

Human Traces: How digitising newspapers is transforming family history

Patrick Fleming, Head of Operations, London, The British Library



The genealogy market

- The value of the worldwide genealogy market is estimated to grow from a 2012 figure of \$2billion to \$2.7 billion in 2018
- Estimated to be more than 92 million individual genealogists worldwide. In the United States alone a genealogy enthusiast typically spends anywhere between \$1,000 and \$18,000 a year to trace ancestors
- There are no definitive statistics to illustrate the likely number of genealogists in the UK but all the indicators are that this is large and a high growth market
- The spend of UK family historians is increasing. The main beneficiaries of this are Ancestry and the Library's partner Find My Past which both offer newspaper content as a primary resource within their portfolios of family history datasets
- Most of the top genealogy websites are focused on the US market. 65 of the top 100 genealogy websites are from the US. This roughly corresponds to the size of the US genealogy market
- Ancestry.com continues to remain the most popular genealogy website in the world and is regarded as a powerhouse in the field of genealogy. They own four of the top ten genealogy websites and 14 of the top 100 genealogy websites. They have 1.7 million paid subscribers. The company expects to grown 2013 revenue by 15% to 20% driven by continuing growth in the genealogy market

British Library newspaper collection

- British Library newspaper collection is possibly the greatest collection in the world.
- Most of the runs of newspapers published in the UK since 1800
- Collection dates from 16th Century
- 53,198 separate print titles
- 370,000 reels of microfilm
- 50 km of shelf space
- Legal deposit collects 95% of 1400 titles from UK and Ireland
- 200 overseas titles
- 800 million pages
- 30,000 readers per year





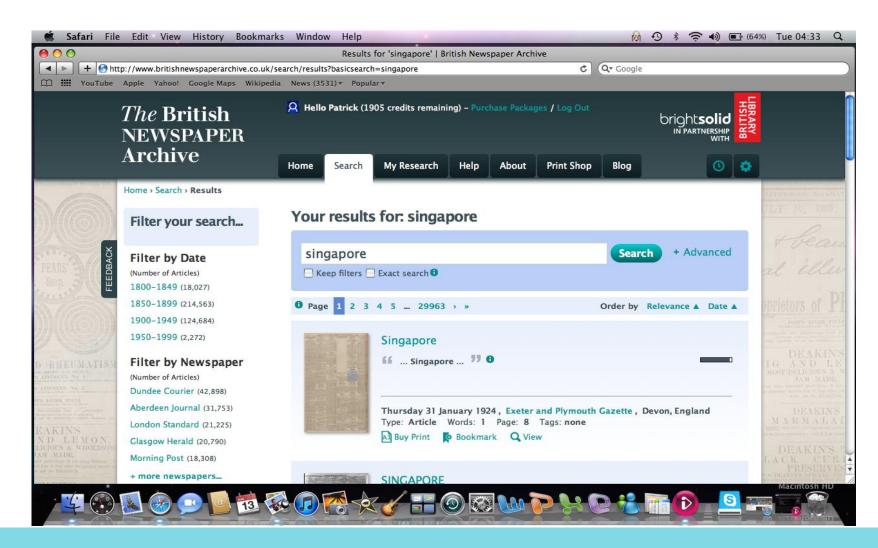


Newspaper digitisation initiatives

- The Burney collection of 1800 to 1900 content
- 2004: Jisc/Gale Cengage three million searchable pages of 19th century British Newspapers
- May 2010 commitment for up to 40 million fully searchable pages
- August 2013: Seven million pages from early 18th century through to 1950
- Embedded in brightsolid Find My Past genealogy website and sold into institutional market
- Gale Cengage Nineteenth Century Collections Online



