



BDS LIVE LIFE



BDS AND THE BEST: NIBBIES 2009

The annual British Book Industry Awards are a high point in the world of publishing. BDS was there, sponsoring one of the major prizes: Best Chain Bookselling Company of the Year.

The event took place at Hinxton Hall near Cambridge on 1st of June on a balmy summer evening. BDS Business Development Director Eric Green was one of the judges of the awards. "It was a time-consuming and demanding process but in the end and after much debate I feel sure the best people won on the night," says Eric.

Other awards presented for a Nibbie – so called because of the nib-shaped award given to winners- included Publisher of the Year, Literary Agent of the Year, Independent Bookshop of the Year and Diversity Award in Literature. In all 13 awards were up for grabs and other sponsors included Arts Council England, Daily Mail, Frankfurt Book Fair, and Harper Collins.

Shortlisted for the BDS sponsored award were Blackwell UK, Borders UK, Foyles, Waterstone's and WH Smith. The winner had to demonstrate exceptional customer

service, strategic marketing initiatives, buying knowledge and selling skills and a commitment to an environmentally friendly business.



Hosting the awards were TV and radio personalities Steve Punt, Hugh Dennis and Jon Holmes, presenters of The One Show. In contrast to the bucolic surroundings of the reception with Pimms on the steps of Hinxton Hall, the mood in the Wellcome Trust Auditorium was vibrant, pulsing and glitzy. Spirits were high and anticipation almost tangible while the hosts kept things moving at a keen tempo.

The winner of BDS sponsored Best Chain Bookselling Company of the Year was WH Smith who, the judges stated, "demonstrated real

commitment to reclaiming their position at the centre of the book trade, with innovative partnerships to promote both adult and children's books and a highly effective Christmas campaign". Rachel Russell, Business Unit Director, Books Department, was in the auditorium to collect the coveted Nibbie. "I am delighted to receive the award for chain bookselling company," comments Rachel. "We have worked very hard for the last few years on our turnaround plan. The last 2 years has been focused on developing new partnerships such as the very successful Times Recommended Read and the work we do with McDonalds Happy Meal programme to bring new and reluctant readers into books through the popular film licenses. The cornerstone of the success has been the Christmas TV advertised "Think" campaign and our marketing colleagues were delighted to receive recognition from the judges."

Tom Tivnan, Features Editor of The Bookseller, comments, "WH Smith grabbing the book chain of the year seemed apt. Smiths [...] definitely knows what its about."

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NIBBIES 2009

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Among the other Nibbie winners were Canongate who won Publisher of the Year, while the Diversity Award in Literature went to Saqi who the judges claimed were impressively multilingual, multicultural and international, with employment policies genuinely supporting diversity.

Jo Henry, Managing Director of Publishing News, said, "Last year proved challenging for the book industry [...] These awards recognise the ingenuity, creativity and energy of the book publishing and retail sectors, even in this tough economic climate." "This is first year that BDS has sponsored a Nibbie," says Lesley Whyte of BDS, "but I am sure it won't be the last. These are exciting times within the book industry, offering challenges to newcomers and established businesses alike. BDS is proud to be a sponsor at such an important event."

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BORDERS UK CHOOSES BDS DATA

Top High Street retailer, Borders UK Ltd., has signed a deal to use data on DVD releases created by BDS and purchased through BDS's commercial arm West10.

Borders has 42 stores across the UK and another in the Republic of Ireland and the company accounts for 8% of the UK retail and internet book sales.

"When we saw what the BDS data could do for us, the decision was simple," says Digital Marketing Manager, Nick Atkinson.

"Comparative tests undertaken across a representative sample clearly demonstrated the superiority of BDS data."

The deal comes after the crisis engendered in the marketplace by the collapse of the Woolworths Group who owned EUK, the distributor of DVDs to retailers across the country. EUK Direct provided product data and fulfilment services to a wide range of internet retailers. Head of E-Commerce, Julie Howkins, takes up the story.

"The Woolworth's collapse demonstrated the vulnerability of retailers receiving both goods and data from the same source. By working with BDS and a different product supplier we can ensure stability and hence greater customer satisfaction."

Borders stated aim is "to be the best-loved provider of books, music, films, and other entertainment and informational products and services. To be the world leader in selection, service, innovation, ambiance, community involvement, and shareholder value. We recognise people to be the cornerstone of the

Borders experience by building internal and external relationships, one person at a time".

"We are delighted to have been chosen to help Borders UK achieve its mission statement," comments Barry Smith, Director of Sales at West10.

"The data we supply is proven to be the best time and time again but just as important is the value we place on providing first class service."

