



BDS LIVE LIFE



BDS DATA - A WORK OF ART

OPUS ARTE

West10, the commercial arm of BDS, is supplying its classical music data for use by Opus Arte, the brand and shop owned by the Royal Opera House, Covent Garden.

Opus Arte markets CDs, DVDs, Blu-rays and downloads of productions from Glyndebourne, Shakespeare's Globe Theatre and De Nederlandse Opera as well as classical music releases from EMI in its shop inside the Royal Opera House and on its website www.opusarte.com.

The deal underscores BDS's position as the foremost supplier of quality data on classical music following its recent success in gaining the contract to supply classical music data for the British Library Sound Archive.

A team of data professionals at BDS has developed a precise methodology to meet the demands of classical music records creation which often requires multiple entries for composers and performers. Combined with extensive cross-referencing of information and enhanced audio-visual support such as cover images, BDS data ensures customers can find what they want and have all the data they need at their fingertips.

"We are delighted to be working with West10 and BDS," says Mike Lightfoot of IMC Group Ltd who run the Opus Arte site for Royal Opera House. "The accuracy, quality and flexibility of the data is second to none and the West10 team has ensured all our specific requirements are met with the least fuss and utmost speed. They are a joy to work with."



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Have you ever wondered why a film is rated PG or 18? Would you like to know more about what your children might be watching? Or do you simply want to know the type of material a film contains?



BDS TO INCLUDE BBFC METADATA

The British Board of Film Classification (BBFC) is working with BDS to enhance further BDS's data. The move comes as customers require more in depth information on DVDs and Blu-rays.

"A lot of information is collected about the reason for a classification," comments Barry Smith of West10 Entertainment, the trade arm of BDS. "We wish to give people, parents especially, the opportunity to use it to help them choose what they regard as suitable home entertainment for the family."

The BBFC's Extended Classification Information (ECI) supplies in-depth information about the film's certification such as where swear words occur, when violence is graphic or whether the sexual content is inferred or shown.

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FROM THE EDITOR

Welcome to the first edition of BDSLive Life in 2011. In this issue we tell new stories set in familiar territory, that of libraries and books. We develop our work in the world of supplying data on music and DVDs, report on a successful first year of Books & Media and introduce our readers to a range of web services BDS and its associated companies can offer.

In these times of cutbacks, efficiency becomes ever more important to maintain levels of service. That is why we believe the web services we offer hold genuine benefits for our commercial and local authority clients. Adopting an integrated approach to data, design and dissemination can be much more cost-effective than bolting disparate mechanisms together and expecting them to work efficiently.

Our cultural focus in this issue takes an historical slant with a look at the life and legacy of Andrew Carnegie. Those familiar with his name might still be surprised at the wide-ranging effect of his philanthropy and his decidedly philosophical frame of mind.

Finally, we are happy to announce our continued support for Shakespeare's Globe Theatre which once again will visit Dumfries in June with three performances of As You Like It.

I hope that you enjoy this issue of BDSLive Life. Don't forget that should you have any thoughts on what you would like to see featured in our pages, do feel free to contact me, Lesley Whyte on lesley.whyte@bibdsl.co.uk.

Lesley Whyte

Southampton is the first public library authority in the UK to mount the full range of BDS's catalogue enhancements on its Civica Spydus Web OPAC...

TELL ME MORE...

BDS CATALOGUE ENHANCEMENTS... NOT JUST BOOK COVER IMAGES

As well as book cover images, users of Southampton Libraries' online catalogue can now access pack shots for audio-visual items, internal scans for books, long descriptions and contents information, author and contributor notes, reviews, film trailers for DVDs, audio clips for audio books and screen shots of computer games.

Uniquely, BDS updates its pre-publication catalogue enhancement data with the audio-visual item or book in hand, thus incorporating any alterations made since titles were originally announced. This ensures confirmed cover images and confirmed pack shots for audio-visual items, as well as internal scans and other rich content, all supported by feeds of information from publishers and wholesalers.

Southampton Libraries are able to access this wealth of information by subscribing to the BDS Library Look-up, BDS's new catalogue enhancements service. The Library Look-up embeds a 'Tell me more...' button on the main results page of the OPAC which, when clicked upon by the user, opens a pop-up box displaying all available rich content for the item in question.

Sarah Armitage, Director of Library Sales, comments, "BDS is delighted to offer the full range of our catalogue enhancements to our customers in order to help them make their OPACs as useful and engaging as possible to their library users."

"In this technological age, rich data on the web is a given. Now library authorities can offer a more sophisticated web experience to their users through BDS Library Look-up and its 'Tell me more...' facility".

If you are interested in accessing the full range of BDS's catalogue enhancements via the BDS Library Look-up then please contact Sarah Armitage, Director of Library Sales, 07860 324570, sarah.armitage@bibdsl.co.uk.



A WORK OF ART

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Plans are already underway to expand West10's offering to IMC Group Ltd to include the supply of records for books as well as home entertainment items from other labels.

"Teamwork and top quality data are an unbeatable combination in today's digital environments," says Barry Smith at West10. "We work closely with our clients to ensure that our data fits our clients' needs on a case by case basis. The Opus Arte website is informative, good looking and easy to use and we are proud to have played our part in that."

Opus Arte requested that West10 break down the data that they supply according to various categories including ballet, choral, classical guitar, opera, orchestral and symphonic and string quartets.

"To be working with the Royal Opera House, one of the world's great cultural institutions, is a huge accolade for what we have achieved at West10," comments Rosie Harley, Director of Editorial. "And like all great productions, we take great care to ensure that what we create is of the highest quality."

OPUS ARTE.com is run by the IMC Group Ltd on behalf of the Royal Opera House and its wholly owned subsidiary OPUS ARTE Ltd. Visit www.opusarte.com for the best in classical music, opera and theatre and take advantage of some great offers.

IMC Group a specialist developer and supplier of technology solutions for the Media and Telecoms industries. The iMC Group and its partner companies already provide custom solutions and/or services to companies such as the GSM Association, Cannes Film Festival, Cisco, Microsoft, AFP News Agency and Facebook. To find out more go to <http://imediacast.com>.

