



# DBC Annual Report 2010

Open Library Strategy

SOA & open source

Partnerships

Dialogue with customers

Data Well & other services

bibliotek.dk & DDB

DanBib

Metadata development

National bibliography

Environmental report

DBC's social index

DBC 2011

## Table of Contents

Introduction.....	3
Vision .....	3
The company in general .....	4
SOA and Open Source as development and business strategy .....	4
Standardisation .....	5
Development-oriented organisation.....	5
OLS and migration of the business systems .....	6
DBC's engagement in TING Concept Community.....	7
Partnerships.....	7
DBC's activities in 2010.....	8
Metadata – production and development .....	8
The national products.....	9
OLS.....	9
DanBib .....	9
Bibliotek.dk.....	10
DBC's involvement in DDB .....	11
Other products .....	11
Response time for DBC's products.....	15
Dialogue with the libraries .....	15
Environmental report .....	17
DBC's social capital .....	17
Key figures .....	18
National Bibliography production .....	18
Use of DanBib and bibliotek.dk .....	18
DBC's Accounts .....	19

## Introduction

The library sector currently faces major challenges. The financial crisis has entailed library cutbacks, while the extensive consolidation of public, educational and research libraries, and the widespread digitisation of information and knowledge, require an innovative approach to the libraries' raison d'être. In order to survive, the libraries face a need to create anew their relevance to society.

In recent years DBC has faced an equivalent transformation process. The new opportunities provided by the Internet, and the extensive digitisation, have radically changed access to information and knowledge. The tasks and routines in libraries on which DBC's systems and services are based are currently changing rapidly.

Based on the Open Library Strategy, DBC has focused in recent years on restructuring traditional products into the information and infrastructure services of the future, as well as developing a service-oriented architecture and in open source.

KL (Local Government Denmark) and the Danish State have a special focus on and a strong engagement in the future DBC. As a consequence Gyldendal and the City of Copenhagen withdraw from their ownership in DBC in 2011.

The company's ongoing focus on its core competences will contribute to strengthening the library sector in the transformation process outlined in the report from the Danish Ministry of Culture entitled "*Folkebibliotekerne i videnssamfundet*" (Public Libraries in the Knowledge Society) (2010), including the achievement of "*Danskernes Digitale Bibliotek*" (the Danes' Digital Library).

## Vision

DBC wishes to drive the visibility of knowledge in society and the digital development of the library sector. DBC also wishes to be an active market player and preferred development partner for the libraries, and moreover for museums and archives.

The core of DBC's activities, and DBC's raison d'être, is to be the supplier of the common bibliographical and systemic infrastructure to all libraries in Denmark.

The framework for DBC as a publicly owned company is to use service-oriented architecture and open source in its IT development.

DBC conducts development in partnerships and supplies knowledge products and solutions to libraries and other knowledge-based enterprises that require our services.

## The company in general

The core of DBC's activities is the bibliographical and systemic infrastructure that DBC operates and develops for the libraries. This is - together with the national bibliography and the catalogisation aimed at libraries - the cornerstones of DBC's national tasks.

It is vital for DBC to realize the open business strategies such as open source, Open Access, Open Content, Open Partnerships, etc. It is therefore a major challenge for DBC to further develop this infrastructure in open source, and base it on a service-oriented IT architecture.

As part of DBC's transformation process over the next three to five years bibliotek.dk will be migrated to open source and based on service-oriented architecture. This is expected to be completed in mid-2012, and subsequently DanBib will be migrated too. This transformation process will generate a number of web services, which will be made available to other developers under the GPL licences, for example in the TING Concept Community.

TING Concept Community is a development community comprising a number of libraries and suppliers, and where DBC participates in several teams and in the council community.

## SOA and Open Source as development and business strategy

Since the formulation of the Open Library Strategy, DBC has had open source and Service-Oriented Architecture (SOA) as two cornerstones of both its development and business strategy. For several years this has also been a vital element of the development of DanBib.

