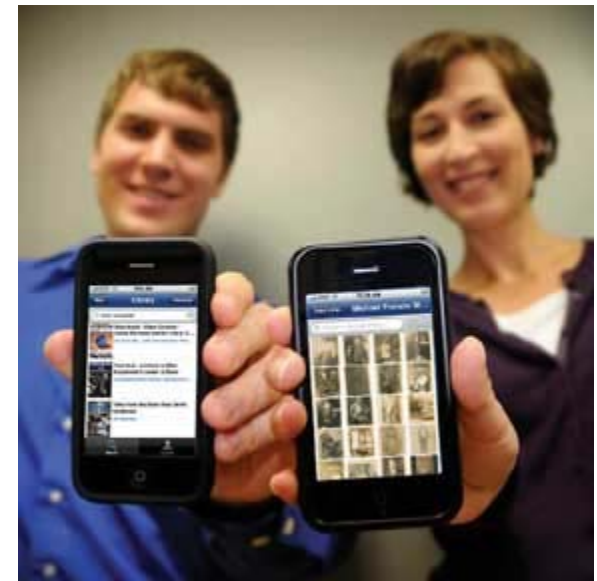
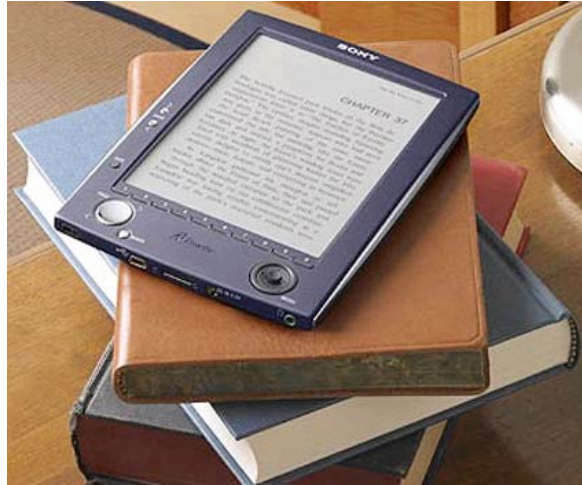
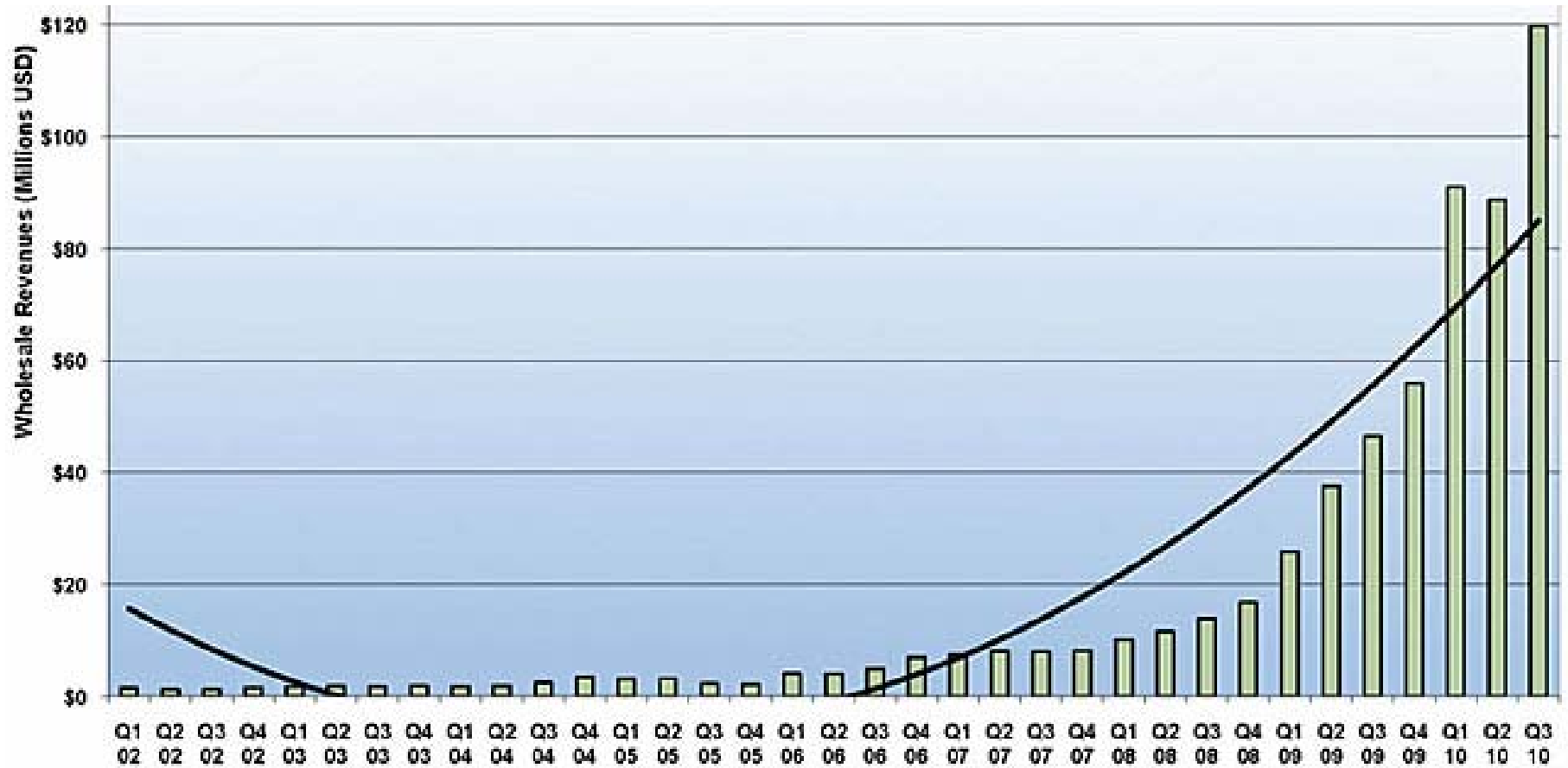