BDS TO INCLUDE BBFC METADATA

Continued from page 1...

"It is much more informative than the basic consumer advice or the text alongside the symbols on the sleeve of the products," says Rosie Harley, Director of Editorial at West10. "No other data contains such a complete and informative analysis."

The data enhancement offers benefits to libraries, who can provide their customers with much greater detail about individual items in their DVD stock, and to consumers, who can gain a better understanding of how examiners have judged an item to be suitable for a certain audience.

"The classification is in many ways the tip of the iceberg," comments Dave Barrett, Head of Operations at BBFC. "Our examiners produce a wealth of information and document their reasons for their decisions. This builds into valuable metadata that can inform a household's choice with regard to its viewing."

Examiners look at and note issues such as discrimination, drugs, horror, imitable behaviour, language, nudity, sex, sexual violence, theme and violence when making decisions. They also consider context, the tone and impact of a work (e.g. how it makes the audience feel) and even the release format (for example, as DVDs are watched in the home, there is a higher risk of underage viewing). The guidelines are the product of extensive public consultation, research and the accumulated experience of the BBFC over many years.

After recognising the unique position of BDS and West10 in the library and consumer sectors, the BBFC chose to work with them on this unique venture to ensure that the ECI is more widely available to the viewing public.

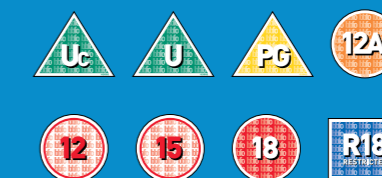
"This is a partnership in which all parties benefit," comments Dave Barrett. "The BBFC by spreading its message to a wider audience, BDS and West10 by the service enhancements available to their clients, and the public by the possibility of being better informed."

"At BDS we have always created data that reflects the needs and wishes of people who use it – both businesses and the person in the street," says Eric Green, Managing Director of West10. "In this respect the BBFC data represents an invaluable resource for users and also for libraries who lend a wide range of DVDs – material that no librarian can be expected to know personally."

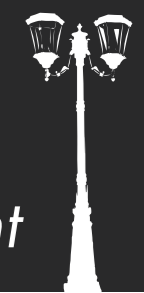
The BBFC is an independent, non-governmental body which has classified cinema films since it was set up in 1912 and videos/ DVDs since the Video Recordings Act was passed in 1984. Formerly the British Board of Film Censors the Board's title was changed in 1984 to the British Board of Film Classification to reflect the fact that classification plays a far larger part in the BBFC's work than censorship.

"We are delighted to be working with the BBFC," concludes Barry Smith. "Its association with BDS has created a new dimension in metadata and increased the decision making power of the end-user."

For more information on the BBFC go to www.bbfc.co.uk.



For anyone who works in libraries the name Andrew Carnegie surely carries special significance. Lesley Whyte spent much of her childhood in Carnegie libraries in different parts of the globe. She investigates a fellow Scot and advocate of libraries...



ANDREW CARNEGIE

- Let there be light

Even before I started my career, Carnegie libraries fostered my love of books, learning and the sense of wonder such buildings have consecrated in our culture. As a teenager I read avidly in Stornoway's public library on the Isle of Lewis. My working life started in Glasgow where the creation of the whole library network was supported by Carnegie. BDS is based in Dumfries where the central library was funded by Carnegie and named by him after the MP for Dumfries, William Ewart, who drew up the Libraries Act of 1851. The small town where I live today has a Carnegie library at the top of the hill overlooking the town.

Yet it was not just in Scotland that Andrew Carnegie, born in Dunfermline on the 25th of November 1835, supported the building of libraries. The influence of Carnegie libraries exists around the world, including the United Kingdom, North America, Africa, Australasia and the South Pacific, and the Caribbean. There are even Carnegie Libraries in Belgium, France and Serbia. So who was this man who set about changing the world and what prompted his passion for libraries?

Many will know of Carnegie as one of the richest men who ever lived. If alive today his wealth has been estimated to equal \$300 billion dollars. Yet Carnegie started life from a poor background. As a boy he listened to readings and discussions about books from the Tradesman's Subscription Library, which his father, William, an active Chartist, helped create. However, the ancient town of Dunfermline, in Fife, fell on hard

times during the economic depression of 1848 and Andrew's father had to borrow money to emigrate to America in search of a better life.

Andrew Carnegie's first job in America was as a worker in a bobbin factory. In 1850, he became a telegraph messenger boy in the Pittsburgh Office of the Ohio Telegraph Company, earning \$2.50 per week. This gave him free admission to the local theatre. Already introduced to the work of Robert Burns in Scotland, Andrew now became familiar with the plays of Shakespeare. His education and passion for reading was encouraged by Colonel James Anderson, who opened his personal library of 400 volumes to working boys each Saturday night. The mixture of hard work, education and an eye for an opportunity was already evident in the teenage boy.

Andrew Carnegie earned most of his fortune in the steel industry. In the 1870s, he founded the Carnegie Steel Company. By the 1890s, the company was the largest and most profitable industrial enterprise in the world. However his passion for learning and a special interest in social theory grew with his wealth. Carnegie believed in more than making money. He wrote:

"I propose to take an income no greater than \$50,000 per annum! Beyond this I [will] spend the surplus each year for benevolent purposes!" And he continued, "No idol is more debasing than the worship of money!"

He continued his studies and wrote influential works including "Triumphant Democracy" in 1886 which advocated that the American republican system of government was superior to the British monarchical system, and "Wealth", in 1889. Gladstone requested that the latter be published in England, where it appeared as "The Gospel of Wealth". In it Carnegie argues that the life of a wealthy industrialist should comprise two parts. The first part was the gathering and the accumulation of wealth. The second was for the subsequent distribution of this wealth to benevolent causes. Philanthropy made life worthwhile while a "man who dies rich dies disgraced".

