Contribution CONTENT Distribution

Jon Solomon - Rachel Vacek - Michael Porter

Electronic CONTENT Access

Rachel Vacek - Michael Porter

Libraries

=

Content

+

Community

Content

CONTENT

Access

Electronic CONTENT Access

Google define:data Search Advanced Search Preferences

Web

Related phrases: data mining data warehouse data type data processing meta data data integrity data collection data mart data center data base

Definitions of **data** on the Web:

- a collection of facts from which conclusions may be drawn; "statistical data"
  wordnetweb.princeton.edu/perl/webwn
- Data refers to graphs or images, particularly as measurements or observations of a set of variables. Data are often viewed as a lowest level of ...
  en.wikipedia.org/wiki/Data
- A data segment is one of the sections of a program in an object file or in memory, which contains the global variables that are initialized by the programmer. It has a fixed size, since all of the data in this section is set by the programmer before the program is loaded. ...
  en.wikipedia.org/wiki/.data
- The data URI scheme is a URI scheme that provides the ability to include data items in-line in a web page as if they were being referenced as external resources. They tend to be simpler than alternative inclusion methods, such as MIME with cid or mid URIs. ...
  en.wikipedia.org/wiki/Data://
- Debt, AIDS, Trade in Africa (or DATA) is a multinational non-government organization founded in January 2002 in London by U2's Bono along with ...
  en.wikipedia.org/wiki/DATA
- DATA were an electronic music band created in the late 1970's by Georg Kajanus, creator of such bands as Eclection, Sailor and Noir (with Tim Dry of the robotic/music duo Tik and Tok). ...
  en.wikipedia.org/wiki/DATA_(band)
- Data is a genus of moths of the Noctuidae family.
  en.wikipedia.org/wiki/Data_(moth)
- In computer science, data is anything in a form suitable for use with a computer. Data is often distinguished from programs. A program is a set of instructions that detail a task for the computer to perform. In this sense, data is thus everything that is not program code.
  en.wikipedia.org/wiki/Data_(computing)
- Lieutenant Commander Data , played by Brent Spiner, is a character in " (TNG) television series and in the four films based on The Next Generation".
  en.wikipedia.org/wiki/Data_(Star_Trek)

Google define:data Search

Web

Noun S: (n) data

information (a collection of facts from which conclusions may be drawn)

en.wikipedia.org/wiki/Data://

- Debt, AIDS, Trade in Africa (or DATA) is a multinational non-government organization founde

Google define:information Search

Web

Noun S: (n) information (knowledge acquired through study or experience or instruction)

en.wikipedia.org/wiki/Information_(Dave_Edmunds_album)

- Information , full name: Dagbladet Information , is a Danish newspaper published Monday thro
en.wikipedia.org/wiki/Information_(newspaper)

Google define:content Search

Web

Noun S: (n) content (everything that is included in a collection and that is held or included in something)

- Content, also known as C.C. Harper Farm, is a historic home located at Centreville, Queen A
construction, two stories high, five bays wide and one room deep, with a single flush brick chi

