



Forlæggerforeningen

Danish Publishers Association

Denmark's new e-book lending model

As of now there will be one common frontend (ereolen.dk) for all Danish e-books offered for libraries, offering approximately 10,000 titles.

Publishers can choose between the old "pure" click-model or the new, so called "Hybrid model".

Danish libraries wish to have fair e-lending possibilities and they understand that publishers have to take their commercial interests into consideration, hence the value of partnerships. The view of the Danish Publishers Association is that the libraries' ability to promote and disseminate titles produces broader and more varied loans compared to the channels of the commercial market

How the model works

A new title stays in the license model (ie. it can be lent out to one patron at a time) for 6 months. The cost of a license depends on the retailer's purchase price and gives access to 4 loans.

After 6 months the title goes into a click model (7-24 months: 13 DKR/loan, 24+ months: 10,5 DKR/loan). The publisher can set a maximum limit of 1000 loans/title/year.

A title should in a principle follow the above mentioned "track", with room for exceptions. Many translated titles will only be offered in the license model and steady sellers will only be offered in the license model. Publishers can modify terms, for example in response to the commercial performance of a title.

A new feature is that libraries can offer to buy a title on a subscription-based model, meaning that the libraries pay a fee (generally based on the amount of loans the previous year) which gives the library access to unlimited lending for one year.

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