Nearly all of the 3000 Carnegie Libraries were built according to "The Carnegie Formula", which required matching contributions from the town that received the donation. A town had to demonstrate the need for a public library, provide the building site, annually provide ten percent of the cost of the library's construction to support its operation, and provide a free service to all. This formula was adapted in the UK to comply with William Ewart's Public Libraries Act.

The first of Carnegie's public libraries opened in Dunfermline in 1883 where Carnegie's mother laid the foundation stone on a family visit back to their homeland. Carved over the entrance, the locally quarried sandstone building displays the sun with the words "Let there be light". He went on to fund the building of 380 libraries across Britain, including academic and university libraries, a Welsh language library and the Central Library in Edinburgh.

The first library in the United States was built in 1889 in Braddock, Pennsylvania, home to one of the Carnegie Steel Company's mills. The rapid growth in support for library construction in the US coincided with the rise of women's clubs in the post-Civil War America. These were responsible for long-term fundraising and lobbying within their communities to support library operations and collection development.

The architectural style that developed over the coming years was typically simple and formal, welcoming patrons to enter through a prominent doorway, nearly always accessed via a staircase symbolising a person's elevation by learning. Outside many libraries was a lamppost or lantern, meant as a symbol of enlightenment.

Carnegie believed in giving to the "industrious and ambitious; not those who need everything done for them, but those who, being most anxious and able to help themselves, deserve and will be benefited by help from others." By the time Andrew Carnegie died in August, 1919, he had given away \$350,000,000. A further \$125 million was placed with the Carnegie Corporation to carry on his good works.



Rathmines Library, Dublin, Ireland



Syracuse Carnegie Library, New York, USA



The University Library, Leuven, Belgium



Herne Hill Carnegie Library, London



Macomb Public Library, Illinois, USA



Solon Carnegie Library, Stoke-on-Trent



Birthplace of Carnegie, Dunfermline

Not far from the Yorkshire Dales National Park is Harrogate, a town that became known as 'The English Spa' in the Georgian Era. Then its iron-rich waters were a popular health treatment, and the influx of visitors contributed significantly to the wealth of the town. Just over 100 years ago Andrew Carnegie help set up its library but it wasn't until last October that the Carnegie dream was finally realised...



A CARNEGIE LIBRARY REFURBISHED



Since 1906, in the heart of Harrogate, the town's public library has stood. It was granted £7,500 towards its construction by Andrew Carnegie during the hey-day of support from the Scottish-American philanthropist. However, when completed, the library was not as large as planned, and over the years, the space available became inadequate while both the interior and exterior of the building came to need urgent attention. In 2008 a refurbishment project was started to address these issues and meet the original specification outlined all those years ago.

Picking up on Andrew Carnegie's philosophy, the project envisioned turning the library into a groundbreaking centre of excellence, providing library and information services that everyone in Harrogate and North Yorkshire could be proud of and participate in.



"From the start, we wanted the people of Harrogate and North Yorkshire to have a say in what was happening to the library," comments Chrys Mellor, General Manager for Libraries for North Yorkshire. "As a result, over the past two years, there have been eight drop-in sessions in and around Harrogate where we have listened to people's views about the project and put the plans on display. One example of how this feedback worked was in relation to the library opening times. Harrogate library will now be open seven days a week during the hours that people have most requested."

"We also set up a blog and a page on Facebook to let people know what was happening and to gather feedback," continues Chrys. "Over the past two years, these pages have attracted over 18,000 visits and produced some invaluable feedback for the project."



The refurbishment took over two years. In keeping with the symbolism of enlightenment consistent with Carnegie Libraries around the world, one of the major elements of the project was the removal of the existing roof and its replacement by the "lantern" roof originally envisaged by Andrew Carnegie.

Also, the planned original size of the building has been realised with more than 250 square meters of space added which offers a more spacious layout as well as extra book capacity – there are now 73,000 books on the shelves.

Of course, libraries have to keep up with the times and Wi-fi has been installed throughout the building for people to use their own laptops in the study areas. There is also a gallery space for exhibitions and space where the library can host regular events from theatrical performances to author talks and demonstrations.



The refurbished Carnegie Library opened its doors on the 18th October 2010 to queues of visitors, and a celebratory atmosphere was enjoyed by all in its new, light and spacious interior. Public reaction was certainly enthusiastic:

"Andrew Carnegie would be proud of you - what a transformation! Everyone has a smile and the place is packed... May you live forever!"

Who could doubt that Andrew Carnegie would have approved.

For more information about Harrogate Library email: harrogate.library@northyorks.gov.uk, Tel: 0845 034 9520.



NEW BDS WEBSITE LAUNCHED

The new BDS website is now fully operational at www.bibliographicdata.com. The site, which replaces the previous version, which had been in place since 2006, has expanded its sections on Libraries, Retail and Sales and Services to Publishers.

Among the new information included are sections on BDS's expanded and extended web services, which can offer comprehensive design, build, hosting and data provision for sites that can range from large corporations and bodies such as local authorities to culturally oriented sites such as restaurants, art installations and specialist bookshops.

Books & Media, BDS's review web-service, is also extensively covered as is the new ONIX friendly service to publishers, Epic. "BDS has grown considerably since our last website went live and the new website reflects this," says Eric Green. "As our data gets richer and more varied, so the services we can offer have diversified into many sectors. We believe we create the best data available on books and home entertainment products and we want the advantages and benefits that this opens to our customers to be working for them in the best possible way."

With the expansion of BDS comes an enhanced emphasis on customer service and support. The website reflects this with a simple yet effective support section that allows customers direct contact with the person they need to communicate with via an email and numbered ticketing system that tracks queries to ensure as rapid response as possible.

"Readily visible contact details and easily requested support are two things that I personally find important on any website," says Lesley Whyte, "hence when we set about building our new site we wanted to make sure that if our customers want to talk with us we are easily available."

A contacts page is one click away from the homepage and the list of people at BDS and the areas they specialise in is also downloadable in pdf format. Also downloadable is the specific information for each sector, in pdf format.

