Digital Books in Russian Libraries in Transient Legislative Environment

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“The worst thing about new books is that they keep us from reading the old ones.”

Joseph Joubert,
French moralist and essayist (1754 - 1824)
“Copyright means broken links in scholarly communication.”

Popular opinion of researchers
Early 1990s: electronic publications, mainly periodicals, were introduced in Russian libraries
Electronic books as a subject of library acquisition and user service appeared in Russian libraries in late 1990s and started to be widely used after 2005-2006
Russian Federation’s Law “On Copyright and Related Rights” # 5351-1 of 09 September 1993, that even with amendments of 2006, didn’t take into account the issues of electronic publications or electronic books
E-book market growth in Russia in 2011-2013, mln $

Sources: LitRes Publishing House, Knizhnaya Industriya Journal
E-book market has been rapidly growing in Russia during past six years; by late 2013 it was estimated at 15 mln US dollars. According to the forecast for 2015-2017, the market will exceed 30 mln US dollars.
Share of e-books in total publications of Russian publishing houses (among those publishing electronic books)

Source: company data
Share of e-books in total sales of Russian publishing houses (among those publishing electronic books)

Source: company data
National e-book market share reached 10-12% of total titles published in Russia in 2014. The number of published print books increased by 3.1% as compared to 2012. Internationally, Russia occupies the third place after China and the United States in total number of print books published.
Number of books and pamphlets published in the Russian Federation in 2008-2013

Source: Federal Agency for Press and Mass Communications of the Russian Federation
New edition of the 4th Part of the RF Civil Code that regulates copyright and intellectual property rights protection came into effect on January 1, 2008. Copyright legislation became very protective and virtually no exception like fair use was permitted. As an adverse effect, it led to the growth of piracy.
2010 – e-book market is formed
2012 – 23% of readers read e-books
2012-2014 – the share of legal digital content grows slowly but surely:
   2012 – 0.5-0.7%
   2013 – 0.9-1%
   2014 – 1-2% and will reach 5%-10% by the year end
2015 (forecast) – up to 50%
Breakdown of total e-book sales of Russian publishers to end consumers by various sales channels, % (among those publishing electronic books)

Source: company data
Key players of Russian e-book market:

• LitRes – 59%
• imobilco – 15%
• Ozon.ru – 5%
• Bookmate – 5%
• 16% - all others including
  o Google Play
  o Obreey Store
  o independent distributors of LitRes:
    ▪ Svyaznoy
    ▪ Moskva book trade house
    ▪ Rostelekom
  o Apple iTunes
• Amazon.com entered Russian market in 2013
Libraries started mass subscriptions to digital content including e-books in 2010.

Electronic periodicals comprise up to 70 - 100% of total periodicals subscriptions, especially in science and technology.

E-books – up to 20% (as of now)
Main e-book library projects:

- National Library Resource (www.natlib.ru) – 40 thousand full texts of domestically published books, all with individual agreements with rightholders;
- EKBSON (www.vlibrary.ru) – union catalog and full texts of Russian university textbooks and manuals – 12 mln records, 65 thousand full texts;
• SKBR (www.skbr2.nilc.ru) – Union Catalog of Russian Libraries – 35 mln records; full texts submitted to SKER, Union Catalog of Electronic Resources – 300 thousand;
• Federal Electronic Medical Library (www.femb.ru) – 20 thousand full texts;
• Union Catalog of Scientific and Technical Literature (www.gpntb.ru) – over 1 mln of bibliographic records plus 1.5 thousand full texts
In Odessa one ice cream vendor figured out there could be no better sales point than by the entrance to a popular bank: big turnover, hot weather, a lot of people with money, etc. His successful business was soon jeopardized by friends and acquaintances who wanted the prosperous vendor to lend them money. As if to support my point that everyone should mind their own business the vendor put a sign next to himself that read, ‘I have an agreement with the bank: I do not give loans and the bank doesn’t sell ice cream.’
Amendments have been made to the 4th Part of the RF Civil Code, specifically to Article 1275. They will come into effect on January 1, 2015 and ease copyright restrictions for library patrons:

- free copying of scientific and educational materials is permitted after 10 years since publication provided there were no new editions;
- a principle somewhat similar to Fair Use is introduced for articles, excerpts from books, preprints of scientific and educational character and in private purposes.

- “Antipiracy Law”;
- “Read Legally” project
Project slogan: it is fruitless to fight restrictions, better to come up with initiatives
Thank you for attention!