

MEXICO NATIONAL REPORT

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a) Size and state of the country's publishing industry

“All the statistics about the relation between the number of libraries, bookstores and books, in the country and the number of inhabitants clearly reveal the backward condition of the publishing industry in spite of the important programs of the last years regarding the creation of public libraries, publishing and co-publishing of books and the setting up of libraries (...). Regarding book publishing, the Consejo Nacional para la Cultura y las Artes (CNCA - National Council for Culture and Arts) had an annual output of one million books, which increasingly have been co-published with private publishing houses. This modality represents 65% of total output. It should be pointed out that, on the other hand, 40% of titles are books specifically for children and youth.

On the other hand, the economic and industrial situation of the publishing sector, which involves paper production, printing and binding houses, publishers, distributors and bookstores, has deteriorated significantly in the last decade. Moreover, book sales have declined and many bookstores have closed down. It has been estimated that in Mexico, there is an average of one bookstore per 170,000 inhabitants, without taking into account that most of them are concentrated in the largest cities.

Undoubtedly, Mexico's bookstore infrastructure is insufficient to achieve a wide distribution of books throughout the country, added to which publishers lack the resources to efficiently supply all bookstores. The CNCA has reacted to this situation operating the National Bookstore Network, which provides support for setting up bookstores and which has 225 affiliated points of sale.

In the same way, there will be continued support for the Fondo de Cultura Economica as a decentralized public body which provides institutional services, with the social aim of promoting culture, science, technology and all other manifestations of human knowledge.

On the other hand, the state publishing output, which supplements private publishing in accordance with the specific objectives of its educational and cultural programs, distributes and markets its output through EDUCAL, which has its own points of sale, distributes and markets its official published output in private bookstores, takes parts in book fairs, and promotes exports”¹

In 1998, a co-operative policy with private publishers and comprehensive assistance to areas of strategic cultural importance, was promoted through a publishing program which consisted of almost 300 titles and 900.000 copies. More than 550.000 people visited the 44

¹ México, Secretaria de Educación Pública. Programa de Cultura 1995-2000. México: SEP 1996. Pp., 60-61

book fairs organized all over the republic.

EDUCAL performed the role of marketing institution for the Consejo Nacional para la Cultura y las Artes (CNCA), due to which nowadays, its main task is to coordinate the distribution and marketing of goods and services generated by the different entities that are a part of it. The number of bookstores and points of sale was also increased. Outstanding are bookstores supported by and affiliated to EDUCAL, which increased from 172 to 373 in 1998.²

b) Relation between demand/need of users/national supply ¿is it necessary to import published material or is the country self-sufficient?

“The Mexican book industry is at a standstill, as is most of the economy of the nation. During the fifties, the average print-run of well-known Mexican authors was 3.000 copies for 30 million Mexicans. In 1996, with a population of 90 million, print-runs were of less than 2.000 copies. That is to say, despite the expected increase in books proportional to the population increase of the country, in actual fact the amount of books published declined. Statistics show clearly the decline of the publishing industry, down by 60% in 1996, and 80% in 1995. Only ten out of each 100 registered companies in 1987, currently remain in the market, that is to say 90% less.

The demand for books is directly related to the economic development of countries, if we consider book consumption per inhabitant. Annually, in the USA it is 89 U\$\$, in Germany 102 U\$\$, in Austria 95 U\$\$ and Denmark 92 U\$\$.

If, as the National Chamber of Mexican Publishing Industry (CANIEM) shows, Mexicans read 2.8 volumes per year, consumption per capita would be 8 U\$\$, which is pathetic.

In Mexico 12 new books are produced daily. In the world, 4 thousand books are published daily. This means that Mexicans read little. In 1997, out of 93 million Mexicans, around 79 million had not been to a library in the previous year. 39 million of these are literate and are of a working age. Students visit the more than 12 thousand libraries of the country (according to the INEGI), an average of 20 times a year.

