



“DIGITISING THE ARCHIVE: A PUBLISHER’S PERSPECTIVE”



MARTHA FOGG

PUBLISHING DIRECTOR

ADAM MATTHEW

Acquired by SAGE 2012



Established in 2010



USA office (Chicago) opened

Founded in 2007



Founded in 1990 - microfilm



Marlborough, Wiltshire

OVERVIEW

- What are the characteristics of a ‘typical’ AM resource?
- What are the benefits and drawbacks of the commercial model for digitising archives?
- What kind of concerns do archives have about working with publishers like us?
- Impact of digitisation projects on archives – Mass Observation case study
- Challenges for now and for the future – discoverability, usage...

ADAM MATTHEW PRODUCTS



American Indian Histories and Cultures

Introduction Documents Chronology Maps Visual Resources Further Resources Help

Discover the
Explore thousands of important historical newspapers and...

Global Commodities | Trade, Exploration & Cultural Exchange

REGISTER | LOG IN

Search GO

Introduction Documents Chronology Data & Maps Visual Resources Further Resources Help

Advanced Search Popular Searches ? +

Explore the Documents...
Browse our unique collection of rare printed and manuscript material as well as photographs, maps, ephemera and objects. [Read more](#)

Welcome to *Global Commodities*

This resource brings together manuscript, printed and visual primary source materials for the study of global commodities in world history. The commodities featured in this resource have been transported, exchanged and consumed around the world for hundreds of years. They helped transform societies, global trading operations, habits of consumption and social practices.

Not sure where to start?
Take a Tour of the resource. Here you will find everything you need to know about *Global Commodities*.

Quick Links

- [Nature and Scope](#)
- [Thematic Areas](#)
- [Essays](#)
- [Online Exhibitions](#)
- [360 Object Gallery](#)

Register for My Archive now

Welcome to *American Indian Histories and Cultures*

Explore manuscripts, artwork and rare printed books dating from the earliest contact with European settlers right up to photographs and newspapers from the mid-twentieth century. Browse through a wide range of rare and original documents from treaties, speeches and diaries, to historic maps and travel journals.

Not sure where to start?
Let us guide you through the *American Indian Histories and Cultures* collection.

Quick Links

- [Nature and Scope](#)
- [Thematic Areas](#)
- [Essays](#)
- [Online Exhibitions](#)
- [Interactive Chronology](#)
- [Cross-search with *The American West*](#)

