



## **Annual Report**

**reUSE digital master files of printed materials**



**<http://www2.uibk.ac.at/reuse/>**

**25<sup>th</sup> August 2005**



## 1 Table of Content

1 Table of Content.....	2
2 Project Description .....	3
3 Summary of activities .....	4
3.1. User/customer requirements and resulting product profile .....	4
3.2. Content outlook and innovative features:.....	5
3.3 Evaluation Framework .....	8
4 Dissemination and Awareness .....	9
5 Future Work and Exploitation Prospects .....	10
6 Further Information .....	11

## 2 Project Description

The reUSE project started on the 26th of June 2004 and will last 24 months. This annual report covers the time frame 26th of June 2004 until 25th of June 2005.

Many public sector institutions are acting as publishers. National, regional and local administrative units, cultural and scientific associations, NGOs, universities and educational organisations are editing and distributing books, journals, reports, newspapers, working papers, studies and many more.

All these publications are collected, preserved and made available by libraries – but still in its printed form only. The reUSE service is an extension of this basic libraries work and aims at collecting, preserving and making available also the digital print masters of the publications in question.

ReUSE is dedicated to setting up trusted digital repositories maintained by national and university libraries in order to collect, to preserve and to make available electronic documents which are currently published by public sector units in printed form only. Public sector units, as well as universities, NGOs, and publishers should be encouraged to use this service and to incorporate their digital content into the repository.

Moreover reUSE aims at reaching a critical mass of digital content which will allow creating new value added services from these digital data collections. ReUSE will therefore not only improve accessibility of public sector information but make a contribution to build up a market place for digital content. ReUSE finally is organised in a way that the implementation of its objectives is systematically evaluated on a European level and proved by critical observers interested in the effectiveness, impact and results of the project. The organisational structure of the project will reflect this approach towards transparency, provide serious data and allow decision makers to build upon the projects outcomes.

The basic idea of reUSE is that national and university libraries which are already involved in preserving printed material (deposit copy) will also gather the digital master files which had been the basis for printed publications. With this approach two main benefits can be enjoyed: digital content which is nowadays lost will be preserved for the long term and digital content which is distributed over thousands of public sector organisations can be directly accessed in a centralised way via established information channels of the libraries world.

The work covers three main tasks:

1. Setting up digital repositories in Austria, Estonia and Germany. These repositories shall be filled with the digital pendants (or master files) of printed publications edited by public sector institutions. The repositories will guarantee long term availability of the digital content. Moreover the digital content will be made directly accessible via Internet and electronic library catalogues.
2. Exploiting the digital content by providing value-added-services such as retro-digitisation of the backlist of publications
3. Installing an evaluation framework in order to gain as many data as possible about the new service of depositing digital master files and electronic publications. These data will serve as the basis for other European organisations interested in the outcomes of the project.

### 3 Summary of activities

#### Major achievements:

First work steps were concerned with information gathering (definition of focus groups, collection of addresses, outsourcing of contact persons) and the establishment of a funded conversational and working base with the content providers. The implementation of the online-presentation (public material) and archiving (non-public material) of digital publications was successfully completed in February 2005.

#### Completion of surveys:

A Survey on the long-term preservation of digital documents at European scientific libraries is planned and organized by the working group "Krimbacher, Neuhauser & Vogl (KNV)", a company experienced in the field of quantitative and qualitative market research in close cooperation with the coordinator of the reUSE project.

Another survey provided by the FH Eisenstadt-College "Information & Knowledge Management" should give an overview on the status quo of long-term preservation on public sector institutions and publishing houses in three Austrian regions (Vienna, Lower-Austria, Burgenland) and South-Tyrol. The aim was to find out about the standard of knowledge, awareness and ongoing activities.

#### Reaction/feedback from users & first results:

After a first round of contacting at least one content provider of every focus group we got our expectation verified towards the great need for public sector institutions and importance of long term preservation of digital documents. This experience was independently made in Austria, Germany and Estonia. Every organisation reacted in a positive way and it was clear that university libraries are regarded as experts in archiving – whether it may be analogically or digitally. The first year clearly demonstrated that the service was developed and offered at the right time.

#### Further activities & outlook:

Concerning the position of the project for the next year, we intend to depend the contact with our content providers in terms of qualitative and quantitative improvement of the digital repositories set up by the partners: DIGAR (NLE), E-DOC (UBER) and ALO (Austrian Literature Online working-group). The reUSE partners continuously seek to extend their digital holdings through active promotion of the service. The goal is to acquire a critical mass of digital content that allows the creation of value added services. reUSE therefore not only improves accessibility of public sector information. It also can be seen as a market place for digital content. The functionality of the reUSE service may – as an additional service feature – be made available to private publishers and other producers with a commercial stake in their products in the future as well.

