

New business models and legal framework for dissemination of digital content

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The future library users



erin-lola.blogspot.com



pcspeed.net

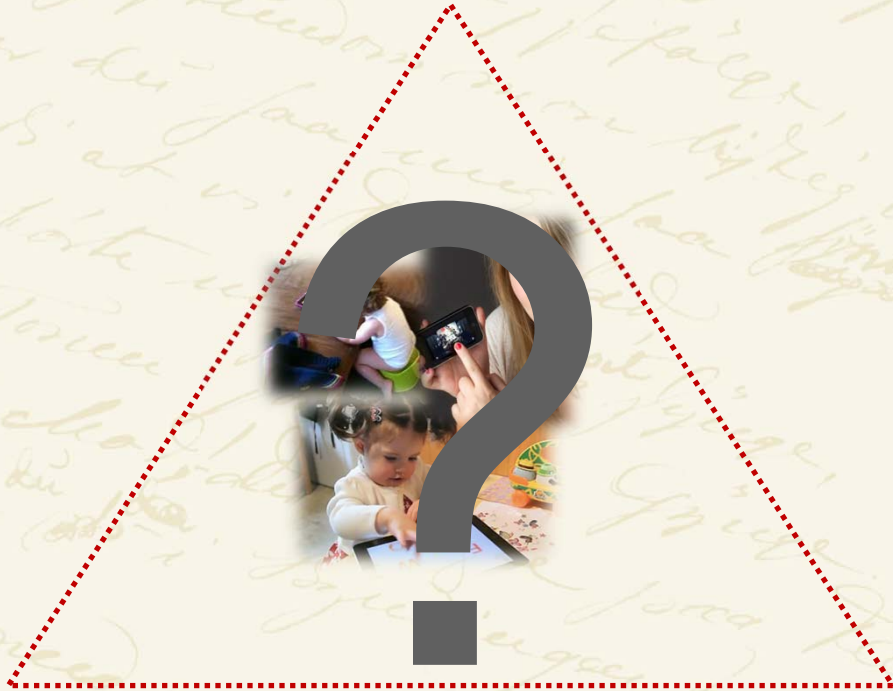
Foto: Kjetil Born

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



National Library of Norway

**Include cultural heritage
in today's knowledge base**



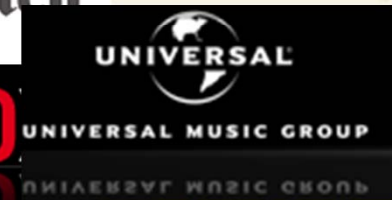
**The cost of
digitisation**

**Intellectual
property right**

Legal deposit in Norway

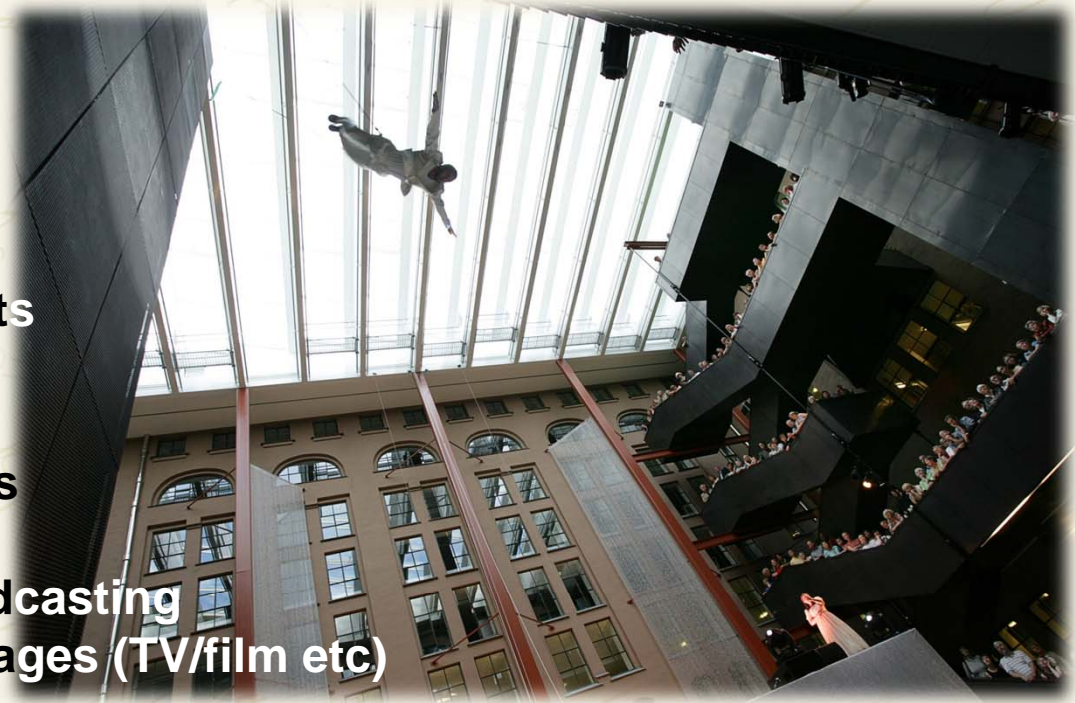
- all published content in all media to The National Library

