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Media Alert

ebrary's Student E-book Survey Session Video Now Available

November 10, 2011 – Palo Alto, CA, USA – ebrary®, a leading provider of e-books and research technology, today announced that a recording of its session at the Charleston Conference about its 2011 Global Student E-book Survey and how it compared to 2008 results is now publicly available at <https://ebrary.webex.com/ebrary/ldr.php?AT=pb&SP=MC&rID=58894327&rKey=77f87604764ab6cc>.

The session, which was attended by hundreds of librarians and publishers at the Charleston Conference and via webinar, provided valuable insight into the informal survey's preliminary findings. Conclusions and areas for further discussion include the following:

- While the survey shows overall e-book usage has not increased significantly in 2011 over 2008, ebrary's usage data suggests e-book usage has grown substantially. One theory is that students may not know they are using digital books and care more about the information vs. the container.
- Average use by students would continue to grow if more e-books were released at the same time the print edition was made available by the publisher. The majority of survey respondents indicated they would choose digital books over print books if they were available.
- Librarians are becoming more prominent as a source for determining what resources students find trustworthy.
- Social media will increasingly become a key driver of e-book discovery and usage. However, there is a need for more reliable social media geared toward research as today's resources are not necessarily trusted.

About the 2011 Global Student E-book Survey

To determine how e-book perceptions and usage have changed over the past three years, ebrary duplicated its 2008 survey, which was developed by librarians around the world, and compared the

results. Additionally, Cleveland State University conducted the same survey to see how its institution compared to the aggregated results.

Approximately 6,500 students participated in both the 2008 and 2011 surveys. In 2008, roughly 60% of respondents were with international institutions, while 40% were in the U.S. In 2011, approximately 30% of participants were with international organizations, while 70% were in the U.S.

About ebrary (www.ebrary.com)

ebrary is a leading provider of e-books and research technology to libraries worldwide. Founded in 1999, the company offers more than 273,000 e-books from over 500 trusted publishers under flexible models including subscription, perpetual archive (purchase), patron driven acquisition, and short-term loans. As YBP Library Service's preferred e-book partner, ebrary's titles are available in GOBI™, as well as YBP's Approval and Demand Driven Acquisition (DDA) service. ebrary is the only e-book provider that enables customers to upload and integrate their own digital materials right from their computers with DASH!™ (Data Sharing, Fast) technology as well as apply cross-referencing with multiple online resources with InfoTools™ technology. A member of the ProQuest® family of companies, ebrary is headquartered in Palo Alto, CA, USA.

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