

BDS in Howes E-Book Deal

BDS has expanded its services to the UK's leading audiobook, digital services and large print publisher, W F Howes Limited.

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W.F.HOWES LTD

THE HOME OF Audiobooks, Large Print & Digital Services

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Confluence for Knowledge: IFLA 2014

Lyon, noted for its historical and architectural landmarks, for its gastronomy, for its significance as a literary and humanist centre in the Renaissance and for its important role in the history of cinema was a fitting choice for IFLA 2014.

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BDS Wins New BL Contract

BDS has successfully secured the British Library English Language Monographs NETCAT Contract to catalogue 10,000 books over two years.

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BDS One Click Away

BDS has launched its new website designed to bring you the information you need about BDS much closer.

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BDS Supports da Vinci Decathlon

BDS is supporting an innovative and challenging initiative involving secondary schools in Dumfries and Galloway.

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A City in Love with Libraries

BDS Life visits the recently refurbished Manchester Central Library and discovers its fascinating story.





cultural icons that celebrate community, heritage, knowledge and architecture the world over.

Of course, BDS is about metadata and what makes BDS metadata among the best of its kind is the standards we adopt and the rigour with which those standards are applied. This lies at the heart of our double page spread on SAM, the pan-European project dedicated to creating a meaningful platform for socialising around cultural products via multi-screen technologies. In this article you can discover why BDS metadata was chosen to play such an important role alongside our EU partners.

Summer saw another visit from Shakespeare's Globe Theatre who brought three delightful performances of **Much Ado About Nothing** to the grounds of The Crichton, where BDS is based.

Finally, I would like to look to the future. Our support for the da Vinci Decathlon, featured in these pages, offers a wonderfully optimistic view of our young people preparing for the challenges of the world of work and life ahead. Perhaps some of these talented students will be working for BDS during its next twenty years. In the meantime we can now begin to plan our twentieth birthday issue of BDS Life due out next spring, while our readers, we hope, enjoy this current issue.

Lesley Whyte

A Summer of Success

As autumn begins to get its grip on the year, I can't help reflecting on the fact that BDS is fast approaching its twentieth anniversary. We have all come a long way since early in 1995 as this summer's events and successes have proved.

Two new contracts building on long-standing partnerships headline our news in this issue. The British Library expands its work with BDS as does WF Howes with whom we have struck a deal to supply e-book records. It is always gratifying when customers come back again and again; it not only demonstrates a faith in BDS products and services but is also testimony that BDS never relaxes when it comes to providing the best for its clients.

The conference season has come and gone and once again BDS was present at IFLA in Lyon, France and ALA in Las Vegas, USA, not forgetting the smaller gatherings in the UK and Europe. It is

perhaps no surprise that digital issues are high on the library agenda. However, it is equally clear that the core values of serving society, information for all and a belief in knowledge as the cornerstone of democracy are still very much at our profession's heart.

While in Lyon we also took the opportunity to visit a museum that addresses a subject that has a fundamental relevance to libraries. The Printing Museum is one of the best of its type and you can find out about it in these pages.

Continuing the cultural theme, BDS went to visit the recently refurbished Manchester Central Library. I find it remarkable that libraries are reinventing themselves with such vision and energy and remaining at the heart of their communities. Today's new libraries, built from scratch or refurbished, are true

BDS in Howes E-Book Deal

(continued from cover)

Currently BDS supplies W F Howes with MARC metadata for audiobooks and e-audio titles. The new agreement builds on this very successful relationship and covers the supply of e-book records ordered via W F Howes' OneClickdigital e-lending download platform for libraries.

"At W F Howes we believe in the importance of providing contemporary popular titles in up-to-date media formats," says Dominic White, Head of Publishing and Commerce. "This new deal with BDS allows us to extend and enhance our offering to libraries into the field of e-books while maintaining our core publishing values of quality, range and value."

The agreement confirms the position of BDS as the premier source of library quality e-book records. BDS has invested considerable time and resources into the creation of MARC data and catalogue enhancements in response to the fast-growing e-book market.

 **OneClickdigital**
Downloadable e-Audiobooks Service

"The creation of e-book records for use in the library catalogue is an exacting process," says BDS Data Manager, Lesley Creamer, who has led the project to streamline the production of library quality e-book records at BDS. "Our aim has been to mirror the high quality of our existing data as efficiently as possible for a large number of titles."

"BDS is delighted to extend our work with W F Howes," says Sarah Armitage. "E-books and e-lending are fast becoming an important part of the library landscape and BDS is ready to meet the exacting demands that this new media makes on the library catalogue."

To find out more about BDS e-book records contact Sarah Armitage on sarah.armitage@bibdsl.co.uk 07860 324570. To find out more about W F Howes limited visit www.wfhowes.co.uk.

BDS Wins New BL Contract

(continued from cover)

The deal will enhance and expand the British Library's legal deposit catalogue by using innovative technology developed by BDS which uses a combination of BL generated "strategic scans" of key book elements and control sheets to enable the creation of high quality bibliographic records for the national library.

"We are delighted to expand our work with the British Library," says Lesley Whyte. "It is good to know that the quality and expertise of our team, which has been a proud partner of the British Library for nearly twenty years, continues to be recognised."

"BDS demonstrated innovation and accuracy in addressing the requirements of the British Library," says Neil Wilson, Head of Collection Metadata at the British Library. "BDS's recognised expertise in the constantly evolving world of bibliographic standards means we can be sure their records will meet our demanding quality requirements."

Among the services BDS supplies the British Library is the maintenance of the Catalogue-in-Publication (CIP) Programme for forthcoming print and e-publications which ensures that the British National Bibliography (BNB) is accurate and up-to-date.

For more information on the British Library visit www.bl.uk.



BDS Sponsors CILIP RDA Briefing

Jo Maxwell and Jennifer Murray report

BDS sponsored a day-long series of papers and discussion around the implementation of the new RDA cataloguing standard. The event was organised by CILIP Events and was held in June at the CILIP headquarters in Ridgmount Street, London.

It was a very well attended event attracting over 60 delegates from a broad range of institutions and industries. The popularity of the conference highlighted the increasing interest in RDA developments and the associated requirement for training and development in RDA implementation.

Simon Edwards, Director of Professional Services at CILIP and Chair of the Committee of Principals for RDA, was the conference host and started off with a brief introduction to the day's proceedings. Speakers for the day included Alan Danskin, Metadata Standards Manager, British Library; Deborah Lee, Senior Cataloguer,

Courtauld Institute of Art; Terry Willan, Business Analyst, Capita, and Gordon Dunsire, Chair of the Joint Steering Group for Development of RDA.

