



The Management of Rights for Digital University Libraries

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Aspects of Business Models for Virtual Goods
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Overview

- Introduction
- Example business models
- Management of digital rights
- Future development
- Conclusion



General library approaches

- **Traditional library**
 - Access to and cataloguing of physical items
- **Digital library**
 - Electronic access to physical and digital items
- **Virtual library**
 - Digital content, organization and management functions



Basic conditions and regulations

- Libraries act as intermediaries
 - between rights holder and user
 - Bi-directional communication
- A digital library function must align to
 - Legal requirements
 - Generate benefit to the scientific community
 - Long term availability and accessibility of items



Provider in Germany

- **Public provider**
 - Elektronische Zeitschriften Bibliothek (EZB)
 - Digitale Bibliothek (Hbz-NRW DigiBib)

- **Private provider**
 - ScienceDirect
 - SpringerLink

Strong conflicts of interests



Library of the University of Koblenz

- Restricted responsibilities
- Mainly traditional functions covered
- eJournal access since 2006
- Little (financial) scope for changes
- Restrictive regulations

*Integration of digital content is not (yet) reflected by
the business model*



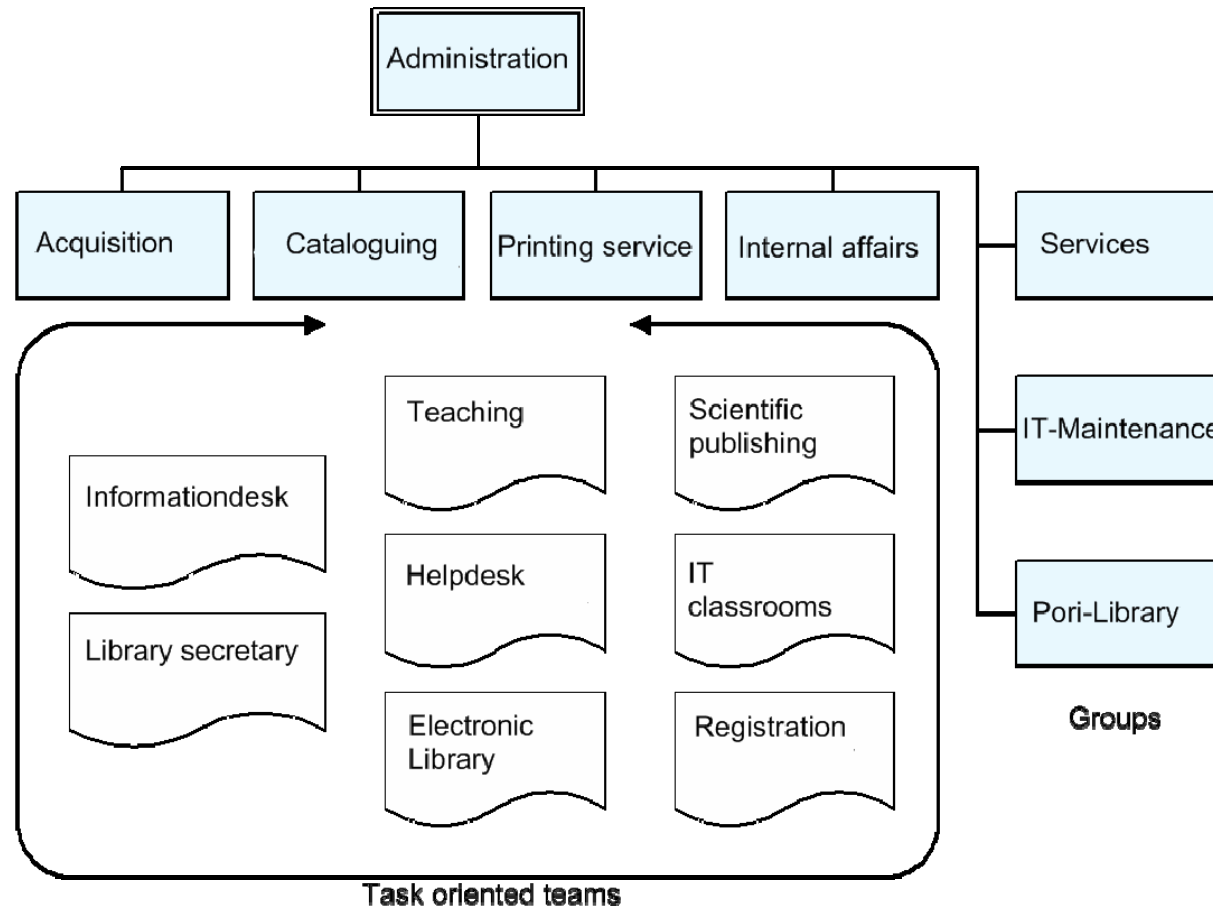
Library of the Tampere Univ. of Technology