Of course, all the well-used and popular elements of the old site are retained, such as the News section and the download service relating to foreign language material from Bright Books and Star Books, as well as detailed information on data standards and data delivery and the complete set of the popular BDS newsletters, BDSLive Life which can be read online or downloaded.

A further enhancement is the prominent inclusion of a Features section. Here you can read illustrated articles on the world of libraries and books around the world, including coverage of the Royal Danish Library; the Stone Library in Xi'an, China; the Graphic Novel Festival in Angouleme, France; the Spanish National Library, and Shetland Libraries. The section will be updated regularly so drop into the site frequently to see what's new.



Today's academic library has come a long way since the days of hushed whispers, mahogany desks and leather-bound tomes. The 2006 JISC publication 'Designing Spaces for Effective Learning' advocates open spaces, technology-rich resources and social as well as solitary study. However, learning in such an environment is not the sole prerogative of the students as Avril Goodwin, librarian at The Crichton Library in Dumfries, soon realised...

A LEARNING ENVIRONMENT

As you walk into the newly-built Dumfries and Galloway College you are struck by a sense of space and light. Take a few more steps and you see the library. It is all around you, following the high glass walls of the building's perimeter, standing shoulder to shoulder with you at the Reception and inviting you to come in as you move further into the college. It is an architectural expression of contemporary learning: relaxed, social, unbounded, fast, clean and networked - the iPad of the library world.

Running a modern, state of the art academic library may seem like a dream come true. Making it run smoothly, however, certainly has its challenges. Many of the assumptions behind such a new building run against traditional library logic.

"Well, to begin with, we have seven entrances and exits," explains Avril, "so when I first took on the job of The Crichton Librarian, I literally found it hard to know whether I was coming or going! On a more serious note, so many points of ingress and egress can make coming to the library confusing. It is everywhere but we quickly had to put up signs to direct traffic."

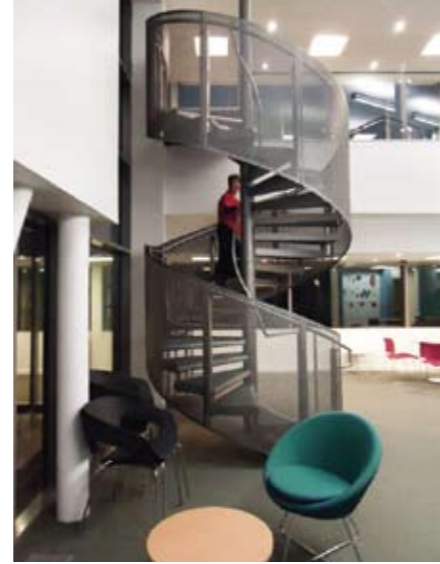
To cope with the traffic and stock management all exits are fitted with RFID. With 2500 students and 40,000 books

as well as PCs, information stands and exhibits in cases, RFID keeps the whole space flowing and frees staff at the desk to engage with the lecturers and students rather than with paperwork.

"One of the first things we had to do was move the main desk," continues Avril. "In such a multi-directional space the desk needs to have lines of sight so that staff can easily direct people to any point of the library and, of course, it also allows them to survey the various sectors that we have established."

These sectors reflect the different types of learning environment the library has to offer. With an open plan building certain areas are noisier than others and these have been dedicated to social or group learning. Downstairs from the refectory, tables and chairs offer a relaxed environment where students can discuss, read journals, use their laptops, catch up with the news and socialise. This is the green zone.

As you move through the library, the mood becomes more studious in the amber zone where students can collaborate, but only over work in hand such as essays or research. The red zone offers individual study at a workstation or table. Finally there is a room set aside for totally silent, individual study.



"Finding a compromise between modern theories about a social, playful learning environment and meeting the practical demands of knuckling down to write the next essay proved a challenge," comments Avril. "Interestingly, the need for zones was made clear by the students themselves. Many of them requested a silent space in which to focus their minds."

The make up of the library clientele is complex, ranging from further education students on vocational courses to PhD students, many working in carbon management, tourism and health. This range is reflected in the origins of the library, which is complex.

The Crichton Library serves, and is derived from, three academic institutions: Glasgow University, the University of the West of Scotland (UWS) and Dumfries and Galloway College, all of which are based on the Crichton site on the outskirts of Dumfries in South West Scotland. The library stock is the result of the amalgamation of three libraries that were previously attached to each institution and have now been brought together under the roof of the relocated and newly-built Dumfries and Galloway College.

"We have one catalogue for the printed material and anyone can borrow printed material from any collection no matter what institution they are attending," says Avril, "however electronic material still poses a problem in this rather complex setup as licensing applies to each institution and cannot be transferred to any other institution."

As libraries in general, in line with the world around them, become ever more "electronic" and holdings, in these times of economic restraint, such as periodicals and text books are only practically possible in their electronic versions, this will prove problematic in the future. It is one of main areas of Avril's focus at the moment.

Another area of focus for Avril and her ten staff and two student helpers is the Henry Duncan Building. This state-of-the-art and architecturally innovative building cost over £1.5 million and was built in tandem with the college building to provide additional space for research active staff and students. The funding was raised by a local educational charity, the Crichton Foundation, with the support of Lloyds TSB and it is named after the founder of savings banks, who was born in Dumfriesshire.

"So often it is a lack of space that complicates a librarian's work; here we have a two storey open plan building with glass-walled study carrels, meeting rooms and a public area built to the highest standards," says Avril.

It is just one of the challenges that remain as Avril and her staff come to terms with running a library built to celebrate a new vision of learning.

"It is certainly a learning environment. Combining new thinking with the practical experience of librarianship is pushing us all into understanding afresh what a library can offer. It is very exciting," Avril concludes.

The Crichton Library is playing an important role in revitalising learning in one of Scotland's most ancient Burghs. Its wide variety of users from far-flung countries and nearer to home provides an exciting mix of ideas in the most modern of environments. It is certainly a remarkable place to study.



BDS Retrospective Conversion service to enhance new Koha Open Source Library Management System...



Halton Chooses BDS

BDS is delighted to announce that Halton, the first UK public library authority user of the Koha Open Source Library Management System, has decided to use a BDS Retrospective Conversion to harmonise, standardise and enhance their new system.

