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## **GOOGLE INFORMATION OVERLORD**

***25/01/05***

Google, the world's most powerful online search engine, has made publishers and booksellers sit up and take notice with its bold new Google Print project. "Google's mission is to organise the world's information and make it universally accessible and useful. Since a lot of the world's information isn't yet online, we're helping to get it there," it said, on unveiling the project to publishers at last year's Frankfurt Book Fair. "Google Print puts the content of books where you can find it most easily--right in Google search results."

For publishers, Google Print offers a straightforward way to get their books listed within the main Google search engine. Publishers are invited to open an account online, and then to send to Google--by traditional post--copies of the books they want loaded onto the database. The books are then scanned in. There is no limit to the number of books that can be sent, but Google requests that they be submitted within two weeks of uploading title details for Google to catalogue. Only physical books (in English) can be scanned at the present time, but there are plans to allow electronic versions to be submitted in the future. Once the scanning is complete and the information is live on the internet, keyword searches may be performed on the text of the books. It will be possible to click through to specialised Google web pages that display a small number of pages from the book, or an excerpt. Publishers may state how much of the book may be scanned, in order to protect copyright.

### **Information is money**

Google Print is treading carefully on the question of copyright, in order to reassure publishers and encourage them to sign up. Ways to protect copyright online include using Google's Content Excerpt Pages and linking to book retailers. Google reports a positive initial response from publishers.

Google Print offers a number of commercial opportunities to its publishing partners. When a keyword search identifies a relevant book, the results page will contain information about where the book may be purchased. Google is encouraging all publishers with e-commerce websites to include a link to their site so the book can be bought instantly.

Over the next year Google Print will be tested in the marketplace. It should then become clear whether this is one of the most exciting innovations in publishing in recent years, or if it is an opportunity for specialist publishers only.

*(SOURCE: THE BOOKSELLER)*

## **FRANCE TO HIT BACK GOOGLE**

***6/04/05***

French President Jacques Chirac has asked culture Minister Renaud Donnedieu de Vabres and French National Library chief Jean-Noël Jeanneney to propose a

European counter-offensive to Google's plan to digitalise and offer 15 million library books online. Noting the "vast move to digitise knowledge around the world", Chirac said he had asked the two officials to "analyse the conditions in which the books from the major libraries in France and Europe could be made more widely and rapidly accessible on the Internet."

Jeanneney was quoted as stressing the need for Europe to digitalise more books and to think about creating its own search engine. Any project should involve public and private funds, the government universities and other institutions, he said.

Donnedieu de Vabres said that the issue was a "marriage between technology and cultural diversity", and that each link in the book chain should have its say. The first steps could be in partnership with Germany and Spain, which have similar positions to that of France in cultural diversity talks at the Paris-based Unesco.

*(SOURCE: THE BOOKSELLER)*

## **EUROPEANS PLOT GOOGLE COUNTER ATTACK**

***18/05/05***

A plan to create a European digital library to compete with Google's project to digitise and offer 15 million books online is taking shape faster than expected, according to French national Library (BNF) chief Jean-Noël Jeanneney. At a two-day European culture meeting in Paris, in early May, Jeanneney said he did not believe that his call for a plan would be taken up in just a few weeks. Nineteen European libraries have signed up to the idea, and five European countries have joined France in urging the European Union to go ahead: Germany, Hungary, Italy, Poland and Spain. Others are expected to follow. In England, Google's project is dividing the publishers: the director of Bloomsbury is totally opposed to the project, however some publishers are less suspicious, and almost enthusiastic when they think of the potential sells they can do with this free promotion on the most famous search engine.

Luxembourg Prime minister and current EU president Jean-Claude Juncker told the conference he was in favour of the scheme, because Europe should not give in to "virulent attack" from others, while the European Commission in Brussels said EU countries should foster digitisation through public-private sector partnerships.

Nikesh Arora, head of Google Europe, said the US search engine was in favour of partnerships, especially with "Bibliothèque Nationale de France – BNF". Jeanneney did not rule out the possibility, provided that negotiations were conducted on an equal footing. This meant "acquiring an instrument that responds to the European ambition expressed" during the conference.

In an interview with Liberation, a well-know French newspaper, Arora denied that Google project would involve mainly US books. The aim was "to give browsers the widest possible choice", he added. On French publishers' fears of piracy, Arora said that printing out a pirated book would cost as much as buying it, that Google would offer only a few pages of copyrighted works, and that publishers would retain control over their content.

*(SOURCE: INSPIRED FROM THE BOOKSELLER AND LIVRE HEBDO)*

## **UK: AMAZON AND SUPERMARKETS DRIVE BOOK SALES**

***18/05/05***

Amazon and supermarkets have driven sales growth in the UK book market in the first four months of 2005, according to an analysis by The Bookseller.

Ottakar's is the latest high street chain to report a decline in like-for-like sales, down 0.5% for the 14 weeks to 7th May.

Ottakar's is suffering less than rival specialists; new store openings helped it increase total sales by 4.7% compared to the same period last year. The like-for-like performance was also an improvement over the start of the year. Seymour Pierce analyst Richard Ratner said: "This is a very good performance, particularly given how weak April has been for retail sales, and the fact that Waterstone's was 2.8% down in its final quarter."

But all the chains lag behind the overall book market. Sales through Nielsen BookScan's General Retail Market increased by 3.1% for the four months to end-April, while its wider Total Consumer Market measure showed sales up 6.6%. Publishers said that the growth was being driven by Amazon and the supermarkets.

*(SOURCE: THE BOOKSELLER)*

## **UK : NERVOUS PUBLISHERS CALL FOR GOOGLE SAFEGUARDS**

***2/06/05***

The UK Publishers Association has fired off a letter to Google about potential copyright infringements, as trade and academic publishers take sides on the Google Print project.

The PA is most concerned about Google's scanning of works from five major libraries, including the Bodleian in Oxford. Although works scanned from the Bodleian will be out of copyright, Google also has access to all works from Stanford, Michigan and Harvard universities.

PA director Graham Taylor said: "The issue is on what basis Google thinks it has the right to digitise material still in copyright, how it knows what is in copyright, and what criteria it applies."

The move follows the PA General Meeting, last month, when Bloomsbury chairman Nigel Newton warned of a "Napsterisation" of the publishing industry. Google has yet to respond.

PA president Richard Charkin said: "Many publishers have expressed concerns on the potential loss of control if digital files are circulating around the internet. Naturally, companies such as Google and Amazon are utterly trustworthy, but trade publishing is at a tipping point in technological developments. Many people feel this is not the time to take unnecessary risks with what is our lifeblood."

Authors' rights are also in dispute, with the Society of Authors adamant that authors' consent be sought if their books are included in Google Print. But OUP has adopted an opt-out process, where authors who do not want work to be included contact the publisher.

Meanwhile UK fears over Google appear to be spreading to the US. The Association of American University Presses wrote to Google last week to express serious concern.

Google said that it would show only descriptive catalogue information and brief excerpts for library works still in copyright: "Google respects the rights of copyright

holders and has been working closely with publishers to help them connect with more readers online."

*(SOURCE: THE BOOKSELLER.COM)*

## **GOOGLE DIGITALISATION PROJECT AT THE CENTRE OF DEBATES**

***14/06/05***

The Guardian has just published an article which tells publishers to stop being so "backward" and embrace the new technologies offered by Google and Amazon. "European publishers are trying to beat the Americans at their own game--creating their own projects to scan books. There's just one catch. They're behaving ridiculously."

The journalist, Paul Carr, does offer up his own solution, suggesting that publishers scan their own books and "make the information available" to Amazon and Google's "technologically-superior database". He doesn't detail how the information would be made available.

*(SOURCE: THE BOOKSELLER ONLINE)*

[Visit source: Guardian](#)

## **GOOGLE HAS MODIFIED ITS LIBRARY BOOK SCANNING PROGRAMME TO ENABLE PUBLISHERS TO WITHDRAW TITLES.**

***25/08/05***

It will also allow publishers to "migrate" scanned titles into its full Google Print programme. Google will halt scanning of in-copyright material until November, "to allow plenty of time to review these new options".

The two concessions follow months of lobbying by publishers, who have attacked the search giant's plans to include copyright material on its libraries database. Publishers can now email Google to tell them which of their books they do not want to be scanned if Google finds them in a library. Publishers can also opt to have library books added to the Google Print database, and add links to their own websites.

Adam Smith, senior business product manager for Google Print, said: "We've been listening to feedback. It came through that publishers wanted this level of control over their books. Many say this addresses their business concerns."

But US publishing bodies said the moves did not go far enough. Pat Schroeder, president of the Association of American Publishers, said: "Google's announcement does nothing to relieve the publishing industry's concerns. Google's procedure shifts the responsibility for preventing infringement to the copyright owner rather than the user, turning every principle of copyright law on its ear."

*(Source: The Bookseller on line)*

To read Adam Smith's statement on his blog, go to

<http://googleblog.blogspot.com/2005/08/making-books-easier-to-find.html>

**UK : UK GOOGLE PRINT GOES LIVE.****7/09/05**

Google has launched a Google Print book-specific search page for users in the UK, 10 months after it launched its US site. The page, [print.google.co.uk](http://print.google.co.uk), offers access to the same collection of books as the US version, but provides links to local online booksellers.

Google said Google Print had a feature, which enabled publishers to define which territories their books could be displayed in: "This means publishers' territorial rights can be protected." It continued: "Google respects the rights of content owners and we will go to great lengths to ensure their interests are protected."

A recent report from Electronic Publishing Services speculated that if Google held a large number of scanned books, it could run print on demand services. The report pointed out: "While publishers would not have to agree, they could come under pressure from users to do so. Google would be the gatekeeper and hold considerable power over its own cut of the revenues."

Although the report points out other threats to publishers from Google Print, including the possibility of users accessing every page of a book through painstaking searching and sharing them on a peer-to-peer network, it also has a positive message for publishers: "Google Print should be seen as a means of kick-starting more pay-per-view sales . . . [It] also provides publishers with a new revenue stream through taking a share of contextual ads served alongside their content."

*(SOURCE: THE BOOKSELLER ON LINE)*

**FRANCE PUSHES FOR EUROPEAN BOOKS ONLINE****07/09/05**

While Google has announced a break in its project to scan 15 million books, France is speeding up its rival venture for a European Digital Library.

At its second meeting on 30 August 2005, the Library's Advisory Council set up a number of working groups, which are to deal with issues such as financing, editorial choices, private sector co-operation and choice of a search engine. "We hope to be able to proceed quickly to taking decisions, based on the findings", Culture Minister Pierre Donnedieu said. An interim report is to be presented to President Jacques Chirac, who takes personal interest in the project, by the end of the year.

While the Library's Advisory Council is composed of Frenchmen only, France is seeking co-operation from its European partners and from EU institutions, Mr. Donnedieu said. The minister also hopes for co-financing of the project by the EU.

So far, Poland, Hungary, Germany, Spain and Italy have reacted positively to France's invitation to get involved in the project. On several occasions, France has pointed to the growing importance of digital content and to the risk of this domain being dominated by US-based enterprises, such as Google's [Google print](#) service.