Register for My Archive now

American Indian Histories and Cultures

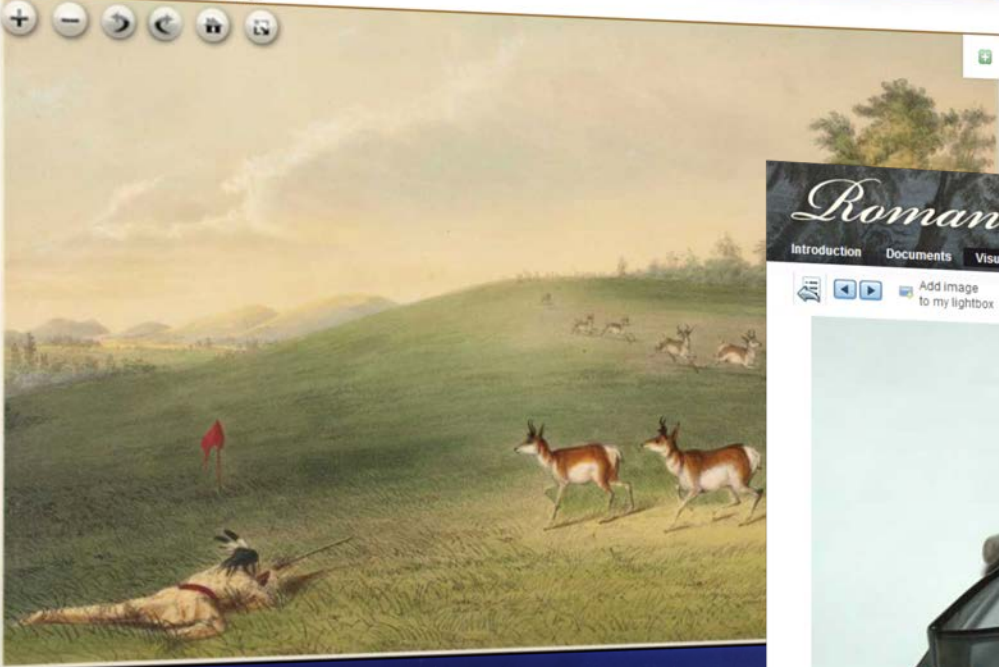
REGISTER | LOG IN

Introduction Documents Chronology Maps Visual Resources Further Resources Help

Q Search GO

Advanced Search Popular Searches

Add to lightbox Download: Image



Romanticism: LIFE, LITERATURE & LANDSCAPE

REGISTER | LOG IN

Introduction Documents Visual Resources Maps Literary Lives Further Resources Help

Q Search GO

Advanced Search

Add image to my lightbox Download: Image



© The Wordsworth Trust, Dove Cottage, Grasmere, UK

LONDON LOW LIFE

STREET CULTURE, SOCIAL REFORM AND THE VICTORIAN UNDERWORLD

Browse Maps By:

Historic Basemaps

Tallis Street Views

Thematic Data

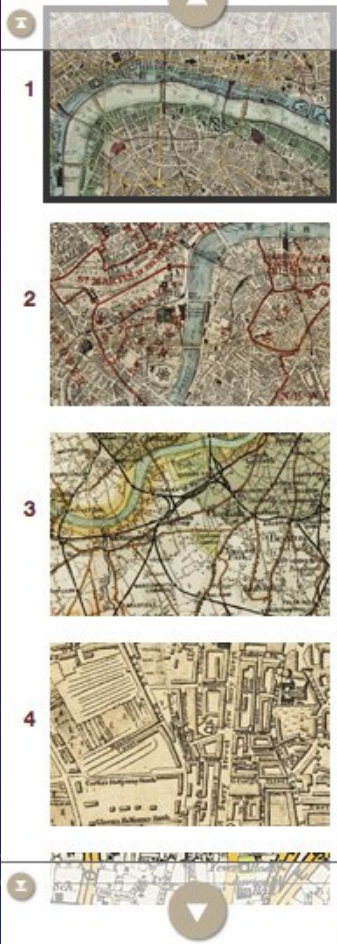
Victorian London

Enter a location

GO

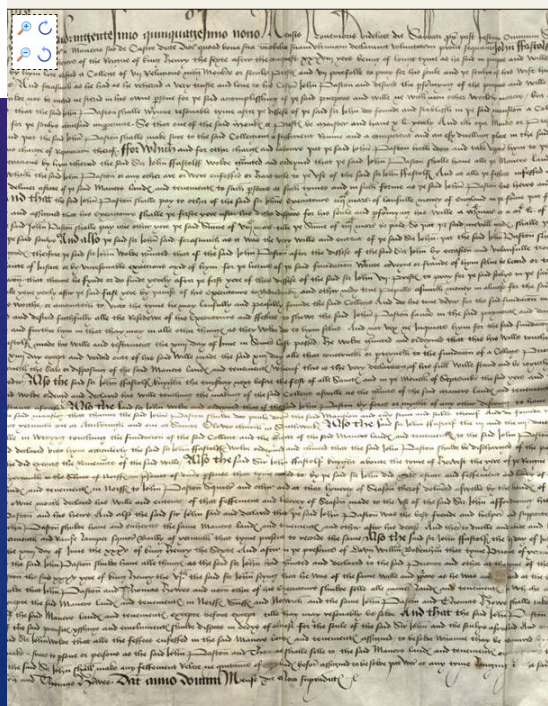
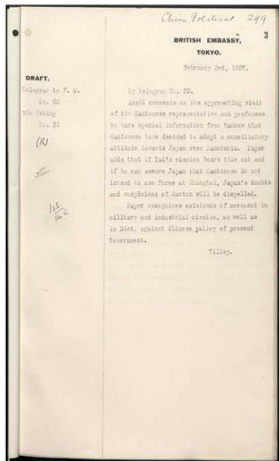
about this map

