bokhylla.no The Norwegian Bookshelf

Svein Arne Brygfjeld National Library of Norway





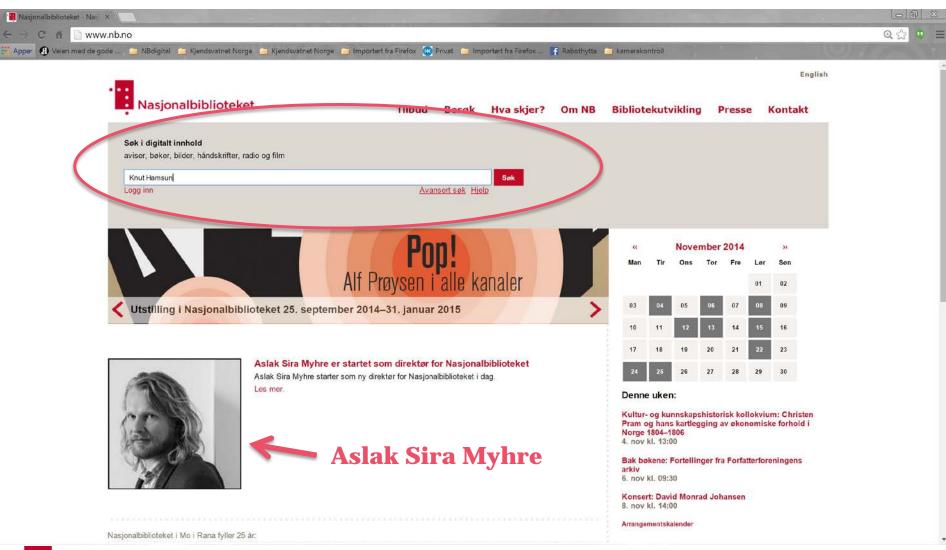
Outline

- The user experience how does it look?
- Background for the agreement
- The agreement
- Lessons learned

