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# Business Models



## ❖ A number of Business Models identified and discussed:

### 1. Publisher model

- ProQuest's Early European Books. Publisher funds digitisation and offers subscription for x years to subscribers outside country of origin; free in country of origin. Year x+1, resource is fully Open Access
- brightsolid and the British Library, making 40,000,000 pages of newspapers available. brightsolid will make material available via a paid-for website
- Feeling is that Public-Private partnerships have a solid future, with plenty of materials still available to be digitised



## 2. National Government funding

- ❑ e.g. France, where €750 million was given to libraries to digitise materials relating to the French patrimony. Government now wishes for some financial return to the state, and so the National Library has launched an appeal for private partner(s) for some money to come back to the State



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- Government Research Councils/Research Funders have mandates for data management plans and data curation. Are these more honoured in the breach than the observance?
- Secure better compliance from researchers and the result would be more digital material which is available to the public?



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### 3. EU funding

- ❑ LIBER is in discussion with the Information Society & Media and the Research and Innovation directorates to have libraries considered as part of European research infrastructure
- ❑ If this conversation is successful, possible that new funding streams will be available for digitisation



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## 4. Philanthropic/funding from Foundations

- ❑ e.g. National Endowment for the Humanities/Library of Congress fund a National Digital Newspaper programme
- ❑ Santander, who funds digitisation, e.g. of Cervantes, in different geographical areas around the world. Motivation is good PR for the company



## 5. Public funding/crowdsourced funding

- Wikipedia (in 2009-10) raised \$15,000,000 from 'crowdsourced' funding. Is this a model for digitisation?
- Can the concept of citizen science be applied to digitisation? E.g. FamilySearch has 400,000 volunteers doing scanning of genealogical records and transcription of stuff which cannot be OCR'd



## 6. Social Economy Enterprise Models

- Funders might fund digitisation for Public Good reasons
  - People employed will have more digital skills as a result
  - Progresses Employment agenda
- Such a model might draw investors from a range of sectors
  - Cf. KB in The Netherlands which uses such an approach for the preparation of material for digitisation





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- ❑ Digital Divide Data. Digitisation and IT Services with a social impact. Concerns Cambodia, Kenya and Laos. People in disadvantaged countries are given full-time employment, working on (e.g.) digitisation of materials from the developed world, and are given scholarships to attend University