1-10 | 11-20 | 21-27



Opacity: 0% 100%

1 **Stanford's map of the British metropolis and its suburbs**
1884
Published by Edward Stanford



386

WILL OF SIR JOHN FASTOLF²

Anno Domini millesimo quadringentesimo quinquagesimo nono, mensis Novembris, videlicet, die Sabbati proximo post Festum Omnium Sanctorum, Johannes Fastolf, miles, de comitatu Northfolch, Norwiche Dioc^e, in manerio suo de Castris, dioc^e Diocesani, quod bona sua immobilia suam ultimam declaravit voluntatem prout sequitur.

John Fastolf, knyght, the seconde and the thirde day of the month of Novembre, the yere of the reigne of King Henry the Sixte after the Conquest, xxxiiij. yere, being of longe tyme, as he said, in purpos and wille to founde and stablish wythynne the great manstion at Castris, by hym late edified, a college of viij. religious men, monkes or seculer prestes, and vij. pore folke, to pray for his soule and the soules of his wife, his fader and modir, and other that he was behote to, imperpetue. And forasmuch as he had, as he herchid, a very truste and love to his cosyn, John Paston, and desired the performing of the purpos and wille forsaide to be accomplishid, and that the said Sir John shulde not be mevid ne sterd in his owne persone for the said accomplishid of the said purpos and wille, ne with noon other wordly maters, but at his owne request and plesire, wolde, graunted, and ordeyned that the said John Paston shalle, wythynne resonable tyme after the disese of the said Sir John, doo founde and stablish in the said manstion a college of vij. monkes or prestes and vij. pore folke, for to pray for the soules above said imperpetue; so that one of the said monkes or prestes be maister, and have xliij. yerely, and ich other monke or preste x. marc yerely, and ich of the pore folke xis. yerely; and that the said John Paston shalle make sure to the said collegions a sufficient tounse and a completen and an esy dwelling place in the said manstion, the said collegions nor the successors bearing no charge of reparacion there. For which, and for other charges and labours that the said John Paston hath don and take upon hym, to the eas and profite of the said John Fastolf, and for other considerations by hym herchid, the said Sir John Fastolf wolde, graunted, and ordeyned that the said John Paston shalle have alle the maners, landes, and tenementes in Northfolch, Southfolch, and Norwiche, in which the said John Paston or any other are or were infeffed or have title to the use of the said Sir John Fastolf, and at [that] alle the fees and infeffes in feffed in the said maners, landes, and tenementes shalle make and deliver astate of the said maners, landes, and tenementes to such persones, at such tymes, and in such forme as the said John Paston, his heirs, and his assignes shalle require thaim or any of thaim. And that the said John Paston shall pay to othir of the said Sir Johns executors iiiij^m. [4000] marc of laudible money of England in the forme that followeth, that is to say: Where the said Sir John hadde appointed and assigned that his executors shalle, the first yere after his disses, dispos for his soule and performing his wille a m^l. marks or a m^l [£ 1000] of money, and yerely after, vij^m. [7000] marc, till the goods be disposed, the said John Paston shalle pay the othir yere the said summe of vij^m. [7000] marc till the summe of iiiij^m. [4000] be paid, so that the said mevabil goods shall the longer endure to be disposed, by th'avis of his executors, for the said soules: And also the said Sir John Fastolf, forasmuch as it was the very