Jenny Wright, Trainer and Development Manager gave her presentation on the implementation of RDA at BDS. Her talk was well received and engaged the audience who were interested in how the practical application of RDA affects workflow.

Simon Edwards brought the papers to a conclusion with RDA: Future strategy, future governance, and this was followed by lively discussion.

The full set of papers from the event can be downloaded from http://www.cilip.org.uk/cilip/events/cilip-rda-resource-description-and-access-executive-briefing-2014#sthash.MtjxYfBa.dpuf

If your organization is interested in RDA training through BDS, please contact Lesley Whyte, lesley.whyte@bibdsl.co.uk.



One Click Away

(continued from cover)

The new BDS site, which has undergone development and trials over the summer, is the result of a close association with designers and web developers, Weesleekit.

"We started by gathering information about what people visited on the BDS site," says John Hudson, one of the project leaders. "It was clear that despite loads of information being available only certain sections and pages were regularly visited. In order to improve the visitor experience, these much-visited pages took precedence when planning the new website structure while other pages could clearly take a back seat, disappear or be placed in more relevant places within the BDS Group web profile."

The result is a website that brings information much closer to the thousands of visitors that use the BDS site and a website where the content is clearly library-focused but also makes publisher information upload available from the homepage.

"Since our last website, launched in 2010, BDS has grown considerably," says Eric Green, Director of IT and Business Development. "This new, fresh overhaul of the information online about BDS now delivers what visitors need to know quickly and easily which befits a cutting-edge metadata provider."

Integral to planning the structure of the new site was the new look which follows a pattern that internet users are growing familiar with across multiple platforms.

"We wanted a tile-based system of presentation that allowed one-click access to any information on the site," says Steve Kirkpatrick, Managing Director of Weesleekit who undertook the graphic design and build of the new BDS site. "We came up with a look that gave appropriate weight and identity to different areas. These can be rapidly grasped by the visitor and they work across multiple platforms, from desktop monitor to smartphone. Nothing is superfluous or unnecessarily repeated while everything reflects the company identity."

The new site went live on the 1st November 2014. Plans are already underway to provide a similar new website for the BDS Group's trade arm, West10 Entertainment.



Classifying the World

Since Melvil Dewey first published his cataloguing rules in 1876, the Dewey Decimal Classification system has been used by an increasing number of libraries worldwide to catalogue their collections. Its endurance has been remarkable. Created in an industrial age of mass printing and storage in libraries that embodied 19th century civic pride it continues in today's digital age of linked data and click and swipe access to materials online.

The sheer scale of adoption of DDC worldwide can readily give rise to anomalies and differences in the application of the system while the superimposition of DDC onto pre-existing yet inadequate cataloguing systems in diverse countries and cultures leads to further issues as the world becomes globalised. Add to this the need for translation across languages and the need to standardise mapping DDC with other classification systems, as well as the ever growing set of human knowledge and practice in areas such as media, jurisprudence and computer science, and it becomes evident that the DDC system needs regular revision.

1876 saw the publication of 1000 copies of version one of Melvil Dewey's classification system; 1885 saw a second edition and a further 21 new editions have been published while subsequent editions will take on the more dynamic delivery method of the internet via WebDewey rather than the printed page. DDC is here to stay and it has more users now than ever before.

BDS and DDC

BDS has an interesting role to play in the formation of new rules within DDC. Development of the numbering scheme has to be justified based on literary warrant (i.e. the number of items being published in a field), and because BDS sees all the pre-publication information on UK publications, it is aware of what is being published and where trends are developing. Hence BDS plays an active role within Dewey committees and sub-committees and has its representative, Jo Maxwell, on the Mapping Working Group. This group's work is of particular interest to BDS because its focus is on the mapping of subject headings and local classification systems to DDC.

Jo attends Dewey user group meetings and was at the European Dewey User Group (EDUG) "Trending DDC Topics in Iceland and Other Parts of Europe" international symposium, held on 22nd May 2014 at the National and University Library of Iceland, Reykjavik.



The Origins of Dewey

Melvil Dewey was a practical man who liked to solve problems. He declared that the solution to the problem he had set himself of how to catalogue a library came to him in church during a long compulsory Sunday sermon. A flash of inspiration illuminated him and 'I jumped in my seat and came very near shouting Eureka!' as he described the event fifty years after his system had been published and adopted.

Dewey did not dwell on the philosophical foundations of his system. He may not have been fully aware of them. He wanted librarians and library users to benefit from his system.

Dewey's system has an interesting lineage. Francis Bacon offers one of the first modern examples of Dewey-like thinking and he created a very effective system to catalogue a library. Bacon's system was emulated by Edward Johnston at the St Louis Mercantile Library which in turn influenced William T. Harris when he catalogued St Louis Public School. Harris preferred knowledge divided up and served à la German philosopher, GWF Hegel. Hegel offered the basic division of knowledge into Reason, Imagination and Memory or Science, Art and History. It is Hegel's system that led to some apparent idiosyncrasies in Dewey's system such as language being placed so far from literature and social sciences so far from history.

The originality of Dewey was that he did not ask about what are the relationships between fields of knowledge, but how do I reliably find the book I want?

EDUG in Iceland

Jo Maxwell

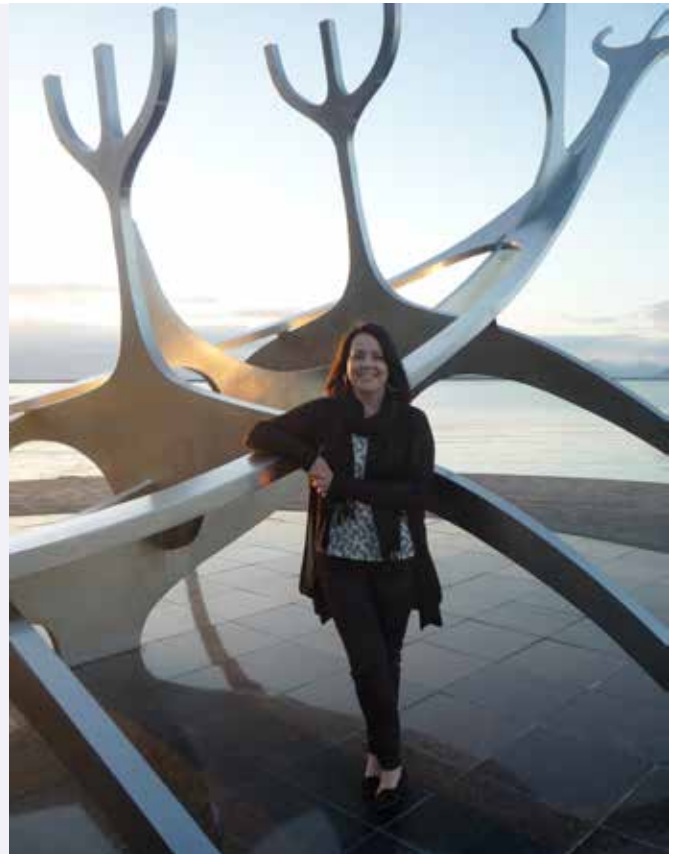
The delegates at the European Dewey Users Group (EDUG) international symposium came from UK, Iceland, Sweden, Austria, Norway and Germany to name a few. The symposium focused on the utilisation of DDC in different institutions and libraries throughout Europe, highlighting the benefits and disadvantages of DDC translation. Iceland produced its first edition of DDC in Icelandic in 1902, and 100 years later produced a digitised copy.