Part of the Borders UK deal involves BDS generating tailor-made data feeds to ensure the easy integration of the data into the Borders system in a manner suited to such a large retail chain. A further benefit will make available film clips and trailers for use over Borders TV, their in-store TV channel, which can be viewed online and in certain stores (see also article on ScreenPlay).

"It is gratifying to think that the general public, both in-store and online, can now profit from the data that BDS has so painstakingly created for the library market and which represents a bench-mark in quality and content," says Lesley Whyte, Managing Director at BDS.

Managing Director of West10, Eric Green, comments, "The trade is now realising the value of data created to the highest standards. West10 and BDS look forward to being able to help more companies, both e-tailers and retailers, achieve success in what are otherwise harsh economic times".

For more information on Borders UK go to www.borders.co.uk; West10 can be found at www.west10entertainment.co.uk.



West10 has undergone a makeover in more ways than one...

WEST10
ENTERTAINMENT

ALL THINGS NEW FOR WEST10



The success of the commercial arm of BDS has led to a new look and rebranding, a bottom-up rebuilding of its website and a change of premises.

“Our old website was created soon after West10 started,” explains West10 Managing Director, Eric Green. “Since then the company has worked with Internet retailers, the media, trade bodies, wholesalers, market research companies, rental companies, charities and price comparators. We wanted a new website to reflect this diversity and success.”

The website carries the new branding and look for West10 with its minimalist clean lines and black, silver and gold palette. “I started with the idea of a blank screen and its potential for carrying moving or still images,” comments Steve Kirkpatrick of design company, weesleekit, based in Moffat, Scotland. “The visual message is simple: here is a company that presents things honestly and cleanly. It’s hi-tech and what it projects is the bigger picture.”

Marketing consultant, John Hudson, picks up the story. “For the homepage of the website and for our first full page advertisement, we superimposed the name West10 over a collection of home entertainment media images and used the strap line ‘get the bigger picture’ because West10, like its parent company BDS, is about so much more than raw data provision.”

The bigger picture can be seen through West10’s recent change of premises, to TV-land, Shepherd’s Bush in West London, where it shares an office with web-developer ehaus, another subsidiary of BDS.

The large quantities of data produced and supplied by West10 is perfectly suited to the skills of ehaus. It has developed sites for companies such as book retailer of the year, Foyles, as well as working with West10 clients Oxfam and the Federation Against Copyright Theft (FACT).

“We have a golden triangle,” says West10’s Director of Sales, Barry Smith, “top quality data, service and support that is second to none, and a broad base of backup technologies and consultants that ensure our clients get the most out of their investment in West10.”

For more information on West10 visit www.west10entertainment.co.uk or call Barry Smith on 0772 500 1833 barry.smith@west10entertainment.co.uk.

The new West10 offices are at Unit 14G, Shepherds Building, Rockley Road, London, W14 0DA. T: 0203 393 8290.

BDS TAKES MAJORITY SHARE IN ehaus

As part of its aim to extend its range of services to libraries, bookstores, the trade and home entertainment e-tailers and retailers, BDS has taken a majority share in the web services company ehaus.

The company, which undertook and maintains the development of BDSLive, has clients which include booksellers, Foyles, publisher, Virago, production company, Short Films, and economic development agency, OECD.

“The investment by BDS represents an invaluable boost both in terms of finance and confidence,” says Matthew Pollock, Managing Director at ehaus. “At a time when the industry is undergoing radical change due to the current economic climate, ehaus finds itself able to grow and thrive.”

The move from BDS comes as ehaus changes premises, moving to the prestigious Shepherds Building which is also home to companies such as Endermol UK producers of Big Brother for Channel 4.

“This is good for BDS and good for ehaus,” comments BDS Director of Business Development, Eric Green. “There is a natural synergy between BDS which produces data and ehaus which manages and presents it over the web. We look forward to offering our existing clients new and more varied solutions while new clients will find that BDS and ehaus can offer a complete package from data aggregation, enhancement and supply, to data presentation.”

The companies have several projects underway and ehaus already works in close association with BDS’s commercial arm, West10, offering customisation and delivery solutions to many of West10’s clients such as Oxfam.

For more information on ehaus go to: www.ehaus.co.uk. ehaus Ltd., Unit G16, Shepherds Building, Rockley Road, London W14 0DA. T: 0203 393 8290.

COMPETITION WINNER COLLECTS PRIZE



MovieMail
The Quality Film Shop

In the last issue of BDSLive Life, West10 joined forces with specialist online DVD e-tailer MovieMail in a competition open to library authority employees. An exclusive BFI 75th Anniversary box set celebrating a centenary of British film comprising 10 selected DVDs from each decade of the 20th century was on offer. The question was: In which film did the main character work in a prison library?

- Shooting the Past
- The Wicker Man
- Shawshank Redemption

The answer was, of course, Shawshank Redemption and the lucky winner was librarian Christine Smith. The University of Bolton Library received the prize presented by Barry Smith of West10.