# Bibliotecas en EUA: un mercado para *E-books* en Español



**Adán Griego**  
Curator for Latin American Collections

## US Trade Wholesale Electronic Book Sales



Fuente (International Digital Publishing Forum) <http://idpf.org/about-us/industry-statistics>

- WORLD
- U.S.
- N.Y. / REGION
- BUSINESS
- TECHNOLOGY
- SCIENCE
- HEALTH
- SPORTS
- OPINION
- ART & DESIGN
- BOOKS**
- Sunday Book Review
- Best Sellers
- DANCE
- MOVIES

# Times Will Rank E-Book Best Sellers

By JULIE BOSMAN  
 Published: November 10, 2010

In an acknowledgment of the growing sales and influence of digital publishing, The New York Times said on Wednesday that it would publish e-book best-seller lists in fiction and nonfiction beginning early next year.

- RECOMMEND
- TWITTER
- SIGN IN TO E-MAIL

The New York Times  
 Sunday, February 13, 2011

## Best Sellers

- WORLD
- U.S.
- N.Y. / REGION
- BUSINESS
- TECHNOLOGY
- SCIENCE
- HEALTH
- SPORTS
- OPINION
- ART & DESIGN
- BOOKS**
- Sunday Book Review
- Best Sellers
- DANCE
- MOVIES



## Best Sellers

February 20, 2011

- < Feb 13, 2011
- Feb 27, 2011 >

### OVERVIEW

**PRINT & E-BOOKS**  
 Fiction  
 Nonfiction

**HARDCOVER**  
 Fiction  
 Nonfiction

**PAPERBACK**  
 Trade Fiction  
 Mass-Market Fiction  
 Nonfiction

**E-BOOKS**  
 Fiction

### COMBINED PRINT & E-BOOK FICTION

1. **TICK TOCK**, by James Patterson and Michael Ledwidge
2. **THE GIRL WITH THE DRAGON TATTOO**, by Stieg Larsson
3. **THE GIRL WHO PLAYED WITH FIRE**, by Stieg Larsson
4. **THE GIRL WHO KICKED THE HORNET'S NEST**, by Stieg Larsson
5. **WATER FOR ELEPHANTS**, by Sara Gruen

[Complete List >](#)

### COMBINED PRINT & E-BOOK NONFICTION

1. **UNBROKEN**, by Laura Hillenbrand
2. **HEAVEN IS FOR REAL**, by Lynn Vincent
3. **THE PIONEER WOMAN**, by Ree Drummond
4. **BATTLE HYMN OF THE TIGER MOTHER**, by Amy Chua
5. **DECISION POINTS**, by George W. Bush

[Complete List >](#)

# Nonfiction: Print vs. E-Books

The 10 best-selling nonfiction titles and how their sales ranked in print — including both hardcover and paperback — and in E-book formats.



Published: February 15, 2011

# One Big List

How the best sellers would rank if fiction and nonfiction titles were combined on a single list.

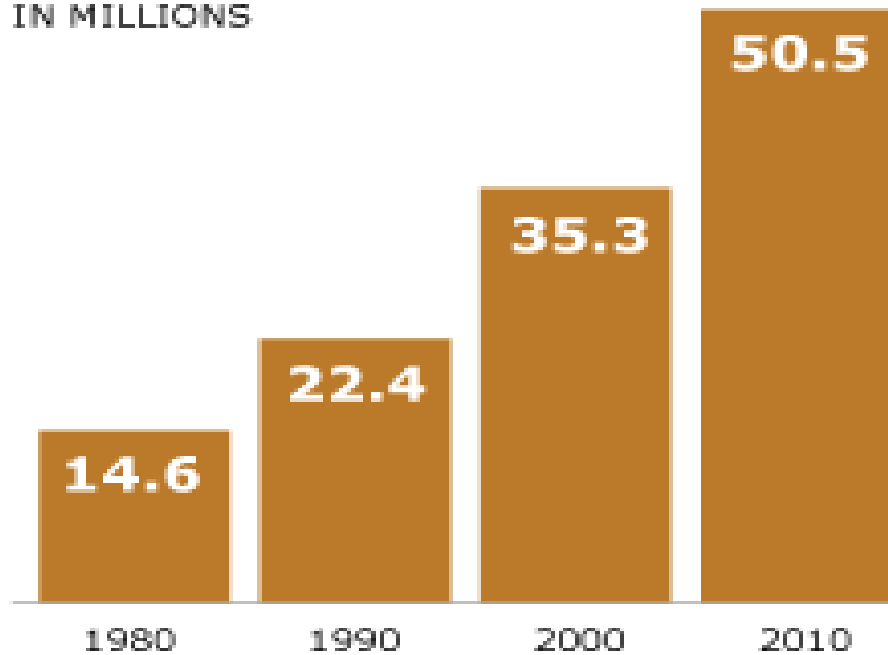


Published: February 23, 2011

# Población Hispana / Latina en EUA

## U.S. Hispanic Population Four Decades of Growth

IN MILLIONS



<b>Mexicanos</b>	<b>31.6 millones</b>	<b>(65.5%)</b>
<b>Puertorriqueños</b>	<b>4.4 millones</b>	<b>(9.1%)</b>
<b>Salvadoreños</b>	<b>1.7 millones</b>	<b>(3.6%)</b>
<b>Cubanos</b>	<b>1.6 millones</b>	<b>(3.5%)</b>
<b>Dominicanos</b>	<b>1.3 millones</b>	<b>(2.8%)</b>
<b>Guatemaltecos</b>	<b>1 millon</b>	<b>(2.2%)</b>
<b>Colombianos</b>	<b>916 mil</b>	<b>(1.9%)</b>