*(SOURCE EURACTIV.COM)*

## **ONLINE LIBRARY LAUNCHES FOR BOOK LOVERS**

***07/09/05***

A new website has been launched that will allow members to loan books out to other users online. It is being described as the "world's first online cooperative library". MYBookYourBook ([www.mybookyourbook.co.uk](http://www.mybookyourbook.co.uk)) was launched at the end of August, ahead of schedule, after "unexpected high media coverage and unprecedented demand for membership".

The website allows users to list up to 10 paperback books that they wish to share. In turn they are allowed to request books from other members. After five weeks the books are made available again, with the current holder expected to respond to a loan request. Readers pay an annual fee of £8.95 (13 Euro). The website's founder, Peter Baillie, told today's Guardian that the plan was to encourage a community spirit, persuading people to share books that would otherwise gather dust. "Most books I read once, but not again, and I'm sure there are thousands of people in exactly the same situation." Baillie denied that the scheme would hit book sales. "In my view it will encourage people to keep buying books. The success of this depends on fresh titles coming all the time. I want people to keep adding them." The Guardian reports that some librarians have pointed out the site is offering what is available from them for nothing.

***(SOURCE: THE GUARDIAN)***

## **DO YOU WANT TO JOIN THE GOOGLE DEBATE?**

**[WWW.GOOGLEDEBATE.COM](http://WWW.GOOGLEDEBATE.COM)**

Adam Hodgkin, founder of Xrefer (Xrefer defines itself as the "world's largest online reference service for libraries, offering access to 180 reference books from 49 of the world's leading publishers) has accused book publishers of being "backward-looking and blinkered" in their "negative" responses to Google Print. In an essay published online Hodgkin argued that publishers should insist on a number of 'red lines', which Google must not be allowed to cross if the giant search engine was to scan printed material. He also urged the search engine to be more flexible in negotiating appropriately different agreements with different types of book publisher.

The essay was prepared as part of a debate on traditional publishing in the 'age of search, organised by the Publishers Association and Electronic Publishing Services (EPS) Ltd. ([www.epsltd.com](http://www.epsltd.com)) In it Hodgkin questioned the thinking of those publishers who have spoken out against the Google Print project. He said: "The pronouncements of official spokespersons of the publishing industry put me in mind of medieval monks declaiming 'Of course books should remain chained: they are precious, too valuable to be let loose, the library is the best place to read a book, and Canon Law says that they should remain in the library'. Which might all be true for

illuminated manuscripts but somehow misses the point that printed (or indeed web-based) books might need a more imaginative approach to distribution."

Other contributions present on [www.googledebate.com](http://www.googledebate.com) at the moment of writing (13.09.05) are Pat Kane's and Sally Morris': Author and 'freelance intellectual', Pat Kane, on the potential for Google Print for Publishers or Libraries to create a 'digital republic of letters'. Sally Morris, Chief Executive of the Association of Learned and Professional Society Publishers, on Google Print for Libraries why Google's recent concessions to publishers are still not enough.

## **AMERICAN WRITERS SUE GOOGLE PRINT OVER COPYRIGHT**

***22/09/05***

An American writers' group representing more than 8,000 authors is suing Google for "massive copyright infringement" over its fledgling programme of digitising library books. [The Authors Guild](http://www.authorsguild.org) (<http://www.authorsguild.org>) has issued legal proceedings in a New York court claiming damages and demanding the search engine stops uploading the contents of library books.

"This is a plain and brazen violation of copyright law," said the Authors Guild president, Nick Taylor. "It's not up to Google or anyone other than the authors, the rightful owners of these copyrights, to decide whether and how their works will be copied."

The lawsuit demanded the court block Google from copying the books so the authors would not "suffer irreparable harm" by being deprived of the right to control reproduction of their works.

The Authors Guild, a New York-based non-profit organisation, said its primary aim was to advocate for and support the copyright and contractual interests of published writers.

The group launched legal proceedings along with three authors - Herbert Mitgang, a former New York Times writer and the author of fiction and non-fiction books; Betty Miles, an award-winning writer of children's and young adults' books; and Daniel Hoffman, an author and editor of poetry, translation, and literary criticism, who was the US poet laureate in 1973-74. "By reproducing for itself a copy of those works that are not in the public domain, Google is engaging in massive copyright infringement. It has infringed, and continues to infringe, the electronic rights of the copyright holders of those works," the guild said.

"We regret that this group chose to sue us over a programme that will make millions of books more discoverable to the world, especially since any copyright holder can exclude their books from the program," said the company's product management vice-president, Susan Wojcicki. "What's more, many of Google Print's chief beneficiaries will be authors whose backlist, out of print and lightly marketed new titles will be suggested to countless readers who wouldn't have found them otherwise." The company doesn't show "even a single page" to users who find copyrighted books through the program, she said, unless the copyright holder gives permission to show more.

"At most we show only a brief snippet of text where their search term appears, along with basic bibliographic information and several links to online booksellers and libraries," she said. "Just as Google helps you find sites you might not have found

any other way, Google Print indexes book content to help users find, and perhaps buy, books.

"This ability to introduce millions of users to millions of titles can only expand the market for authors' books, which is precisely what copyright law is intended to foster."

When Google announced its library initiative, it said it would scan and index material from the New York public library as well as libraries at four universities - Harvard, Stanford, Michigan and Oxford.

The Michigan and Stanford libraries had agreed to submit all their material to the Google scanners.

The Google Print website encourages authors to view the service as a free marketing tool that can "deliver a new revenue stream". It offers to scan the books submitted by writers and add links to on line book stores. In a bid to reassure authors, it also says that copy and print tools are disabled on computers while users are in Google Print.

Last month, the company said it was suspending the digitising of in-copyright books until November amid concerns from publishers about the blanket scanning of library books.

*(SOURCE:THE GUARDIAN)*

## **THE COMMISSION'S PLANS TO SCAN EUROPEAN BOOKS**

***5/10/05***

The Commission is developing plans to scan in European books, printed documents, photos, manuscripts and sheet music in order to make them available online. The move follows an [initiative by France](#) to create a European-led alternative to [Google's project](#) of scanning in books from libraries across the continent. The Commission is known to look favourably on the French initiative but would like to gather more input from stakeholders before adopting it for the EU. It has therefore launched an [online consultation](#), the result of which will be presented in a recommendation to be published in June 2006, in parallel with a review of European copyright law.

As a first step to making European content available online, the Commission encourages member states to digitise the content of existing libraries. The [Lund action plan](#), adopted in April 2001, already provides some guidance on this issue. The Commission also plans to set up an advisory body - a so-called high level group - on digital libraries.

Digital libraries have been declared one of the flagship initiatives under the [i2010](#) programme. Under the sixth research framework ([FP6](#)), 36 million euro have already been put aside for research into digitisation. The Commission plans to allocate even more money under [FP7](#). Additional funding will come from DG Infosociety's *e-content plus* programme .

*(SOURCE: EISNET ONLINE)*

## **YAHOO TAKES ON GOOGLE WITH ARCHIVE PROJECT**

***5/10/05***

Yahoo has launched its answer to Google Print with the formation of its own digital archive of material from publishers, libraries and archives. A consortium which includes Yahoo, Hewlett Packard, the National Archive in the UK and the university libraries of California and Toronto announced today the formation of the Open Content Alliance.

The initiative, conceived by the Internet Archive and Yahoo in early 2005, will see 18,000 classic works of American literature from authors including Mark Twain and Edgar Allen Poe being digitised to start with. Content will range from historical fiction to children's books to specialised engineering papers.

The consortium said content under copyright would be made available only with the copyright holders' authorisation. This opt-in approach differs from Google project for libraries, which requires publishers of in-copyright titles to inform Google if they wish material to be left out of the project.

Sally Morris, c.e.o. of ALPSP and a vocal opponent to the Google Print for Libraries project, welcomed the launch of the OCA "because its approach respects the rights of publishers and other copyright owners. Many publishers already make some of their book and journal content freely available online and the OCA's model of allowing rights holders to control which of their works are opened up, when, and where they are hosted may encourage others to do so."

The search engine on the OCA website will be powered by Yahoo, with all content available through Yahoo Search. Any search engine will be able to index it once it is available through the OCA. The content will be free. The OCA will be funded by its contributors and will also accept donations from institutions including governments.

David Mandelbrot, vice president of search content at Yahoo said: "We are honoured to participate in a programme that helps further our vision of expanding all human knowledge by working with content creators to make their content available to a growing online audience."

*(SOURCE: THE BOOKSELLER ONLINE)*

## **EU LIBRARIES PLAN 'THREATENS COPYRIGHT' ACCORDING TO FEP**

A plan by the European Commission to digitise the contents of Europe's libraries has been branded a threat to copyright laws by the Federation of European Publishers. Anne Bergman-Tahon, Director of the Federation of European Publishers, said she feared the Commission's acknowledgement that, while present copyright protection remained, there would be a "black hole" where 20th-century works were concerned. "The Commission says it's going to digitise the content but cannot make it available because of copyright law. It suggests a review of the copyright legislation in Europe, and that appears to me as a threat. Once it has digitised everything it will want to give some form of access," she said. "But if everything becomes available, and you can access it free online, why would you get it from a bookseller? It might be the end of most publishing."

The Commission is to hold a Publishers Summit in Brussels on 6th December. Martin Selmayr, Commission spokesman for the information society, claimed Brussels was not proposing any rule changes in respect of copyright. "We are looking at how to use the existing laws and how, if digital libraries are organised, they can be made to respect copyright," he said.

*(SOURCE: EBF NEWSLETTER N° 100)*

## **AMERICAN PUBLISHERS SUE GOOGLE**

***26/10/05***

The Association of American Publishers (AAP) announced on 26 October the filing of a lawsuit against Google over its plans to digitally copy and distribute copyrighted works without permission of the copyright owners. The lawsuit was filed only after lengthy discussions broke down between AAP and Google's top management regarding the copyright infringement implications of the Google Print Library Project.

The suit, which seeks a declaration by the court that Google commits infringement when it scans entire books covered by copyright and a court order preventing it from doing so without permission of the copyright owner, was filed on behalf of five major publisher members of AAP: The McGraw-Hill Companies, Pearson Education, Penguin Group (USA), Simon & Schuster and John Wiley & Sons.

The suit, which is being coordinated and funded by AAP, has the strong backing of the publishing industry and was filed following an overwhelming vote of support by the 20-member AAP Board which is elected by, and represents, the Association's more than 300 member publishing houses.

"The publishing industry is united behind this lawsuit against Google and united in the fight to defend their rights," said AAP President and former Colorado Congresswoman Patricia Schroeder. "While authors and publishers know how useful Google's search engine can be and think the Print Library could be an excellent resource, the bottom line is that under its current plan Google is seeking to make millions of dollars by freeloading on the talent and property of authors and publishers."

Over the objections voiced by the publishers and in the face of a lawsuit filed earlier by the Authors Guild on behalf of its 8,000 members, Google has indicated its intention to go forward with the unauthorized copying of copyrighted works beginning on November 1.