Service-Oriented Architecture supports DBC's aim to be part of cooperative constellations and product relationships in three layers: User Interfaces, Web Services and Data Layer. A prerequisite for full pursuit of this strategy is the implementation of the solutions in SOA, where functions and data are made available to the user interfaces of the libraries, other suppliers and DBC's products. SOA is thus not only implemented because DBC consistently adheres to the recommendations of the Danish Ministry of Science, Technology and Innovation, but also because this gives DBC and its partners an opportunity to form part of the heterogeneous world of library development. *Danskernes Digitale Bibliotek* (The Danes' Digital Library) (DDB) is an example of this development requirement whereby the DDB functions and services must be accessible via mobile interfaces, as APPS, and via Bibliotek.dk, Pallesgavebod.dk, TING interfaces, etc. Consistent focus on SOA makes it possible for new and old players to drive the extensive and rapid development that is demanded.

Open source has been an internal strategy at DBC for about 15 years, but on the establishment of the Open Library Strategy, open source was made a key element of both development and business activities. This strategy is being achieved, in particular via the TING community. Sharing development results by making platform software, web services, web systems, etc. in open source, enables cooperation with a development environment that substantially increases the overall development capability. This means that the results of DBC's development are shared with libraries and suppliers, and that DBC can utilise the development results achieved by partners and individual contributors. It also entails that to a great extent

DBC uses international open source projects in the development of data well, open search and other OLS components, and that DBC seek to make these global projects local via the TING community. This community model creates innovation and is a cornerstone in DDB.

In business terms, this model makes it possible for DBC and others to sell services like implementation, local adjustment, operating services, support and ongoing maintenance, etc.

## Standardisation

DBC's core products are based on standards. The OLS development strategy builds on these standards and adds relevant new standards. DBC therefore participates actively in the development and implementation of standards under Danish and international auspices.

DBC is the vice-chairman of the Danish Bibliographic Council, which, among other things, makes recommendations to the Danish Agency for Libraries and Media in matters of principle relating to library catalogues and national bibliography issues.

DBC participates in the Agency for Libraries and Media's DanZIG committee, which formulates guidelines for technical interaction between library and information systems, based on national or international standards.

As part of Danish Standards' Committee for Information and Documentation (S24), DBC chairs the Technical Inter-Operability sub-committee and participates in the Identification and Description sub-committee. Sub-committee members assist with technical expertise in the development and review of international standards in ISO TC 46 and have taken the initiative to establish several international standards, including ISO 25577 (MarcXchange), which was published in February 2009, and ISO 28560 (RIFD in libraries), which is expected to be published in 2011.

At Nordic level, DBC participates in SVUC (Scandinavian Virtual Union Catalog), a partnership between shared Nordic catalogues based on standards.

## Development-oriented organisation

DBC wishes to strengthen its activities by driving projects and through product development. In 2010 a key focus area has thus been to improve DBC's project model and development method, and to work on DBC's project culture at all levels of the organisation. For this purpose, DBC formalised its previous development models into an agile development method, SCRUM, with focus on the process, roles and results. This is a framework that can be seen as a management model with very strong focus on insight, continuous improvement and clear responsibility.

The objective of the new development method, DBC Agile, can be designated *Faster, More Enjoyable, Better*:

- Faster flow from idea to product.
- In each sprint there is focus on the key business features. These features are supplied ready for production at the end of the sprint.
- The method supports energy, job satisfaction and efficiency in project teams.
- All stakeholders in and concerning the project must gain insight on the status of the project in relation to backlog and any release plans.

DBC's "governance model" for management of the project portfolio has also been adjusted to support the agile method.

As part of the OLS strategy it is important for DBC to optimise the development framework and organisation. In 2010, a project centre was therefore created in the Market Department in order to ensure higher priority for development, a faster rate of development, and to systematically channel user viewpoints and customer requirements into development plans. The project centre is tasked with undertaking and supporting project portfolio management. DBC attaches great importance to development in partnerships, especially with the libraries, that can contribute with relevant knowledge and add value to the products developed, for the benefit of all libraries.

In 2010 DBC also restructured the IT division by establishing a development unit, IT Development, and an operating and delivery unit, IT Delivery. The purpose of IT Development is to sharpen the focus on the development method described above, and on the rate of development, while the role of IT Delivery is to focus on ensuring efficiency and quality in deliveries to customers and in product operation.