- 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 hrs	audiobooks
80 000 hrs	music
1 000 000 hrs	radio broadcasting
250 000 hrs	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

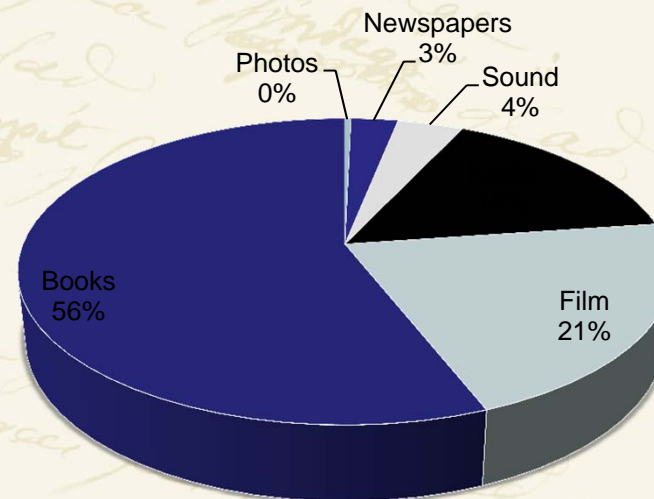
- 34 scanners for printed material and photo
- 18 scanners for sound and video
- Converts analog material to 12 -15 TB digital content weekly

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



Increasing amount of copyright protected digitised material

Legal framework

- Bilateral agreements
- Collective licencing and extenden collective licencing



Strategic partnership

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



Broadcasting

50 – 50 cost sharing with Norwegian Broadcasting

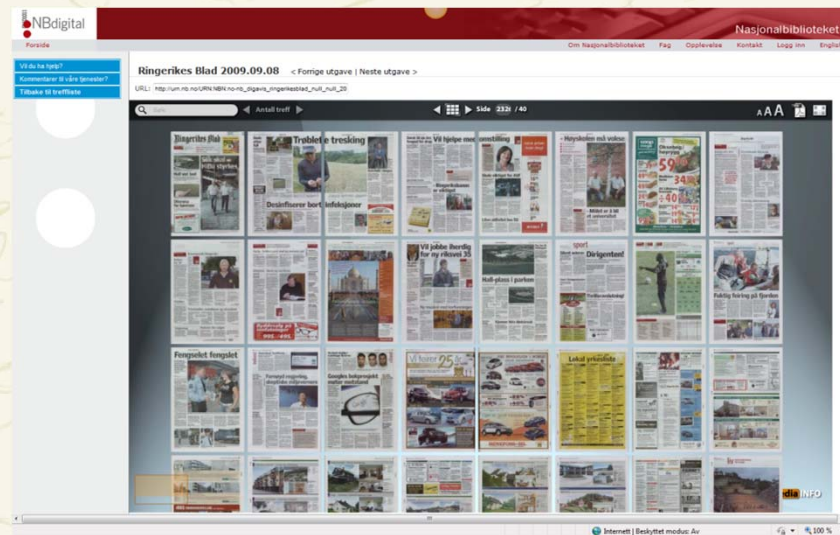


- to digitise the radio archive
- to establish a digital repository
- to operate the digital archive

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)

NBdigital BOKHYLLA

Velkommen til Bokhylla.no

Velkommen til Bokhylla med 48.000 bøker som kan leses i sin helhet på nett. I tillegg har vi 9.000 bøker i NBdigital som kan du laste ned som PDF.

[Les mer...](#)

Søk i alle bøker i NBdigital

Om bokhylla

Norges største digitale bokhylle er gratis for brukerne. Her kan du lese mer enn 48.000 bøker fra 1900-tallet på nett, pluss 9.000 eldre bøker.

