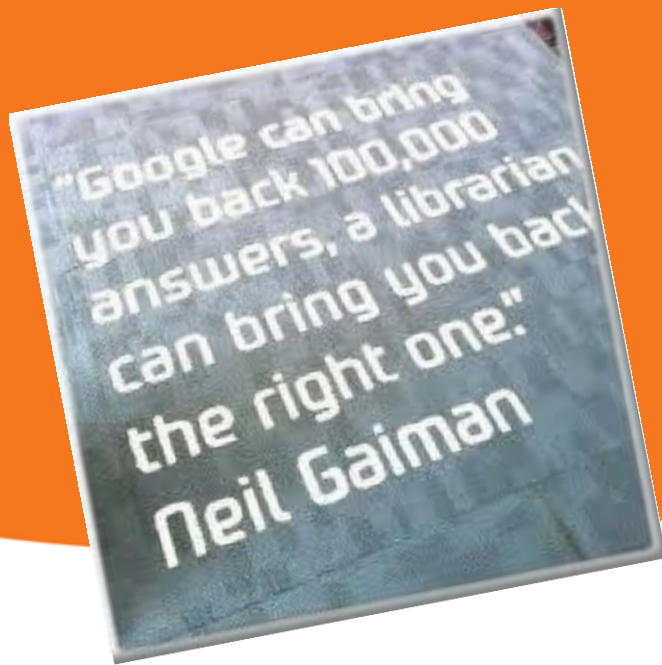


AN INTRODUCTION TO THE DUTCH INNOVATION PROGRAM

METLIB - Amsterdam – May 6th 2013

Diederik van Leeuwen, Director Stichting Bibliotheek.nl

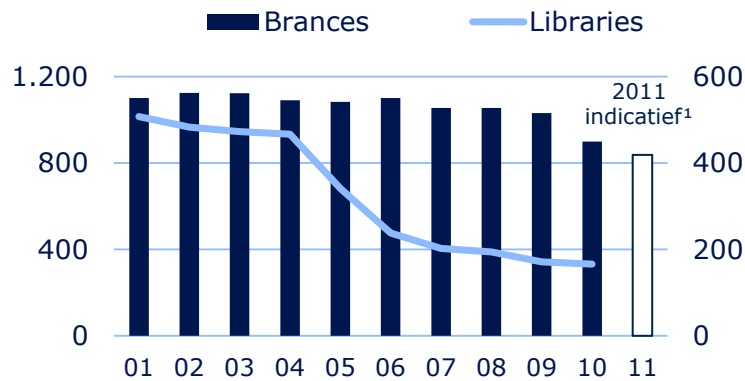


de Bibliotheek

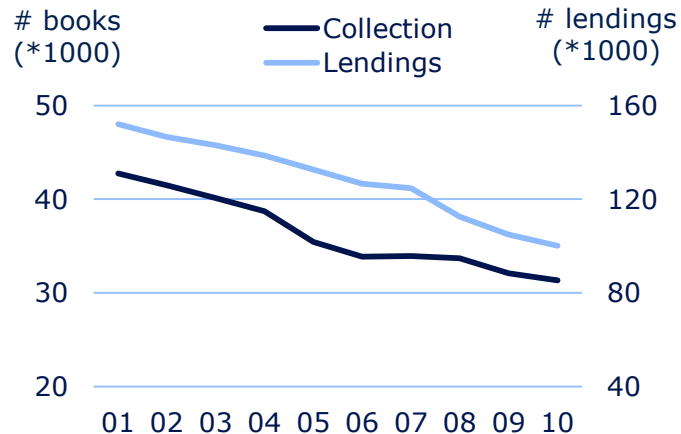


The Dutch libraries @ a glance

Libraries



of lending 2010



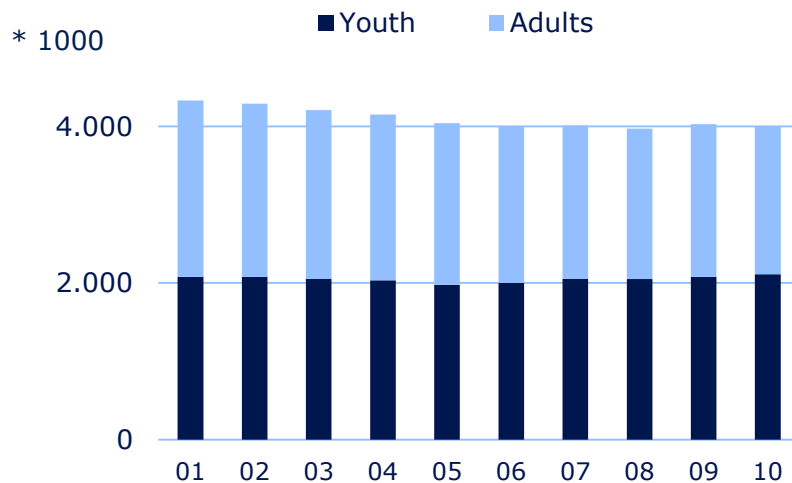
Some key facts & figures (euros)

- NL inhabitants: 16.7 mln
- Subsidies (local): 500 mln py
- Government: 80 mln py
- Holdings: 6 mln (17 ,lm incl universities)
- Copies: 33 mln py