At the Public Library Authority's conference in autumn 2008, a group of service providers agreed that there was an opportunity to organise a forum to present to the library community ways of increasing efficiencies and service improvements through access to their combined services. **Sarah Armitage** reports on her recent seminar tour of the UK in partnership with service providers in the industry...

LIBRARY SERVICES SEMINARS: EFFICIENCIES AND IMPROVEMENTS

BDS has always believed in the principle of cooperation in the marketplace wherever possible, so it made perfect sense to combine forces with Civica, Bridgeall and Intellident to develop a series of seminars that allowed us to demonstrate the benefits of the synergy of several services used in combination. The seminars took place in Glasgow, Birmingham and London in April and May. Another seminar is planned for Bath in June 2009, date to be confirmed.

The seminars consisted of short presentations by each supplier with the opportunity for questions, organised around lunch and coffee breaks which provided an informal forum for discussion of the issues raised. This arrangement was whole-heartedly supported by delegates who commented favourably on the interesting and varied content of the events.

Guest speakers were invited to support the theme of the seminars by providing a wider picture of efficiencies and service improvements in libraries. In Glasgow they were Elaine Fulton, Director, Scottish Library & Information Council / CILIPS, who spoke on "Changing library services for the 21st century", and Brenda Robb, National Entitlement Card Project Manager, who gave a presentation on a smart-card scheme, "Joined up services in Scotland".

Birmingham saw Simon Edwards, Consultant, e4libraries, talk on "e4libraries and the importance of EDI and RFID interoperability", and Steve Taylor, Director, Q2, gave a very engaging talk about acquiring funding for improvement projects entitled "Change management". In London Sarah Wilkie, Consultant, gave a talk on "How the drive for efficiency can fit into and complement a broader agenda for cultural and organisational change within local authority services".

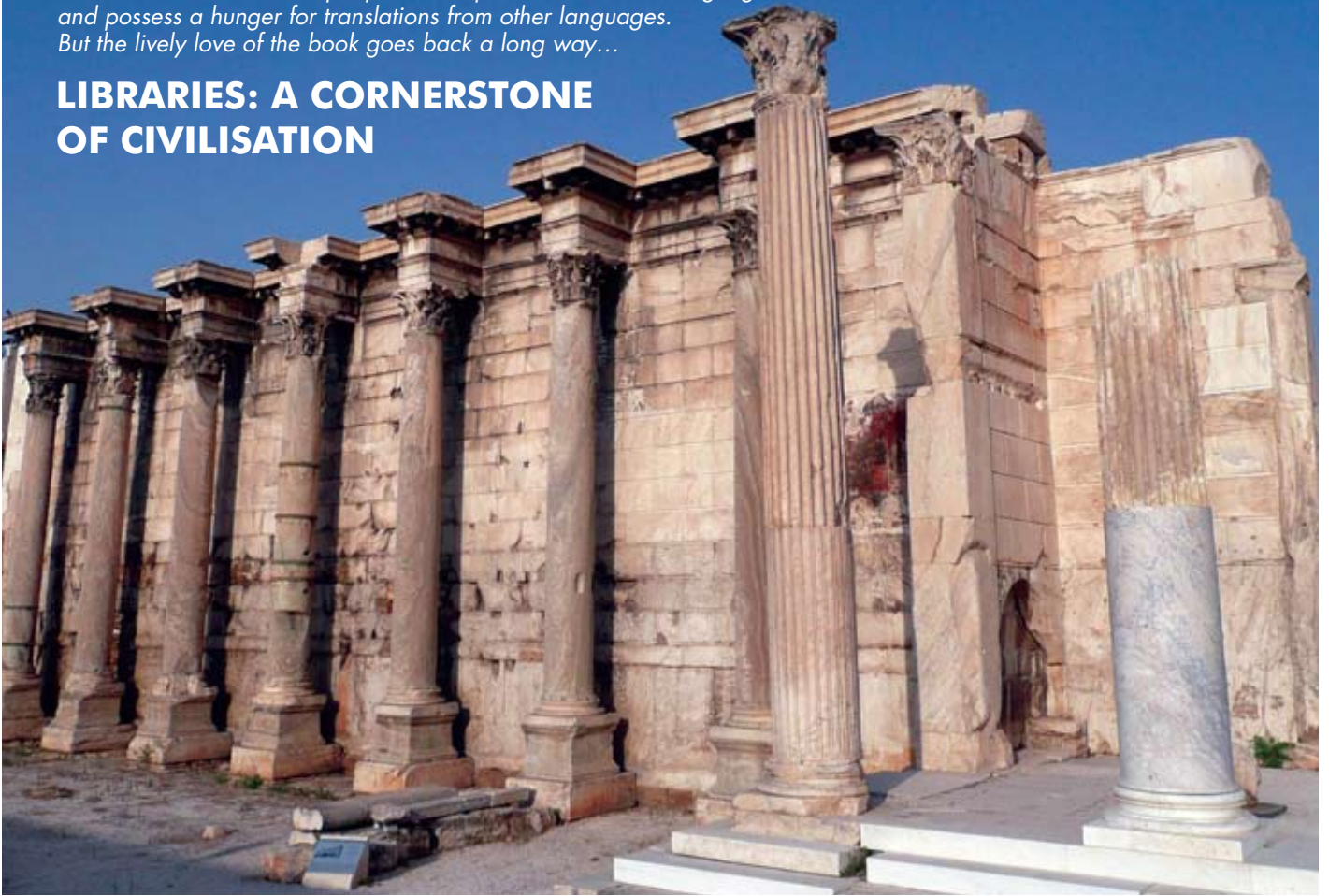
My own presentation covered direct supply services from BDS and looked specifically at how a combination of our services are used through the successful collaboration between BDS, Civica and SELMS (South East Library Management Systems Consortium) to increase efficiency, cut costs and improve the library service for each authority involved in the consortium and for their library users.

