

“Medienzukunft, Zukunftsmedien: von Gutenberg zum Web 2.0“

Kooperationsseminar der ekz
mit der Sektion 1 des Deutschen Bibliotheksverbandes e. V. (dbv)
2. bis 3. März 2009

Digital Services of Danish Libraries in the 21st Century
(in englischer Sprache)

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Digital Services in Danish Libraries in the 21. Century

A Forecast and Discussion of
Trends and Tendencies

By: Morten Brunbjerg Bech, Horsens Public Libraries,

Agenda:

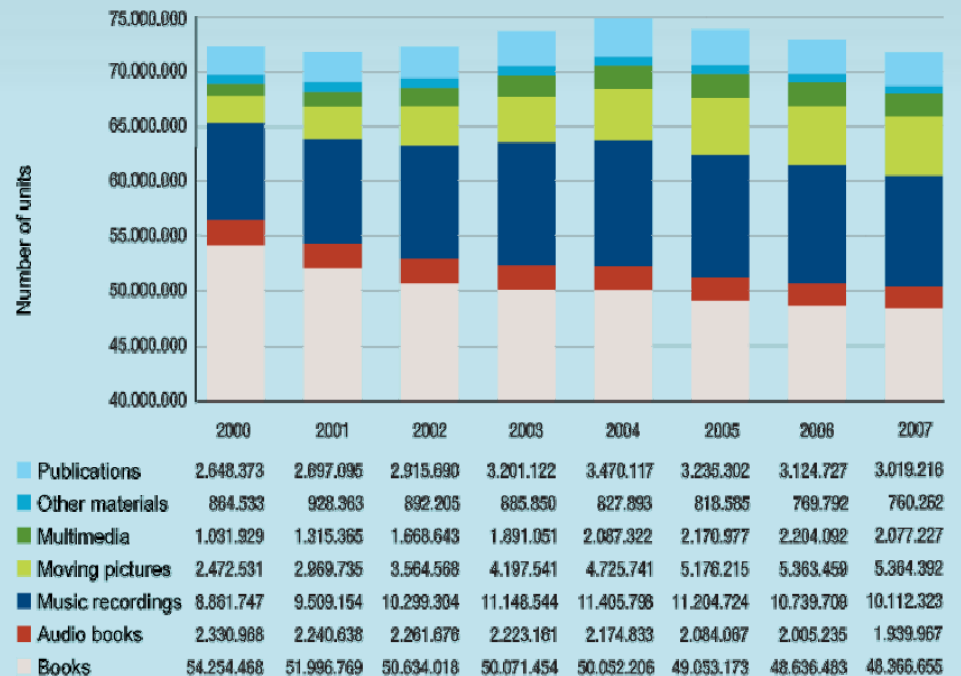
- **Statistical trends:** The Use of Library, Internet and Media in Denmark.
- **Presentation** of a selection of Digital Services in Danish Public Libraries.
- **Discussion** of Trends and Possible Focus Points in the Development of Digital Services.

Borrowing and Lending Statistics

2000 - 2007:

- Books: 11% decrease
 - Music: 14 % increase
 - Movies: 117% increase
 - Multimedia: 101% increase
-
- Renewals: 32% increase
 - Overall: 17% decrease