PEW HISPANIC CENTER

### Fuentes:

<http://pewhispanic.org/reports/report.php?ReportID=140>

<http://pewhispanic.org/files/factsheets/hispanics2009/Table%206.pdf>

## Población Hispana / Latina en EUA

Los Angeles	5.7 millones	Tampa	415,000
Nueva York	4.1 millones	Sacramento	410,000
Miami	2.3 millones	Albuquerque	389,000
Houston	2 millones	Boston	382,000
Chicago	1.9 millones	Tucson	344,000
Riverside-San Bernardino	1.9 millones	Seattle	274,000
Dallas-Ft. Worth	1.8 millones	Portland	239,000
Phoenix	1.4 millones	Salt Lake City	183,000
San Fco-San Jose-Oakland	1.4 millones	Detroit	168,000
San Antonio	1.1 millones	Minneapolis-St. Paul	160,000
San Diego	957,000	Charlotte	160,000
Washington	713,000	Providence	158,000
El Paso	614,000	Kansas City	154,000
Denver	570,000	Bridgeport	143,000
Las Vegas	557,000	Hartford	139,000
Atlanta	548,000	Milwaukee	136,000
Austin	521,000	Oklahoma City	126,000

**Fuente: Statistical Abstract of the United States, 2011 (Chart 23)**

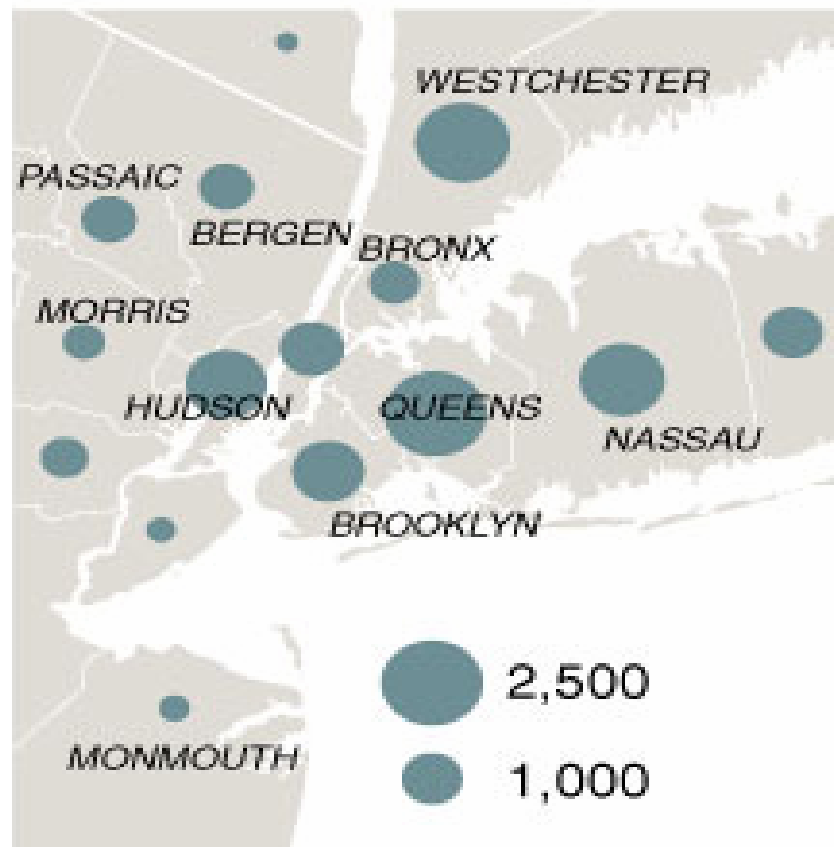
# Población Hispana / Latina en EUA



# Chileans in the New York Region

Immigrants from Chile are scattered throughout the region, with the largest number in Queens. They number far fewer than immigrants from many Latin American countries, and tend to be well educated.

*Chile-born, 2007*



*Latin American immigrants, N.Y.C.*

	COUNTRY	IMMIGRANTS 2007	PCT. COLL. DEG.
1	Domin. Rep.	298,908	12%
2	Jamaica	153,812	18
3	Mexico	135,359	6
4	Guyana	123,410	15
5	Ecuador	115,214	10
6	Haiti	85,052	20
7	Trinidad	79,745	17
8	Colombia	68,434	20
9	Peru	30,301	27
10	Honduras	26,163	12
<b>30</b>	<b>Chile</b>	<b>4,862</b>	<b>32</b>

Source: Census; University of Minnesota Population Center

THE NEW YORK TIMES

*New York Times* March 8, 2010.