[Les mer...](#)

Bokhyllablog på NBdigital Beta

Sagt om Bokhylla / 10 på topp / Spørsmål og svar /

[Les mer...](#)

1990

Guldkrigen. Kong Olavs død. OL på Lillehammer. I løpet av året blir over 100.000 titler pliktavlevert til Nasjonalbiblioteket. Enkelte av dem vil vare lenge.

[Les mer...](#)

1790

Litteraturen er preget av stor bredde i emner og genre, men skrifter om religiøse og teologiske emner dominerer fremdeles det litterære bildet.

[Les mer...](#)

1890

Et av de mest fargerike årene i norsk litteraturhistorie, med politisk brytning, unionskonflikt, språkstrid, estetisk opprør og demokratisk kamp.

[Les mer...](#)

1690

Skrifter med religiøst innhold preger mye av litteraturen på 1690-tallet, men vi finner også historiske og topografiske fremstillinger, samt en del avhandlinger fra universitetet i København.

[Les mer...](#)

Digitalisering av bøker i Nasjonalbiblioteket

Hva er det som må til teknisk for å lansere den digitale bokhylla? Vi ser på metodikk og erfaringer fra ett og et halvt år med digitalisering av bøker i Nasjonalbiblioteket.

[Les mer...](#)

Vademecum

Vademecum er en samling karikaturer Henrik Wergeland laget i 1824, seksten år gammel. De fleste tekstene er skrevet på vers. Heftet inneholder fargerige tegninger med satiriske tekster om aktuelle hendelser i Norge og utlandet. Ele i fornøyelige og burleske teatterer og les teksten og

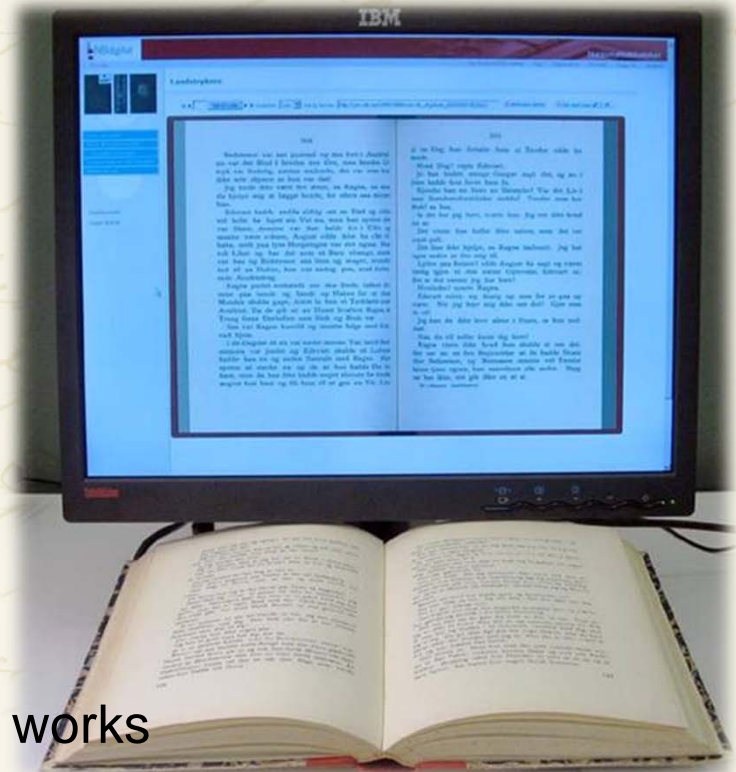
Euklid

Grekeren Euklid levde i Alexandria fra 305-285 f. Kr., og etterlot seg ett av de mest kjente verkene i matematikkhistorien. Elementa var kopiert med geometriske figurer i de antikke greske papyri, og disse figurene fulgte med da verket ble til arabisk og latin. Her kan du bla i boka, og finne ut hvorfor dette er et