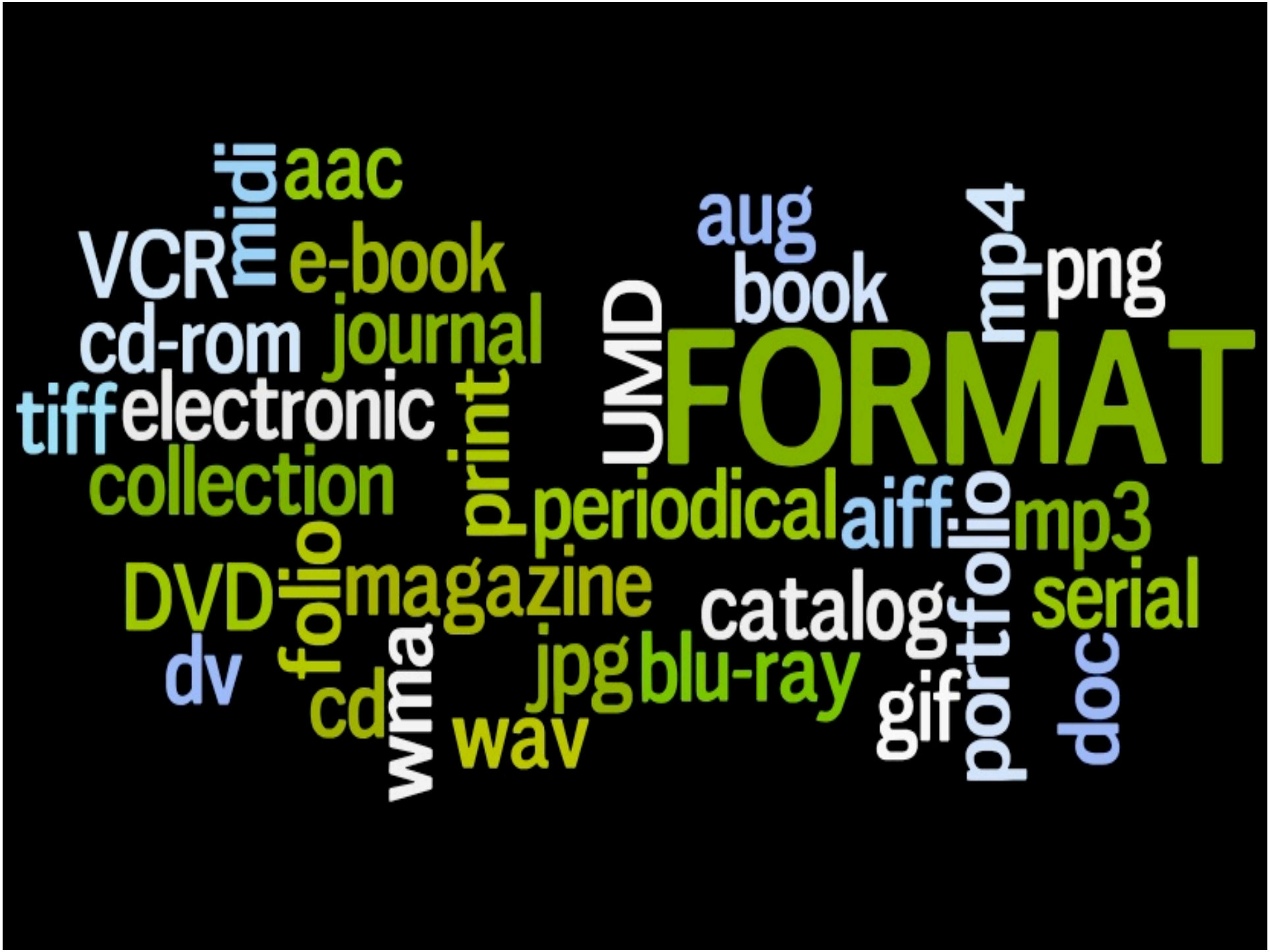
Circulation

≡

the majority of content access in libraries

But CDs *are* Digital!

Ahh HAA!!!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aac
midi
VCR
e-book
cd-rom
journal
tiff
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collection
print
UMD
aug
book
mp4
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periodical
aiff
mp3
DVD
folio
magazine
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portfolio
serial
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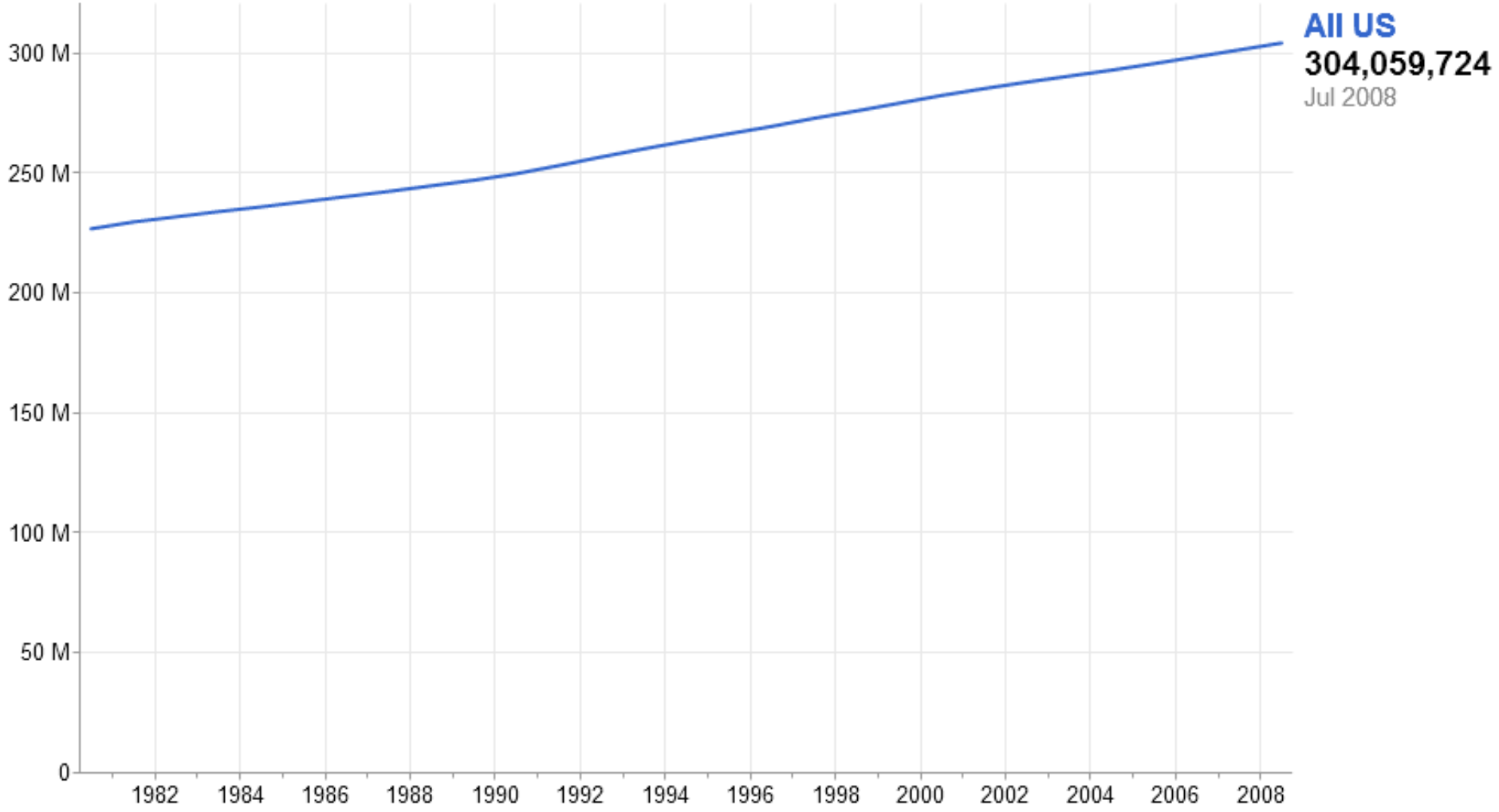
jpg
blu-ray
wav
gif
doc

