# THE NEW BOOK ECONOMY AND THE CHALLENGE FOR THE LIBRARIES

Kai Ekholm,
National librarian
Finland

WE CANNOT SOLVE THE PROBLEMS WITH THE SAME THINKING THAT CREATED THEM.

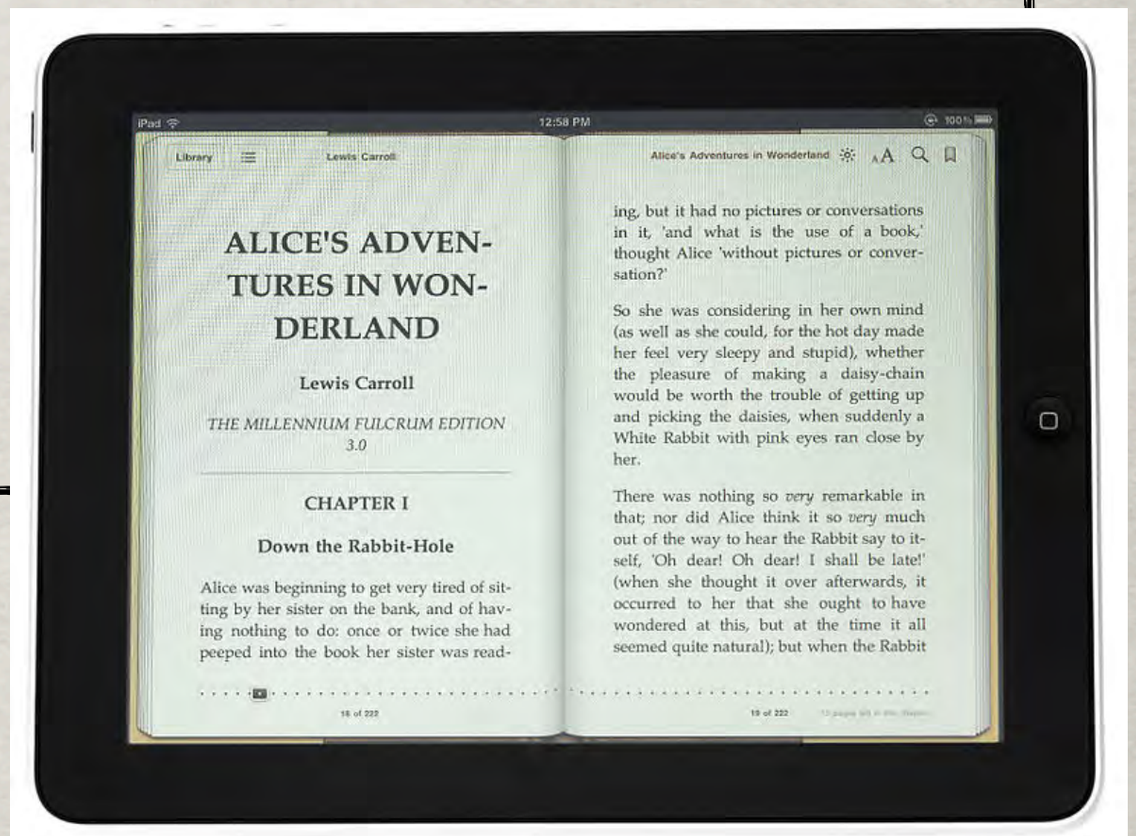
ALBERT EINSTEIN

# CREDO

- A BOOK IS A GARDEN
  CARRIED IN THE POCKET
  CHINESE PROVERB

# CREDO

- A BOOK IS A digital GARDEN
  sold only by Apple or Kindle.
  MODIFIED CHINESE PROVERB



# Guy Laramee: Official report

1640
THE NATIONAL
LIBRARY
OF FINLAND
The nation's gateway
to information

# Guardians of the heritage

# LEGAL DEPOSIT ACT

**FIRST ACT 1707** (Swedish era)

- act was conformed 1828 (Russian era)
- new act 1919 (independent Finland)

**SOUND RECORDINGS1980**

- National Sound Archive (1991- )

