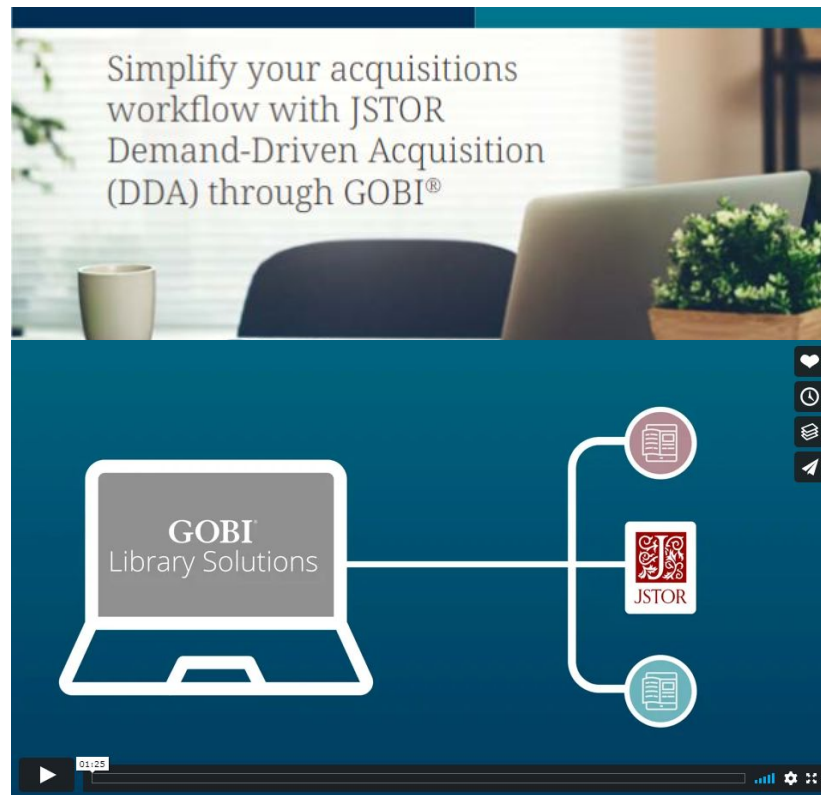
--Stephanie Church, Acquisitions Librarian,  
Case Western Reserve University

Participating Library	ISBN	Title	Author(s)	Copyright Year	Publisher	Discipline	Book Type	Item Requests
Example University	9781583672754	Jos Carlos Maritigui: An	HARRY E. VANDEN, MARC BECKER	2011	NYU Press	Political Science	Backlist	58
Example University	9780520969643	Threshold: Emergency R	ieva Jusonyte	2018	University of California Press	Anthropology	Frontlist	41
Example University	9780300185607	First Nights: Five Musi	cThomas Forrest Kelly	2000	Yale University Press	Music	Backlist	37
Example University	9789888053964	Healing Trauma: A Profe	Kitty K. Wu, Catherine S. Tang, Eugenie Y. Le	2011	Hong Kong University Press	Health Sciences	Backlist	37
Example University	9781400845057	Women in the Middle Ea	Nikki R. Keddie	2007	Princeton University Press	History, Middle East Studies, Femin	Backlist	34
Example University	9781400861972	The Arab-Israeli Conflict	JOHN NORTON MOORE	1991	Princeton University Press	History, Middle East Studies	Backlist	34
Example University	9781400837625	The Sino-Soviet Split: Co	Lorenz M. Lüthi	2008	Princeton University Press	History, Slavic Studies, Asian Studi	Backlist	31
Example University	9781400854004	Rays, Waves, and Scatte	John A. Adem	2017	Princeton University Press	Mathematics, Physics, Engineering	Backlist	30
Example University	9781474473132	The Derrida - Habermas	Lasse Thomassen	2006	Edinburgh University Press	Philosophy	Backlist	29
Example University	9781640121287	Ronald Reagan: An Intel	DAVID T. BYRNE	2018	University of Nebraska Press	Political Science	Frontlist	29
Example University	9780300214043	Republic of Letters	MARC FUMAROLI, LARA VERGNAUD	2018	Yale University Press	History	Frontlist	27
Example University	9781612349176	War by Numbers: Under	CHRISTOPHER A. LAWRENCE	2017	University of Nebraska Press	History	Backlist	27
Example University	9780300236378	Schubert's Vienna	RAYMOND ERICKSON	1997	Yale University Press	Music	Backlist	26
Example University	9781400837496	The Myth of Digital Dem	MATTHEW HINDMAN	2009	Princeton University Press	Political Science, Technology	Backlist	26
Example University	9780300206791	Fundamentals of Physic	R. SHANKAR	2014	Yale University Press	Physics	Backlist	25
Example University	9780674426207	Reagan's Legacy in a Wo	JEFFREY L. CHIDESTER, PAUL KENGOR, Brian	2015	Harvard University Press	Political Science, American Studies	Backlist	25
Example University	9781400845095	Life Exposed: Biological	ADRIANA PETRYNA	2003	Princeton University Press	Anthropology, Sociology, Public He	Backlist	25
Example University	9781400886418	A Chinese Pioneer Famil	Johanna Menzel Meskill	1979	Princeton University Press	History	Backlist	25
Example University	9780268045548	Garcilaso Inca de la Vag	JOSÉ ANADÓN	1998	University of Notre Dame Press	History, Latin American Studies	Backlist	24
Example University	9781682191620	Charlottesville: White C	Christopher Howard-Woods, Colin Laidley,	2018	OR Books	Sociology, History	Frontlist	24

# Sales and Marketing Update

# JSTOR DDA through GOBI

- New acquisition option to fit libraries' established workflows
- July 13: Launch with early adopters
- August 24: Wide release of DDA through GOBI
- Joint marketing with GOBI including short video, webinar, Against the Grain ad, and email and social media announcements
- 25 new DDA accounts in less than 2 months of launch; \$41k purchased



# Upcoming book marketing strategies & plans

- **Lever C19:** Leveraging usage data from COVID collection to demonstrate demand for ebooks on JSTOR
- **GOBI launch continues:** Building awareness of DDA in partnership with GOBI
- **100K milestone campaign:** Highlight the growth of Books at JSTOR and the most-used content
- **EBA Evidence:** Promoting EBA through case studies and data showing value and experience for current participants
- **OA & JSTOR Platform Value:** Sharing success of OA pilot and highlighting the power of JSTOR platform in discovery and usage
- **Remote access & instruction support:** Raising awareness of JSTOR services and features to support remote access, teaching, and learning

# Sales Strategies + Future Developments

- **COVID Usage** as a driver for engagement with 2000 currently non-participating institutions
  - Growth in DDA participation
  - Growth in EBA participation
- **Exploring new/additional reseller** partnerships in regions/countries with growth potential (i.e. China/Japan/Middle East)
- Exploring **additional start date options** for annual EBA license
- **Expanding partnerships** to additional book suppliers (currently only GOBI)
- **New role:** Consortia Account Development US/Canada

# Outlook for 2021

Challenges, Risks and Opportunities



## 2021 Challenges and Risks

- Budget cuts from 5-50%; even less money for recurring expenses
- Reduced retention - expect to see more attrition
- Potential school closures/mergers
- Reduced enrollments
- Unpredictable end to the crisis

## 2021 Opportunities

- More demand for ebooks/acceptance of ebooks
- More collaboration between libraries/consortia
- JSTOR is well positioned with demonstrable usage and value for investment
- We expect to see continued growth in 2021



JSTOR

Thank you