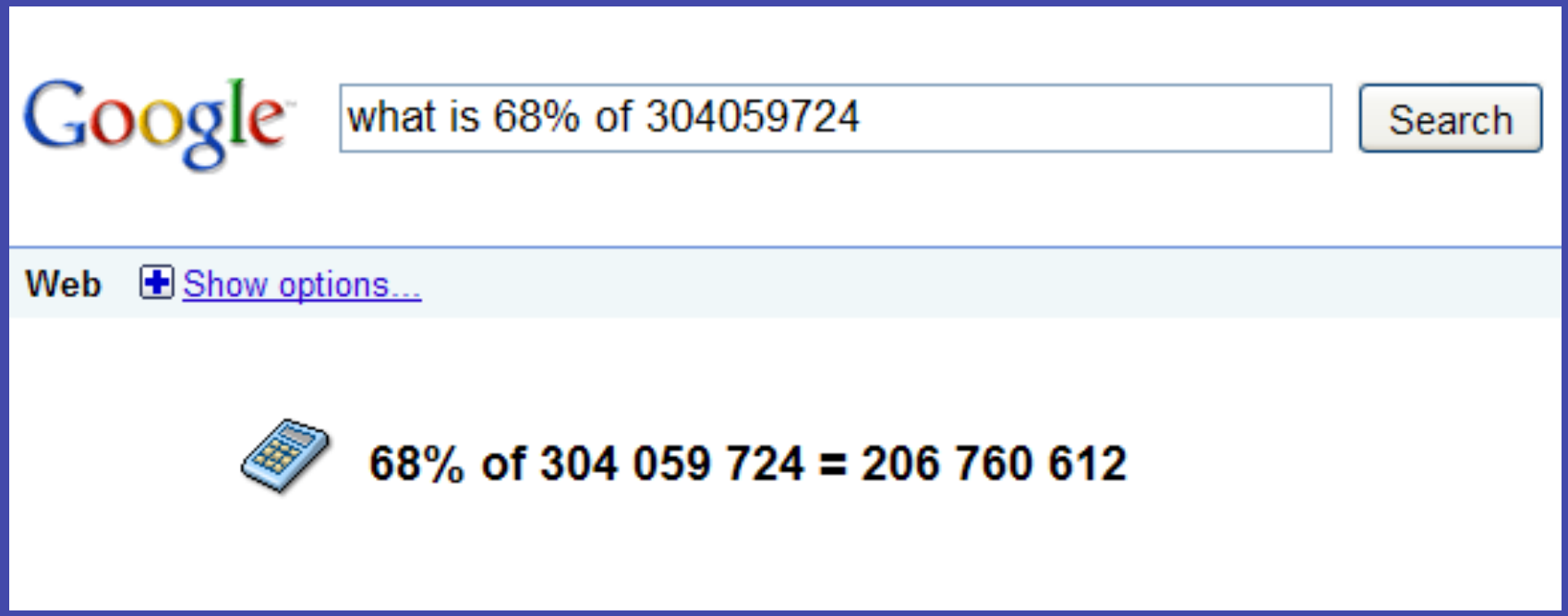
Population

Estimates of the resident population. More info »



Data source: U.S. Census Bureau, Population Division - Last updated July 31, 2009

68% = US library card holders



comScore Top 50 Properties (U.S.)
August 2009
Total U.S. - Home, Work and University Locations
Unique Visitors (000)
Source: comScore Media Metrix

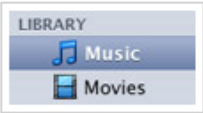
Rank	Property	Unique Visitors (000)		Rank	Property	Unique Visitors (000)
	Total Internet : Total Audience	197,311				
1	Google Sites	161,148		26	AT&T Interactive Network	[illegible]
2	Yahoo! Sites	158,043		27	Disney Online	31,341
3	Microsoft Sites	129,992		28	Everyday Health	29,663
4	AOL LLC	101,719		29	Target Corporation	27,156
5	FACEBOOK.COM	92,208		30	Superpages.com Network	27,095
6	Fox Interactive Media	77,450		31	WordPress	26,443
7	Ask Network	76,595		32	Break Media	25,481
8	eBay	71,788		33	Photobucket.com LLC	25,346
9	Amazon Sites	68,103		34	Bank of America	25,261
10	Wikimedia Foundation Sites	63,929		35	Gorilla Nation	25,170
11	Apple Inc.	56,608		36	Expedia Inc	24,562
12	CBS Interactive	52,781		37	AT&T, Inc.	24,199
13	Glam Media	51,250		38	NetShelter Technology Media	23,902
14	Viacom Digital	50,123		39	ESPN	23,890
15	Turner Network	48,562		40	Weatherbug Property	23,182
16	craigslist, inc.	47,130		41	iVillage.com: The Womens Network	21,744
17	New York Times Digital	45,754		42	Federated Media Publishing	21,709
18	Answers.com Sites	45,082		43	NBC Universal	21,453
19	Weather Channel, The	41,684		44	Gannett Sites	21,196
20	Adobe Sites	39,613		45	United Online, Inc	21,155
21	Demand Media	33,535		46	TWITTER.COM*	20,830
22	Comcast Corporation	33,178		47	Real.com Network	20,584
23	Wal-Mart	32,758		48	JPMorgan Chase Property	19,885
24	The Mozilla Organization	31,643		49	Technorati Media	19,736
25	Verizon Communications Corporation	31,563		50	Experian Interactive	19,727

Top 50

August 2009

What is iTunes?

Overview
All your digital media, all in one place.