**COPY RIGHT LAW 2006**

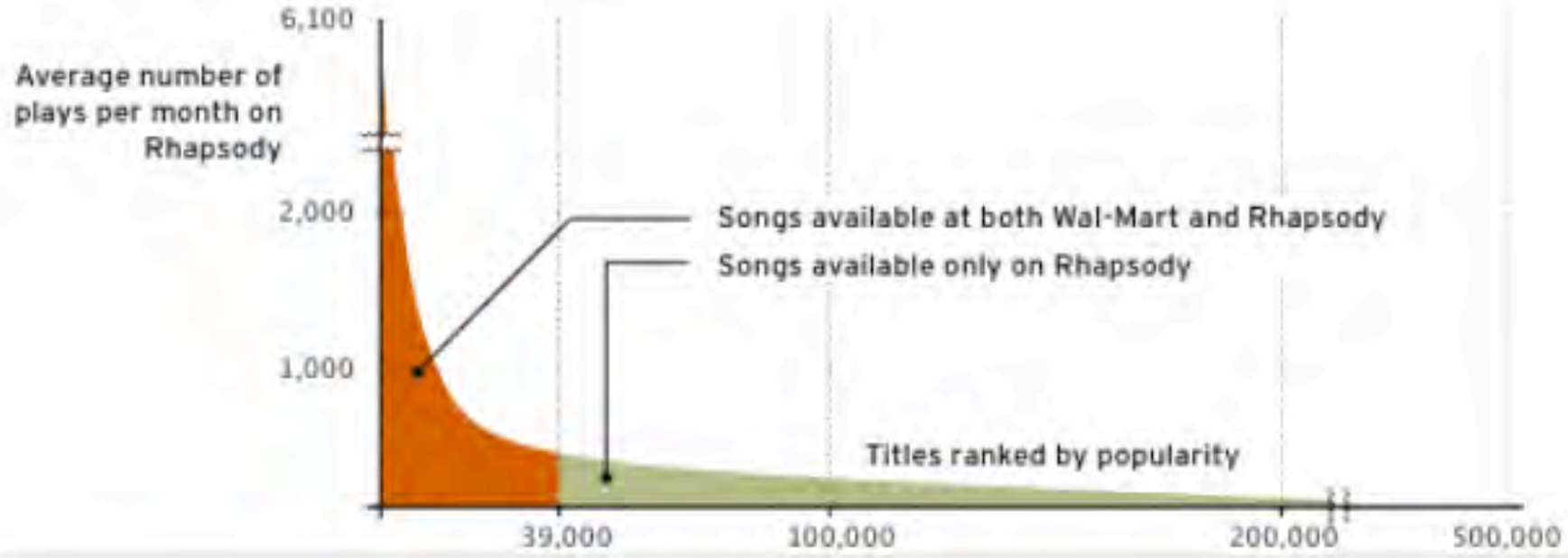
- right to produce digital copies for preservation
- right for web-harvesting

**LEGAL DEPOSIT ACT 2008** - to achive Finnish publications and material which could otherwise disappear quickly from circulation

# FINLAND TURNS 100 IN 2017

- VERY LITTLE OF THE 20TH CENTURY HERITAGE WILL BE ON THE WEB FOR FREE

# Who owns the long tail?




**Kuva 1.1**: Ruskea alue vasemmalla kuvaa kivijalkakaupan valikoimaa verrattuna verkkokauppaan, ja siitä oikealle alkaa nk. pitkä häntä.

1918

ASIA SOCIETY Chou Wen-Chung R2 7/31/86
ASIA SOCIETY Chou Wen-Chung R1 7/31/86
ARNOLD ②
BRUCE LOGAN · APPLE
APPLE/MAC OUTS + INSERTS
APPLE 5 spots feat. Bob Lanners
APPLE/MAC (DRAPP/TICHMAN) INTERVIEW SPOTS
APPLE - ORIGINAL TAKES - BOB - 11/30/89
APPLE - 1,000 SPOTS (SALES)
APPLE INTERVIEW - RICHARD WURMAN
APPLE - BOB LANDERS COMMENTS 7/89
APPLE COMPUTER
AMSTERDAM NEWS - MASTER
AMSTERDAM NEWS
A.L.S. AUG. 1982
AMSTERDAM NEWS SPOTS
AT&T - N.W. AYER
AT&T - N.W. AYER 11-18-83 MASTERS
AT&T R-3
AT&T R-2
AT&T R-1
AMERICAN SECURITY 1983
AMERICAN SECURITY 2-83
ASPCA
New Sounds - ASPCA
ACLU "TELEGRAM" 2-5-92
ACLU - OUTS
ACLU - "FLAG BURNING"
ACLU - ABORTION SPOTS
ACLU - ABORTION SPOTS
RUTGERS/AAUP 5-13-91
ADELPHI/AAUP
ADELPHI/AAUP
RUTGERS/AAUP
VRI/AAUP - 2 Spots 9-24-86
VRI - AAUP 4-10-86
CW POST
CW POST OCT 1981
CW POST 8-81 FALL
CW POST SPRING 1981 SPRING 1982
CONN BANK-TRUST
COMPOZ 2-Spots
COMPOZ Masters
BOB-COMPOZ TAKES 6-23-86
COMPOZ - Dan Takes 6-12-86
COMPOZ London Takes 5-23-86
COLOMBIA RECORDS - MATINS 1968 WILL
VEUVE CLICQUOT - Original
VEUVE CLICQUOT - MASTER
VEUVE CLICQUOT - MASTER
VEUVE CLICQUOT - MASTER
VEUVE CLICQUOT - Music + SFX Reel
CLICQUOT - MASTER
CLICQUOT - 4 SPOTS (UNUSED VER.) 12/91
CLAIROL HERBAL ESSENCE - CARD
CLAIROL - HERBAL ESSENCE - SALTIN GLASS
CLAIROL - HERBAL ESSENCE - SUNNY TV TRACK
CLAIROL
CLAIROL 'N MUSIC
CITY UNIVERSITY
CITY UNIVERSITY - CLAIROL
CITY UNIVERSITY ELIZABETH TAYLOR
CITY UNIVERSITY - R-1
CITY UNIVERSITY 8-7-76 R-1
"CHUK" - Takes
CHRYSLER - MASTERS #2 11-21-74
CHRYSLER - 11-13-74 R-2
CHRYSLER - MASTERS 11-13-74
CN - TURBO 2-67
CN - RAILROAD R-1 NON-DEC 66
CENTENNIAL - Canada - St. Paul
CENTENNIAL - CANADA
CENTENNIAL "Do for Centennial"
CANADA DRY
CANADA DRY 3-78
Cooper Savers Bookstore 9/19
CONTAC
CONTAC
CONSUMER REPORTS MASTERS
CONN BANK - WEDDING & TRAVEL
COKE SOUNDS
COKE HIGHWAY COKE HIGHWAY
COKE - BOTTLE TOTS MASTERS
COKE - BASEBALL - Bobby Gordon
MERCK, SHARP + DOHME - CLAORIL
CLICQUOT INC. 10/9/96
VEUVE CLICQUOT 12-11-95 Takes
VEUVE CLICQUOT - 12/11/95 MASTER
CLAIROL Sunshine Harvest Shampoo
CLAIROL SUNSHINE HARVEST & FINEST
CLAIROL SUNSHINE HARVEST SHAMPOO
CLAIROL - SUNSHINE HARVEST CHAMP
CLAIROL
HAIR - CLAIROL
CLAIROL MEN
CLAIROL MEN
CITY UNIVERSITY - MASTERS - 1977 RUNS
CITY UNIVERSITY - TAKES - MASTERS - REMIXES
CERTS #1
CERTS - MUSIC + ANNOUNC
CENTENNIAL
CARLSBERG BEER NOTTY HEAD, FOOD
CARLSBERG - JAN-14, 1964
CN R2 3-68
CN - R1 3-2-68
BUFFERIN - BOB LANDERS 8/14 #2
BUFFERIN CANADA DRY MIX #1
BUFFERIN - 1-21-71 MASTER
BUFFERIN "COME TO" 8-78
BOTTOM LINE PERSONAL - "TITLES TX" 60
BOTTOM LINE PERSONAL - "TITLES TX" 60 6/12/91
BOTTOM LINE PERSONAL (RPT)
BOSCO MASTERS + CHILD MATE
BORDENS' ICE CREAM KIDS
"I-POWER" MASTERS
"MARTIN EDELSTON" - ROUGHS 6-15-92
BANTRON 2
BANTRON 1
BANTRON 5-5-86 TAKES
BANTRON - KEN - 5-30-86
BAZOOKA GUM
BALSTATE MEDICAL CTR. 7-2-86
HODGSON - SPOTS
DR. HODGSON - SOURCE
CHILDREN TV #1 MASTER
TV #1
DS + SMOKING
EN CORNER
SH BY DANA R-1 B+D 5-70 1
For Consumer Rights
HISPANI
VEL 13 PROGRAM 5 and 15 sec.
EL (#2) THIRTEEN
RADIO PRES. - 08/15