Btw: feel free to ask and comment @

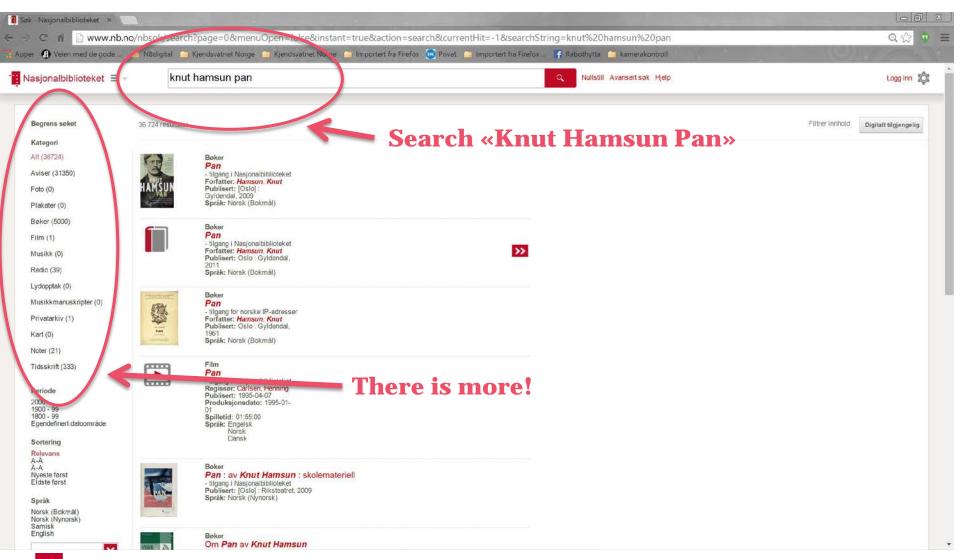


nb.no



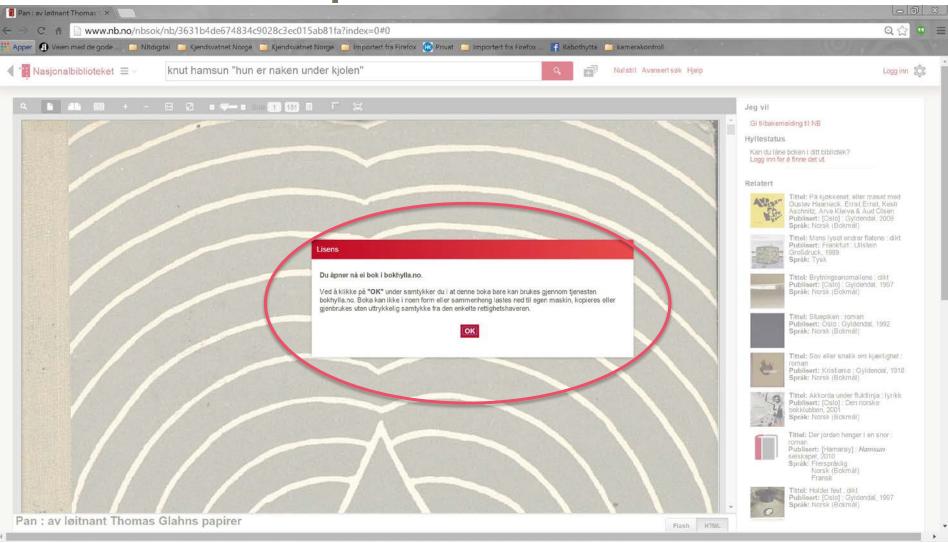


Search in metadata and content



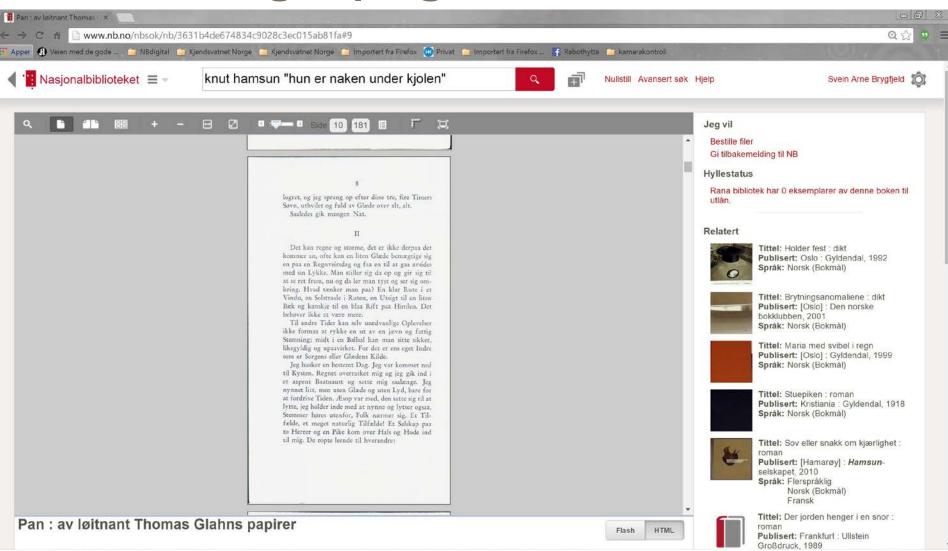


Accept terms of use





Single page view



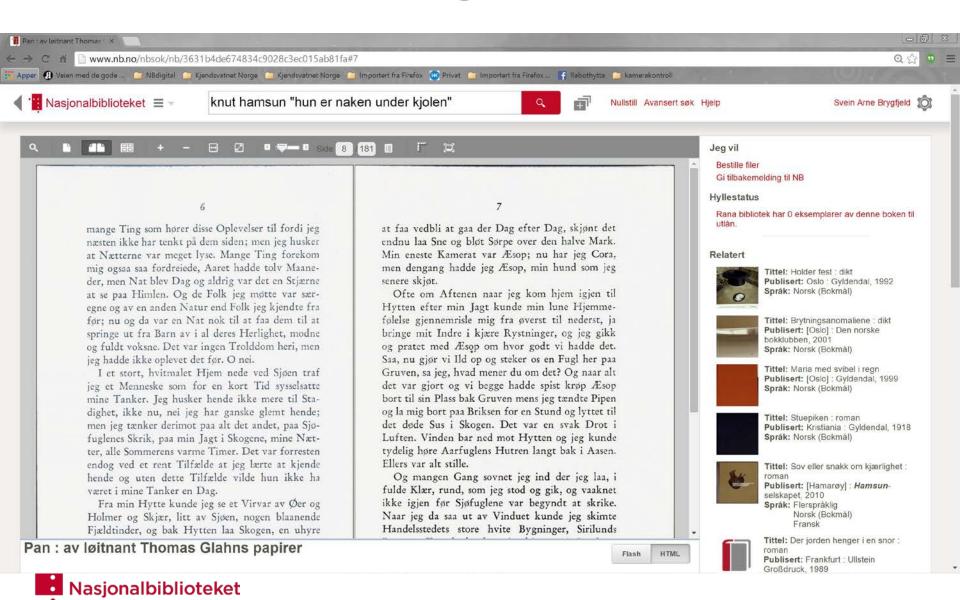


