



Publishing: Impacts of Mass Digitisation Projects

March 10, 2006

Dr Alicia Wise
Chief Executive



Was there life before Google?

- Surely not!
- Well... maybe...
- Oh. That stuff. Yes, there was digitisation before Google.
 - By archives, libraries, museums
 - By publishers



Publishers and Google

- **No problems at all in principle**
- Google Print for Publishers is a good thing as publishers **can negotiate terms**. Mechanisms exist for licensing **the long tail** of publishers through one-stop shops, but Google has not (yet) availed itself of these.
- Real **concern about concentrating so much content** in the hands of one player. “Possession is 9/10ths of the law.”
- Dislike for Google’s **cavalier attitude toward copyright**, and lack of awareness of copyright law outside (some also said inside!) the US.
- Question how well understood is the **complexity of the market** in which Google operates. “Google has competitors in indexing, search, advertising, etc. Publishers have relationships with them all. It’s a very complex market.”
- Annoyed by **condescension**. “Publishers are not luddites. We understand the potential for new readers to find out about our works, and that Google must index our full text for it to be found. However, they do not have the right to store our works make them accessible if we choose to publish them in other ways.”



Some things are old

- **The vision:** of getting everyone access to what it is they want to read
- **The legal framework:** digitisation falls under the two spheres of copyright law and contract law
- **The real costs:** creativity, innovation, authorship, editing, distribution, marketing are not without costs and these must be met in some way.



Some things are new

- **The technology:** we can digitise faster and realistically put everything online; more works are born digital.
- **The funding:** increasingly fragmented, more now from commercial sources than from foundations or government.
- **The stakeholders:** diverse, diverse! everyone involved in the information / entertainment 'value chains' from creator to user.



Some things we can borrow

- But most of these are in their infancy...
- **Business models** (e.g. iTunes with inexpensive per track downloads)
- **Digitisation standards** (15 years' experience captured where???)



Some things make us blue...

- Copyright is complex
- Roles and responsibilities are changing
- Costs are high; economies are sluggish.
- Technology doesn't often work as well as it might.
- We need standards for content + rights + metadata + access management and they don't yet exist.
- Too little funding; so many books!



Vision

- In business, leisure, training, and in schools and universities, individuals will increasingly expect convenient and affordable **access** to resources when and where they like.
- The consumer drive for **convenience** – a concept transformed by ubiquitous wireless broadband -- will fuel **innovation** in online services.
- To underpin these services, powerful yet invisible infrastructure will be in place to enable **personalisation** and ensure **security** and **privacy** online.
- Information and literature will be **freely accessible but not free of charge**. Online content and services will **fuel the economy**, and not only be subsidised by the state.
- Information and literature will be accessible in **socially responsible** ways taking account of freedom of expression, ability to pay, and the environment. With rights come responsibilities.



Bold publishers will (and do!):

- **Listen** to authors and readers and customers.
- **Work in partnership** with a very diverse range of stakeholders to simplify access.
- **Digitise** their own content, either directly or in partnership with others.
- Professionally **manage** their **digital assets**.
- Ensure that they use **copyright to stimulate creativity and innovation**.
- **Protect authors' rights** and their own rights to choose how works are published.
- Negotiate robust terms to ensure **sustainability**.
- Invest in good works that are **socially responsible**.



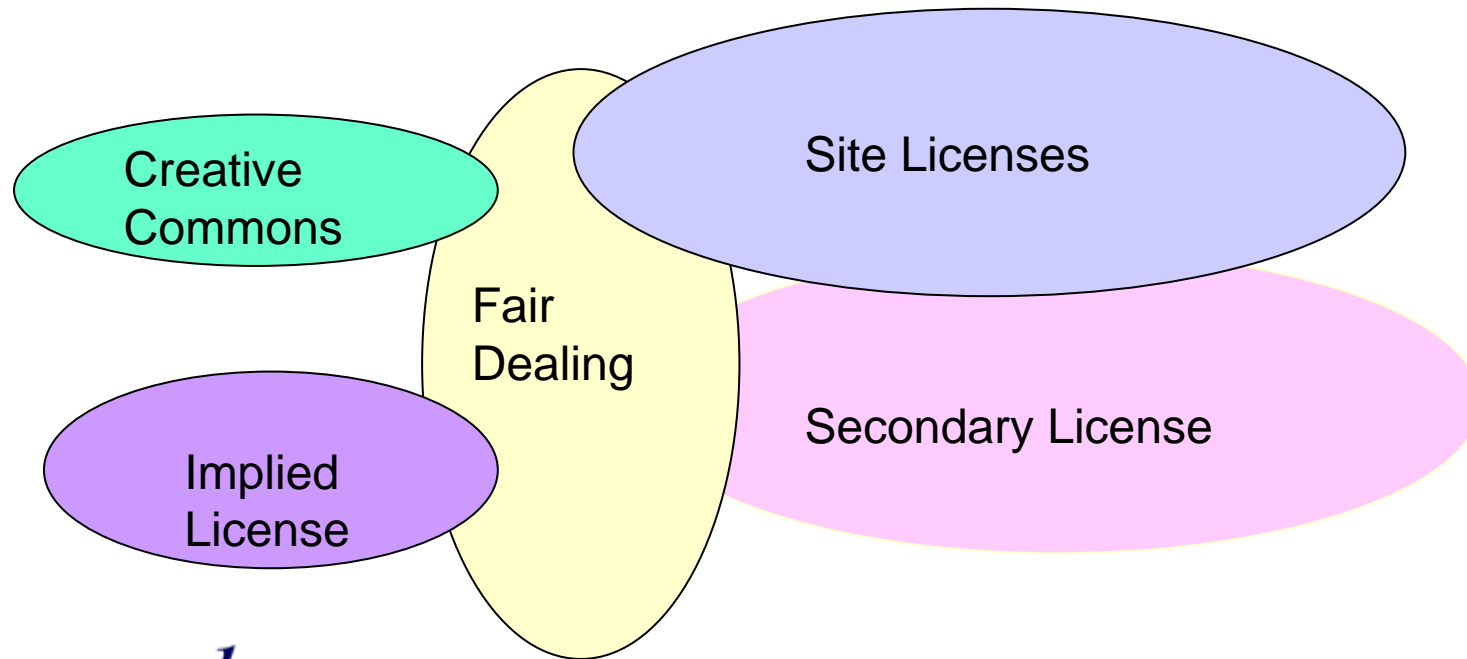
How Librarians Can Help

- Work with authors and publishers and users to agree **guidelines for digitisation**. How it is done matters very much to us all.
- Public/private **partnerships for digitisation** can work very well.
- Work with rights holders to **improve rights management practices**, and make it easier and more practical for all.
- **Avoid duplication of effort**: there is a vast amount of out-of-copyright material that definitely needs t.l.c. from librarians.



The problem...

- Lack of clarity about who can use what, when, and how





Possible responses

- Despair
- Get rid of copyright and lawyers
- Modify copyright legislation
- Standardise on a single model license
- More collective licensing
- Use technology to manage the complexity
 - Digital Rights Management (DRM)
 - Rights Expression Languages
 - Standards for rights and licences + content (e.g. ONIX for Licensing)



Shared challenge