### 3.1. User/customer requirements and resulting product profile

First of all the whole public field was clustered into focus groups with its corresponding subgroups. The building of focus groups allowed us a more specific and categorised research. In a next step partners in Austria, Germany and Estonia started with a general address research in order to get first information about our future "Clients". This was done partly on the basis of deposit publications, partly via internet. Upon having a multitude of possible content providers, the resources would not be sufficient to visit them all

individually. As a result of this the top-down strategy was created, in order to focus on contacting umbrella organisations to receive contact data of their smaller entities.

In a next step the clients were prioritised and face to face meetings with one and more representative of each focus group have been arranged. We learned that in many institutions digital preservation is a topic that is already discussed, but postponed due to a lack of information. Other reasons are: missing resources, uncertainties about security, access and future file formats.

Summarising the reactions where very positive and the impression was that reUSE started its activities exactly at the right time.

The results of the first meetings provided the basis for delivering internal workflows that includes the following main steps:

- Customer Relationship Management
- Legal Aspects (Submission Agreement)
- Delivering and Management of Data

#### Customer Relationship

To maintain the overview about the multitude of collected addresses and to manage the relationships to the content providers, we decided to use Customer Relationship Management Solutions. Each library partner is using its own solution according to the specific needs and workflows of its institution.

#### Legal Aspects

There exists no law to deliver digital documents to the libraries. As a result we provided a standardised basic Submission Agreement that can be used for all content providers. Nevertheless, some institutions want some minor, individual changes in the contract. It turned out that this point was surprisingly easy to negotiate with the content providers.

#### Delivering and Management of Data

reUSE partners are maintaining individual technical solutions.

Austria: Mainly the data's are delivered via FTP-Server. Each content provider gets an user account, uploads the files and we introduce the files together with its corresponding metadata in the digital repository.

Estonia: Each publisher gets a user account to an FTP-Server. Files have to be uploaded via a website and FTP.

### **3.2. Content outlook and innovative features:**

According to the workplan three digital repositories were set up in Austria, Estonia and Germany. These national thematic repositories are maintained by main national players, they are highly standardized and they will allow the long term preservation as well as the online availability of digital content.



Fig. 1: DIGAR – the digital repository of NLE (National Library of Estonia)

The illustration shows the starting page of the digital archive in Estonia, called DIGAR.

The reUSE-repositories are acting as additional online platforms for public-sector institutions (chambers, parishes etc.). Altogether some hundred institutions in the public sector were contacted and some dozens of them are already acting as content providers for the reUSE service.

In the second year of the reUSE project these activities will be intensified and extended so that more than 1000 public sector institutions in Austria, Germany and Estonia will be informed about the service. The project team is optimistic that some hundreds will finally act as content providers.