Single page view

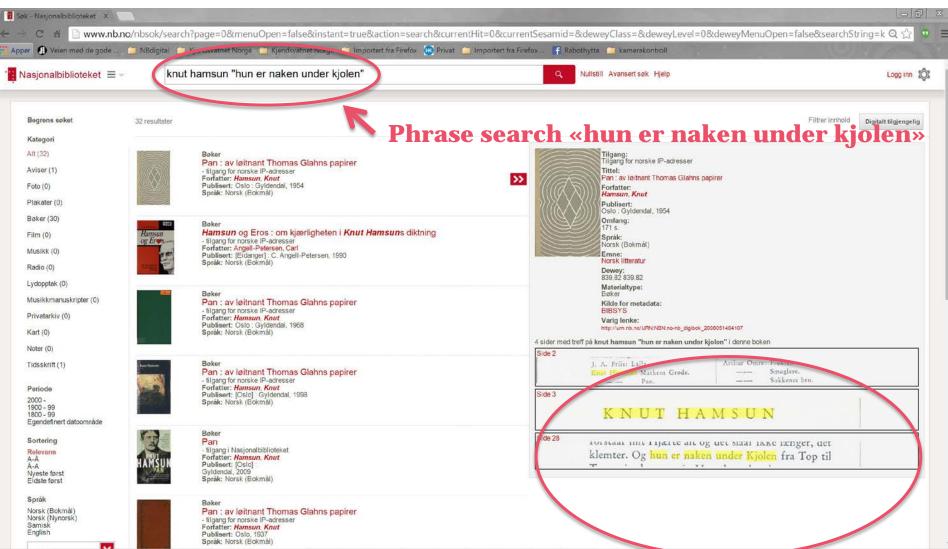




Double page view

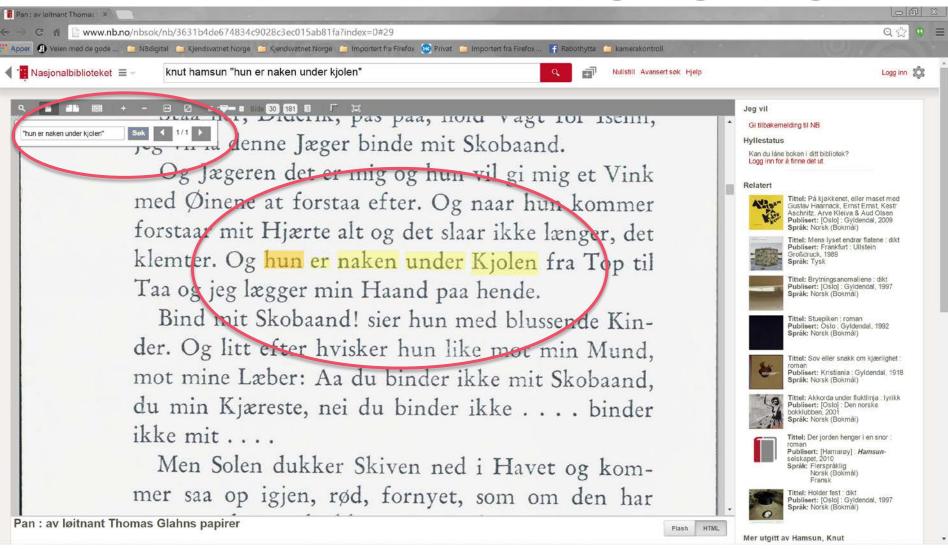


Search in content, snippets view



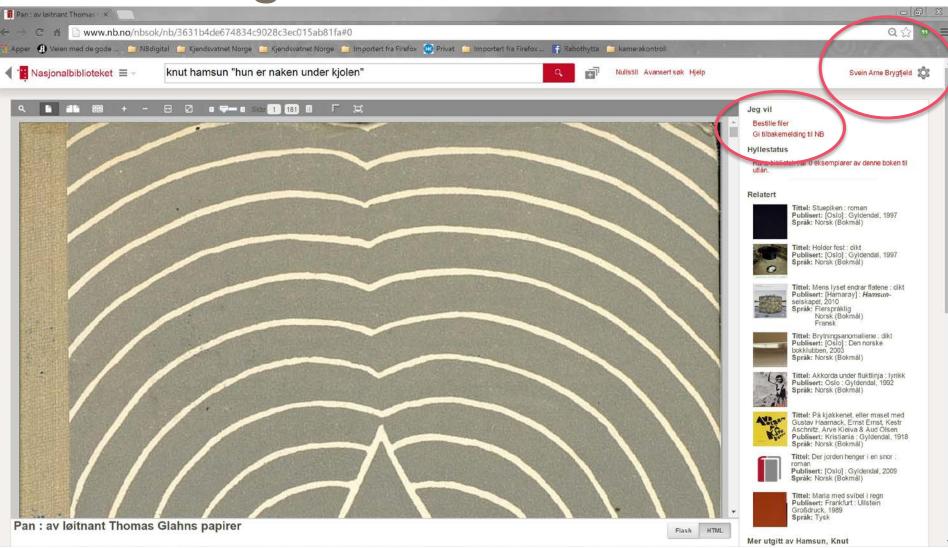


Search in content, highlighting



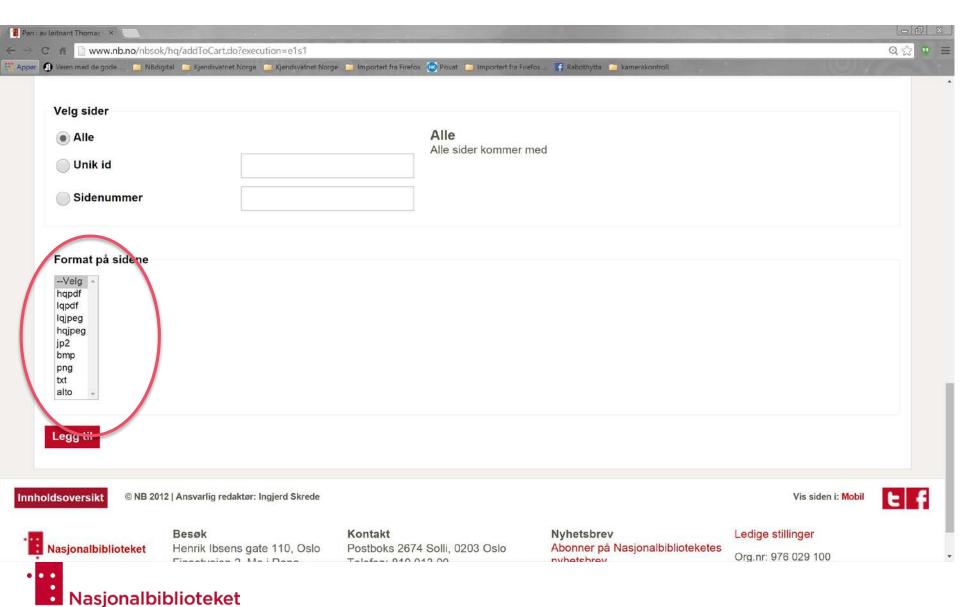


Login, download





Download files



Background



Background: Small-scale

- Small-scale project
 - Approx 400 books
 - Technology
 - Terminology
 - Involving, many participants
 - Various rightholders & other stakeholders
 - Sharing of experience
 - Tiny money



