

International REPORT

Comments Sought on Digital Rights Proposals

by JIM ASHLING

The U.K. government invited views on two timely questions: What is the role that a digital rights agency should play in protecting and promoting the legal use of copyright content online, and how can industry, consumer groups, and government work together to create an environment where investment in creativity is rewarded.



Jim Ashling

Creators, commercial rightsholders, and consumer groups were asked to respond to a survey that explores the potential benefits of a new agency and its possible impact in combating unlawful online file sharing and piracy. Key issues raised in the survey include the following:

- How to educate and change consumer behavior toward copyright material
- How to support industry efforts in developing new and attractive legal ways for consumers to access content
- How to support legislation to address consumer activity that breaches civil copyright law and how to tackle persistent infringement
- How to enable technical copyright-support solutions that work for both consumers and content creators
- Whether the agency should be an independent industry body with a backup of legal powers held by Ofcom
- How such an agency can be funded

"A properly worked out rights agency could be a real step forward," says David Lammy, minister of state for intellectual property. "We can't have a system where

even net-surfing 12 year olds have to understand copyright in order to keep themselves and their parents safe within the law."

Translation Service for the World Digital Library

In June 2005, James H. Billington, librarian of Congress, announced the World Digital Library, designed to provide access to significant cultural materials from around the world as well as access in multiple languages. To make this possible, a company has been selected to translate the metadata for the collection into seven different languages: Arabic, Chinese, English, French, Portuguese, Russian, and Spanish.

Lingotek, based in Salt Lake City, was selected, but it uses a distributed social network of professional translators assisted by Lingotek's Collaborative Translation Platform. The technology uses machine translation, translation memories, natural language processing, and terminology management in one interface.



Initially, the size of the project was 1 million words of metadata; each metadata record contains a descriptive paragraph with bibliographic information. Since many of the phrases used in metadata records are repeated in multiple records, the system will record and remember previous translations so that common translation strings can be offered to the professional translators for reuse, speeding up the translation process.

"By leveraging the tools in our translation platform, we are actually able to have the content translated faster than they can feed it to us," says Rob Vandenberg, president of Lingotek. "Lingotek is also creating a new approach to social networks and social production to drive translation of content on a global scale. In the future, social production or the use of volunteers who speak languages outside the initial target languages may be leveraged to help with the translation process. The Lingotek Community Translation Platform is an ideal solution to serve as the core for this type of project."

The British Library Announces Music and Photographic Archives

In March, The British Library (BL) announced two new collections: One is classical music sound recordings, and the other is photography-related materials. The BL's Archival Sound Recordings project gathers nearly 1,000 classical music recordings dating from 1915 to 1956. Users are able to compare how performances and interpretations evolved during the 20th century for selected works by Bach, Haydn, Mozart, Beethoven, and Brahms.

The library's sound archive contains more than 3 million recordings ranging from early wax cylinders to modern digital media, and 14,000 items from the archive are now available to researchers in the reading rooms or to licensed U.K. educational institutions. However, more than 2,000 recordings are also available to the general public via the BL website, including the classical music collection as well as recordings of U.K. dialects, British wildlife, ethnographic wax cylinders, and Jewish survivors of the Holocaust.

"Digital collections, such as Archival Sound Recordings, have enormous potential for researchers and students," according to Celia Duffy, head of research for the National Centre for Research in the Performing Arts at the Royal Scottish Academy of Music and Drama. "By placing previously inaccessible archives online, they create the potential for new fields of cross-disciplinary research, reflecting the social, cultural, technological and political changes that have shaped contemporary society. In particular, the Classical Music collection provides researchers with the means to easily assess how performance practice has changed over the years and gain fresh insight into familiar works."

The second collection, which was announced in March, is an historical archive of documents and photographs relating to the development of photography do-



nated by Kodak, Ltd. to the BL and De Montfort University in Leicester.

In 1885, Eastman Kodak opened its U.K. subsidiary called Kodak, Ltd. in London. The archive includes early financial ledgers, advertising materials, catalogs, newsletters, minutes of meetings, and photographs. These materials have been donated to the BL, which will be featuring a major photographic exhibition in October this year. De Montfort University will receive Kodak, Ltd.'s collection of photography-related books and journals. The university is also introducing a master's degree in Photography History and Practice this year.

"The Library is delighted to acquire such a significant collection as the Kodak, Ltd. Archive—which we will make available to researchers in our St. Pancras Reading Rooms in perpetuity," according to John Falconer, head of visual materials at the BL. "It will form a unique resource for the study of the growth and development of photography as a professional tool and popular amusement from the 1890s onwards."

Chinese Gift to Cambridge University

For many years, the library of the University of Cambridge has been holding onto an extensive collection of Chinese books dating from the 11th century. In fact, the first Chinese book was gathered for the collection in 1632. By February 2009, the collection had grown instantly to more than 300,000 items when Wen Jiabao, premier of the People's Republic of China, donated an ebook collection.

The donation comprises 200,000 titles published since 1922 in the humanities, including classical and modern Chinese language and literature, history, geography, politics, economics, law, philosophy, religion, social sciences, military affairs, culture, education, and art. Founder Apabi



Technology, Ltd. of Peking University developed the digital publishing and ebook technologies in the digital library platform presented to Cambridge. The donation was presented to Alison Richard, the university's vice chancellor and professor, in recognition of the university's 800th anniversary on Jiabao's visit to Cambridge to deliver a public lecture.

