

## The digital bookshelf

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**From January 1 2011 50 000 copyright protected books are made available in full text on the net through the National library of Norway's web-site. These are all the books published in Norway from 1990 – 1999. The background for this is a contract between the National Library and Kopinor – an organisation which represents right-holders from about 25 different interest organisations, be it authors, publishers, visuals etc. The contract is based on the principle of extended collective licensing.**

### **Bokhylla.no – The Bookshelf**

The service started in May 2009 with 15 000 books and since then the National library has digitised systematically 50000 books for this service as a prioritization within the systematic digitisation of the whole collection that we do. All the books from 1690-99, 1790 – 99 and 1890-99 are also part of Bokhylla (The Bookshelf), but most of these books are not longer under copyright.



*Kajsa Marie Brandt Thiis (6) listens carefully as her mother reads about dragons and mermaids. The book is picked from the digital bookshelf Bokhylla*

### **The Scope of the contract**

The right given to the National library to make available the copyright-protected material includes the necessary reproduction of viewing copies on the digital storage copies that the National Library of Norway makes pursuant to the regulations issued pursuant to the Norwegian Copyright Act. The contract applies to Norwegian and foreign publications whose right-holders are represented by Kopinor and competition law rules.

The provision stated, pursuant to the extended collective licence in the Norwegian Copyright Law, that published materials created by right-holders that Kopinor does not represent are also covered by the contract. The National library pays about 5 mill NOK (635 000 euro) a year to make these 50000 books available.

The material is made available on the National Library of Norway's web-pages for users with Norwegian IP addresses. The material is made available as individual pages in a digital format to be viewed on a computer screen. The users are able to search in the text and search for covers, title pages and tables of contents, as well as to browse sequentially through individual pages. No arrangements are made for downloading or printing the material until the copyright-protected period has expired.

(III. Fra Bokhylla her, men heller den med søkemulighetene for Ibsen enn den som star bak her nå.)

### **To get knowledge**

The project will last for 3 years and be continually evaluated throughout 2011. We will f.i. seek more knowledge about:

- Do people read on the net?
- The frequency of use
- What kind of books are most asked for? Fiction, non-fiction?
- Do people read the whole book or just parts of it?
- Does the use influence the sale of printed books or e-books?
- Does it influence the use of libraries?

### ***Books are best on the Web:***

*Searches in Library catalogues search title and topic, whereas a full text search in the Digital Bookshelf searches the text itself, every word of it.*

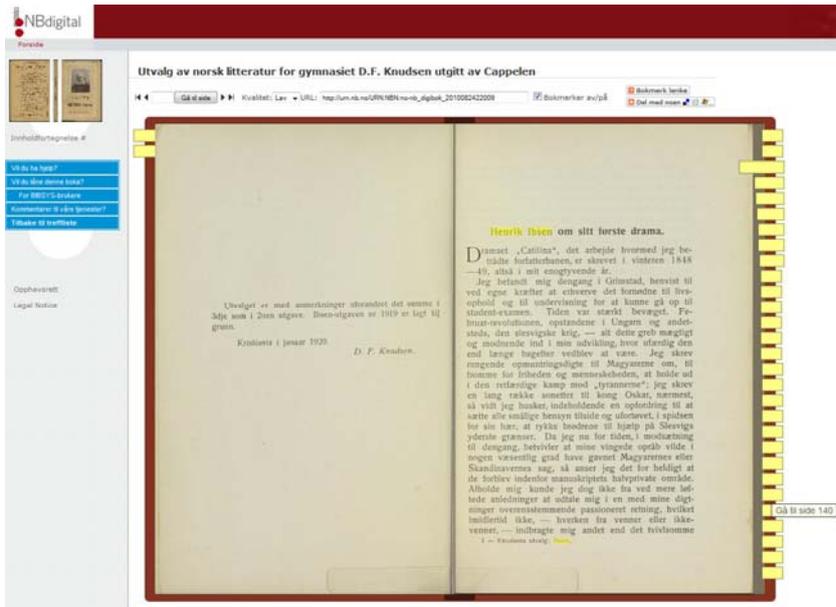
*Arne Solli, førsteamanuensis (usikker på hva det er på engelsk?) University of Bergen*

### **Lessons learned so far**

The National Library monitors the use of Bokhylla carefully. The statistics show an increase in use from 2009 – 2010, and it still increases. In November 2010 Bokhylla consisted of 44 716 unique books. 10 373 of them were used during that month – that's nearly one out of four. The total amount of pages shown in November 2010 was 8 423 186.