In terms of customer deliveries, the objective in 2010 was to build a delivery organisation that will ensure that DBC can deliver new products to customers on a reliable, transparent and secure basis. The objective has also been to adjust DBC's IT infrastructure to support its deliveries and sustain its competitiveness in terms of both quality and price. For both areas, there is stronger focus on customer-oriented activities.

The focus areas in 2010 were to build DBC's delivery of Artesis products (data well, content services etc.), adjust our IT infrastructure for delivery of up-to-date hosting services, and create a support function with stronger focus on the customers for our new products.

The new development method and the aforementioned organisational measures mean that DBC is well-prepared for the extensive development process of migrating all systems to a new technological platform and assuring the quality of deliveries to our customers.

## OLS and migration of the business systems

Open Library Strategy (OLS) aims to deliver a significant infrastructure basis to DDB and individual libraries, as well as to migrate Danbib, Bibliotek.dk, etc. In 2010 the migration strategies and plans were determined, and in 2011 the migration of Bibliotek.dk will

commence. A key aspect of this migration is to make the functionality in Danbib and Bibliotek.dk SOA-based, so that the content and services in these systems can be used in new contexts, which may be local, institutional, national and global. In coming years DBC will achieve the results of the very extensive development work, requiring high investment, in order to make them available for use across all products and internal systems. This will lead to streamlining and profitability that in turn will ensure the future development momentum.

## DBC's engagement in TING Concept Community

### *Empowered by TING*

For DBC, the TING Concept Community is the most important development initiative and partnership project in the library sector. The model is simple, and the results are extensive. Participants share, develop and use a number of shared projects, systems and solutions. Cornerstones are Open Source, Open Content and Open Access. DBC is involved in the Council, development teams and projects. DBC devotes a lot of resources to creating results and sharing them in TING, but DBC itself also benefits considerably. DBC uses the libraries' development results, for example ding.TING – web systems and mobile interfaces – gains input, and is influenced and challenged. In other words, innovation within TING has become an integral part of DBC's day-to-day activities and projects.

## Partnerships

DBC focuses on development within partnerships that supplement or complement DBC's own strong competences in the bibliographical and technical IT areas. The objective is to create qualitative, content-related and productivity-generating benefits for libraries, educational institutions, museums, etc.

In 2010 DBC contributed to the following partnerships that have strengthened DBC's service offering, primarily OLS services and distribution of digital content.

- TING Concept Community is, as stated above, an open community to promote cooperation, sharing and digital development for culture institutions' end-users. There are two types of partners: library partners and supplier partners. DBC is part of TING Vendor Partner Team and is also active in the various teams. For example, DBC has undertaken the development of the data well project - brønd.TING - together with the TING-partners.
- Partnership with OCLC on WorldCat is a result of the agreement between OCLC and DBC concluded in 2008. The agreement gives Danish libraries that participate in DanBib free access to unlimited reuse of bibliographical records from WorldCat. The agreement also means that bibliotek.dk is uploaded to WorldCat, so that users of WorldCat can see Danish localisations in bibliotek.dk and in the largest research libraries.

- Index Data, a Danish-American firm whose core competence lies in search systems, has been a strategic partner and subsupplier for many years. Most recently, strategic cooperation on "universal search" has been established.
- DFI, DBC's partner over the past four to five years, with focus on *Filmstriben* (streaming film online). DFI delivers content, and DBC is the distributor for the delivery of streaming video to libraries, educational institutions, etc. The partnership further develops the service offering on a continuous basis to match the users' needs and requirements.
- Bibliotekerne Spiller Online (BSO) (Libraries Game Online) was a library consortium in which DBC was a partner in the development of an online game distribution platform, spilogmedier.dk, that was commissioned in 2010. In this partnership DBC gained valuable user input for spilogmedier.dk.

## DBC's activities in 2010

### Metadata – production and development

One of DBC's core tasks is the production and development of a national bibliography, as well as library catalogisation and metadata aggregation for better use of metadata.

In 2010 DBC contributed to preparing a set of recommendations to the Danish Agency for Libraries and Media on how selected Internet resources within all material types can be included in the National Bibliography within the existing economic framework. The recommendations include selection principles as well as registration level.

A practice audit project in 2010 led to the following adjustments in the book area:

- Coding of level of non-fiction.
- New note with information on crime series. This task has also been undertaken retrospectively.
- Restructuring of the entire registration method for impressions.

