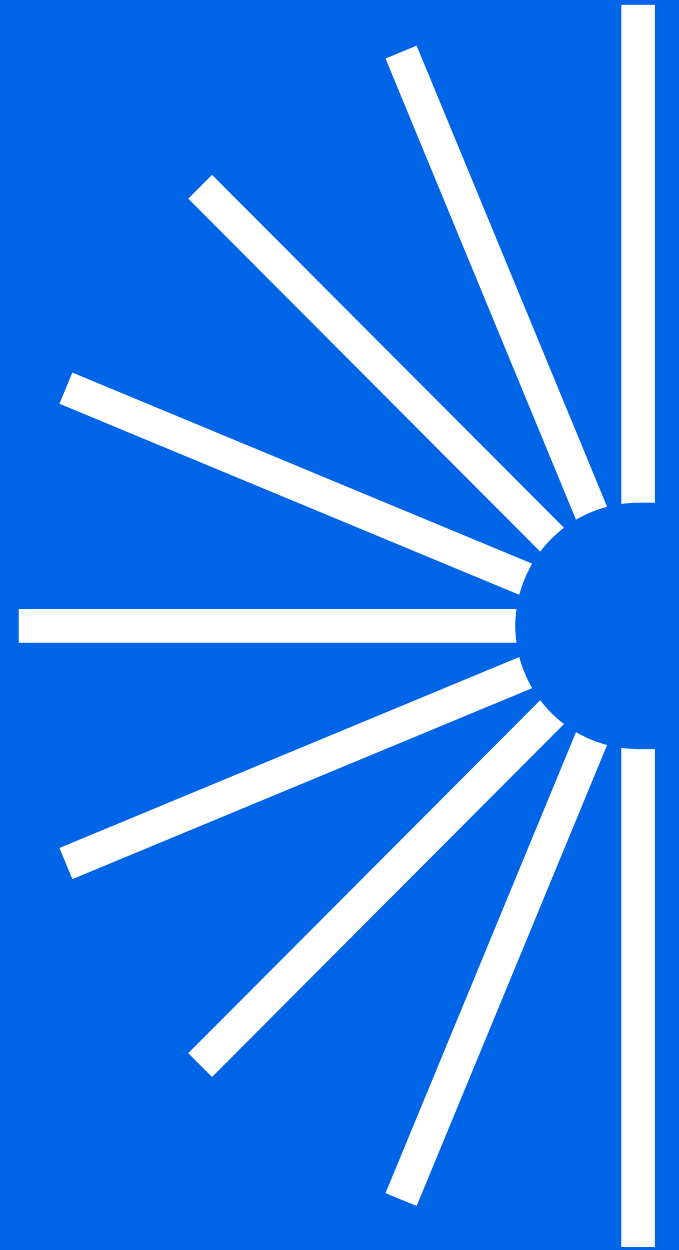


E-LENDING: COOPERATION BETWEEN LIBRARIES AND PUBLISHERS

EBLIDA

Athens, June 15th 2022

DET DIGITALE
FOLKEBIBLIOTEK



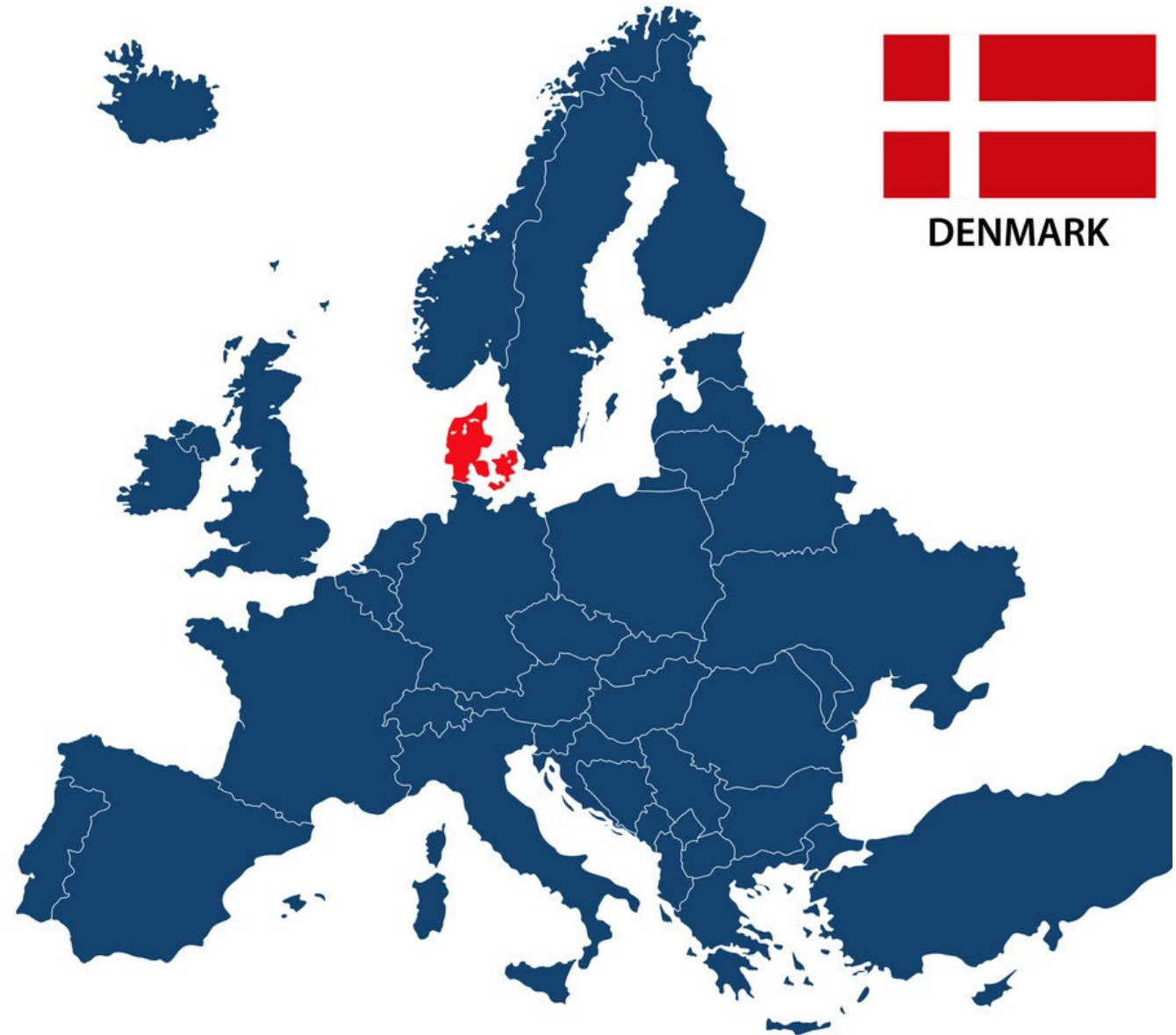
MIKKEL CHRISTOFFERSEN

- Chief consultant at Copenhagen Libraries, now stationed at the association The Digital Public Library of Denmark
- Chief negotiator for eReolen, the national e-lending service overseeing €12,5 mn.worth of content
- Chair the NAPLE WG on lending
- Resident “Technical Assistance and Information Exchange instrument of the European Commission (TAIEX)”
- I’ve earned my expert badge!
- The proudfather of three beautiful terror lizards