## Lo Mas Solicitado: Bibliotecas Públicas

Inmigración y Leyes (EEUU)

Aprender Inglés (English as a  
Second Language)

Salud y Medicina

Motivación (Self Help)

Sexualidad

Negocios y Profesiones

Como Hacer... (How To)

Manuales de reparación,

Costura, construcción,

Hogar/cocina

Computación básica

Capacitación para empleos

Biografías

Maternidad y Paternidad

Ocultismo

Adicción a las Drogas y Alcoholismo

Material de Ayuda Escolar – no Libros de Texto

Enciclopedias

Historia y geografía

Matemáticas

Ficción para Niños y Adultos en General

**Alvaro Sanabria, San Francisco Public Library (2008)**





## Catalog Unificado- versión gratis

### Find items in libraries near you

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CDs

Articles

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Applications

edit

Photos

Video

Groups

Events

Marketplace

WorldCat

more

WorldCat

Share

Home

Advanced

Something to Read

Favorite WorldCat Lists

Invite Friends

Search for an item in libraries near you

Enter title, subject or author

Search WorldCat

Quick Search

Find books, music, videos and more in WorldCat for "boating".

Quick searches are based on the interests you've added in your Facebook profile.

# ¿Qué compra una biblioteca pública? (bibliotecas WorldCat 2000-2011)

## Literatura infantil

El príncipe de la niebla. Rayo/Planeta. (442 mas de 10 ediciones)

No dejes que la paloma conduzca.... EntreLibros. (285, variasediciones)

## Libros de auto-ayuda / Manuales

Las alergias (**trad. del alemán**). Alfaomega Everest. (158, varias ediciones)

La ciencia de la salud : mis consejos... Rayo/Planeta. (174, varias ediciones)

Guia esencial del bordado. Edimat Libros, S.A. (101, varias ediciones)

Cómo hablar con los hijos.... Edimat, 2003. (106)

Consiga un trabajo en 30 días.... (**trad. del inglés**). Gestion 2000. (200)

Qué hacer cuando el diagnóstico es cáncer. (**trad. del inglés**). Urano. (153)

## Traducciones / Best Sellers

El intermediario (John Grisham). Ediciones B. 2005. 221, varias ediciones [audiolibro, 2006 / 135]

Osama bin Laden.... Planeta, 2001. (113)

La orden del temple (Raymond Houry). Urano. (281, varias ediciones) [audiolibro, 2007 /45]

Guinness World Records 2009. Planeta. (161)

## Obras de consulta: públicas y universitarias (1999-2010)

Diccionario de la lengua española. Espasa. (448, varias ediciones)

Diccionario panhispánico de dudas. RAE. (501, varias ediciones)

Diccionario del estudiante. RAE. (173, varias ediciones)

Diccionario esencial de la lengua española. Espasa. (187, varias edicioens)

Diccionario de autores latinoamericanos. Emecé, 2001. (210)

Diccionario de literatura latinoamericana. Ateneo, 1998. (111)

Diccionario de política latinoamericana del siglo XX. Océano, 2001. (134)

Diccionario de escritores hispanoamericanos : del siglo XVI al siglo XX. Larousse, 2002. (202)

Diccionario de literatura mexicana : siglo XX. UNAM, 2000-. (109)

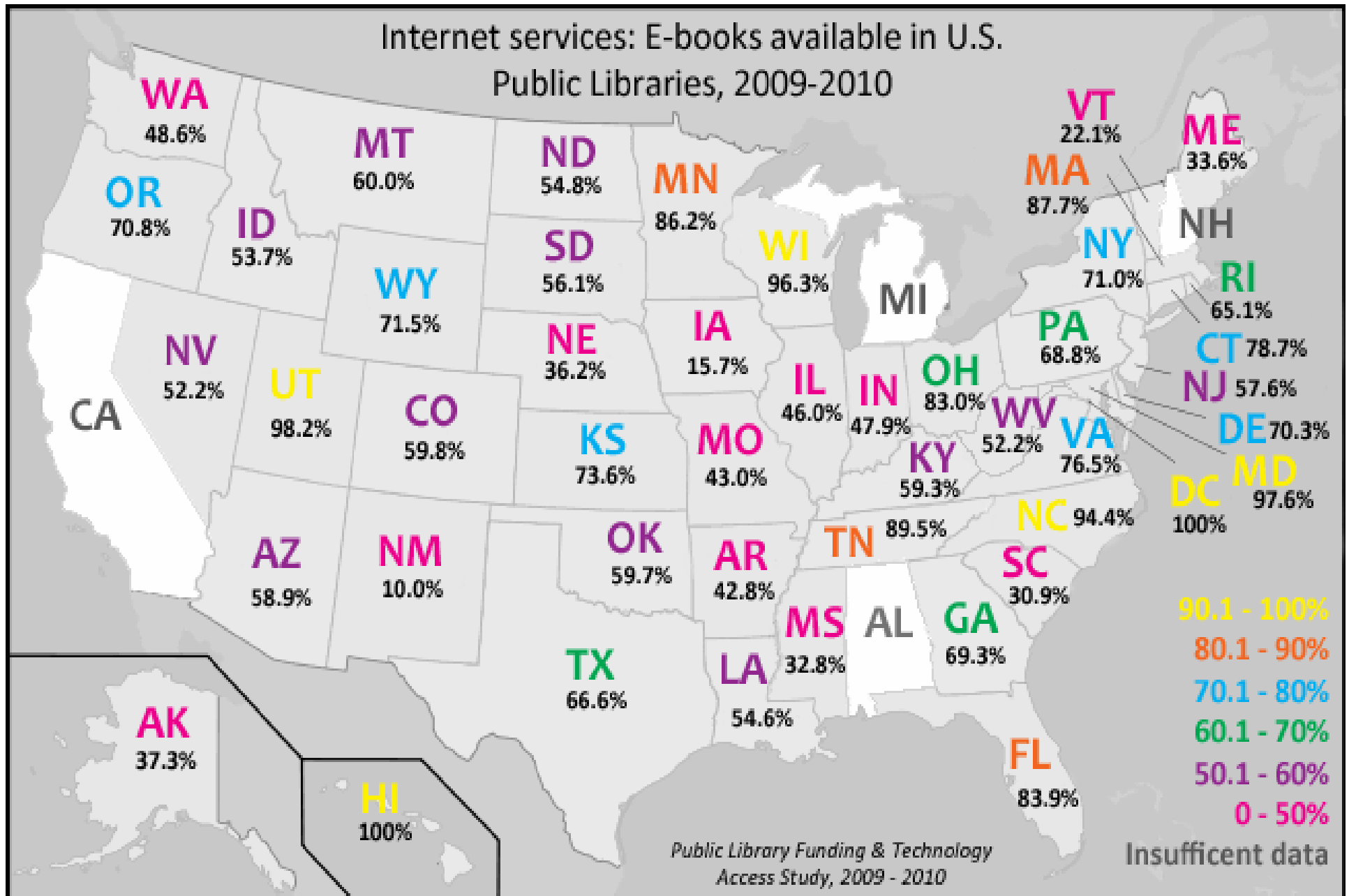
## E-books en Español: bibliotecas públicas en EUA (Sept. 2009)