For films, the project has worked on a large number of proposals. The work is expected to be concluded in the spring of 2011. As this is a combination of adjustments that in some cases are expansions and in others reductions, the project has chosen to make its proposals on a combined basis in order to facilitate the combined assessment of the consequences of the project.

Throughout 2010 there was focus on building up competences, tools and processes for the collection, structuring and harmonisation of metadata for inclusion in the Artesis Data Well as a supplement to traditional catalogue records, and the formation of relations between all of these by the collection of heterogeneous types of metadata.

DBC's Strategy 2014 entails a strengthening of the bibliographical development, which has been implemented by the creation of a new position as bibliographical consultant, in addition to the existing position, and the formulation of a number of projects regarding semantic



web/linked data, a new authority data model, participation in VIAF (Virtual International Authority File) and RDA.

## The national products

### OLS

A large part of the development activities in 2010 centred on new development of DanBib in accordance with the OLS strategy, i.e. in open source and based on a service-oriented architecture with focus on new paradigms within search and object-oriented systems. The sub-projects Open Resource Sharing (ORS) and Open Search had the highest priority. ORS became operational in 2010 and includes services that handle collaboration on lending, as well as an entire new version of the order database, BOB, to which additional ILL functions are continuously added. A special version of order services (Open Order) was developed and implemented by for example Pallesgavebod.dk. The Open search project delivered the commissioning of a number of customer applications of the data well project and integrated search.

### DanBib

DanBib is the Danish Union Catalogue and a joint bibliographic superstructure system for the entire Danish library service.

#### *Further development of the current DanBib system*

During 2010 links to front pages from records in DanBib were added. It became possible to view records from the foreign bases in Marc21, and the web service to Infomedia was replaced with a newer, better-functioning service. Finally, there is now information in the records in cases where an article record can be delivered as part of the copy service from the State and University Library of Aarhus.

In 2010 the content of DanBib was expanded with the web indexes *Novelleregister* (short stories), *Digitregister* (poetry) and *Eventyrindeks* (fairy tales). Records at album level from Bibzoom (music) were added to DanBib. This concerns 330,000 records for albums representing more than 3 million tracks. Dansk Anmeldelsesindeks (reviews) 1979-1990, with a total 260,000 records, was retrospectively converted and made searchable in DanBib.

#### *DanBib as genuine shared catalogue*

The partnership project undertook an analysis of the opportunity for shared tools for materials selection, accession and catalogisation, calculated the enrichment potential from comparing the local catalogues with the equivalent clusters in DanBib, prepared a roadmap for the establishment of shared tools and a shared catalogue, and communicated the results via

workshops. The steering group comprised the Danish Agency for Libraries and Media, the State and University Library in Aarhus, and DBC.

The DEFF project, DanBib as a genuine shared catalogue, has been coordinated with DBC's WorldCat activities. In December 2010, in cooperation with this project, a workshop was held with the largest research libraries, DBC and OCLC, at which participants exchanged views and experience on tools and processes for materials acquisition, catalogisation and catalogue maintenance.

### *Response times*

In June-October 2010 DBC faced serious problems with response times in bibliotek.dk, DanBib, Integra, Materialevalg and DBC's internal systems. Ongoing information was given on the various measures to solve the problems, and in mid-October better, satisfactory performance was achieved. In 2011 additional improvement measures will be added.

### *Content*

At the end of the year there were a total of approximately 33 million records in DanBib, which is an increase by approximately 2 million from the previous year. Bibzoom was selected as a new data supplier. Furthermore, during the year a large number of major and minor restructuring measures were undertaken, due especially to new library partnerships and mergers.

The extent of the reuse of bibliographical records cannot be compiled, but there is still very considerable reuse of records, also in percentage terms in relation to the libraries' catalogues.

## **Bibliotek.dk**

Bibliotek.dk is the citizens' portal to all materials in Danish libraries as well as the National Bibliography.

In 2010 bibliotek.dk was subject to a number of development projects. The largest single project from a user aspect was a new user interface. The interface now has pictures from Danish library environments besides adjustments to the front page navigation that have made the search pages for the individual types of materials clearer; for example a short format for direct orders, which was a requirement made by many users. A new introduction film to bibliotek.dk was added to the site for the individual users and for teaching purposes.

