

# **THE DIGITAL CUSTOMER IN FRONT**

**KAI EKHOLM**  
**National Librarian**

**With help of Tuula Pääkkönen, NLF Mikkeli**



# MEDIA IN TRANSITION

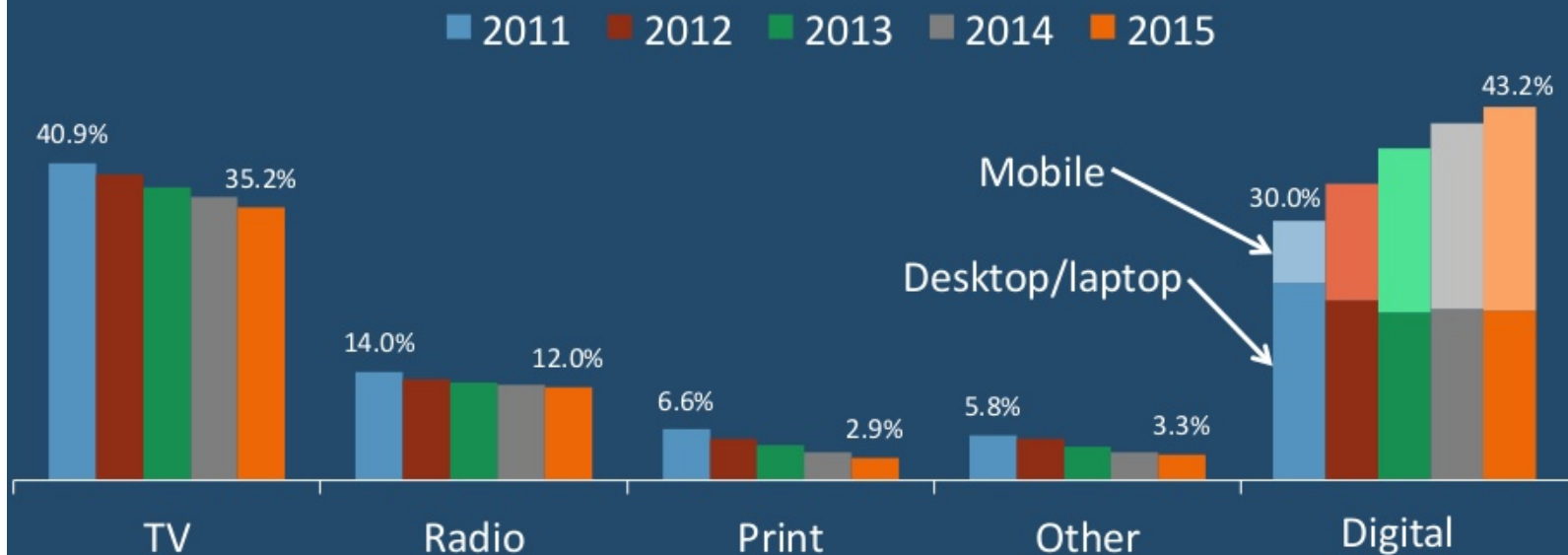


- **“2020- digitalisation has merged all media to one cloud service”**
- People spend more time on the internet than watching TV
- Tablets will be more popular than printed magazines and books
  - Danes: only 30% read their newspapers in print
- Games have in 10 years become to a bigger time waster and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