Figur 1 Borrowing and Renewal in Danish Public Libraries 2000 - 2007

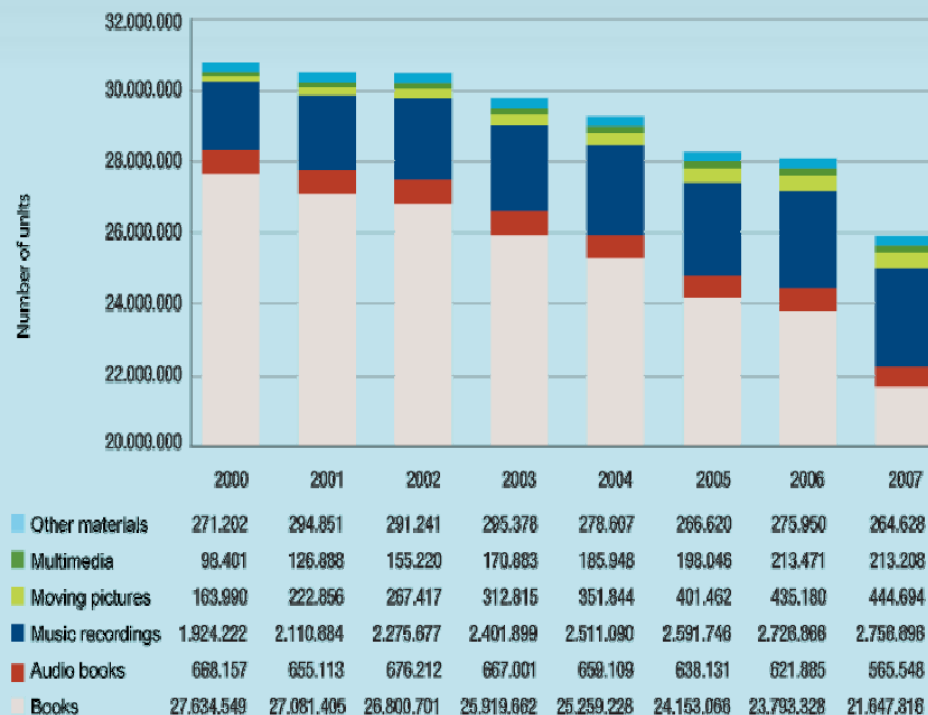


Composition of Collections

Composition of collections 2000 - 2007:

- Expenses for books reduced by 39%.
- Overall number of materials reduced by 16%.
- Books: More than 80%.
- Acquired materials in 2008: Books 78%.

Figur 3 Number of Materials in Danish Libraries 2000 - 2007



The Role of Books, Media & Internet

- **Books in the Library:** Extensive debate in the media about the reduced amount of books in libraries in early 2008. Still ongoing.
- **Book Sale:** Increasing since 2000.
- **Internet Penetration:** 85% of Danes have an internet connection at home.
- **Facebook Nation #1:** 34% of Danes have a profile.
- **Social Software** is very popular among Danes.

Digital Services: Funding & Organisation

- Public funding by taxes.
- Act regarding Library Services.
- Municipalities run the public libraries.
- Overall guidance by the Agency for Library and Media.
- The State: Financial support to start-ups via the Agency for Library and Media.

Bibliotek.dk

Most successful in terms of use.

Search all published material in Denmark.

Order library materials from any public library in the country.

Driven by DBC. Organized by the Danish Agency for Libraries and Media.



www.bibliotek.dk

Litteratursiden

Leading online magazine for fiction.

Collaboration between several Danish public libraries.

Supported by the Agency for Libraries and Media.

Launched in 2000.

Facelift 2009. New CMS.
Web 2.0 functionality.