# MANY LEVELS OF CAPITAL CREATED

| | |
|---|---|
| Economic capital | |
| Human capital | |
| Social capital | |
| Intellectual capital | |
| Symbolic capital | |

**Key resources of publishing firms Thompson 2010, 5.**

# MANY LEVELS OF CAPITAL CREATED

| | |
|---|---|
| **Economic capital** | Profit for publishers |
| **Human capital** | Internet age demands free |
| **Social capital** | Internet age demands free |
| **Intellectual capital** | Increases when shared |
| **Symbolic capital** | National heritage |

# MANY LEVELS OF CAPITAL CREATED

| | | |
|---|---|---|
| **Economic capital** | Profit for publishers | Decreases, new models needed |
| **Human capital** | Internet age demands free | Increases |
| **Social capital** | Internet age demands free | Increases |
| **Intellectual capital** | Increases when shared | Controlled, new models needed |
| **Symbolic capital** | National heritage | New models needed |

International Federation of Library Associations and Institutions

**USER DRIVEN**

**CORPORATE DRIVEN**

NEW READING COMMUNITIES

COMMERCIAL ENVIRONMENT (Amazon, iTunes)

# THE NEW BOOK ECONOMY

SCIENTIFIC AND ADADEMIC ENVIRONMENT

**'ON DEMAND'**

**CONTROL**

**NET IDENTITY**

PRIVATE/PUBLIC

**PROFESSIONAL IDENTITY**

PRO

International Federation of Library Associations and Institutions

# USER DRIVEN

# CORPORATE DRIVEN

## MOSTLY FREE

## BY PAYMENT

NEW READING COMMUNITIES

Sharing, experience
Communication ad hoc

Selling, licensing

COMMERCIAL ENVIRONMENT (Amazon, iTunes)

## THE NEW BOOK ECONOMY

## MICRO COMMUNICATION, SOCIETAL COMMUNICATION

## ’ON DEMAND’

## CORPORATE SYSTEMS

## CONTROL

SCIENTIFIC AND ADADEMIC ENVIRONMENT (FinELib)

regenerating

Just in case

**NET IDENTITY**

PRIVATE/PUBLIC

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Sharing, experience
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NEW READING COMMUNITIES