www.britishnewspaperarchive.co.uk



www.findmypast.co.uk

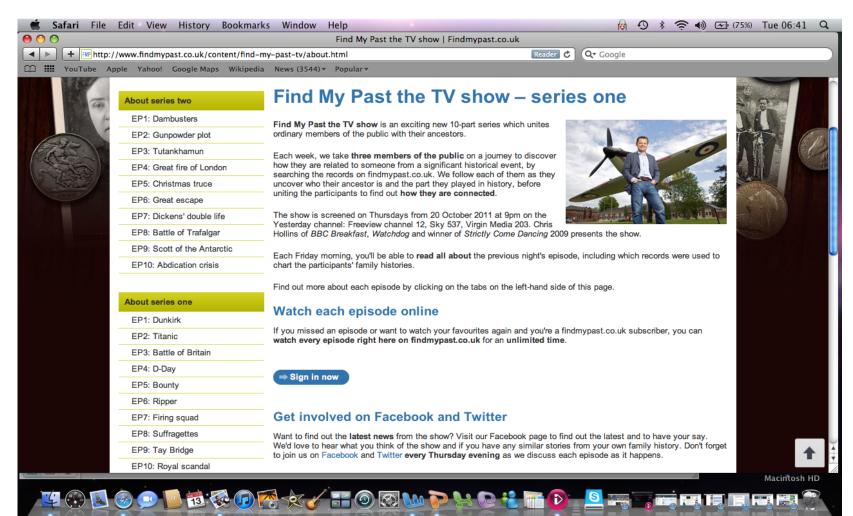
🗳 Safari File	Edit View History Bookmark	s Window Help			(100%) Tue 07:48 Q					
000		Center for Research Lib	oraries – About CRL							
000										
	/www.findmypast.co.uk/		¢	Q• Google)					
🖺 🋄 YouTube Ap	pple Yahoo! Google Maps Wikipedia	News (3548) ▼ Popular ▼								
	findmypas	t [™] co.uk	Family Tree Charts Make Your own Family Trees Create Family Tree Charts Free Trial							
	search with the o	experts •	Welcome back Patrick Subscribe Sign Out							
the -	Home My family tree Search	records My saved records News	Help & advice My account	ce My account						
The second second	Your account summary	Search our records	N. W. T. LA	Useful links & resources						
	Welcome back Patrick	* Required fields		➡ Getting started	The Co					
	Subscription: Full Subscription expiry: 25 February 2014	First name	The section	➡ Video tutorials						
	2014	Last name *	- Tot	➡ Payment options						
		Year from Year to		➡ Knowledge base						
		Collections from	NAT /	 Order birth, marriage and death certificates 						
	and the second se	⇒ Search								
		Search birth, marriage, death & parish records								
	Manage My Account	 → Search census, land & surveys → Search British newspapers 								
	Payment options	Family history news		Easy-to-search						
	1 🖬 🐼 🕡 🔯 😿 🖌 🎫	0 0 <u>w p x c t t 0</u> .		· · · · · · · · · · · · · · · · · · ·	.					

LIBRARY HSILIN

Connecting citizens

		Ireland, 1900,						
+ Im http://search.findmypast.co.uk/search/ire			stname_varia	ants=ti	rue&lastn	ame=fleming&yea	C Google	
YouTube Apple Yahoo! Google Maps Wikipe Institutions & organisations	edia News (353	8) V Popular V						
Military, armed forces & conflict	FLEMING	PATRICK	1902	_	1927	Passenger lists	New York, USA	10
Travel & migration	FLEMING	PATRICK	1900	_	1951	Passenger lists	Montreal, Canada	1
Country Show filters	Fleming	Patrick	1900	1900	1900	Deaths & burials	Clonakilty, Cork, Ireland	
Record collection Show filters	Fleming	Patrick	1898	1899	1899	Deaths & burials	Kilmallock, Cork, Ireland	
Record set Show filters	Fleming	Patrick	1901	1903	1903	Deaths & burials	Tobercurry, Sligo, Ireland	
Optional keywords	Fleming	Patrick	1901	1913	1913	Deaths & burials	Dublin South, Dublin, Ireland	
Keyword 🛛	AL ALLAN		ou uncove			in British n family story in (ewspapers burnews	
	Fleming	Patrick	1898	1922	1922	Deaths & burials	Mullingar, Westmeath, Ireland	
						Deaths & Dunais		
	Fleming	Patrick	1898	1942	1942		Ballina, Mayo, Ireland	
	Fleming Fleming	Patrick Patrick		1942 1914	1942 1914	Deaths & burials	-	
	-					Deaths & burials	Ballina, Mayo, Ireland	
	Fleming	Patrick	1898		1914	Deaths & burials Deaths & burials Births &	Ballina, Mayo, Ireland Limavady, Londonderry (Derry), Ireland	

Genealogy and television





The growth of 'Who Do You Think You Are'

- A global phenomenon
- BBC now in its 10th season
- American adaptation in March 2010
- Two series in Ireland
- Polish version: Sekrety Rodzinne
- Sweden: Vem tror du att du ar
- South Africa, Holland, Denmark, Germany, Finland
- ...all using the power of newspaper content



Language is no longer a barrier

- August 2013 Find My Past launch another 125 million articles
- 4,322,702 Canadian newspaper articles 1872-2012
- 144,845 Chinese newspaper articles 1850-1926
- 1,019 Danish newspaper articles 1884-1936
- 54,361 French newspaper articles 1848-1979
- 573,759 German newspaper articles 1948-1999
- 1,304,344 Jamaican newspaper articles 1834-2012
- 589,460 Japanese newspaper articles 1920-1999
- 560 South African newspaper articles 1904-1945119,462,212 million American newspaper articles 1753-2012



So what's next for the British Library?