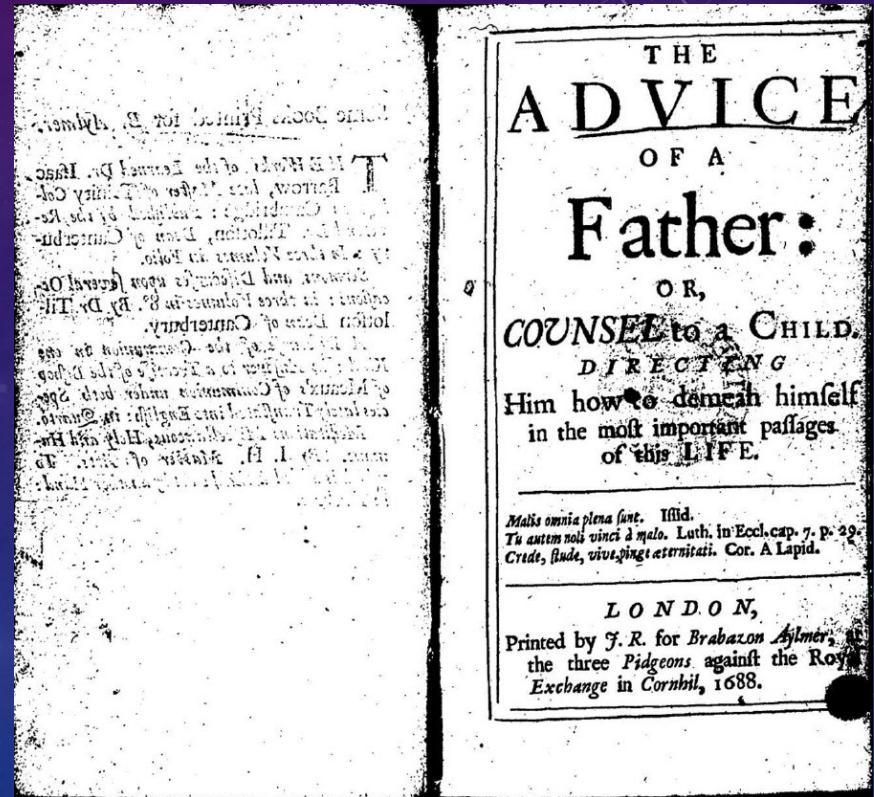
1459
NOV. 3

© Adam Matthew Digital 2014

THE LEARNING CURVE...

2002

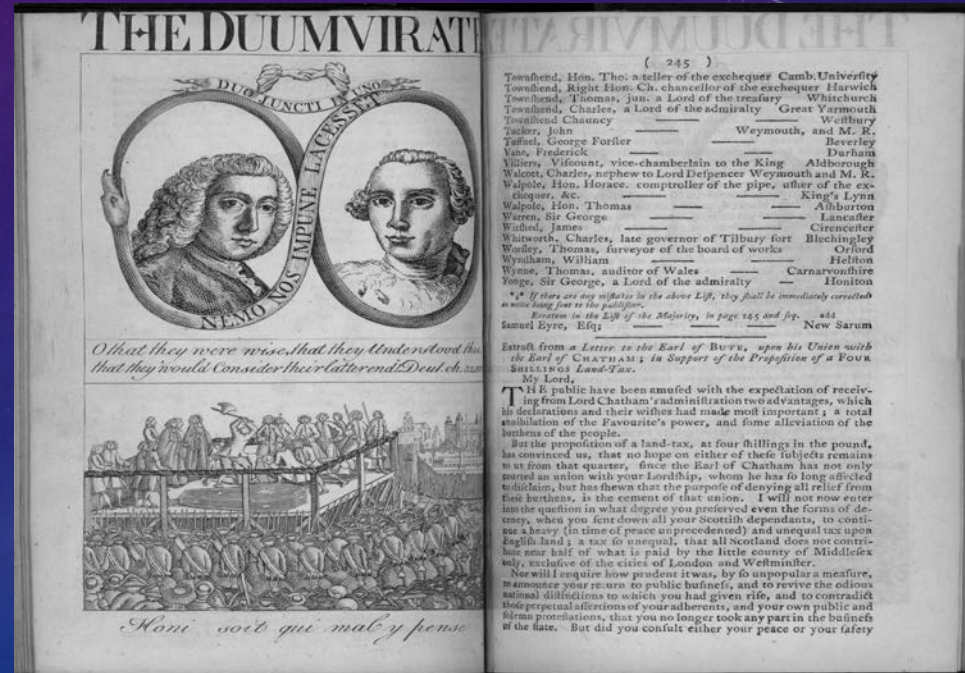
- Documents scanned as PDFs
- Bitonal images, scanned from microfilm
- No full-text searchable OCR or transcriptions
- Compatible with IE5 and Netscape browsers (remember that?)
- Third party hosting



THE LEARNING CURVE...