Biblioteca	Si	No	Distribuidor(es)	Comentarios
Boston			DID NOT RESPOND	
Brooklyn	x		<b>Overdrive</b>	Algunos libros y películas
Chicago	x		<b>Overdrive</b>	Solamente algunos libros
Dallas			DID NOT RESPOND	
Denver		x		<i>Overdrive</i> no tiene interface en Esp.
El Paso		x		
Houston			DID NOT RESPOND	
Las Vegas			DID NOT RESPOND	
Los Angeles	x		<b>Overdrive</b>	audiolibros
Oakland	x		<b>NetLibrary</b>	
Phoenix			DID NOT RESPOND	
Queens, NY		x		YA no los reciben
St. Paul		x		En inglés <b>NetLibrary</b> , poca demanda
Sacramento	x		<b>Overdrive</b>	PERO aún no ha seleccionado libros
Santa Ana		x		
San Antonio		x		
San Diego	x		<b>Overdrive/ Netlibrary</b>	<i>Overdrive</i> : audiolibros / <i>Netlibrary</i> : libros
San Francisco	x		<b>Overdrive/ Netlibrary</b>	<i>Overdrive</i> : películas / <i>Netlibrary</i> : libros
Tulsa		x		
Washington,Capital		x	<b>Overdrive</b>	Audiolibros

## E-books en Español: bibliotecas públicas en EUA (Sept. 2010)

Biblioteca	Si	No	Distibuidor(es)	Comentarios
Boston			DID NOT RESPOND	
Brooklyn	x		Overdrive	Algunos libros y películas
Chicago	x		Overdrive	Solamente algunos libros
Dallas			Overdrive	Van a agregar ++, muy contentos
Denver		x		Overdrive no tiene interface en Esp.
El Paso		x		
Houston			DID NOT RESPOND	
Las Vegas	x		Overdrive	Audiolibros peliculas
Los Angeles	x		Overdrive	audiolibros
Oakland	x		NetLibrary	
Phoenix			DID NOT RESPOND	
Queens, NY		x		YA no los reciben
St. Paul		x		En inglés NetLibrary, pero hay poca demanda
Sacramento	x		Overdrive	PERO aún no ha seleccionado libros
Santa Ana		x		
San Antonio		x		
San Diego	x		Overdrive	Overdrive: audiolibros / Netlibrary: libros
San Francisco	x		Overdrive/Netlibrary	Overdrive: películas / Netlibrary: libros
Tulsa		x		
Washington,Capital		x	Overdrive	Audiolibros

Internet services: E-books available in U.S.  
Public Libraries, 2009-2010



Fuente: [http://www.ala.org/ala/research/initiatives/plftas/2009\\_2010/ebooksmap0910.cfm](http://www.ala.org/ala/research/initiatives/plftas/2009_2010/ebooksmap0910.cfm)

**Bibliotecas Escolares (99,180)\***  
**33% YA ofrece ebooks\*\***

2007-08 Foreign Language Enrollments by Language.

Language	FL Enrollment	Percent CI	Percent of FL Enrollment
SPANISH	6,418,331	+/- 1.75%	72.06%
FRENCH	1,254,243	+/- 2.93%	14.08%
OTHER	489,356	+/- 0.68%	5.49%
GERMAN	395,019	+/- 1.81%	4.43%
LATIN	205,158	+/- 1.67%	2.30%
JAPANESE	72,845	+/- 1.37%	0.82%
CHINESE	59,860	+/- 2.13%	0.67%
RUSSIAN	12,389	+/- 2.96%	0.14%
TOTAL	8,907,201	+/- 1.33%	

FL-foreign language; CI-confidence interval

**Fuentes: \*** [www.ala.org/ala/professionalresources/libfactsheets/alalibraryfactsheet01.cfm](http://www.ala.org/ala/professionalresources/libfactsheets/alalibraryfactsheet01.cfm)

**\*\*** <http://tinyurl.com/3hp5e4e> (Abril, 2011)

<http://www.actfl.org/files/ReportSummary2011.pdf>

# Bibliotecas Académicas



Green Library-Stanford



Doe Library-Berkeley

# Enseñanza Superior

Estudiantes Inscritos (Fall, 2009)

20,966,000\*

Bibliotecas Académicas (2010-2011)\*\*

TOTAL	3,827
4 year Colleges & Universities	2,393
2 year Colleges / Junior Colleges	1,434