- Center for Research Libraries, British Library and brightsolid combine to digitise seven million Africa, South Asia, and Latin American newspapers from Colindale
- We recognise four key trends:
- Newspaper digitisation projects and genealogy continue to grow rapidly
- Capture of news in all formats is adding a new dimension
- Connected citizens using social media for discovery
- Instantaneous translation is making content accessible



Our current news content streams

Medium	2013	2014	2015	2016	2017	Assumptions
Newspapers (issues)	1,717	1,680	1,620	1,510	1,400	Number of newspapers falls steadily
Periodicals (issues)	460	450	425	400	375	Number of periodicals falls steadily
Television (programmes)	33	33	55	65	75	Focus on satellite news but increase in hours per channel as storage rates fall
Radio (programmes)	4	50	100	200	200	Major expansion as national radio archive plans materialise
Websites (<i>sites</i>)	500	500	600	600	700	Steady rise in capture to include social media sites/feeds
Other media	0	0	50	50	100	Rise in areas such as citizen journalism
Connected (issues)	10	20	100	200	400	Rise in connecting to content from electronic services, partners and broadcasters
Totals	2,724	2,733	2,950	3,025	3,250	

Current (i.e. what is collected as current news)



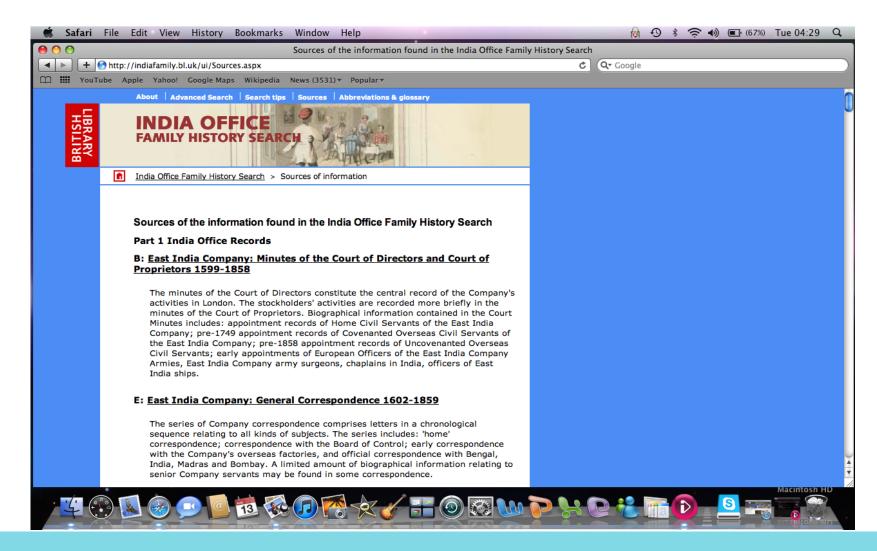
Cumulative

Cumulative (i.e. the entirety of the collection)

Medium	2013	2014	2015	2016	2017
Newspapers (issues)	75,000,000	75,105,700	75,205,100	75,299,300	75,384,800
Periodicals (issues)	25,000,000	25,005,400	25,010,500	25,015,300	25,019,800
TV (programmes)	25,000	40,000	60,000	75,000	100,000
Radio (programmes)	10,000	30,000	50,000	75,000	100,000
Websites (sites)	0	150,000	300,000	700,000	1,400,000
Other media	0	0	2,500	5,000	10,000
Connected (various)	1,500,000	1,750,000	2,000,000	2,500,000	3,000,000
Totals	101,535,000	102,081,100	102,628,100	103,669,600	105,014,600



A dedicated family history service?





The last word!

- "Access to the newspapers has provided me with an amazing amount of detail; much more than I ever dreamed I'd find. Such as the family in York from which three members were transported to Australia for completely separate offences, or my ancestor, described as "the notorious poacher", who stole seven fowl and received 9 months imprisonment then later shot a man in the face and received another 9 months. I even have photographs of one ancestor from a race in 1912 in which he became the first man to ever paddle across the river Humber in a tub. Priceless information."
- "The newspaperss are a revelation! They help turn simple genealogy into real family history. I have found that a great-great-grandfather had a prize pig and won £1 at the local show, and that another great-grandfather was up before the beak for scrumping strawberries when he was 16 years old you could only find this in newspapers where the content is indexed!"
- "I teach a genealogy group and am always stressing how important it is to tell our ancestors' stories. Living in Canada, it would be impossible to do this without findmypast.co.uk. The newspaper database, in particular, is outstanding for this purpose. History comes alive within these digitized pages. Findmypast.co.uk has enriched my research to the point where it would be impossible to do without a subscription."
- "I just wanted to tell you that I tried your new newspaper search and within minutes had found what I
 was looking for. I have been trying to find out the circumstances that sent my great-great-aunt to
 Chelmsford Prison in 1891 for a long time. The search of the historical papers came up with four
 possible results and there it was."



Thank you

