ACCESS TO OUR DIGITAL HERITAGE

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Chair of FAIFE
We cannot solve the dilemmas with the same thinking that created them.

Albert Einstein
TRENDS WE HAVE TO READ

• Multiple processes, more like a field of combat where the balance fluctuates.
• Respectively multiple discourses are a challenge to be integrated to the same picture.
• Navigating between Schylla and Charybdis

• In an IFLA battleground sense we have to notice trends at the level of WIPO, the Commission, North America
• We also have to be aware of ACTA/TPP etc. – trade agreements and discussions being conducted outside of normal channels. How do we get invited to these places? What sort of partners do we need?
TRENDS…

Digital domain and the Internet

• We are still looking for a balance.
• Conflict with basic rights and with market principles.
• Even within EU there are different interests between DG Internal market and DG InfoSoc.

I don’t have too much to add here, save for the idea that the Internet was founded on an idea of neutrality. It grew on the basis of that idea, and to change that playing field to favour too many rights or too few would need to be handled extremely carefully. There is an important counter-balance to those pushing for more protection – the real and actual habits of Internet users. Far too often our legislative environments seem to be drawn up by people who don’t use the technology day to day. Online, if something doesn’t work, people have other options – even if they are illegal. It is not to specifically reference John Gilmore’s point about the Internet perceiving censorship as damage and routing around it, more to suggest that it will be user habits that play a major role in the type of internet that will be built, and that market forces that push too hard will fail. Users can see what does and doesn’t work, and will act accordingly to get what they want.
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MAIN TRENDS

1. Strong will to open public data for free use.

2. At the same time a trend to strengthen enforcement of copyright.

3. Digital agenda and the libraries.
1. Strong will to open public data for free use.

- National heritage for free use/reuse of citizens and companies

- PSI directive, enhancement covers also universities and cultural organisations

- Open Access movement
The **Directive on the re-use of public sector information**


The Directive is built around two key pillars of the internal market: transparency and fair competition. It sets minimum rules for the re-use of PSI throughout the European Union. It also encourages Member States to go beyond those minimum rules and to adopt open data policies, allowing a broad use of documents held by public sector bodies.
2. A trend to strengthen enforcement of copyright

A) The extension of term of protection to 70 years.
   • Background: copyright laws were designed to protect the short term interests of an individual author. In the digital age traditional exemption rules like private use have new kinds of implications to economic interests of the author, e.g. peer-to-peer file sharing
   • Proposal to extend the term of protection of the performing artists, jumps up every time with a new chair of EU

B) Aims to strengthen enforcement of rights
   • Background: Internet has made infringement of rights much easier, economic impacts of piracy are soaring
     - EU-level: revision the 2004 directive on enforcement of IP rights (consultation)
     - national level: DEA, Hadopi.
       In Finland HE 235:2010 -> a clash with basic rights, especially privacy

Just to note that A) will be covered by presenters in the Copyright session in more depth

Something on sound recordings: http://kluwercopyrightblog.com/2011/04/06/o-no-not-again-term-extension/
3. Digital agenda and the libraries.

- The unsolved dilemma of mass digitization:
  - **Orphan works**: a draft directive
  - **Collective licensing** of rights: draft directive
HOW WE CAN SHARE OUR HERITAGE?

What can National Libraries do?
(1) Adopting the rules of market (Google, ProQuest),
(2) Mass licensing (Norway: BOKHYLLA),
(3) Inertia.

Duplicate slide? (with no.6)
Velkommen til Bokhylla

Velkommen til Nasjonbibliotekets nye samlested, Bokhylla.no. Dette er en gående publikasjonstjeneste, der 30 000 bøker fra 1900-tallet til i dag kan bli tilgjengelig. Bokhylla.no er en del av en større initiativ, som også inkluderer digitalisering av bøker og tilgang til disse via nettstedet. Du kan søke etter bøker og få tilgang til dem gratis.

Søk i alle bøker i NBdigital

1990
Gjennomganger, kunst og skulpture. Litografi på Sigurd Hoel, over 100 000 bilder, plakater og arkiver.

1890
Et av de mest fylgeriske tilåntene i norsk litteraturhistorie, med politisk brytning, nasjonale konflikter, språksmessig, estetisk og demokratiske komplanter.

1790
Litteraturen er preget av stor bredde i emner og gener, men skifter innhalten av religiøse og teologiske emner. Dommeren fremhever det litterære bidet.

1690
Skrifter med religiøst inneheld, preget av litteraturens og 1690-tallet, men vi finner også historiske og topografiske fremstillinger, samt en del avhandlingene fra universitetslektor i København.

Bok med ett klikk.

Om bokhylla
Norge er i dag en av de mest digitaliserte land i verden. Bokhylla.no er en del av dette og gir deg tilgang til flere tusen bøker fra 1900-tallet og frem til i dag. Du kan søke etter bøker og få tilgang til dem gratis.

Bokhylla blog på NBdigital Beta
Søg inn Bokhylla / fag / Søk inn /

les mer...
Europeana – content by country in March 2011

Content by country - Top 15

- France: 18%
- Germany: 18%
- Sweden: 9%
- Spain: 8%
- Italy: 6%
- Netherlands: 6%
- Ireland: 6%
- Norway: 3%
- UK: 3%
- Poland: 2%
- Europe: 2%
- Austria: 2%
- Finland: 1%
- Slovenia: 1%
- Belgium: 1%
DIGITIZATION MEANS RESOURCES
MAKE IT VISIBLE

Standards, Interfaces
Data flows unhindered
Sensible services
Go to customers, do not wait for them
Forget organizational borders

NLF is a data provider,
NLF is a service provider,
These are separate things.
- Someone else may have better data that we can use
- Someone else may create better services using our data
- Everyone wins
WE STAND FOR …

IFLA
Internet Manifesto
The IFLA Internet Manifesto

Unhindered access to information is essential to freedom, equality, global understanding and peace. Therefore, the International Federation of Library Associations (IFLA) asserts that:

• Intellectual freedom is the right of every individual both to hold and express opinions and to seek and receive information; it is the
“Libraries and information services should support the right of users to seek information of their choice.”

As mentioned above, users of public access intermediaries should have the rights to access the same information as home users.
"In the face of restrictive digital copyright legislation and digital rights management, libraries should advocate legitimate alternatives to existing forms of copyright, such as creative commons, that increase rather than restrict access to information."
"Librarians have a **responsibility to advocate** copyright conditions that facilitate the preservation of digital materials and rights holders should be encouraged to recognise their obligation to ensure the long-term availability of online resources."
Thank you!