\*Fuente:<http://nces.ed.gov/pubs2011/2011230.pdf> (Table 1)

Fuente: \*\* [www.ala.org/ala/professionalresources/libfactsheets/alalibraryfactsheet01.cfm](http://www.ala.org/ala/professionalresources/libfactsheets/alalibraryfactsheet01.cfm)

## Estudiantes: Cursos de Lenguas Extranjeras-Nivel Universitario (2002-2009)

	2002	2006	% Change, 2002–06	2009	% Change, 2006–09
Spanish	746,267	822,985	10.3	864,986	5.1
French	201,979	206,426	2.2	216,419	4.8
German	91,100	94,264	3.5	96,349	2.2
ASL	60,781	78,829	29.7	91,763	16.4
Italian	63,899	78,368	22.6	80,752	3.0
Japanese	52,238	66,605	27.5	73,434	10.3
Chinese	34,153	51,582	51.0	60,976	18.2
Arabic	10,584	23,974	126.5	35,083	46.3
Latin	29,841	32,191	7.9	32,606	1.3
Russian	23,921	24,845	3.9	26,883	8.2
Greek, Ancient*	20,376	22,849	12.1	20,695	-9.4
Hebrew, Biblical	14,183	14,140	-0.3	13,807	-2.4
Portuguese	8,385	10,267	22.4	11,371	10.8
Korean	5,211	7,145	37.1	8,511	19.1
Hebrew, Modern	8,619	9,612	11.5	8,245	-14.2
Other languages	25,716	33,728	31.2	40,747	20.8
Total	1,397,253	1,577,810	12.9	1,682,627	6.6

Fuente: [http://www.mla.org/pdf/2009\\_enrollment\\_survey.pdf](http://www.mla.org/pdf/2009_enrollment_survey.pdf) (Pag. 19)

# Títulos Universitarios en Filología/Literatura

## Francés

	BA	MA	PhD
2000-01	2371	376	115
2001-02	2396	356	89
2002-03	2291	348	75
2003-04	2362	361	85
2004-05	2394	356	80
2005-06	2410	395	84
2006-07	2462	364	95

## Alemán

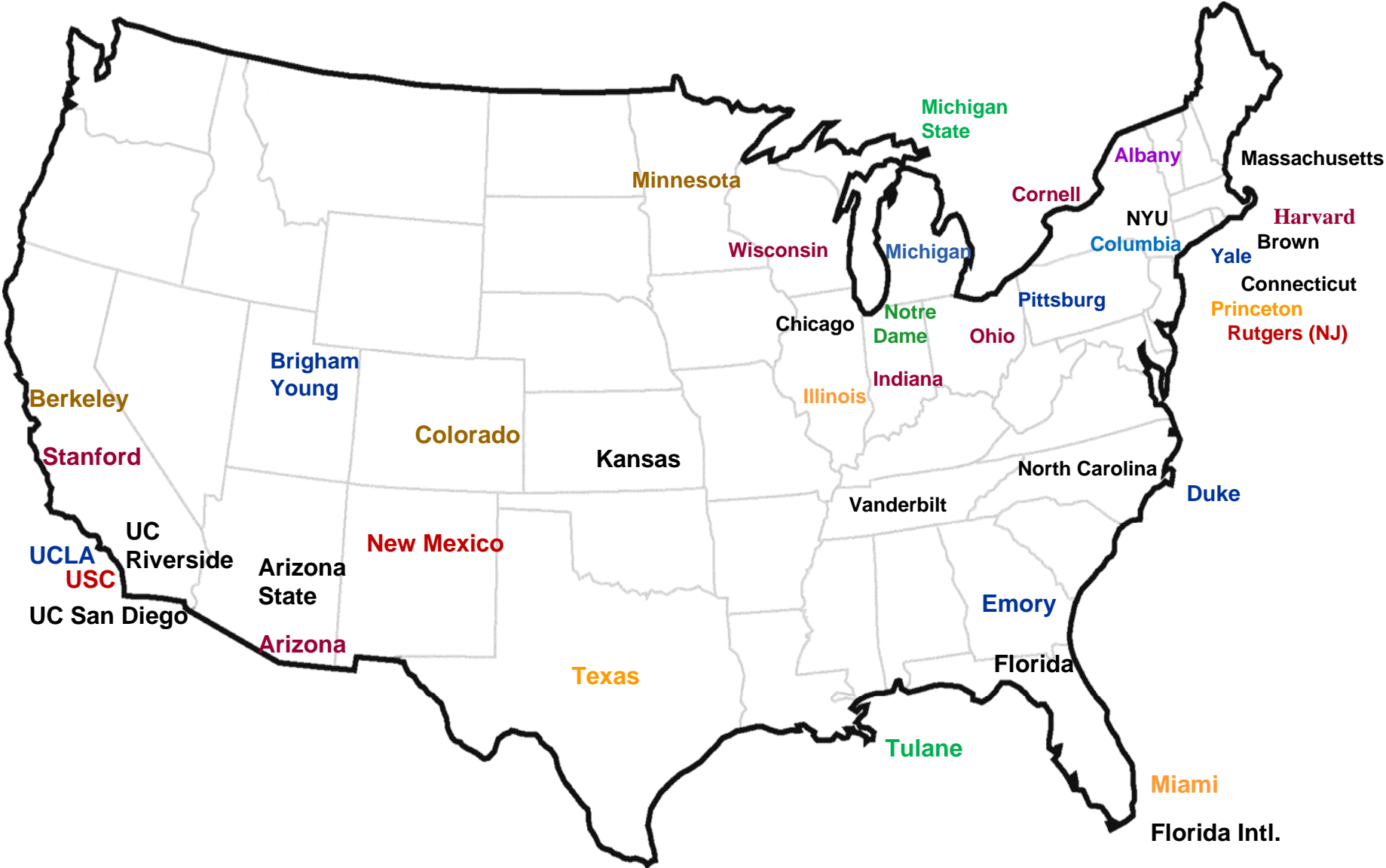
	BA	MA	PhD
2000-01	1143	242	73
2001-02	1092	208	64
2002-03	1097	188	77
2003-04	1031	153	30
2004-05	1103	180	56
2005-06	1106	172	48
2006-07	1055	158	56