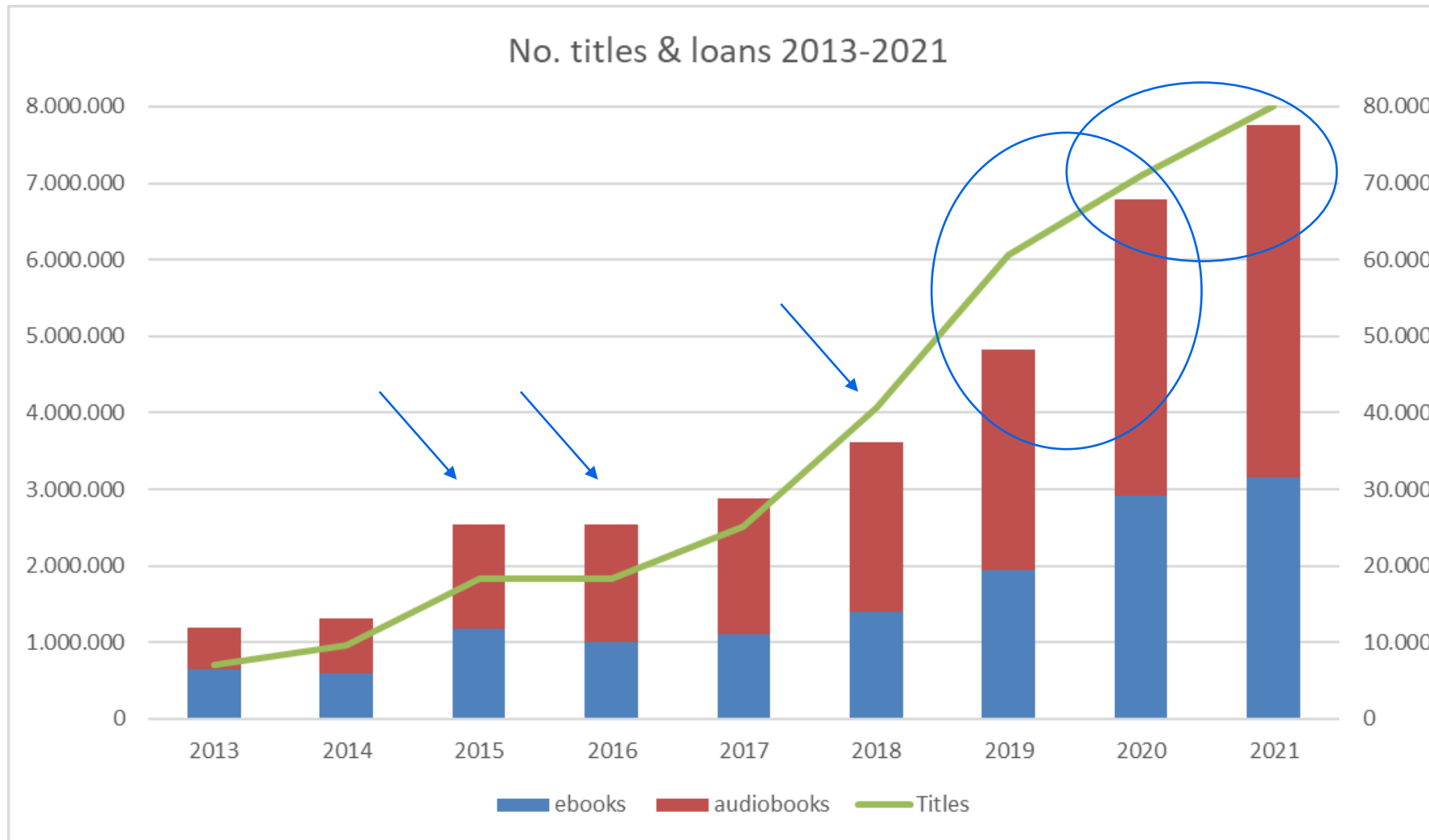


DENMARK BASICS

- 5.8 mn. people
- 98 municipalities + Faroe Islands, Greenland and Slesvig
- Highest spending per cap. on libraries in Europe along with Finland
- Very "clean" linguistically speaking
- Very small book market in absolute terms, heavily subsidized, but highly educated population with great purchasing power



THE MAIN CHART WITH LOTS OF STORIES



20 15: Big publishers back again

20 16: Big publishers out again

20 18: Big publishers back again

2020: COVID-19

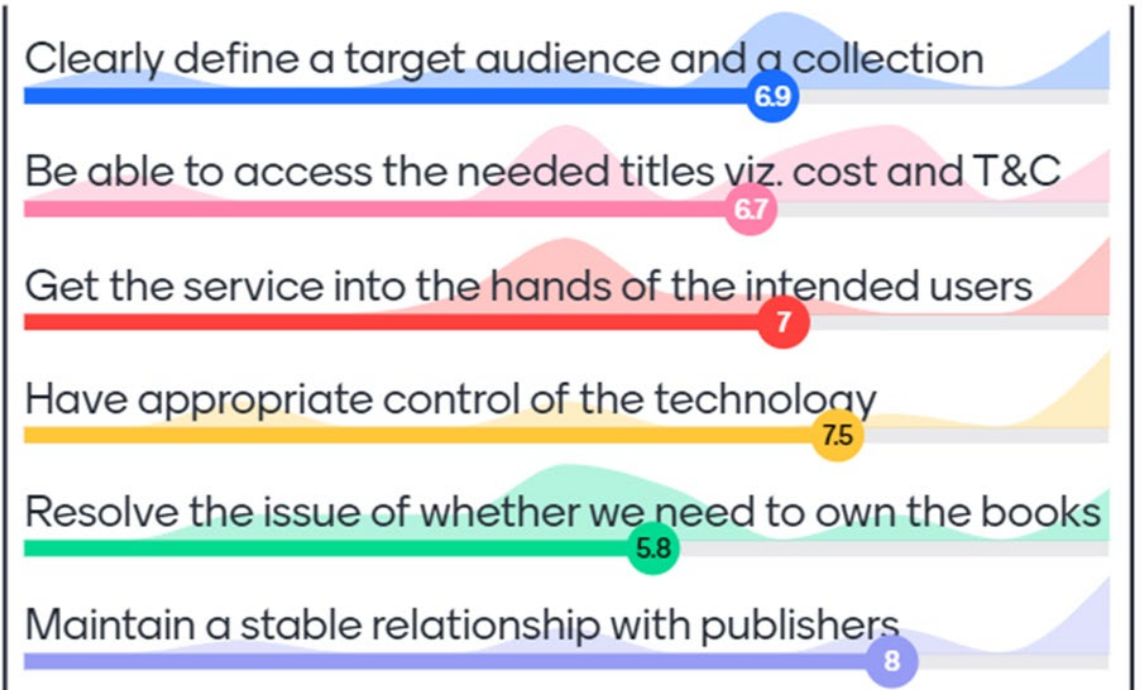
2021: Start of post-COVID-19 plateau



LUKE SWARTHOUT, DIRECTOR OF DIGITAL POLICY, NYPL

Prerequisites for a sustainable library e-book platform :