The largest project in the infrastructure was a new version of the order system in Open Source, based on service-oriented architecture, which among other things makes it possible for users to reserve most materials without having to leave bibliotek.dk to visit local interfaces.

A mobile interface to see lending, renew and cancel was implemented, with a function whereby scanning a book's barcode allows it to be ordered in bibliotek.dk.

The "what-others-have-borrowed" service achieved greater volume, so that more titles are shown in a search result, and a "national top-twenty list" that is updated continuously was

created. The volume of lending transactions in the service is now so high that users even get relevant tips when searching more specialised materials.

In 2010 users gained the opportunity to – behind their login – save records in a “shopping list” and to save their searches.

Major changes were made to the display code, which led to a significant improvement in response times.

### **DBC’s involvement in the Danes Digital Library (DDB)**

The report “*Folkebibliotekerne i Vidensamfundet*” (Public Libraries in the Knowledge Society) published by the Danish Agency for Libraries and Media in 2010 presented five recommendations that would contribute to ensuring the future of the public libraries in order to guarantee the general public free and equal access to information and also to experience the digital world.

For DBC as a company, especially the recommendation to develop *Danskernes Digitale Bibliotek* (DDB) is a key strategic development task. DBC already supplies bibliographical and systems infrastructure to the Danish libraries, and further development of bibliotek.dk as one of the fundamental elements of the future DDB is considered to be an obvious step.

In 2010 and the years to come an essential key development task will be to migrate DBC’s traditional business systems to an open, service-oriented architecture. Bibliotek.dk is thus expected to have been migrated by mid-2012.

The establishment of a number of other infrastructural elements under the OLS development has also commenced, with DDB as a very significant strategic target.

In 2010 the Agency for Libraries and Media has reoccupied a Coordination Group for Internet Libraries with representatives from different library stakeholders - and DBC is also participating in the group as observer. The primary task of the coordination group is to set priorities for and recommend government-financed development products that support the development of a DDB. The committee’s mission extends to the political adoption of a DDB during the spring of 2011, after which the activities of the Coordination Group will be re-assessed.

### **Other products**

#### **Artesis Data Well and Artesis Web**

Artesis Data Well is a common reservoir where patrons can search for both printed and digital resources made available by the library.

During 2010 the Artesis Data Well was launched as a product and in operation for the first customers, providing the basis for their presentation of their own sources. At the turn of the

year 2010/2011, 35 libraries had joined the data well, which will be implemented in the libraries during 2011.

At the end of 2010 DBC commenced the development of a communication platform, Artesis Web, with an interface to the Artesis Data Well. It will be launched as open source in 2011, when DBC will offer the implementation of Artesis Web as well as operation and support of the platform to the libraries.

## Services

### *What others have borrowed ...*

This service, which displays a list of which other titles have also interested other borrowers, has been developed during the year. At year-end, 26 libraries were connected to the service, which will be further developed in 2011.

### *User-generated data*

VoxB is a shared service for libraries, including Internet libraries and bibliotek.dk, to collect and transfer user-generated data to and from the libraries' websites. The service includes reviews, tags and ratings and was completed in a first version at the end of 2010, and commissioned in the first quarter of 2011. A number of libraries are testing the service in 2011. Bibliotek.dk is expected to be connected in 2011. It is expected that the service will also interest booksellers, system suppliers, etc.

### *Front pages*

Forsideservice (front page service) is a web service that presents the front pages of books in the library's lending catalogues and on the school or library's website. In 2010 front pages became visible in the gateway service, netpunkt.dk. The service is planned to be expanded with front pages of audio books, music and foreign titles in 2011.

A number of small, but important services have also been developed that help to bind the libraries together in a shared infrastructure.

## Integra

For Integra, in 2010 a significant functionality for the libraries was developed, called Behold+ (acquisition data delivery), which automatically registers the materials available for lending. After pilot operation in the spring of 2011, Behold+ will be launched in the second quarter of 2011.

## **The Museum System (TMS)**

TMS is a management system for museums and archives.

During 2010 DBC implemented TMS at the Arken Museum of Modern Art and the Danish Palaces and Properties Agency, delivering TMS licences as well as conversion of the two museums' current registers.