**Libraries will diminish or need to change to media centers**

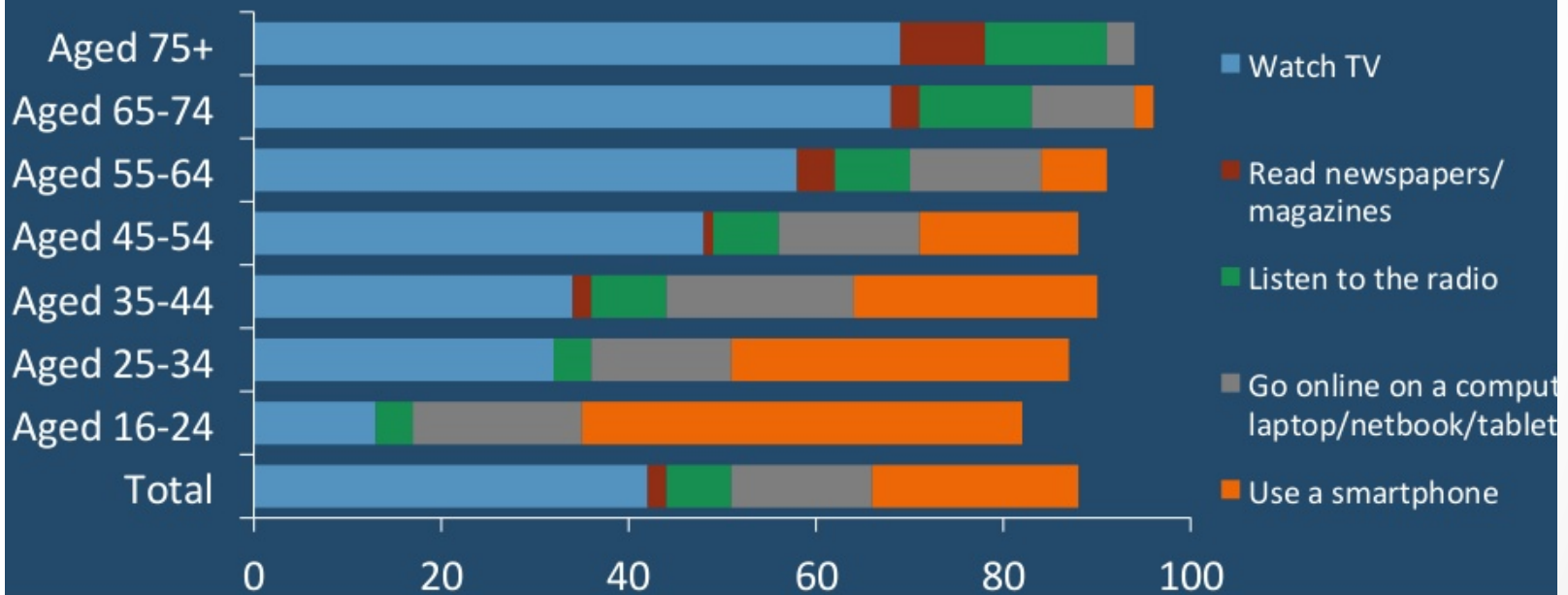
# DIGITAL MEDIA CONSUMPTION IS GROWING, EVERYTHING ELSE IS SHRINKING

## US Consumer