I was fascinated to hear that Iceland is home to the oldest democratic parliament in modern Europe, so it is little wonder that libraries are very important on this island. Two papers during the symposium addressed DDC and Icelandic libraries and both highlighted the need for consistency of approach and application of DDC within the library environment while admitting that the use of differing editions in different languages has led to some disarray.

Other countries' models were adumbrated, including Sweden and Austria, while the issues of translation and linked data were addressed by representatives from OCLC and Pansoft. Overall, it became clear many European library systems are aware of the need to overcome the problems raised by inconsistent application of DDC because of historical or language issues. I believe that in order for DDC to maintain its position at the forefront of classification its translation across languages is crucial. Measures outlined at the symposium in relation to these issues should improve customer experience in libraries and increase the effectiveness of library catalogues.

Travelling to the EDUG symposium in Iceland also offered a fascinating opportunity to visit a land that has one of the greatest traditions of story-telling prose in the world. The great Icelandic sagas are the earliest 'novels', dating back a thousand years and telling the tales of the early settler families who named the island as a deterrent against over-rapid immigration from Scandinavia. In fact, Iceland is a green land as anyone watching the cult TV series **Game of Thrones** can testify. Much of that saga of families and power has been shot on location there.

It is remarkable that written stories from a thousand years ago and current TV drama all have their place in the metadata that BDS creates and have their place on the shelves of libraries around the world. Next time you lift a box set or book from the shelf, remember Melvil Dewey.



Above: Jo Maxwell in Reykjavik Harbour; Stained glass panels by Leifur Breiðfjörð in the National and University Library of Iceland

Metadata - making an impact



Jenny Wright attended this year's Cataloguing and Indexing Group (CIG) conference. The event was held between Monday, 8 September and Wednesday, 10 September 2014 at the University of Kent, Canterbury.

Jenny reported back on the highlights from a packed program with the theme of "Metadata - making an impact". Metadata professionals from the Open University, EDINA, the BBC, and other institutions shared their experiences of making their metadata more effective for, and more appreciated by, their organisations and the outside world.

There were also reports on how RDA is settling in as a new standard, an update on the proposed Library of Congress Bibliographic framework initiative (see ALA report, this issue), and a panel discussion on e-book metadata.

There was also advice from Cambridge University Library on using visual social media application Pinterest as a book promotion tool, by using book jacket images to make a virtual book display.

Confluence for Knowledge: IFLA 2014

by Lesley Whyte



It seems appropriate, that at the confluence of the two mighty and beautiful rivers, the Rhône and the Saône, the inspiring theme Libraries, Citizens, Societies: Confluence for Knowledge, selected by President Sinnika Sipilä, was debated at the 80th IFLA General Conference and Assembly in the spectacular conference centre in Lyon.

Lyon, noted for its historical and architectural landmarks, for its gastronomy, for its significance as a literary and humanist centre in the Renaissance and for its important role in the history of cinema, was a fitting choice for this conference.

From the opening moments of the conference, when delegates watched the earliest films made by cinema pioneers,

Auguste and Louis Lumière, who captured images of the ordinary lives of their fellow citizens of Lyon, it was apparent that the ethos of this city was directly relevant to the aims, objectives and aspirations of all interested in the promotion and preservation of cultural products.

As Gerard Collomb, Senator-Mayor of Lyon explained in his address, Lyon has always been a city of innovation, with high library usage. Bruno Racine, President of the National Library of France (BNF) described libraries as "a cornerstone of French society". It was against the backdrop of these inspiring addresses that the conference unfolded.

1001 Libraries to See Before You Die

The concept of the "bucket list", made famous by the 2007 film starring Jack Nicholson and Morgan Freeman, has spun off into a number of publications and projects, including IFLA's **1001 Libraries to See Before You Die** initiative. Given my own

interest in visiting libraries, I couldn't resist the session held by IFLA's Public Libraries and Library Buildings and Equipment sections to learn about some of the libraries that have already been nominated for this project.

Nominations are invited from librarians, so it provides an opportunity for you to nominate your own library, or indeed, one you have visited, to the programme. The details can be found at <http://www.ifla.org/node/8849>, where you can download the form, which should be sent to the IFLA Public Libraries Section Information Co-ordinator, Jan Richards, at ifla@orange.nsw.gov.au. At the meeting it was stressed that this was not just an inventory for the great and famous libraries of the world, but also for the more esoteric and quirky establishments.

The Public Libraries and Buildings Group meeting also launched a new award for Public Library of the Year, sponsored by the renowned firm of Danish architects, Schmidt Hammer Lassen, which has

ONLY LYON

Some famous names associated with the city of Lyon, drawn from the BDS enhanced metadata archive. From literary giants like Rabelais, whose works were first

published in Lyon, to a Roman Emperor to chef Paul Bocuse whose restaurants you can enjoy in this elegant city today, Lyon has produced some of the great names in European culture that include opera stars, pop icons, aviator-authors, concert pianists and poets, not forgetting the originators of cinema, the Lumière brothers.





Left: Poster session at IFLA

Right: A packed auditorium at the Opening Ceremony

Below: IFLA President Sinnika Sipila addresses the delegates

designed many iconic libraries. The criteria for this award included the fact that it had to be for a new building with flexible surroundings, demonstrating outstanding design and local connectedness. The nominated libraries were from Australia, Denmark, England (the new Library of Birmingham) and the Netherlands.

