Date: October 24, 2013

To: ARL Directors and Collection Development Contacts

From: Celeste Feather, ARL Licensing Initiative Program Manager, LYRASIS

Re: Project MUSE/UPCC Ebook Collections Special Offers, Winter 2013-14

Project MUSE recently announced the launch of their 2014 ebook collections, and we have once again negotiated some limited term offers for large research libraries through the ARL Licensing Initiative. We have had a lasting influence on the way that Project MUSE works with the presses to price this ebook content, and our favorable license terms for these ebooks collections are still in effect.

LYRASIS will continue to work with other library consortia to alert their member libraries of the offers and achieve ARL’s objective of negotiating offers that benefit academic libraries beyond the ARL membership. To date we have had 19 ARL libraries and 22 other libraries from multiple consortia purchase MUSE ebook content under the terms of the ARL/LYRASIS license.

The 2014 offers from Project MUSE align closely with the offers negotiated for the 2012 and 2013 collections in terms of cost per title. The entire package of content from Project MUSE in the new 2014 offer is priced at $9.00 per title, and any library that has already purchased the entire MUSE ebook content in prior years will be able to get all additional titles that arrive at MUSE in 2014 (regardless of publication year) at the rate of $9.00 per title. The cost for the package of 2014 publication year content is around $24.00 per title, comparable to the cost for the current year titles in the last two MUSE offers. The detailed pricing spreadsheet is attached and also available at <http://bit.ly/16ysxhb>.

The special offers for the Project MUSE/UPCC ebook collections in 2014 are shown in the table on the following page. All of them apply to MUSE Pricing Tier 5 which includes all of the ARL academic members except Dartmouth, and Offer #1 is also beneficial to Pricing Tier 4 libraries (including Dartmouth). Collections not included in these special offers will be offered at normal consortial discounted pricing. Pricing for ARL special and public library members is included on the Special and Public Library pricing tab in the attached spreadsheet.

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| **Offer** | **Offer Deadline** | **Price\*\*** | **Cost per Title** |
| **1. "ALL BOOKS at MUSE 2014" Special Offer:** One-Time Purchase including ~ 29,700 books. Set includes 18,815 titles published before 2011, 8023 titles from 2011-2013, and 2863 new titles for 2014 | October 1, 2014 | **$275,044** | **$9** |
| **2. "Top-Off for 2014" Special Offer**: 6083 titles for the purchasers of the 2013 ALL BOOKS at MUSE collection | October 1, 2014 | **$56,871** | **$9** |
| **3. "2014 Complete Early Adopter" Special Offer:** 20% off usual consortial pricing for the complete collection of 2863 titles published in 2014  | March 1, 2014 | **$67,499** | **$24** |
| **4. "2014 Subject/Area Studies Early Adopter" Special Offer**: 15% off the purchase of a single 2014 Subject or Area Studies collection | March 1, 2014 | **15% off collection** | **Varies** |
| **5. "2014 Three or More" Special Offer:** 20% off the purchase of 3 or more 2014 Subject or Area Studies collections | March 1, 2014 | **20% off collections** | **Varies** |

**\*\*LYRASIS will apply a 5% administrative fee on purchases from libraries that have not yet participated in the ARL/LYRASIS Project MUSE Ebook group, and a 4% administrative fee on purchases from libraries that have participated in the group in prior years. As we are now in the third year of the Project MUSE ebook offer, the admin fees for all will be lowered if the total amount of orders exceeds $2 million.**

The full package of ebook content at MUSE in 2014 is available at the lowest cost per title in **Offer #1**, and this offer actually extends throughout the entire next sales cycle until **October 1, 2014**.

Of special note is **Offer #2** for the libraries that have purchased all of the ebooks at Project MUSE through 2013. These libraries are being offered a special opportunity to acquire all of the new content at MUSE in 2013 by **October 1, 2014** for a cost of around $9.00 per title. In addition to content with 2014 publication dates, this content includes all of the pre-2014 content that MUSE has added to its collection through the addition of new publisher partners after the 2013 collections were sold.

The collections with 2014 publication year content are available in **Offers #3-5** at special Early Adopter rates through **March 1, 2014.**

MUSE has offered to custom quote an amount to upgrade to the full collection of books at MUSE in 2014 for those libraries that made selective collection purchases in earlier years.

Those who are paying careful attention will notice that the 2014 publication year collection is generally the same size as the 2013 publication year collection was at this time last year, even though MUSE has added 12 new publishers in 2014. Since these collections include forthcoming titles, the number of titles is a projection at the beginning of the year based on information that MUSE collects from the presses. Now that MUSE is entering the third year of its ebook program, their experience has shown that the presses tend to overestimate the number of titles they will actually publish in a given year. In 2014 MUSE has adjusted the title projections to a number that they think is more realistic, so that is why the number of titles included in 2014 Complete remains roughly the same as the number of titles MUSE presses projected for 2013 Complete even though 12 more presses are involved. The presses have **not** reduced the percentage of their total output that they are providing to MUSE.

The libraries that purchased the 2013 Complete publication year collection will still receive the number of titles that MUSE first projected for this collection in the fall of 2012. As new presses joined MUSE throughout 2013 and provided new content, MUSE included their 2013 titles in the 2013 Complete package.

