

# Broadband Internet and the Impact on Libraries in Connecticut

Louis Manzione

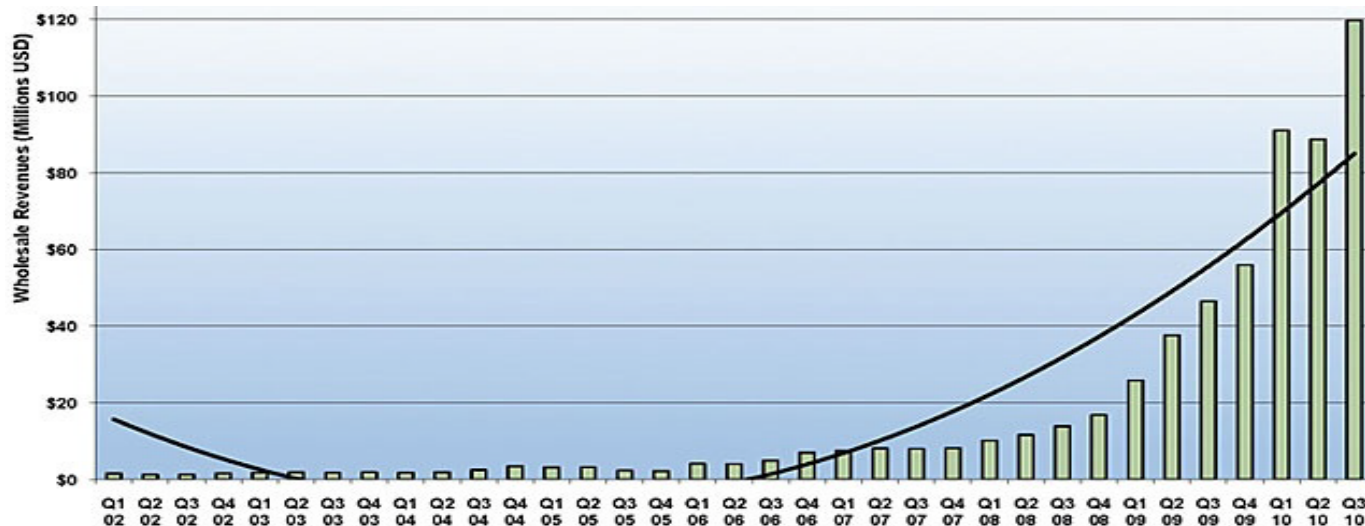
A Report Delivered to the  
Connecticut Broadband Internet Coordinating Council

May 2011

## E-Books are changing Book Publishing

### Effect on Libraries will soon follow

- E-Books are experiencing phenomenal growth and actually lifting the entire book publishing industry.
- E-Book Sales were up 164% in 2010. (\$441M in 2010 vs. \$166M in 2009)
- E-Book sales represented 8.3% of all books sold in 2010 compared to 3.20% in 2009 . It is as high as 40-50% for fiction.
- Downloaded **audio** books increased 56.7% in 2010 to \$8.9M.

