

Overall Usage Trends in North America

Ebook engagement continues to grow, as ebooks continue to play a greater role in classroom support & overall student success – both on & off campus

OVERALL TRENDS

| Total Libraries | Total Titles Used | Title Usage per Library | Avg Minutes Spent in Title |
|---|---|-------------------------|---|
| 2,300+ | 559k | +11% | 8.1 |
| +4% change (vs. 2020) +11% change (vs. 2019) | +2% change (vs. YTD 2020) +14% change (vs. YTD 2019) | YTD 2021 vs. YTD 2020 | +7% change (vs. 2020) +12% change (vs. 2019) |

YTD USAGE ENGAGEMENT

While overall usage is growing, how patrons use titles is changing

Online Usage

- Pages viewed is the most common way patrons use titles & usage continues to grow
- Pages copied is also increasingly popular, as this feature allows patrons to grab text they need for reference later
- Pages printed is growing once more, as institutions reopen & patrons regain access to printing resources

Downloads

- Chapter downloads continue to grow, as this feature allows for targeted downloads of needed content
- Full title downloads exploded during the pandemic, as patrons needed an easy solution when internet connectivity wasn't widely available; regaining access to institution resources removes this dependency & explains the decline

+32%

PAGES COPIED

+18%

PAGES VIEWED

+5%

PAGES PRINTED

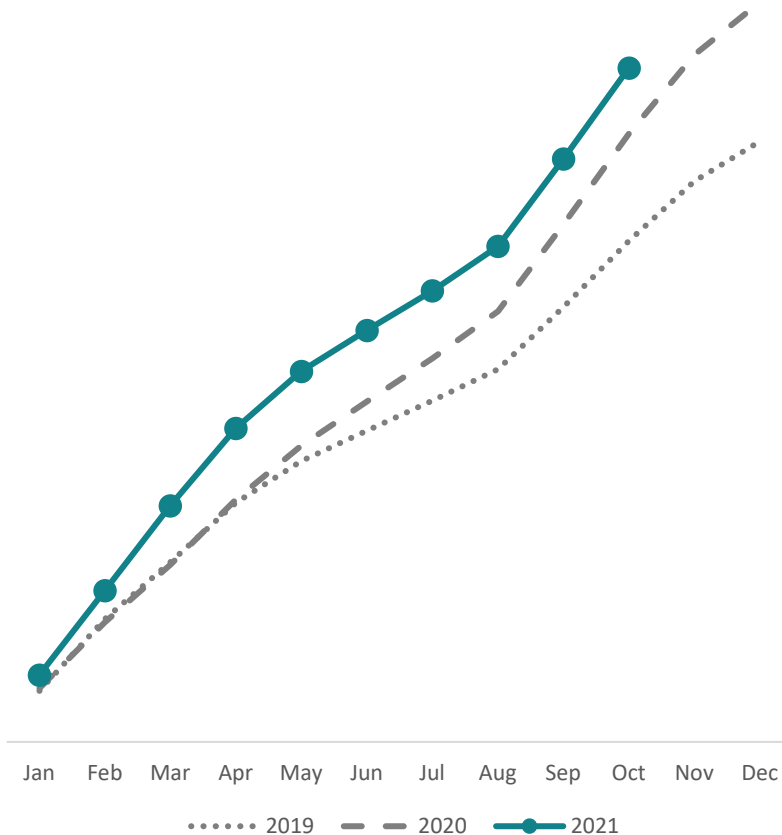
+4%

CHAPTER DOWNLOADS

-11%

FULL TITLE DOWNLOADS

USAGE PER LIBRARY 2019 – YTD 2021



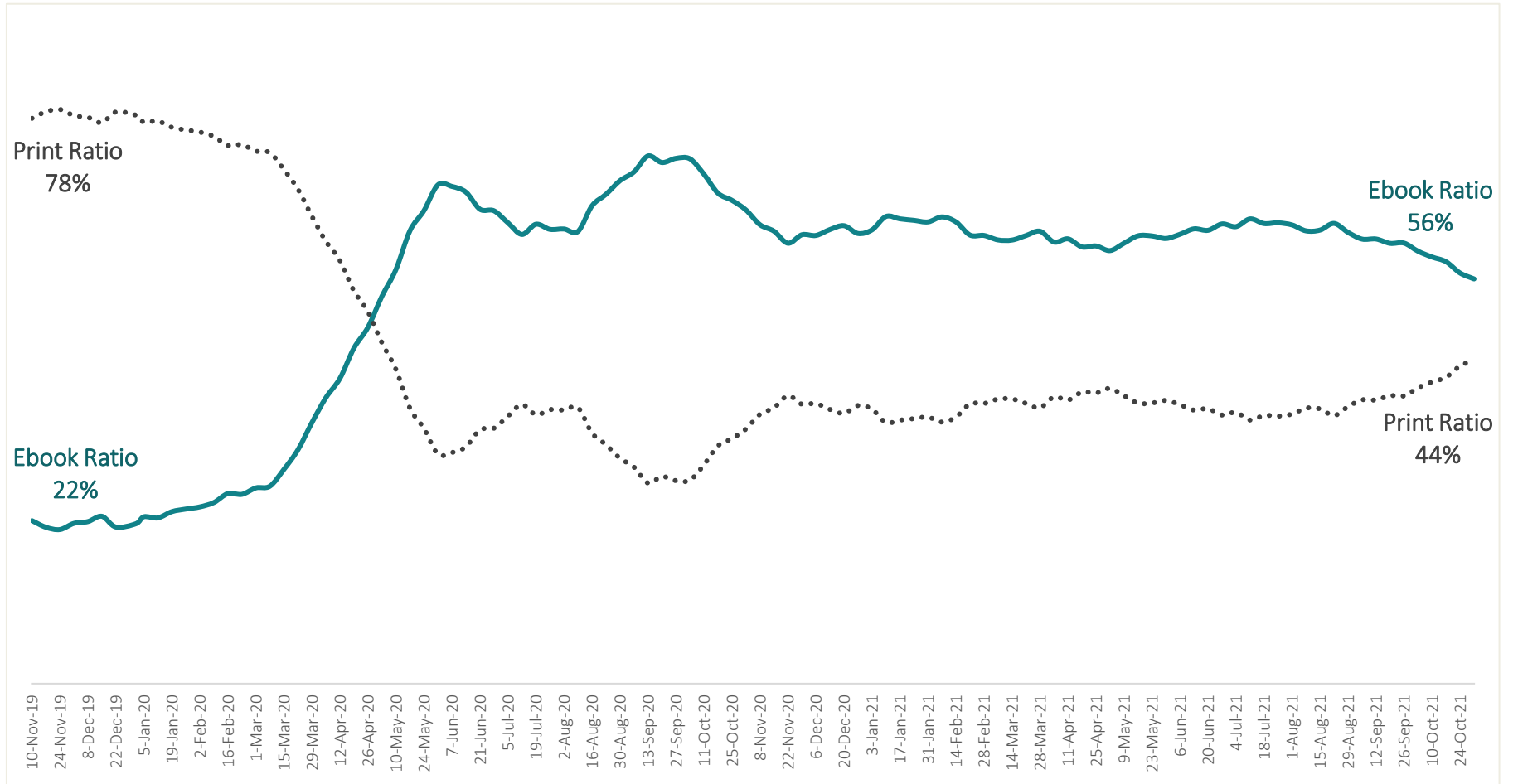
P to E Transition: 2-Year Review

While print sales are growing once more, ebooks remain the preferred format

KEY TAKEAWAYS

- North America print & ebook trends were largely static trends heading into Q1 2020, with print spending around 78%
- Spending significantly changed, timed to the start of the pandemic, with ebook sales peaking at 72%
- While print sales continue to grow in recent months, the spending ratio still favors ebooks, which represent 56% of total sales

