2002

Surviving the Era of Digital Media

Edward Colleran

Copyright Clearance Center, Inc., ecolleran@copyright.com

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation
DOI: http://dx.doi.org/10.7771/2380-176X.3754

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
Surviving the Era of Digital Media

by Edward Colleran (Director, Publisher Relations, Copyright Clearance Center, Inc.)
<ecolleran@copyright.com>

Imagine awakening after a 10-year slumber and surveying the library around you. At first glance, everything might look the same. Books and magazines are still on the shelves and library patrons are still asking questions, taking out books and returning them late. But, in fact, the library world (and publishing, too!) has irrevocably and fundamentally changed over the last decade. The Internet has facilitated the spread of knowledge beyond anyone's imagining, with self-service research within the grasp of anyone with a computer and an Internet connection. On the other hand, the Internet (and the quality and ease of digital reproduction) has launched an unprecedented assault on copyright, the prime bulwark of intellectual property. For better or worse, the era of digital media has begun and there is no turning back.

If Rumors Were Horses

The awesome David Goodman <dgoodman@phoenix.Princeton.EDU> (where does he get the time to do all he does?) now has a dual position. As well as Visiting Research Scholar in the Library, he is now Associate Professor in the Palmer School of Library and Information Science of Long Island University. And what's he doing in his spare time? At Princeton, he is working on improving access to electronic resources and on use studies. At LIU, he will be teaching courses on academic libraries, serials, and science reference, as well as the introductory course in the program (his favorite, he says).

And speaking of Princeton, heard from Juliette Arnhim <jarnheim@Princeton.EDU> who hopes to make it to the Conference. Juliette and her husband have put their house in New Jersey on the market. They are moving to guess where? Charleston, S.C.! And, if you look at the pictures of the new College of Charleston Library on Calhoun Street as it is going up (you'll see a lot when you're here in November), you can even see her house! Go to http://www.cofe.edu/%7Elibrary/addlestone/progress/sept.html. Juliette's place is viewable from the "Third Floor Level Slab Placement — 3D" in the Sept. 2002 update. The house (white with black slate roof) is just at the edge of the trees to the right, almost to the edge of the photo.

This Charleston Conference Issue is guest edited by Ed Colleran <ecolleran@copyright.com> of the Copyright Clearance Center who is also beginning a new column with this issue, "Desperately Seeking Copyright" (see p.89). This month's installment is on DOI, very relevant to many of the papers in this issue.

Ingenta Pic has just announced a series of changes designed to provide a solid operational base to support further growth for Ingenta's activities as it continued on page 6
Then Corilee Christou and Gail Dykstra offer some benchmarks to help you make wise choices in licensing electronic content and assessing new pricing formulas. Their guiding principles are: know what you have, know your users and keep your goal in sight. They suggest enlisting vendors to help map your collections; some libraries should think about outsourcing course pack assembly; they add. In an overview of licensing initiatives, they discuss disparate examples ranging from a national licensing and access project in Canada to a North Carolina public library which offers portable access for a modest annual fee.

Next, John Cox of John Cox Associates reflects on how digital rights management is ushering in an unstoppable publishing revolution. With end-to-end systems now available for the small- and medium-size publisher, a broad range of publishers can customize access privileges for different users and different prices, opening up a wealth of new opportunities. For example, an online car repair manual is offered by the chapter or rented by the hour. The downside: a 2001 survey found that only a small percentage of readers use the library for Internet access or online journals, potentially diminishing the library’s historic role as an information clearinghouse, he warned.

And, finally, Karen Hunter of Elsevier takes an historic look at the key milestones in digital content (Adonis, MOSAIC, TULIP and CrossRef, etc.) from the perspective of the global publishing colossus which has been a major player throughout. In a wide-ranging Q&A with guest interviewer James Muw of the University of Chicago Library, Hunter says publishers have gained tremendous visibility from electronic media at a time when print subscriptions are in decline. Hunter acknowledges a growing move to usage-based pricing but worries that it could potentially reduce — instead of encourage — users. What else is ahead? The potential for handheld and wireless devices is really exciting, she says; lots of great new electronic-based products will debut in the next five years, but the future for e-books is less clear. To date, we’ve only harvested the low-hanging fruit in electronic publishing, she says.

So sit back and enjoy! We think you’ll find this collection a very good read. It’s chock full of ideas to brainstorm with your colleagues. We hope you find it encouraging, informative and helpful as you strive to prioritize and focus in this new digital environment. As Okerson reminds herself, the top priority is not the technology; “It’s the users, stupid!”

---

Through a “Content Looking Glass” Another Way of Looking at Library Licensing of Electronic Content

by Corilee Christou (VP, Corporate, Library and Education, Reed Business Information) <cchristou@cahners.com> and Gail Dykstra (Dykstra Research, Inc.) <gail.dykstra@dykstraresearch.com>

Licensing electronic content should not be an Alice in Wonderland experience. Setting out to negotiate electronic content is no longer akin to falling through a hole in the earth, having your world turned upside down, and reading licenses written in language only the Jabberwocky could understand.

Today, the story is changed to offer new licensing options, a cooperative attitude, and a willingness to experiment on the part of both libraries and vendors. While licensing isn’t a tea party, it certainly isn’t a nonsensical rhyme causing the anxiety of a confrontation with the Red Queen.

The licensing process used to look backwards in an effort to determine user needs and in its assumptions on vendor-customer relationships. Now, libraries and vendors look forwards (not backwards) to find new business models, to be able to respond (quickly) to shifting user requirements, and to meet the evolution of copyright and opportunities in digital rights management.

This article offers some ways to take advantage of this new flexibility and the emerging library-vendor partnerships to get what your users need from the licensing process.

Know What You Have

Start by really knowing what you have. Most decentralized corporations and large institutions have an imprecise knowledge of what they are currently buying. Knowledge audits of corporate and institutional electronic resources frequently turn up inadvertently duplicated or overlapping licenses for the same content. Vendors have a vested interest in keeping their customers happy. Ask for detailed invoicing audits to connect current content purchases and departmental budgets.

Many content vendors have embraced a positive Customer Relationship Management (CRM) policy, resulting in their placing a premium on looking for “opportunities to create trust by sharing information” with their customers.

Duplication of resources not only depletes budgets, it also confuses users. Having to look in several places frustrates users. Users want to go to one source, identify key data, and be assured the content is relevant, complete, and current. Users expect “what they want now, and they want it fast.” Users have a limited time (and limited patience) for the process of “searching”; their goal is “finding.”

Vendors have responded by delivering their content in formats that can be massaged, integrated, and spun out to intranet/Internet delivery using standardized tools and content management technologies. Competing market and strategy research publishers have made their report series available in a consolidated format so one search delivers results from multiple databases. The Publishers International Linking Association (PILA) anticipates expanding the number of participating publishers and promises to deliver links from hundreds of full-text sources, in addition to the citations it already accesses and cross-references.

continued on page 20

<http://www.against-the-grain.com>