- Lending: 100 mln py
- Spend on media around 80 mln py
- Innovation budget around 18 mln py

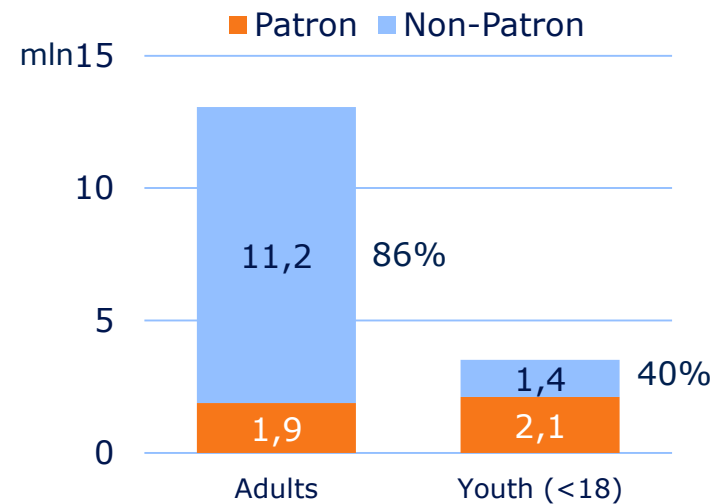
Although, there's still a lot of potential

In Holland youth has free patronship (others paid)

Patrons



Patronship 2010



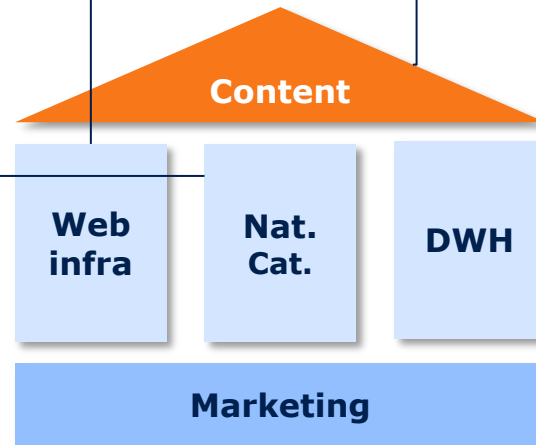
Innovation Infrastructure

Website-as-a-services

- Live around 40 websites
- 120 to go
- Widgets (around 100)
- White label structure

Content

- 500+ eBooks online (2,000 end '13)
- Streamed music
- Apps (with 1.000+ free eBooks)
- Literature webcontent