## Español

	BA	MA	PhD
2000-01	7164	716	185
2001-02	7243	792	193
2002-03	7613	791	190
2003-04	7991	833	199
2004-05	8304	919	190
2005-06	8690	981	192
2006-07	9013	982	195

Fuente: *Digest of Education Statistics Tables and Figures, NCES – 2007*  
[http://nces.ed.gov/programs/digest/d07/tables/dt07\\_298.asp](http://nces.ed.gov/programs/digest/d07/tables/dt07_298.asp)

# Iberoamerica en las Grandes Bibliotecas Académicas-EUA



## E-books en Español: Bibliotecas Académicas-EUA (Oct. 2010)

Arizona State	Ebrary, Netlibrary, Alexander	Massachusetts	Ebrary, Netlibrary
Arizona	Netlibrary, Ebrary, Alexander	Miami	DID NOT RESPOND
Brigham Young (BYU)	DID NOT RESPOND	Michigan	Ebrary, Netlibrary
Brown	Netlibrary	Michigan State	Ebrary, Netlibrary
California – Berkeley	Ebrary, Alexander	Minnesota	DID NOT RESPOND
California – UCLA	DID NOT RESPOND	North Carolina	Ebrary
California – San Diego	Ebrary, NetLibrary	Notre Dame	DID NOT RESPOND
California – Riverside	DID NOT RESPOND	New York (NYU)	Digitalia, Ebrary, Alexander
Chicago	Ebrary, Netlibrary, Alexander	Ohio State	DID NOT RESPOND
Colorado	Ebrary	Princeton	Alexander
Columbia	Digitalia, Ebrary, Alexander	Pittsburg	Alexander, Ebrary
Connecticut	Netlibrary	Rutgers (New Jersey)	Digitalia, Netlibrary, Alexander
Cornell	DID NOT RESPOND	Stanford	Ebrary, Alexander, Netlibrary
Duke	Netlibrary, Ebrary	SUNY-Albany	Netlibrary, Alexander
Emory	Netlibrary, Digitala, Alexander	Texas	Ebook Library, Ebrary, Netlibrary, Alexander
Florida International	Alexander, Netlibrary	Tulane	Netlibrary, Alexander
Florida	Netlibrary	U. South. Calif. (USC)	Digitalia, Alexander, Netlibrary
Harvard	Netlibrary, Alexander	Vanderbilt	Netlibrary, Ebrary, Alexander
Illinois	Ebrary, Digitalia (via Ebrary)	Wisconsin	Digitalia
Kansas	Netlibrary, Ebrary	Yale	DID NOT RESPOND

No en español

**Ebrary/el-libro.com**

[http://en.wikipedia.org/wiki/Liberal\\_arts\\_colleges\\_in\\_the\\_United\\_States](http://en.wikipedia.org/wiki/Liberal_arts_colleges_in_the_United_States)



[http://en.wikipedia.org/wiki/Association\\_of\\_Jesuit\\_Colleges\\_and\\_Universities](http://en.wikipedia.org/wiki/Association_of_Jesuit_Colleges_and_Universities)

## Largest Endowments per Student, 2009

<b>Pomona College</b>	<b>\$1,333,881,000</b>	<b>(1,516)</b>	<b>\$879,869</b>
<b>Amherst College</b>	<b>\$1,305,944,000</b>	<b>(1,697)</b>	<b>\$769,560</b>
<b>Swarthmore College</b>	<b>\$1,128,675,000</b>	<b>(1,470)</b>	<b>\$767,806</b>
<b>Rice University</b>	<b>\$3,612,884,164</b>	<b>(5,305)</b>	<b>\$681,034</b>
<b>Grinnell College</b>	<b>\$1,076,249,574</b>	<b>(1,657)</b>	<b>\$649,517</b>
<b>Williams College</b>	<b>\$1,409,055,000</b>	<b>(2,055)</b>	<b>\$685,672</b>
<b>Wellesley College</b>	<b>\$1,266,437,000</b>	<b>(2,231)</b>	<b>\$567,654</b>
<b>Berea College</b>	<b>\$791,209,800</b>	<b>(1,528)</b>	<b>\$521,219</b>
<b>Dartmouth College</b>	<b>\$2,824,894,000</b>	<b>(6,326)</b>	<b>\$495,769</b>
<b>Washington &amp; Lee Univ.</b>	<b>\$897,141,000</b>	<b>(2,152)</b>	<b>\$416,887</b>
<b>Bryn Mar College</b>	<b>\$521,878,065</b>	<b>(1,253)</b>	<b>\$416,503</b>
<b>Notre Dame</b>	<b>\$4,795,303,000</b>	<b>(11,651)</b>	<b>\$411,579</b>
<b>Bowdoin College</b>	<b>\$688,384,000</b>	<b>(1,720)</b>	<b>\$400,223</b>
<b>Univ. of Chicago</b>	<b>\$5,094,087,000</b>	<b>(13,658)</b>	<b>\$372,975</b>
<b>Smith College</b>	<b>\$1,096,321,962</b>	<b>(3,099)</b>	<b>\$353,766</b>
<b>Claremont McKenna</b>	<b>\$399,711,000</b>	<b>(1,211)</b>	<b>\$330,067</b>
<b>Trinity University (Texas)</b>	<b>\$850,739,000</b>	<b>(2,606)</b>	<b>\$326,454</b>

Note: Figures cover only U.S. colleges and universities, and are based on endowments as of June 30, 2009, and full-time equivalent enrollment for fall 2008.