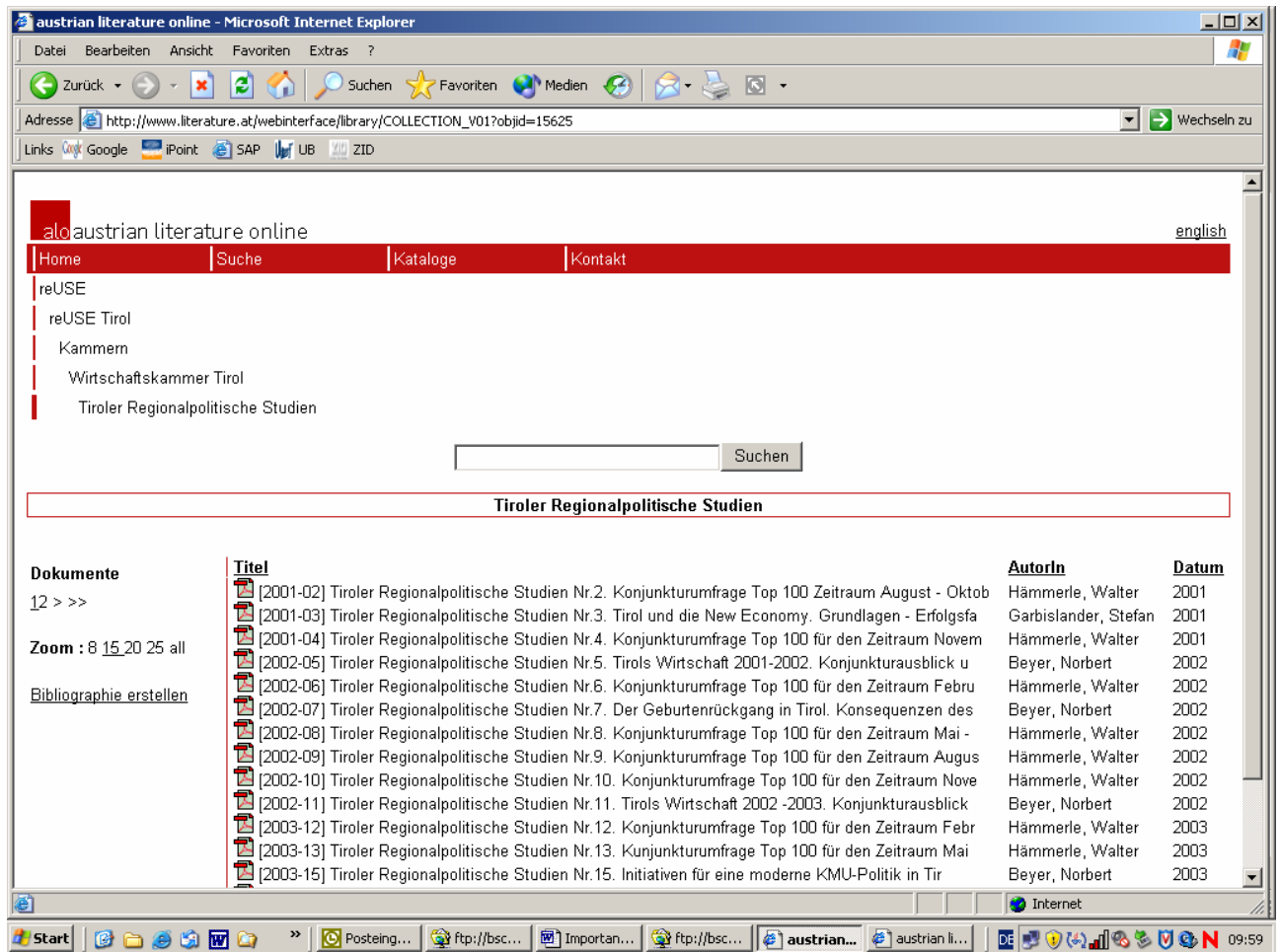


Fig. 2: ALO – Austrian Literature Online: the digital repository of the Austrian reUSE working group

The illustration shows the Austrian demonstrator. One of the specialities of the digital repository in Austria is that it is designed in a way that search engines are able to index its content. The simple search in Google for a publication provides therefore in many cases a direct search result in the digital archive. This is demonstrated in the following screenshot:

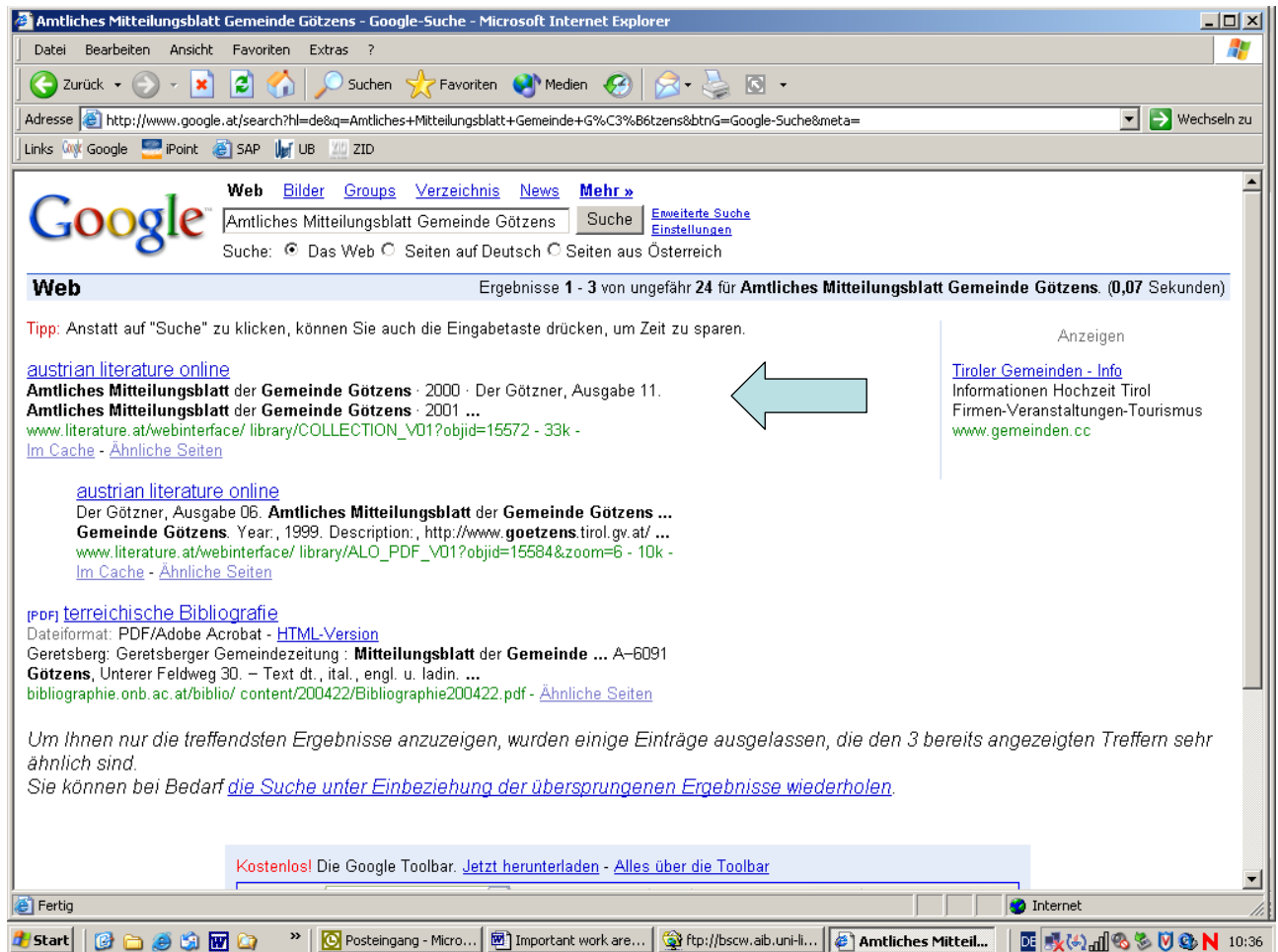


Fig. 3: Google in quest of reUSE-content

### Value-added-services

In the face to face meetings with content providers the reUSE project emerges as an entrance card for talks about value-added-services (completing e-archives → Digitisation). To give an example we talked with the most important publishing house of South Tyrol. They publish a very important journal called “Schlern” since 1920. It emphasized that there is a big interest and need in preserving the Masterfiles as well as in completing, digitising and archiving the complete stock of the journal. Some benefits are:

- completing e-archives
- easier workflow within the company
- data security
- online access for customers

## 3.3 Evaluation Framework

The development of the repositories in Austria, Estonia and Germany will be reviewed and evaluated in order to create transparent and objective data for the further exploitation of the model on a European level.



Since the evaluation has to be objective and comprehensive, for this purpose it was necessary to develop a general evaluation framework. There has been no standard or generalized methodology for evaluation of digital repositories. The following issues are evaluated from different aspects: repositories, organizational environment and long-term preservation availability. Overall aim of the evaluation is to make user-centred repositories which will be at the same time most efficient in technical and organizational regards.

The basis of the evaluation framework is a table, which describes relevant evaluation criteria and methods of gathering data on them. It is also the starting point of our evaluation. The multi-attribute evaluation will be combined with a SWOT analysis which will be possible after comparing the data on different repositories.

The evaluation will take in consideration the project outcomes and compare them with the project objectives, which are: setting up trusted digital repositories in Austria, Estonia and Germany for collecting, preserving and making available digital master files from printed publications edited by public sector bodies; and creating value-added-services in order to exploit these data collections. It should also analyse the impacts and benefits from the new services in the local environment.

In this regard, the evaluation will be focused on:

- organizational aspects of the repository management,
- the digital repositories developed by the demonstrators from their technical and content point of view,
- the long-term preservation strategies planning and
- the services, including added-value-services to the users and their impact on and benefit for the local environment.

These four topics should be evaluated from different aspects. Therefore has been developed a new integrated methodology that combines two approaches: Multi-attribute evaluation and SWOT analysis.

The SWOT analysis will be possible only after finishing the detailed analysis of all the aspects of the repositories and their services through questioners.

The services of the repository could be seen through different types of users. However, in the initial stage of the evaluation the concentration will be on two types of users: the developers of the repository and librarians.

