

The Library Perspective II: New Approaches to Licensing

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Expanding access to digital content - beyond technology

- The effectiveness of discovery tools depends on the availability of content
- Access to digital content can be expanded by innovative approaches to licensing
- Examples
 - » German national licensing programme, funded by the German Research Association (DFG)
 - National licences for completed collections
 - Nationwide consortia for current e-journal content
 - » Knowledge Exchange multinational licensing tender

National licences for completed collections (1)

- **Selection criteria**
 - » Completed digital collections (e.g. text collections; journals backfiles)
 - » One-time purchase
 - » Perpetual access with the option of local hosting
- **Negotiated** by eight major academic libraries involved in the subject collection scheme on behalf of DFG (Bavarian State Library amongst others)
- Evaluation of negotiated products by an independent committee of academics and librarians, appointed by DFG
- Complete **funding** by DFG

National licences for completed collections (2)

- Eligible users
 - » Principal Goal: Electronic resources available for free to every individual in the country who takes an academic or private interest
 - » Eligible institutions (IP-access)
 - Higher Education Institutions financed by public or private funding
 - National, regional and state libraries
 - Publicly funded academic specialist libraries and research institutions
 - Governmental institutions
 - Any of the above-mentioned types of German institutions abroad
 - » Individuals with a permanent residential address in Germany can register for free access (restrictions for STM-products)
- Expanding access by expanding the user basis

Nationwide consortia for current e-journal content (1)

Two licensing models for current journal content:

- **Model 1:** Licensing for nation-wide access similar to DFG-funded licences for completed collections
- **Model 2:** Nation-wide framework agreement on an opt-in basis with financial support from DFG

12 pilot projects for both models (2008 to 2010)

- China Academic Journals, Editoria Italiana Online (EJO), Kluwer Law International
- AIP, Annual Reviews, BMJ, Walter de Gruyter, IoP, Karger, OUP, RSC, Sage

Nationwide consortia for current e-journal content (2)

Model 1 (Nation-wide access)	Model 2 (Opt-in Model)
<ul style="list-style-type: none"> Highly-specialised journals packages with low market penetration 	<ul style="list-style-type: none"> Journals packages with significant market penetration in print and/or electronic form
<ul style="list-style-type: none"> Licence independent of existing local subscriptions Complete DFG-funding possible 	<ul style="list-style-type: none"> Self-funded maintenance of local holdings DFG-funded add-on fee for electronic access to journals package Subsidised flat fees for small/research institutions
<ul style="list-style-type: none"> Nation-wide access for academic institutions and individuals (as for completed collections) 	<ul style="list-style-type: none"> Nation-wide access only theoretically possible due to necessity of local funding Free registration of individuals not possible Opt-in model combined with nation-wide perpetual access to available born digital backfiles: moving wall concept

Multinational licensing: The Knowledge Exchange tender project (1)

- Knowledge Exchange as a co-operative effort to support the **use and development of ICT infrastructure** for higher education and research
- Partner organisations: DEFF (Denmark), DFG (Germany), JISC (UK) und SURF (Netherlands)
- **Why** multinational licensing?
 - » Strengthening of the market position and increase of transparency
 - » Development of innovative business models
- Tender process of „**competitive dialogue**“
 - » Stage 1: Request for Information + interviews of selected bidders
 - » Stage 2: Request for Proposals
 - » Selection of five publishers: ALPSP Learned Journals Collection (ALJC); BioOne; MultiScience; TheScientificWorldJournal; Wiley-Blackwell E-Books

Multinational licensing: The Knowledge Exchange tender project (2)

- **Basic vs. extended list**
 - » Basic list: Research universities (ca. 190)
 - » Extended list: Other research institutions, teaching universities, state libraries (ca. 1500)
 - Basic list meant to determine the pricing structure, from which extended list was to benefit
- **National license vs. opt-in**
 - » National licence: Access for all institutions on both the basic and the extended lists, including IP geolocation
 - » Opt-in framework with discount structure based on the number of participating institutions
 - » Any of the four countries has a choice between the national licence and the opt-in model
- **Multinational benefit** by adding up participating institutions for the discount structure
 - » In case of a national licence in any of the four countries all basic list institutions regarded opted-in
- **Model licence** for both framework agreement and bilateral licences at the site level

Innovative licence elements – driven by technology (1)

- **Local hosting rights / Long-term preservation issues**

The licensees may use the data they have been provided with in any way they deem suitable in order to make the product accessible to authorised users, while observing the license agreements. They may, for this purpose, integrate the data in technical usage / storage systems (hosting) of their own or that are operated by a third party. [...] the licensee and third parties commissioned by the licensee are also authorised to take all technical measures necessary for safeguarding the long-term storage of the product.

- **Metadata**

The licensees are authorised to use the metadata in any way that is suitable for enabling, promoting, simplifying and supporting the use of the licensed product or the individual information units contained therein by authorised users.

Innovative licence elements – driven by technology (2)

- **Virtual learning environments**

Products purchased as a national license can be integrated without restriction in digital course reserve collections, in virtual research environments (e.g. TextGrid environments) of all authorised institutions [...].

- **Open Access / Repositories**

All researchers from authorised institutions are permitted to make available - in a repository of their choice in Open Access - all articles that they authored (“corresponding author”) or coauthored (“contributing author”) and that were presented in a licensed product. Articles made available in this way are generally in the form of the PDF published by the publisher.

Conclusion

- Innovative approaches to licensing contribute to the expansion of access to digital content
 - » Expanding the user community, e.g. via (multi)national licences, IP geolocation or moving wall concepts
- Licence agreements are driven by technological change and the development of discovery tools
- Initiatives at the national and international levels support standardisation processes and innovative approaches to licensing



Questions or Comments?



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