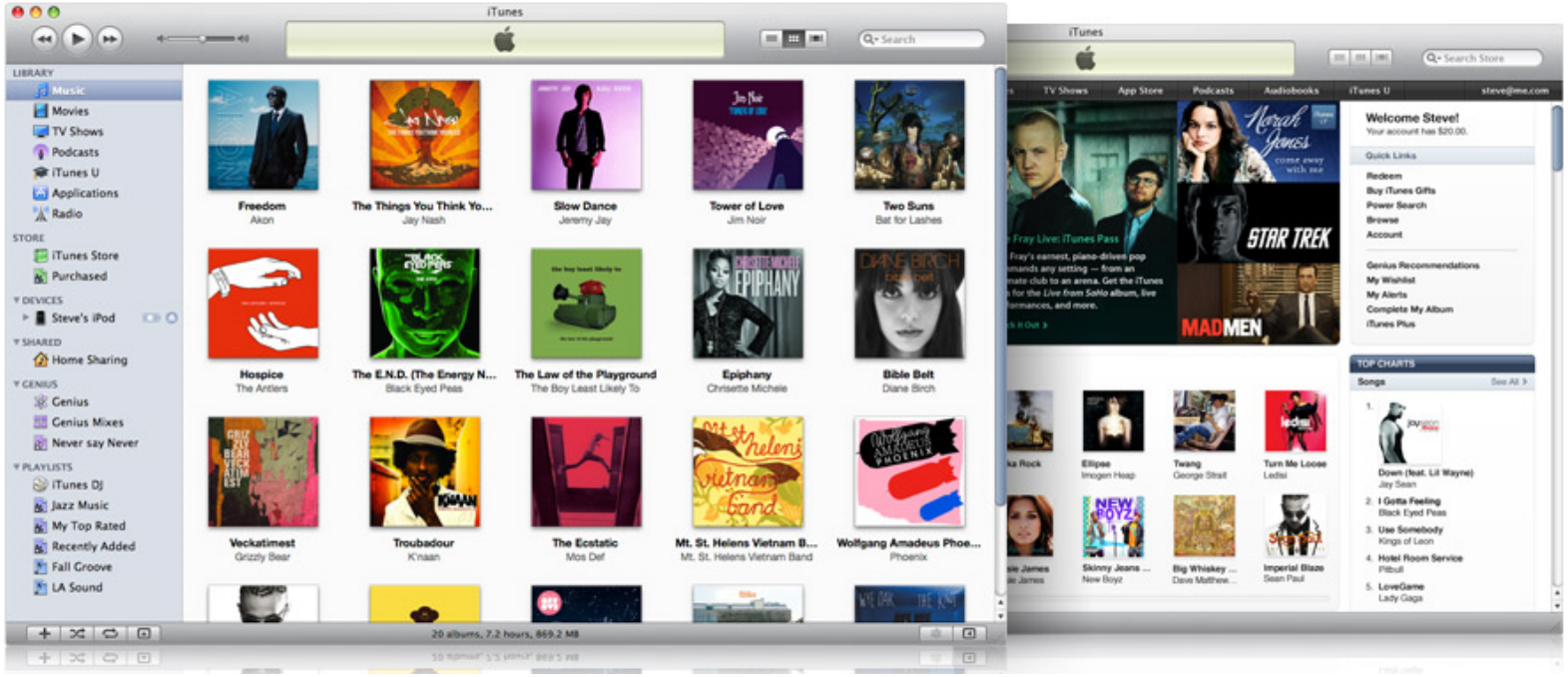
iTunes Player
Where you organize, listen, watch, and play.

iTunes Store
The world's #1 music store. And more. Redesigned.

iTunes Everywhere
On your Mac or PC, iPhone, iPod, and Apple TV.

Play, buy, and sync your music, movies, and more.

iTunes is a free application for your Mac or PC. It organizes and plays your digital music and video on your computer. It syncs all your media with your iPod, iPhone, and Apple TV. And it's a store on your computer, iPod touch, iPhone, and Apple TV that has everything you need to be entertained. Anywhere. Anytime.



31.7 million unique users

12/08

What is iTunes?

iTunes has sold six billion songs

Over 10 million different tracks

Over 10 million songs are DRM-free

Over 75 million accounts linked to credit cards

ZDNet

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Between the Lines

Larry Dignan, Sam Diaz, Andrew Nusca

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August 18th, 2009

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Posted by Larry Dignan @ 11:30 am

Categories: Apple, Entertainment, Hollywood on Demand
Tags: CD, NPD, Larry Dignan

28 TalkBacks ADD YOUR OPINION SHARE PRINT E-MAIL WORTHWHILE? +0 4 VOTES

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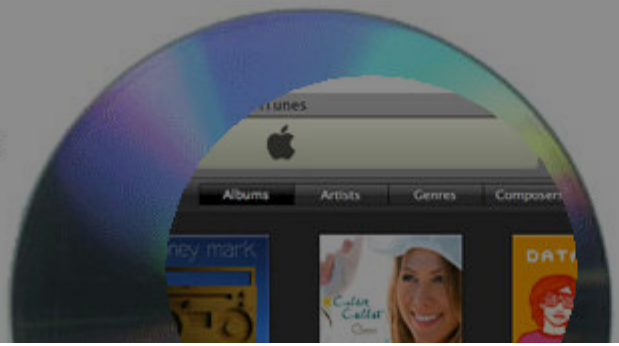

"Apple's iTunes… accounts for 25 percent of music sold"

"65%...still buy CDs"

"For digital music, iTunes had 69 percent of the market followed by Amazon at 8 percent."