My talk stressed the importance of BDS and Civica working together to provide hosted services to the SELMS consortium, which is the main driver behind the efficiencies and service improvements gained through this model. However, there are many other working instances of cooperation in practice and I also wanted to demonstrate that BDS services are available to help your library become more efficient and cost-effective, even if you are not part of a consortium or a hosted service.

If you would like more information on the seminars or the particular content that BDS has to offer, or indeed, on any of the issues raised by my article, please do not hesitate to contact me, Sarah Armitage, on: sarah.armitage@bibdsl.co.uk, 07860 324570.

Greece is a country with a lively interest in literature. A visit to the Athens Book Fair, which takes place in September in the streets beneath the Acropolis, testifies to this. The Greek people take a pride in the Greek language and possess a hunger for translations from other languages. But the lively love of the book goes back a long way...

LIBRARIES: A CORNERSTONE OF CIVILISATION



Athens gave us democracy, theatre, free-thinking philosophy and the foundations of science. An important contribution to these developments was made by the libraries of the ancient world. One such library, in central Athens, is the Library of Hadrian.

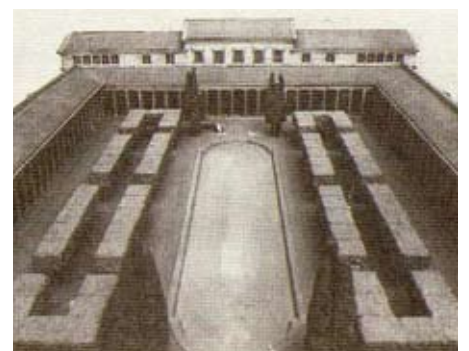
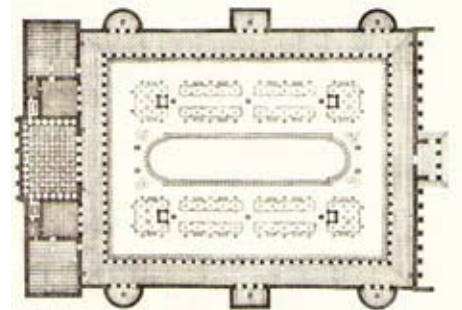
It is interesting that today's changing concept of the library, seen no longer as an edifice to the hierarchy of learning but more as a meeting place, a forum for ideas, a place to relax and meet people, as for example can be seen in Norwich or Brighton, had a precursor in the Library of Hadrian in central Athens.

Constructed in 131-2 AD on the north side of the Acropolis, the Library of Hadrian provided the people of Athens with a new, multi-purpose, public square and cultural centre that contained a garden, works of art, a library and lecture halls. The library was the largest in Athens and was part of a project to redesign the city instigated by the Emperor Hadrian (76-138, ruled 117-138).

Looking at the ruins today, only recently opened to the public in 2004, the library seems to have been situated at the east end of the building. Here the rolls of papyrus books were kept. It had two reading rooms and there was a pond at the centre of a courtyard surrounded by columns. It was, as the classical travel writer, Pausanias, testifies, "a sumptuous building".

The barbarian invasion of the Heruli in 267 seriously damaged the building. Despite repairs, the decline and division of the Roman Empire meant that the Library of Hadrian never recovered the greatness it knew. Western Europe sank in to the Dark Ages while Eastern Christendom was centered on Constantinople. Athens shrank in size and importance.

However, we are inheritors of the ideals of learning, preservation and conviviality that the sophisticated and gracious Library of Hadrian represented.