- Free access to copyright-protected books on the web

Scope of the contract

- All books published i 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

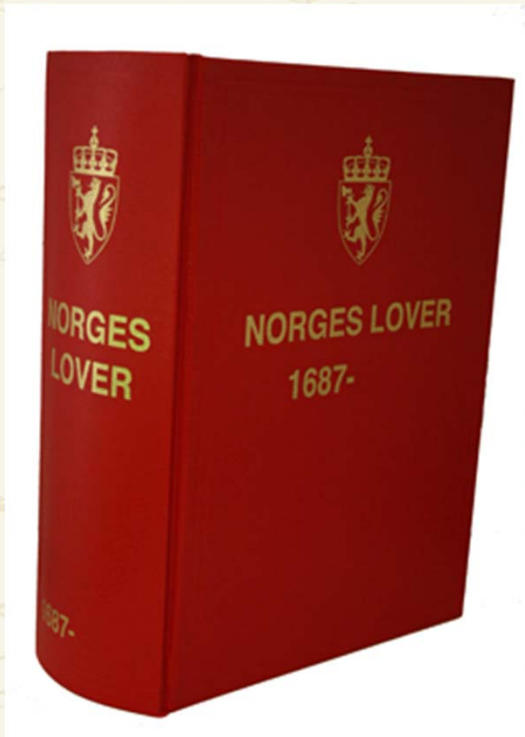
By 2012 a total annual
compensation of 0,64 mill € for
50.000 volumes (0,13 € pr capita)

Compensation and digitisation costs
funded by the National Library



Foto: NA24

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

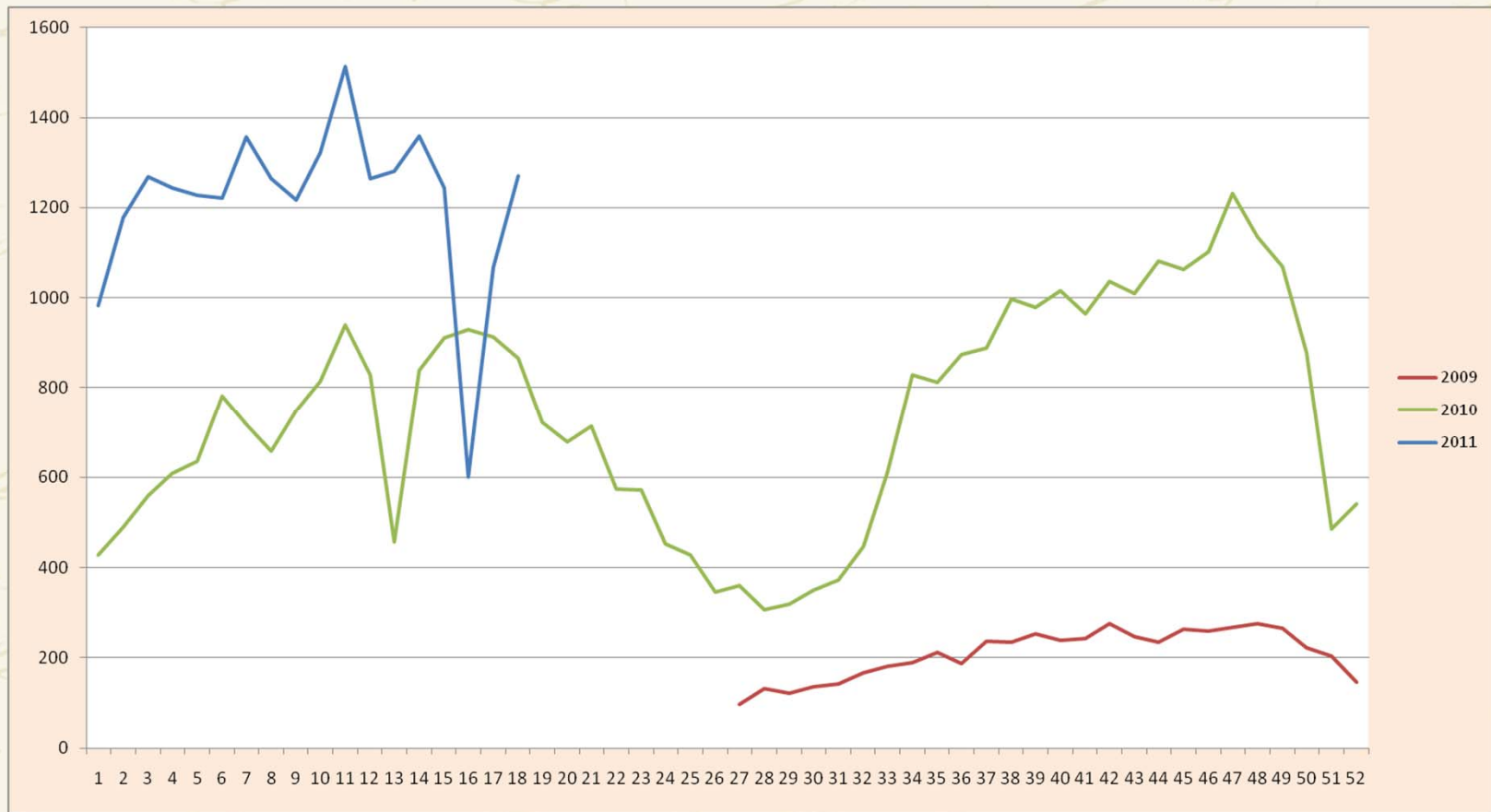
- Kopinor (collecting society) represents all rightsholders:

