New business models and legal framework for dissemination of digital content

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The future library users

"If we can't find it on the web - it does not exist"

Foto: Kjetil Born

erin-lola.blogspot.com

pcspeed.net
Include cultural heritage in today's knowledge base

The cost of digitisation

Intellectual property right
Legal deposit in Norway
- all published content in all media to The National Library

• Legal Deposit Act of 1989
  • All printed material
  • Music (sheet and sound)
  • Photographs
  • Broadcasts (radio and TV)
  • Film and video
  • The Internet /the “.no-domain”
The multimedia collection

- 1,900,000 books
- 2,000,000 periodicals
- 4,700,000 newspapers
- 1,300,000 pictures
- 60,000 posters
- 180,000 maps
- 4,000,000 manuscripts
- 1,900,000 ephemera
- 2,500 hours audiobooks
- 80,000 hours music
- 1,000,000 hours radio broadcasting
- 250,000 hours moving images (TV/film etc)
- 1,000,000,000+ Internet documents (.no)
Digital strategy of The National Library

Digitise the Collection
  • Systematically A-Z
  • For special purposes
  • On demand

Legal deposit of born-digital material
  • Broadcasting
  • Newspapers
  • Book Publishers

Strategic Partnership
  • Norwegian Broadcasting Company
  • Newspapers
  • Book Publishers
Digitisation at The National Library
Mass digitisation – key figures

- 34 scanners for printet material and photo
- 18 scanners for sound and video
- Converts analog material to 12 -15 TB digital content weekly
The digital collection

Content

- 230 000 newspapers
- 450 000 pictures
- 175 000 books
- 600 hours of moving images
- 5 000 hours of music
- 7 200 posters
- 690 000 hours of radio broadcasts

2 TB x 3 Long term digital repository

- Books: 56%
- Film: 21%
- Sound: 4%
- Newspapers: 3%
- Photos: 0%
Increasing amount of copyright protected digitised material

Legal framework

- Bilateral agreements
- Collective licencing and extend collective licencing
Strategic partnership

- Shared goals
- Joint operations
- Shared benefits
- Shared cost
Broadcasting

50 – 50 cost sharing with Norwegian Broadcasting

- to digitise the radio archive
- to establish a digital repository
- to operate the digital archive

Shared Digital Archive for the National Library and Norwegian Broadcasting
Newspapers

Digitising historical collections on the basis of 50 – 50 cost sharing

Receiving the newspaper in PDF-format
Web-based newspaper access in all Norwegian libraries
Benefits and synergies

- Establishing standards for feeding digital newspaper files
- Reducing digitisation cost by 50%
- Eliminating need for future digitisation
- Reducing future capacity needs
- Securing historical collections
- Securing public access to historical newspapers collections
Digitising Parliamentary proceedings since 1814

Digitising costs covered by the Parliament

Digitising by the National Library
Available on the Bicentennial anniversary of the Constitution in 2014 (free and open access on the web)
Museums and cultural heritage institutions

• Agreements with rights holders, metadata, transcriptions etc supported by cooperating institutions

• The National Library digitise and adds content to the digital library ”nb.no”

• Cooperating institutions receives high-quality files for own use
bokylla.no (bookshelf.no)

- Free access to copyright-protected books on the web
Scope of the contract

• All books published in Norway:
  • 1690-1700
  • 1790-1800
  • 1890-1900
  • 1990-2000
  • Estimated 50,000 volumes under copyright
• For Norwegians (ip-adresses)
• Full-text searchable
• Right to withdraw work
• Download of PDFs of uncopyrighted works
Costs and compensation

Annual compensation of NOK 0.56 (€ 0.06) per page made available on the internet

By 2012 a total annual compensation of 0.64 mill € for 50,000 volumes (0.13 € pr capita)

Compensation and digitisation costs funded by the National Library
Legal framework

• The Copyright Act of 1961 with amendments allows The National Library to digitise all published material for long-term preservation.

• "The Bookshelf" contract is based on the framework of extended collective licencing.
Extended collective licence

- Kopinor (collecting society) represents all rightsholders:
  - All printed material
  - Foreign rightsholders
  - Orphan works

- Kopinor distributes the compensation to authors, i.e. through grants.
Weekly use from May 2009 – counted by number of IP-adresses
Weekly use – counted by page-views
Use and users

- Students and staff at Colleges and Universities
- Mainly from the Oslo, Bergen and Trondheim areas
- Searching for specific books and content (curriculum)
- Slightly more female readers
Effects on book-sales and library loans

• No measurable and significant effect on sales (balance between substitution and promotion)

• Measurable but no significant effect on library loans (substitution dominates promotion slightly)
Include cultural heritage in today’s knowledge base

By the means of strategic partnership:

- Increased content in the digital library
- Increased dissemination of copyright protected content on the web

The cost of digitisation

Intellectual property right
To succeed – pay special attention to these areas:

• Establish an overall digital strategy
• Strategy implementation and organizational development go hand in hand
• Restructure to free resources and show vigor and determination
• Establish expertise and technical capacity to digitise
• Establish confidence and trust with publishers through offering expertise and being a reliable partner
• Combine strategic focus with flexibility to use opportunities
• Combine bilateral and collective agreements (don’t put all your eggs in one basket)
Thank you
and
good luck with your efforts!