Work also took place in 2010 on a conversion programme between TMS and the Heritage Agency of Denmark's central database, Regin. As a result of this conversion, the Skagen and Arken museums' registrations from TMS can now be viewed in Regin. Hereafter the Louisiana and Hirschsprung museums' TMS registrations will be uploaded to Regin.

Concurrently, DBC is finalising an online conversion program that will enable the museums that register in TMS to add new, corrected registration updates to Regin on an ongoing basis.

## **Courses and consultant services**

During 2010 DBC held a number of courses on its own products, primarily bibliotek.dk.

Again in 2010, DBC seconded two librarians from the Data Division: in turn, they spent one day a week cataloguing books and e-resources in the Novo Nordisk Library.

The Danish Agency for Science, Technology and Innovation has in several instances requested a librarian from the Data Division for the long-term quality assurance of data in the Danish Bibliometric Research Indicator.

In 2010, and the first half of 2011, a consultant from the IT department has undertaken a consulting assignment for Novozymes on the company's future solution for access to e-resources.

## **Faktalink & Forfatterweb (Fact links and Author web)**

The two web services are frequently-used, well-known online tools for schools and for inspiration to read different authors. Faktalink's articles present current topics and their perspectives, and link to other Internet sources. Forfatterweb users include book clubs – in cooperation with DR (the Danish Broadcasting Corporation) – and school pupils and the library's borrowers. 20 new fact links and 60 new author portraits were added in 2010. Towards the end of the year a new graphic design for both sites was developed.

## **Filmstriben (streaming film online)**

Filmstriben is a streaming film online service with documentaries, short films and feature film that libraries make available for their patrons.

### *Borrowing films from the library on your own home PC ...*

... is becoming a great success. Approx. 900 films, of which approx. 400 are feature films, are available to users at most of the country's libraries. The other approx. 500 films are short films, documentaries and animated feature films. Use has increased steadily in 2010, and as from March 2011 the films are also available to Mac users. In 2010 work began on establishing new agreements with foreign film producers and the inclusion of social networking technologies such as Facebook, YouTube and Twitter.

### *See films at the libraries and See films at school*

... are two portals that both include 1.000 short films and documentaries – an increase by more than 300 in 2010 – of which many are screened as part of daily use by most schools, upper secondary school and educational colleges in Denmark, as well as many libraries, where film clubs based on Filmstriben (streaming film online) are also being established. There are many opportunities to make a visit to the library exciting for adults and children alike. All films are of high quality, and produced with the support of the Danish Film Institute (DFI), which is also DBC's partner for Filmstriben (streaming film online). The marketing of short films and documentaries, and the development of new Filmstriben facilities, take place in close cooperation with DFI.

### **Spilogmedier.dk**

Spilogmedier.dk is a game downloading service, made available by libraries to their patrons.

Spilogmedier.dk was launched in March 2010 and now includes more than 100 different games and programs that are offered for seven days' download by currently 50 municipalities in Denmark. The service is still being built up and negotiation of new rights with foreign games producers is ongoing. A good share of the titles are "real" computer games that appeal to some of the user groups that the libraries are making an extra effort to retain.

### **Materialesamling.dk**

Materialesamling.dk is a ebookshop with compendia and material collections for students. On the sale of ebog.dk in the spring of 2010 the distribution service at materialesamling.dk was continued by DBC. The service offers a large number of compendia in digital e-book form to students at the Faculty of Law at the University of Copenhagen, with useful access options such as download, geographically independent online access, and availability to print. In terms of copyright this is a pioneer project involving close cooperation with Copydan and the Danish Publishers Association. Work is ongoing to create a basis to implement this solution in other areas of the university world, for example the humanities faculties.

### **Hosting**

DBC's goal for hosting is to be able to offer flexible, scalable solutions, user-initiated and on-demand, to meet customers' current requirements, and where customers only pay for what

they currently need. In Cloud terminology, this is *IT-infrastructure as a service* and *Application as a service*. Important infrastructure investments in user-friendly, flexible solutions took place in 2010. First in line is the implementation of the second generation of DBC's virtual environment, which makes it possible to offer scalable solutions on the server side. New investments in storage and backup facilities followed at the beginning of 2011, ensuring that DBC is flexible and competitive in this area too. In parallel with these technical initiatives we have focused on administrative adjustments to ensure that customers actually experience how their current requirements are in focus.