As a way of accomplishing the legal use of copyrighted works in the Print Library Project, AAP proposed to Google that they utilize the well-known ISBN numbering system to identify works under copyright and secure permission from publishers and authors to scan these works. Since the inception of the ISBN system in 1967, a unique ISBN number has been placed on every book, identifying each book and linking it to a specific publisher. Google flatly rejected this reasonable proposal.

Noting the existence of new online search initiatives that respect the rights of creators, such as the "Open Content Alliance" involving Yahoo, Hewlett-Packard, Adobe and the Internet Archive, Mrs. Schroeder said: "If Google can scan every book in the English language, surely they can utilize ISBNs. By rejecting the reasonable ISBN solution, Google left our members no choice but to file this suit." As a twelve-term Member of Congress, Mrs. Schroeder served as the Ranking Member on the House Judiciary Subcommittee on Courts and Intellectual Property.

Mrs. Schroeder noted that while "Google Print Library could help many authors get more exposure and maybe even sell more books, authors and publishers should not be asked to waive their long-held rights so that Google can profit from this venture."

[HTTP://WWW.PUBLISHERS.ORG/PRESS/RELEASES.CFM?PRESSRELEASEARTICLEID=292](http://www.publishers.org/press/releases.cfm?pressreleasearticleid=292)

#### **AND MORE ABOUT GOOGLE REACTIONS AND PLANS:**

[www.google.com/printvision](http://www.google.com/printvision)

Legal analysis on [www.policybandwidth.com/doc/googleprint.pdf](http://www.policybandwidth.com/doc/googleprint.pdf)

Google response to the American Association of Publishers on:  
[www.google.com/printresponse](http://www.google.com/printresponse)

#### **UK PUBLISHING COMMUNITY LESS LITIGIOUS ABOUT GOOGLE**

***3/11/05***

A meeting between the PA and Google at the Frankfurt Book Fair was productive, Hugh Jones, copyright counsel for the PA, said. "It was quite a positive meeting, if sometimes a little heated." Association of Authors' Agents president Derek Johns said it was not necessary to take "any further steps" against Google in the UK at this stage.

For US publishers, Frankfurt was not so cordial. The Association of American Publishers announced the filing of its own lawsuit against Google on behalf of McGraw-Hill, Pearson Education, Penguin, Simon & Schuster and John Wiley. The AAP said it was forced to file the suit after Google refused its suggestion that ISBNs should be used by Google to identify works under copyright, and to secure permission from publishers and authors to scan. But the debate continues in the UK, Jones said. "We are not aware of any infringement taking place in the UK yet--at the moment we simply want to enter into dialogue." He added that future legal action could not be ruled out.

*(SOURCE: THE BOOKSELLER ON LINE)*

#### **MICROSOFT AND BRITISH LIBRARY IN DIGITAL PARTNERSHIP**

***3/11/05***

The British Library has announced a strategic partnership with Microsoft to digitise 100,000 out-of-copyright books and make them available on the internet. Under the agreement, the digitised content will be made searchable on the web through Microsoft's MSN Book Search, unveiled last month and planned to launch in beta-format next year.

MSN has said it will respect all copyrights and work with each partner providing the information to achieve mutually agreeable protections for copyrights.

*(SOURCE : THE BOOKSELLER )*

## **AMAZON AND RANDOM LAUNCH PAY PER PAGE DOWNLOAD**

**3/11/05**

Just one day after Google began unleashing the content of public domain books on the web, both Amazon.com and Random House have separately announced that they intend to offer readers the opportunity to pay for downloading individual pages of books.

Amazon Pages builds on its Search Inside the Book technology, which allows customers to search the text of books. Amazon now intends to give its customers the opportunity to purchase and read online the pages they need. Amazon plans to launch the service next year, with participating publishers and copyright holders able to decide how much those pages cost as well as whether the books will permit customers to cut and paste or print.

Random House said it had come up with a business model for allowing people **to pay to view its books on the Internet**. It plans to digitise, index and sell book content online, via a range of online vendors with payments based on per-page micro-payments. The world's largest trade publisher will charge websites 4 cents (0,34 Eurocents) per page for fiction and narrative non-fiction (a 350-page book would cost \$14 - 11,96 Euro - for example), ostensibly allowing vendors to determine their own pricing schemes.

Amazon.com has also launched a second program, **Amazon Upgrade**, which will allow customers to "upgrade" their purchase of a physical book on Amazon.com to include complete online access. In short, users will have access to both the print and online versions of their chosen book. Jeff Bezos, founder and c.e.o. Amazon.com, said: "Amazon Pages and Amazon Upgrade leverage Amazon's existing Search Inside the Book technology to give customers unusual flexibility in how they buy and read books. In collaboration with our publishing partners, we're working hard to make the world's books instantly accessible anytime and anywhere."

*(SOURCE THE BOOKSELLER)*

## **MACMILLAN TAKES ON GOOGLE PRINT**

**16/11/05**

Publishers wary of putting their titles online with Google can now side with publishing giant Macmillan, which, with its parent company Holtzbrinck Group, is developing a book digitisation platform to be called BookStore. Richard Charkin, chief executive at **Macmillan\_**, has called for the publishing industry to collaborate on digitisation and search.

Like Google Print, **BookStore** will be a searchable repository of digital book content, with e-commerce technology for purchasing titles. Charkin said BookStore will appeal to publishers that want to take advantage of releasing their content online, but don't want to surrender **control of their copyright\_** or invest in the technology required.

Publishers are unhappy with **Google's strategy\_** of asking publishers to send it opt-out list of titles not to be scanned. BookStore will give publishers the option of making their content available to search engines such as Google, Yahoo and **MSN\_**.

"We need to be able to do deals with people that we can measure, not to hold onto material, but to know who is using it and how," Charkin said. "Publishers have to get their act together with the entry of Yahoo and Microsoft into the arena alongside Amazon and Google."

"Digitisation projects like this and **Google Print** are not that different from distribution. It is a virtual warehouse. I include Amazon, Google and Yahoo as distributors," he said.

Charkin admits that Google has increased pressure on publishers to make their content available online. But he denied that BookStore was a knee-jerk response to Google Print – he argued that it is an additional choice for the information sector. "I don't think we or Google will get a monopoly."

With three major parties digitising books for the web – Google, Macmillan and the Yahoo/Microsoft-led Open Content Alliance – Charkin, who is also president of the Publishers Association in the U.K., has called for all sides of the industry to collaborate.

Charkin also warned that too many search standards will harm the information profession.

[HTTP://WWW.IWR.CO.UK/INFORMATION-WORLD-REVIEW/NEWS/2145703/MACMILLAN-TAKES-GOOGLE-PRINT](http://www.iwr.co.uk/information-world-review/news/2145703/macmillan-takes-google-print)

## **GOOGLE FACES EUROS CHALLENGE**

***30/11/05***

Google has acknowledged that it cannot digitise copyright material from European libraries, according to the Association of Learned and Professional Society Publishers (ALPSP <http://www.alpsp.org/default.htm>).

ALPSP chief executive Sally Morris said that at a meeting with Google last month--also attended by the British Publishers Association, the International Publishers Association and the Association of American University Presses--the search giant agreed it was "absolutely the case that it is not allowed to [digitise in-copyright material from libraries] in Europe".

The American "fair use" law, which Google has used as a justification for its scanning of in-copyright material from libraries in America, is, Morris said, broader than its European equivalent, "fair dealing". Google is currently embroiled in lawsuits in the US with both the Authors Guild and the Association of American Publishers over its actions.

Morris said Google's acknowledgement meant that if it wanted to digitise copyright books from European libraries, it would need to find a solution--even if it successfully defends the US lawsuits. She added: "The fact Google recognise they can't do this without permission in Europe gives us a threshold to work out a way for them to get permission. In America, they have the law on their side. Here, they accept they don't." Her suggestions, put to Google at the meeting, include a Canadian model whereby, if it proves impossible to locate a copyright owner, a licence is granted so the material can be used legally.

*(SOURCE: THE BOOKSELLER )*

## **UK – PUBLISHERS WARN AMAZON ON RIGHTS**

***30/11/05***

Random House and Macmillan have warned of the potential threat to UK publishers' exclusive territorial rights following Amazon's plans to let readers pay to download individual pages of books "anytime and anywhere". Building on its Search Inside the Book technology, Amazon.com is encouraging US publishers to enable customers to purchase online access to any page of a book. Through Amazon Pages, customers will be able to purchase and read selected pages of a book for a "few cents". No publishers have yet signed up. Publishers Association president and Macmillan c.e.o. Richard Charkin said although Amazon's move was "desirable and inevitable", it heralded danger for publishers. "Perhaps the most immediate [danger] for British trade publishers is the threat to exclusive territoriality. It is essential to find a way to protect the rights which British publishers have acquired and I know that Amazon and other electronic distributors recognise this."

*(SOURCE EIS)*

## **HELP, WE'VE BEEN GOOGLED**

***30/01/06***

William Rees-Mogg, writing in the Times, believes that academic publishing is threatened by Google. "If Google can scan these books, without the permission of the publisher, and include them in its database, then most libraries will not need to buy them. And if librarians do not buy them, they cannot be published. The whole world of learning will be damaged, and academic publishing will cease to be a viable business."

<http://www.timesonline.co.uk/article/0,,1052-1893982,00.html>

*(SOURCE: THE BOOKSELLER ONLINE)*

## **GOOGLE ADDS MUSIC TO ITS SEARCH ENGINE**

***20/12/05***

Google added another string to its bow last week with the launch of a new music search feature. "Enter a name like Coldplay into the search engine and as well as the normal results, Google will return information about the artist, their albums and pictures." A link to "More Music" will offer to direct users to new pages which provide track listings, user reviews and crucially, links to online retailers like iTunes, Amazon or Walmart.com, where music can be bought either as a CD or a downloadable file. The full article is available on

<http://www.telegraph.co.uk/money/main.jhtml?xml=/money/2005/12/16/cngoog16.xml>

*(SOURCE: THE BOOKSELLER ON LINE)*

## GOOGLE/AOL

By Kate Mackenzie and Aline van Duyn

*21/12/05*

About 10 per cent of Google's revenues come from advertisements placed on AOL's website, even though AOL gets about 80 per cent of the revenue from these sales. Microsoft had spent much of the year courting AOL, as AOL's existing agreement with Google was due to end in 2006, but Google won out with an agreement to buy 5 per cent of AOL for \$1bn. Google will also provide AOL with \$300m worth of advertising credit to promote AOL's websites through Google's advertising network, and will grant AOL unprecedented access to its own websites.

**AOL to sell Google's advertisements:** AOL will be the first company to sell advertisements using Google's network in an arrangement described as "white-labelling". The advertisements will appear on AOL's own website, alongside those sold by Google.

Although Google displays its advertisements on many other websites, sharing a cut of the profits with the publishers, until now Google has controlled all its own advertising sales.

**Graphical advertisements on Google.com:** AOL can also sell advertisements, including graphics, that will run on parts of Google's website, but not its main Google.com search page. The introduction of graphical advertisements marks a departure from the search engine's trademark stark, minimalist look which is popular with many users.

