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Entre l'offre et la demande : l'entreprise patrimoniale

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DE NOUVEAUX PRODUITS POUR DE NOUVEAUX PUBLICS

Phonofile Project

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My presentation will be in English. I thank the organisers of this exciting conference and for inviting me to come here. It's a very interesting conference, institutions work together to present the state of the art and the questions to students, researchers and the public. I will take that idea to Denmark to see if we can do the same because it's a very good idea.

I have called my presentation Netmusik.dk as it is no longer is called Phonofile, and I shall tell you a bit about that. The project is now NetMusik and it's an example of PPP (Public Private Partnership) between libraries and the music industry. First of all, I will discuss my institution: I come from a library called the State and University Library and we have different roles. The Royal library is the biggest library in Denmark, we are the second and we also have many national roles. The two major roles of the State and University Library are:

- We are a university library for Aarhus University,
- We are a national library.

We are responsible for legal deposit and we are in collaboration with the Royal Library in Copenhagen. We have the national discotheque, it's a very old and very exciting collection of Danish published music, music published since the beginning of the 20th century.

The third national role we have is that we are a centre for the public libraries; we have collaboration with all the public libraries in Denmark so we are also responsible for providing services to the public libraries.

Our AV holdings: since we are a legal deposit for audiovisual media and we also have some older material, we are a legal deposit for radio and television and the legal deposit for public sound and video recordings. This is in parallel with the *Bibliothèque nationale de France*; we are a kind of "little sister" institution to *Bibliothèque nationale de France*.

In total we have 84,000 sound tapes and 85,000 videotapes, most of which are VHS, and we have 66,000 gramophone records from the oldest 78 to vinyl records, and we have 30,000 Danish CD's. I have put the CD's in red because they are what this presentation is about.

The PPP project Netmusik

What is Netmusikdk? It is the first download music library service in the world. There is a free download of music files for all library users in Denmark. They can borrow the files for a period of 7 days, and the music files can be downloaded directly to their own PC. There is of course access 24 hours a day. What is presented in this service and for whom is it intended? The basic material is the 30,000 Danish CD's published since 1982, and these 30,000 CD's have been converted into 350,000

music tracks. Every time we receive a CD via legal deposit we "rip" it and preserve the files forever. Additionally the basic material in Netmusik.dk is many international recordings; we have agreements with many of the larger international labels. The main target group is all Danish citizens who use the public libraries; we hope to reach young people to make the libraries more attractive as we know that young people today prefer to sit in front of their own computer. So this is an attempt to reach these users.

For the library we organise ourselves in the following way: there is a Danish national library consortium, which is the State and University Library with five big county libraries. A very important actor is Basepoint Media who is a service provider; the State and University Library and Basepoint Media have together developed the technical infrastructure and technology for the service. Basepoint Media was previously called Phonofile, but has now changed its name. As a service provider Basepoint Media is run by the Danish part of the International Federation of the Phonographic Industry. The Danish Artists Association, the Danish Musicians Association are all supporting this service provider.

To establish the library service we have had to negotiate with many of the big record companies, e.g. EMI, Sony BMG, and Universal, who have many Danish recordings in their repertoire. Therefore, we also have English, American French, German and Norwegian recordings.

Finally, the libraries have negotiated with Koda and NCB which are the collecting societies; Koda is the collecting society for Danish composers and NCB (Nordisk Copyright Bureau) is handling the mechanical rights. It is a complicated structure. In order to see the distribution here, we have Basepoint Media as a service provider, behind it we have the record companies and the artists. Basepoint Media also delivers music to the big music shops. They also deliver to Netmusik.dk and it is our library that have the administration and support for all the public libraries where the users can access the music files. There is access today to 1 million tracks, via 136 Danish libraries, and remember that Denmark is a little country. There are 5 million inhabitants and I was told today that there are 11 million only in Paris. So it is a little country and 136 libraries is almost all of the Danish libraries. The service today has 6,000 downloads each day and 3,000 unique visitors each day which is not much compared to Google, but it is a lot for a small country.

The content of the service represents all genres: jazz, classic, pop etc. of Danish music. The Danish music is from 1982 to today. 1982 was the first year a Danish CD was published. The content also covers several international labels and artists.

What was the background of Netmusik.dk? It started in 2002, where Danish composers and musicians approached our library because they were very afraid as Napster was very popular, but illegal. They asked the libraries to co-operate with an alternative; free and legal access to Danish music via the Internet. We saw this as a win-win situation because the copyright holders have all the rights, the State and University Library has all the music and the libraries have the obligation to provide access to the holdings and the cultural responsibility of providing access to the cultural heritage. The Minister of Culture was very happy about the idea and funded the project from 2004 to 2007.

The vision was that all Danish music must be available via the Internet, free access to all citizens through libraries, and libraries pay the cost. What is the reality? Only 25% of the music is Danish and the commercial criteria rules the content meaning they mostly want to publish mainstream music. The reality is that there is no careful selection of content by librarians and it has been difficult for Danish music librarians to accept this, because they are used to being in direct contact with the users and teaching them about music.

The economical figures

It costs 0.20 Euro centimes to download a track; there is a total budget of €1.3 million, both for developing the system and for running it. The local communities of the libraries pay depending on how many inhabitants there are. The biggest local municipality (which is Copenhagen) pays €33,000 per year, and the smallest municipality pays €1,300 a year to provide access to this service.

As you can see from the statistics, from the beginning of 2004 to 2006 it was difficult to get people to access the service, but since then we have enlarged the number of recordings available. We have recently managed to close a deal with Universal and EMI.

As a summary, what are the advantages and disadvantages? The good thing is that young people like it, it is easy to run, the music is always available, staff costs are reduced etc. An example of a disadvantage is that we do not have any direct contact with the user (this could be seen as an advantage and disadvantage). Another disadvantage is that there are some technical restrictions: the DRM is limited to a Microsoft platform; there is nothing we can do about that from the library side. Another disadvantage is that young people want their music to be available on mobile devices such as iPods, but with this DRM system it's not possible to put the files onto an iPod. There is another firm who makes mobile devices called Creative, but these devices are not very common amongst young people.

A Google-like search machine developed by our library can be used to search for the music; you can then download an album or a track in .wma format. I will show you a live demo on how the Netmusik.dk works: you can see that everybody can access it and browse the content, but in order to download you must log in and indicate the library you belong to. Then you must enter your library pin code (the same used to borrow books). Here I am showing you the State and University Library's page, the logo is shown on the page, I will now show you a search for a French singer, Piaf for example; I then get a list of all her tracks and albums. Before borrowing the track or album it is possible to listen to 30 seconds (*Edith Piaf track played*). So we also provide access to French culture. If you like the song you can add it to your basket as you do to buy things on the Internet, and then you can begin downloading. When downloaded you can save the file to your desktop and are free to listen to it for 7 days. After 7 days the file will no longer work.

That was an example of Netmusik.dk as a public-private partnership and we are trying to do the same with Danish newspapers. Thank you for your attention. You are welcome to go and listen to extracts on the Netmusik.dk site.