Publishers that are now working with MUSE are listed at <http://muse.jhu.edu/about/UPCC.html>. Title lists through 2013 are available at <http://muse.jhu.edu/about/order/book_title_lists.html>. 2014 title lists are forthcoming. Subject and area studies collections include:

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| African Studies | Higher Education | Poetry, Fiction, and Creative NonFiction |
| American Studies | History | Political Science and Policy Studies |
| Archeology and Anthropology | Jewish Studies | Russian and East European Studies  |
| Asian and Pacific Studies | Language and Linguistics | U.S. Regional Studies - Midwest |
| Classics | Latin American and Caribbean Studies | U.S. Regional Studies - New Eng. & Mid Atlantic |
| Ecology and Evolution | Literature | U.S. Regional Studies - South |
| Film Theater and Performing Arts | Native American and Indigenous Studies | U.S. Regional Studies - West |
| Global Cultural Studies | Philosophy and Religion |  |

The [group license](http://bit.ly/STBRZh) that LYRASIS/ARL negotiated in 2012 will still govern purchases of the MUSE/UPCC ebook collections in 2014. All libraries purchasing Project MUSE/UPCC ebook content through LYRASIS will be covered by the terms of this agreement. LYRASIS will be responsible for obtaining each institution’s agreement to abide by the terms of this central license, which we will do as part of the routine ordering process. The license document has intentionally been written to transcend state and U.S/Canadian boundaries. We recognize that legal offices at some institutions will require state-specific language, and we can facilitate amendments of this type to the central license when absolutely necessary.

There are key advantages to uniting behind a central license document in addition to the obvious workflow efficiencies. This agreement was negotiated to meet the specific requirements set forth by ARL, and as ARL libraries join this license we are creating an even stronger show of support for the positions advanced by the ARL licensing specifications. This demonstration by ARL libraries of their willingness to collaborate and act in accordance with stated principles is having a definite impact in the marketplace. ARL and LYRASIS designated staff are able to analyze usage data for the libraries that purchase through LYRASIS and are included in this central license agreement. We are using this data as a critical component in our continued negotiations with Project MUSE. More data will give us a better understanding of usage on which to base our position.

Early in 2012 we indicated to MUSE our desire to see additional changes to their model in the next few years so that continued purchases of UPCC ebooks by ARL libraries are not called into question. The ebook landscape has continued to evolve, and I want to update you on my ongoing conversations with MUSE related to the following issues:

* Ebook content included in MUSE offers needs to represent a higher percentage of the total publisher output **[Update Oct. 2013: MUSE reports that the presses are feeling pressure on their revenue streams from the decline of purchases and prices of course texts on a variety of fronts such as Amazon and the text rental programs. Publishers still cannot put potential course adoption texts and popular trade titles in an unlimited use collection at MUSE without putting a lot of revenue at risk. MUSE encourages presses to put as much scholarly content as possible in MUSE collections. Some of the presses have publishing programs that include content not generally found in academic libraries. While the idea of one hosting site offering all output from a press seems attractive from a library point of view, this concept would require multiple business models to be developed and create a challenging mix of scholarly, trade, and “scholarly trade” titles in collections. MUSE is always in conversation with their publishers on this topic, and we are continuing to be part of the conversation too. We are still in an evolutionary process.]**
* More types of business models need to be developed in addition to the existing collection-based model  **[Update Oct. 2013: MUSE has established a relationship with YBP to provide title by title purchase options for selected titles with unlimited use in the MUSE/UPCC collections. Also, the MUSE ebook collections are now available through annual subscriptions in addition to the perpetual access purchase option. MUSE shared with me, however, that the majority of interest and sales is still for the perpetual access collections.]**
* Interlibrary loan at the chapter-by-chapter level is not an acceptable solution for resource sharing, and should be changed to include full-book lending **[Update Oct. 2013: No real change here, but the inclination is towards a technical solution with a short-term access option for an entire book rather than retroactively creating whole book files that would be useful for ILL. Our MUSE license does not limit the number of chapters that can be transmitted via ILL, so the issue is a “friction factor” and technical one.]**
* Lower cost print-on-demand services are highly desired, and a link to a printed copy for sale, while useful, is not an acceptable substitute **[Update Oct. 2013: Print on demand still not available, and MUSE reports that it is not a high priority as they do not hear many requests from libraries for this option.]**

I will be glad to work with you if you wish to order MUSE ebooks under the terms of these Special Offers, as I know there will be a need for ongoing conversations.

If you wish to order MUSE ebook collections that **are not** part of these Special Offers, please contact **LYRASIS Member Support** at membersupport@lyrasis.org. A LYRASIS staff member will contact you to finalize the order.

Please let me know if you have any questions (celeste.feather@lyrasis.org, 800-999-8558, ext. 2954), and I look forward to working with you in 2014.



Useful links:

[ARL Pricing Spreadsheet](http://bit.ly/16ysxhb)

[UPCC eBooks at Project MUSE](http://muse.jhu.edu/about/UPCC.html)

[MARC Records](http://muse.jhu.edu/about/librarians/marc_records.html)

[Project MUSE/UPCC eBooks FAQ](http://muse.jhu.edu/about/faq_books.html)

[Collection Title Lists](http://muse.jhu.edu/about/order/book_title_lists.html) (updated each month)

[LYRASIS Central License with Project MUSE](http://bit.ly/STBRZh)