ZDNet

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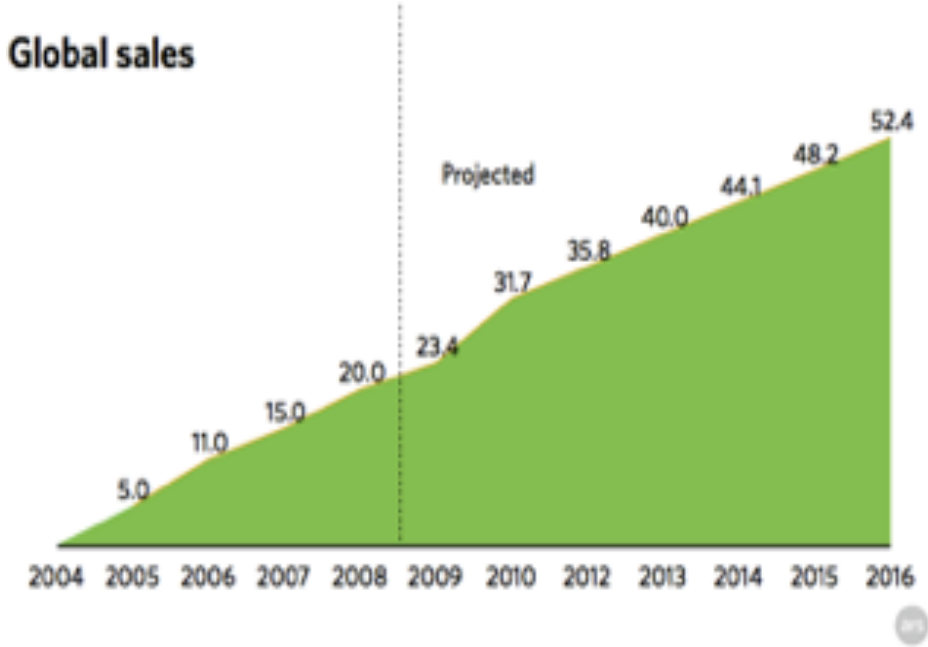
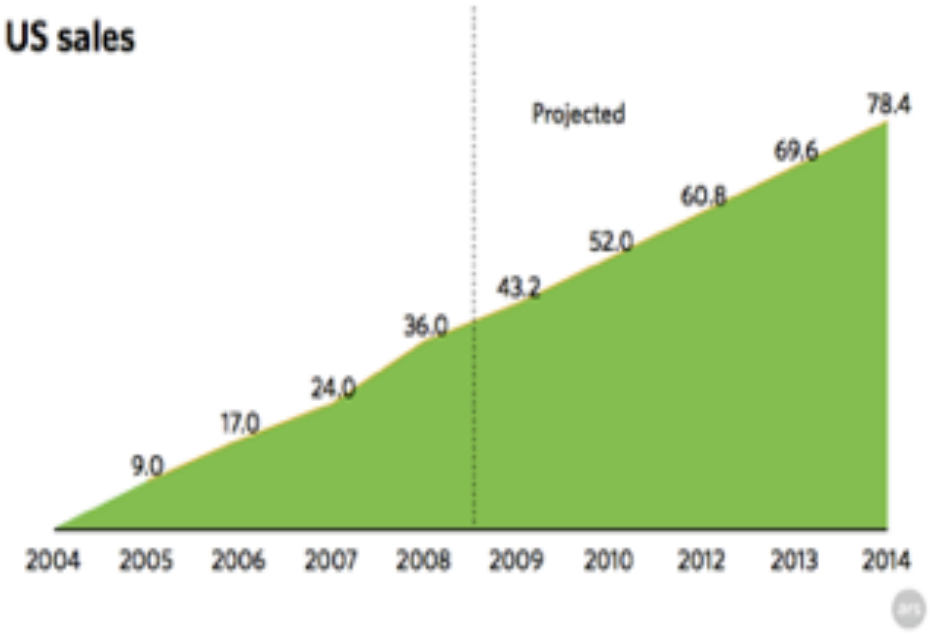
"Apple's music domination could attract more regulatory attention in a few years."

"Big box retailers are still an efficient way to move music sales, but they'll need a digital strategy if CD sales continue to fall."





Projected major label digital music revenues as % of total revenues

(Sources: RIAA, IFPI; projections by Ars Technica)

NETFLIX
way
DVD

Netflix

Revenues/Earnings Data Fiscal year ending Dec. 31

Revenues (Million $)

	2009	2008	2007	2006	2005	2004
1Q	394.1	326.2	305.3	224.2	152.5	100.4
2Q	408.5	337.6	196.7	239.4	164.0	120.3
3Q	--	341.3	226.0	256.0	172.7	141.6
4Q	--	359.6	302.4	277.2	193.0	143.9
Year	--	1,365	1,205	996.7	682.2	506.2

Earnings per Share ($)

	2009	2008	2007	2006	2005	2004
1Q	0.37	0.21	0.14	0.07	-0.17	-0.11
2Q	0.54	0.42	0.37	0.25	0.09	0.04
3Q	--	0.33	0.18	0.18	0.11	0.29
4Q	--	0.38	0.24	0.21	0.57	0.09
Year	--	1.32	0.97	0.71	0.64	0.33

Next earnings report expected: NA

Historical GAAP earnings are as reported.

Netflix’s revenue for the second quarter of 2009 was $408.5 million

That’s 21% growth from last year

“Many of Netflix's new subscribers are previous customers lured back by the video-streaming option…”

amazon.com

Hello, Rachel Vacek. We have recommendations for you. (Not Rachel?)