**AOL content in Google's search index:** AOL will now make its web content more accessible to Google's search engine indexing technology. Traditionally, most of AOL's web content is only available to subscribers, and was kept "hidden" from Google.

This will almost certainly boost AOL's showing in Google search results as some AOL content would not have been made available to Google's indexing tools before, but Google insists its core search algorithms will not be altered to give AOL preference in its search results, which would damage its reputation for objectivity.

**Video:** Google and AOL will collaborate on video search, an area where AOL has a lead, and AOL's large collection of paid-for video items will be "showcased" on Google

**Instant messaging:** Google's instant messaging and VoIP software, GoogleTalk, and AOL's Aim instant messaging software will be altered so that users can communicate between the two networks. Instant messaging networks typically limit users to only communicating with others on the same network, but the other leading providers of instant messaging software, Microsoft and Yahoo, announced a similar agreement in October.

**Search agreement renewed:** The new deal extends the existing agreement, signed in 2002, under which Google provided both its search engine and search advertising services to AOL's websites.

**Microsoft: out in the cold**

The proposed Google-AOL deal would leave Microsoft, which has put considerable effort into building its search and online advertising business, out in the cold. It had been negotiating with AOL for much of this year to take over the search marketing partnership when the agreement with Google ended.

Microsoft's MSN.com trails Yahoo and AOL as an internet destination, and Google leads for search engine traffic. A deal with AOL would have extended the reach of Microsoft's search technology and cemented its fledgling efforts to launch its own search marketing network to rival those of Google and Yahoo.

*(SOURCE : FINANCIAL TIME)*

## **GOOGLE HAS SUGGESTED IT MAY CONSIDER SETTING UP AN ONLINE BOOK STORE.**

***13/01/05***

Google CEO Eric Schmidt told reporters at the Consumer Electronics Show in Las Vegas that this would depend on permission from copyright holders. The web giant has been electronically scanning thousands of volumes and has put some online. But its plans to create an index to all the world's books have run into opposition from publishers and authors.

### **Paid for downloads**

Google has gradually been expanding its empire beyond its origins in search. Last week Google launched an online video store during a keynote speech by its co-founder Larry Page at CES. The venture is the first time Google has enabled its users to pay for premium content. While commercial video downloads are relatively new, e-books have been available for years, though they have failed to take off. Asked if Google would consider doing something similar, Google CEO Eric Schmidt said: "Subject to permission from the copyright holder, yes. I want to be clear on that."

### **Sell more books**

During a briefing with international journalists at CES, Mr Schmidt and Mr Page sought to reassure concerns about Google's book digitisation project. "Google book search is about building the world's largest card catalogue," said Mr Schmidt. "We are not taking copyrighted information".

Google is working with Harvard University, Stanford University, the University of Michigan, the New York Public Library and Oxford University on the digitisation project. But the plan has run into legal challenges that temporarily halted the systematic scanning operation. "You are certainly seeing a bit of negotiation by public relations," said Mr Page. "We are not letting you read the book from the library until we have rights from the publishers, which they will give us as it will help them sell more copies."

As well as concerns from groups representing publishers and authors, Google faces competition from a similar rival plan to scan books by the Open Content Alliance. The group counts Microsoft, Yahoo and the Internet Archive among its backers.

[HTTP://NEWS.BBC.CO.UK/1/HI/TECHNOLOGY/4598478.STM](http://news.bbc.co.uk/1/hi/technology/4598478.stm)

## **CBS, GOOGLE TO MAKE SHOWS AVAILABLE ONLINE**

***5/01/06***

CBS Corp. has entered into an agreement with Google Inc. to allow consumers to download some of its top prime-time shows and other programs from its library for viewing on a computer. The agreement, announced on the 6<sup>th</sup> of January at the International Consumer Electronics Show in Las Vegas, is CBS's first since splitting off this week from Viacom Inc. as a separately traded company. CBS and other networks have taken steps recently to increase revenue by selling their content for viewing online, on cell phones and on other mobile devices. Consumers will pay a fee to download CBS programming -- revenue that will be shared by Google and the network, according to the source, who spoke on the condition of anonymity because the deal has not yet been announced.

Analysts said the deal may prove of only limited value in the short term but could have profound implications down the road. Robert Routh, a media analyst at Jefferies & Co., said few people will want to sit at a computer screen for the length of a typical television show. But in coming years, the Internet will link directly to the living room TV, boosting interest in online downloads and improving the viewing experience for consumers, he said.

( SOURCE : [WWW.WASHINGTONPOST.COM/WP-DYN/CONTENT/ARTICLE/2006/01/05/AR2006010501967.HTML](http://WWW.WASHINGTONPOST.COM/WP-DYN/CONTENT/ARTICLE/2006/01/05/AR2006010501967.HTML) )

## **BERTELSMANN TO SIGN A DEAL WITH THE EUROPEAN SEARCH ENGINE PROJECT QUAERO**

***26/01/05***

Bertelsmann's announcement that the German media company is close to signing up as a partner behind the European search engine project Quaero has kindled discussion on Quaero's role in the emerging 'search engine wars'.

Many experts think that multimedia search engines, which make it easier to find content for online delivery, are one of the big business opportunities on the internet. In addition, they are seen as holding key positions in the future internet, which will take over many functions today performed by television. As technologies are converging, media companies like Bertelsmann and TimeWarner, software makers like Microsoft and online companies like Google and AOL are all queuing up to secure their share of this emerging market.

Bertelsmann, one of the two companies sharing the biggest portion of Germany's media market, has also become the world's top music production company since its music subsidiary BMG merged with the music branch of Sony, forming Sony BMG Music Entertainment. The company is in direct competition with TimeWarner, who just signed a 1 billion US dollar deal with Google, under which the search engine company bought five percent of the AOL online service. In addition, both companies concluded a strategic alliance. Like other big players, AOL is acquiring smaller companies specialising in multimedia search, among them just recently the Truveo video search engine and back in 2003 Singingfish, a company formerly owned by Quaero leader Thomson. Google has just launched the Google video store, with which it is marketing videos and movies over the internet.

Bertelsmann's likely decision to join the Quaero consortium is an indication that the European search engine will become part of these ongoing global 'search engine wars', in which the engine with the best value to users will win. In order to become this engine, Quaero will have to cater to a global rather than to a continental audience, putting a question mark behind the notion of a 'European' search engine to oppose the dominance of Google and Yahoo.

Latest & next steps: On 12 January 2006, consortium leader Thomson closed the early experimental version of the [Quaero website](#) to the general public and imposed a "news blackout" on the search engine "until a more official press event", which is, according to press reports, to take place before the end of January 2006.

**FINANCIAL TIMES: SEEK AND YOU MAY NOT FIND (16 JANUARY 2006)**

**BLOOMBERG: BERTELSMANN CONSIDERS PARTICIPATION IN EUROPEAN ONLINE PROJECT (16 JANUARY 2006)**

**TECHWORLD: EUROPE'S 'GOOGLE KILLER' NOT READY TO WIELD THE KNIFE (13 JANUARY 2006)**

**WEBPRONEWS.COM: QUAERO FRIGHTENED OFF THE WEB (13 JANUARY 2006)**

**NEW YORK TIMES: EUROPEAN TECH GIANTS CRAFT SEARCH ENGINE (11 JANUARY 2006)**

**PANDIA SEARCH ENGINE NEWS: THE MULTIMEDIA SEARCH ENGINE QUAERO, EUROPE'S ANSWER TO GOOGLE (3 JANUARY 2006)**

**HTTP://NEWS.FT.COM/CMS/S/B29CFBCC-709B-11DA-89D3-0000779E2340.HTML**

## **GOOGLE CONTRE LA JUSTICE AMERICAINE**

**23/01/06**

Le groupe américain a annoncé le 19/01/06 qu'il s'opposerait vigoureusement aux efforts de l'administration Bush qui cherche à obtenir des listes d'utilisateurs de son moteur de recherche vedette • Google a reçu le soutien de défenseurs des libertés civiles.

Un duel de titans. La société [Google](#) vient de refuser de fournir à l'administration Bush des listes de résultats des requêtes des utilisateurs de son moteur. L'Attorney general (ministre américain de la Justice) Alberto Gonzales avait saisi mercredi un tribunal de San Jose, Californie, près du siège de Google à Mountain View, pour qu'il enjoigne la société à remettre au gouvernement les résultats d'une semaine de recherches.

Quand l'Internet hissait le ruban bleu  
Google purgera l'Internet chinois

L'administration américaine argue que ces données lui sont nécessaires pour se défendre dans un procès intenté par l'[ACLU](#), la grande association américaine de

défense des libertés civiles, qui veut faire casser une loi sur la pornographie infantile sur l'Internet, la [Child Online Protection Act](#) (loi sur la protection des enfants, en ligne, datant de 1998). Le gouvernement réclame aux moteurs de recherche les données qui serviraient à évaluer l'importance de contenu en ligne «nuisible» pour les mineurs et l'efficacité de logiciels de filtrage. Les détracteurs de cette loi comme l'Aclu avancent qu'elle limite la liberté d'expression et que le filtrage peut suffire. Au départ, le gouvernement américain réclamait à Google les adresses de tous les sites web de pornographie pouvant être identifiés ainsi que «les mots clé, les termes et symboles de toutes les recherches sur Google entre le 1er juin et 31 juillet 2005». Dans un second temps, elle avait accepté de limiter ses exigences.

### **Secrets commerciaux et informations privées**

«Google n'est pas concerné par ces poursuites et cette demande est abusive», a déclaré jeudi dans une déclaration écrite Nicole Wong, une conseillère juridique du groupe annonçant l'intention du géant informatique de résister à la demande de l'administration Bush. «Nous avons eu de longues discussions avec eux pour tenter de résoudre le problème, mais nous n'y sommes pas parvenus et nous avons l'intention de combattre vigoureusement» leur demande, a-t-elle ajouté. Google estime que la requête est inutile, trop large, qu'elle compromettrait ses secrets commerciaux et dévoilerait des informations privées sur ses utilisateurs.

Selon le [New York Times](#) qui cite un porte-parole du département de la Justice, [America Online](#), [Yahoo!](#) et [MSN](#) ont accédé à l'injonction. Dans un communiqué, le groupe Yahoo! affirme qu'il a collaboré avec le gouvernement de manière limitée et sans fournir de données permettant d'identifier les utilisateurs. Pour sa part, Microsoft explique prudemment qu'il «œuvre étroitement avec les services de justice dans le monde entier pour les aider quand ils le demandent». Enfin, un porte-parole d'AOL, Andrew Weinstein, a informé que l'entreprise avait donné une liste générique de termes de recherche sur une période d'un jour. Selon le département de la Justice, les informations fournies par les rivaux de Google ne contiennent «aucune information d'identification personnelle» et les secrets commerciaux seront protégés lors de la procédure judiciaire.