Added to this, there is a serious problem of educational backwardness; 9.8% of the population is illiterate (IV.Government Report) and the national average is 7.5 years of schooling for 1997 (Educational Development Program 1995-2000). In Mexico, there are only 15 million potential readers, the rest of the population does not read”³

c) Current state of bibliographic control in the country.

The National Association of Librarians A.C (AMBAC) “as a promoter of the library and

² Zedillo Ponce de León, 4to informe de Gobierno. México: Presidencia de la República. 1992, p. 122

³ Villanueva Martinez, Margarita.Exposicion de Motivos de la Iniciativa de la ley del libro. LVI Legislatura 1997.

information service in the country (...) is worried about the lack of all kinds of reference books, dictionaries, encyclopedias, catalogs, directories, etc. on domestic events. Especially the lack of updated catalogs on the output of the Mexican Publishing industry, catalogs on new features, catalogs of each individual publishing house, all of them drawn up with the necessary bibliographic meticulousness, pointing out the number and year of the edition. It would be ideal if catalogs appeared on the web pages of the Mexican publishing industry”⁴

“In Mexico, the office in charge of Author’s Rights regularly publishes catalogs of works which are assigned the ISBN, in the journal “Libros de Mexico”, published by the Publishing Industry Chamber.

As can be seen, regarding authors’ rights and the legal deposit there is important activity. However, in general, these actions have not been effective for the diffusion of local information, as usually, efforts to disseminate the published material are greater than the material possibilities of the responsible organizations, and information updating is too slow owing to lack of resources.⁵

d) State of the bookselling trade of the country.

“Mexican publishers are almost bankrupt not only because of the small market but also because of the high increases in the price of paper and other necessary inputs for producing books, including mail distribution costs. That is why it is even more expensive outside the capital city, where the main publishing houses of the country are located”⁶.

“In the face of the crisis the country is undergoing, unfair competition and the absence of reading habits, bookstores continue to decline, due to which it is anticipated that 30% more, of the 400 in Mexico, will close down.

This information was provided by Leon Baillon, Chairman of the Booksellers National Association, who added that during 1996, book sales were down by 40%, while publishing was down by 50%.

Regarding the divergence between booksellers and publishers, he said that it is due basically to unfair competition on the part of publishers, who have excluded bookstores as the natural sales outlet and have decided to sell directly”⁷

e. ¿Who maintain the National Archive of Published material and how effective is it?

By presidential decree of 23rd July 1991, the National Library and the Library of the Congress of the Union shall:

⁴ Fernandez de Zamora, Maria Rosa

⁵ Enzo Polino. Políticas de Información en América Latina y el Caribe. Estudio en siete países de la Región. Mayo 1992. <http://infolac.uco.mx/documents/politicos/politicas3.html>.

⁶ Perez Tamayo, Ruy. LA Tragedia del Libro mexicano. La Jornada. Opinión 29 de Julio 1996

⁷ Velazquez Yebra, Patricia. Las librerías en peligro de extinción. En el Universal. Cultura. 1 Diciembre 1996

- A) Receive bibliographic and documentary material published and produced in the country.
- B) Issue an acknowledgement or receipt of the material, keeping a record of the same.
- C) Guard, preserve and keep in good condition the materials that make up the holdings.
- D) Establish measures necessary for duly organizing the material and providing library services.
- E) Annually publish statistic information on the received material.

f) Current state of the legal deposit.

The legal deposit is governed by a presidential decree, which establishes the obligation of publishers and producers of bibliographic and documentary material to submit copies of their books to the National Library and the Library of the Congress of the Union.

This situation is fulfilled through the obligation of contributing to the formation of the national cultural heritage by submitting the following materials:

- A) Two copies of books, booklets, journals, newspapers, maps, music scores, posters and other printed matter of cultural, scientific and technical content.
- B) A copy of microfilms, slides, records, diskettes, audio and videocassettes and other audiovisual and electronic material containing information of the type mentioned in A) previously.