“Our Chinese collections, already among the finest in the world in terms of range and quality, have been spectacularly launched into the electronic era thanks to Premier Wen's munificent gift,” says Peter Fox, university librarian. It now provides “even more comprehensive support for the future development of Chinese Studies in Cambridge.”

Scottish Higher Education Digital Library

For some years, individual U.K. universities have been able to purchase subscriptions to online titles via JISC Collections. Under the National Electronic Site Licence Initiative (originally NESLI, now NESLi2), the Joint Information Systems Committee (JISC) negotiated licenses with publishers and owners of digital content. Now, a new pilot scheme has given all of Scotland's higher education institutions access to key online journals.



The Scottish Higher Education Digital Library (SHEDL) will give Scottish academics access to more than 1,500 publications produced by Cambridge University Press, the American Chemical Society, and Springer. The national consortium pilot scheme was negotiated by JISC Collections and led by the Scottish Confederation of University and Research Libraries (SCURL).

“Differential access to journals has been a problem for some researchers but with

the advent of SHEDL we are now providing them with a level playing field,” says Sheila Cannell, chair of SCURL, who is director of library services at the University of Edinburgh. “It not only provides universities with a greater range of materials, but will also encourage collaboration between institutions as it gives researchers access to journals on the fringes of their chosen disciplines.”

Lorraine Estelle, CEO of JISC Collections, added, “NESLi2 is the national initiative for electronic journal negotiations and licensing in the U.K. Working with the Scottish higher educational libraries on this project has enabled us to further develop the NESLi2 model, and we believe that what we have achieved is a feasible and scalable model for the future.”

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Links

Digital Rights proposals

www.ipo.gov.uk/digitalbritain.pdf

Lingotek

www.lingotek.com

The British Library

Archival Sound Recordings

<http://sounds.bl.uk>

Founder Apabi Technology, Ltd.

www.apabi.cn/English/about.html

JISC Collections

www.jisc-collections.ac.uk

NewsMakers

Have Tweets, Will Travel

Twitter has become a hot commodity. In fact, Twitter grew 1,383% in the past year from 475,000 users to 7 million users, according to Nielsen. Tweeting is so hot that web entrepreneur Jeff Pulver is planning a conference in its honor. The 140 Character Conference will span 2 days (June 16–17) at New World Stages in New York City. The conference will focus on the effects of Twitter on media, advertising, and celebrities. In his blog, Pulver wrote that he is designating a special section of the show just for Twitter apps and a Best of Show Award for killer apps.



Licensing by the Book

The Software & Information Industry Association (SIIA) recently settled its copyright infringement suit against the Iowa-based Creative Edge Master Shop and its affiliate Flex Kits, LLC. According to the suit, Creative Edge was installing and using multiple copies of software without proper licenses, including titles by Adobe Systems, Inc.; Autodesk, Inc.; Apple, Inc.; and others. As part of the settlement, Creative Edge agreed to the following: making a six-figure payment, bringing its licenses up-to-date, using only licensed software in the future, and adopting internal compliance measures to prevent any future infringements. The case is part of SIIA's corporate anti-piracy initiative to help the industry find businesses and organizations using illegal software.

“Every business has an obligation to ensure that its software is legal and licensed,” according to a statement released by Keith Kupferschmid, SIIA senior vice president of intellectual property policy and enforcement. “Companies must have valid licenses for the software installed in their offices, or face significant legal repercussions and payouts that far outweigh the price of purchasing legitimate software.”



Not Just for the Birds

Here's a tale that takes an entirely new spin on user-generated content, mashups, and good old-fashioned collaboration. In 1881, Wells W. Cooke began taking notes on the migratory patterns of birds. Before long, Cooke, a teacher by vocation and an amateur ornithologist by avocation, began coordinating volunteers throughout the Mississippi flyway to expand the knowledgebase of the area's bird population. The grass-roots group began working in earnest on data for Cooke's North American Bird Phenology Program (BPP), recording volumes of information about birds. At one point, more than 3,000 observers were hand-writing note cards about bird migration, bird distribution, and changes in flocks and migratory timing. Data on these Migration Observer Cards, all 6 million of them, are now going from file drawer to digital database, and with them, data on about 900 bird species. Some of these species are now extinct, including the Carolina parakeet and the Guadalupe caracara.

The BPP, now part of the U.S. Geological Survey's Patuxent Wildlife Research Center, has more than 800 online volunteers who are entering the data from the note cards into the database. According to the BPP website, the bird data will be used with information on historical weather data in a mashup to demonstrate how climate change affects bird migration.



Learning Made Easy

The Special Libraries Association (SLA) just made getting an education a little easier. Until recently, only SLA members could sign up for SLA's Click University certificate program to boost skills in knowledge management, competitive intelligence, or copyright management. Now the programs are open to nonmembers too.

“During tough economic times, information professionals must take advantage of every opportunity to master new skills, stay competitive and provide superior service to their organizations,” according to Janice Lachance, SLA CEO. “Opening up the Click U certificate courses to non-members will make this advanced training accessible to any information professional.”



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