### **Decency act**

La demande de l'administration américaine a en tous cas été jugée inquiétante par de nombreux experts de l'Internet. Et elle n'est pas sans rappeler le «Communications Decency Act», loi votée début 1996 qui interdisait la diffusion électronique de tout «produit» jugé indécent, là encore au nom de la protection de l'enfance. Après la forte mobilisation de la communauté naissance des internautes en 1996 — les sites affichaient un ruban bleu en signe de protestation contre la «censure de l'Internet»—, la Cour suprême avait décrété cette loi anticonstitutionnelle en 1997. «Si Google perd, qu'est ce qui va empêcher le gouvernement de réclamer constamment toutes sortes de choses, que ce soit en invoquant l'anti-terrorisme ou des poursuites contre n'importe quelle société», vient de déclarer Pam Dixon du [World privacy Forum](#). «Les moteurs de recherche sont un objectif très tentant pour le gouvernement», a estimé de son côté Beth Givens, directrice d'une association de protection des libertés civiles de San Diego. Il y a des millions de gens qui s'en servent sans penser un instant qu'ils pourraient se retrouver dans les mailles du gouvernement», a-t-elle ajouté en se déclarant très soulagée de savoir que Google refusait de coopérer avec le

ministère de la Justice. «Google a raison de se battre contre le ministère de la Justice», titre vendredi [l'éditorial](#) du San Jose Mercury News, le journal de la Silicon Valley, qui produit en ligne tous [les documents](#) du litige Google versus gouvernement américain.

( SOURCE LIBERATION )

## LES EDITEURS FRANÇAIS PRETS A EN DECOUDRE AVEC GOOGLE

**24/01/06**

LES ÉDITEURS français ne décollèrent pas. Vendredi, en ouvrant le magazine professionnel Livres Hebdo, les patrons des plus grandes maisons d'édition françaises (Flammarion, Hachette, Gallimard ou encore Fayard et Grasset) apprennent avec stupeur que des centaines d'ouvrages protégés par le droit d'auteur sont numérisés partiellement sur la bibliothèque francophone de Google. La couverture des livres est reproduite avec un ensemble de références et, pour certains d'entre eux, la reproduction in extenso d'une ou plusieurs pages de l'ouvrage. «Au moins deux livres de notre catalogue font l'objet d'un pillage. Il s'agit de Pierre Corneille de Robert Brasillach et de La Fenêtre ouverte de Georgette Elgey», précisait hier Olivier Bétourné, vice-président-directeur général de Fayard. Pour le directeur juridique de Gallimard, Brice Amor, ce procédé «relève de la contrefaçon».

Google cherchait hier à calmer la polémique. «Les ouvrages sont effectivement numérisés à partir du fond des bibliothèques américaines. Il s'agit d'une présentation des ouvrages accompagnés de très courts extraits», soulignait un porte-parole du moteur de recherche qui rappelle que «l'idée est de promouvoir la culture et les livres». D'après Google, l'ensemble de la bibliothèque virtuelle respecte la convention de Berne sur le droit d'auteur.

L'extrait d'un livre est soumis au droit d'auteur. Mais rien n'est vraiment gratuit dans le droit de la propriété intellectuelle. La simple publication d'un extrait doit, en France, faire l'objet d'un contrat de cession de droit. «Seule la citation est gratuite à condition qu'elle ne dépasse pas un paragraphe», explique Serge Eyrolles, président du Syndicat national de l'édition.

Pendant le week-end, les éditeurs français ont réfléchi à leur riposte. Ils se sont entendus hier pour envisager une démarche collective sous l'égide du Syndicat national de l'édition. L'objectif est de démontrer que toute la chaîne du livre est concernée et donc qu'il s'agit bien d'un problème sectoriel. «Je suis scandalisé par cette affaire qui, si elle s'avère parfaitement exacte, remet en question l'ensemble du droit de la propriété intellectuelle», indiquait hier Serge Eyrolles du SNE. «Dès que nos avocats auront relevé l'ensemble des infractions, nous porterons plainte, avec les éditeurs français, devant les tribunaux américains», poursuit Serge Eyrolles.

Soucieux de rallier un maximum d'éditeurs à son projet, Google avait pris la peine de rencontrer l'ensemble des maisons d'édition française en avril dernier. A ce jour, seules Les Éditions de la Découverte auraient signé un accord de coopération avec le moteur de recherche. Pour le reste, Google est parti du principe du « qui ne dit mot consent ». Une démarche a posteriori qu'entendent casser les éditeurs français.

( SOURCE : LE FIGARO )

## GOOGLE PURGERA L'INTERNET CHINOIS

**25/01/06**

Pour s'implanter en Chine, la version chinoise du moteur américain sera censurée. Ce filtrage demandé par les autorités de Pékin est contraire à l'esprit affiché de Google qui se justifie: «priver ses clients de toute information» serait encore moins «conforme» à sa mission. Le géant des moteurs de recherche [Google Inc](#) s'était donné un an de réflexion avant de décider s'il allait lui aussi, à l'instar de Yahoo et Microsoft, céder à la censure imposée par le gouvernement chinois. La décision vient de tomber : Google se pliera aux exigences de Pékin, en échange de l'ouverture du marché chinois de l'Internet, le deuxième au monde par le nombre de ses internautes (111 millions). « En vue d'opérer en Chine, s'est justifié mardi un responsable de Google, Andrew McLaughlin, nous avons retiré une partie du contenu des recherches disponibles sur notre banque de données disponible sur Google.cn, en conformité avec les lois, règles et politiques locales ».

### Sur le même sujet

Google contre la justice américaine

En conséquence, tous les termes déplaisant au parti communiste au pouvoir, qu'il s'agisse de « démocratie », « Falungong », « indépendance de Taiwan », des noms de dissidents, de toutes choses petites et grandes écornant l'image du pays, seront soit expurgées soit en partie filtrées, comme c'est déjà le cas sur les moteurs de recherche chinois ([Sohu.com](#), [Baidu.com](#)) ou étranger. Google reconnaît volontiers que cette censure est « non conforme avec sa mission », mais estime, a contrario, que priver ses clients de toute information «est encore moins conforme» avec sa «mission». Les responsables de Google précisent que les surfeurs chinois seront informés du filtrage opéré, et comparent cette mise à l'index massive de données touchant à tous les domaines (politique, information, histoire, religion...), au filtrage des sites nazis imposé par la justice en France en Allemagne et aux Etats-Unis.

Le géant américain ajoute avoir renoncé à proposer ses services dans le domaine du courrier électronique et des blogs, sans doute en raison des récentes controverses impliquant Microsoft et Yahoo. Microsoft a supprimé fin décembre le site de Zhao Jing, un journaliste travaillant comme assistant au bureau du New York Times à Pékin, car son contenu déplaisait aux autorités communistes. Le blog était pourtant enregistré sur le site international (MSN.com) et non pas chinois (MSM.cn). En 2004, Yahoo avait livré à la police chinoise le courrier électronique d'un journaliste critique, Shi Tao, qui a ensuite été condamné, sans doute sur la base de son contenu, à dix ans de prison. Sur les 64 cyberdissidents emprisonnés de par le monde, 52 sont chinois.

Jusqu'à la fin des années 90, il semblait entendu que l'Internet serait un piège pour la Chine communiste, **qui n'aurait d'autre choix que de se démocratiser sous la pression de la libre information, indispensable au progrès économique. Le président Bill Clinton lui-même comparait en 2000 les tentatives de la Chine de contrôler le réseau à quelqu'un essayant de clouer de la gélatine sur un mur. Il ignorait que le fleuron des compagnies américaines, telles Cisco, finiraient par fournir aux autorités chinoises les**

**moyens de filtrer le réseau global, et se plieraient aux lois décrétées par les censeurs de Pékin.**

[Human rights in China \(HRC\)](#), une association de défense des droits de l'homme basée aux Etats-Unis, comparait récemment le manque d'éthique des cyber-compagnies à une philosophie de marchand d'armes : pas très moral, mais d'autres y pourvoient si on renonce. HRC proposait en conséquence que les gouvernements où siègent ces entreprises instaurent — comme il en existe pour les ventes d'armes — un contrôle sur l'exportation de technologies de filtrage de l'Internet vers certains pays.

( SOURCE : LIBERATION )

## ENGINE TROUBLE

**26/01/2006**

Nine years ago, two geeky grad students founded a company with the motto: 'Don't be evil.' Google is now the fastest growing company in the history of the world, so rich and powerful that it terrifies retailers, publishers and media firms alike. This week it launched in China, happy to comply with the government's censorship demands. Should we be worried?

Google is the only multi-billion-dollar company in the world that is also a spelling mistake. Back in the palaeolithic era (that's the palaeolithic era in the internet sense, ie autumn 1997), its co-founders, Larry Page and Sergey Brin, were graduate computer science students at Stanford. They were working on an insanely cool new search engine, wanted to incorporate it as a company, and needed to find a name. David Vise, in his breezy book *The Google Story*, tells how they came up with one. A fellow graduate student suggested to Page and Brin that they use the name given to what is sometimes, erroneously or metaphorically, called the largest number, 10<sup>100</sup>: google. They looked up the name on the internet, found that it wasn't taken, and registered their brand-new brand, google.com. The next morning they found that the reason the name hadn't been taken was because it should be spelled googol - and that googol.com had, of course, already been bagged. Lesser men might have considered that a bad omen, but Page and Brin are not bad-omen kind of guys. A little more than eight years later, Google is the fastest-growing company in the history of the world - with, at the time of writing, a market capitalisation of \$129bn. Page and Brin, the Wallace and Gromit of the information age, are worth more than \$10bn each.

Companies are a bit like people in that they tend to bear the imprint of the milieu in which they were formed. Google, spelling mistake and all, is a product of the intensely academic environment in which both Page and Brin were raised. Page was born in Michigan, Brin in Russia, but apart from that their backgrounds were eerily alike: ethnically but not religiously Jewish, educated in Montessori schools, their fathers both university professors of science, their mothers both also supernumerate. Brin was 16 when he began taking classes at the University of Maryland, and 19 when he graduated. He went to Stanford to begin work on his PhD. Page, who had done his first degree at the University of Michigan, went there a year later to have a look at the computer science PhD programme. On a Stanford orientation day in 1995, looking around San Francisco, Page began arguing with the tour guide, a

second-year PhD student whose opinionated obnoxiousness so closely resembled his own. You have seen enough buddy movies to know what happened next.

The key idea that underlies Google could occur only to someone thoroughly marinated in academic ways of thinking. John Battelle, an internet-world insider and search-engine specialist, gives a fascinating account of it in his indispensable book *The Search*. Page was fooling around at Stanford, trying to come up with an idea for his PhD thesis. He had always been interested in Nikola Tesla, a scientist whose list of brilliant inventions was not matched by the success he had in marketing them, or himself. Page had no interest in hiding his light under a bushel. He began to think about his own web page, and whether or not anyone was not just reading it but linking to it - which would definitely be an indication of a more than casual interest. So Page wrote a program that found out who was linking to any given web page. He called the program BackRub.

Once BackRub had been written, Page began to wonder if there was a way of using it to determine the utility of any particular site, and this is when he - or he and Brin - had a big idea. It was based on one of the most widely mocked areas in academia, that of bibliometrics: assessing the importance of any given article or piece of information purely by measuring how often other people in the field mention it. This never-mind-the-quality-feel-the-width approach sounds like a ridiculous way of assessing the importance of intellectual work but it is, I am told, a surprisingly powerful tool. In any case, it is what gave Page and Brin the idea for a program that measured the importance of a web page by counting how often other web pages linked to it. Page gave the mathematical algorithm that worked out this problem the name PageRank.

