

Experimenting the inclusion of works under copyright into the digital library

*Hearing of the study group « European digital library » on
« promoting broad public access to the European digital
library »*

*European Economic and Social Committee
Brussels – October 17, 2007*

Study carried out by Numilog for BnF and SNE (French association of publishers)

- **Aim** : provide a comprehensive offer on line
 - > display books that are under copyright along with books that are in the public domain

- **Agreed conditions** :
 - > reliable protection of works under copyright
 - > appropriate remuneration of copyright holders
 - > integration of the different players of the book industry
 - > simple and comfortable scheme for the Web user

Two main categories of business models used so far in the market

- **Bookstores models** : Individual access licences to the ebooks
 - sales of copies of ebooks
 - « pay per view »
 - subscription to packages of ebooks

- **Digital libraries models** : collective access licenses to the ebooks
 - limited simultaneous accesses, on a title by title basis
 - unlimited access to packages of ebooks

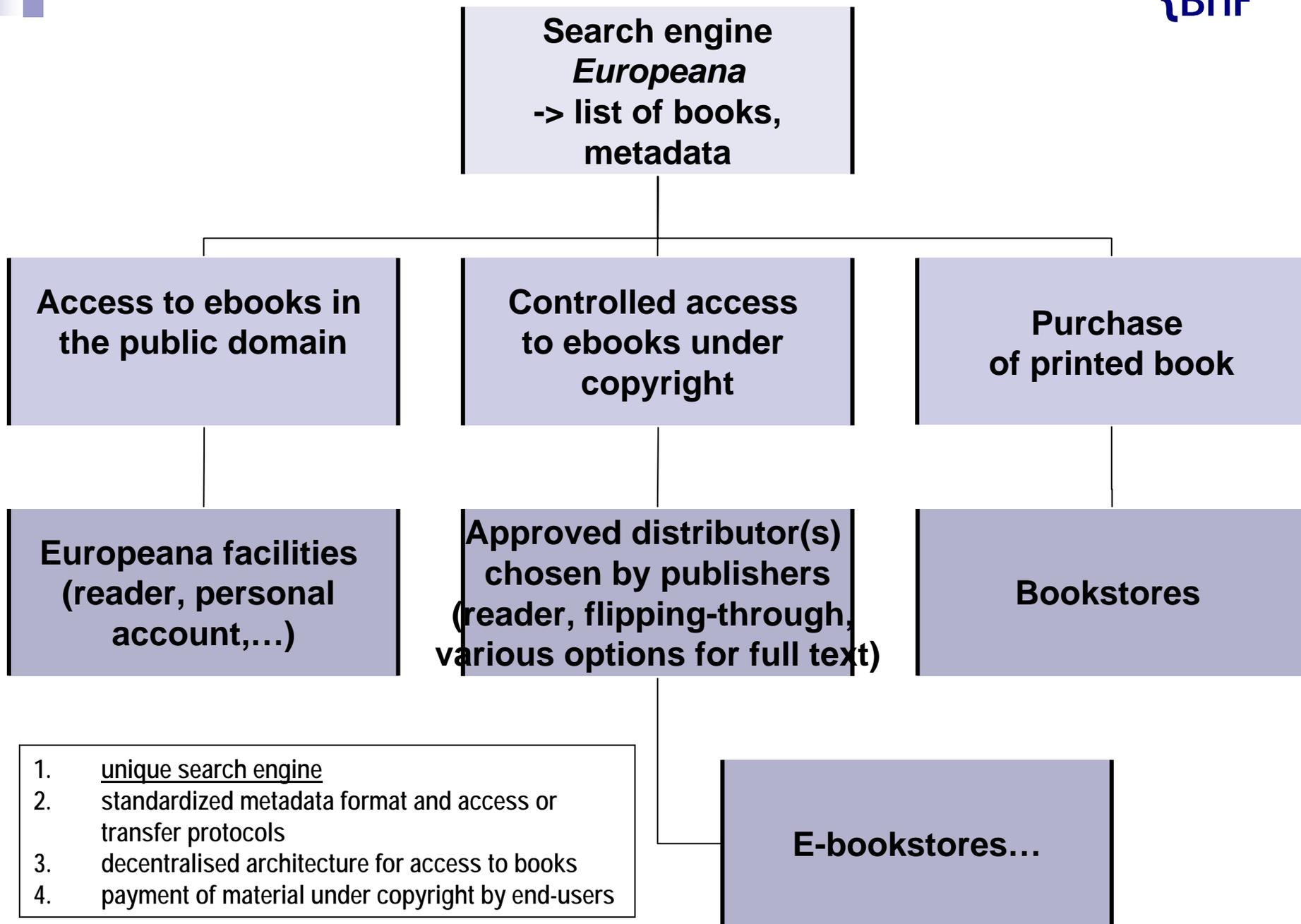
Recommendations

Digital library business model for works under copyright not suitable because of :

- size of potential end-users population ;
- large and regularly growing catalogue of books.

Proposed scheme for *Europeana* :

- **a search portal offering** a full-text search engine within all kinds of books
- **a digital library style model** for works that are out of copyright (direct access to full text, free of charge)
- **a bookstore style model** for works that are under copyright (links to platforms where access to full text can be provided, given appropriate remuneration)



A **public/private partnership** between the national libraries and all the book industry players : publishers, bookstores, distributors, writers

A **profitable business model** for publishers even with cautious sales hypothesis

Full range of usages given to end-user, provided DRM and appropriate payment

Experiment to be carried out within the frame of the Europeana prototype :

- technical standards have been chosen (metadata, transfer protocol)
- 3 to 8 publishers to participate / several thousands of books
- deadline : March 2008
- as for the existing Europeana prototype : focus groups + lessons shared with the TEL/EDLnet team and CENL