Buying and selling in the Internet market place just got a whole lot more exciting with the arrival of French giant PriceMinister, helped in no small degree by data from BDS...

PRICEMINISTER: CHOICE, PRICE AND SERVICE ONLINE



Got your old mobile to sell? Or books, second-hand or new? Need a fridge? Want the latest film releases but don't want to pay High Street prices? The e-bay and Amazon phenomenon made the online market place as attractive and as populated as famous retail streets. Now, into the UK, comes another virtual market place, a market place that, according to Charles Decaux, International Development Manager at PriceMinister, is going to make a difference... to you. "We guarantee security and transparency, we check for counterfeit goods and we go that extra mile to ensure customer satisfaction and our pricing is always competitive. Customer security, whether you are a buyer or a seller, is the remaining barrier to Internet trading."

Charles is confident in his service. His Paris-based offices, on three floors, open, glass-walled with low leather sofas, astro-turf in the public areas and natural light streaming through the glass roof, says a lot about the company's philosophy: energetic, progressive and with nothing to hide. "In France at www.priceminister.com we are second only to e-bay; in Britain we have just gone live at www.priceminister.co.uk. The British market is sophisticated in its use of the Internet, so I think that what we offer will be clearly seen as a great alternative to the other players in the market place."

Founded in 2001 by Pierre Kosciusko-Morizet, who has since become President of ACSEL (Association





de Commerce et Service en Ligne), PriceMinister is an independent company with no larger, multi-national owners pulling its strings. It has three divisions: buying and selling media, including fashion and technology (the sector that has just gone live in the UK), real-estate and travel. It currently employs 180 staff. The name, despite the company's French origins, is unashamedly Anglo-centric. "PriceMinister is French but international," explains Charles. "Price, that is what we are offering, a good price and a fair price, while the Minister part of our name reflects our commitment to stability and security, a sort of guardianship of prices and quality in the market place."

BACKED BY BDS DATA

PriceMinister's major selling point is its Payment Security Guarantee. The buyer sends the money for goods purchased to PriceMinister, who hold that sum until the buyer has received the goods from the seller. Once the buyer has agreed that the article ordered is exactly as described and that they are satisfied, the money is

released to the seller. Any quibbles or complaints and PriceMinister refunds the money to the buyer.

Another feature is that items can be placed in the PriceMinister market place free of charge – so, for example, librarians could try to sell items that have been removed from the shelves during stock monitoring and make some money for their library. Because PriceMinister uses BDS data the books will be easily registered in the PriceMinister market place. "This is one of the areas where BDS data is so useful to us," continues Charles. "Sellers, by entering the barcode for the article they wish to sell, can instantly fill out a large part of the product description because the DVD, book or video-game is on the BDS database. It means that there is a one click entry to the market place."

Another area where BDS data proves useful is in the fight against counterfeit fraud. Recorded release dates, verified production details and cover images allow items in the online market place to be compared with the genuine article. PriceMinister also

asks for proof of purchase of certain branded items that command high market values because of their brand-name. "We use BDS for our British website because the data they offer is the best. There are so many more applications for the data we purchase, from product identification, to easier searching, to ensuring our customers get the right goods. We want customer satisfaction, so BDS data has to be part of our set-up."

SPECIAL OFFER

To introduce BDSLiveLife readers to what PriceMinister has to offer, Charles Decaux offers this £5 off coupon.

Go to www.priceminister.co.uk and browse what's on offer. Once you have made a selection click on buy now and in the payment form enter this special code: **BDSLIVE. £5 will be deducted from your purchase.**

Spanish is one of the great languages of the world, spoken by around 350 million people, making it the world's third most spoken language. Lesley Whyte had the opportunity to visit the National Library of Spain while in Madrid.

GUARDIANS OF THE SPANISH NATIONAL MEMORY



The middle of February may not seem like the best time to visit Madrid but it was an agreeable and sunny 16 degrees as I walked along the Paseo de Recoletos towards the imposing building that is the Biblioteca Nacional de España. I was to meet Mar Hernández-Agustí, Head of Technical Processing, who was going to tell me about the library and the way it operates. Thereafter, I was to have a tour of the recently refurbished building that houses the national collection.

Mar explained that the library's collection comprises more than 26 million items, including over 30,000 manuscripts, nearly 3,000 incunabula, about 500,000 samples of printed documents dating back to before 1831, over 6,000,000 modern monographs, and over 130,000 magazines and newspapers. It also has an important collection of engravings, drawings, posters and photographs. The collection of printed scores and manuscripts comprises over 500,000 works and, there are over 550,000 sound documents, 80,000 audio-visual volumes and an important collection of antique and modern maps from all over the world.