Then the boys set out to build a search engine that used PageRank. (The patent for PageRank, incidentally, is owned by Stanford University. Google have exclusive use of it until 2011.) The idea was that a search engine that knew how important a page was would have a powerful advantage in assessing the quality of the information on that page.

### ***THE "CRAWLER" : HOW IT WORKS***

As for how it works in practice, the first thing to realise is that Google does not search the internet. If it did, the internet would grind to a halt under the strain of all the searching taking place, because Google alone makes upwards of 100 million searches every day. Instead, the program searches a copy of the internet stored on its own computers. It sends out a "crawler" that downloads copies of internet pages. A full circuit of all the web pages in the world takes roughly a month, which is why the information on Google is often a few days old; the most recent snapshot of the page copied back to the Googleplex is available as the "Cached" link on any given Google result.

Next, Google makes an index of every word on a web page, where it stands in relation to other words, whether or not a word is listed in a title, whether it is listed in a special typeface, how frequently it is listed on the page and so on. It also gives a lot of importance to the PageRank of the page in question. There are more than 100 of these criteria, and Google gives a numeric weight to every one of them, for every searchable term on every one of eight billion web pages. When a query arrives - which it does at the rate of many times every second - Google searches the index for the relevant terms, measures the relevance using all its various metrics, crunches out

a single number for each page, and lists them, with the highest score at the top, usually within half a second or so.

Even if you didn't know a thing about computers, you could tell this involved a truly scary amount of computational power. When the program was first conceived, Page thought he would be able to download an entire copy of the internet to his own PC. That turned out not to be the case: Page and Brin ended up having to scrounge, cadge, rustle up and "borrow" every scrap of computational power they could find at Stanford to gather the necessary data. What they learned in the process became one of their great strengths. Google does not run on huge, expensive mainframe computers but on a very large number of bog-standard, over-the-counter PCs. The PCs are tweaked and cabled together in particular ways and run a customised, stripped-down version of Linux. When a PC breaks, they chuck it away and replace it. Nobody knows just how many of these PCs Google has. John Hennessy, the president of Stanford and a Google board member, says that it is "the largest computer system in the world" - Vise puts the figure at more than 100,000 PCs. Its main problem these days is the heat generated by all those silicon chips.

The boys took the company public in 2004, leaving it as late as they could, this being one of the many ways in which Google diverged from the Silicon Valley norm during the long-lost boom. The general pattern during the internet gold rush was to launch a company as early as possible and hope that investors bought the shares before the company ran out of cash. That was because most dotcoms had no money; their business model involved truly spectacular revenue projections, set some distance in the future.

### ***SMALL ADS, BIG BUSINESS***

Google's route was superficially similar. It concentrated on making its search technology the best. Traffic to the site grew at great speed, all without a cent spent on marketing. The company had as yet no business model; as one of its directors said: "We'll figure out how to monetise that." This was exactly the thinking that cost so many people so much money. The difference was that Google managed to do it, and they did so by building a huge business in the most nickel-and-dime way imaginable: through small ads. Next time you do a search on Google, have a look at the "sponsored links" on the right of the results. These are paid advertisements. The ads have been bid for by people who bid for specific words, or combinations of words: 75c (41p) for "digital camera", to take an example from *The Google Story*, but \$1.08 for "digital cameras" (because people who click on the plural are actually more likely to buy them), or \$30 for "mesothelioma" (because the people who place the ads are personal injury lawyers looking for clients who want to sue whoever it was they think gave them this particular cancer). If you click on one of the links, the advertiser pays Google the agreed amount.

The success of Ad Words (as it is called) is the reason Google, instead of rushing to the stock market as quickly as possible like everyone else did, took as long as they could to go public. They knew that as soon as their revenue figures were disclosed, everyone would go nuts, and their competitors would begin knocking themselves out to get into this amazing new business of search-plus-ads. Their secret was the opposite secret from every other internet start-up: they were already making a tonne of money. They have continued to do so. Google in the six months to June 30 2005 earned \$2.6bn, almost entirely from its ads. It was sitting on more than \$3bn and had no borrowings, and it has since raised another \$4bn in cash. This sheer financial muscle is the reason Google is now such a power in the world.

The financial success of Google since its IPO means that the limits on what Page and Brin can do are set not by what they can afford but by what they can conceive and bring off. The stated mission of Google is "to organise the world's information and make it universally accessible and useful", an immodest project to put it mildly, but one on which Google is at least in a position to make a decent start. But the company's philosophy is to give bright people a free rein to attack the problems that interest them, and 20% of employees' time is devoted to pet projects of their own devising. This means that the company is constantly coming up with new schemes and wheezes, which tend, at the least, to be interesting ideas. It also means that barely a day goes by without a news story touching on Google in some respect or other.

Since I began writing this piece Google has been in the headlines several times: for governments' complaints about the spy-friendly -potential of the all-too-detailed satellite maps in Google Earth; for a new feature called Music Search, which does what it says on the tin; for announcing a plan to take a 5% stake in AOL; for being vulnerable to "black hat" tactics from Search Engine Optimisers, who specialise in boosting Google results; for hugely expanding its nascent Google Video service; for a dispute with the US government over data; and for this week's rollout of a restricted Google site to China. The media are obsessed with Google, not least because they are so worried by it. (The general consensus is that Google, having once been seen as a technology company, should instead be regarded as a media company. You may not think it matters, but money people like to see things through the prism of a "business model".) Other recent stories have concerned the company launching Google Talk as a potentially disruptive way of making free phone calls over the internet, pressing on with its ambitions for Google Book Search (formerly Google Print) to "make the full text of all the world's books searchable by anyone", and launching Google Base to take over the world's classified advertising market. In the meantime, the company has launched a Toolbar, including a Desktop Search tool that searches for information on users' own PCs - something Microsoft, the world's biggest software company, has been trying and failing to do for a number of years.

What scares people about this is the feeling that Google has a masterplan, and that it is advancing towards world information and financial dominance. It isn't clear that that's right, though. My sense is that Google advances more by letting its engineers invent things and solve problems one at a time, and that as long as the problem being solved broadly fits with the overall mission statement, it will go ahead with it. Some of these stabs seem well thought out, others less so. At the same time the core focus on search stays. People who work in the field say that search is only 5% "solved", and that the huge amount of information located on the internet, but (for a variety of reasons) unavailable to searches, remains an enormously difficult problem to solve. It seems likely that this focus will give the company plenty to chew on for many years.

### ***A TOOL FOR EVERYTHING***

So: is Google a good thing? It certainly has made finding information incomparably easier. Google Scholar, which searches academic papers, is very useful, and will become more so. The powerful calculator feature, which will do advanced maths as well as highly practical things such as converting square feet into metres, is useful. Google News, which was invented by an engineer, Krishna Bharat, using his 20% time to come up with a broadly global news service in the wake of 9/11, is useful, and terrifies conventional news organisations. The translation service isn't useful yet, but I bet it will be one day. The command "define" is a useful, quick way of finding what a

word means. The blog search is fairly handy and will get better. Google Earth isn't particularly useful, but it is brutally cool: you begin with a satellite view and gradually descend to earth, homing in with a level of detail that can give you a view of your own house (also, it turns out, of secret military installations). Gmail, with its super-swift searching and 2GB of free space, is amazing, if you don't mind the fact that your email is scanned and used to target ads (and stored indefinitely).

Google Maps is useful, and, because Google lets people adapt its programs in ways they find personally helpful, will grow more and more useful over time. Froogle, the shopping search service, is sort of useful, and has a feature that chills the blood of conventional retailers: when you're out in the high street and see something you want to buy, you can text it and Froogle will text back the best price it can find online. Also cool is Google Zeitgeist, which tells you which search terms have most increased in frequency in the past year. For 2005 the top five items are Myspace, Ares, Baidu, Wikipedia and Orkut - all of which, I notice in my trendspotting hat, involve some sort of sharing, searching, meeting or collaborating online.

Technologically, Google is an amazing thing. As for whether it is a good thing, that depends on what happens next. The company is keen to stress that, because of the voting structure of its shareholdings, it remains in the control of its founders. It is keen to send little signals of its own geekiness: its official IPO filing, for instance, announced that it would sell \$2,718,281,828 worth of shares - a number based on "e", the so-called natural logarithm, a number intimately familiar to maths nerds.

But this strength of the firm - its rootedness in grad student nerd culture - is also a weakness, in the form of a certain arrogance and unwillingness to pay attention to views emanating from lesser forms of life. The example of this currently preoccupying the publishing business is Google Book Search, the plan to scan all the world's books and have them available for search. This sounds ambitious, to put it mildly, but Google has the resources and the determination to do it. It is digitising millions of books at the universities of Michigan, Stanford and Oxford, and has already begun providing access to the out-of-copyright volumes. Google began to digitise currently copyrighted books in America until it was stopped by a lawsuit from the American Association of Publishers.

A fundamental clash of cultures is at work here. To Google, it is obvious that books, which contain so much information, must be searchable online. The plan is not simply to give the books away: although the whole book will be scanned and stored, only specific fragments of text will be displayed. It will be the best shop window ever for obscure texts. But to publishers, there is something outrageously hypocritical about the contrast between Google's ferocious protection of its own intellectual property rights and its contempt for everyone else's. What's to stop Google giving free online access to the books once they are scanned? At the moment Google says it has no intention of providing access to this content; but why should anybody believe it?

### ***CHINA : A RISKY VENTURE***

This is one reason why Google's activities in China have the potential to be such a disaster for the company. The story which broke yesterday - that Google's new Chinese internet servers will cooperate with government censorship - was no surprise to people with an interest in the subject. For one thing, Google has been cooperating with Chinese censorship of its news service since 2004; for another, Google has, since last June, been part-owner of Baidu, China's biggest search

engine, which is, famously, lavishly compliant with the censors. But these facts weren't widely known, and Google had still, to a remarkable extent, retained the public aura it claimed by adopting the motto: "Don't be evil." If people start to think that it's real motto is, "Don't be evil except when there's serious money in it," they will see Google differently, and trust it less - and Google badly needs people to trust it.

That is partly because the biggest area of concern about Google involves privacy. An op-ed piece in the New York Times in November brought to wider notice the fact that Google logs all the searches made on it and stores this information indefinitely; and Google installs a cookie on the computer of everyone who uses it, which helps log that user's searches. Because every computer has a unique IP address, every visit to every website can be traced back to the computer making it - a fact which is well known in geek circles but remarkably under-publicised outside them. Users of Google's Gmail service, who have their emails scanned to place targeted ads, have already given the company their identity, a full record of all their searches, and copies of all their emails, stored indefinitely.

It is over the issue of money-making that the question of privacy will bite. So far, everyone who has invested in Google has made out like the proverbial bandit; but one day the share price will drop, and people who've bought shares will find that they've lost money. It is then that Google's leaders will come under pressure to find some uses for that unprecedented goldmine of personal data.