www.litteratursiden.dk

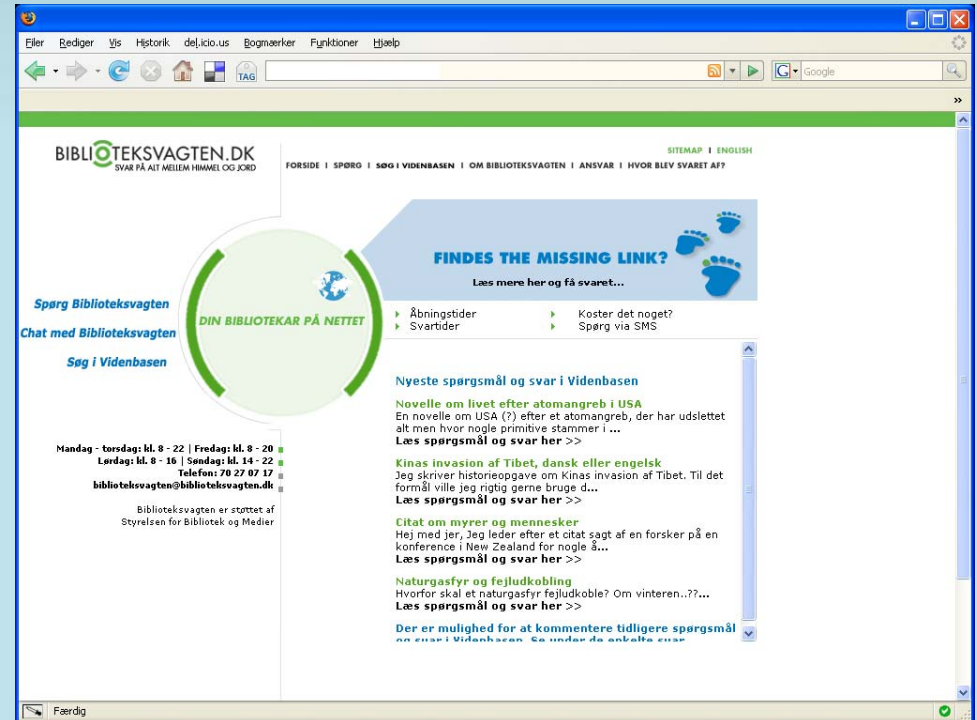
Biblioteksvagten

National digital reference service.

Launched 1998.

Collaboration between several public and academic libraries.

Supported by the Agency for Libraries and Media.



www.biblioteksvagten.dk

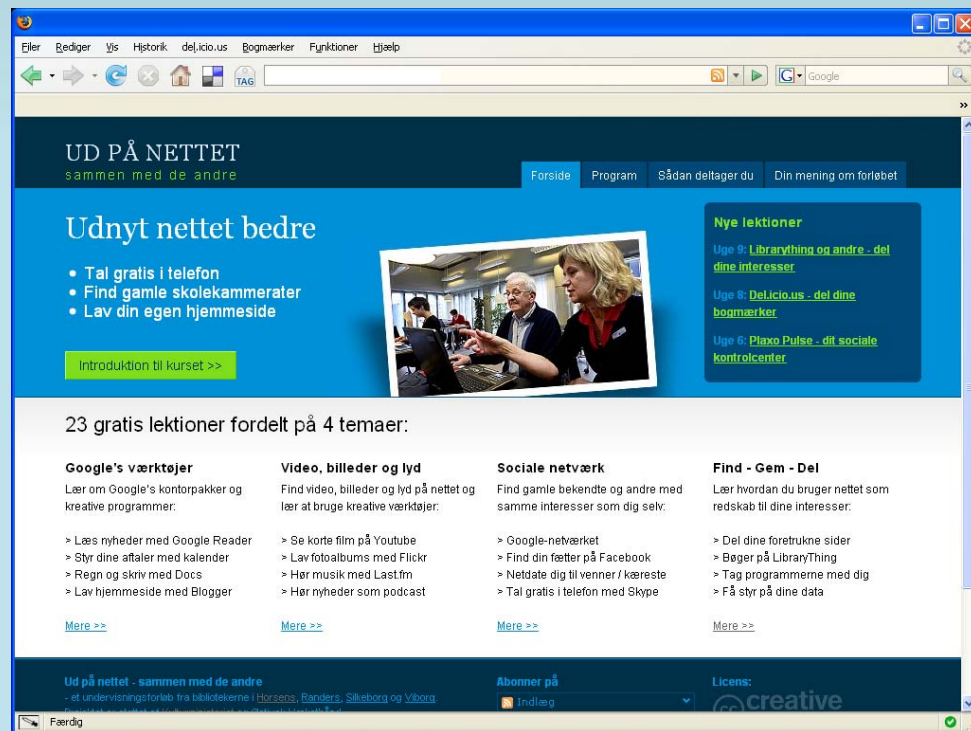
Ud På Nettet

Training & Learning. Aimed at making patrons familiar with web 2.0 tools.

Based on survey: 40% of the population are IT illiterates.

Collaboration between 4 public libraries: Horsens, Randers, Silkeborg & Viborg.

Financed partly locally and partly by the Ministry of Culture.