BDS is working closely with PTFS Europe who Halton has chosen to install and support their new Koha system. Jonathan Field, Technical Director of PTFS, comments:

"Working with the industry leader in bibliographical data provision will allow us to provide our Open Source Library Management System customers with a range of BDS data and catalogue enhancement services tailored to meet their requirements. We are delighted to be working with BDS to ensure that Halton's retrospective conversion is a real success, giving added value to their library service."

Halton's Retrospective Conversion will be facilitated through BDS's and Koha's new partnership. It will refresh Halton's existing database with full MARC21 records, allowing users of Halton's new Koha system access to standardised and enhanced data through name, series and subject authority, Library of Congress and BIC e4Libraries subject headings, annotations and tables of contents.

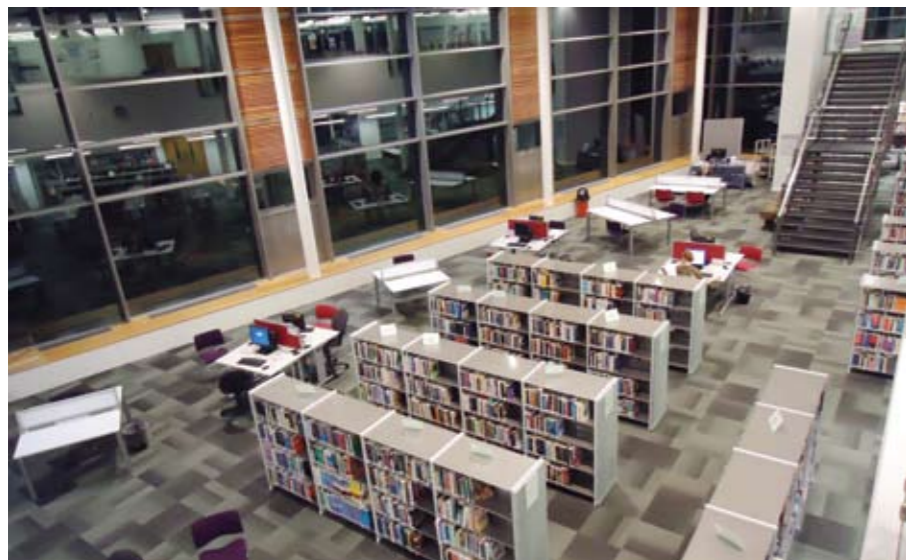
Sarah Armitage, Director of Library Sales for BDS, comments:

"We are very pleased that Halton has chosen a BDS Retrospective Conversion. Having the best possible data within their Koha system will ensure that Halton's library staff and library users get the very best from their new Library Management System. BDS endeavours to be at the forefront of new technologies and looks forward to seeing the benefits of the provision of consistent and standard data to Halton and other future Open Source library management systems users."

Geraldine Kane, Bibliographical Services Officer for Halton Libraries, comments:

"We look forward to going live with our new Koha system in January and to seeing the benefits of refreshing our existing database with full MARC21 records from BDS."

Other authorities interested in the work which BDS has undertaken to streamline Halton's database in readiness for the installation of their new Open Source Library Management System should contact Sarah Armitage, BDS Director of Library Sales: Tel. 07860 324570 sarah.armitage@bibdsl.co.uk



The migration of content online is presenting librarians and information professionals with a bewildering number of choices. To help find a way through the maze, CILIP organised its second annual discussion forum with expert speakers to lead the debate on these key issues. BDS sent Jo Maxwell along to find out what was being said...

THE CHALLENGE OF CHOICE CILIP'S DIGITAL INFORMATION CONFERENCE

CILIP's Digital Information Conference "The Challenge of Choice" took place at King's Place, London on 28th October 2010. The main theme was that of the choice between quality and quantity of information.

Mark Furneaux, Business Development Director for Wize Nordic, was the opening key note speaker. During his presentation "Future Perspectives of the Library Community on Information Technology and 21st Century Libraries", Furneaux stated that he would like to see a move to more virtual, personalised content. His overarching view was that there should be more consultation and communication with end users, to ensure that content is what they require and is useful.

Max Hammond, Consultant with Curtis Cartwright Consultants, presented his view of emerging technologies and the impact they would have on Information and Library Services. During his wide-ranging talk, he expressed his belief that new business and innovation models should rely on spontaneity and new ideas to see whether they will add value to the business, either immediately or in the future. He went on to suggest that Information and Library Services need to decide on their business posture in order to survive and thrive in today's digital economy.

Michael Popham, Head of the Oxford Digital Library, focused on academic libraries and how to deal with new digital challenges. According to Popham, students are now accessing information differently and want instant answers. They tend to use e-books as they can dip in and out and find the relevant information they need quickly, using full-text and keyword searches.

There was a strong focus on digital information from a publisher's perspective. **Richard Kidd**, Royal Society of Chemistry Informatics Manager, emphasised the need for information to be useful, and highlighted the importance of understanding and communicating with end-users. **Andrea Powell**, Executive Director of Publishing for CABI, echoed Kidd's presentation and focused on a publishers' need to nurture and sustain communication between themselves and their customers, in order to provide the information required and to meet the user's needs.

After lunch, **Professor Charles Oppenheim**, Emeritus Professor of Information Science at Loughborough University, provided an introduction to the new Digital Economy Act, which is due to come into force in January 2011. He discussed, with some concern, the issues of copyright and intellectual property rights in relation to the services libraries provide. He stated that the Act is too ambiguous regarding the terms of agreement between Internet Service Providers (ISPs) and subscribers.

The closing keynote speaker was **Chris Head**, Co-ordinator for Public Sector IMKS at Kingston University, who discussed the Spending Review and its effect on the information industry and how this sector can continue to grow. During his talk it became clear he thought that outsourcing, restructuring and new strategies should be the focus of any Information and Library Service.

If you would like to discuss any questions raised during the conference or within this article, BDS is always happy to listen and suggest ways forward for your Library Service. Contact Lesley Whyte on lesley.whyte@bibdsl.co.uk.