Rachel's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards

wishlist Sweepstakes Week 3

Meet the Jonas Brothers ▸ Learn more

Your Account | Help

Shop All Departments | Search All Departments | GO | Cart | Your Lists

- Books
- Movies, Music & Games
- Digital Downloads
- Kindle
- Computers & Office
- Electronics
- Home & Garden
- Grocery, Health & Beauty
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Tools, Auto & Industrial

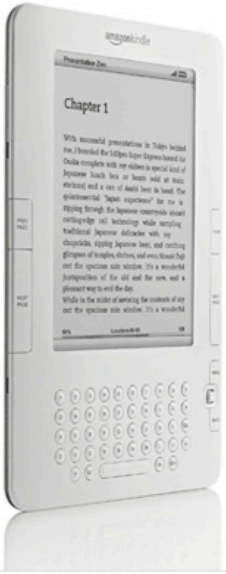
Check This Out

Tricks and Treats
Save on costumes, candy, and décor.

Wish List Sweepstakes
Meet the Jonas Brothers in London.

Winterize Your Vehicle Now
Stay safe and warm on the road.

Windows 7
Simplify your PC with Microsoft's new OS.



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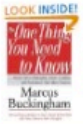
The One Thing You Need to Know...



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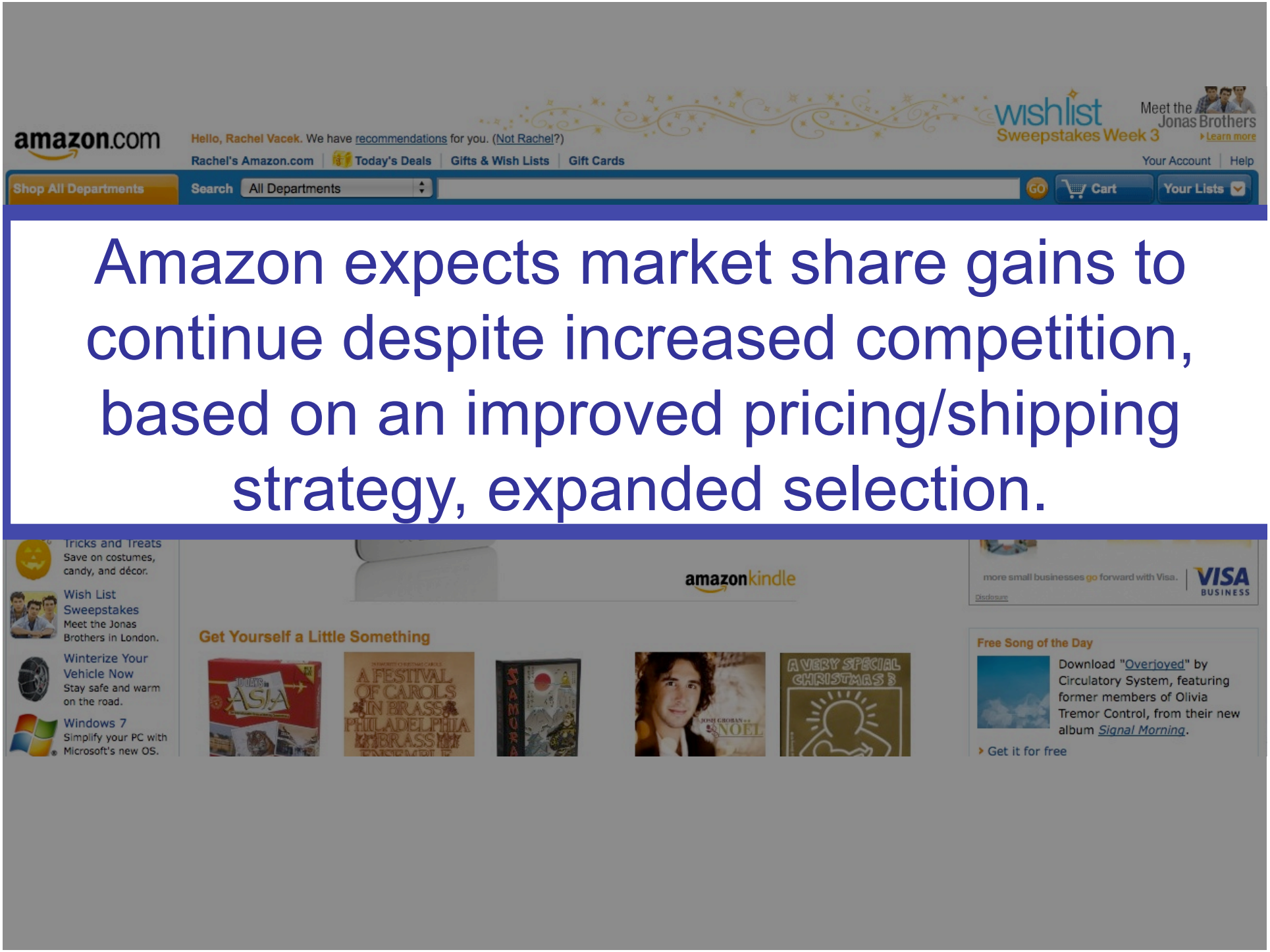
Disclosure

Free Song of the Day

Download "Overjoyed" by Circulatory System, featuring former members of Olivia Tremor Control, from their new album *Signal Morning*.

