



TAX BASED DOWNLOADS!

Tax dollars pay for music and are opportunities to enjoy music from the public libraries. Listeners pay their taxes, which go towards financing the libraries' purchase of music from digital distributors, and lenders can access the music by using their library card.



Musicians, record companies and libraries joined forces and made sweet music when Danish library customers became the first in the world to be able to download and borrow music free of charge from the library system which has become the country's largest distributor of music measured by the number of tracks.

LIBRARIANS RE-INVENT THE MUSIC INDUSTRY

The Danish public libraries' Netmusik (www.netmusik.dk) is the first-ever service that allows library customers to legally download music for free. Almost half a million tracks are available for free download. Artists, the music industry and library customers are all happy with the Danish model, in which Danes through taxes have paid for the right to borrow everything from the hottest popular music to old Danish evergreens from the national archives.

"The music producers were sceptical to begin with, but are now satisfied to be on board," commented IT Manager Arne Sørensen, State Library of Århus, who is managing the project. It is a question of making new music available quickly and making access easy regardless of the

location of the user; but the size of the selection on offer is also important. "Demand has been increasing sharply since last September, when several of the major suppliers such as Sony, BMG and EMI Music joined the project. That gave us over 500,000 titles. Negotiations with Warner and Universal are almost concluded, and we are now approaching 800,000 tracks," said Mr Sørensen.

Ninety per cent of all Danish libraries are now participating in the music scheme. The individual library pays according to volume, but can limit the number of files it wishes to pay for and the number of files individual users may download per month. The number of downloads averages 2500 – 4000 per day, but has reached 5000.

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**WWW.NETMUSIK.DK
FACTS AND FIGURES**

Data May 2007
428,141 available numbers
35,614 available albums
520,136 downloads in all
3,860 downloads latest 24 hrs
112 downloads latest hour
133 active libraries
136 participating libraries



MODEL FOR DANISH LIBRARIES

"We operate as a type of co-op making bulk purchases, and are a success in terms of the National Action Plan for the Arts. We are delighted to have created a product that matches the role of the library service in Denmark by offering one-week loan of music. We have to provide our citizens with access to culture and information, and not just by lending books," explained Mr Sørensen.

However, many library customers are not yet aware of www.netmusik.dk and the many features it offers with easy access to a wealth of music by Danish and foreign artists. At present fifty to sixty thousand library customers avail of this service, out of a possible couple of million. "There has been some criticism of the fact that Netmusik uses Microsofts proprietary DRM solution and doesn't support Linux or Apple. The fact that library customers can't transfer files to their iPod is a problem, but it wasn't possible with iPod to uphold the one-week loan. This is one reason why we haven't had even greater success," added Mr Sørensen.

Netmusik means that libraries can instil new life into jazz and classical music as well as into the thousands of special songs that are at risk of being forgotten. The public can be more experimental in their choice of music, choose an unknown artist, and if they like the music they can buy it later.

SUCCESSFUL CULTURAL INITIATIVE

The Danish public libraries' Netmusik is part of the Dan-

ish Ministry of Cultures National Action Plan for Music 2004-2007, and the libraries' new offering has been generously subsidised by the Ministry. The new scheme means that artists have the opportunity to increase their earnings, and libraries can improve their services by offering digital material. Under the innovative scheme, artists earn royalties on the time-limited loan of their work, and when the time limit expires for the library customers, a link is provided to a store where the music can be purchased. For new bands it provides an opportunity to make an easier and less costly breakthrough.

Netmusik is the result of an agreement between the Danish public libraries and Basepoint Media, which represents the copyright owners of the music: IFPI Danmark, DMF, DAF, KODA and NCB. The National Library operates the scheme and has developed the administrative system. Library customers log in to the system with their local library user name and password. Practically, it was impossible to reach a joint agreement with all copyright owners, and in particular negotiations between KODA/NCB on the one hand and individual producers and other copyright owners on the other proved surprisingly difficult. This process illustrates that the music industry has not yet found a clear model for the respective roles when it comes to digital products. "It's been a long and difficult haul. On top of that, we were forced to change the technological platform along the way. However, we have made great strides," said Mr Sørensen, who hopes and expects that libraries can negotiate a continuation of the scheme.