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**THE NEW BOOK ECONOMY**

**MICRO COMMUNICATION, SOCIETAL COMMUNICATION**

**'ON DEMAND'**

**CORPORATE SYSTEMS**

**CONTROL**

SCIENTIFIC AND ADADEMIC ENVIRONMENT (FinELib)

regenerating

**INNOVATIONS**

Just in case

**NEW WAYS OF READING, E-LENDING, & LICENSING**

**NET IDENTITY**

PRIVATE/PUBLIC

**PROFESSIONAL IDENTITY**

PRO

International Federation of Library Associations and Institutions

# USER DRIVEN

# NATIONAL HERITAGE, MASS

# CORPORATE DRIVEN

**MOSTLY FREE**

**LICENSING**

**BY PAYMENT**

Sharing, experience
Communication ad hoc

NEW READING COMMUNITIES

**OPEN ACCESS**

Selling, licensing

COMMERCIAL ENVIRONMENT (Amazon, iTunes)

## THE NEW BOOK ECONOMY

**MICRO COMMUNICATION, SOCIETAL COMMUNICATION**

**'ON DEMAND'**

**CORPORATE SYSTEMS**

**CONTROL**

SCIENTIFIC AND ADADEMIC ENVIRONMENT (FinELib)

regenerating

**INNOVATIONS**

Just in case

**NEW WAYS OF READING, E-LENDING, & LICENSING**

**NET IDENTITY**

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PRO

# TRENDS

- THE BOOK ECONOMY DECREASES
- CONTROL MOVES TO DIGITAL MARKET
- ECONOMICAL LOSS COMPENSATED BY DIGITAL SALES
- MONOPOLIES RULE
  - http://www.youtube.com/watch?v=7nXnecq4g1o
- LIBRARIES ROLE IN THE DIGITAL ECONOMY STILL VAGUE

# USER EXPECTATIONS

- USERS EXPECT SIMILAR REVOLUTION THAN IN THE NEWS MARKET

- NOT HAPPENING...

# MONOPOLIES RULE

- Amazon is smart, single minded and ruthless. so is Apple and Google. And Elsevier.
- Amazon is claimed to destroy Britain's book economy
  - discounting the small shops to death
  - paying no taxes to UK

# THE ELSEVIER BOYCOTT

- Research libraries claim: more than 50% of budget goes to scientific e-journals

# PUBLISHERS BUILD THEIR OWN DIGITAL LIBRARIES

# UK: LIBRARIES VS. MARKET

- UK: 600 LIBRARIES CLOSED. HUNDREDS OF THE NATIONS 4000 LIBRARIES ARE AT RISK

- 200 MILLION BOOKS SOLD, 310 MILLION BORROWED

http://www.independent.co.uk/arts-entertainment/books/news/ill-give-money-to-save-libraries-exwaterstones-boss-pledges-7582631.html

# LIBRARIES WILL FALL

- IF WE DONT MOVE FROM REGULATING TO CREATING REAL MARKET SOLUTIONS
- STRONGER MARKET ROLE FOR LIBRARIES
- LIBRARIES CANNOT BE LEFT ALONE

# DILEMMAS

- LEGAL STRUCTURES ARE NOT EFFICIENT (REGULATING VS. SUPPORTING)
- TECHNICAL INFRA IS MANAGED BY THE PUBLISHERS
- PUBLIC LIBRARIES HAVE NO INFRA FOR E-LENDING
- SHRINKING POSSIBILITIES FOR LIBRARIES TO NEGOTIATE AND

# THREE FORMS OF IGNORANCE

- THE PUBLISHERS STICK TO THEIR STRATEGIES

- PIRATISM: COPYRIGHTS WILL FALL

  - CORY DOCTOROW AT DANISH LIBRARY CONFERENCE

  - http://db.dk/copenhagen2012

- LACK OF EUROPEAN STRATEGY AND FUNDING

  - E-LENDING NEEDS RESOURCES

  - DIGITAL LIBRARIES NEED RESOURCES AND NEW

# CORY DOCTOROW

**“PART I: PIRATES**

There is a group of powerful anti-copyright activists out there who are trying to destroy the book.
* **Pirates who would destroy copyright and have no respect for our property.** Oh, they dress this up in high-minded rhetoric about how they are the true defenders and inheritors of creativity.
* They have sold this claim around the world, even to regulators.
* They've even elected members of parliament, congresspeople.
* They say that they want to preserve the way it's always been, claiming that their radical agenda is somehow *conservative*
**But what they *really* see is a future in which the ebook market grows by leaps and bounds, and they will get to be at the center of it.**
* They claim that this is ethics, but anyone who thinks about it for a minute can see that it's about *profit*.
These pirates are not kids who download ebooks without paying for them.”