Media Consumption Share

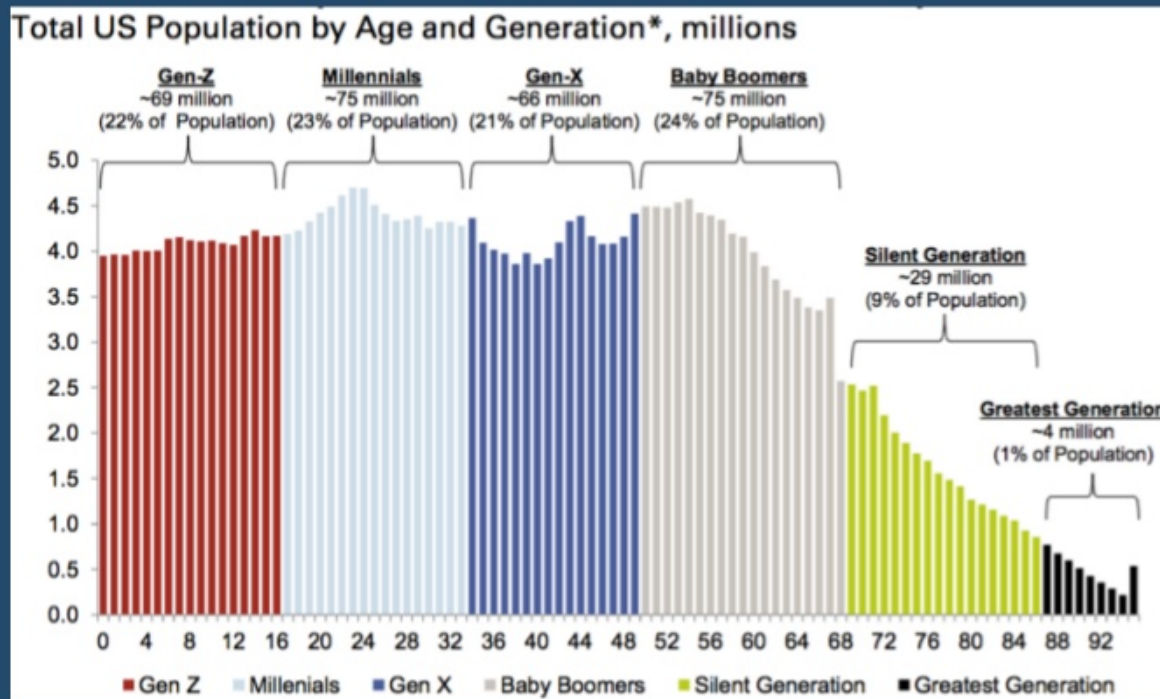


# THE SHIFT IS GENERATIONAL

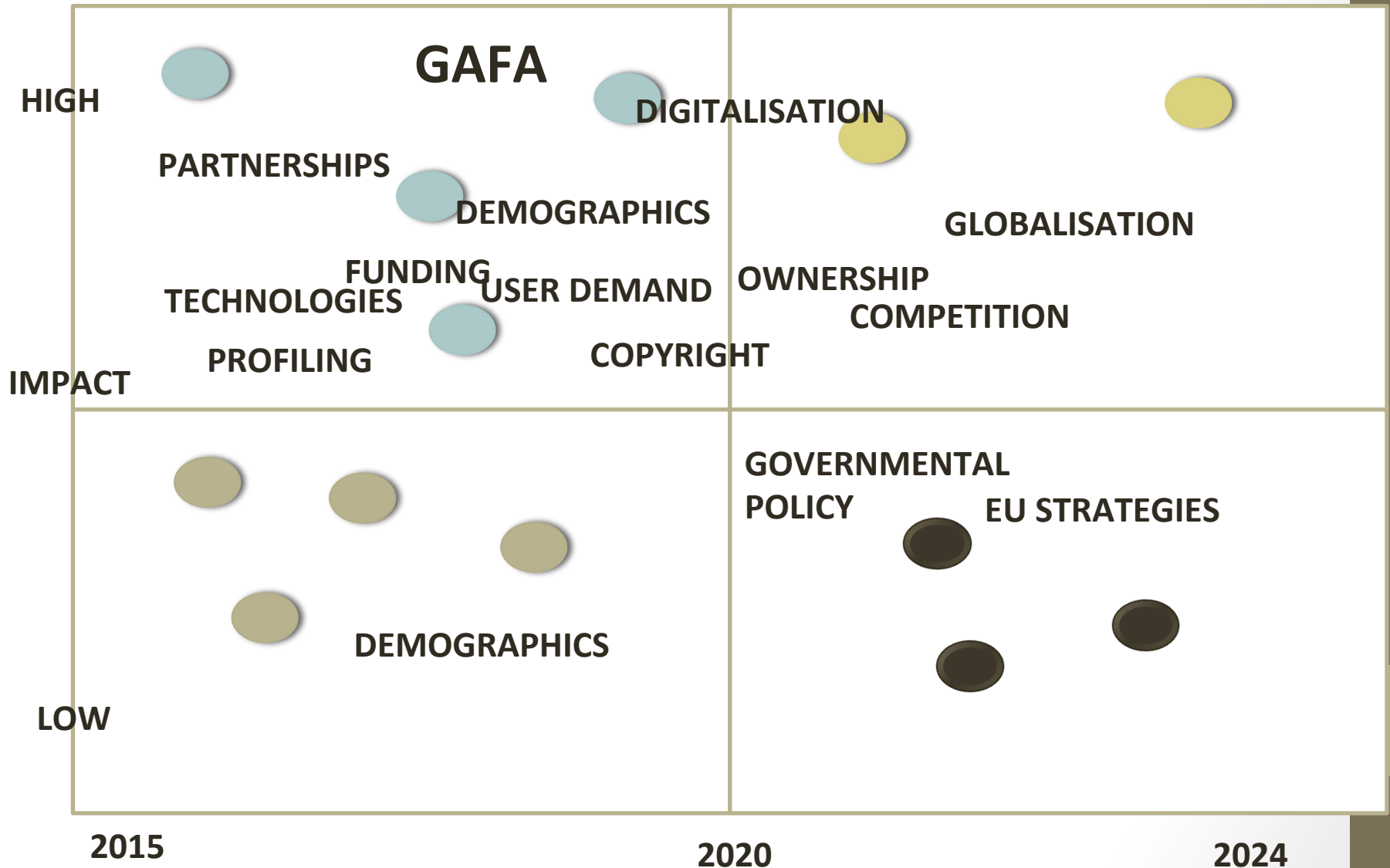
## Top 5 Media Mentions Among All Adults, 2013