Datawarehouse - DWH

- Basic reports
- Data enriched

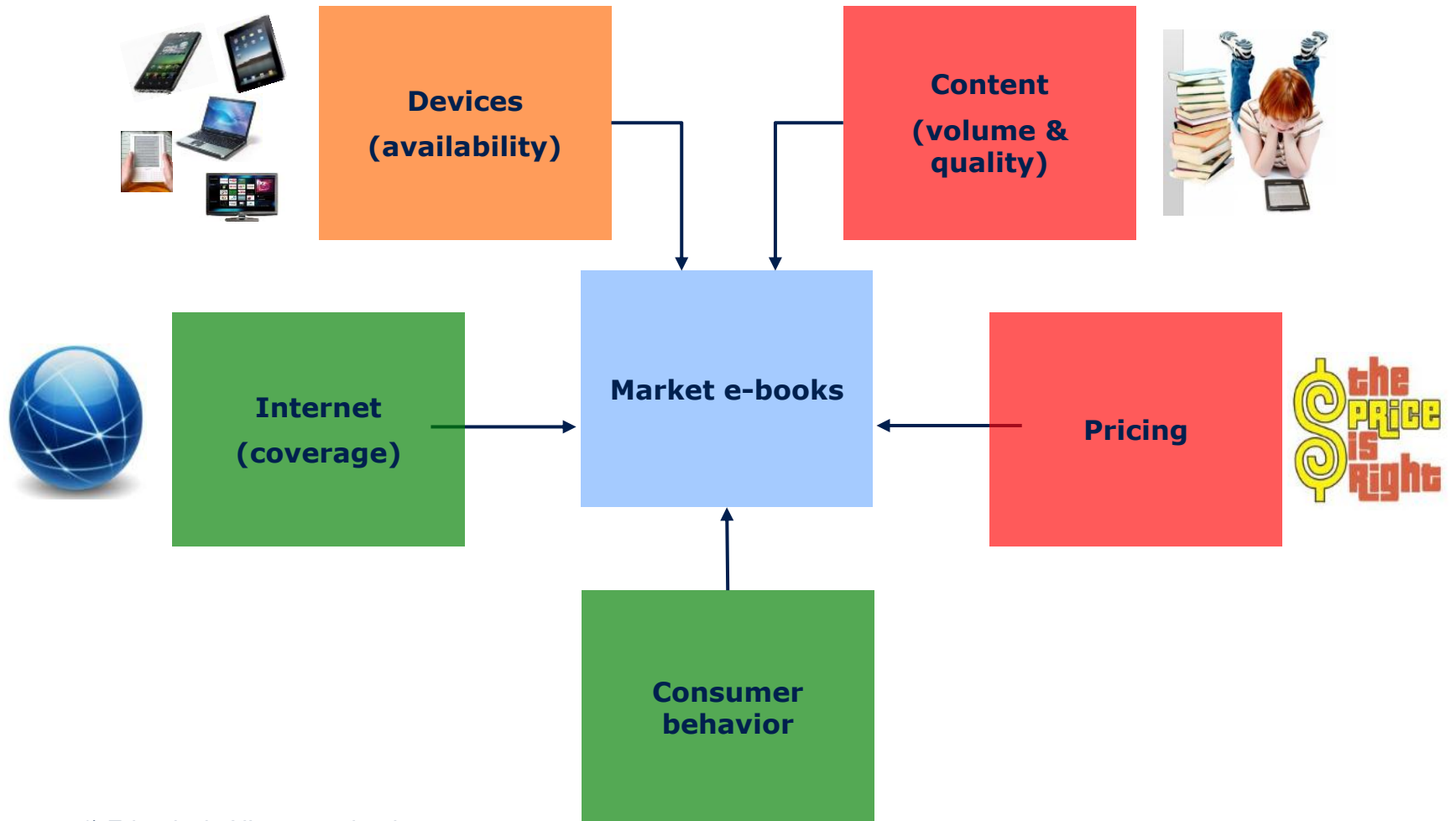
National Catalogue

- Searching / finding / ordering
- 160 library content synchronised
- National Library content
- Data banks, (open) sources

Marketing output

- Portal-strategy
- SEO-strategy
- Social media strategy
- Campaigns

Market drivers for e-books*



*) E-books in NL are not books but services (VAT 21%)