www.udpaanettet.dk

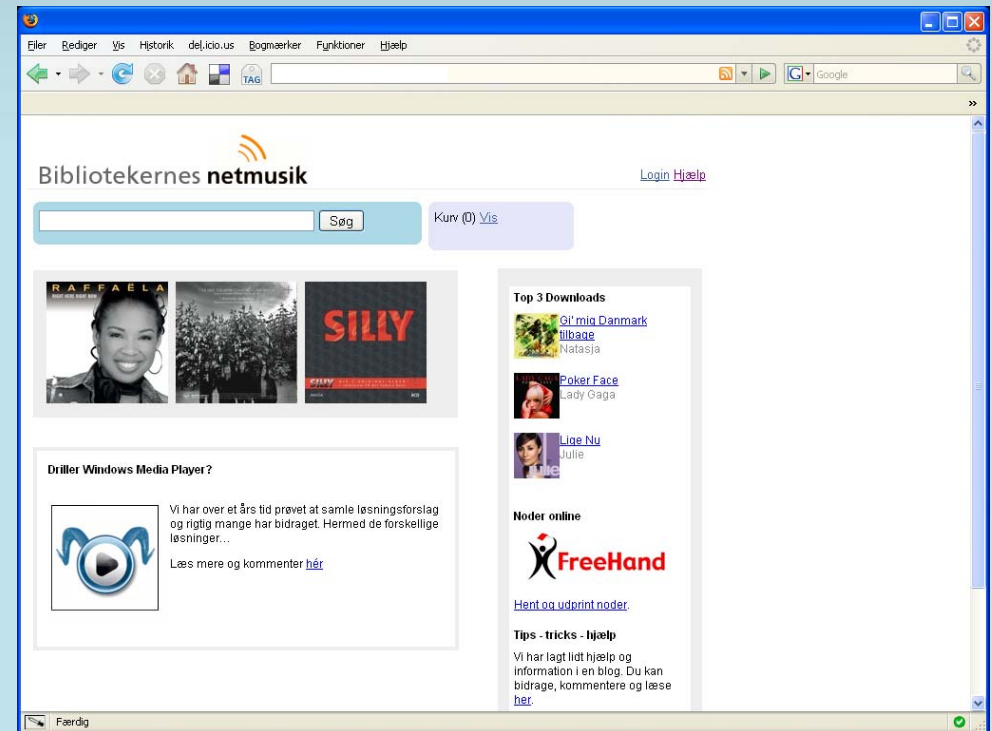
Downloads: Netmusik

Library users can download (down loan) music for free.

Contains more than 1 mill. tracks and 100.000 albums.

File format: WMA. Files become inactive after 7 days.

DRM (Digital Rights Management) enabled.

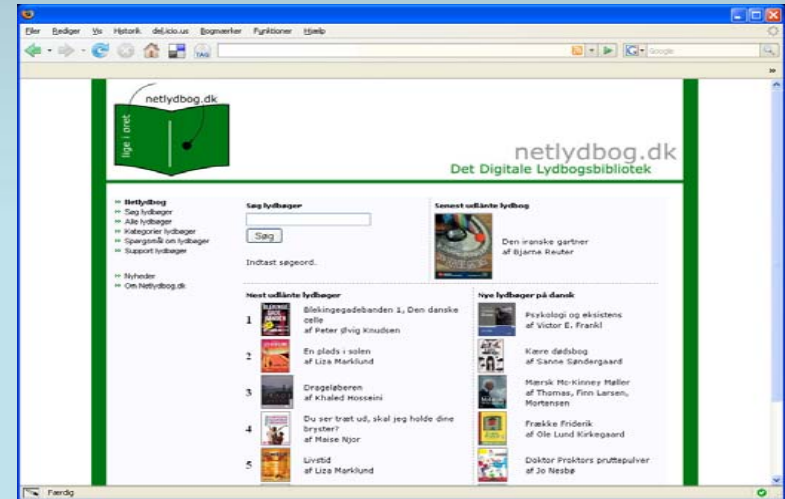


www.netmusik.dk

Downloads: Audio Books & E-books

Netlydbog:

- Download of Audio Books.
- Similar to Netmusik.
- Files become inactive after 30 days.



www.netmusik.dk

EbogsBibliotek:

- Download of e-books.
- Similar to Netmusik.
- File format: Users can choose between PDF and MobiPocketBook.



www.netmusik.dk

Web distributed content & downloads

A potential success, but ...

Bad design ruins the user experience.