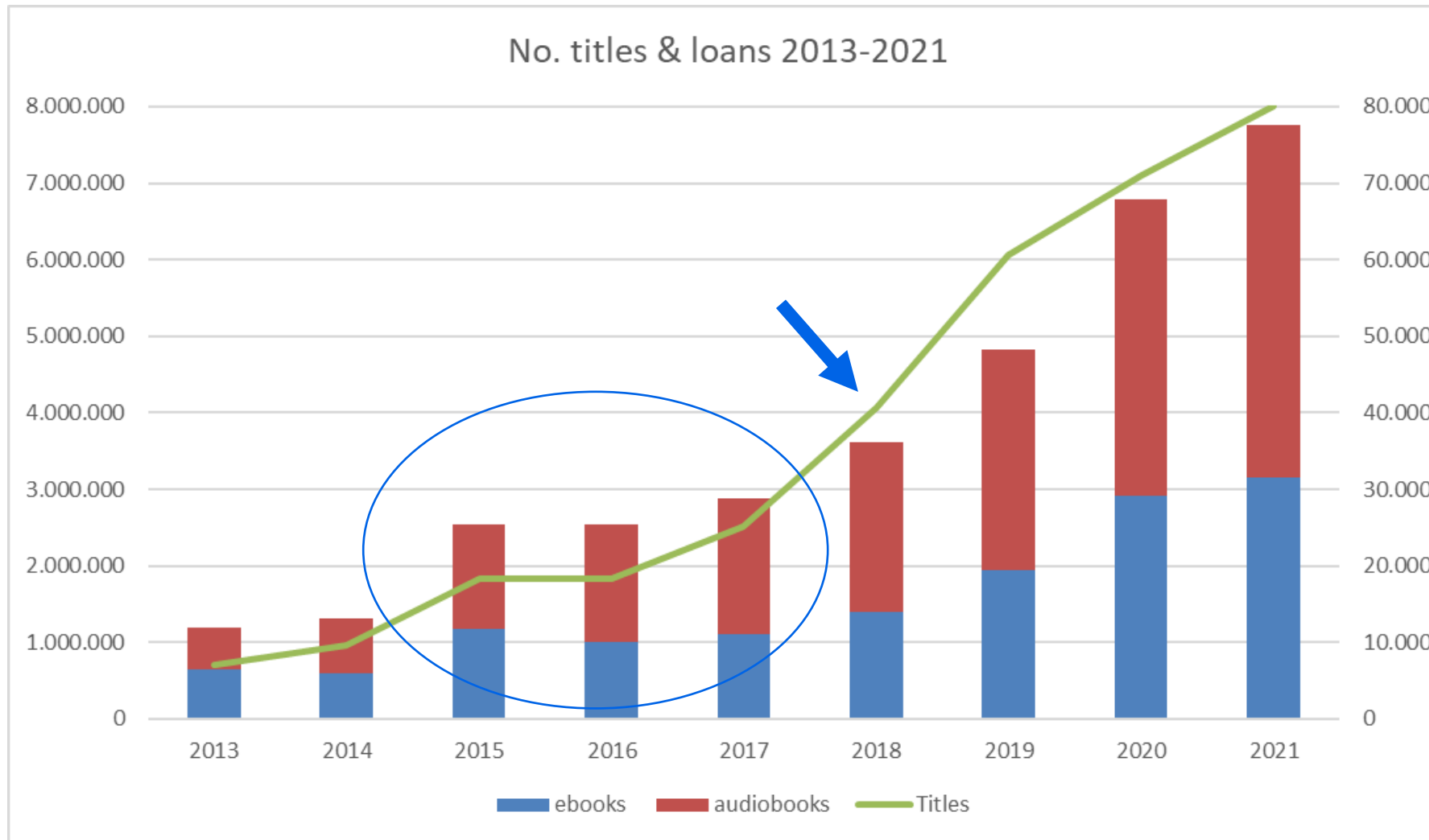
- Clearly define a target audience and a collection
- Be able to access the needed titles viz. cost and T&Cs
- Get the service into the hands of the intended users
- Have appropriate control of the technology
- Resolve the issue of whether we need to own the books
- Maintain a stable relationship with publishers