2006

- Documents scanned as JPEGs or TIFFs
- Greyscale images scanned from originals
- Full-text searchable transcriptions (OCR technology not good enough)
- Introduced stable URLs
- Multiple browser compatibility
- Single Adam Matthew server



THE LEARNING CURVE...

2014

- Always digitise in full colour
- In-house OCR
- Compatible with touchscreen technology
- Accessibility
- Mirror servers and global Content Delivery Networks



See this Man - he'll help you plan 'em!

YOUR GREYHOUND AGENT

For fun-filled trips to Winter Playgrounds...

THIS YEAR, take all or part of your vacation in Winter—taken you need it most!

We know a man who can show you how to relax in Southern sun at scarcely more cost than staying home! He's the Greyhound agent in your town—and he'll arrange your trip in easy-riding, well-warmed coaches, select optional scenic routes and stopovers... he can even make hotel reservations and plan special sightseeing. All this at rates so far below those of conventional travel that you can spend extra days in the sun.

Your Greyhound agent (man or woman) will explain the advantages of Limited schedules, with extra luxury—our Express service, which will take you straight through at no extra fare, often without change of bus or baggage.

Start planning now—and see your Greyhound agent soon—he'll make your plans come true!

Florida and Gulf Coast—Luxury Limited schedules to the sunny South. Vacation begins when you board a Super-Coach!

California, Pacific Coast—Time-saving Express service to all the West. Go straight through, or enjoy scenic stopovers.

All the Southwest—It's the top of the sea in the sunny Southwest! There are no lower fares than Greyhound's.

Snow Sports Everywhere—Pleasantly warmed coaches to winter wonderland! Charter a Greyhound for your group.

GREYHOUND

Today's Best Buy in Travel!

SEND FOR FREE PICTORIAL TRAVEL BOOKLET
Mail to GREYHOUND INFORMATION CENTER, 100 W. MADISON, CHICAGO 2, ILL. for free 16-page pictorial booklet describing preplanned trips to all America!

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

A FEW MISTAKES ALONG THE WAY...



...No file naming standards - started with very simplistic numbering systems

...Not investing in an in-house technical team

...Severely underestimating the complexity of many projects!

PROS AND CONS OF DIGITISING WITH PUBLISHERS

BENEFITS

- Costs covered
- Royalty income
- Economies of scale
- Expertise
- Free copies of images and metadata
- Effective marketing and discoverability
- Sustainable long-term

DRAWBACKS

- Not openly accessible to all
- Less control for library
- Choice of content determined by publisher
- Branding confusion
- Lack of control over marketing, pricing, and other factors

SOME TYPICAL CONCERNS OF ARCHIVES

“Can the commercial model fit with our mission?”

“Will our documents be handled with proper care?”

“Will we be liable for any breaches of copyright?”

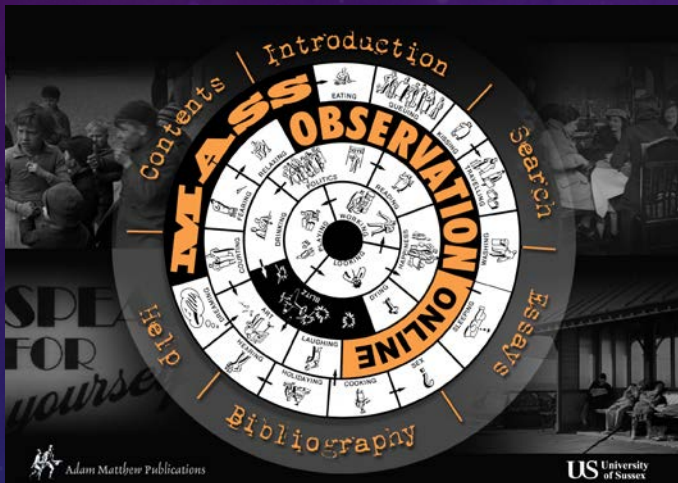


“How much of our time is the project going to consume?”