Background: Large-scale

- Large-scale project
 - -50.000 books
 - Two major participants: Kopinor and NLN
 - Longer time-span (2+ years)
 - More money
 - User surveys
 - Statistics
 - Technology

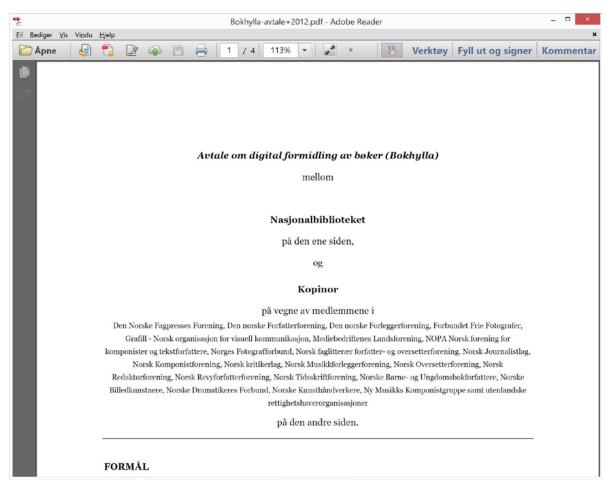


Background: Permanent agreement

- 250.000 books
- Built on shared experience
- Trust based on previous projects
- Large-scale
- Two partners
- TRUST ownership



The agreement





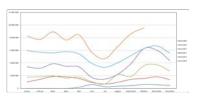
Definitions

- Books published in Norway, including books published in year 2000
- The parties for the agreement is Kopinor and the National Library of Norway
- Kopinor represents all copyright holders



The agreement: Principles of use

- Reading based on delivery from nb.no
- Content/metadata search in search engines
- «low res quality»
- No download





Economy

- Fee per page in the service
 - 2013: NOK 0,36 per page (EUR 0,043)
 - 2014: NOK 0,34 per page (EUR 0,040)
 - 2015: NOK 0,33 per page (EUR 0,039)
- Independent of use
- All scans (even blank pages) are included
- Today: 28.147.048 pages (162.076 books) in copyright in bokhylla.no, EUR 1.126.000



Rightholder may withdraw

- Kopinor may on behalf of rightholder withdraw works from bokhylla.no without any reasoning
- So far: 4.152 books are taken out of service
- Typically books with relevance to education
- Others want their books into the service!



Current numbers

- # books in service today
 - In-house: 373.490 (59.785.191 pages)
 - Outside:
 - Out of copyright: 23.801
 - Within copyright: 162.076 (28.147.059 pages)
- Yesterday:
 - 5.259 visits
 - 408.366 book pages viewed
 - -7.649 books visited



Success...?

- Which are the criteria for success?
- Unknown ground, not much to refer to

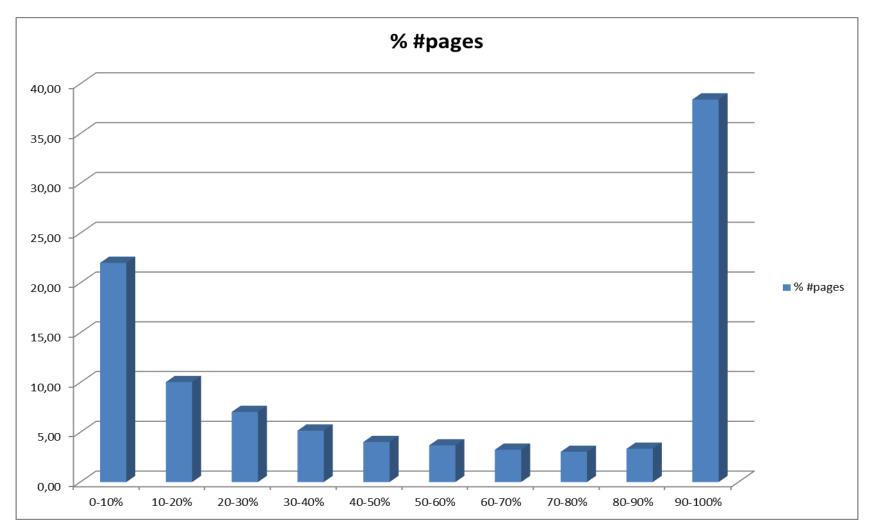


Visits – limited study (102.000)

