

**Kinokuniya signs agreement with ProQuest to sell academic ebooks**

Kinokuniya Company Ltd (Chairman and President Masashi Takai) has signed an agreement with ProQuest (CEO Kurt Sanford), a leading information and technology company in the United States, to become the sales agent concerning academic ebooks offered by ProQuest. It has been agreed that sales activities will begin in April 2017 in Japan.

Through this partnership, Kinokuniya and ProQuest plan to accelerate the sales of academic ebooks to institutional customers using the ProQuest ebook platform ProQuest Ebook Central (EBC). EBC consists of the two ebook services previously acquired by ProQuest; ebrary and EBL, and offers a more advanced ebook usage environment.

EBC is a platform supported by the latest web technology, and various purchase options are available on EBC in addition to the traditional outright purchase model. It also offers Mediated Demand Driven Acquisition (Mediated DDA), which has evolved from Demand Driven Acquisition (DDA) enabling administrators such as librarians to make the final purchase decision. Mediated DDA harmonises the procurement policy of the library with the requests from the users.

EBC's role is not only acquisitions management of ebooks. It also aims to contribute to the optimisation of library operations by providing data such as usage reports and analysis on the composition of library holdings.

EBC has already spread to areas such as the USA and Oceania where the digitalisation of university libraries is quite advanced. Kinokuniya will strive for the improvement of EBC offerings and the advancement of academic research in Japan.

**ProQuest ([www.proquest.com](http://www.proquest.com))**

ProQuest connects people with vetted, reliable information. Key to serious research, the company's products are a gateway to the world's knowledge including dissertations, governmental and cultural archives, news, historical collections and ebooks. ProQuest technologies serve users across the critical points in research, helping them discover, access, share, create and manage information.

The company's cloud-based technologies offer flexible solutions for librarians, students and researchers through the ProQuest®, Alexander Street™, Bowker®, Dialog®, Ex Libris® and SIPX® businesses – and notable research tools such as the RefWorks® citation and reference management platform, the Pivot® research development tool and the Ebook Central®, ebrary®, EBL™ and MyiLibrary® ebook platforms. The company is headquartered in Ann Arbor, Michigan, with offices around the world.

**Kinokuniya Company Ltd**

Kinokuniya Company Ltd. was established in 1927, and is Japan's largest bookstore chain with 90 years of history. Kinokuniya also has both feet firmly in the academic journal marketplace, maintaining business relations with over 3,000 publishers and academic societies, and supporting development of Japanese academia. Kinokuniya undertakes sales activities as the exclusive agent for multiple academic journals from the largest academic publishers in the world, including Cambridge University Press (UK), The MIT Press, Rockefeller University Press, The University of Chicago Press and the University of California Press (USA). We are also contributing to the enhancement of the circulation of academic information as the exclusive agent in Japan for OCLC, a global library cooperative operating WorldCat, the world's largest library catalogue.

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