P to E RATIO: 2019 – YTD 2021

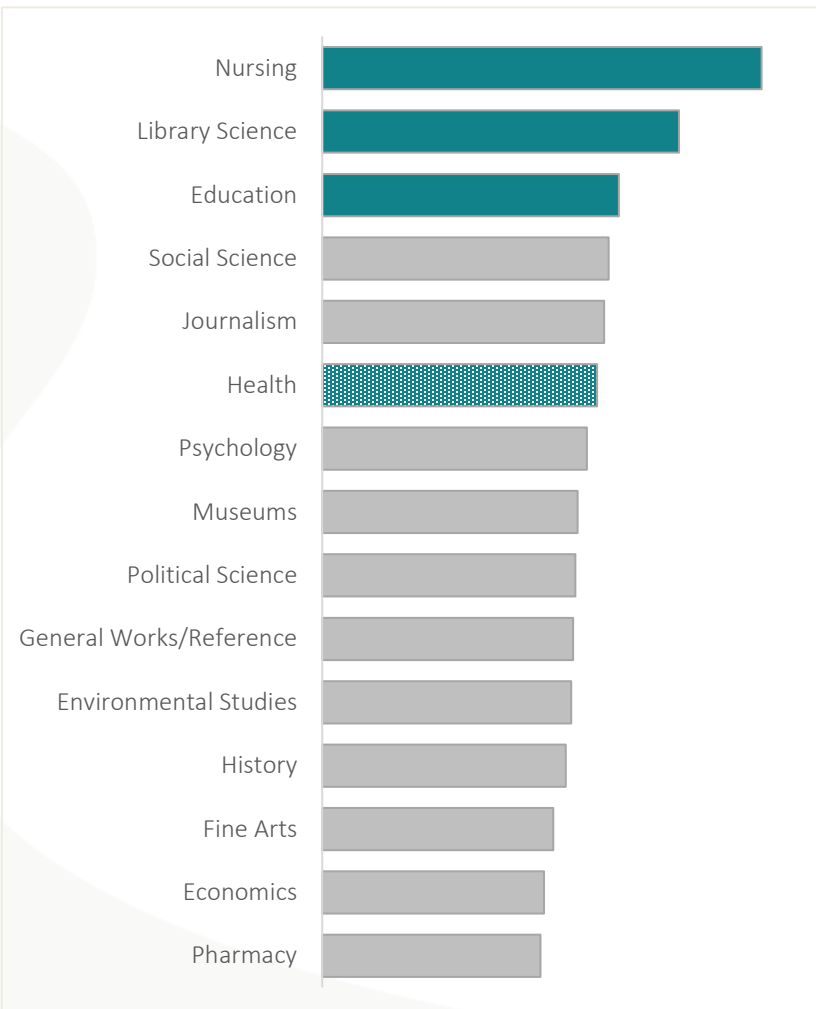


Top 15 Subjects: North America

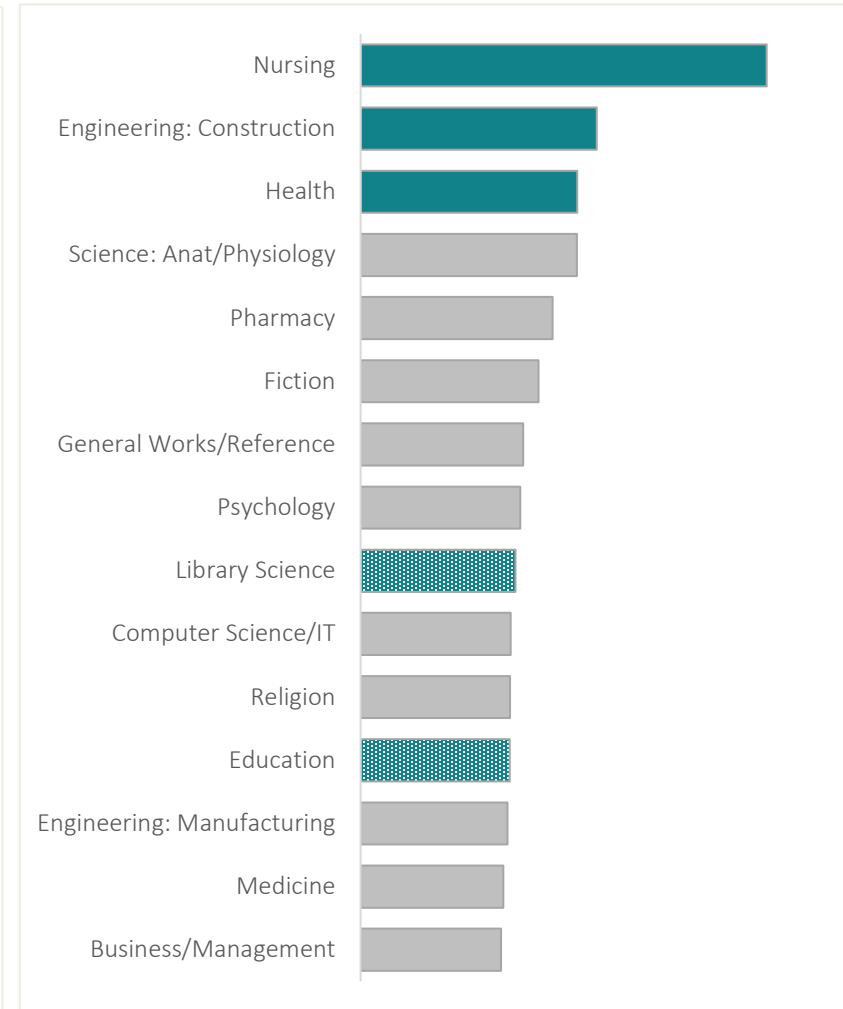
KEY TAKEAWAYS

- In North America, there is strong overlap between subjects purchased & used
 - Nursing is ranked #1 on both purchased & used
 - Many other top subjects appear on both charts
- Compared to the rest of world:
 - Most purchased subjects
 - Modest overlap exists between North America & rest of world
 - Top 3 subjects purchased in rest of world:
 - Science: Anatomy/Physiology
 - Nursing (#1 in North America)
 - Business/Management
 - Most used subjects
 - The overlap is stronger as 60% of the top 15 subjects worldwide are reflected in North America's top 15 as well
 - Top 3 subjects used in rest of world:
 - Nursing (#1 in North America)
 - Science: Anatomy/Physiology (#4 in North America)
 - Law

SUBJECTS WITH HIGHEST % OF TITLES PURCHASED (PAL)