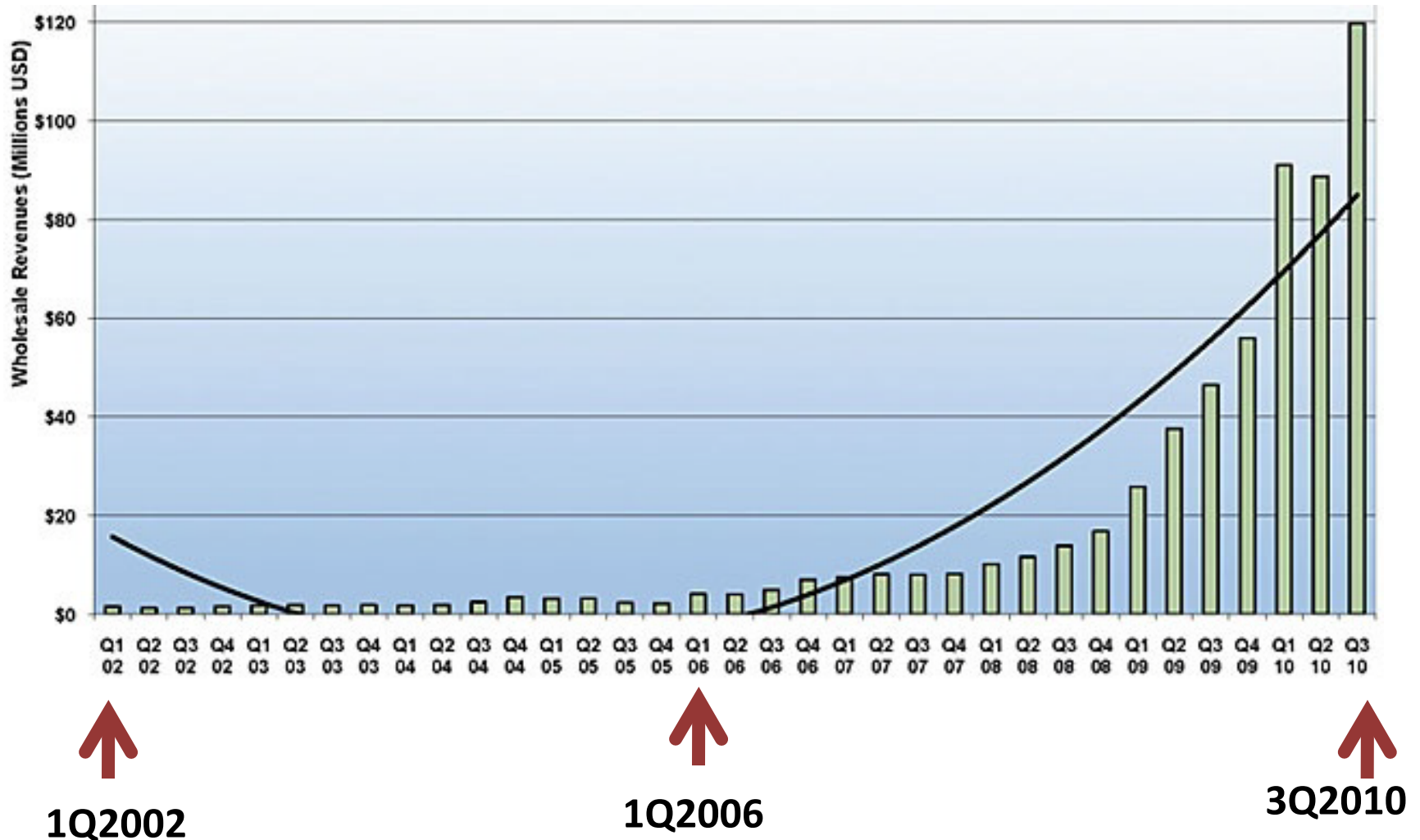


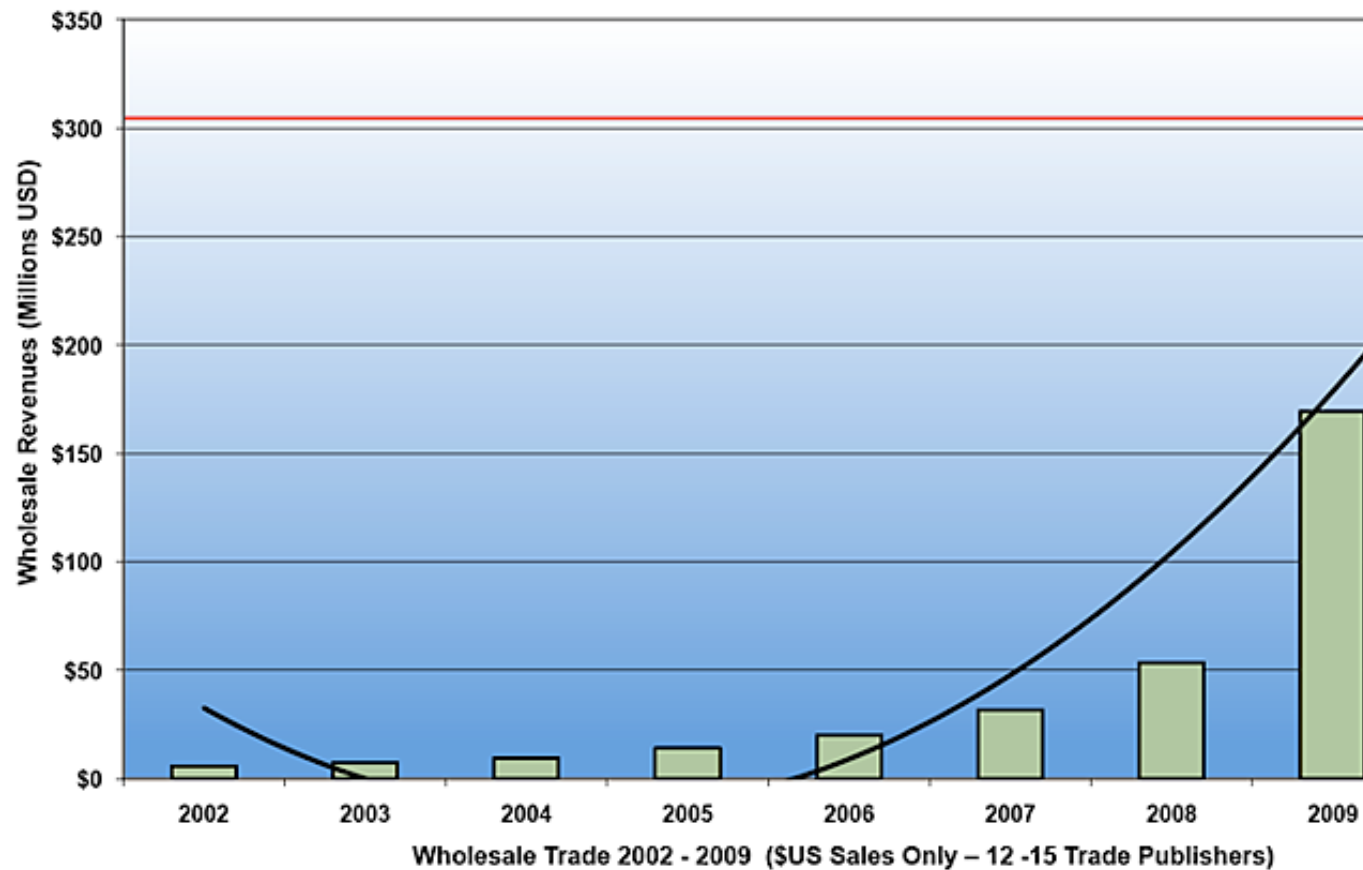
The Smart Phone and E-Book Reader have radically changed the way that people access information from archival sources.



The impact on bandwidth and network capacity is insignificant but the impact on the physical assets of archival materials could be significant.

# Quarterly Sales Revenue of E-Books in the United States





The definition used for reporting electronic book sales is "All books delivered electronically over the Internet OR to hand-held reading devices"

## What is Next?

1. In the mid to long term (4-8 years), there will be significant changes in libraries as storehouses of archival materials.
2. Smart phones and E-Readers will continue to drop dramatically in price and begin to approach the cost of a single book (about \$60 - \$80 USD). Prices with contract obligations will be even less and could approach zero incremental cost over the contract.
3. Most people who own any cell phone now will have a smart phone with internet access in the 8 year time horizon. E-Readers will be found in most homes and briefcases.
4. Making a trip to the library to access archival materials will become increasingly less important.
5. Restricted and time-limited licenses will become common. You might buy access to a source for a limited time, and pay a higher price if you want permanent access
6. E-Readers have created a market for paid access to on-line information sources that were largely free up to now. The NY Times has begun to charge for internet access to its regular newspaper. Libraries will enable access when E-Reader charges become common.

# What Should Connecticut Do?

1. Connecticut needs to be at the forefront of an educated and digitally literate population to assure the workforce competencies. The state needs to remain competitive with its higher cost structure.
2. Ready access to archival materials and all forms of training and learning materials are essential to keep Connecticut ahead in the globally competitive workforce.
3. Connecticut could be a leader in the transition to 24/7 access to digital sources made available through the state library system. The E-Readers themselves might be loaned to those that do not own them.
4. Physical libraries will likely morph into something else. Some important fraction of the population will have immediate access to far greater reserves of archival materials than any library could accommodate.
5. Searching, highlighting, and annotation of sources is far better with digital media.
6. Connecticut should be a leader in moving toward digital access of information for all of its citizens, and the state library system should be the leader in this transition.
7. This leadership can play an important role in workforce competitiveness and the overall attractiveness of the state for business.

## Final Thoughts

*Ray Bradbury*

You must live feverishly in a library. Colleges are not going to do any good unless you are raised and live in a library every day of your life.

There's no use going to school unless your final destination is the library.

*Walter Cronkite*

Whatever the costs of our libraries, the price is cheap compared to that of an ignorant nation.

*Anonymous*

A library is an arsenal of liberty.

Nobody graduated from a library. Nobody graduated without one.