## Response time for DBC's products

Highest priority is given to the operation of DBC's traditional products, as these are used by almost all of Danish libraries. In the summer of 2010 users faced very slow response time on Bibliotek.dk, Netpunkt, Integra and Materialevalg. The slow response time began in mid-June and in the period up to 1 November DBC worked intensively to identify and solve the problem. As expected, there were several reasons for the slow response time. Adjustments to the Oracle set-up quickly brought some improvements. The most significant improvements were achieved from a critical review of the Web layer, where several bottlenecks could be eliminated. At the beginning of November response time were back at a satisfactory level. As a consequence of the slow response time during the summer DBC decided to make certain architectural adjustments, which took place at the beginning of 2011. DBC therefore expect to be well-prepared for ensuring good response time in the future.

## Dialogue with the libraries

### - **On Open Library Strategy (OLS)**

The aim of OLS is to achieve greater development momentum in partnership with the libraries, and greater flexibility in the use of the software developed.

To support this aim, DBC joined forces with the library partners Copenhagen Public Libraries and Aarhus Public Libraries in a formalised project partnership within the TING consortium. This partnership has subsequently developed into a genuine community with the participation of many libraries. TING Concept Community is now a platform for cooperation among libraries and suppliers on creating greater openness in system development, knowledge sharing and alternative business models.

In June 2010, DBC held a well-attended theme day for libraries on service-oriented architecture, with speakers from the Danish National IT and Telecom Agency, Devoteam, the TING partner Reload and DBC. DBC has also spoken at a number of conferences on Open Source, among others held by the National IT and Telecom Agency.

### - **On Artesis Data Well**

In 2010 there was a significant development in brønd.TING (TING data well) in cooperation with TING. Primarily DBC developed a data well, an object repository, where digital and physical sources were interrelated. In addition, DBC held a number of workshops with the subscribing libraries on the content of the data. The dialogue with the libraries on sources in the data well contributes to creating a nationwide data well, with the opportunity to supplement the selection of sources. These workshops were beneficial to all parties, and DBC will continue this dialogue via workshops.

#### - **On Bibliotek.dk**

The further development of bibliotek.dk is laid down in the Danish Agency for Libraries and Media's annual cycle, in close dialogue with the libraries. There is annual follow-up on the functionality via a broad-based user survey. In 2010, this popular and renowned public service celebrated its tenth anniversary, and DBC published a birthday picture on the front page of the site, and a memo on bibliotek.dk's history was available in the site's press room. A quiz for users was also held.

In recent years bibliotek.dk has developed from a public bibliographical service to a provider of direct access, via almost 1 million links, to digital materials online. In 2010 the access to digital content was expanded with the establishment of links to encyclopaedia articles in *Gyldendals Store Danske*, and to approximately 170,000 articles and reviews in the newspaper archive, *Infomedia*. This was marked with press releases to nationwide media. Links to *Bibzoom* were also established in 2010, comprising 330,000 records for albums representing more than 5 million tracks.

#### - **On DanBib**

DanBib is one of DBC's core tasks and in its further development libraries are ensured an influence on, and insight in, the development of functionalities and content.

In 2010 DBC held a number of communication activities to involve the libraries in DBC's product development, and to launch new products.

On the launch of the new ordering system for DanBib developed in open source, in June 2010 DBC held three dialogue meetings in Copenhagen, Ålborg and Vejle, respectively. A press release and e-newsletter were also issued.

In November 2010 the annual DanBib development plan was sent to the libraries for consultation. This plan – together with the bibliotek.dk development plan for 2011 – was discussed at a meeting with the library managers' associations in December 2010.

#### **Other communication activities**

Besides the dialogue with the libraries on DBC's core tasks, Spilogmedier.dk was launched at an event together with the consortium behind it, and a press release, etc. were issued.

In November 2010 DBC exhibited at BogForum with DFI Filmstriben. At the Nodem conference for Nordic museums in April 2010 DBC exhibited with The Museum System (TMS). In cooperation with Attention Solutions, two seminars were also held in 2010 on the registration of image and media files.