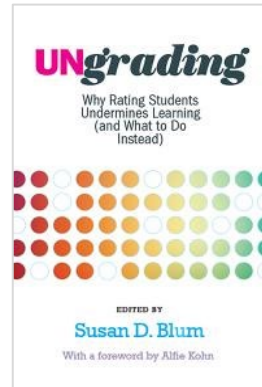
SUBJECTS WITH HIGHEST % OF TITLES USED



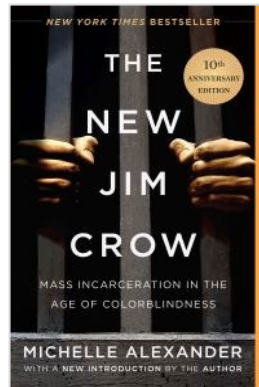
Most Frequently Purchased PAL Titles



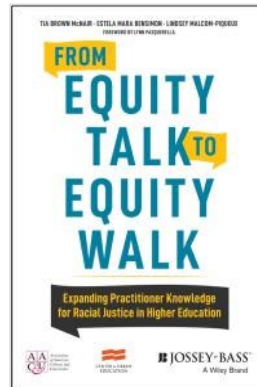
ACRL
LIBRARY SCIENCE



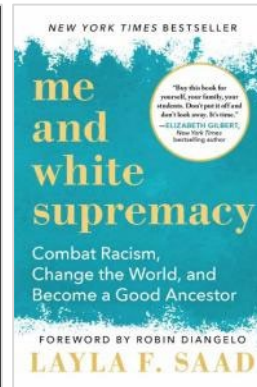
WEST VIRGINIA UP
EDUCATION



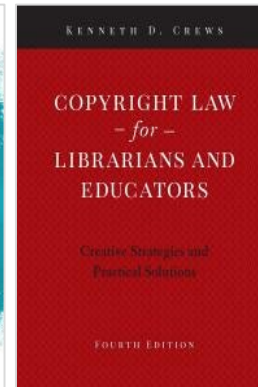
THE NEW PRESS
POLITICAL SCIENCE



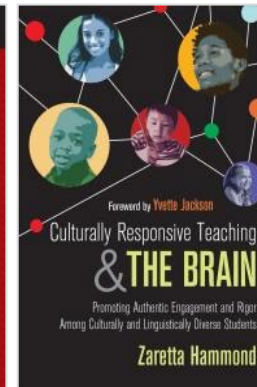
JOHN WILEY & SONS
EDUCATION



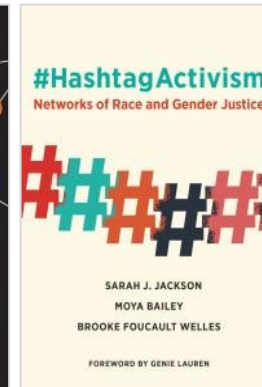
SOURCEBOOKS
PSYCHOLOGY



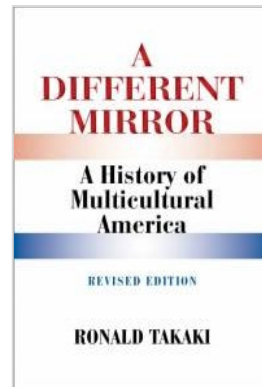
ALA EDITIONS
LAW



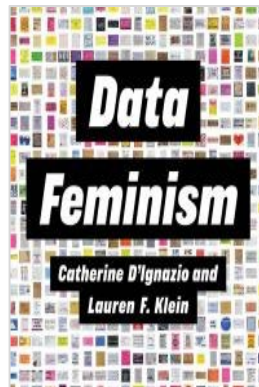
SAGE PUBLICATIONS
EDUCATION



MIT PRESS
LANGUAGE/
LINGUISTICS



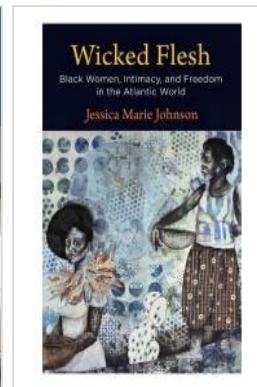
EBOOKIT.COM
SOCIAL SCIENCE



MIT PRESS
SOCIAL SCIENCE



UNIVERSITY OF NORTH
CAROLINA
POLITICAL SCIENCE



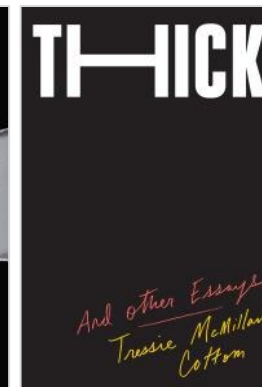
UNIVERSITY OF
PENNSYLVANIA PRESS
HISTORY



PRINCETON UNIVERSITY
PRESS
EDUCATION



BLOOMSBURY PUB
TRADE UK/US
HISTORY



THE NEW PRESS
SOCIAL SCIENCE

Most Frequently Used Titles

| | | | | | | | |
|---|--|--|---|--|---|---|--|
| <p>SUBSCRIPTION ONLY</p> <p>DERALD WING SUE DAVID SUE</p> <p>COUNSELING THE CULTURALLY DIVERSE</p> <p><i>Theory and Practice</i></p> <p>WILEY</p> | <p>FOURTH EDITION Sari Edelstein</p> <p>NUTRITION IN PUBLIC HEALTH</p> | <p>THIRD EDITION</p> <p>An Introduction to BIBLICAL ETHICS</p> <p>WALKING IN THE WAY OF WISDOM</p> <p>Robertson McQuilkin and Paul Copan</p> | <p>SUBSCRIPTION ONLY</p> <p>Craft of Research</p> <p>FOURTH EDITION</p> <p>WAYNE C. BOOTH GREGORY G. COLOMB JOSEPH M. WILLIAMS JOSEPH BIZUP WILLIAM T. FITZGERALD</p> | <p>PMI GLOBAL</p> <p>A GUIDE TO THE PROJECT MANAGEMENT BODY OF KNOWLEDGE</p> <p>PMBOK GUIDE</p> <p>SIXTH EDITION</p> | <p>THOMAS H. COEMIN CHARLES E. LEISERSON RONALD L. RIVEST CLIFFORD STEIN</p> <p>INTRODUCTION TO ALGORITHMS</p> <p>THIRD EDITION</p> | <p>ARTISTRY, CHOICE, AND LEADERSHIP</p> <p>6th EDITION</p> <p>REFRAMING ORGANIZATIONS</p> <p>LEE G. BOLMAN TERRENCE E. DEAL</p> | <p><i>A Braid of Rice in the World</i> —ALLEGORICAL HISTORY—</p> <p>BRAIDING SWEETGRASS</p> <p>Indigenous Wisdom, Scientific Knowledge, and the Teachings of Plants</p> <p>ROBIN WALL KIMMERER</p> |