The General Board of Author's Rights of the Public Education Secretariat, shall send a monthly report on works registered in that agency, to the National Library and to the Library of the Congress of the Union, to check compliance.

Publishers and producers of the country who do not fulfil this duty shall be punished with a fine five times the sales price of the material not submitted.

The amount collected from fines enforced in accordance with the decree, shall be transferred with their legal costs, by the Public Treasury and Credit Secretariat directly to the library affected by the omission, so that it may purchase bibliographic and documentary material to increase its holdings.⁸

g) What are the national acquisition policies, if there are any?

Do university libraries cooperate with collection development?

What are the relations among the libraries of different sectors (university, public, research, and national)?

There are no national acquisition policies

University libraries, due to their autonomy and public or private status, develop their own collection development policies. In some cases there is cooperative acquisition.

⁸ Decreto de Deposito Legal, 7 de Julio 1991(Legal Deposit Decree. July 7th, 1991)

There is not a clear relation among each sector of libraries. In some cases, inter-institutional cooperation agreements are established for certain administrative aspects.

h) Has the country libraries which benefit from the legal deposit? If so, how useful are they?

Yes, the National Library and Library of the Congress of the Union. They are very useful.

i) What is the conservation and retention policy? Is it organized?

No.

j) What is the current state of the bibliographic interlibrary loan/exchange? Is there any system in place? If not, why not? Is one necessary?

It is governed by the “Code of Interlibrary Loans” of the Higher Education and Research Institutions Librarian Association (ABIESI) and “its objective is to promote and regulate the interlibrary loan service with the purpose of supporting research and higher education in the country (...) Said code establishes the basic rights and duties of libraries as regards others, as there is no express agreement, due to the fact that they are both ABIESI members,

The libraries interested in entering into a special agreement could modify, by mutual agreement, for their exclusive use, the terms of this code, by means of express clauses, in order to extend services or to offer protection better suited to the integrity and availability of collections, or for both effects.⁹

“The Internet has changed interlibrarian loans and document delivery in general. Mexico has started this combination, which codifies the request for and the access to documents, not only by the technology used, but also by the points from which requests and searches are originated. In sum, the flow of interlibrary loans between Mexico and the USA is stronger and more frequently requested by Mexico, because the USA’s collections are richer and more complete, and the gaps and deficiencies are more frequent on the Mexican side.

Given the varied nature of relations between both countries (USA and Mexico) and as they share a long border, interlibrary loan agreements go back many years and are related to a wide variety of subjects. Nevertheless, requests for bibliographic material are usually made directly from library to library, without a specific cooperative agreement.¹⁰

After 1988 a project of interlibrary loans among some libraries of the United States and

⁹ Asociación de Instituciones de Enseñanza Superior y de Investigación. Código de préstamo interbibliotecario. Mexico: ABIESI, 1976.

¹⁰ .Morales Campos, Estela. Préstamo interbibliotecario entre México y los Estados Unidos. (Interlibrary loan between Mexico and USA 60th.IFLA General Conference. Conference Proceedings. August 21-27 1994.)

seven university libraries of Mexico emerges, by means of academic and logistic support of the Benjamin Franklin Library (U.S. Information Service).

“This project only considers university libraries; on the Mexican side they are mainly private university libraries, and on the American side they are mainly libraries of universities close to the border and members of the Friends network in the southwest of the USA”.¹¹

k) Which universities are best equipped, in terms of collections and technology, to provide an interlibrary loan service?

University libraries.

l) Who is responsible for international interlibrary loan requests?

Under the terms of the corresponding agreement, the requesting library.

¹¹ Morales Campos, Estela. Préstamo interbibliotecario entre México y los Estados Unidos. (Interlibrary loans between Mexico and the USA) 60th IFLA General Conference. Conference proceedings, August 21-27, 1994.