# SCIENTIFIC PUBLISHING

- ECONOMICAL INTERESTS BECOME EVEN HARDER
- ... GO OPEN ACCESS?
- ... NEEDS SUPPORT (Oxford, Cambridge)
- DIGITAL GAP between Hard sciences and Arts and humanities

# NORWAY SHOWS THE WAY

NBdigital BOKHYLLA

## Velkommen til Bokhylla.no

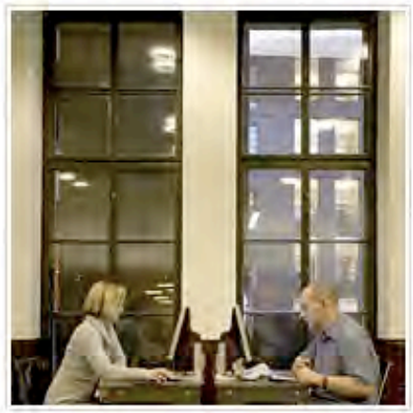
Velkommen til Nasjonalbiblioteket nye tjeneste, Bokhylla.no. Det er en glede for oss å gjøre ti tusen bøker tilgjengelige på Internett i fulltekst. I løpet av de kommende to-tre årene regner vi med at vi kan tilby 50.000 bøker - gratis på nett.

Les mer ...

**Søk i alle bøker i NBdigital**

søk

hjelp



## Om bokhylla

Norges største digitale bokhylle er gratis for brukerne. Her kan du lese 14.000 bøker fra 1990-tallet på nett, pluss 3.500 eldre bøker.

Les mer ...

## Bokhyllablog på NBdigital ßeta

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

Les mer ...

## 1990

Gulfkrigen. Kong Olavs død. OL på Lillehammer. I løpet av tiåret blir over 100 000 titler pliktavlevert til Nasjonalbiblioteket. Enkelte av dem vil vare lenge.

Les mer ...

## 1890

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

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 ...

## 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 ...

Bok med ett klikk.

# NOT ONLY GOOGLE - NEW PARTNERS

SÖNDAG 27 MAJ 2012 KUNDSERVICE PRENUMERERA ANNONSERA SÖK JOBB DN-KORTET OM DAGEN

DN.se **KULTUR.**

FÖRSTASIDAN | STHLM | EKONOMI | SPORT | KULTUR & NÖJE | LEDARE | DEBATT | BOSTAD | MOTOR | RES

Kultur & Nöje - Hem Bok Bokcirkeln Kulturdebatt Essä Film,TV & Radio Konst & Form Musik Scen Spel TV

## Staden släpper Myrdals verk

Publicerad 2011-04-14 10:07

# NEW PARTNERS

- PRIVATE FUNDING (SAVE A BOOK)

# LIBRARIES CAN PROSPER IF THEY...

- DO NOT FALL INTO INERTIA
- MAKE A STRATEGY FOR DIGITAL MARKET AND CHANGE
- FIGHT FOR THEIR BUDGETS
- MAKE CLEVER PARTNERING
- LOBBY

http://www.independent.co.uk/opinion/leading-articles/leading-article-libraries-can-prosper--if-they-change-7582458.html

# ON PRODUCTION

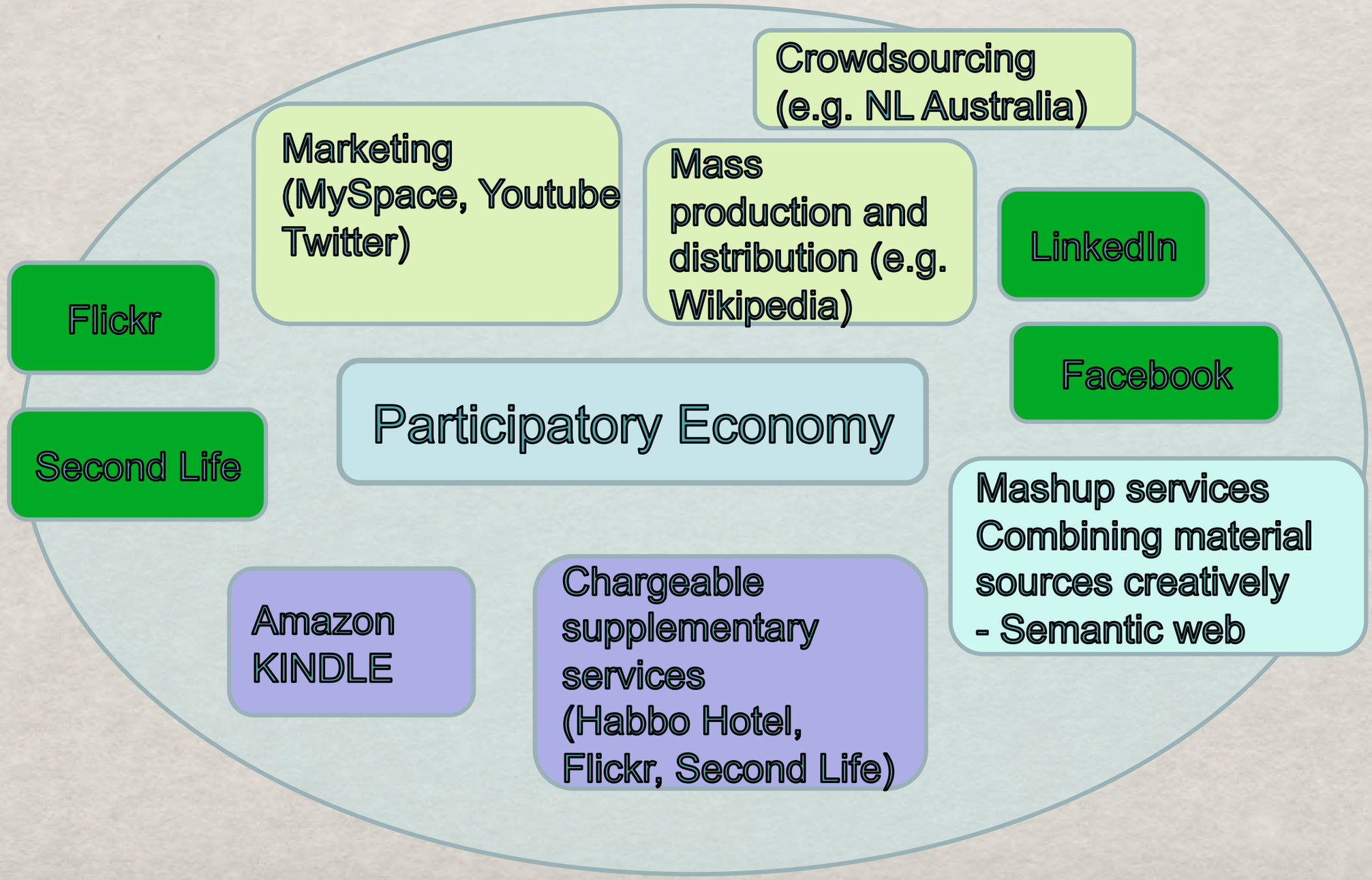
- Orphan works directive under Danish chairmanship
- Out-of-commerce works, MoU.
- Initiative to renew the Collective management of rights