- 88,5% of the books visited/read(?)
- For the visited books:
 - 0-10% of pages viewed by single users:62% of the visits
 - 90-100% of the pages viewed: 38,5% of the books represented by 8% of the visits

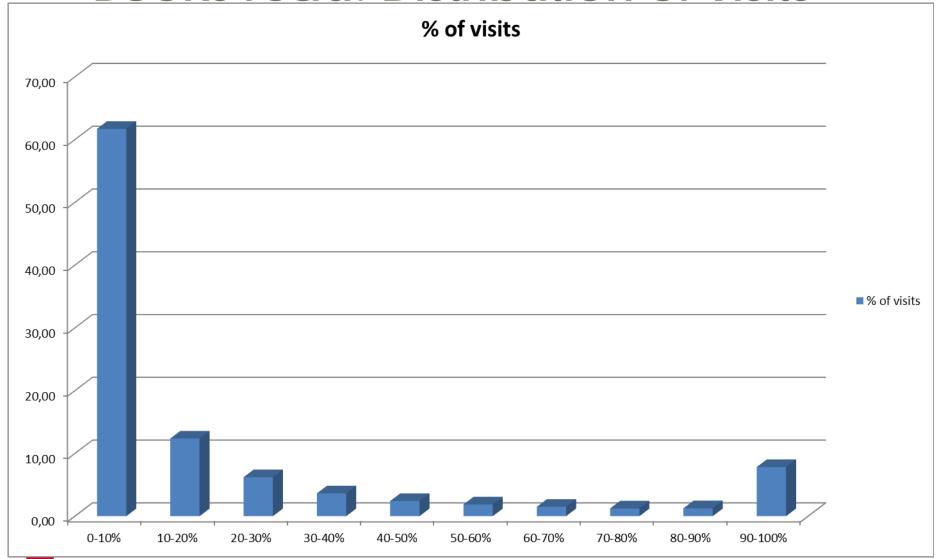


Books read: How much is visited



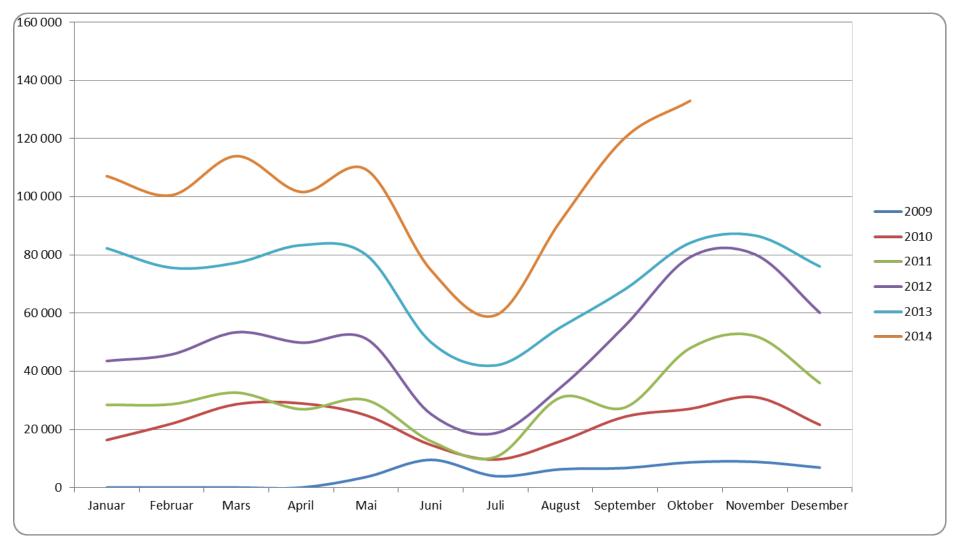


Books read: Distribution of visits



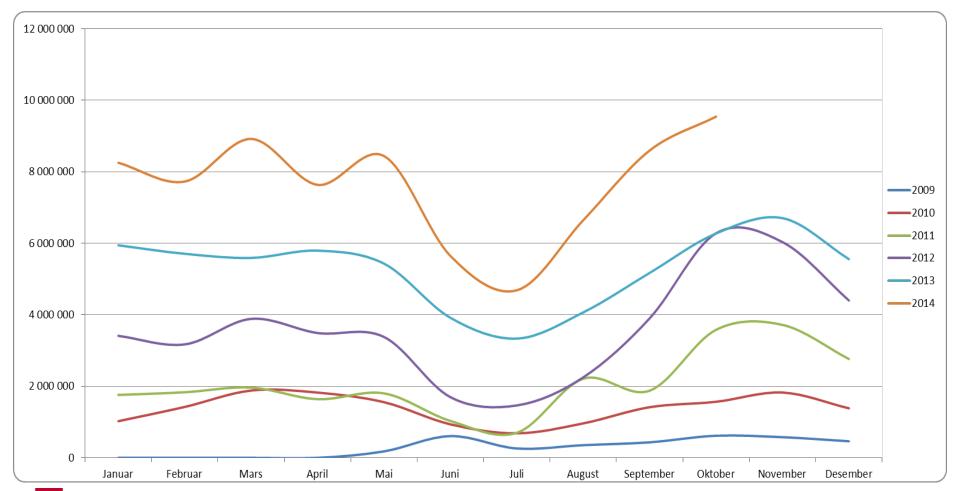


#visits per month (reading)



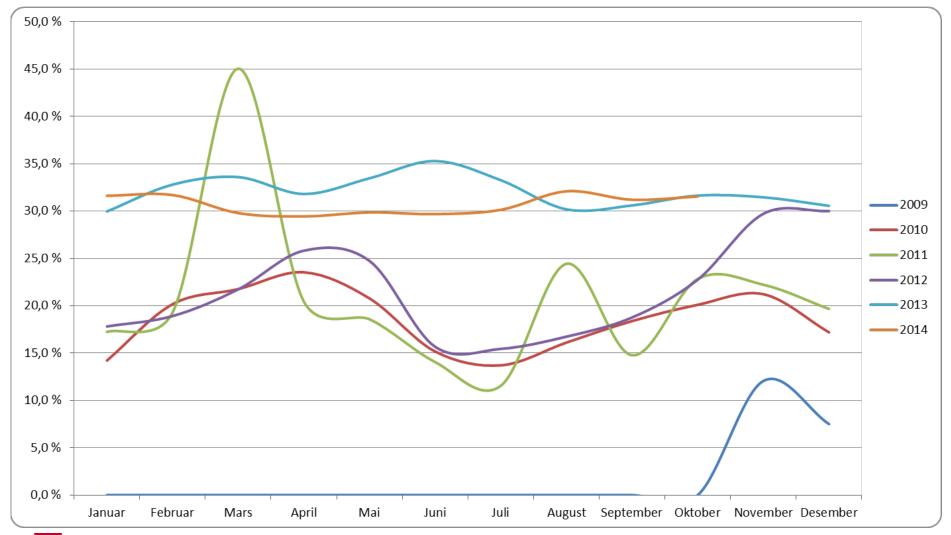


Page views per month 2009-2014





#readers as share of total #visitors at nb.no





Feedbacks changing from

• June 2009: Is this what you call digitisation..., how do I do text search in a book...? You have just made images of every page in each book! Redicilous! Did you hear about OCR???



Feedbacks changing to

- Name:Mona
- Email:XXX
- **Message:** Thank you so much for the marvelous opportunity to read books online at nb.no. This service has helped me a great deal in preparing for my examns!



That's it!

Thank you for listening svein.arne.brygfjeld@nb.no