Another interesting feature is that the total amount of visits pr unique IP-address also increases – people who have visited Bokhylla once are more likely to pay it another visit now than they were in the beginning. People also tend to read large parts of the books on the net – in 2010 the average user visited 62, 2 pages each time he visited Bokhylla.

From May 2009 – December 31 2010 61, 62 % of the books available in Bokhylla were visited.



Eventuelt (er redd begge bildene vil oppleves små og utydelige):



### Books are best on the Web:

Services like the Digital Bookshelf are revolutionary because we can have thousands of old books and millions of pages read by a machine in a split second. Arne Solli, førsteamanuensis (usikker på hva det er på engelsk?) University of Bergen

## NB digital

Bokhylla.no is part of NBdigital, the digital service of the National library where one might search all the digital content of the digital repository that are not longer copyrighted. This is a search in our multimedia collection. (Merethe: kan du få to linjers beskrivelse fra Stig på søkemetodikken, kombinasjonan metadat og navigatorer?)

## Digital National Library



*The National Library has 20 workflows for digitalization – music and other sound recordings require special equipment and expertise.*

The vision of the National Library of Norway is to be a living memory bank, by being a "Multimedia Centre of Knowledge" with focus not only on preservation but also on mediation.

To succeed with this ambition, one of our main goals is to be a digital national library, as the core of a Norwegian digital library. The Whitepaper on Libraries, passed by the Parliament in 2009, states that *"The National Library is the principle actor in digitalising work in the library field. ....*

*..., and digital solutions to search across all libraries".*

A digital library is just another way of being a National Library. It is then important to have as much digital material as possible, not only historical material but also the modern part of the cultural heritage.

To be able to do this, we have to main important strategies:

- To get as much material as possible deposited in digitized format
- To scan our total collection as fast as possible

An important issue to achieve this objective, is to find strategic partners like publishers, newspapers, broadcasters etc to cooperate with, financially and on know-how. The National Library negotiates with the publishers to get as much material as possible deposited in digital formats.

### **Systematic digitisation**

According to the Norwegian Copyright law The National library can digitise the whole collection systematically for preservation.

From 2007 we have systematically digitized our material. Depending on the funding, collaborators – and of course the technological development, we estimate to digitise most of our collection within 20.30 years. From 2009 we have had a good increase in our funding for doing this.

### **Trusted repository**

The library also functions as digital archive for other institutions and offers the opportunity to be a trusted repository for digital material in the Norwegian society – thereby fulfilling the Whitepaper on digitization passed by the Parliament in 2009:

- *“The Ministry assumes that the National Library and The National Archives shall collaborate on the establishment of a solution for the long-term storage of digital cultural heritage.”*
- *“A system for the long-term storage of digital cultural heritage shall also include the museum sector. A plan is being developed for this work.”*

### **Access and users behaviour**

An important challenge, having so much digital material for preservation in our digital repository, is how the National Library could be able to give access to this material both to scholars, students and the public as such? Being a library, giving access to as much as possible of our cultural heritage, e.g. through search engines is an imperative. This challenges our way of thinking when it comes to dissemination and developing search methodology in the intersection of metadata and the methodology of search engines. We recognize the fact that people use a variety of search engines, blogs and social networks and therefore aim to be present and visible in the digital environment preferred by the users, like Facebook and Flickr.

### **Copyright**

The main challenge, however, is to find solutions when it comes to copyright.

Negotiating with the right-holders is a vital issue. What kind of models should there be for paying for use? Today, in the Nordic countries we have a tradition for collective models. When the digital use makes it easier to define and trace the use of each right-holder's artistic works, will this be a pressure towards individual payment for use? How can we define who the right-holders are? To what extent will there be licensing instead of permanent agreements for use? Is it possible to have agreements based on the principle for printed material also in the digital or is the digital environment a separate starting-point for finding solutions? Is the fact that books e.g. are available through Digital National Libraries a marketing point for commercial

use, and can it be a factor in negotiations? Should the public fund the libraries' payment for rights – or will this new situation open up for more pay-services in National Libraries? This is of course already different among the European countries and national libraries in the whole world.