NAPLE workshop June 10th 2022



2015-17: STRUGGLE



20 15: Big publishers back again

20 16: Big publishers out again

20 18: Big publishers back again

2020: COVID-19

2021: Start of post-
COVID-19 plateau

20 15-17: Lots and lots of
infighting and threats of
plotical intervention



ECJRULING 20 16 & MINISTERIAL PRESSURE

Kluwer Copyright Blog

CASE LAW, CJEU, EUROPEAN UNION, LIMITATIONS, NETHERLANDS, REMUNERATION (EQUITABLE)

A matter of interpretation: libraries land a 'victory' in CJEU's judgment on e-lending

Vicky Breemen (Institute for Information Law (IViR)) / November 21, 2016 / Leave a comment

Yes, e-lending **can land itself a spot** under the public lending right. That is what the European Court of Justice **held** in its preliminary ruling in the case between *Vereniging Openbare Bibliotheken v. Stichting Leenrecht* (10 November 2016, **case C-174/15**). The decision clarifies the **Rental and Lending Rights Directive's** scope of application. It is an important judgment, because it means that the derogation of the exclusive lending right extends to certain digital

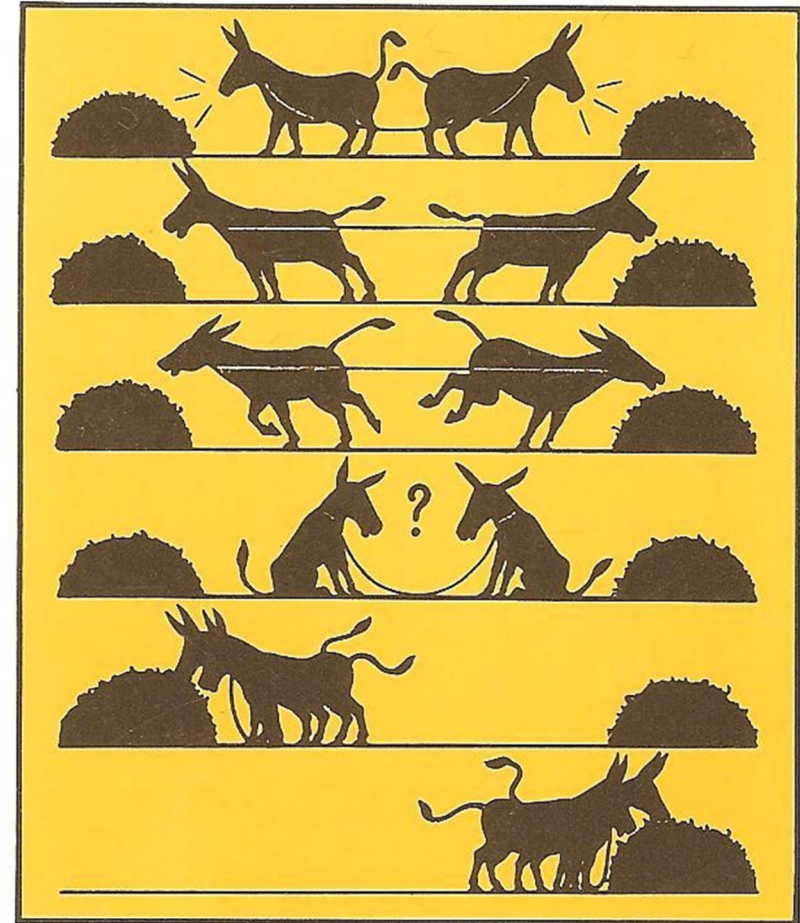


2017: YEAR 2 OF THE SECOND BIG PUBLISHER WALKOUT

- I took over as chief negotiator
 - 95-8% of the catalogue we agree on
 - Publishers need friction and we can't afford not to have friction anyway
 - Price, easy access, quality of titles; pick any two
 - Our editorial team had built up impressive competencies with children's literature, Danish, narrow and older literature

Both parties can get what they want – both have something the other wants - and build a fruitful relationship based on shared interests

CO-OPERATION



IS BETTER THAN CONFLICT



THE BIG WIN-WIN THROUGH CONCESSIONS

- It's a prerequisite for being on eReolen that we get publishers' new titles and audiobooks (the new even blacker black), but we restrict access
- We have three different lending models based on the lifecycle of titles; 1CIU, 1CMU & flatrate
- Then we promote (and pay for!) *all the publisher's other titles the newsaddicted commercialservices aren't interested in!*
- We have placed eReolen a different place in the market than our commercial colleagues and we take up 28% of the digital trade market