Google is belatedly waking up to the touchiness of all this. That's why the company reacted more firmly than its competitors in August when, it emerged last week, the US Department of Justice subpoenaed the company for a list of every website address available on Google and every search term entered into Google for June and July last year - a request later narrowed to a random list of a million websites, and all the urls available in a given week. The US government was looking to assess the prevalence on the internet of "HTM": this acronym means "Harmful to Minor", meaning pornography that children can accidentally access over the internet. The US government in 1998 passed a law on how this material should be blocked; in 2004 the Supreme Court overturned the law on the basis that a system of filters should be used instead; this subpoena was part of an attempt to show that the filters don't work.

It turned out that AOL, Microsoft and Yahoo! had all already complied with similar requests. To many, this seemed the privacy apocalypse campaigners have long feared. It isn't, since the DoJ subpoena specifically omits information that would identify who is doing the searching. But it is an incredibly worrying sign, not least because it shows the way governments might come to use search engines as a form of privatised surveillance. In the post-Google world, the risk is that governments won't need to spy on us themselves: they can let the search engines gather the data and then slap a subpoena on them to suck up all the information they want.

The news about the DoJ subpoena caused Google's share price to drop 8.5% in one day, and the company is now worth \$20bn less than it was when I wrote the first paragraph of this piece; which is the stock market's way of saying that the more people think about their privacy, the worse news it is for Google. Possibly, just possibly, there is a glimmer of hope in the prospect that Google will realise it has to protect users' privacy in order to protect its own share price. But the contest between governments, search engines and users' privacy has barely begun.

Google is cool. But Google also has the potential to destroy the publishing industry, the newspaper business, high street retailing and our privacy. Not that it will

necessarily do any of these things, but for the first time, considered soberly, these things are technologically possible. The company is rich and determined and is not going away any time soon. It knows what it is doing technologically; socially, though, it can't possibly know, and I don't think anyone else can either. The best historical analogy for where Google is today probably comes from the time when the railroads were being built. Everyone knew that trains and railways would change the world, but no one predicted the invention of suburbs. Google, and the increased flow of information on which it rides and from which it benefits, is the railway. I don't think we've yet seen the first suburbs. London Review of Books ([lrb.co.uk](http://lrb.co.uk)).

( SOURCE : THE GUARDIAN )

## **IF IT 'S NOT RED, YOU CAN'T READ IT ON GOOGLE.**

**BY WILLIAM PESEK JR (IS A COLUMNIST FOR BLOOMBERG NEWS. THE OPINIONS EXPRESSED ARE HIS OWN)**

**27/01/06**

Jan. 27 (Bloomberg) -- A Google search I did of the word "courage" yielded more than 49 million results. "Conscience" returned 32 million. "Backbone" got more than 29 million.

Too bad the company that owns the world's most-used Internet search engine appears to have none of the above as it bows to China. It's releasing a version of its search tool there that excludes information censored by the government. Rather than Google.com, we should be honest and refer to it as CommunistGoogle.com.

Yes, yes, we know. Google Inc. is only honoring local laws in China. And, as Internet companies claim, their mere presence in the world's most populous nation makes them an agent of change. Thus, they reason, it's better to be in China than not.

It's still hard to miss the irony of Google protecting pornography enthusiasts and not Chinese users. The Mountain View, California-based company is fighting the U.S. Justice Department's demands for information to help monitor sexually explicit material that could affect minors, while aiding China in controlling its people.

Google's motto, "Don't Be Evil," no longer applies. The new one should be "Don't Be Evil, Except in China Where There Are 111 Million Internet Users and Dollar Signs Galore."

### **Google Wimps Out**

What's so disappointing about Google's decision is what its founders, Larry Page and Sergey Brin, used to be all about: the free flow of knowledge and information to every corner of the globe. This isn't just a matter of two techie upstarts going mainstream or selling out -- it's about them wimping out to a repressive regime.

Google isn't the first to put profit above principle in China. In 1994, Rupert Murdoch stopped broadcasting British Broadcasting Corp. programs on the News Corp. network in China after the government complained about coverage of the anniversary of the 1989 Tiananmen Square demonstrations. In 1998, News Corp.'s publishing

house, HarperCollins, refused to publish a book by Christopher Patten, former governor of Hong Kong, that was critical of China.

More recently, Yahoo! Inc. and Microsoft Corp. adjusted their China strategies to comply with local rules. Companies such as Cisco Systems Inc. have sold filtering equipment to aid China's thought-police.

### **'Hypocrisy'**

Google's capitulation is arguably the most significant because of the company's fame, its reputation for not playing by the establishment's rules and a \$434 share price. Recent surveys say it's now the world's most influential brand. Reporters Without Borders called Google's decision the "height of hypocrisy" in a statement.

"The Internet in China is becoming more and more isolated from the outside world and freedom of expression there is shrinking," the Paris-based media-rights group said. "These firms' lofty predictions about the future of a free and limitless Internet conveniently hide their unacceptable moral errors."

Today's leaders, including Google, need to remember that other Internet search engines are just a mouse click away. Google could suffer a backlash from the consumers it's so keen on reaching when they realize the company is helping China's censorship apparatus. And rightfully so.

By bowing to Beijing, the biggest names in technology also may be holding back China's economic development. Will Google's move help China suppress embarrassing economic or corporate news investors need? Won't it put entrepreneurs who need unfettered access to information and ideas at a disadvantage?

### **China's Dilemma**

A key priority for China is improving the efficiency of its economy, and that means stamping out corruption at all levels of government and business. How much pressure will there be on the Communist Party to clean itself up if most of China's 1.3 billion people don't know what it's up to?

China's dilemma is clear enough: deciding between controlling information and the need to be wired to the global marketplace to be a full party in it. So far, Beijing has chosen the former. That doesn't mean Google shouldn't challenge China. It's not good enough for the mighty Google to claim it's merely joining others in accommodating China.

Admittedly, the U.S. hasn't been a great example in this regard, both at the government and corporate level. For example, U.S. President George W. Bush's administration is willing to wage war to bring democracy to Iraq, but won't honor a thriving democracy like Taiwan. The reasons: the U.S. doesn't want to upset the world's fastest-growing major economy, and Taiwan doesn't have much oil.

### **China Changes Internet**

Corporate America, meanwhile, loves China because it can exploit workers and the environment in ways that can't be done at home. Everyone loves a bargain, yet few

of us wonder how our purchases of cheap Chinese goods lend tacit approval to labor conditions in Asia's No. 2 economy.

Even so, its role as a banner-waver of the information economy rapidly replacing the old industrial one, makes Google's decision lamentable. If even the guys at Google won't test the boundaries of China's policies, who will?

At the very least, Google should stop calling itself an Internet "search engine" in China. Its description should now be "limited search engine" or "government-controlled search engine."

Google has helped answer a key question: Will the Internet change China, or will China change the Internet? It's the latter, and it's hard to see how that's a good thing for the global economy.

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( SOURCE : BLOOMBERG )

## **GROW UP GOOGLE : YOU HAVE ACCEPTED CENSORSHIP, NOW ACCEPT COPYRIGHT.**

***30/01/2006***

WHEN I WRITE about Google I have to declare an interest. I am the chairman of a small academic publisher; Pickering & Chatto was founded in 1820 and refounded in 1983. We publish scholarly texts and depend on our copyright for the sales of our books. Google threatens that copyright, along with the whole copyright structure of authors, editors and publishers of printed books and, indeed, e-books.

However, copyright is not the only problem raised by the success of Google's wonderful search engine. Along with copyright, and the revenue based on it, there are the issues of political and social censorship. Google has been forced by the Chinese Government to agree to political censorship. There will be only minimal reports of Falun Gong, Tiananmen Square or Tibet on Google's China service. The majority of Google's Chinese customers will not be told what the rest of the world knows on the subjects.

Here again, I must declare an interest. I have been a quasi-censor. I accept that there should be some social censorship of the internet. In 1989, before the internet became important, I agreed to be the first Chairman of the Broadcasting Standards Council. We were not formally censors — we had no powers — but we did study and discuss what would be appropriate to show on television, including the limits for sex, violence and bad language, and the need for the protection of children.

On most public issues I come down on the libertarian side, but I accept the need for some social protections. Indeed, I think it important that editing in the public interest should be done by reasonably liberal-minded people. They must accept criticism and suspicion of their work. Censors are always unpopular and sometimes ridiculous, but they may be necessary.

Google, and other global operators on the internet, does in fact accept the principle of social censorship, however little they like it. There is an obvious example in paedophile pornography, which is almost universally banned, at least in theory. There are also types of adult pornography, such as “snuff” films, in which real murders are, or purport to be, shown; nobody defends them. I do not know how its security systems work, but I do not think that snuff films would get through Google’s safeguards. They would not certainly not be compatible with its famous motto, “Don’t be evil”.

The real difficulty comes in the area between social and political censorship. Most of us are agreed that child pornography should be banned, both because it necessarily invokes the abuse of children and because it may feed an addiction to paedophile conduct. Most of us are agreed that there should be no censorship of political information or political criticism.

Google may have felt there was no commercial alternative to agreeing to the Chinese request. That was the only way it could remain in the Chinese market. Nevertheless Google itself regrets the compromise it believes that it had to make.

This censorship is also damaging to China’s reputation. No regime that cannot afford to have its policies examined can be really secure. Nothing could be more absurd than to see the great world power of China shrinking back from the spectacle of Falun Gong like a timorous old lady shrinking back at the sight of a mouse. It devalues China. In any case, the Chinese are clever people, operating with world networks, and with millions of computers. Attempts at this sort of censorship are bound to fail.

Midway between social and political censorship, there arises the issue of terrorism. I am sure that terrorists could use Google as an element in their training schemes. Indeed, many of them must already have done so. Yet, in principle, governments have every reason, and surely every right, to try to make the terrorists’ task more difficult. Presumably the CIA has inserted its probes, human and electronic, into Google. Where terrorism is relying on Google information, the CIA is justified in doing so. Terrorism attacks liberty in two ways, by its frontal assault and by the legitimate reaction of governments. Google cannot be immune to this process.

Copyright is the other great issue. It is an issue that extends well beyond Google and well beyond publishing. Copyright is the basis for the remuneration of invention; indeed, the only other substantial basis for financing invention, in all areas, is government expenditure, and that is much less effective. If there were no copyright, there would be no money to finance newspapers (a quickly muted hoorah from the Liberal Democrats), books, films, recorded music, new drugs or the development of the internet itself. Copyright is the mother of invention. No copyright — no revenue — no innovation.

Yet there is a conflict of interest between search engines and the right to intellectual property. Google plans to put whole libraries on to its system, and offer free copying rights to its users. Searches would throw up key passages in all the books in a library. Google requires owners of copyright who do not want their books to be copied and extracted to inform the company that they do not agree to this copying. But that is the opposite of the normal procedure in which the copier has to approach the copyright holder. The danger — put simply — is that people will not buy books; they will wait to download them free from Google.

There is indeed a strong tradition among internet users that as much as possible on the internet should be free, and that nothing should be censored. As ideals, these may seem reasonable enough. The issue in the case of literary copyright turns on this question: is the free communication of free information more valuable to society than the financing of future publications? Would we benefit by having free J. K. Rowling in the present at the cost of having no J. K. Rowling in the future?