BDS Enhancements for Prism 3



BDS is delighted to announce that Talis customers can now choose BDS catalogue enhancements to enhance their OPACs.

The BDS catalogue enhancements service, already highly popular with users of other library management systems, is set to bring the Talis Prism 3 OPAC alive for books, audio books and e-books.

Talis customers wishing to take advantage of BDS catalogue enhancements will firstly need to contact BDS to access the service via the new and exciting Project Juice extension, Talis's option for adding OPAC enhancements.

BDS offers a unique service comprising images taken from the book-in-hand, giving subscribers the peace of mind that the cover images on the library catalogue will match the covers of the items on libraries' shelves. Images are also available via the BDS catalogue enhancements service for pre-publication items.

This service is to be extended in the near future to include BDS catalogue enhancements for DVD and Blu-Ray and for recorded music on CD.

Please contact Sarah Armitage, Director of Library Sales, on 07860 324570 or sarah.armitage@bibdsl.co.uk to discuss accessing BDS catalogue enhancements via your Prism 3 OPAC.

Following the home entertainment industry gathering for the ESCA Europe conference in September, Barry Smith believes that it's time to face up to the challenges and make some tough choices...



DIGITAL REALITIES

THE ENTERTAINMENT SUPPLY CHAIN ACADEMY 2010 CONFERENCE

For me the three key areas to come out of ESCA were the physical/digital debate, piracy and bandwidth.

Having attended the Books and Consumers Conference in March 2010, where the theme was, "It was the best of times, it was the worst of times", I was struck by the parallel threats to both industries, with lower volumes, price dropping and piracy causing serious concerns. The impression from both conferences was that there is no clear unified strategy to maintain prices and/or volumes or how best to tackle illegal file sharing.

At ESCA there was a great deal of discussion about the shift from physical to digital distribution of home entertainment products of DVD, games and music. It struck a chord with me in light of the uncertainties facing the world of books as it struggles with the physical versus digital dilemma. I believe that while digital music has decimated physical sales, film and books are at different stage and with intelligent preparation there's still enough time to develop the models which keep the physical format alive while developing a digital strategy which can be profitable.

Both the film and book industry are in the process of taking customers on an amazing journey from a world of linear broadcast and consumption to a platform where customers can use the content they have bought any place at any time, and on any device they own. While the problem of inter-operability and portability across platforms needs to be addressed for the digital future, a further challenge for the industry is keeping up with technological advances and the rate at which people change their devices coupled with the number of screens which people use to consume data.

One answer is to make product more accessible to consumers by integrating the digital and physical experience. The film world has moved from DVD to higher value propositions such as Blu-ray and digital copy, whilst a further exciting development is BD-Live, a newly developed Blu-ray feature that enables you to access additional content via an Internet-connected Blu-ray player. Publishers could adopt value propositions by including digital copy with the higher cost hardback copy or even paperback and linking the smart reader, tablet or smart phone to additional value features such as reviews, special purchase offers or sneak previews of forthcoming titles.

Both industries must confront two key challenges. First, how to preserve value in intellectual property in a digital era, and second, which of the routes to market to support — cinema, broadcast, rental, retail and download, in the case of films, and Kindle, iTunes, Sony, PDF etc. in the case of books. Both industries have had a decade or more of growth, and as a result, may have forgotten how to lead and innovate and may be out of touch with consumers.

The cost of physical and digital copyright theft on the audiovisual industry has been hundreds of millions of pounds. This has resulted in the closure of local video stores around the country, lost jobs and reduced the return on investment in new content by film, video and television producers.

Piracy is now a growing problem for the book industry and more than 160 pirate copies of Dan Brown's The Lost Symbol have been traced online, across 12 different download sites. However publishers can learn from the music and film industries and already have some experience of what happens

when controlled content is made widely available for free through libraries. Whilst publishers were convinced public libraries would ruin them they found they were influential in developing the reading habit. Could digital books kick start a similar revolution?

On another, sobering note, there was discussion about issues of bandwidth and the increasing demands of users for video on demand. It was pointed out that should demand increase, as will be required to make downloading video a significant commercial prospect, then the available Internet bandwidth currently available will soon be used and exceeded, resulting in unmanageable bottlenecks and slow services.

Already among subscribers to "up to 8Mbps" broadband in the UK often experience an average actual download speed of 3.6Mbps, or 45% of the headline speed. In November 2010, BBC iPlayer received a total of 141 million requests for TV and radio programmes, setting another new monthly record for the service. This represents a month-on-month increase of 1%, with requests up 32% year-on-year.

Solutions may range from prioritizing delivery across slow, medium and fast tracks to improving and expanding systems.

These digital realities need to be faced before it is too late and renders growth in the digital sector impossible.



As Books & Media approaches its first anniversary, the site listing books featured in the Press, TV, radio, movies and Internet has proved a big success with users...

BOOKS & MEDIA

BOOKS & MEDIA:

A HIT WITH BOOK LOVERS

Within a year of its launch there are over one thousand subscribers to the full Books & Media service, while the free email newsletter, Books & Media Direct, goes out to eleven thousand book industry professionals every week.

Paying subscribers have full access to all the information B&M has available: references to all the books and authors reviewed and featured in the Press (with an average of 500 added each week); information on tie-in books on television and radio across a range of genres (home and garden, cooking, travel etc), and details of authors interviewed on chat shows, easily accessed via the daily listings service. There is also a full list of movies with tie-in books due for release in the next six months, and a unique service which trawls the Internet to show what books and authors are being talked about on social networking sites.

Peak visits to the subscription site occur when the free e-mail newsletter is posted on a Sunday evening. The US book community and UK publishers anxious to see what books and authors have been reviewed for the previous seven days and what is on TV and radio for the next seven, tend to visit as soon as they have received it. There is a further rush of paid-up subscribers, including libraries, booksellers and publishers, first thing when they reach their workplaces on a Monday morning.