## Environmental report

DBC is an environmentally conscious company that works to achieve sustainable development with respect for the environment and natural resources. DBC deliberately seek to use environmentally sound solutions to the extent that is technically and financially possible, and to reduce our consumption of energy and other resources. Finally, DBC promote environmental initiatives through openness, dialogue and cooperation on environmental factors with employees, customers, partners and suppliers.

## DBC's social capital

DBC's undertakes social responsibilities in its efforts to ensure an inclusive labour market. Since 2001 DBC's liaison committee has prepared a social index. The social index ([www.detsocialeindeks.dk](http://www.detsocialeindeks.dk)) is a method to document the company's aims, actions and results in a number of areas such as appointments, dismissals, education and training, information and the working environment.

The Danish Ministry of Employment holds responsibility for the method and the ongoing follow-up on the initiative. The social index also serves to identify areas for improvement. Measurement takes place every second year, and the next time will be in 2012.

Over a five-year period there has been a clear improvement in how employees perceive DBC's social responsibility, as DBC is rated as a company which assume social responsibility to a very high degree.

In 2010 the Trainee Scheme was concluded. This cooperation between The Royal Library of Copenhagen, Copenhagen Public Libraries, Copenhagen Business School Library and DBC involves the employment of four MSc (Library Science) graduates in turn for one year in each company. The scheme gave both DBC and the individual trainees an inspirational boost to their expertise.

Also in 2010, a working environment survey was conducted on the basis of qualitative input from dialogue with each team in the organisation. The focus was on the links between strategy, relations and welfare. This gave key insights on both the general strategy development and the day-to-day cooperation in departments and teams.

## Key figures

### National Bibliography production

<b>National Bibliography (weighted registrations)</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
Dansk bogfortegnelse including Grønlandsk bogfortegnelse* (books)	18,236	18,066	17,097	19,364	18,223
Dansk Billedfortegnelse (visual recordings)	3,062	3,578	3,787	4,885	4,821
Dansk Lydfortegnelse (sound recordings)	1,192	830	1,070	1,159	1,339
Danske Musikoptagelser (music recordings)	1,947	1,933	1,575	1,702	1,827
Internet publications	1,902	2,719	2,322	3,377	4,447
Dansk Artikelindeks (articles)	15,261	15,400	15,299	15,065	13,797
Dansk Anmeldelsesindeks** (reviews)	2,085	2,086	2,039	1,875	1,707
Music reviews	713	681	551	508	439
Weighted registrations in total	45,110	45,972	43,740	47,935	46,600

\* Physical electronic books are included in DBF, and from 2010 figures for online multimedia are included in Internet publications.

\*\* New media are included.

### Use of DanBib and bibliotek.dk

<b>Number of records in DanBib</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
(million)	26,5	28,5	29,5	31	32
Percentage change	+5.2%	+7.5%	+3.5%	+5%	+3.2%

<b>Use of bibliotek.dk</b>	<b>2009</b>	<b>2010</b>
Number of visits	3,696,611	3,596,902

Percentage change		-2.7%
-------------------	--	-------

<b>DanBib orders</b>	<b>2006</b>	<b>2007*</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
(t)	2,010	1,880	1,968	2,019	1,965
Percentage change	+0.3%	-6.5%	+4.7%	+2.6%	-2.7%

\*Measurement of automated orders began on 1.5.2007.

<b>Orders in bibliotek.dk</b>	<b>2006</b>	<b>2007*</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
(t)	1,410	1,276	1,384	1,472	1,517
Percentage change	+2%	-9.5%	+8.5%	+6.4%	+3%

\* The drop in the number of orders from 2006 to 2007 is because 'order at publication level' was commissioned in 2007, which has meant that more orders are redirected to the local system, which eliminates inter-library lending.

<b>Orders redirected from bibliotek.dk to libraries</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
(t)	816	1,265	1,434	1,319	884*
Percentage change	+86.3%	+55%	+13.4%	-8%	-32.9%

\* The drop in the number of redirected orders is due to the implementation of direct orders at bibliotek.dk via the NCIP protocol, so that the user does not have to switch to the local catalogue.

## DBC's Accounts

DBC's Annual Report for 2010 is published at [www.dbc.dk](http://www.dbc.dk) in May 2011.