The origins of the collection came from the royal palace, a few kilometres across the city. King Felipe V founded the Palace Public Library, and he created the predecessor of the current legal deposit requirement,

making it mandatory for printers to deposit a copy of every book printed in Spain. This requirement, with the onus on the printer rather than the publisher, remains to this day.

With such a large collection, even the vast spaces of the refurbished and extended library, opened by King Juan Carlos in 2000, cannot hold everything. A second large repository is based at Alcalá de Henares, some 25 miles east of Madrid. Mar explained that there is a daily run between the two centres, so that should someone doing research in Madrid request an item based in Alcalá by Internet it will be available in the library the following day.



The legal deposit system requires that three copies of each new

book published be deposited at the National Library. Two are sent to Alcalá and the other is kept for cataloguing in Madrid. One copy is kept in pristine condition, the second is retained for public use and the use of the third copy varies according to the type of publication it is. Unlike the United Kingdom, Spain does not have a Cataloguing-in-Publication Programme, so all material received from the printers has to be catalogued from first principles. To manage the volume of material effectively a team of contract cataloguers works shifts to get the new books into the catalogue as quickly as possible.

Walking round the cataloguing department reminded me of others I have visited all over the world. Reference works and manuals were much in evidence, and staff were dealing with the same issues: identifying if a book was a new edition or a reprint, and debating who was responsible for the intellectual property. Spain has moved from IBERMARC to MARC21, so the data format in use was familiar to me. As more and more countries adopt MARC21 as their national data standard, the exchange of bibliographic information becomes much easier.

Later in my visit I was given a fascinating tour of the building by Araceli Sanchez-Pinol of the International Relations Department, starting in the impressive reading

rooms decorated by portraits of prize-winning Spanish authors.

I also had the good fortune to see some treasures of the collection, including an early complete and illustrated edition of Don Quixote by Miguel de Cervantes. The curator explained to me that such editions are very rare due to the fact that most volumes illustrated with engravings have had the illustrations removed and sold separately.

The library holds a fascinating collection of modern prints by contemporary Spanish artists. It is a legal requirement that one example of a limited edition print is deposited with the library. Thus a national collection of the best of contemporary Spanish print-making is guaranteed for future generations.

Spain is a nation whose people have a deep love and respect for the printed word. People read in Spain – on the bus, in the park, in their homes, and independent bookshops abound. It has a great literary heritage which is in the very secure and caring hands of a great institution: the National Library of Spain or, as it is otherwise known, the Guardian of the Spanish National Memory.



SCREENPLAY PARTNERS BDS IN UK MARKET

America's foremost digital assets manager, ScreenPlay, has teamed up with BDS. The deal will bring over 35,000 film trailers, clips, featurettes and interviews into the BDS database, greatly enhancing the already information-rich multimedia resource that BDS has on offer.

ScreenPlay manages digital assets for studios such as Walt Disney Studios Home Entertainment, Warner Home Video, Walt Disney Studios Motion Pictures, Universal Studios Theatrical, Paramount Home Entertainment, Vanguard Cinema, and Image Entertainment, and supplies content to leading online retailers, entertainment portals, and editorial sites.

"BDS can now offer through BDSLive the best data and still-image content in the UK data market and the best trailers, clips and interviews relating to home entertainment products," comments Sarah Armitage, Director for Library Sales at BDS. The new partnership will enhance services available to libraries across Great Britain through BDSLive and BDS's catalogue enhancement services. All currently subscribed local authorities will benefit from the new content, meaning that library users can discover and enjoy much more about the home entertainment media they might borrow.

"After speaking with BDS we realised that the company was in the best position to partner us in such an important project," says Screenplay Director of International Operations and Business Development, Chris Travis. "I was very impressed with the quality of BDS's data and the ease with which it integrates with ScreenPlay's trailers."

West10, BDS's commercial arm, is also set to introduce ScreenPlay to UK studios and distributors. The move will enable participating studios to digitise their assets and make them available worldwide. "BDS and West10 are delighted to be working with ScreenPlay," says Lesley Whyte, Managing Director of BDS. "The deal not only benefits users of our data, both in the public and private sectors, but also offers significant marketing opportunities for the creative home entertainment and cultural industries in the UK."

For more information on trailers via BDSLive and BDS's catalogue enhancement services, contact Sarah Armitage sarah.armitage@bibdsl.co.uk.



Libraries across the country offer their clients regular literary events. Here is a report of one such held by long-standing BDS customer, Richmond Libraries. It follows on from a highly successful event they held last year around crime writers. It seems such evenings are growing in popularity...

