

## Library Connect Podcast: Tom Rosenthal Interview

*This is a transcript of a Library Connect podcast recorded in July 2008.*

MS. DARIA DECOOMAN: So this is a Library Connect video with Tom Rosenthal. Tom, do you want to introduce yourself, please.

MR. TOM ROSENTHAL: Yes. Hi. My name's Tom Rosenthal. I'm Senior Manager for Electronic Product Sales for Elsevier for Science and Technology Books Division, and I work with third party distributors who are reselling our eBook content, such as Net Library, eBrary, etc.

MS. DECOOMAN: All right. And are Elsevier eBooks available via eBook Readers?

MR. ROSENTHAL: Yes, they are. This is a relatively new development for us. In the past year, we've started distributing our books via the Amazon Kindle. We're also working with Sony, and hope to have our books distributed via the Sony Reader very shortly. There's also a company called eBooks.com, down in Australia, that already has been distributing our books and eBooks downloadable online.

MS. DECOOMAN: And how many and what kinds of Elsevier book titles are available via the Kindle and the Sony eBook Reader?

MR. ROSENTHAL: For the Kindle, we've given them over 8,000 titles, but they currently have about 2,000 that are actually live and available on site. For Sony, we'll still sorting out because they need a unique type of format, but we expect that we'll be up and running on Sony before the end of the year.

MS. DECOOMAN: Okay. And if a user wants to access eBooks on Science Direct, using an eBook Reader, is that possible?

MR. ROSENTHAL: Right now, what you would have to do for the Sony, you can actually download PDFs from Science Direct into your Sony library, and then, you could put them on your Sony eBook Reader to read. Kindle cannot do that right now. Kindle has its own unique format, so you would not be able to put that on the Kindle at the moment.

MS. DECOOMAN: Okay. When a user accesses an Elsevier eBook, using the Kindle or the Sony eBook Reader, does that user find all the same functionality that's available on Science Direct?

MR. ROSENTHAL: No. No, certainly not. Obviously, cross linking functionality isn't there to other content. You can do some basic keyword searching and some highlighting on the readers, but other than that, you know, that's pretty much it.

MS. DE COOMAN: Okay. And so, it seems like Elsevier is going to some trouble to make eBooks available via these eBook readers. Why is Elsevier investing in this area?

MR. ROSENTHAL: Well, we feel that it's important that our books be distributed as widely as possible, and give our customers the opportunity to access the content in any way that's convenient for them. And the eBook readers are now beginning to finally take off.

Institutional libraries, academic libraries, in particular, seem to have embraced the concept of books online. The individual, it's going to be interesting to see, but we feel that is a market that's going to develop very strongly over the next few years.

MS. DE COOMAN: All right. And moving forward, what are Elsevier's plans, overall, for making eBooks available more greatly and more widely on eBook readers?

MR. ROSENTHAL: Oh, well, as I said, we're working with Kindle, and we expect to have all of our monograph and reference titles available on Kindle, same with Sony. Primarily, what's going to work on the individual readers will be those titles that appeal to professionals, academic researchers, etc., so those are the types of titles that we'll be distributing. And as we find other newer distributors, we'll be working them, as well.

MS. DE COOMAN: Okay. And can you show us a Kindle or a Sony eBook Reader?

MR. ROSENTHAL: Unfortunately, I didn't bring them today.

[Laughter] So we may need a fourth session.

MS. DE COOMAN: No, we don't. That's all right. Thank you very much for participating in this Library Connect video. It's been a pleasure speaking with you, Tom.

MR. ROSENTHAL: And thank you very much. I appreciate it.

MS. DE COOMAN: All right. Bye-bye.

MR. ROSENTHAL: Bye-bye.