Although disappointed that the Library of Birmingham did not win, I look forward to visiting the winning entry, Craigieburn Library in New South Wales, when I visit Australia in January 2015. All of the short-listed libraries demonstrated that libraries are moving from heritage buildings to hybrid spaces, where all kinds of activity are drawing in members of the local community.

Digital Matters

A full day at the conference was devoted to universal bibliographic control in the digital age. The speakers focused on leveraging metadata to expose the collections, the challenges posed by self-publishing, enriching the catalogue with metadata and the continuing importance of standards in a world where publishing moves from traditional formats to new forms of information.

National libraries globally are challenged by the issue relating to storage of cultural heritage in the digital age, in a world where social media is increasingly prevalent. Caroline Brazier, Director, Scholarship and Collections at the British Library, presented a paper on behalf of Helen Hockx-Yu on **Archiving Social Media in the Context of**

Non-Print Legal Deposit, and described the technical challenges posed by capturing dynamic content. Clement Dury of the BNF described the web crawling strategy at the Library, including "project crawls" which are focused on a specific theme or event such as elections on sports events.

The ephemeral nature of digital content means that web content is a new kind of fragile national heritage. UNESCO has recognised this global problem, and to this end the PERSIST Project was forged. Ingrid Parent, Past-President of IFLA, described how it was essential to build alliances to preserve knowledge. Against the backdrop of UNESCO's mission to provide education and culture to all, speakers from The Netherlands, South Africa, New Zealand and France described how their libraries were contributing to this process. It was recognised that digital preservation is a global challenge.

Big Data

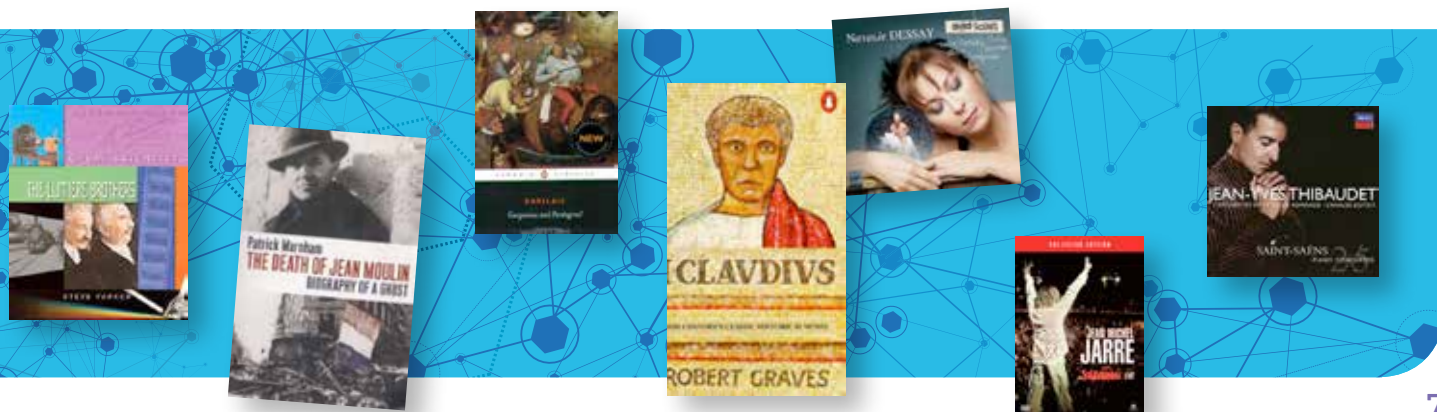
Big Data and data mining were concepts explored at the conference, with questions posed as to how libraries can support scholars in making use of the vast repositories of cultural material that is stored, and the copyright implications that data mining presents.

Hi-tech discussion was complemented by arguably, the best display of posters that I have seen at an IFLA conference, many of them topically themed with a World War One emphasis. I couldn't help but notice the stunning representation of the new National

Library of Latvia, known as the Castle of Light, and scheduled to open only a few days after IFLA on 29 August 2014. It definitely looks like a future contender for nomination to **1001 Libraries to See Before You Die**.

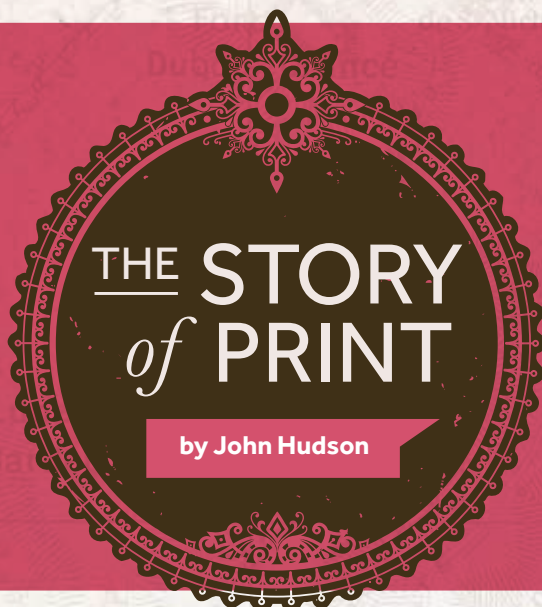
The Confluence of Knowledge

It is really encouraging to see so many delegates from so many nations engaging in discussion that is core to the library profession and the communities they serve at this annual conference. It is marvellous that libraries all over the world are being constructed to represent all that is best about the country in which they are built, to be shining beacons for education and culture, providing services for their citizens that are all-inclusive and sometime life-changing. It is inspiring to listen to speakers like Her Royal Highness Princess Laurentian of the Netherlands, who works to promote issues focusing on the development of individuals, and is passionate about the promotion of literacy. I'm sure all who attended IFLA 2014 reflected on how libraries influence societies and citizens, and returned home thinking how their work could and would make a difference.





The city of Lyon in France, home to IFLA 2014, is an important crossroads between northern and southern Europe and has played important economic and cultural roles in the development of the modern world, including libraries, as the Museum of Printing at the heart of the city testifies...



Among the many inventions that allows the world today to enjoy the remarkable universality of library services as witnessed during IFLA in Lyon 2014, is printing. Without the printing press the phenomenon that is today's public library would not be possible.

The Museum of Printing in the city of Lyon is one of the most important of its kind in the world. Concerned with every aspect of printing and the revolutions this ever-developing technology promoted or made possible, the museum tells the remarkable story of the factors that needed to come together to put the novel in your hand, the newspaper through your letterbox, the invoice in the brown envelope, the magazine in the newsagent and the book on the library shelf.