Download services:

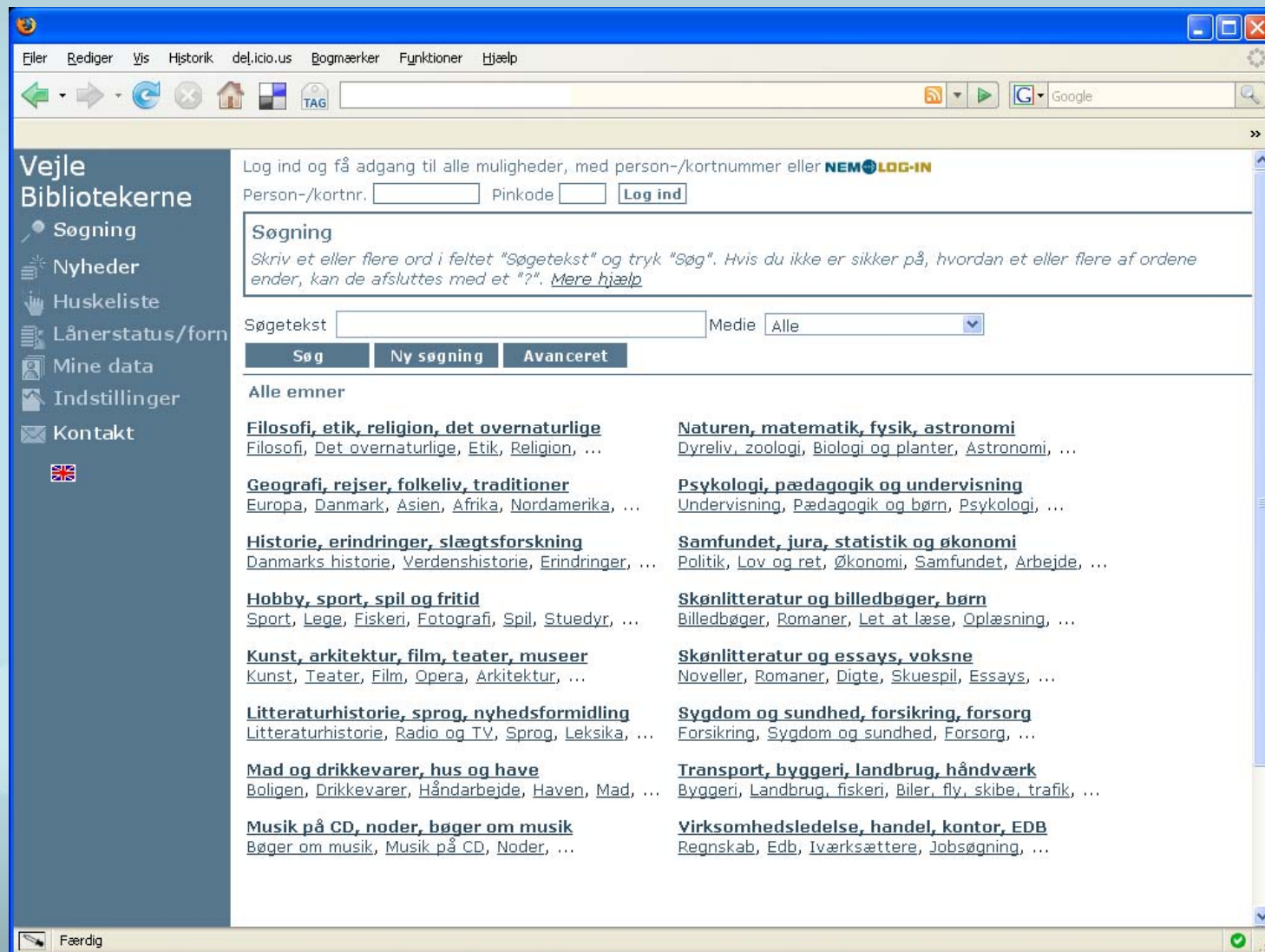
- Suffering from DRM trouble.
- Hard to install the correct software.

Databases:

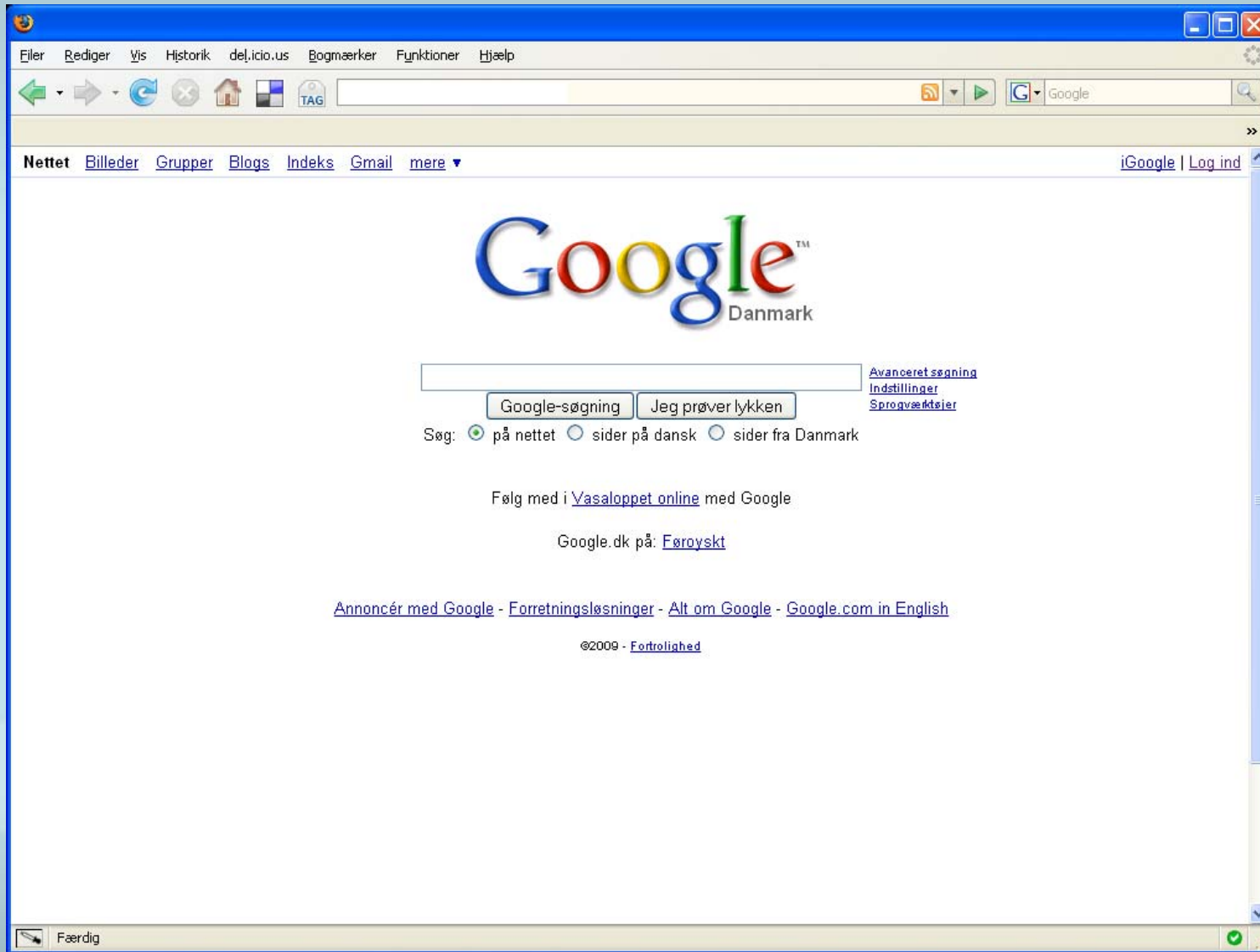
- They all have different interfaces.
- They are hard to use.
- They are hard to find.

Subscription is VERY expensive to libraries.

Which search interface would your users prefer? This one ...

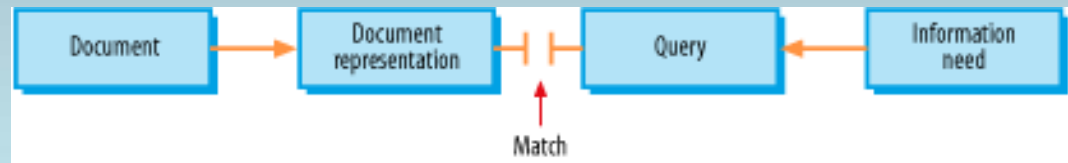


... or this one?

