

Bokhylla – something to imitate in Finland ?

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Extended Collective Agreement License... and libraries

- Finland and Norway have
 - Similar legislative basis for the licensing of Library collections to the public
 - Most flexible licensing possibilities...in principle
 - a lot of experience from using ECL in different licensing situations
 - Different economic situation

Case Finland

- Finnish copyright law slightly tighter regarding the representativity of CMO (collective management organisation)
- In Norway KOPINOR , Kopiosto´s sisterorganisation, licenses all library uses
- CMOs organized in different manner reg. libraries
 - **Kopiosto** represents
 - all works in the press, magazines, scientific newspapers
 - illustration, photographs
 - **Sanasto** represents
 - authors of literary works in books
 - **Kuvasto** represents artists of separate artistic works

Experience

- **Kopioisto and National Library have since 1996 licensed together two databases**

ELEKTRA

- 30.000 recent domestic scientific articles from 50 learned journals
- the collection is supplemented continuously

PERI+

- Retrodigitalization of whole old scientific newspaper
- Approx. 9000 articles from three different magazines from the years 1900 – 1994
- **NEWSPAPER PROJECT** in the pipeline...

Tasks of the Library

- **Digitalizes** the publications, collections
- **Administers** and owns the physical and digital copies
- **Organizes** the access to the users
- **Signs** agreements with the rightowners/CMO
- **Collects** data about the use

- Is responsible for the marketing of the service
- Creates new forms of usage – crowd sourcing etc

- **Signs agreements with users and collects fees from them ?**

What do the Libraries want to be 1 ?

- **Licensee ? = "traditional" role of libraries**
 - Buy the rights from the rightowners
 - Open the collections respectively to the users
 - Resembles the licensing of scientific databases to universities
 - Libraries negotiate and pay the license = buyers perspective
 - Relatively passive role
 - Great model for wealthy library communities

What do the Libraries wan't to be 2 ?

- **Joint licensor with CMO ? = lifeboatmodel**
 - License digitalized archives together with rightowners
 - Collect remuneration/ fee from the licensees – together with rightowners
 - Get their own share of monies
 - Active role in creating the model
 - May work for less prosperous National Libraries

SOME IDEAS FOR LIBRARY LICENSING IN LESS PROSPEROUS COUNTRIES

1. Research License

- Permission to use the digitalized collection in **scientific research**
- The amount of scientific research and the number of researchers is limited
 - = politically important, difficult to resist, riskless, "cheap"
 - = Ministry of Education or Universities as customers ?
 - = formation of relevant collections takes a long time !

2. Teaching license

- Teachers and pupils in schools etc.
- A wide user-group
 - = politically important user group, difficult to resist
 - = for a school or municipality ~cheap
 - = which collections would be of importance to schools ?

3. A License to general public

- A permission for private use and access for citizens
 - To the holders of Library Card ?
 - On-line Access with a identifier cOnnected to the library card

- Municipalities/libraries as customers

= relatively good control system, user data

= trusted partner

= maximal access to the citizens – but not unlimited

4. Some other limited group of users i.e. subscribers

- A permission to use the database for private use
- Cooperation with the newspaper or magazine publishers
- Access to the subscribers of today's paper – strengthens today's publishing activity

= could be a very good "teaser" to get the publishers on the boat

= as one part of the licensing model could ease the demand for monetary compensation, **barter**

The Pros of a Library license

- The **society invests** in the digitalization process
- All the collections will be digitalized in the long run
- National Libraries have covering collections
- smaller scale, i.e, local papers have the possibility to be visible through cooperation models
- Creates remuneration and visibility to the publications and journalists
- Can have great cultural value – private parties would never invest in uncommercial material

The Cons of a Library License

- The development of business- or licensing models is not the core activity of Libraries
- Libraries are used to be Licensees, not Licensors
- Libraries have difficulties to
 - define a clear strategy – whom to serve; researchers, students, public in general, rightowners?
 - invest in the development of licensing services
- Rightowners afraid to loose the control
 - want to decide about the use , outlook ,quality and content of the service
 - the choice the Libraries are offering is not interesting enough for the big publishers?

THANK YOU!