This is a story where simple innovations have radical and far-reaching effects such as the invention of moveable single character blocks in Korea in the third century that would eventually liberate Europe from the single block woodcut, or the move from parchment to paper which through ever more refined industrial processes became cheap enough to allow the mass production of books.





Not only the hardware: presses, papers and inks, are important in this story. The history of the typeface reflects the growth of humanism across Europe. The heavy Gothic scripts, still favoured in German printing until recently, but the origins of which lie in the medieval, hand-written manuscript, were replaced in Southern Europe, including Lyon, by Roman typefaces such as we still read today. The reasons were practical and ideological: legibility was important in books as they became smaller but the Roman typeface referenced classical learning and science over ecclesiastical dogma.

The adoption of printing gave rise to a proliferation and spread of ideas that led in many countries to the creation of a legal deposit system which acts as the foundation for national collections. The aim however was not the acquisition of knowledge as much as the need to control the types of knowledge out there. With the growth in printing came the growth of censorship.

The city of Lyon was one of the major European centres for the growth of printing. Rabelais was first printed there; the humanists, including Erasmus, had their works disseminated from this great city. Situated on a geographical crossroads and home to two of France's greatest rivers, the

Saône and the Rhône, printed material from Lyon crossed Europe and went further afield as European imperialism expanded.

The Industrial Revolution brought about a huge increase in the capability for the production of printed material. The newspaper, the novel and the printed government form all appeared and could be readily mass produced. The printed word was no longer the possession and privilege of the rich. Everyone who could read - and reading grew as printing grew - could pick up a book and decide on issues of the day for themselves.

And when governments tried to suppress printing, it went underground. In France printing helped disseminate the ideas of the Revolution, helped maintain morale during the Nazi occupation and inspired a generation of students to revolt in 1968. Our main sources for understanding these huge events is the printed material of the time now stored in our libraries for all to read and study.



The theme for IFLA 2014 in Lyon was Citizenship, Society and Libraries - what better theme in a city that unites all three, in no small measure due to the printing press?



New information models were all the talk at the American Library Association's annual summer conference in Las Vegas. BDS's Sarah Armitage was there to bring back all the trending ideas relevant to her work with libraries around the UK...

Talking About Tomorrow: ALA 2014

With 18,626 attendees, including 13,019 registrants from 78 countries, 5,607 exhibitors and more than 2,700 scheduled events, ALA has to be biggest library-related conference in the world. The future of libraries and their required transformation in order to meet that future has been a topic high on the agenda for several years now and things were no different in Las Vegas.

From BDS's perspective, talk was even more detailed and focused on bibliographic standards – RDA, FRBR, BIBFRAME, linked data and the protocols employed to achieve this in a connected world.

The OCLC Symposium, "The Internet of things: Coming soon to everywhere" raised, as it traditionally does, as many questions as answers, but the emphasis here is visionary. Jane Treadwell, University Librarian, University of Illinois started by saying that recent research predicts that "The Internet of Things" (IoT) will be everywhere by 2025. Enhanced connectivity will influence "nearly everything, nearly everyone, nearly everywhere."

IoT, we were told, is more than smartphones and tablets, but entire systems of objects which communicate and are connected. The question was: what impact will this have on our lives and libraries?

With speakers such as Daniel Obodovski, co-author of "The Silent Intelligence" and Lisa Carlucci Thomas, Director of ThinkDo, a consultancy firm specialising in libraries, the emphasis was on the growing prevalence of technology in our

daily lives. It has been predicted that by the end of 2014, 10% of the US population will have wearable devices which connect to the Internet. The IoT will come from the extraction of data from all devices connected to the internet.

Does this mean the end of privacy? Will we trade off privacy for access? The benefit is said to be an increased access to knowledge and the learning it could provide. Libraries should be key to this process and are vital to avoid increasing the already large digital divide in society.

"I'm convinced we need to come up with rules so we can control our own data," said Daniel Obodovski, "Librarians can be a big part of that, because they are potentially sitting on a wealth of data about patrons."

Beacher Wiggins gave delegates an update on the Library of Congress and BIBFRAME which the LoC is committed to piloting by October 2015. This pilot will involve English language cataloguing and possibly non-book formats. Unlike MARC, in which every record stands alone, BIBFRAME records are connected – and not just to bibliographic information, they can be linked to external information. Another idea behind BIBFRAME is that everyone works on a common interface rather than the way in which MARC is hidden behind an OPAC front-end. This should make library data more visible on the web which should drive customers to libraries.

Continuing the theme of openness and linked data, a further OCLC presentation "Wikipedia and Libraries: Increasing Your Library's Visibility" ranged across issues of authority, democracy and popularity



while another paper discussed "The Power of Shared Data: what's New and what's Next." The Linked Library Data Interest Group discussed the relative virtues and drawbacks of MARC, RDA, FRBR, BIBFRAME in the light of information access.

Wherever the discussion and the vision went in all these events, the premise was always linking metadata and using multiple access points across multiple data sources. Idealism often conflicted with reality, and it was evident that a lot of groundwork and trials need to be done to make this vision a reality.