The agreement that the National Library of Norway now have signed with Kopinor - that I referred to at the beginning of this article - will give us new insight in these issues.

### **Access to digital newspapers**

To be able to provide access to new material The National library negotiate with different right-holders and right-holders organisations.

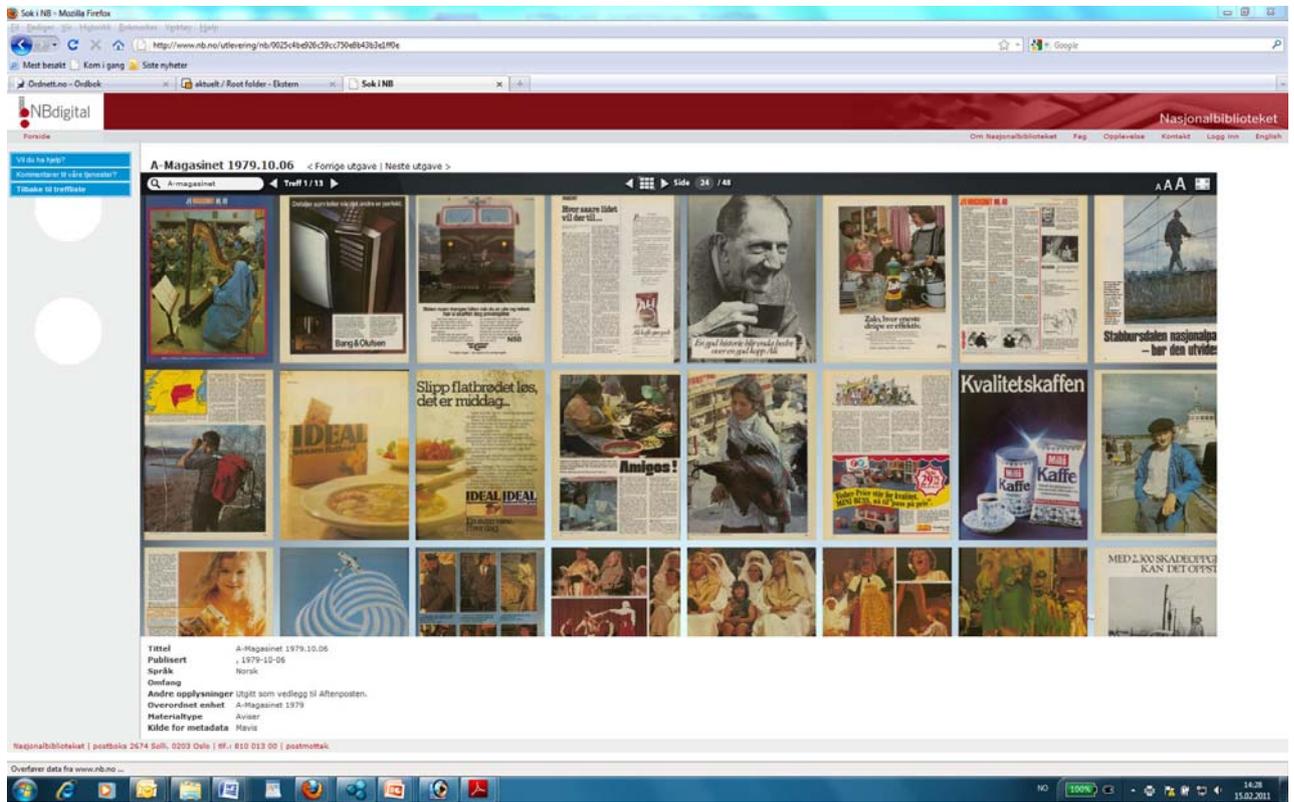
Another example than that of Bokhylla.no is contracts with newspapers.

The National library have so far an agreement with four newspapers which enables us to digitize retrospective and spilt costs, deposit pdf's and give access to full text in all Norwegian libraries.

This service is just about to be launched. It is also the presentation of a new interface.

*The Minister of Culture, Anniken Huitfeldt, studies the digitizing of newspapers in the National Library.*

*The newspapers are presented in very high quality – the zoom tool enables the user to get a very close look.*



(National Library of Finland bulletin 2011)