“What will we do with the money we make?”

MASS OBSERVATION ONLINE

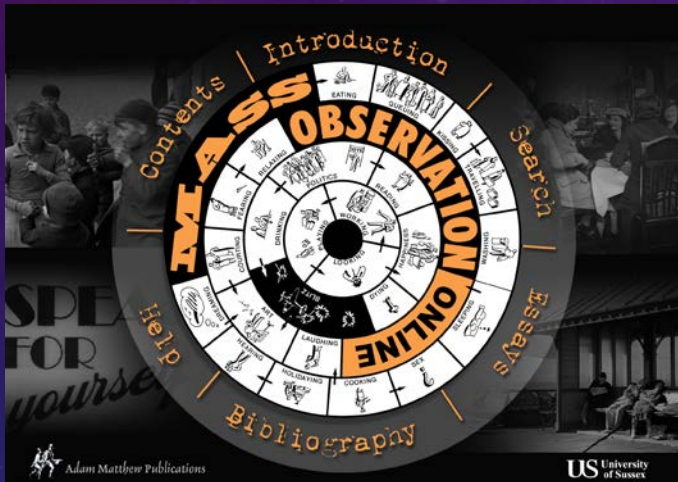
Overview



- Launched in 2007 with 140,000 images of material
- Subsequent additions of material made in 2009, 2011 and 2013 – completion is due in 2015
- Purchased by institutions worldwide as well as a major consortium deal with the CKRN
- One of AM's most well-used and recognised products

MASS OBSERVATION ONLINE

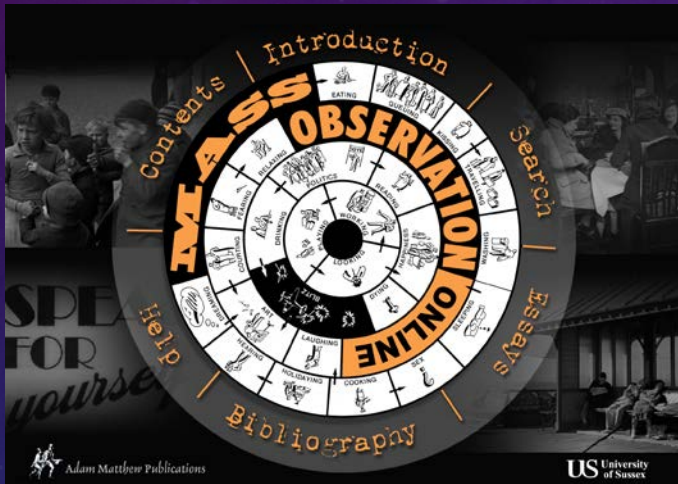
Impact on archive



- 2006: MO Archive anticipated that *“As large swathes of the Archive become available electronically, it is likely that visits to consult the paper archive will decrease.”*
- In fact, personal visits have increased
- In 2012: 15,026 visits online, compared to 929 physical visits to archive
- Feedback from archive is that it offers an entirely new way to interpret the material
- Online product has been implemented into many taught courses