| <p>JOHN WILEY & SONS PSYCHOLOGY</p> | <p>JONES & BARLETT SOCIAL SCIENCE</p> | <p>INTERVARSITY PRESS RELIGION</p> | <p>UNIVERSITY OF CHICAGO PRESS GEN WORKS/REFERENCE</p> | <p>PROJECT MGMT INSTITUTE BUSINESS/MGMT</p> | <p>MIT PRESS COMPUTER SCIENCE/IT</p> | <p>JOHN WILEY & SONS BUSINESS/MGMT</p> | <p>MILKWEED EDITIONS HISTORY</p> |
| <p>SUBSCRIPTION ONLY</p> <p>MUSIC</p> <p>A SOCIAL EXPERIENCE Steven Corneilus with Mary Haining</p> | <p>HOWARD FRANKLIN EDITOR</p> <p>ENVIRONMENTAL HEALTH</p> <p>FROM GLOBAL TO LOCAL</p> <p>THIRD EDITION</p> | <p>Barbara A. Gyllys Mary Ellen Wedding</p> <p>Medical Terminology Systems</p> <p>A BODY SYSTEMS APPROACH</p> <p>8TH EDITION</p> | <p>SPRINGER PUBLISHING COMPANY</p> <p>Jonas & Kovner's Health Care Delivery in the United States</p> <p>12th Edition</p> <p>James R. Knickman Brian Elbel Editors</p> | <p>THIRD EDITION</p> <p>STUDENT DEVELOPMENT IN COLLEGE</p> <p>THEORY, RESEARCH, AND PRACTICE</p> <p>JOHN D. PATTON • KENNETH A. SMITH KATHERINE M. GOSS • STEPHEN JOHN QUAY</p> <p>Foreword by MARGY L. SHANKS Introduction by DEBRA S. PASKER</p> <p>JOHNS WILEY & SONS</p> | <p>International Bestseller</p> <p>JAMES M. KOUZES BARRY Z. POSNER</p> <p>THE LEADERSHIP CHALLENGE</p> <p>Sixth Edition</p> <p>How to Make Extraordinary Things Happen in Organizations</p> | <p>SUSAN R. KOMIVES NANCE LUCAS TIMOTHY R. McMAHON</p> <p>Exploring Leadership</p> <p>For College Students Who Want to Make a Difference</p> <p>THIRD EDITION</p> | |
| <p>TAYLOR & FRANCIS FINE ARTS</p> | <p>JOHN WILEY & SONS HEALTH</p> | <p>FA DAVIS MEDICINE</p> | <p>SPRINGER PUBLISHING COMPANY SOCIAL SCIENCE</p> | <p>JOHN WILEY & SONS EDUCATION</p> | <p>JOHN WILEY & SONS BUSINESS/MGMT</p> | <p>JOHN WILEY & SONS EDUCATION</p> | |