

SOLUTION BASED FUTURE AHEAD

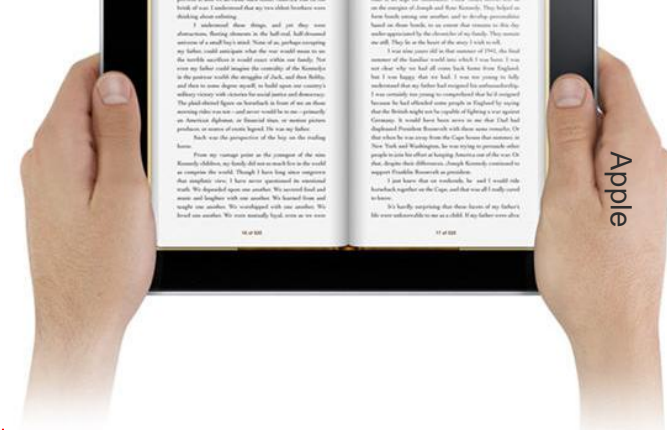
KAI EKHOLM

National Librarian, NLF of Finland
Chair of CDNL

With help of Tuula Pääkkönen, NLF Mikkeli



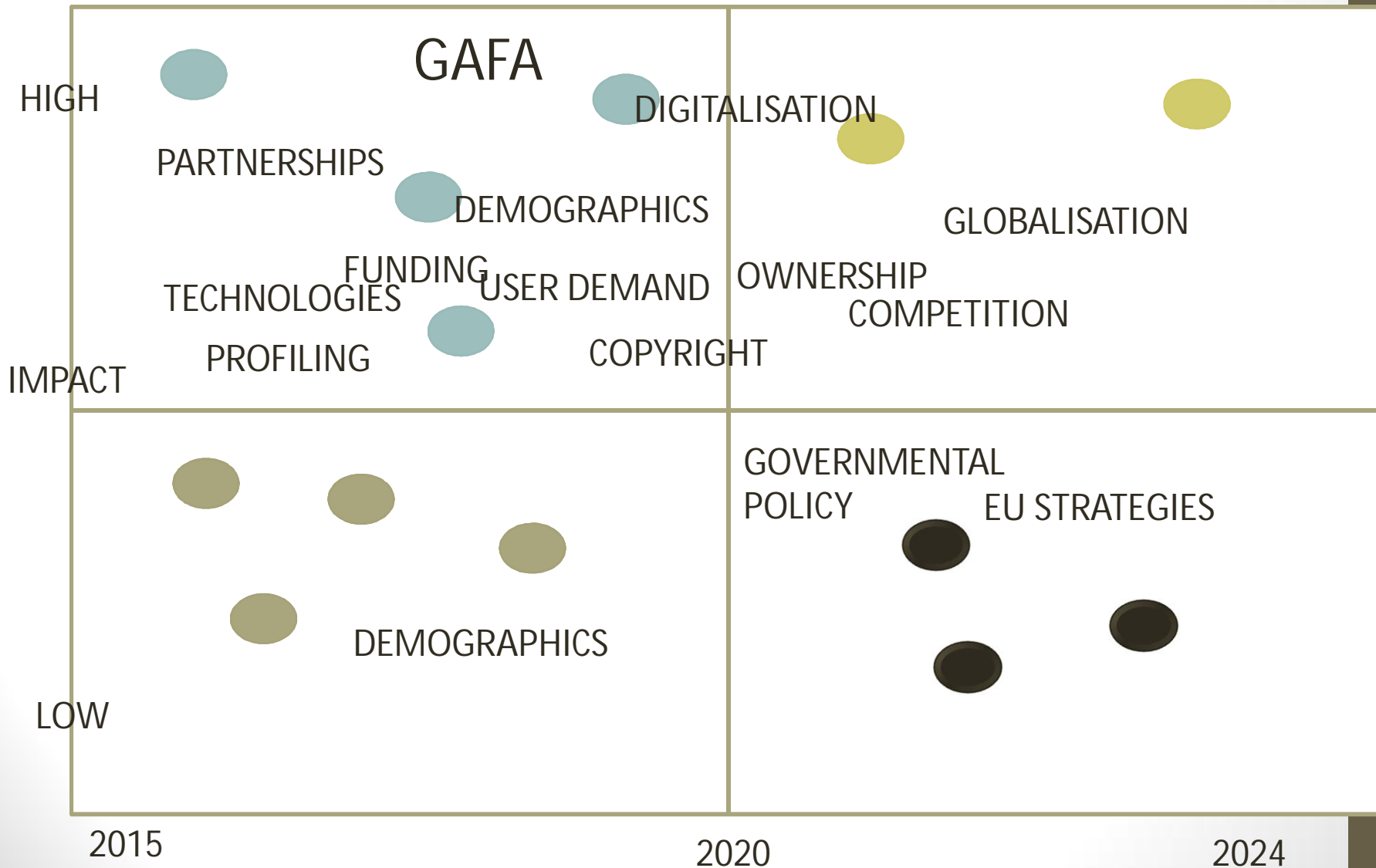
MEDIA IN TRANSITION



- 2020- digitalisation has merged all media to one cloud service
- People spend more time on the internet than watching TV
- Tablets will be more popular than printed magazines and books
 - Danes: only 30% read their newspapers in print
- Games have in 10 years become to a bigger time waster and money maker than movies
 - The Finnish game industry alone needs 600 new employees annually