A ROMANTIC EVENING IN RICHMOND

On the last day of April, Richmond Libraries hosted another in its popular series of literary evenings. A packed house came to the old Town Hall to hear four members of the New Romantics talk about their writing and read extracts from their books. Between them, Kate Harrison, JoJo Moyes, Veronica Henry and Lucy Diamond have published thirty novels in eighteen countries and sold well over a million copies of their books. Though each author may take a very different approach to exploring love and relationships in romantic fiction, from romantic comedy to poignant historical love stories, they all believe in happy endings, a sentiment the audience agreed with. They share, too, a deep commitment to providing their readers with real escapist entertainment, while not shying away from the realities of life's dilemmas. As the rapt audience listened to the authors read their extracts, a romantic evening turned into a night of genuine passion - for reading and writing. For more information on the New Romantics visit: www.thenewromantics.org.



BDS is always interested in hearing about literary events in libraries across the country and will be happy, where possible, to cover such events in BDSLive Life. Write to Lesley Whyte, lesley.whyte@bibdsl.co.uk with either a review and a photograph of an event you have held or information about forthcoming events. We can't promise to include everything we receive but we will if we can.

BDS WORKSHOPS PROVE GREAT SUCCESS



Nearly 100 people attended the two one day workshops, *MARC21 in Your Library*, organised by BDS in association with Deborah Fritz, author of *MARC21 for Everyone: a Practical Guide*.

The two events, which took place in Glasgow and London earlier this year, provided an introduction to *MARC21* by one of the world's leading experts on the subject, brought over from the United States by BDS.

"A very welcome course and very well organised," commented Janice Milne of Dundee City Libraries, while Donna Duff of East Lothian Libraries found the day, "Very enjoyable and in-depth."

Over 35 library services and organisations were represented over the two events. The London session saw people travelling from as far as Pembrokeshire and Middlesbrough.

"The impressive attendance and the distances people have travelled demonstrate a significant demand for training and professional development within the library community across Britain," says Lesley Whyte, Managing Director of BDS. "BDS is proud to have brought these two events before our clients and librarians in general."

The London event was held in the British Library at St Pancras. Delegate Alyson Hogarth of Middlesbrough Libraries summed up the general mood when she commented, "I didn't know cataloguing could be such fun."

Deborah Fritz had spent the previous week training staff at BDS headquarters in Dumfries. "MARC21 standards are constantly evolving and I was very impressed to see how BDS keeps its staff trained to the highest standards."

Deborah Fritz is based in Melbourne Beech, Florida, USA. She is head of TMQ, an organisation dedicated to the better implementation and use of MARC data.



In the last issue of BDSLiveLife we reported on the licensing and rebranding of BDSLive as SingleSource by Interleaf, a company based in Southern Ireland. Charles Quain, Director of Interleaf, reports on the progress and success of the Irish incarnation of BDSLive...

SINGLESOURCE: A PRODUCT AND A CONCEPT

SingleSource has grown since last you read about it in BDSLive Life. As Interleaf Technology explored market opportunities with BDS they realised that there were more services they could offer. Rather than simply re-selling the BDSLive product, Interleaf Technology have re-branded it for the Irish market as SingleSource and expanded it onto a structure for delivering a range of services.

There has been a strong take up of the SingleSource system in Ireland with 23 libraries, including most public library authorities, subscribing to some element of the SingleSource package.

As a product www.singlesource.ie is an interface to BDS' database of 8 million bibliographic records and 300,000 sound and video recordings. The database can be searched through a web interface and records can be downloaded in MARC21 or UKMARC format as required.

As a concept SingleSource allows Interleaf Technology to bundle together different elements of their data services and offer them to clients at a competitive rate with increasing levels of discount the more elements that are purchased. The initial product

has 5 elements: BookStream software, bibliographic records, recorded works recordsZ39.50 access and Public Access to the SingleSource website.

As the concept develops, more products and services will be added to the SingleSource system. The strong relationship forged between Interleaf Technology and BDS is resulting in further developments and two new services are planned for SingleSource later this year.

Now that the recession has brought restrictions in budgets, it forces system suppliers to look at new business models to provide competitively priced products to libraries. Smaller companies can react faster than large ones and BDS' default response to all suggestions is yes. This makes developing new products and services with them a pleasure.

The BVA Awards 2009 celebrated another year of creative and commercial achievements in a retail climate that has seen many changes over the past year...

WEST10 SPONSORS BVA AWARD

When: Thursday, 30 April 2009
Where: Old Billingsgate, London
What: The 3rd annual BVA Awards

West10 sponsored the award for "Marketing Initiative of the Year – Film – over £10 million." Barry Smith of West10 was there to hand over the BVA's golden trophy.

And the winner is: Universal Pictures (UK) Limited and Mamma Mia!

Among those present from the British video industry were representatives from the major studios, journalists, ad agencies, replicators and PR companies. The evening was hosted by Welsh comedian Rhod Gilbert, who featured in the 80th Royal Variety Performance in December 2008.