# What is needed?

- Predictive analysis of the digital market
- Fair business models to bring libraries to the market
- Radical new thinking: French model
- No blame culture
- Cooperation, cooperation, cooperation

# NEW PARTICIPATORY ECONOMY

## Digitised material in social media



# STRATEGY

## STRATEGY FOR THE DIGITISATION CENTRE

**CITIZENS**

**Mission**

To enhance the birth of the digital library by digitising national heritage material with high quality and cost efficiently.

**Customers**
Libraries, Archives and Museums

**Services**
Digitisation (preparation, microfilming, OCR)

**Material**
bindings, volumes, microflims and sound-recordings

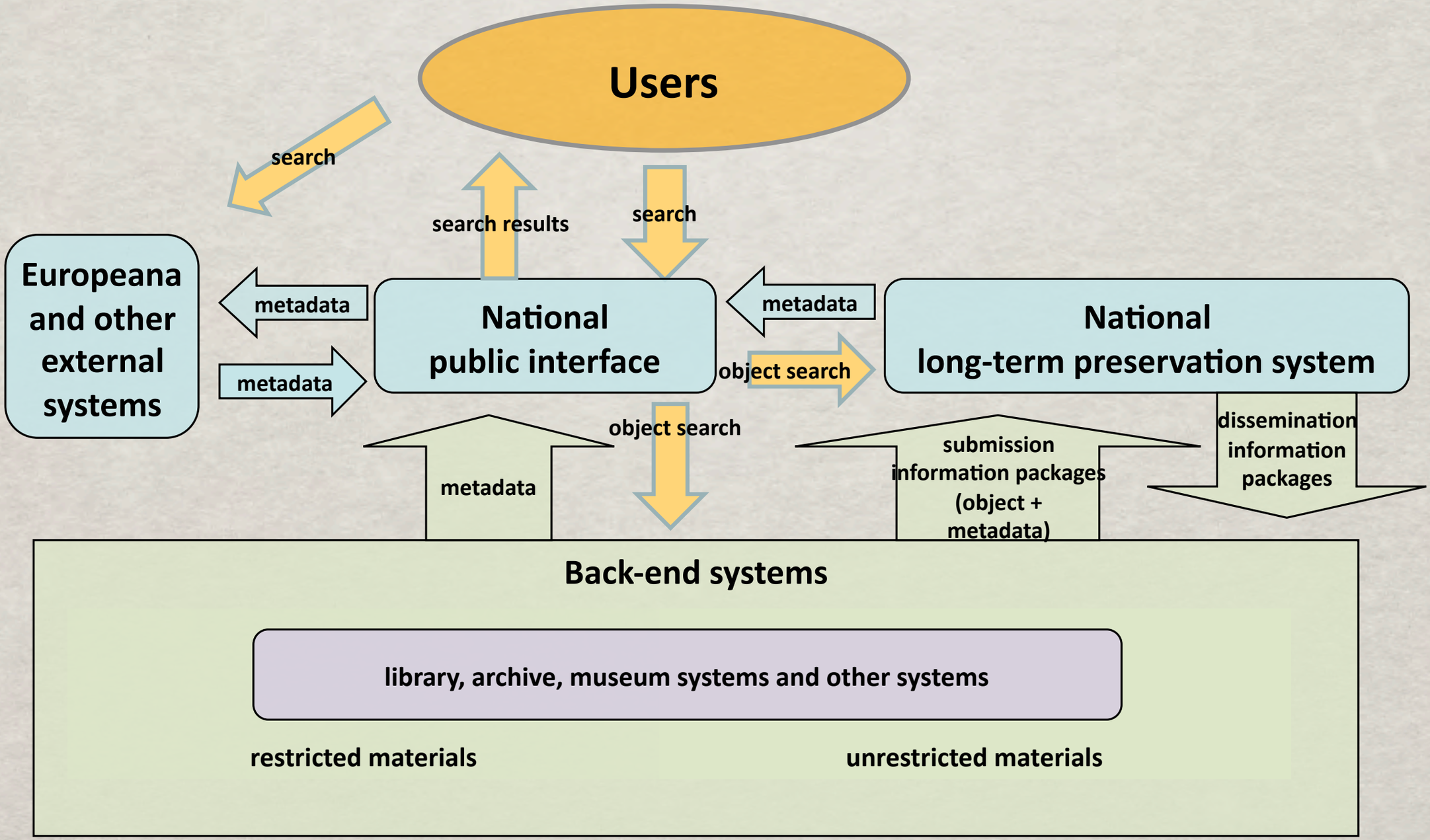
**Organization**
A financially independent and transparent service centre

