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**Google shatters the quiet of the library PUBLISHING: The search company's initiative to digitise thousands of books has raised hackles among France's publishers, writes Tom Braithwaite; [LONDON 1ST EDITION]**TOM BRAITHWAITE. *Financial Times*. London (UK): Mar 7, 2006. pg. 11

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**Abstract** (Document Summary)

France is not the only country whose publishers have been angered by [Google]'s scheme. There is legal action by a number of publishers in the US (including Pearson, owner of the *Financial Times*) against Google. The search company insists its actions constitute "fair use" of the copyrighted material as only snippets of text are displayed. It points out that many publishers are supportive of the project that could lead to more book sales and those that are unhappy can opt out.

As it should be, thinks Mr Jeanneney, who believes the public sector should be in the driving seat. His anxiety about Google's plans in the field has led him to write a book, *When Google Challenges Europe*, in which he sets out his fears for European culture managed by a US profit-making company.

It came as a boost to Microsoft in its attempt to recover ground from Google, which is working with the New York Public Library and Harvard, Stanford, Michigan and Oxford universities. Unlike Google's project, Microsoft will not be working with copyrighted material. Nevertheless, Mr Jeanneney says he was "a bit displeased that the UK went solo . . . I think if the project works, Britain will join us - following the historical tradition."

**Full Text** (1042 words)*(Copyright Financial Times Ltd. 2006. All rights reserved.)*

French publishers in January learnt that digital versions of some of their books were on the internet. They had been scanned from copies held at the University of Michigan library and uploaded by Google.

Outraged at what they saw as an assault on their copyright, publishers such as Fayard, Grasset and Gallimard instructed lawyers; next week they will decide whether to proceed with legal action.

Google describes its Book Search programme as "our man on the moon initiative. We see a world where all books are online and searchable".

The texts are "digitised" at a handful of libraries and, separately, via agreements with publishers. Microsoft has a rival project in this literary space race and - in what is turning into a clash of cultures between the US companies and a number of countries led by France - so does the European Union.

France is not the only country whose publishers have been angered by Google's scheme. There is legal action by a number

of publishers in the US (including Pearson, owner of the Financial Times) against Google. The search company insists its actions constitute "fair use" of the copyrighted material as only snippets of text are displayed. It points out that many publishers are supportive of the project that could lead to more book sales and those that are unhappy can opt out.

"What do they want publishers to do?" retorts Serge Eyrolles, head of the French publishers' association. "Spend our lives on Google looking for our own books?" With talks failing to find a solution, the issue is likely to be decided in the courts.

Google's move into the printed word has hit a particular nerve in France. While other countries' complainants are mainly motivated by hard-headed commercial logic, the French response from leading politicians, technology companies and the book world has as much to do with culture.

"Letting a monopoly establish itself would be dangerous," says Jean-Noel Jean-neney, president of the National Library of France. "Even if Google's pride is as big as the planet, its universe is Anglophone, and primarily American. Its aim consists of making profit. In terms of global balance, we need to come to a multiplicity of offers."

The riposte is the European Digital Library spearheaded by Mr Jeanneney and Jacques Chirac, French president, who is already backing another Google rival in the form of Quaero - a multimedia search engine. Last week the European Commission said EDL was "rapidly taking shape" and 2m books, films and other files would be accessible through the portal by 2008.

Whether this constitutes "rapid" progress or crawling towards cyberspace at a snail's pace is debateable. "Politicians need to get organised in the next few weeks," says Mr Eyrolles, a member of the French steering committee for the library. "In the same period Google is investing Dollars 100m."

The precise division of funding to be put up by Brussels, national governments and the private sector has still to be decided. The Commission estimates it will cost Euros 200m-Euros 250m (Pounds 140m-Pounds 170m) over four years for the "basic digitisation" of material, most of which will be borne by member states.

As it should be, thinks Mr Jeanneney, who believes the public sector should be in the driving seat. His anxiety about Google's plans in the field has led him to write a book, *When Google Challenges Europe*, in which he sets out his fears for European culture managed by a US profit-making company.

His worries are not shared across the Channel where Lynne Brindley, chief executive of the British Library, takes a more pragmatic ap-proach to digital initiatives.

Last Thursday, when the Commission was trumpeting the EDL, the British Library announced an agreement to link its own collection to results in Google Scholar, a specialist academic search engine.

It is not the first deal between the library and a US information technology company. Microsoft said in November it would invest an initial Dollars 2.5m in a "strategic partnership" with the library to scan 25m pages of content - the equivalent of 100,000 books - and put digital copies on the internet.

It came as a boost to Microsoft in its attempt to recover ground from Google, which is working with the New York Public Library and Harvard, Stanford, Michigan and Oxford universities. Unlike Google's project, Microsoft will not be working with copyrighted material. Nevertheless, Mr Jeanneney says he was "a bit displeased that the UK went solo . . . I think if the project works, Britain will join us - following the historical tradition."

Also following the historical tradition, Britain may try to shape the project into a looser structure than the French might like. "I think it's a superb umbrella for European national libraries . . . I don't see the EDL as a single entity, I see it as a framework," says Ms Brindley.

"(Mr Jeanneney) has a philosophical view (of digitisation) that I don't share, philosophically or in practical terms," says Ms Brindley. It is clear that the Frenchman's tract, which paints the digitisation de-bate in terms of Europe fighting American hegemony, cuts no ice in London - the British Library is happy to be promiscuous in its relationships to secure different streams of funding.

"We envisage multiple partners - we already have many from the public sector," says Ms Brindley, adding that, after

Microsoft and Google, there could be more from the private sector too.

Mr Jeanneney does not rule out a role for private companies - he is talking to Thomson, the French media group, among others - but he is concerned that the participation of an Anglophone company does not harm French culture. As he likes to point out, with Google controlling the search re-sults, a search for Victor Hugo might come up with an English translation ahead of the original.

Perhaps, though, the digital world is less monocultural than he thinks. Searching for "Shakespeare" in the trial version of the ENL last Friday, I found my top result was a French translation - by the son of Victor Hugo.

Meanwhile, Google seems to be scrupulous in not censoring favourable references to the books of one of its greatest critics. Typing "Jeanneney" into Google Book Search turns up the following quotation: "Jeanneney's account is absolutely authoritative."

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