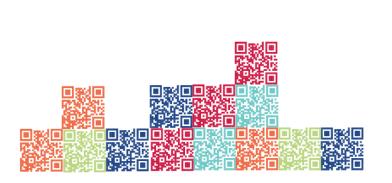


50:50 and other strategies

Sue McKerracher, Executive Director, ALIA NSW.net elending seminar 20 September 2013







Our main issue is SUPPLY







Good

Evil

Timing







1998 Rocket ebook reader

2006 Sony ereader

2007 Amazon Kindle

2010 Apple iPad. Kobo







3 years

10% of the market







1998 Rocket

2004 Google Books Library Project 2006 Sony ereader

nazon Kindle

2010 Apple iPad. Kobo







Good

Evil

Timing







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Buy-it-now







Investment

50:50







Library-friendly









Talk to the vendors







Implicit Explicit







ALIA MEMBER FOCUSED **OPEN** INCLUSIVE COLLABORATIVE