

## SOLUTION BASED FUTURE AHEAD

Istanbul hosted the recent IFLA President's meeting in May. We enjoyed many fine presentations that tackled the change of media and libraries. In my own presentation I stressed the solution based approach.

Why? Libraries are pretty good I hear you saying. The basic concept has worked thousand years and more. We have passed the test of time, why should we not pass the test of digital revolution?

The digital revolution is not gradual. It is total. User demand means "I want it all, not some fragments of it. And I want it now when I need it."

There is a lot to tackle and I start with the fears we have:

- Digital paper and tablets replace printed media
- Young readers abandon the book (for internet).
- Respect for the copyright will collapse
- Google replaces libraries
- Google will roll over copyrights
- Publishers will vanish
- Book production collapses and never evolves back
- Reading habits will change for ever
- Book stores will be discounted to death by Amazon
- Amazon has started to lend books

Most of this is already happening. Media is in the middle of strong change. **Internet has become more popular than TV. People use more time in internet than watching TV. Tablets will be more popular than printed magazines and books.** In Denmark **only 30% read their newspapers in print. Games have in 10 years become to bigger time waste and money makers than movies. Finnish game industry alone needs 600 new employees annually.**

How do libraries fit to this change – ever? Allow me to jump to the conclusions.

In 2030 (or earlier) digitalisation has merged all media to one cloud service. Libraries will disappear or need to change to media centers

This means that our users change as well. There will be totally new knowledge professionals looking our materials. We need to act more business like, not just mimic we do so. For a prolific and strategically oriented library there is some new market ahead. Long tail needs to be digitized. Someone has to pay for it. New partners need to be found to work this out. New Content is our strongest asset. There is a growing need for our digitized materials if we act in an ambitious and business like environment. As our competitors GAFA (Google, Apple, Facebook, Amazon) does.

Kai Ekholm, professor, Director of the National Library of Finland, Chair of CDNL