› Get it for free



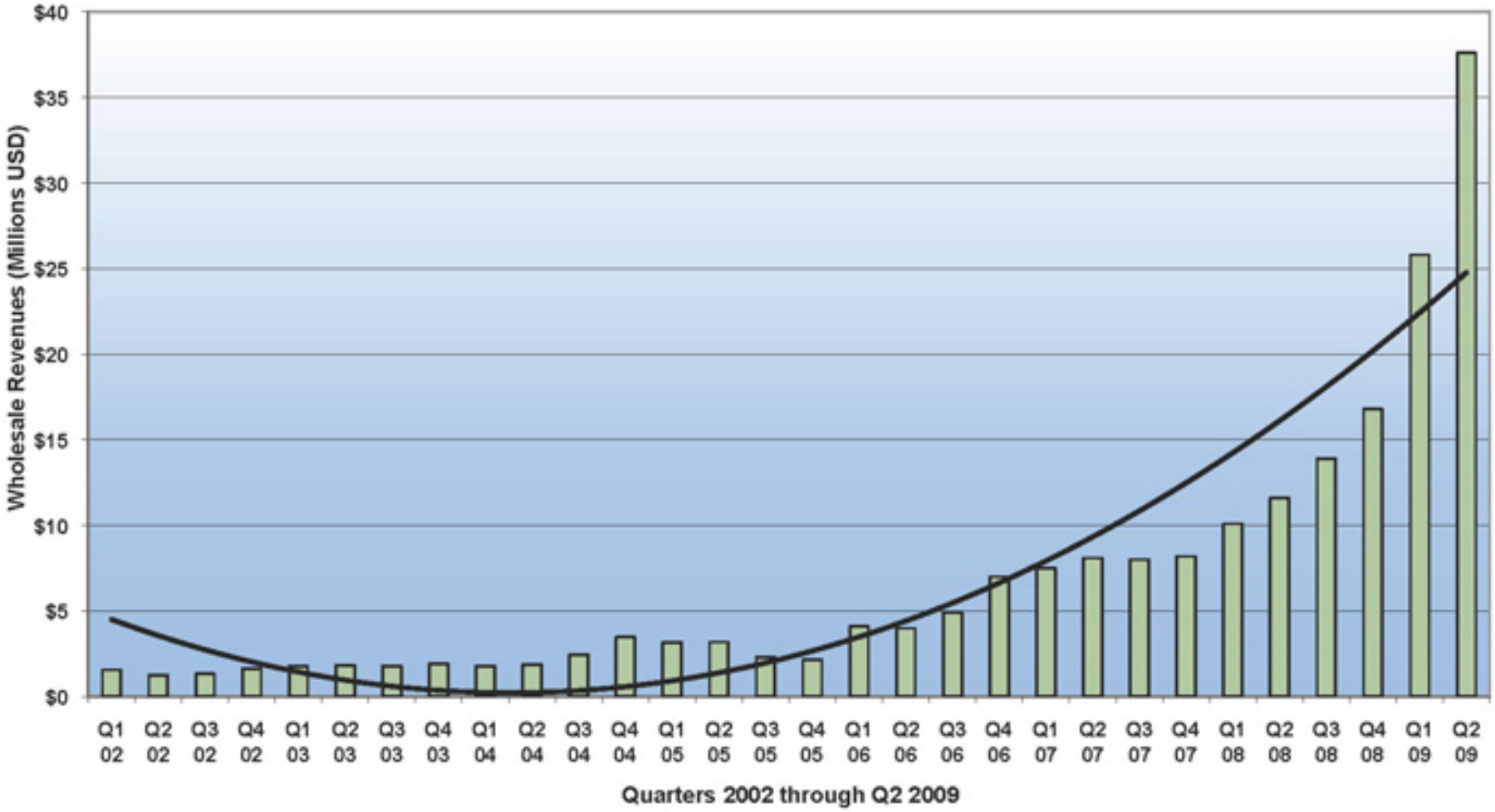
Amazon expects market share gains to continue despite increased competition, based on an improved pricing/shipping strategy, expanded selection.

Amazon.com Inc

25-Oct-09• Nasdaq National Market Symbol **AMZN • In S&P 500**

Revenues (Million $) for Fiscal Year Ending Dec.

	2009	2008	2007	2006	2005	2004	2003
1Q	4,889	4,135	3,015	2,279	1,902	1,530	1,084
2Q	4,651	4,063	2,886	2,139	1,753	1,387	1,100
3Q	N/A	4,264	3,262	2,307	1,858	1,462	1,134
4Q	N/A	6,704	5,673	3,986	2,977	2,541	1,946
Year	N/A	19,166	14,835	10,711	8,490	6,921	5,264



US Trade Wholesale Electronic Book Sales

Quarters 2002 through Q2 2009

Quarters	Revenues	Quarters	Revenues
Q1 02	$1,556,499	Q1 06	$4,100,000
Q2 02	$1,258,989	Q2 06	$4,000,000
Q3 02	$1,329,548	Q3 06	$4,900,000
Q4 02	$1,649,144	Q4 06	$7,000,000
Q1 03	$1,794,544	Q1 07	$7,500,000
Q2 03	$1,842,502	Q2 07	$8,100,000
Q3 03	$1,789,455	Q3 07	$8,000,000
Q4 03	$1,917,384	Q4 07	$8,200,000
Q1 04	$1,794,130	Q1 08	$11,200,000
Q2 04	$1,887,900	Q2 08	$11,600,000
Q3 04	$2,460,343	Q3 08	$13,900,000
Q4 04	$3,477,130	Q4 08	$16,800,000
Q1 05	$3,161,049	Q1 09	$25,800,000
Q2 05	$3,182,499	Q2 09	$37,600,000
Q3 05	$2,310,291	**July 09**	**$16,200,000**
Q4 05	$2,175,131		

US Trade Wholesale Electronic Book Sales

$1 per night
new releases every tuesday
Title availability may vary from those shown in lightbox.
LOOK ON TOUCH SCREEN FOR MORE TITLES
THE REDBOX PICK
Charlotte's Web
AVAILABLE ON DVD APRIL 3
redbox
LOOK ON TOUCH SCREEN FOR MORE TITLES
DVD RENTALS
$1
Hablo español
RENT A DVD
ONLINE RENTAL PICK UP
RETURN A DVD
DVD pick up and return
EMERGENCY EXIT ONLY