New business models set new standards for reading

	Books	Music	Films & TV	Magazines & News
Aanbieders				

Internet
business
modellen

advertisements

Freemium

PAY PER USE

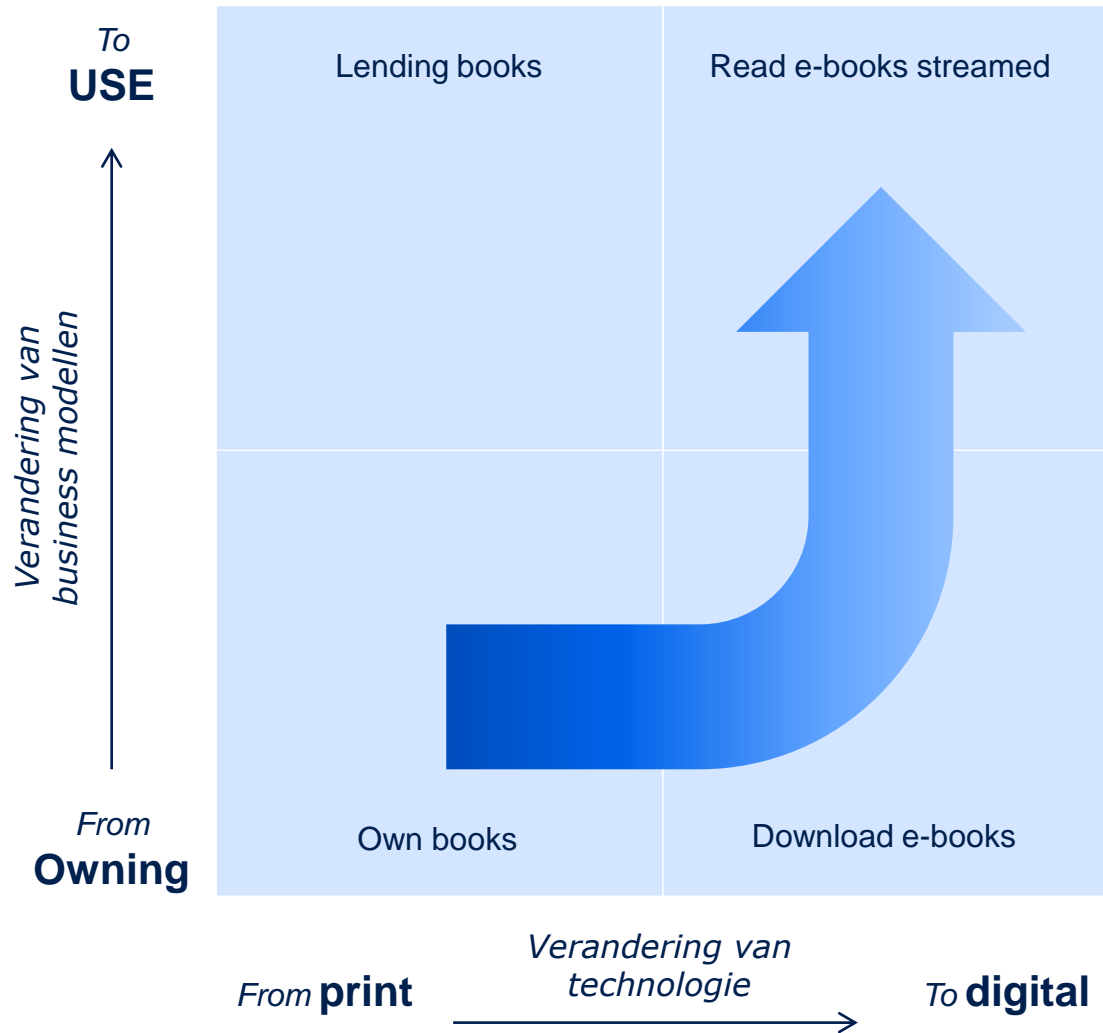
Vouchers

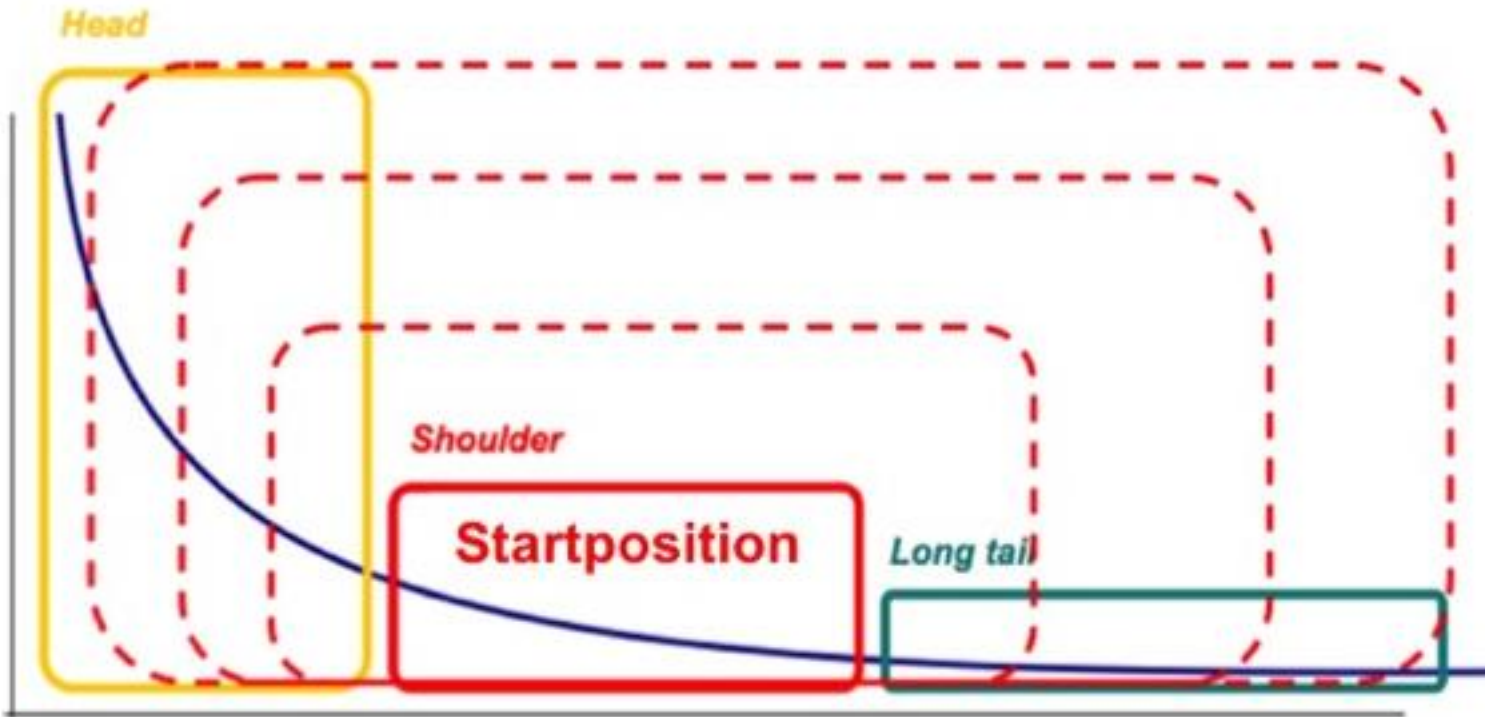
Cheap technology

subscriptions

File sharing

Next step in reading-revolution is taken place in NL:





Model 1
Head titles
(< 1 year old)

Library offers e-books similar to book-sellers / retail with extra service & in context, no discount

Patron pays per title

Model 2
Shoulder titles
(1 – 3 year old)