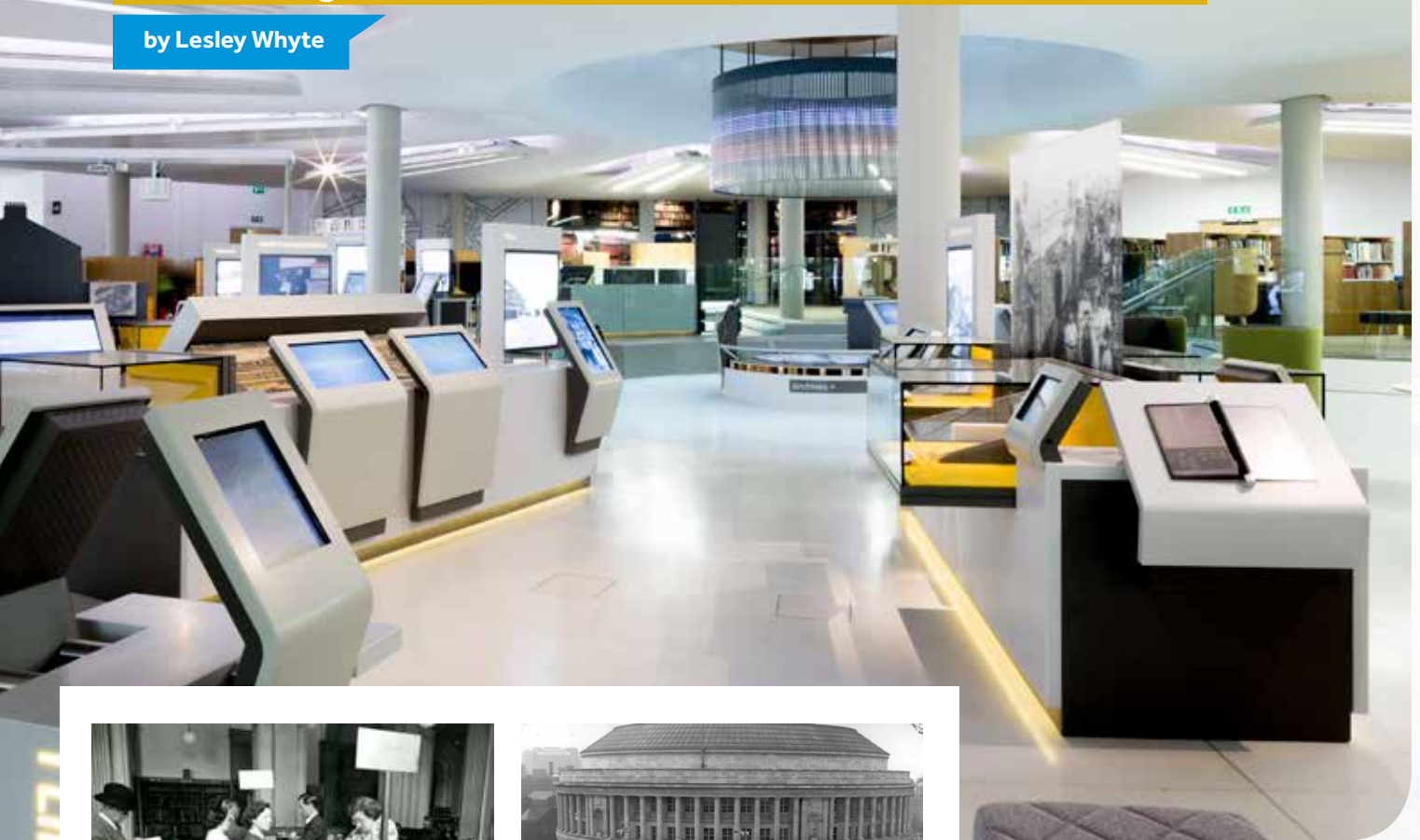
To conclude, actor, comedian and star of The Office, B. J. Novak, brought the message back to core values when he told the Closing Session audience that the first thing he ever wanted to be was a librarian, because the library in his school was a place where "no one told you where your mind was supposed to be."

ALA was as stimulating as Nevada was hot and, as ever, it remains at the forefront of discussion on what may, or may not make up tomorrow's library.



A City in Love with Libraries

by Lesley Whyte



"Welcome to a city in love with libraries." The words of Neil MacInnes as he greeted me in the Shakespeare Hall of the recently refurbished Manchester Central Library.

As Director of Libraries, Neil has overseen an impressive library regeneration programme across Manchester. At the programme's heart was the £50 million restoration of one of the UK's truly iconic buildings, first opened in 1934 and now, once again, a symbol of civic pride.

With many prestigious new-build library projects in cities around the world, Manchester City Council took the different approach of refurbishment and restoration of their existing Central Reference Library. The result is a remarkable new library that keeps all that people loved about the old building while adding functionality that addresses customer needs well into the century ahead.

In fact, such an approach highlights, even more than the new-build, the changing role of libraries in communities while re-asserting core values about the democracy of knowledge and the value of information in maintaining that democracy. The history of Manchester Central Library tells that story.

It is little wonder that Manchester City Council chose to stick with their existing, classically proportioned city centrepiece. Mancunians, as Neil says, love their libraries. The city was one of the first ever to establish a public library after the Free Libraries Act was passed in 1850. Charles Dickens was at the opening of the Manchester Free Public Library in 1852 where he said:

"In this institution, special provision has been made for the working classes, by means of a free lending library... this meeting cherishes the earnest hope that the books thus made available will prove a source of pleasure and improvement in the cottages, the garrets, and the cellars of the poorest of our people."

The building moved twice before the St Peter's Square site was chosen for the current library. A competition for the building's design was won by E. Vincent Harris, a municipal architect with a passion for classical architecture. He produced a building that has been compared to Emperor Hadrian's Pantheon in Rome and described as revealing 'a creative and original modern spirit' and being '[a] confident, assured and bombastic essay in the Roman Imperial manner' while locals

referred to it as the 'Corporation Wedding Cake' or the "St Peter's Square Gasometer".

The foundation stone was laid by Prime Minister Ramsay Macdonald in 1930 and the library was opened by King George V four years later, who said at the time:

"In the splendid building which I am about to open, the largest library in this country provided by a local authority, the Corporation have ensured for the inhabitants of the city magnificent opportunities for further education and for the pleasant use of leisure."

Having worked in and visited many libraries in America, I couldn't help making a further comparison with libraries I knew of, such as the Library of Congress.

"Absolutely," says Neil, "Harris knew these libraries down to their structural components and was influenced by them. And this is something that we did, too, when considering the refurbishment of Central Library. We visited iconic modern-day libraries, such as Denmark's National Library, the Black Diamond, Malmö City Library, Amsterdam Central Library and the wonderful New York Public Library and the relatively new Central Library in Seattle."

'Openness' is a key feature to the new library, openness to ideas, to people, to other areas and institutions in the city and further afield. This is also reflected by the fact that the refurbishment increased the number of public access points into the library from one door to seven.

To begin my tour, Neil takes me into what appears to be the library's nerve centre, the lively, colourful and high-tech Archives+ section on the ground floor.

Instantly, the symbolic value of the circle becomes apparent. A central core radiates out into themed arms on topics such as 'radical thinking', 'industry and innovation', 'place' where you are invited, or perhaps more appropriately tempted, to undertake a voyage of discovery. The object here is not to be comprehensive on any one topic but to encourage further investigation.

"The library is like a series of windows," says Neil, "where you can look onto vast fields of human knowledge. The Archives + section of the library gives onto resources within the library or onto other institutions in the city, such as museums or other libraries or art centres, or information further afield or digitally stored."

As I walk around the idea of the library as a thoroughfare for the adventurer in knowledge becomes ever more insistent and the happy joining of past and present seems effortlessly executed by a refined and thoughtful aesthetic. I can't help remarking to Neil that having visited the library before refurbishment, I am astonished by the transformation, and encouraged to see how the library has responded to change and technology, and continues to deliver a fantastic service for the citizens of Manchester.