- Independent supporting organization
- Power of decision
- Flexible organization with flat hierarchy
 - Cross sectional tasks are organized in teams
- Technological friendly environment

*Early and broad integration of electronic content
into a flexible business model*



Library of the Tampere Univ. of Technology



Tampere University of Technology (unpublished document)



Comparison

	Tampere	Koblenz
Independency	High	Restricted
Ressources	Broad	Restricted
Organisation	Clear & flexible	„Undefined“
Electronic Media	Highly integrated	„Attached“
Role	Development	Execution



Management of digital rights

- **Digitization of communication & content**
 - Challenge existing legal framework
 - Unbalance coordination of interests
- **Scientific media are investment goods**
 - Serve both as input and output
 - Vast distribution necessary to boost new content
- **Classic DRM approaches tend to be restrictive**
 - Fair-use rules are much less supported



Management of digital rights

- DRMS deploy protection rules encoded in REL
 - Enforcing Rights expression languages
 - Descriptive Rights expression languages
- REL in context of digital libraries
 - METSRights and Creative Commons
 - No rights enforcement but Fair-use rules concerned
- DRM still concentrates on commercial goods
 - Focus on ensuring profit



Management of digital rights for libraries

- Concepts of traditional libraries
 - Authentication of users
 - Transaction control (lending)
- Additional concerns in a digital environment
 - Various types media
 - No physical restricted usage
 - New technical devices needed
- DRM must align to the libraries business model



Management of digital rights for libraries

- Requirements for a REL used in digital libraries
 - Scalability (integrating various types of media)
 - Copyright
 - Authentication
 - Transaction (lending functionality)
 - Flexibility (rights attached to user rather than device)
 - Usage Control (following fair-use rules)
 - Barrier-free design
 - Costs
 - Dataprotection

Intra-DRMS for free distribution within the scientific community among a defined, well known user group



Management of digital rights for libraries

- Ideas for an Intra-DRMS
 - Certificate to identify user (group)
 - Rights granted for groups rather than individuals/items
 - International cooperation (standardisation)
 - Free distribution (within groups)
 - Restricted usage outside the group
- Dialogue between rights holder and users
 - Fair use of copyright media in both sides concern
 - Approach of “inciting and trusting”
 - Tolerance within a well defined borders



Digital libraries: Outlook

- **Strenghts**
 - Richer and more flexible access
 - Room and space savings
 - Enhanced collection development
- **Weaknesses**
 - Protection of (digital) rights and personal data
 - Long term archiving
 - Costs of investment in infrastructure and training
 - Actual availability of media items
 - Managing rapidly growing amount of information
 - Standardisation



Digital libraries: Outlook

- Opportunities
 - Reorganisation of processes
 - Content functionality (contextual information)
 - Interactive concepts
 - User participation and alignment
 - Increasing cooperation (ressource bundling)
- Risks
 - Licence structure (“Big deals”)
 - Uncertain costs (e.g. upcoming DRM solutions)
 - Publishers bargaining power
 - Standardisation



Digital libraries: Main future challenges

- **Standardization of media formats**
 - Items must be easily shareable
- **Standardization of rights management**
 - Isolated applications not applicable for libraries
 - Tolerant usage is of crucial importance
- **Standardization of communication**
 - Rights must be clearly defined and published



Digital libraries: Main future challenges

- Solving the conflict of interests
 - Copyright framework for libraries
- Overwhelm the information overload
 - Personal digital libraries
 - Further development of semantics and metadata
- Further integration of library services
 - Scientific network with shared resources
 - Integrated approach



Conclusion

- **User centric approach**
 - Consumer vs. investment goods
- **Enlarge multinational networks**
 - Intensified cooperation and standardization
- **Trade-off in development**
 - Technological possibilities
 - Adoption of organizational & legal structure to digital needs



Conclusion

- Libraries and music industry *offer* digital media
- Libraries *deal* with them differently
 - Ensure wide access to scientific media
 - Authorized, well known customer group
 - Combine copyright and free distribution
 - Mediate between rights holder and user
 - Non profit aims
 - Ensure scientific development and teaching



Discussion

Thank you for your kind attention