The most popular section with visitors is Books & Media's Press coverage. This gives a star-rating for all books reviewed and covers features on authors with an assessment of the depth of coverage and details of any extracts. There are also details of newspaper specials, e.g. features on self-help books, the best cookery books, top SF authors.

Over Christmas, B&M listed all the favourite books from critics for 2010 and over the New Year ran listings of critics' tips for 2011. Analysing Press listings, subscribers were able to ascertain the most popular books with the Press that year. The top five were:

- Life*, by Keith Richards (Weidenfeld & Nicolson)
- The Hare with Amber Eyes*, by Edmund de Waal (Chatto & Windus)
- Freedom*, by Jonathan Franzen (Fourth Estate)
- Solar*, by Ian McEwan (Jonathan Cape)
- To the End of the Land*, by David Grossman (Jonathan Cape)

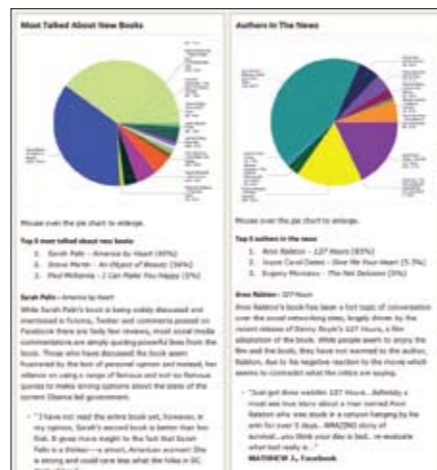
With the top tips lists for 2011, Books & Media reported on books the critics were eagerly anticipating. The top five were:

- The Pale King*, by David Foster Wallace (Hamish Hamilton)
- The Stranger's Child*, by Alan Hollinghurst (Picador)
- There But For The*, by Ali Smith (Hamish Hamilton)
- A Widow's Story*, by Joyce Carol Oates (Fourth Estate)
- At Last*, by Edward St Aubyn (Picador)

Books & Media offers users incredible flexibility and ways in which to inform their knowledge and broaden their understanding of books featured in the media. It can present information on books featured in any way requested by clients, whether it be by publisher, newspaper, TV or radio channel.

In 2011, Books & Media will be adding more features to its service, including a demo page which will provide search tips to ensure subscribers get even more out of the service and extend coverage to include specialist magazines in areas such as movies, home & garden and travel.

For more information about subscribing to this service contact Sarah Armitage on sarah.armitage@bibdsl.co.uk or 07860 324570.



WEB SERVICES

BDS and Ehaus provide web services for a wide range of clients including local government, e-tailers, cultural institutions and initiatives, small, medium and large businesses and NGOs. We are expert in handling large quantities of data and can also provide the highest quality design and customised functionality. Our offering also extends to the supply of industry standard data sets across many sectors.

If you are planning a website for your organisation, BDS and Ehaus can offer competitive rates and hassle-free, on-time delivery. Why not talk to us about your web project? Contact us on 0772 500 1833 or at barry.smith@west10entertainment.co.uk.

Picture by 'sashafatcar'



WORKING THE WEB WITH THE BEST

Ehaus client, Daunt Books, has been named as one of the world's greatest bookshops by travel publisher Lonely Planet.

Daunt Books commissioned Ehaus, the web services wing of the BDS group of companies, to create its e-commerce website. The website features a bespoke product database enabling Daunt Books staff to review and recommend catalogue titles.

In Lonely Planet's Best in Travel 2011, an annual guide to the "hottest journeys, destinations and experiences", the travel publisher described London as an "armchair explorer's dream" and says of Daunt Books:

"The mini chain stocks a lot more than guides and maps, and everything from biographies to fiction, is handily arranged by country. The green Daunt Books sign is found in five well-heeled enclaves of London, but the Marylebone branch is the original and the best. Occupying an Edwardian bookshop, its long oak galleries with polished floors and shelves, graceful skylights and William Morris prints create a peaceful atmosphere. The perfect place for some serious browsing."

When building the Daunt Books website, Ehaus wished to reflect this sense of wonder and adventure found in the shops. Like the shops, the books are arranged by country, offering a carefully considered selection of maps and guides, along with the best history, biography and fiction. The specially tailored features of the Daunt Books website work in tandem with the established functionality of the Ehaus Content Management System software and comprehensive e-commerce facility.

"Ehaus has done an excellent job for us. They were patient, helpful and flexible during the build of the site and have made the ongoing maintenance easy!" says Katie McCalmont, Website Manager at Daunt Books.

The London bookseller was placed alongside the likes of City Lights Books in San Francisco, USA which featured in an earlier edition of BDSLive Life.

"It is marvellous that one of our clients has such a prestigious accolade bestowed upon it," comments Ehaus Managing Director Matthew Pollock, "and Ehaus is proud to be part of what makes Daunt Books such a success."

HERE TO HELP

Chris Haining and Matthew George are two faces in the BDS team relatively new to their customer-facing roles.

Chris is Operations Manager. Alongside his internal role of ensuring that the cataloguing of books runs smoothly and to a deadline, Chris deals with customer enquiries relating to library records and book handling and offers solutions with regard to data quality and the processing of large deliveries.

Chris first joined BDS in 1995 as a trainee and has worked in most parts of the business covering operations, so he is the ideal person to help with enquiries.

During a spell away from BDS, Chris took a degree at Edinburgh University in History and has also worked in Hungary, teaching English as a foreign language.

Most of the enquiries Chris handles are via email and you can contact him direct on chris.haining@bibdsl.co.uk or call 01387 702255. Alternatively, you can click on the Support link on our website at www.bibliographicdata.com and describe your query. This will ensure that your requirements will be directed to the person best able to meet your needs.

Matthew George joined BDS in February 2009 and is the company's IT Support Technician. Internally he deals with all the hardware and software issues that arise within the day-to-day running of the business. He also manages the email support system run through the BDS website.

Any issues relating to BDSLive or BDZ should be addressed to Matthew including those relating to account setup or running any of the services. Matthew can be contacted on matthew.george@bibdsl.co.uk or 01387 702755. Alternatively, you can use the Support link on the BDS website.