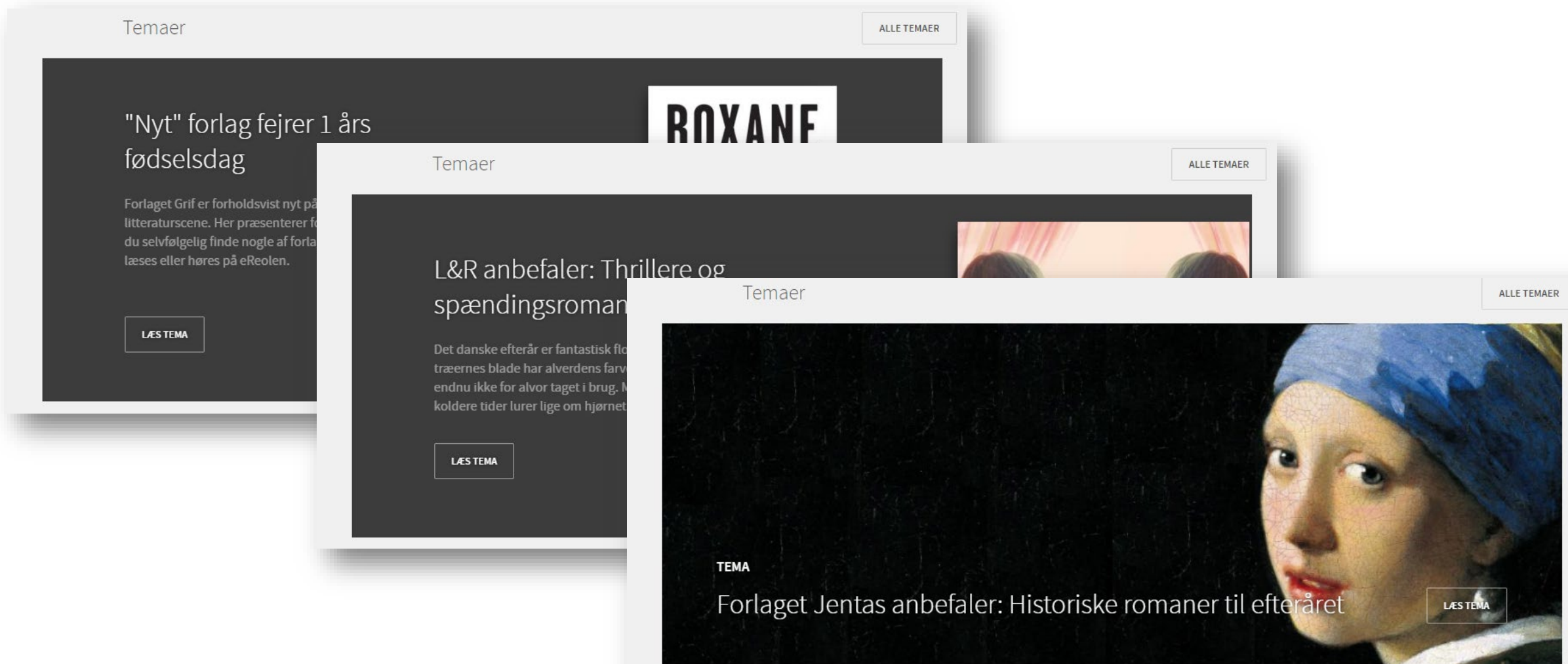


EREOLEN IS LIKE A DRESS SHOP ...

- eReolen is like a dress shop. We have fancy dresses in the window (ICIU) but they're hard to come by, so then people buy other dresses that are available. Without the fancy dresses in the window, they don't come into the shop.
- In 2015 the two biggest publishers in DK came to completely different conclusions about this phenomenon; one left, one went all-in. In 2018 and onwards they're both very committed to eReolen.