## 4 Dissemination and Awareness

In order to promote the reUSE project four types of user groups have been addressed and informed:

1. Libraries
2. Public Sector bodies
3. Value-added-services suppliers
4. Users of library and information services

ad 1: The project participants have taken part in a number of national and European level events in order to promote the aim of the project to National and University Libraries, who act as deposit libraries, to adopt the reUSE service.

The following events must be mentioned in particular:

- Chinese-European Workshop on Digital Preservation, Beijing, 14<sup>th</sup>-16<sup>th</sup> July 2004
- Austrian Libraries Day, Linz, 24<sup>th</sup> September 2004
- ECDL 2004 – European Conference on Digital Libraries, Bath, 11<sup>th</sup> – 16<sup>th</sup> September 2004
- ERPANET Workshop on Workflows for Digital Preservation, Budapest, 13<sup>th</sup>-15<sup>th</sup> October 2004
- Österreichischer Archivartag, Wien, 8<sup>th</sup> November 2004
- Digitising Estonian Cultural Heritage (Workshop), Tartu, 9<sup>th</sup> December 2004
- Presenting reUSE project and digital archive to the team of Estonian Television, Tallin, 20th January 2005
- Deutscher Bibliothekartag 2005, Düsseldorf, 17th March
- Annual Conference: Rumyantsev v Readings, Moscow, 5th-7th April 2005
- International Conference: “Managing Heritage Collections” (MINERVA), Tallinn, 5th-6th May 2005
- Austrian Library Network Conference, Vienna, 18th May 2005
- LIDA – Libraries in the Digital age, Dubrovnik, 30th May-3rd June 2005
- LILAEST - Baltic States national libraries summer meeting, Lithuania, 27th June – 1st July

ad 2: Public sector bodies in Austria, Estonia and Germany have been systematically contacted. Some hundreds of administrative units have been informed about the reuse service via phonecalls, e-mails, face to face meetings and project presentations. This has resulted so far in an active dialogue with potential users and providers.

“Success stories”, who describe successful examples have been created and will be disseminated, through networks and channels in this field, for European countries not involved in the project.

ad 3: The most important dissemination activity was the first evaluation round in Austria, Estonia and Germany. The library users have been personally introduced into the digital reUSE repositories and the questioners on digital repositories. Furthermore the Dissemination for this group needs to be extended through the internal channels and networks Libraries and University offers.

ad 4: In the course of talking to the members of RIS Kommunal, a web-hosting service for municipalities, the reuse service could be integrated into their publication system. Therefore municipalities can transfer their publications for preservation by the click of a button and by using the software environment they are accustomed to as a value-added-services service.

Throughout this communication, the reUSE partners have promoted not only the project, but also the eContent programme. This included systematic logo mentions in all its advertising, press releases, flyers and web usage.

## 5 Future Work and Exploitation Prospects

The second year of the project is dedicated to two main fields:

1. Broaden and intensive the contacts to public sector institutions

Hundreds and hundreds of public sector institutions will be contacted. According to the experiences made in the first round of contacts the project team will be able to adapt the main message of the project to the different target groups. Since the reaction of the public sector institutions was very positive the team is very optimistic to get a large number of content providers at the end. It has also to be emphasized that these contacts are very important for the general image of the libraries in the public. On the other hand it is obvious that the relationship – which started with the reUSE project – needs to be maintained in the future as well.

2. Disseminate the results of the project to the libraries community and the broad public since the reUSE team has now so many positive experiences and examples it will be important to inform other libraries about the success of the project. In this context the „Study on trusted digital repositories“ will be very important. The study is currently sent out to around 700 large and academic libraries in Europe. At the end of the year a report will be edited and sent to all libraries. The report will – for the first time – give a general overview about the activities of European libraries concerning digital preservation. It will serve as a basis for further management decisions. The project team is therefore optimistic that a large number of libraries will be interested. Obviously the message of the reUSE project – that it is also necessary to collect digital print masters – will be transported via this report as well. Last but not least the evaluation of the services will also be summarised in a report and allow those libraries, which show deeper interest in the reUSE service to get more details and to prepare their own system.

## 6 Further Information

### General Contact:

Günter Mühlberger (Co-ordinator)

University Innsbruck Library  
Department for Digitisation and Digital Preservation  
Innrain 52  
6020 Innsbruck  
Austria

e-mail: [reuse@uibk.ac.at](mailto:reuse@uibk.ac.at)  
phone: +43 – (0)512-507-8454

Project Homepage: <http://www2.uibk.ac.at/reuse/>