**Characteristics**
Customer- and process oriented approach; specialisation, good knowledge, high-quality, cost-efficient

**Competitive Advantage**
The results of centralising Digitisation and moving on to mass production are remarkable.
Quality, costs, processes

# INFRA

## National Digital Library Source: Ministry of Education



THE NATIONAL LIBRARY OF FINLAND

# National Digital Library of Finland

National Digital Library means:

- a common user interface for the information resources of libraries, archives and museums (in operation 2012)
- digitisation of the most essential cultural heritage materials of libraries archives and museums
- development of a long-term preservation solution for electronic cultura heritage materials (in planning phase)
- increasing competence
- National Digital Library will work as an aggregator for the European Di Library Europeana.

NATIONAL LIBRARY NETWORK SERVICES

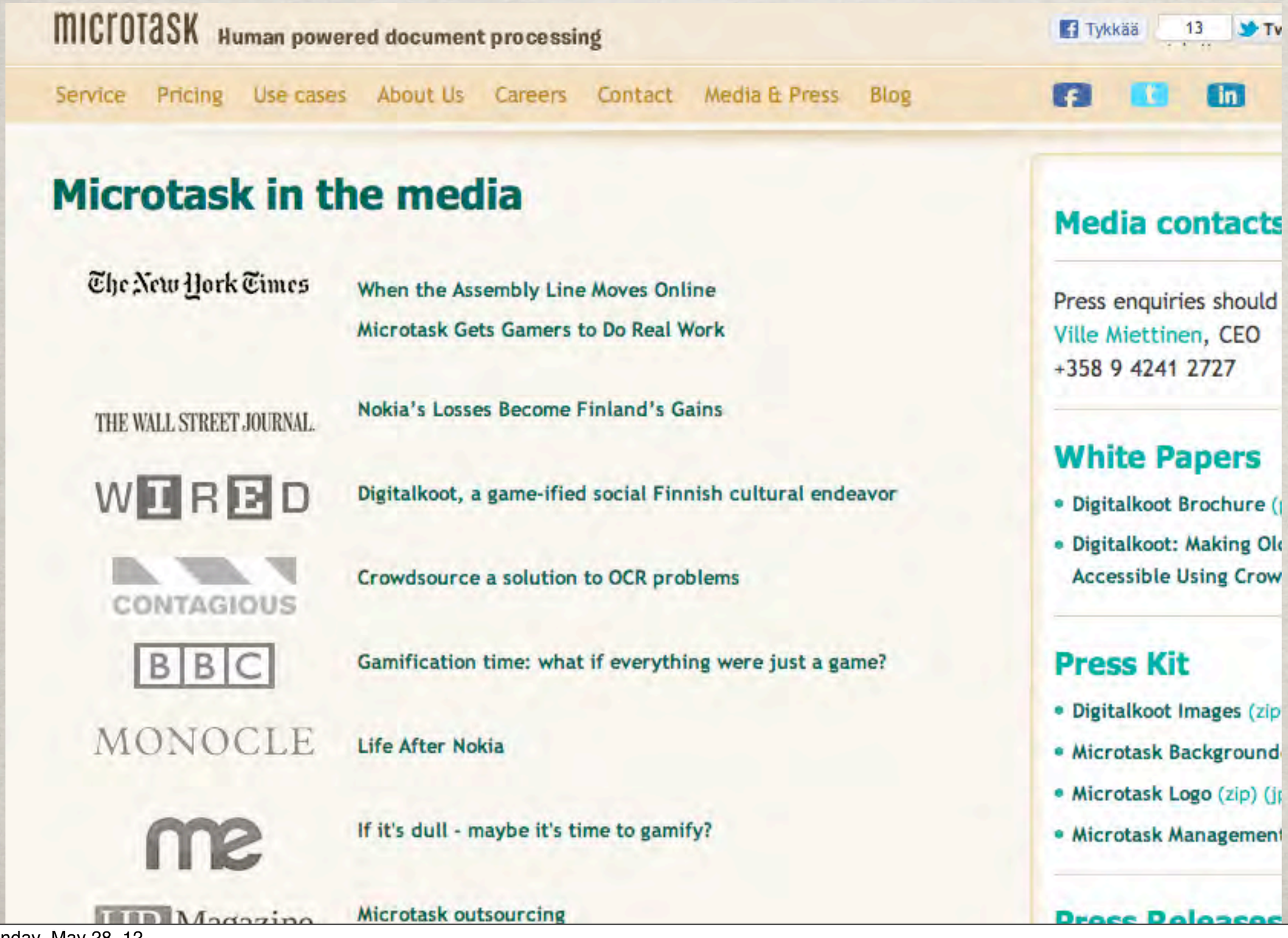
# ”WANTED” ENRICHING CONTENT

(http://digi.nationallibrary.fi, http://www.doria.fi/handle/10024/4194)

