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Surviving the Era of Digital Media

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Against the Grain

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Against the Grain

"Linking Publishers, Vendors and Librarians"

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Surviving the Era of Digital Media

by **Edward Colleran** (Director, Publisher Relations, Copyright Clearance Center, Inc.)
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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.

In this new digital world, the librarians' role has evolved from direct research into coaching and mentorship. They remain managers of resources and money, fighting to do more with less, but with a whole new range of options and decisions: print or electronic? Subscription, license or purchase by the page? They are on-the-scene "copyright cops," now focused more on transfer of electronic content rather than on excessive photocopies. Yet their fundamental tasks remain the same: anticipating and meeting the needs of the users, growing and preserving a collection of value, and, of course, the never-ending struggle with budgets, budgets, budgets. Nevertheless, the Internet and computerization have revolutionized the way information is retrieved, collected, and shared, fundamentally altering the ways these tasks are carried out and raising a

host of new questions and problems. For example:

- The debate about course packs on reserves;
- How should libraries interpret fair use in light of the DCMA?
- Is interlibrary loan in the process of becoming unnecessary?
- Permanent archives vs. continuing access: where should we draw the line?
- What about user-based pricing instead of licensing?

In addition to new pricing options, librarians

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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 working on 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 Arnheim** <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.cofc.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 plc has just announced a series of changes designed to provide a solid operational base to support further growth for **Ingenta's** activities as it

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are struggling with an unprecedented squeeze on resources from the rising cost of electronic subscriptions. More choices, more decisions. Publishers, too, are facing similar issues and wondering how to respond to the opportunities posed by the new technologies without giving away the store, so to speak. And relationships between the two groups during this period of tidal change has not been without its own set of shoals, as we all know.

Challenges? You bet! But what an exhilarating time to be a librarian, enthuses **Ann Okerson** of the **Yale University Library**.

We've assembled these four thoughtful pieces offering insightful analysis and practical suggestions for surviving — even thriving! — in this new information era. In **Okerson's** delightful personal reflections, she reminds librarians to focus on the needs of the users, present and future, when struggling to sort out conflicting priorities. Despite the array of digital-era options, librarians should remember that their main job — preserving and growing collections of present and future value — is the same as it has always been. And this is a job for which librarians are well equipped, she says.

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 Mouw** 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 nonsense 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.

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