- ✓ All printed material
- ✓ Foreign rightsholders
- ✓ Orphan works

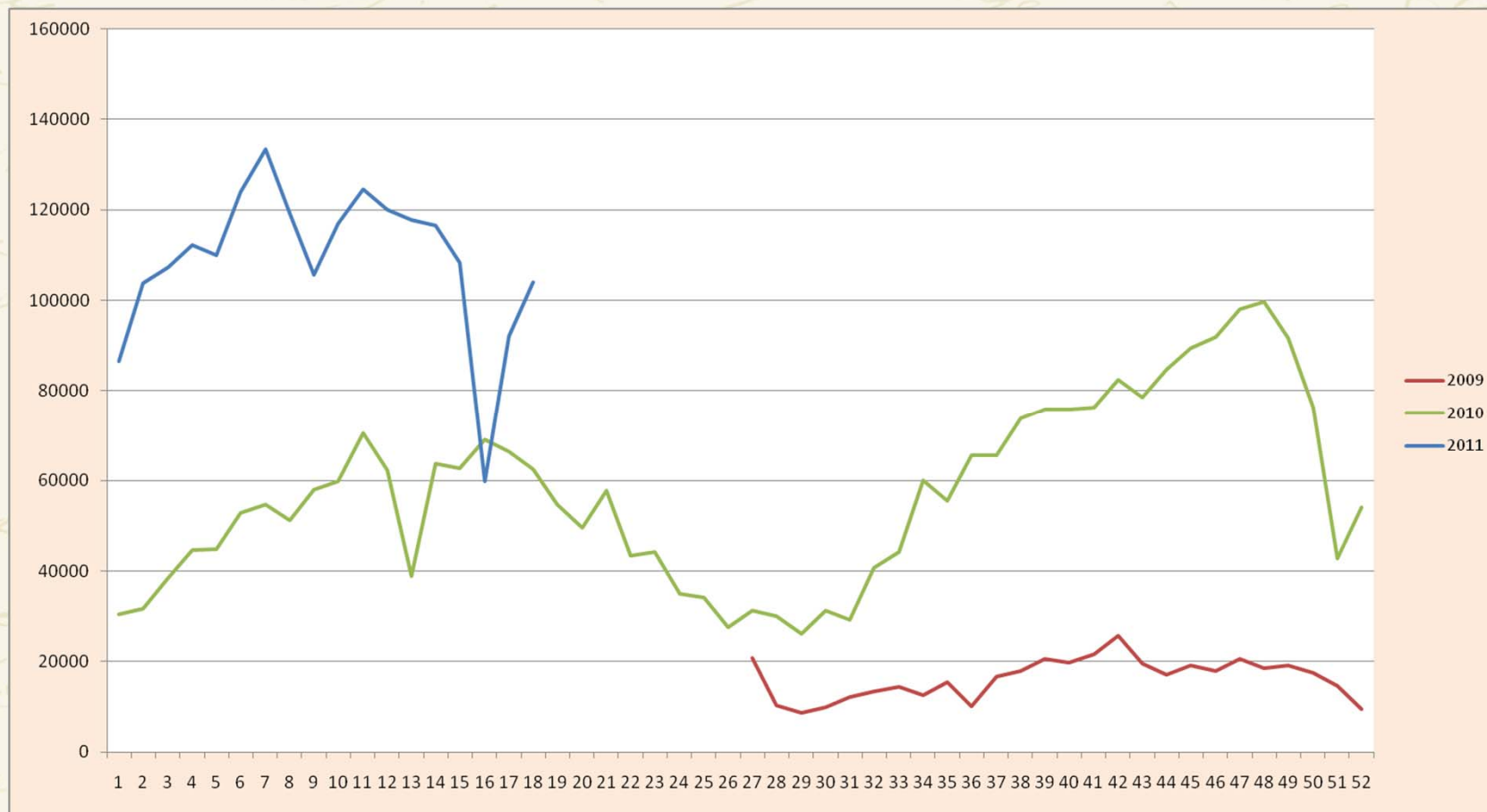
- Kopinor distributes the compensation to authors, i.e. through grants.



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!