Long print tail management through collaboration
– some European solutions

”Wagging the long print tail”

Pentti Vattulainen, Melbourne 3.5.2007
Contents

1. About the long tail
2. Repository strategies (what has been done)
3. Aspects of aggregation of supply and demand (what should be done)
Long tail

- Entertainment business (and in fact almost everything) in Internet era

- Pareto’s principle (20% - 80%)
- Niche culture (98%)
- supply and demand
Rules of new entertainment economy

1. Make everything available.
2. Cut the price half. Now lower it.
3. Make me find it.
Continuing the First International Repository and Storage Library Conference, held in Kuopio 1999, this conference studies matters connected with preservation and availability of print materials. Special focus is on economy of access to print materials. Also under discussion are centralised services, which have been developed to guarantee access to print material. Less-used materials are kept in centralised storage facilities, which allow local libraries to reduce costs for their collection space.

The speakers are leading international specialists from all over the world. The conference programme is built to allow much discussion and planning. The conference is meant for library policy planners, library directors, collection management officers and for those interested in advancing resource sharing. The conference is organized under the auspices of IFLA and sponsored by it. Leading repositories of the world and some other institutions have participated in programme planning. These are National Repository Library of Finland; Center for Research Libraries, Chicago, USA; Le Centre technique du livre, Paris, France, CAVAL Archival and Research Material Centre, Melbourne, Australia; Bayerische Staatsbibliothek, Munich, Germany and IFLA Acquisition and Collection Development Section.
Issues discussed

- economics for libraries
- economics of storage
- governance of repository collection
- availability of print resources
- print equivalents to e-resources
- centralized vs decentralized retention solutions
Typical repository services  (Lizanne Payne)

- Accessioning/Shelving
- Cleaning and conservation
- Environmentally-controlled long-term storage
- Physical item delivery
- Electronic delivery
- Onsite patron access
URL (Universal Repository Library)

- Digital Delivery 24/7 directly to end-user
- Information for free (supported or minimal charges)
- Performance and retention public agreements
- Strong local support of regional repositories in close partnerships
- Repositories focusing on existing strengths with multilingual approaches
- Virtual Union catalogue linking repository catalogues
- Develop local support to bridge into URL
- International focal points
Storage

- less costly ways
- optimal patterns of storage & delivery
  - examples: NRL, Norway, CTLes
- preservation
Storage - Kuopio
Accessioning, collections

- transfers 4-7 km / year
- 4/2007: 99 km material has been received
- monographs 39 km
- serials 55 km
- mainly from Finnish university and research libraries (86%)
  - incl. doctoral dissertations (4 km)
Storage

- cost-effective storage: 15,68 shelf meters / sq meter (standard 13,81)
- storage development
  - Norway
  - CAPM / Johns Hopkins University
Storage - Paris
Bienvenue au CTLes

Le Centre technique du livre de l'enseignement supérieur est au service des bibliothèques de l'enseignement supérieur et de la recherche en Île-de-France.

Dans le domaine de la conservation, il s'affirme aujourd'hui comme le partenaire privilégié des établissements qui doivent faire face à la saturation de leurs magasins.

Outre les collections cédées ou déposées à long terme par les bibliothèques, le CTLes met à leur disposition un service de stockage à court terme en cas de travaux ou de mise en péril de leurs fonds.
CTLes

- 6.900 m²
- 80 shelf kilometres
- Collection (2005)
  - 20 km periodicals
  - 9 km dissertations
  - 7 km monographs
- Growth 4 km a year
Storage – Mo i Rana
Transition challenges

- 1 million books, periodicals and microfilms had to be moved
- 3,500 shelf meters of periodicals had to be catalogued
- 41,000 storage boxes containing 1 million folders containing 1 million items had to be placed in the automatic store
- 12,000 shelf meters of moving shelving had to be dismantled
- Communication between Bibsys and Swisslog had to be established (by Johan Henden)
Advantages (by Johan Henden)

- Space saving storing and effective retrieval
- One quarter of the storage space needed compared to traditional shelf storing
- Optimised collection development: less used & even lesser used
Keep available – case Finland

- 2.7 million volumes of monographs and serials (59 shelf km)
- delivery free of charge
- data in the Union Catalogue of university libraries (Voyager-software)
Keep available

- 14.8% of the collections of university libraries (2002)
- 20.2% of the serial collections of university libraries (2002)
- deduplication 59/98 shelf km (2006)
Use of material

- 63,000 requests
- loans: 50% public libraries
- copies: 90% to research libraries
- fill rate 98%
- close to half of national ILL traffic (university libraries)
Savings

- transferred material: 98 shelf kilometers
- savings in space: 23,000 sqm
- -> 3,5 million euros / year
Conclusion 1: savings

- Avoidance of unnecessary duplication
- Extending the range of material available
- Cheap land / location
- Cheap storage methods

For individual libraries
Costs of the NRL

- 1.35 million euros
- + investments
- 6.8% of the acquisition budgets of university libraries
- 1.6% of total budget of university libraries
Long tail and libraries (Lorcan Dempsey)

- Aggregation of supply and demand
- supply:
  - discovery
  - transaction costs
- demand
  - user and resources
Aggregation of supply and demand (Dempsey)

- utilize "intelligence"; registers of
  - services
  - collections
  - institutions
  - policies
Navigation & Demand

- not effective
- but: Semantic web, FRBR
- Union catalogues
- resource sharing systems
- collection description
Thank you
Websites

- **Long tail:** [http://www.thelongtail.com/](http://www.thelongtail.com/)
- **Institutions:**
  - [www.nrl.fi](http://www.nrl.fi)
  - [www.ctles.fr](http://www.ctles.fr)
  - [www.nb.no](http://www.nb.no)
  - [http://www.crl.edu/](http://www.crl.edu/)
Publications

- Library Management 1/2005:
  http://www.emeraldinsight.com/info/journals/lm/lm.jsp