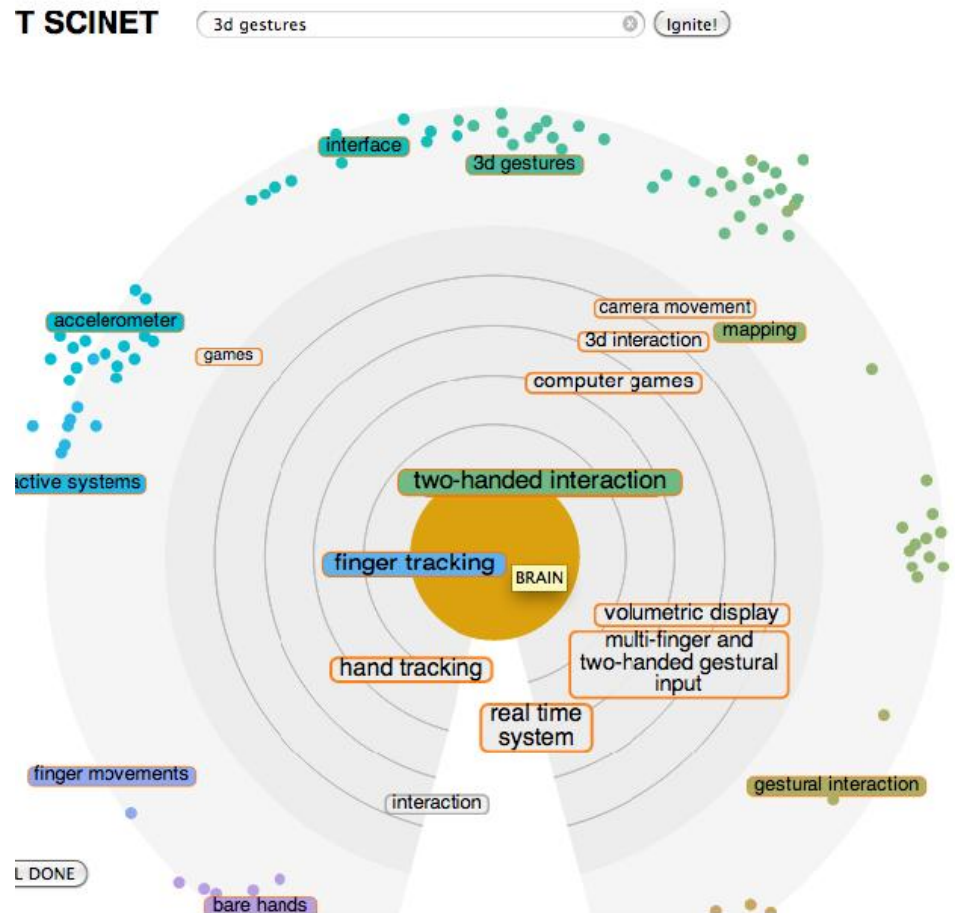
Libraries will diminish or need to change to media centers

FUTURE GAME



REVOLUTION OF KNOWLEDGE WORK

- New knowledge workers
- Data massively increasing
- Tools for exploratory search: we need more efficient navigation of the information space + sense making

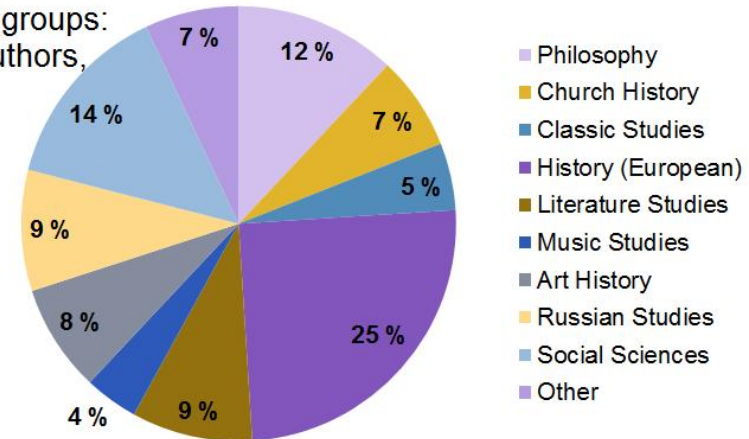




WHO IS THE USER?

Scope of Interest 2012

- Historians
- Other interest groups:
Journalists, authors,
media, family
historians



Mikkelin Smart info retrieval - seminaari/Liisa Savolainen 29.9.2014 [12]

A young boy with curly blonde hair is shown from the chest up, crying intensely. His eyes are closed, and his mouth is wide open in a cry. He is wearing a red and blue plaid shirt. The background is a solid, bright blue color.

WHY ARE
THESE
NEWSPAPERS
SO DAMN
OLD?

NOW: 11
2025: 21



Crowdsourcing,
Interactivity

Quick and
easy access

My content!
My
interpretation

SOLUTION BASED WORLD AHEAD

- New market for Long Tail
- Crowd sourced content increases, sharing increases
- Growing demand for free or reasonably priced materials



"A reliable bad
is always better
than uncertain good
in the future."

Heli Laaksonen
Finnish poetess