"Customer focus has been at the heart of the process," replies Neil. "Before refurbishment we had a 70-30 split where 70 percent of the library was hidden from customer view. We have reversed that. Now you can visit, see, hold, consult 70 percent of the library's resources. We have backed up building-wide wi-fi access with a media lounge offering access to industry standard software. A BFI resource offering a diverse collection of British film and television, including unique material relating to Manchester, is an integral part of the archive section, and the Business and IP Centre is an active and fertile area that encourages business and innovation with experts on hand to help people realise their commercial potential."

There's also the children's library which is in the new extension joining Central Ref with the City Library, an ongoing project which will transform the civic space of St Peter's square even further. Children evidently love it and with due Mancunian pride the area is themed around The Secret Garden by local author Frances Hodgson Burnett. Animals pop out on a digital wall display to take you by surprise and you can 'walk in the garden' with the aid of cleverly devised projections.

For me, the part of the library that best illustrates innovation allied to respect for the past is the Henry Watson Music Library. Refurbishment has liberated the fine architectural detail from behind layers of superimposed walls and fittings to create an open, elegant space housing one of the country's finest music collections.



Distinguished music professor Michael Talbot, with an 18th century Italian music manuscript.

Here you can borrow from the vast collection of printed music and books on music, consult a wide range of music periodicals with historical back runs and collected editions, compose your own music using the library's dedicated composition computers, DJ on a mixing desk, use the collection of instruments to learn to play the piano or the drums, strum a tune on the guitar or jam with your friends.

"It happened only the other days as I was walking around the building," comments Neil. "A group of kids were chatting away and suddenly they just struck up, playing together, improvising. It was fantastic. But we are not only opening up to the future. There's the past as well. Since refurbishment we have been able to display many of our valuable and rare archive manuscripts."

However, Neil saves the pièce de résistance till last. I had caught a glimpse of it on the ground floor as I stared up through the glass ceiling onto an ornate clock suspended as if by magic above my head but now I was about to enter the library's Reading Room.

Neil is eager to point out that the silence as I enter this remarkably harmonious space is self-regulated. No 'Silence' signs are required - people know. He goes on to point out the building's unique acoustic.



Lesley Whyte in the travel books section of the Central Library.

If someone as much as whispered on the other side of this domed, circular space you would know. You can literally hear a pin drop.

Reading rooms with their air of study and concentration allied to learned elegance are the heart of many libraries and this is certainly so with Central Library. Here learning is worn with lightness and joy. What a wonderful place to study!

Before I leave I have to ask Neil about the figures. Are they hitting targets after completing one of the most remarkable refurbishment projects I have witnessed?

Neil points to a large group of school children that have just left an activity room on the ground floor after a visit to the library. They are gathering into a line to walk back to school. They are well behaved and smiling. We agree that says a lot, about the success of the new library and about its future.

"Kids love it, parents love it, we all love it. Manchester Central Library is a cultural destination in its own right. We've had 300,000 visitors in the first three months, 10,000 new library members and 50,000 items borrowed. That's a success story."



Socialising Around Media – Tomorrow



Meet SAM

The SAM project will develop an advanced federated digital social media delivery platform. This will provide an open and standardised way of defining, characterising, discovering and syndicating media assets or information.

Users will be able to consume these assets using different devices and at the same time get socially involved. SAM will promote common standards for social media measurement while at the same time play an important role in the diffusion of new technology.

SAM will develop standardised entertainment metadata related to 2nd Screen, SmartTV and smart mobile devices. This will enable increasing content quality via user standardised feedback or crowd-sourcing.

In this network, all the assets will be standardised and interrelated, using ID standards. This will offer consumers an opportunity to navigate through contextual content, discovering films, video, broadcast, music books and games.

SAM Enters Second Year

Socialising Around Media or SAM, the pan-European project funded by the EU, progresses apace as it enters its second year of development and research. The BDS Group's trade arm, West10 Entertainment, has the core role of metadata provision for the project.

The three strands of SAM are now clarifying into a process that can offer linked information across diverse platforms and media. These strands are: opinion mining or sentiment analysis, content syndication or the aggregating of diverse metadata sources into a single presentable format, and 2nd Screen technologies or cross-platform integration across smartphone, tablets and PCs that can present additional information and commercial options to viewers of primary screen platforms such as TV.

When combined these three strands can offer much greater information on film, books, games, music, people, publishers and production companies across a linked set of platforms such as TV and smartphone, while creating cultural and commercial possibilities for organisations and companies in the media and media supply industries.

"SAM is being designed to be a product which offers The BDS Group a number of benefits," says Barry Smith, Director of Sales at West10 Entertainment, the BDS Group member leading on SAM. "Metadata provision is at its heart but with new possibilities of linking across four media in one place while gauging public opinion on them all. SAM will also link to external content via API such as Wikipedia or Getty Images."

It is the three pronged approach that has people talking about SAM. A recent paper, published on the SAM website, www.socialisingaroundmedia.com, and written by the University of Alicante, one of the SAM partners, states:

"Opinions play a key role in decision-making processes. When we choose a product or service, we are usually influenced by the views of others. Traditionally we relied on previous experiences of family members, friends and colleagues in order to make better ... decisions. In the era of Social Media, there are many new opportunities for learning about the opinions of different segments of the population... Blogs, microblogs, forums, message boards, social networks, wikis, virtual worlds, and podcasts, to name but a few..."

And further on it continues:

"SAM applies opinion mining on Social Media to extract valuable information from users' comments, likes and [consumption]. The benefit provided to end users by opinion mining is the discovery of user preferences and attitudes... This information can be used to provide better ... recommendations and support the creation of dynamic social communities based on user preferences and feelings."

"As SAM progresses, we are beginning to realise a whole raft of benefits for a wide range of cultural and commercial sectors that use metadata as an integral part of their operation," says Barry. "The SAM platform can aid decision making, quickly inform suppliers and the public in a broad and in-depth manner about cultural items, and link across diverse devices for the consumption of that information. SAM and what SAM is teaching us promises to be an invaluable cultural as well as commercial tool."

For an introductory video about SAM go to <http://youtu.be/6VL7WqZ9mz8>

"The SAM platform will be built around West10 metadata. West 10 metadata is being used and is proven robust throughout the UK and the web. The importance of accurate and consistent data is paramount to metadata supply. West10 contributes this knowledge and experience to SAM, highlighting the value of standards and identifiers."

