Transforming and opening up Swiss newspapers to the world
successful partnerships for rights management and funding digitization at the Swiss National Library

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Introduction

- A young institution: founded in 1895, collection mandate: Helvetica since 1848
- Most of the collections are copyright protected
Le Nouvelliste

- Valais Newspaper, 1903 – today
- Conservative and Catholic line
- Digitization of issues 1903 to 2011 from March 2012 to January 2014
Identifying the partners

Swiss National Library

Association pour la sauvegarde du patrimoine des médias valaisans

Médiathèque Valais

Source: http://www.myswitzerland.com/de-ch/wallis.html

Source: http://commons.wikimedia.org/wiki/Wallis#mediaviewer/File:Karte_Lage_Kanton_Wallis.png

Source: http://www.mediatheque.ch/wallis/ausleihe-603.html

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Private Public Partnership – Partners‘ agreements and contributions

- Rights clarification
- Project funding
- Collections to use
- Marketing
- Sharing workload and costs of each partner
- Software and hosting questions
Private Public Partnership – Financing

725’000 pages

- 30% of costs
- 10% of costs
- 20% of costs
- 40% of costs (Sponsoring)
Distribution of tasks - Selecting the collections for digitization

Criteria of selection:

- Binding
- State of preservation (paper, binding, typeface)
- Unbound copies available?
- Disbinding possible?

Distribution of tasks - Outsourcing digitization

Choice of company:

- Call for tender by ASPMV (Swiss companies)
- Call draft by MV and SNL
- Contract: Digitization Company – ASPMV
  - technical / organizational / financial aspects
  - Sequence of work
- Contract: Software-Provider – ASPMV
  - OCR & Segmentation
  - Sequence of work

Source: [http://www.walternagel.de/buchscanner](http://www.walternagel.de/buchscanner)
Preparing and uploading the data
Marketing

110 ans de «Nouvelliste»
à portée de votre souris

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The Project Die Tat – The newspaper

- Swiss Newspaper
- Published 1939 - 1978
- official publication of the Independent Alliance
- Opponent of National Socialism
- Digitization from 2013-2014

Source: [http://www.historia.net/de/Die_Tat_060719441020149/](http://www.historia.net/de/Die_Tat_060719441020149/)
Funding

- No co-funding by public partner:
  - No regional focus (whole CH not only canton)
  - Publication period outside of priorities

- No Co-Funding by private partner
  - Other digitization priorities

- Partnership with private partner:
  - Rights clarification
  - Complete collection for digitization
Comparing the approaches

**Partnerships**

😊 Partnerships enable us to digitise more
😊 Rights management handled by partners
😊 Free access
😊 Publishers find sponsors
😊 Less freedom to choose systems
😊 Diversity of systems and access
😊 Time required to negotiate individually

**Stand alone**

😊 More freedom to choose system
😊 One access for all newspapers
😊 Less time required for negociations
😊 Stand-alone funding only exceptionally possible
😊 NL has no possibility to find sponsors
😊 Huge workload for one institution (quality control)
Lessons learned

- Pragmatic approach in PPP works well in our context
- It takes time to organise a PPP
- It is essential to establish clear agreements
- Clearly defined information-flow between partners
- Structures and models established in other projects work
- The publisher is in the best position to find sponsors
- … And to publicise the results
THANK YOU FOR YOUR ATTENTION

Questions?