Prior to joining BDS Matthew worked for nine years in IT Support for a school in Pontypool, Wales. In his spare time he is a keen autograph collector and at its height his collection numbered over 4500 names, including Pele and Diego Maradona, Mother Teresa, Michael Jackson, Peter Falk and Lenny Henry.

To find out more about the people here to help you at BDS visit our contacts page on our website. If in any doubt about whom to contact, the BDS Support service, also available through our website, will ensure you get to talk to the right person.



Chris Haining



Matthew George

Useful Contacts

Here are the people working at BDS and their areas of operation and expertise. All their contact information is available, including a direct email link. Please feel free to write, email or telephone any questions or enquiries you may have.

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"What future for public libraries in the age of austerity?" was the fitting theme of the 2010 CILIP Public Library Authorities Conference as it coincided with the Government's announcement of the results of the Comprehensive Spending Review. Sarah Armitage was there to find the answers...

PROMOTING THE VALUE OF LIBRARY SERVICES

CILIP PUBLIC LIBRARY AUTHORITIES CONFERENCE, 20TH TO 22ND OCTOBER 2010

The conference promised a unique opportunity for in-depth discussion and debate on key issues such as the impact of spending cuts on local government and library services, the role of libraries in The Big Society, whether alternative governance, outsourcing, and shared services are viable options and if local people could or should be helping to deliver library services.



More than twenty-five expert speakers participated and delegates benefited from round-tables, networking opportunities, social events and visiting inspiring new libraries.

The results of the Comprehensive Spending Review forecast cuts to local government budgets of 28% over the next 4 years, however, the spectre

of doom which was purported to be hanging over the conference was not in strong evidence.

The general opinion of the delegates and speakers, both before and after the government's announcement, seemed to be that libraries were an essential part of the offering of local government from both an educational and social perspective but that libraries needed to do more to promote themselves within their local authorities and wider communities.

This was summed up by James Henderson, the Campaign Manager from Aviva for the recent successful partnership between York City Libraries and Aviva to transform the old Carnegie library in York into the York Explore centre.

Mr Henderson said that, before he began working on the York Explore project, and despite the fact that he works a few hundred yards from the site, he had been unaware that York City Library even existed.

He then went on to say that he now uses the York Explore Centre on a regular basis, for both personal and professional purposes, and that there were probably lots of people like him all over the country. He felt that more could be done to promote the usefulness of libraries as agenda-less meeting spaces which

bypassed social boundaries and offered vital services to communities.

Stephen Page, Publisher and Chief Executive of Faber and the Publishers' Association, announced the new policy of the Publishers' Association to restrict the downloading of e-books to within libraries themselves rather than remotely. Delegates were concerned that such a policy would pose problems for many authorities due to there being inadequate bandwidth to support downloading e-books within libraries and that this could restrict e-books services offered.

Ed Vaizey, Minister for Culture, Communities and the Creative Industries, was due to speak at the conference, however, due to the Comprehensive Spending Review announcement, he was unable to attend and instead spoke to the assembled delegates via video link. Despite technical glitches, a transcript of his speech allowed the Minister to get across his message that he recognised the value of library services and that the next four years will shape the future of the next 150 years of public libraries in the United Kingdom.

The overriding message of the conference was that there is definitely a future for public libraries, but that there is a need to work hard to promote the value of the services provided and to stress the contribution that libraries make to society as a whole.

BDS & THE GLOBE

BDS CELEBRATES 4 YEARS SUPPORTING SHAKESPEARE'S GLOBE

2008: Romeo and Juliet



2009: The Comedy of Errors



2010: A Midsummer Night's Dream



2011: As You Like It



ALL THE WORLD'S A STAGE... BDS WORKS WITH SHAKESPEARE'S GLOBE



BDS is once again supporting Shakespeare's Globe Theatre for three performances of *As You Like It* in Dumfries on the 6th and 7th of June this year.

Previous years have seen performances of *Romeo & Juliet* (2008), *The Comedy of Errors* (2009) and *A Midsummer Night's Dream* (2010), all supported by BDS and brought to the grounds of The Crichton, Dumfries, where BDS is based, by The Bakehouse, an arts organisation in South West Scotland.

"The outdoor performances have gone from strength to strength with over 1400 adults and children attending *A Midsummer Night's Dream*," says Lesley Whyte. "*As You Like It* is ideal for our parkland setting and BDS is proud to sponsor once again two evenings and a matinee show. The Globe Theatre does a splendid and much-needed job of bringing accessible performances of Shakespeare to audiences across the country."

The play is a pastoral tale of love and confused identities set in the mythical Forest of Arden against a backdrop of betrayal and repentance. It includes some of Shakespeare's best known lines including those spoken by the jester Jaques:

*All the world's a stage
And all the men and women merely players;
They have their exits and their entrances,
And one man in his time plays many parts.*

"This is a play where Shakespeare takes a close look at love," comments Chrys Salt, Artistic Director of The Bakehouse. "There is genuine love and sentimentalised affectation; there is anticipation, expectation and unhappiness caused by the interplay of all of these elements and the mores of the protagonists. It is by turns funny, melancholic and sexy. Fortunately for everyone, it turns out well in the end."

The performances are also linked to workshops for schools. Last year saw 300 pupils attending, some travelling one hundred and fifty miles to see *A Midsummer Night's Dream* and attend the workshops organised by the University of Glasgow. Support for the event also comes from the University of the West of Scotland and Dumfries and Galloway Council.

"BDS has been our mainstay for the past four years with regard to our performances in Dumfries, and indeed Scotland" comments Dominic Drumgoole, Managing Director of Shakespeare's Globe Theatre. "With their support and the sterling work of The Bakehouse we have achieved the highest audience numbers anywhere on our tours. We look forward to performing there and long may it continue."

If you would like to attend these special performances, BDS would be happy to provide further information and provide you with information on accommodation and an opportunity to see the BDS HQ and receive a tour of the BDS operation. Call 01387 702251 or email info@bibdsl.co.uk and put Globe 2011 as your subject.

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