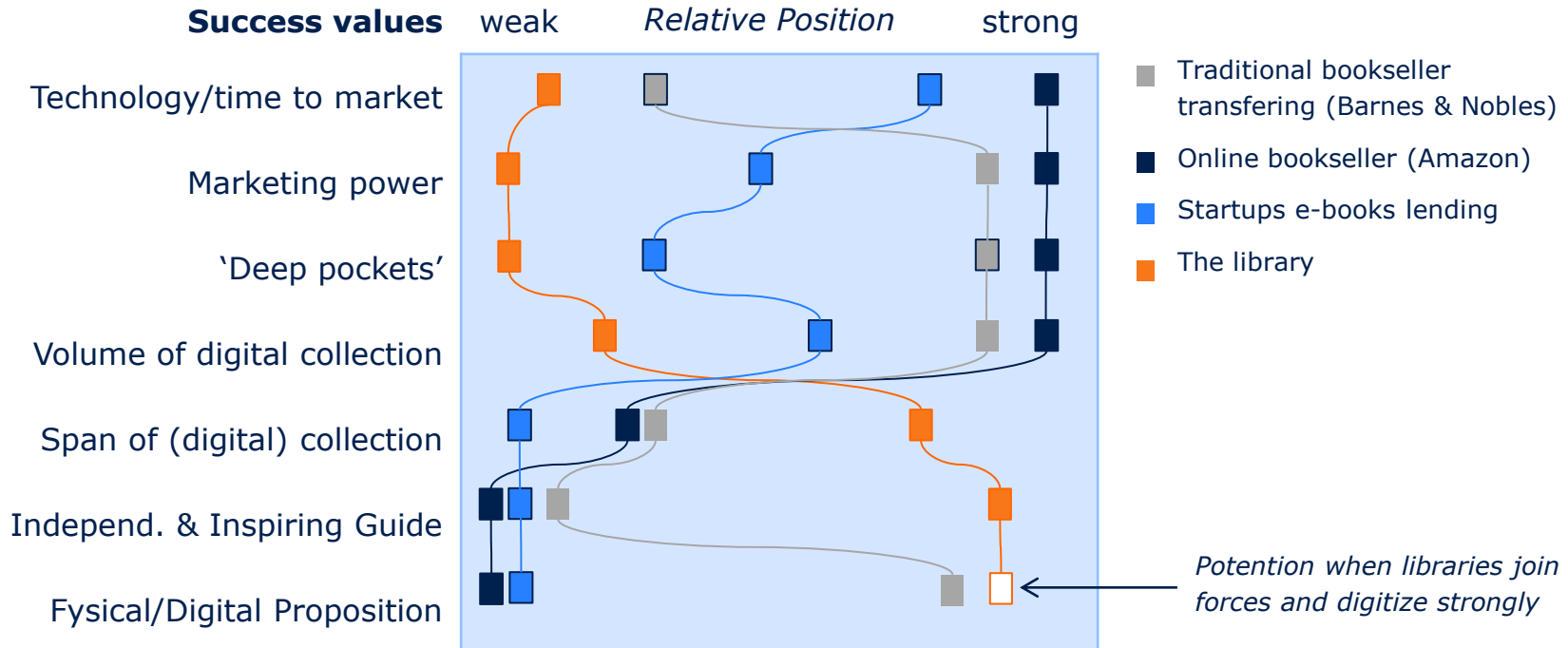
Library offers e-books for additional subscription fee (EUR 20,- py)

This budget is available for buying e-book licences

Model 3
Long tail titles
(3+ year old)

Library offers e-books uncap to regular members, no additional fees will be charged. Budget is made available by (local) government.

Commercial companies have strong advantages over libraries, however libraries have some strong USP's



mln	amazon	Stichting Bibliotheek.nl
Revenues	48,077 mln	23 mln
Marketing	1,630 mln	3 mln
Technology	2,909 mln	10 mln

Strategy Barnes & Noble – inspiring?!

- continue to invest in the digital business to fuel NOOK
- use infrastructure to deliver e-content wirelessly/online
- utilize the strong Barnes & Noble brand and retail footprint to attract customers to multi-channel platform
- develop innovative technology
- expand its distribution channels through strategic partnerships with hardware, software and retail partners



Speciaal geselecteerde
e-books voor jouw
specifieke locatie
lees meer ➔
bibliotheek.nl/leesmeer

de Bibliotheek 



'Read More' Campaign

- Only 100 e-books
- Budget licencies 100k
- Budget media 400k

Results:

- Over 50,000 new readers in 4 months
- 25% of all inhabitants took notice of campaign
- Positive contribution to image of libraries
- Locations and events contact us for 'next round'

De Bibliotheek introduceert een nieuwe manier van lezen en noemt dat 'lees meer'. Locatie gebonden e-books speciaal voor jou geselecteerd. Ontdek hoeveel meer je te weten kunt komen over een plek waar je je bevindt of een tentoonstelling die je zojuist hebt bezocht. Je herkent de lees-meer-locaties aan het oranje embleem. Het werkt heel simpel. Scan de QR-code of gebruik de url en lees meer.