# GENERATIONS HAVE A PREDICTABLE LIFE CYCLE



# FUTURE GAME



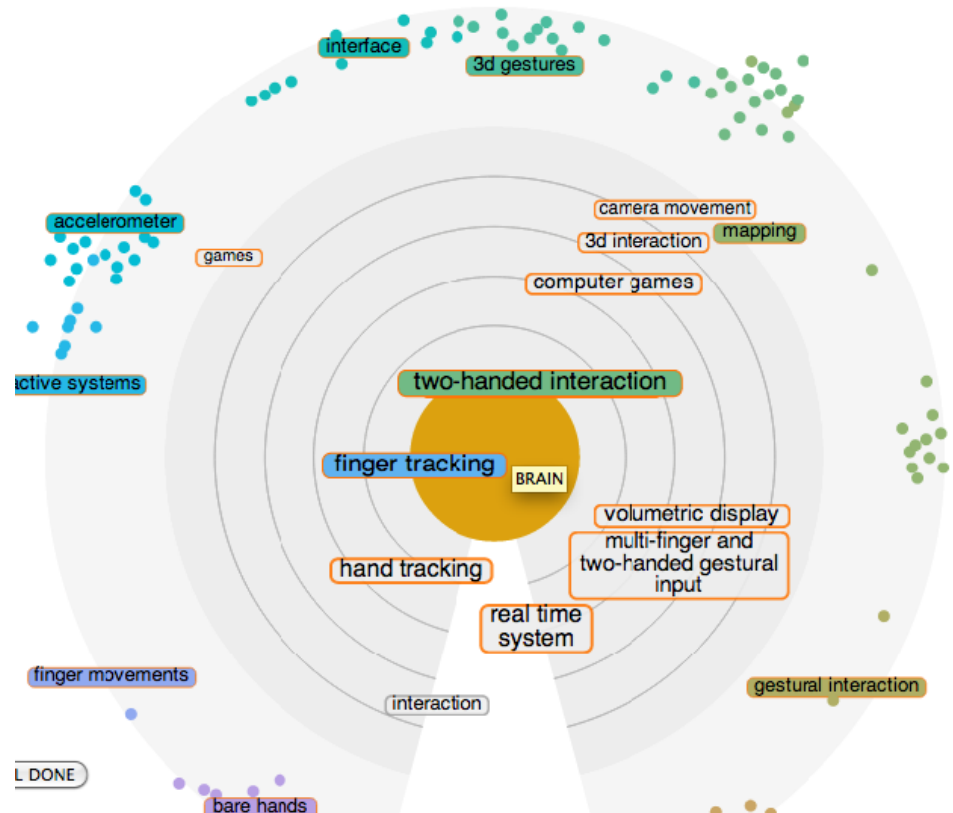
# REVOLUTION OF KNOWLEDGE WORK

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

T SCINET

3d gestures

Ignite!



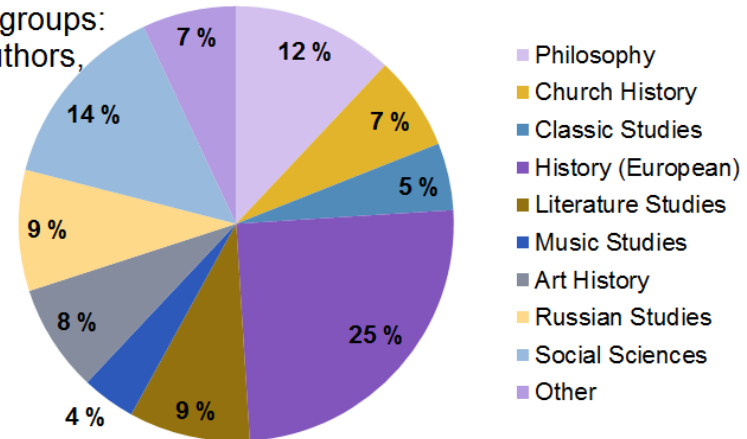




## WHO IS THE USER?

### 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 close-up photograph of a young child with curly blonde hair, crying intensely. The child's eyes are squeezed shut, and their mouth is wide open in a cry. The background is a solid, bright blue. The child is wearing a red and dark blue plaid shirt.

**WHY ARE  
THESE  
NEWSPAPERS  
SO DAMN  
OLD?**

NOW: 11  
2025: 21



Crowdsourcing,  
Interactivity

Quick and  
easy access

My content!  
My  
interpretation





[digi.kansalliskirjasto.fi](http://digi.kansalliskirjasto.fi)

10,4 M pages

Newspapers: 4,2 M pages

Journals: 6 M pages

Ephemera: 130,000 pages



[finna.fi](http://finna.fi)

11,6 M entries

4,9 M books

2 M documents

1,7 M newspapers and articles

800,000 images

5,9 M titles from the National Library of Finland Collections



Finnish Web Archive  
(harvested material)

1,809,500,500 files

Varia (deposited materials)

Monographs: 10,862 titles

Magazines and newspapers:

55,508 issues

30,701 online recordings



[doria.fi](http://doria.fi)

maps, manuscripts, ephemera,  
parchments, etc.

60,000 titles



# SOLUTION BASED WORLD AHEAD

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

04/10/16



LG

“A reliable **bad**  
is always better  
than uncertain **good**  
in the future.”

Heli Laaksonen  
Finnish poetess