MASS OBSERVATION ONLINE

Ingredients for successful partnership

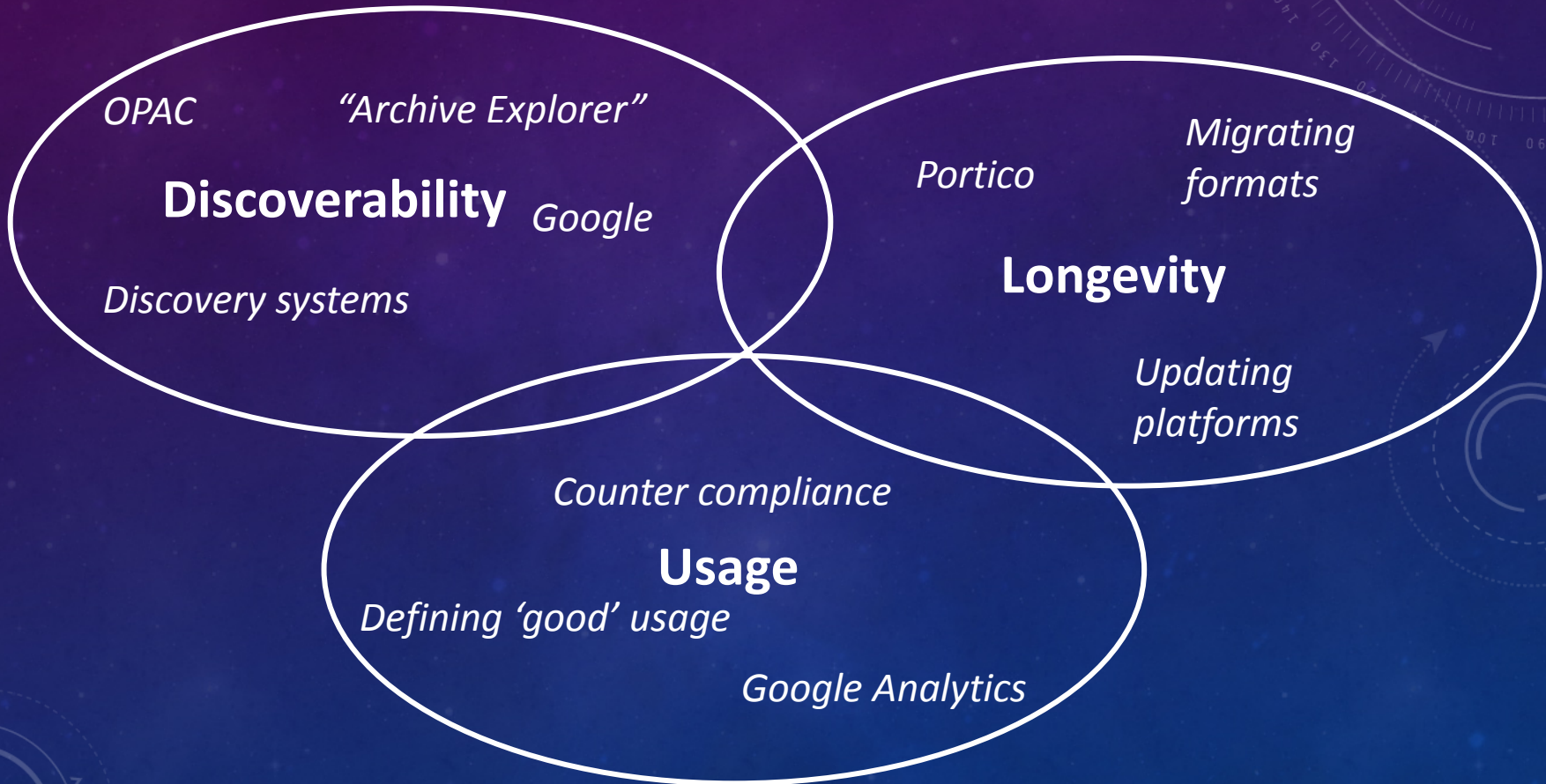


- Strong personal relationship between AM staff and the archive
- Archive have been very proactive and involved
- Online product has been integrated into archive experience
- AM have contributed to other MO projects such as MOCA
- AM sponsor and talk at MO conferences

Conclusion...good relationships are everything!

CHALLENGES

For now and for the future



THANKS FOR LISTENING

AM Adam Matthew
Primary sources for teaching and research



ra Pineapples FIJI Bananas S