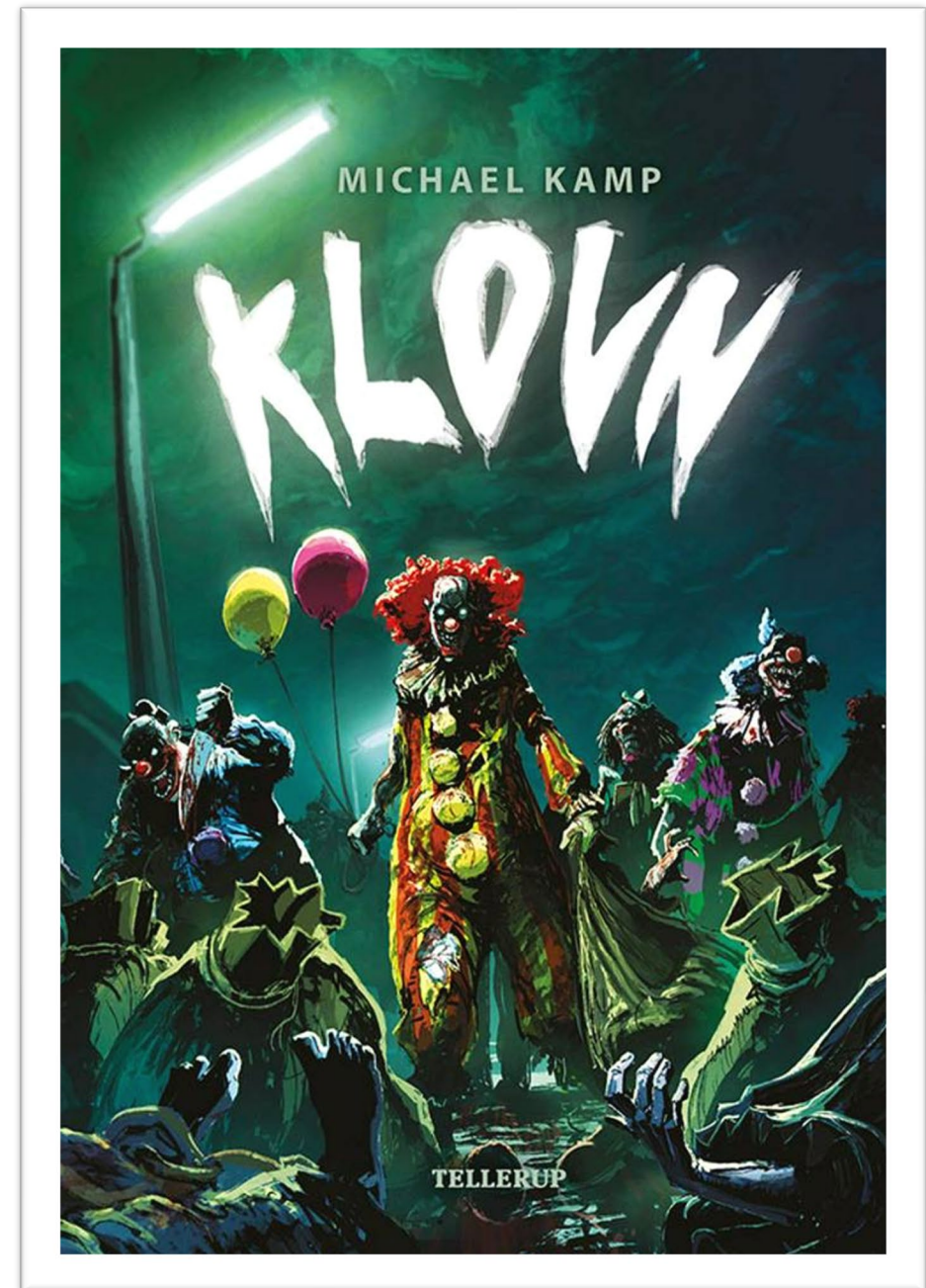


UNIQUE COLLABORATION



EREOLENEXCLUSIVES

- We don't do "eReolen originals"
- That would be rather bizarre, although exclusivity is becoming the new black
- But we are starting to do exclusive premieres
- "Klovn" has been a steady bestseller for years on eReolen
- We get "Klovn 2" exclusively for 4 months this autumn (it wouldn't have been made without eReolen btw.)



IS IT WORKING?

Data from 2021:

— 7,8 mn. loans, 725K unique users

If eReolen were:

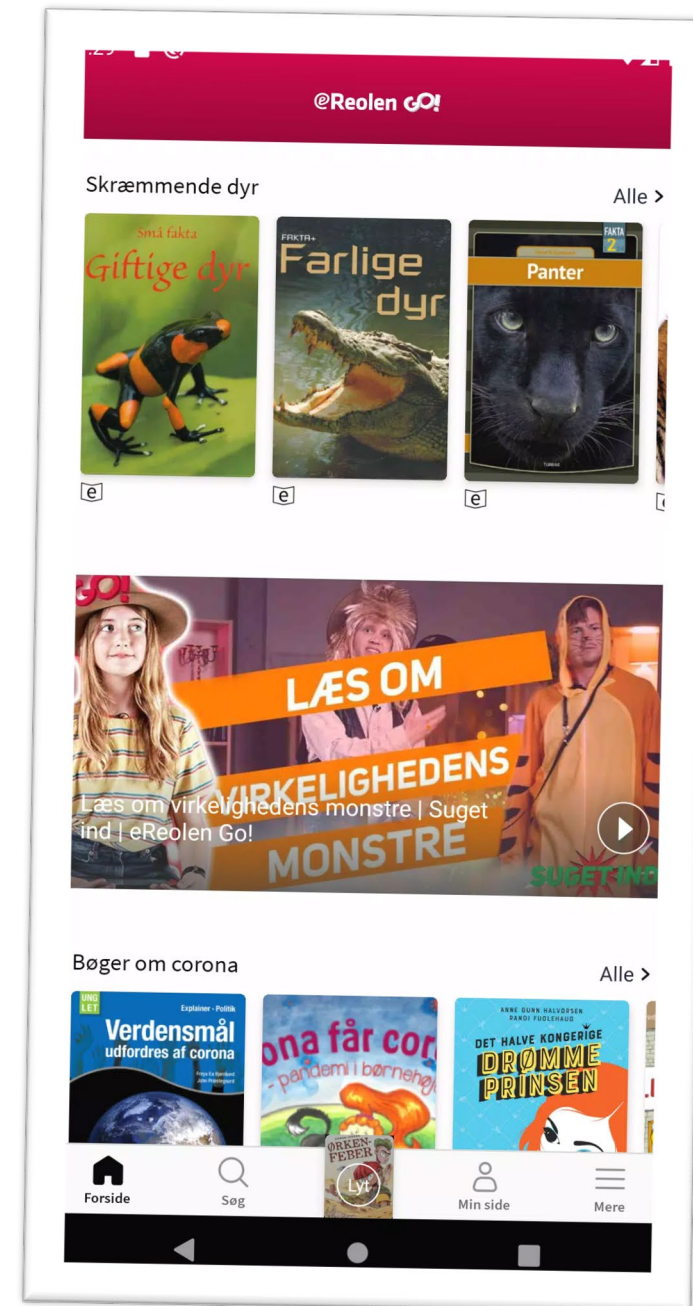
— Italy: 79 mn. loans, 7,4 mn. users

— France: 90 mn. loans, 8,4 mn. users

— Germany: 111 mn. loans, 10,3 mn. users

— Luxembourg: 850K loans, 79K users

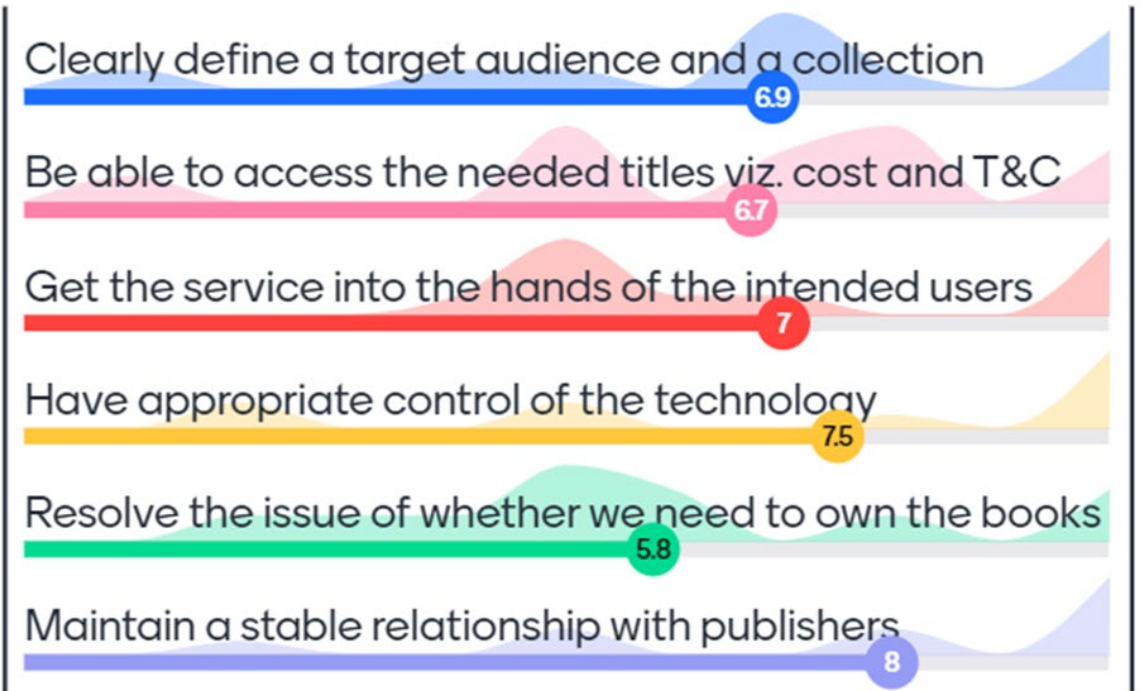
According to a new study, 70% of schoolchildren in 5th-8th grade know about eReolen GO! pur service to children age 6-14!



EPILOGUE GETTING BACK TO THE LIST

Prerequisites for a sustainable library e-book platform :

- Clearly define a target audience and a collection
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- Have appropriate control of the technology
- Resolve the issue of whether we need to own the books
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NAPLE workshop June 10th 2022



THANK YOU!

Questions , comments, threats &
love letters to:

E. c45c@kk.dk

M. +45 2049 1885

See also: naple.eu for blog posts

DET DIGITALE
FOLKEBIBLIOTEK