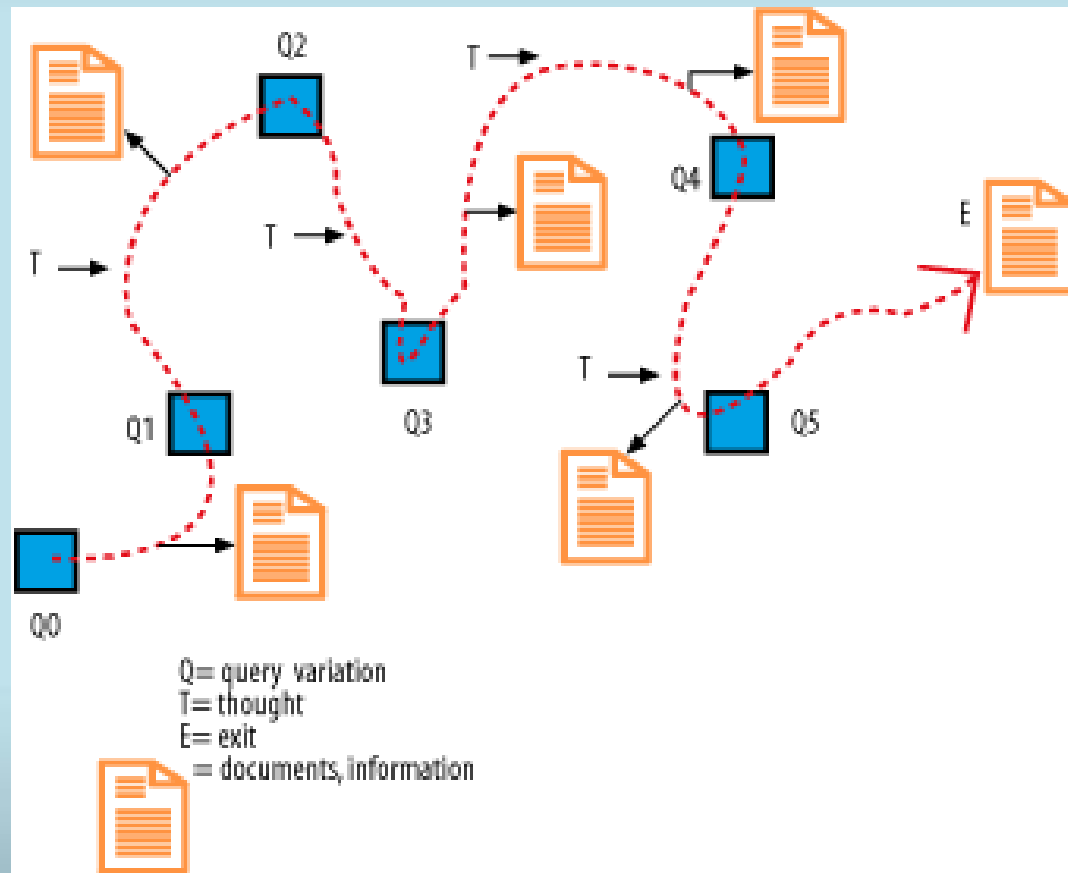


Information Retrieval vs. Berry Picking

Information Retrieval:



Berry Picking:



The point?

Findability is important.

Libraries ought to be experts in findability. But content in the library is hard to find.

Libraries need to:

- Know users
- Know web communication
- Make demands to library systems

Vendors of library systems have failed as advisors and developers.

Upcoming projects

Summa

Open source search engine, developed by Statsbiblioteket.

Ting

Data well with content from libraries and users, potentially nationwide.

Make the Data Work Harder

Experiment with mashup of data from the library system.
Showing "live" events in the library.

Trend: More Open Source

Litteratursiden: Drupal. 

Herning Public Libraries: Drupal. 

Horsens Public Libraries: Wordpress MU. 

Open Source:

- Not free, but the cost for licenses are eliminated.
- Requires certain competencies.
- Raises the roof of possibilities.

Web 2.0: Possibilities & Pitfalls

Web 2.0 still highly rated among Danish libraries.

Think twice, before you begin developing:

- Remember the 90-9-1 rule.
- Remember the strategy:
 - What is the purpose of the service?
 - Who is the target audience?
 - How are users motivated to contribute?
 - Does the service reach critical mass?

First, get the OPAC to work properly!

Conclusion

The use of Danish libraries is changing:

Less borrowing, more visits, more training & courses, more use of digital services.

The book is in general doing fine but the web is very popular.

Digital Services in Danish libraries include:

Search facilities, Virtual reference desks, Magazines, Databases and downloadable digital content.

Trends in the Danish library landscape include:

New OPACs, search engine projects and data wells.

More open source.

Web 2.0 functionality.

Thank you!

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