Universal Pictures (UK) Limited topped the list of winners by taking four awards, including the award sponsored by West10. Other award winners included Blockbuster, Sony Pictures Home Entertainment, Walt

Disney Studios Home Entertainment, Warner Home Video, and ASDA.

"As a long-standing partner of the BVA, West10 was proud to sponsor and present the prestigious award for Marketing Initiative of the Year – Film – over £10 million," comments Barry Smith. "It was an evening for West10 and clients to celebrate our growing reputation, gained through a commitment to providing the best data and service."

There was a party atmosphere as the industry celebrated its achievements despite the recent economic downturn. Lavinia Carey, BVA Director General, says, "We are eternally grateful to our generous sponsors, supporters and guests for making it possible for the BVA to stage this annual event – the highlight of our industry's social calendar."

For more information on the BVA Awards 2009 visit www.bva.org.uk/events/bva-awards-2009.



Rhod Gilbert, Emma Isenman - Universal Pictures (UK) Ltd, Barry Smith – West10 Entertainment



The West10 table at the BVA Awards (shared with Screenplay)

The first Public Lending Rights scheme was introduced in Denmark in 1946. Today, money raised through such schemes in over 27 countries is used to support writers and publishers and to assist cultural and social policy. **John Hudson** went to visit Sofia (Société Française des Intérêts des Auteurs de l'écrit) in Paris, a joint management company charged with administering one of the world's most successful PLR systems...

SOFIA: DEFENDING WRITER'S RIGHTS WITH A LITTLE HELP FROM BDS



The Hôtel de Massa, current home to Sofia



The written word and the French language are as much at the heart of French culture as food, wine and painting. The French love their language and they respect their writers. Little wonder then that the French PLR system is one of the most ambitious and effective of any of the countries that now recognise the rights of authors and publishers to remuneration from works lent within their countries' library systems.

The French system differs from the British insofar as money raised is calculated through the number of people registered in the French library system, which triggers an annual payment from the government, and a 6% levy on the pre-tax price of any book sold to a library, paid by the library supplier. There is no calculation, as in the British system, of the number of times a book is borrowed.

"France is well provided for," says Christian Roblin, Managing Director of Sofia, "with a total annual payment of 18 million euros which we divide equally between publishers and authors. Moreover this sum is set to increase in the future as foreign language material is accounted for." Such a system encourages publishers to be adventurous and ensures that the author is fairly remunerated, often

for work that he or she has written but which is not necessarily going to become a best-seller in the shops.

"Many authors depend on their annual payment, and it not only represents financial assistance, it also represents social recognition," says Florence-Marie Piriou, Sofia's second in command. "The PLR scheme as administered in France encourages cultural diversity and also secures fair pricing." Since 2003, a maximum discount of 9% on books sold to libraries has been applied by law which ensures money circulates within the production and supply chain. The PLR scheme in France also provides for authors and translators by offering matched funding for pension schemes so, even though authors rarely retire, they can plan ahead.

BDS AND ENGLISH LANGUAGE PUBLICATIONS

Sofia's technical guru is Francois Boussard. He points out that Sofia is an organisation that relies on technology and the Internet to achieve its aims.

"We are only 15 people at Sofia, yet we have identified 56,000 authors, have accounted for 350,000 individual book titles, collect fees from over 2,500 booksellers, have

more than 12,000 libraries in France affected by PLR, and address more than 8 million invoice lines per annum."

The notable thing about Sofia and French PLR is that, unlike systems in parts of Scandinavia, which often use PLR to protect native cultural interests and a home language with a limited user-base, money raised in France is also paid to foreign authors, including, of course, many authors writing in English.

"Translators receive money from the PLR scheme and so do the authors of the works in their original language," explains Christian Roblin. "We are about to pay €381,000 to authors who are registered in Britain with the ALCS [Authors' Licensing and Collecting Society]."

It seems that despite the influx of English residents in France over the past 20 years, the main sector responsible for the purchase of English language titles is university libraries. The authors of these books receive money from the French PLR scheme. But how does Sofia keep track of all these titles when they originate outside of France?

"Simple." says Francois Boussard. "BDS. We subscribe to BDS data. The 13 digit ISBN on any invoice allows us to locate the information we require on the BDS database. We can then calculate the payment due to British authors and we send the money and an analysis of the required distribution to the ALCS."

Sofia is soon to change its premises from the impressive Hôtel de Massa, a location that it shares with the *Société des Gens de Lettres de France* near Montparnasse in Paris, to the Boulevard St Germain, not far from the Sorbonne. The more central location in France's capital reflects, perhaps, the importance and success of the PLR scheme within French culture.



left to right : Francois Boussard, Christian Roblin and Florence-Marie Piriou