Rosie Harley, Director of Content,
West10 Entertainment



ow's Cultural Product Resource Kit

Barry Smith, BDS's project lead in SAM, and Richard Scott attended a SAM plenary session, held at the University of Alicante, Spain in October. Here is what they have to say...

The Importance of Standards

Barry Smith

The discussions were lively and intense in Alicante as the current status of the project was outlined, objectives set and the technical specification agreed.

I gave an update on the market opportunities and challenges which described SAM's position in the media and entertainment ecosystem, and highlighted the rapid pace of change where rich content, innovative technology and a demanding consumer meet.

As lead partner responsible for the delivering the Standardisation and Policy, I gave a presentation based on BDS's role within the project, focusing on the importance of standards to SAM with emphasis on the metadata content.

Metadata Content

Standards are critical to the media and entertainment supply chain, because they enable the various parties to exchange information with ease. There are a huge number of inventory items, and many manifestation of the same work, so identifying the correct manifestation is extremely important.

An issue which is important for EU public bodies such as libraries, schools, museums is the obligation to provide an audit trail to ensure that public money is spent appropriately. Hence, identifying exactly what was bought, the physical description of the item and the price has always been a stringent requirement and so the ISBN as a unique identifier for books has been a long-established standard.

Name authority standards are well-established, because single authors can have many works, and a standard name has to be used to bring them all together. Similarly, contributors may have the same or similar names, and it is essential to be able to identify one rather than another especially for the preservation of copyrights and payment of royalties.

In my presentation I explored the relevance to SAM of many standards including the European Article Number (EAN) now renamed International Article Number, Entertainment Identifier Registry (EIDR), ONIX for Books Product Information Message, the International Standard Book Number (ISBN), Machine-Readable Cataloguing (MARC), International Standard Name Identifier (ISNI), Name Authority Cooperative Program (NACO), International Standard Recording Code (ISRC), British Board of Film Classification (BBFC), Games Rating Authority (GRA), European Leisure Software Publishers Association (ELSPA), Pan-European Game Information (PEGI), and Resource Description and Access (RDA).



Barry Smith (front centre right) and Richard Scott (back, third left) with representatives of the other partner companies from across Europe and working on SAM at the plenary session held in Alicante.

Richard Scott, Senior Analyst Programmer, has joined the SAM team as it enters its second year. Here is what he has to say about his first SAM experience in Alicante...

An Ambitious Project

Richard Scott

SAM is an ambitious project aiming to pull various emerging technologies together. At the heart of the SAM system is content syndication, using a cloud platform repository linking assets in a multitude of ways. An asset is a generic term covering a broad range of possible descriptions from films, music tracks, song lyrics, advertisements, images, videos and so on. BDS metadata is a large focus in the initial stages of the project.

Linking of assets can be achieved through traditional identification methods, for example: barcodes, EIDR identifiers, NACO references etc. Further interesting linking options come from research into Natural Language Processing (NLP). Sophisticated NLP algorithms are to be used to analyse text not only to understand the syntax of words, but also the sentiment which can provide more accurate inter-linking of assets collected from various previously unlinked sources. The other main use of NLP is in voice control from end users.

The end user platform is to pull in social media content, assets and other related information around specific topics onto a "second screen" device. The second screen is often envisaged as content in a mobile or tablet application or browser, as an accompanying device to a television, but the "second screen" term can be misleading and it does not necessarily apply to a second screen, and indeed could be a component part of the same primary screen or a virtual device.

The technical implementation has not been initiated as of yet, though imminent, and the thorough planning and open design of the system architecture puts the project in good standing in what is a fast-moving industry.

BDS Supports da Vinci Decathlon



BDS is supporting an innovative and challenging initiative involving secondary schools in Dumfries and Galloway.

The da Vinci Decathlon is the brain child of Knox Grammar School in Sydney, Australia. Ten challenges were devised around the fields of engineering, maths and chess, code breaking, philosophy, science, art and poetry, cartography, literature, drama and general knowledge.

"When I saw examples of the kind of creative challenges that were to face our region's

students I was definitely impressed," says Lesley Whyte, who coached the students for the English challenge during a preparation day held in June, and marked the papers of the actual challenge in October.

"What appealed to me most was the multi-disciplinary aspect of the challenge, encouraging students to take an interest in subjects they might not be studying for exams".

In 2012 Knox opened up the challenge to include schools from other countries. Schools from South Africa, India, America and Scotland got involved. Participation via Skype proved so successful that Knox decided to make 2013 the first proper international event by hosting it near the city that played such an important role in Leonardo's life, Milan.

As well as supporting the decathlon and helping the students problem solve, BDS's design arm, Weesleekit, built the da Vinci Decathlon website

www.davincidecathlon.co.uk

The main, two-day residential event was held on the 7 – 9 October 2014. The winning school was St Joseph's College in Dumfries who will receive funding support from Dumfries and Galloway Council Education Department to undertake the trip for the finals, to be held in Leonardo's birthplace of Vinci near Florence, Italy in September 2015.

"This is where education and the library service converge," concludes Lesley Whyte, "What better place to go to learn about new subjects than the local library? The students I was working with were looking at films, books and music lyrics, all material we process at BDS. I'd recommend the da Vinci Challenge to any school that wants to encourage students to think creatively and to learn new skills, and am certain there is a role for library services to participate in this process."



Shakespeare's Globe: 7 Successful Years



For the seventh consecutive year, the BDS sponsored visit of Shakespeare's Globe Theatre to Dumfries in Scotland proved a great success.

One thousand people came to see three outdoor performances of Shakespeare's comedy, **Much Ado About Nothing**. The two day event took place around the June solstice in the grounds of The Crichton Estate, where BDS is based.

"It was great to see half the region's schools turn out for the matinee performance" says Lesley Whyte. "One of the prime purposes of our sponsorship is to introduce young people to world class theatre."

This year the annual and ever-popular event attracted additional sponsorship from Dumfries and Galloway Council and the Hollywood Trust who pledged support for school places for any of the three performances.

One teacher commented that school trips to see Shakespeare at the Globe in London or Stratford are becoming increasingly more difficult to organise and to fund, so bringing the Globe to a region such as Dumfries and Galloway is highly beneficial.

BDS staff attended the event on both evening performances and many judged it to be the best production so far. Previous

years have seen the Globe bring **Romeo and Juliet**, **A Comedy of Errors**, **A Midsummer Night's Dream**, **As You Like It**, **Hamlet** and **King Lear**.

To find out more about Shakespeare's Globe Theatre touring productions go to <http://www.shakespearesglobe.com>.



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