



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Département fédéral de l'intérieur DFI

Office fédéral de la culture OFC

Bibliothèque nationale suisse BN

A photograph of the Swiss National Library building, a modern multi-story structure with a white facade and large windows. The building is set against a clear blue sky. The text is overlaid on this image.

Transforming and opening up Swiss newspapers to the world successful partnerships for rights management and funding digitization at the **Swiss National Library**

IFLA Pre-Conference « Digital transformation and the changing role of
news media in the 21st Century » 13.08.2014

Florian Steffen, Swiss National Library



Introduction

- A young institution: founded in 1895, collection mandate : Helvetica since 1848
- Most of the collections are copyright protected





Le Nouvelliste



- Valais Newspaper, 1903 – today
- Conservative and Catholic line
- Digitization of issues 1903 to 2011 from March 2012 to January 2014



Identifying the partners

Source:

http://commons.wikimedia.org/wiki/Wallis#mediaviewer/File:Karte_Lage_Kanton_Wallis.png

Swiss National Library



Association pour la sauvegarde du patrimoine des médias valaisans



Source: <http://www.myswitzerland.com/de-ch/wallis.html>

Médiathèque Valais



Source: <http://www.mediathèque.ch/wallis/ausleihe-603.html>



Private Public Partnership – Partners' agreements and contributions

- Rights clarification
- Project funding
- Collections to use
- Marketing
- Sharing workload and costs of each partner
- Software and hosting questions





Private Public Partnership – Financing

725'000 pages



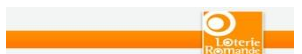
30 % of costs



10 % of costs



20 % of costs



Sponsoring

40 % of costs



Distribution of tasks - Selecting the collections for digitization

Criteria of selection:

- Binding
- State of preservation (paper, binding, typeface)
- Unbound copies available?
- Disbinding possible?



Source: <http://www.faz.net/aktuell/wissen/mensch-gene/im-zeitungsarchiv-sekundenzeiger-der-weltgeschichte-1873792-b1.html>

Distribution of tasks - Outsourcing digitization

Choice of company:

- Call for tender by ASPMV (Swiss companies)
- Call draft by MV and SNL
- Contract: Digitization Company – ASPMV
 - technical / organizational / financial aspects
 - Sequence of work
- Contract: Software-Provider – ASPMV
 - OCR & Segmentation
 - Sequence of work



Source: <http://www.walternagel.de/buchscanner>



Preparing and uploading the data

DEUTSCH | FRANÇAIS | ITALIANO | ENGLISH

PRESSE SUISSE EN LIGNE

Bienvenue sur le site des journaux suisses numérisés et mis en ligne par la Bibliothèque nationale suisse (BN) et ses partenaires cantonaux.



VALAIS

> Confédéré 1861 -

- > Le Journal du Valais 1848
- > L'Observateur 1846 - 1847
- > Le Courrier du Valais 1843 - 1844, 1849 - 1857
- > L'Écho des Alpes 1839 - 1844
- > Bulletin des séances de la Constituante 1839

> Le Nouvelliste 1903 -

Titres de presse numérisés en partenariat avec la BN, en ligne chez d'autres hébergeurs

- > Le Journal de Genève, La Gazette de Lausanne, Le Nouveau quotidien
- > L'Express, L'Impartial
- > 24 heures / Feuille d'avis de Lausanne
- > Le Matin / Tribune de Lausanne
- > Intelligenzblatt für die Stadt Bern
- > Gazette de Berne, Nouvelles de divers endroits



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Département fédéral de l'intérieur DFI
Office fédéral de la culture OFC
Bibliothèque nationale suisse BN

Marketing



110 ans de «Nouvelliste» à portée de votre souris

EN LIGNE Dès aujourd'hui, comme promis, chacun peut consulter les archives de notre journal via l'internet.

UN PAVÉ Il a fallu deux ans pour numériser et indexer ces 730 000 pages désormais accessibles sur www.lenouvelliste.ch.

LIBRE ACCÈS Cet outil unique est mis gratuitement à la disposition de tous ceux qu'intéressent le Valais et son histoire. **PAGES 2-3**





The Project Die Tat – The newspaper



- Swiss Newspaper
- Published 1939 - 1978
- official publication of the Independent Alliance
- Opponent of National Socialism
- Digitization from 2013-2014

Source: http://www.historia.net/de/Die_Tat_060719441020149/



Funding

- No co-funding by public partner:
 - No regional focus (whole CH not only canton)
 - Publication period outside of priorities
- No Co-Funding by private partner
 - Other digitization priorities
- Partnership with private partner:
 - Rights clarification
 - Complete collection for digitization





Comparing the approaches

Partnerships

- 😊 Partnerships enable us to digitise more
- 😊 Rights management handled by partners
- 😊 Free access
- 😊 Publishers find sponsors
- 😞 Less freedom to choose systems
- 😞 Diversity of systems and access
- 😞 Time required to negotiate individually

Stand alone

- 😊 More freedom to choose system
- 😊 One access for all newspapers
- 😊 Less time required for negotiations
- 😞 Stand-alone funding only exceptionally possible
- 😞 NL has no possibility to find sponsors
- 😞 Huge workload for one institution (quality control)



Lessons learned

- Pragmatic approach in PPP works well in our context
- It takes time to organise a PPP
- It is essential to establish clear agreements
- Clearly defined information-flow between partners
- Structures and models established in other projects work
- The publisher is in the best position to find sponsors
- ... And to publicise the results