**SOURCE:** National Association of College and University Business Officers

<http://chronicle.com/article/Largest-Endowments-per/123960/>

## Falta de espacio



**Expectativa de l@s  
usuari@s**



# Ebooks, ¿Dónde Están?

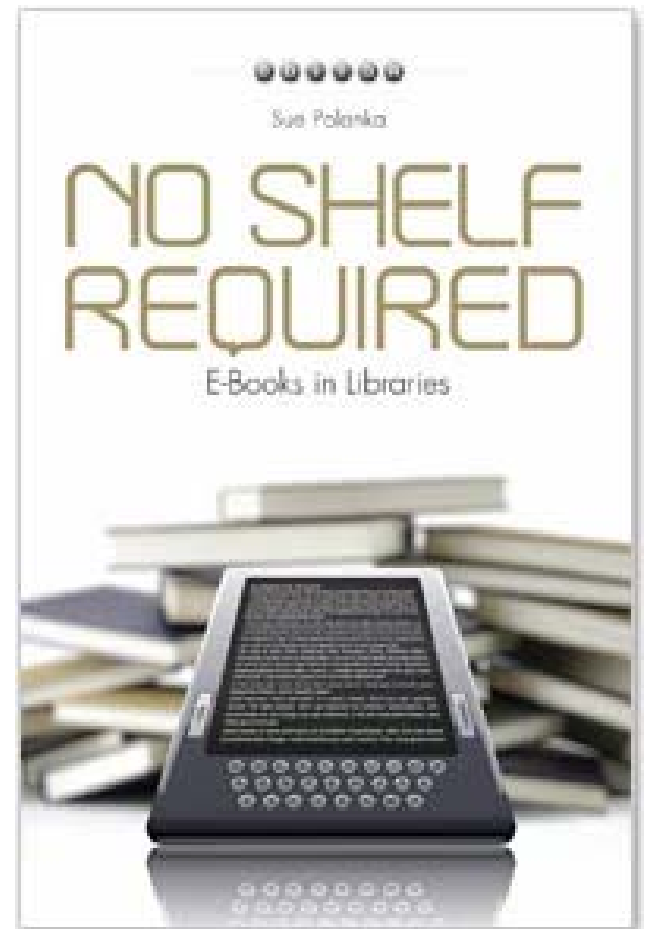
**94%** bibliotecas *académicas*

**72%** bibliotecas *públicas*

**33%** bibliotecas *escolares*

**Ebooks: Libraries at the Tipping Point (2010)**

<http://www.libraryjournal.com/csp/cms/sites/LJ/info/Reportpurchase.csp>



## **Informe Annual de la ALA: State of American Libraries**

**\*2/3 de Bibliotecas Públicas Ya Ofrecen Ebooks**

**\*Casi Todas las Bibliotecas Académicas Ofrecen eBooks**

**\*1/3 de Bibliotecas Escolares Ofrece Ebooks.**

**\*Ebooks % mínimo...pero lo que MAS aumenta**

**Fuente: <http://tinyurl.com/3hp5e4e> (Abril, 2011)**



## **Prestamo de e-readers: el próximo paso**

- \*Some libraries now lending out e-readers. (Enero, 2011. Florida)**
- \*Public Libraries Lending E-Readers. (Enero, 2011. Albany, NY)**
- \*Building an eReader Collection.... (Nov, 2010. Duke Univ.)**
- \*Library begins lending e-readers. (Sept. 2010. Univ. de Arizona)**



## **Distribuidores de e-books en español a bibliotecas**

**Alexander Street Press** (USA) [www.alexanderstreet.com](http://www.alexanderstreet.com)

**Casalini Libri:** (Florencia-Italia) [www.casalini.it](http://www.casalini.it)

**Digitalia:** (New York) [www.digitalia.us](http://www.digitalia.us)

**Ebrary/Proquest** (USA) [www.ebrary.com](http://www.ebrary.com)

**e-libro:** (Argentina-USA) [www.e-libro.com](http://www.e-libro.com)

**Net Library/EBSCO:** (USA) <http://www.netlibrary.com>

**Overdrive** (USA) <http://www.overdrive.com>

**Publidisa:** (España) <http://www.publidisa.com>

**Puvill Libros** (Barcelona-España) <http://www.puvill.com>

**Para fanáticos,  
incrédulos  
y curiosos  
impertinentes**



Javier Celaya

<http://www.dosdoce.com>

**L&b**

**Blog de Libros y bitios**

José Antonio Millán

(antes El futuro del libro)

<http://jamillan.com/librosybitios>

TERRITORIO  
**eBOOK**

**Libros electrónicos (Facebook)**

<http://tinyurl.com/5vpd6t5>

# ¿Por qué tener presencia en estos nuevos espacios?

## Perfil de la clase del 2013 en EUA

#34. Siempre han podido leer libros en una pantalla digital

<http://www.beloit.edu/mindset/2013.php>