- Newspapers - > 2 million pages, the Historical Newspaper Library
- Journals - > 3,7 million pages, free to 1910, in all legal deposit libraries to 1944
- Medieval parchments.
- Books - > travel, novels, Dissertations 17th century, Save the Book
- Ephemera - > industrial price lists
- Sound - > national sound archive, C-cassettes

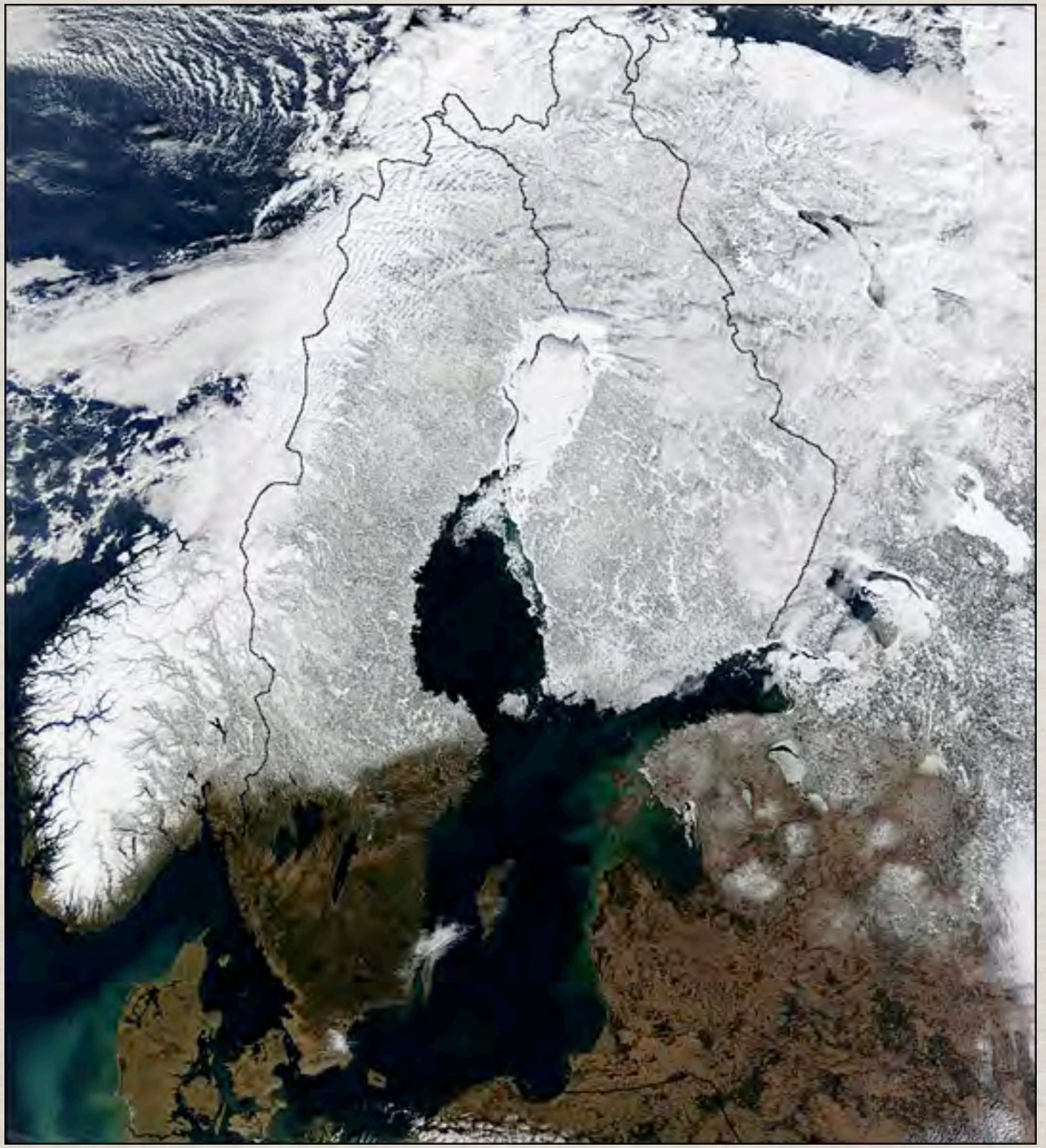
# DIGITALKOOT: Mole Bridge

# CHANGE AND YOU WILL SUPPORTED



# THANKS!

MAANTIETEELLISIÄ KUVIA.
GEOGRAFISKA BILDER. N:o 10.

**LAPPALAISKYLÄ**
(LAPPBY).

OSAKEYHTIÖ VALISTUS
HELSINKI — HELSINGFORS