22,000 machines in US

They process about 80 transactions a second on Friday nights

Redbox = 19% of the rental market

Netflix = 36%

Traditional rental stores = 45%

Convenient

Inexpensive

Many Options

Between the Lines

Larry Dignan, Sam Diaz, Andrew Nusca

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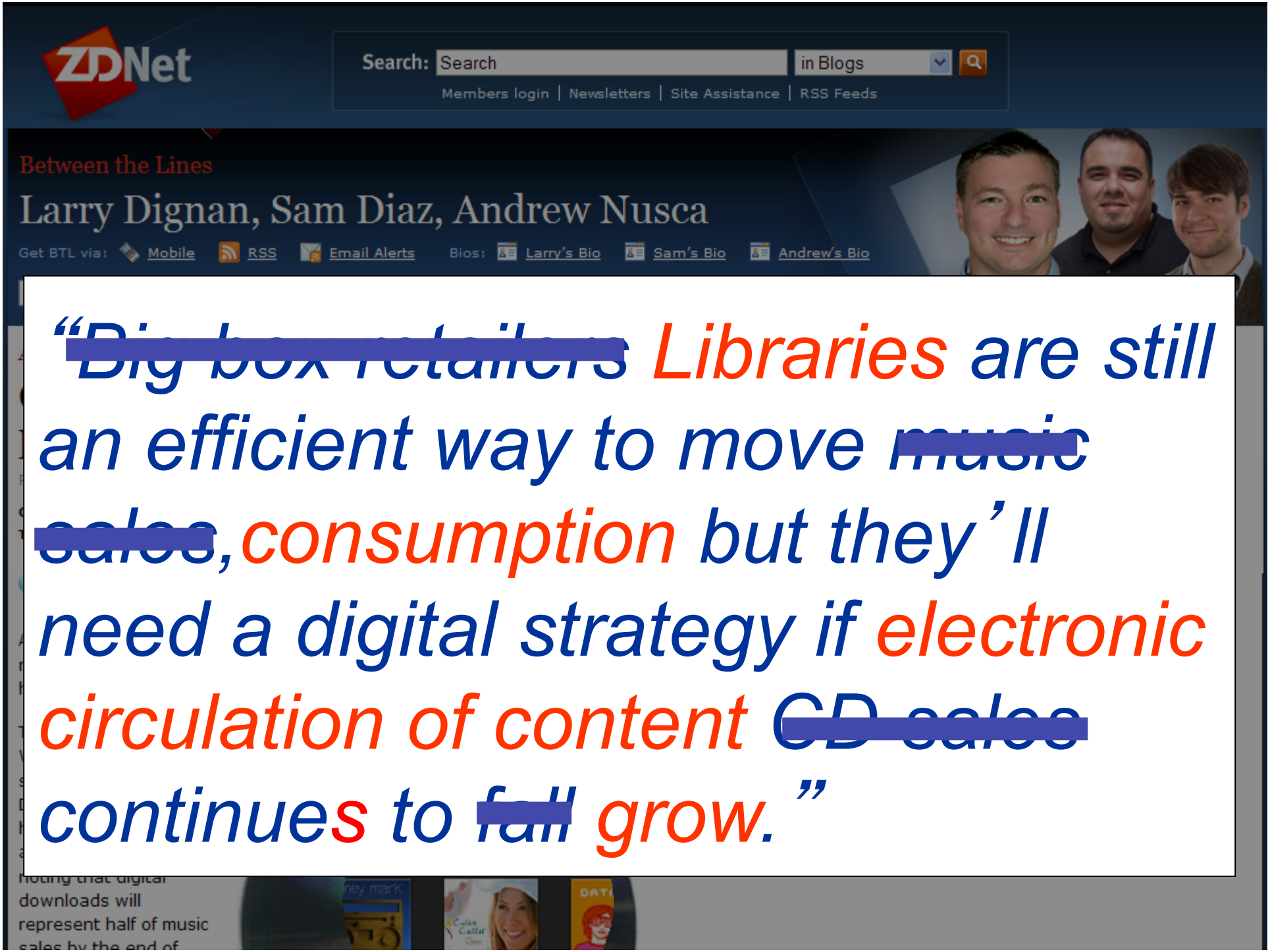

"~~Big box retailers~~ Libraries are still an efficient way to move ~~music sales~~, consumption but they'll need a digital strategy if electronic circulation of content ~~CD sales~~ continues to ~~fall~~ grow."

Libraries are still an efficient way to move consumption

Libraries are still an efficient way to move consumption

but they'll need

a digital strategy if circulation of electronic content continues to grow.

WE NEED

a digital strategy if circulation of electronic content continues to grow.

And

it

will.

WE NEED

a digital strategy for electronic content access

1. Books are for use.
2. Every reader his [or her] book.
3. Every book its reader.
4. Save the time of the User.
5. The library is a growing organism.

So as far as WHO decides to license something:

it is the copyright holder…

This was all a lot easier before the digital era,

when if you bought a book you could loan it to anyone or rip out pages and give them away.

Now that there is no physical THING for so much content,

there is
a "big mess."

Libraries need

to face up
to the challenges
of online media
content providers

Know the numbers.

Understand the formats.

Know the distribution models.

DEVELOP A SOLUTION.

WE NEED

a digital strategy for electronic content access

LIBRARIES NEED

to change
and prepare
for the future

LIBRARIES NEED

to remain content access hubs

LIBRARIES NEED

to remain
relevant

LIBRARIES NEED

to remain valuable

WE NEED

a digital strategy for electronic content access