***No copyright, no publishing revenue. No revenue, no new books. If Google is to have a second stage of life, it will have to accept the reality of intellectual property. After all, Google has accepted the reality of China.***

( SOURCE : THE TIMES ONLINE )

## GOOGLE WOOS INDIAN PUBLISHERS

***31/01/06***

Google has turned on the charm at the book fair in Delhi. "Books are written to be discovered, and that's the challenge we're helping publishers solve with Google Book Search," gushes Gautam Anand, strategic partner development manager, Google Inc; "it's a great discovery tool." And, get this: Hindi books are to be digitised too, as part of Google's brand mission to "organise all the world's information and make it universally accessible".

Several unconvinced publishers, however, are looking grimly at Google's grand effort to take its search tool beyond Internet pages to the printed word by scanning and digitising all the books in at least four mega-libraries: Harvard, Oxford, Stanford and NY Public Library.

The Association of American Publishers spies in this project an obvious violation of copyright law, and is suing Google for allegedly stealing intellectual property without specific "opt in" permission, book by book.

Digitising books is the online era's equivalent of library "indexing", responds Anand. This is not intellectual property theft. Moreover, if you "opt out", your book won't be put into computer memory. So there's no coercion.

Not good enough, say the Googlesceptics. D N Malhotra, former chairman of the Copyright Council of India, among them, is insistent that by law only "fair use" extracts may be taken without consent: just two-three snippets at most.

Indeed, that's all that will be available to Google searchers, assures Anand, apart from bibliographical details and net links. The idea, he says, is to help people look inside books (thousands already in the public domain, and thousands out of print) for relevant text, and then find ways to buy/access the whole volume. To his mind, it's a readership boost.

Several publishers agree. In fact, sensing opportunity in heightened book interest along the Internet's many pathways, dozens of big publishers have signed deals with Google for links to get traffic to their own sales sites.

Macmillan India's managing director, Rajiv Beri, sees digitisation as inevitable. "It will happen large scale," he says, ready to embrace the Internet. He is keen on Internet support tools, for example, as a way to enhance the value delivered by his books, especially in the education segment.

But still, misgivings persist. While Google may not exactly be dodging the law, its very possession of the material (and thus its capacity for damage) makes some publishers jittery.

Subroto Mozumdar, president, Pearson Education India, for example, sees it as a security issue. In favour of "opt in", he is not at all sure if Google's databases are as hacker-proof as he would like. The very act of book digitisation puts the publishing industry at risk, to his mind, regardless of Google's own intentions.

Needless to add, that is ironic in itself, given Google's much discussed corporate dictum, "Don't be evil", not to mention its own role in creating a "democratic" search algorithm that gives primacy to mass popularity as an all-powerful criterion of worthiness.

The good news for Google is that people are beginning to place "fair use" in the broad context of what's good for us all: openness. "More knowledge in the hands of more people is always better," says Sara Miller McCune, chairman and publisher, Sage Publications.

She looks forward to the digitisation project as a boon for research students, above all, and shrugs at the possibility of leakage. "Any technology can be used or abused - we learnt that with nuclear energy."

( SOURCE : BUSINESS )

## **PUBLISHERS CHALLENGE ONLINE "KLEPTOMANIA"**

***01/02/2006***

Newspaper, book and magazine publishers have come together to protect their content against the "kleptomania" of internet search engines.

A task force of industry publishing associations will seek compensation for the use of their content by Google and other search engines. They will also seek meetings with regulators and lawmakers, including officials at the European Commission.

Gavin O'Reilly, the president of the World Association of Newspapers, said Google was the worst transgressor. "If you subscribe to the Ten Commandments, Google operates with only nine, leaving out 'thou shalt not steal'," said Mr O'Reilly, who is also the chief operating officer of Independent News & Media, publisher of *The Independent*. "This isn't all-out war at all. It's about a having a commercial relationship between content originators and content aggregators."

Newspapers are concerned that the news services of search engines carry the headline and part of the story from news providers, without permission or payment. Google claims it allows news organisations to "opt out" of Google News.

AFP, the French news agency, is locked in a legal battle with Google over the use of its news stories and pictures. Book publishers are suing Google over its plans to make available all published books.

Separately, a report by Deutsche Bank said the impact of broadband internet services was "materially" negative across the media sector, and that newspapers were the worst hit. Deutsche said with two major newspaper publishers having announced plans for divestment, there were "signs of a Torschlusspanik... the moment when everyone rushes for the door at once".

( SOURCE : THE INDEPENDENT )

### **\$13BN: AMOUNT WIPED OFF GOOGLE SHARES**

Google shares plummet in one day amid growing fury over censorship and plagiarism

**02/02/06**

Google's reputation as the internet phenomenon that can do no wrong took a new and unprecedentedly severe battering yesterday as investors, stunned by a quarterly earnings report falling far short of expectations, wiped more than 12 per cent off the value of the search engine company's stock.

It was the second time in a week that Google shares - the hottest, most talked about company stock in the world - were plunged unexpectedly into a frigid bath. And although the latest disappointment was more about market expectations than profitability, which remains extremely robust, the shine has come off a company regarded not only as a business powerhouse but a thrilling key promising to unlock the secrets of the digital future.

The past few days have been an unrelenting stream of bad news for Google, from its controversial agreement to submit to Chinese government censorship, which prompted the first stock plunge a week ago, to new complaints and legal action from book and newspaper publishers accusing Google of "kleptomania" as it seeks to make more and more material freely available online.

The company that once famously promised to "do no evil" is now being accused of doing precisely that because its sheer size and power threatens to overwhelm traditional publishing businesses and raises any number of questions about the potential impact of its reach on everything from individual privacy to the safety of sensitive military secrets kept by the world's governments.

Yesterday's shock was, above all, a psychological one for Google's army of gung-ho investors. In the past, the company has always far exceeded analysts' expectations in its quarterly earnings reports, the principal factor behind the extraordinary quadrupling of its value since its launch on the New York stock exchange last summer.

But largely because of tax complications arising from its exponential growth rate, Google could promise earnings of only \$1.54 per share in the fourth quarter of 2005, compared with about \$1.76 anticipated by analysts.

By the time trading resumed yesterday morning, Google's stock price had plummeted from \$432.66 to \$388.66, erasing \$16bn in market value. The price recovered, as traders realised Google was also announcing a doubled net profit for the fourth quarter and an 86 per cent hike in advertising revenue, stellar achievements by any standard.

But all talk of Google's unstoppable march toward a \$600 share price by the end of the year has dried up. Instead, many analysts are talking about a holding pattern in the \$350 to \$400 range for the foreseeable future.

The market correction was inevitable. Exponential growth is rarely sustainable, and Google's co-founders, Larry Page and Sergey Brin, made it clear they were much more interested in formulating a long-term strategy than they were in hitting their quarterly numbers time after time. But there are indications of more ominous storm clouds.

Google is under mounting pressure from many traditional industries: telecommunications companies do not like its plan for free internet phone calls, book publishers and newspapers have filed a lawsuit to try to prevent it from digitising library materials, governments are worried about its satellite-imaging service Google Earth and privacy advocates have a growing list of concerns about everything from its e-mail service to its desktop search function, both of which may make it easier for hackers or government agencies to gather information about individuals without their consent.

Google also faces legal action over publishing. The Authors Guild, the Association of American Publishers and the news service Agence France Presse have filed a joint suit challenging Google's right to post material they regard as copyright. This week, a new broadside came from the World Association of Newspapers, which said publications should be compensated for use by Google News. Gavin O'Reilly, the president and also chief operating officer of Independent News and Media, which owns this newspaper, accused search engines of building their business "on the back of kleptomania" and said he would not exclude legal action.

*(SOURCE : THE INDEPENDENT )*

## **UN NOUVEAU MOTEUR CULTUREL**

***06/02/06***

***PAR JENS DUSTIN REDMER***

Google a été fondé par deux étudiants qui ont grandi, comme beaucoup d'entre nous, en fréquentant les bibliothèques municipales, du lycée... et avec le désir d'accéder à une grande variété d'ouvrages.

Chez Google, nous aimons les livres et nous souhaitons que plus de personnes dans le monde puissent trouver sur le Net les auteurs les plus divers, dans la langue de leur choix. Imaginez : en tapant quelques mots sur un ordinateur, vous trouverez tous les livres dans lesquels Marie Curie est citée ; un étudiant sud-américain en économie fera des recherches dans les travaux de Frédéric Bastiat...

La numérisation rend tout ceci possible. L'effet ne sera pas immédiat, mais d'ici à cinq ans peut-être, nous espérons avoir fait suffisamment de progrès pour que ce rêve devienne réalité. C'est ce sur quoi nous travaillons chez Google, en partenariat avec les auteurs, les bibliothèques et les éditeurs.

Mais pourquoi vouloir télécharger des livres ? Pour obtenir un livre dans une librairie, vous devez l'acheter. Pourquoi serait-il gratuit sur l'Internet ? Nous sommes tout à fait d'accord. Les auteurs et les éditeurs doivent aussi y trouver leur compte et préserver leurs revenus.

C'est la raison pour laquelle nous avons scindé notre initiative en matière de recherche de livres en deux programmes distincts. D'une part, le programme Partenaires Google livres : les éditeurs nous fournissent leurs livres et nous les numérisons. Nous proposons à nos utilisateurs quelques pages en rapport avec leur recherche, de manière à ce qu'ils puissent se faire une idée assez précise du contenu proposé. Si le livre les intéresse, des liens leur permettent de se rendre sur le site de l'éditeur ou du distributeur en ligne et de l'acheter. Nous avons des milliers d'éditeurs partenaires qui ont choisi de promouvoir leurs livres par cet intermédiaire. L'Internet a fait tomber les barrières traditionnelles entre les citoyens et l'information. Le Web permet à chacun de trouver plus facilement ce qu'il cherche et de démocratiser l'accès à l'information. La plupart des libraires n'ont pas l'espace suffisant, ni l'incitation, pour proposer des livres rares ou spécialisés. La numérisation permet aux internautes de savoir s'ils existent et de les acheter le cas échéant. C'est une opportunité inédite, pour des auteurs peu connus, de trouver une audience plus large.

C'est également une bonne nouvelle pour faire connaître les catalogues des éditeurs. Seule une fraction minime des livres publiés aujourd'hui se vend en plus de 2 000 exemplaires. La numérisation signifie que d'autres livres peuvent être découverts en quelques clics, puis achetés.

Lorsque le cardinal Ratzinger est devenu pape, ceux, nombreux, qui ont recherché son nom sur Google, y ont trouvé son livre *Au commencement* (Wm. B. Eerdmans). Les clics vers le lien «achetez ce livre» de l'éditeur ont décuplé. Les millions de personnes qui, chaque jour, effectuent une recherche sur Google, peuvent ainsi être amenés à acheter des livres.

Le deuxième volet du service Google Recherche de livres concerne le programme Bibliothèques. Google a passé des accords avec de prestigieuses bibliothèques comme celles de Harvard et d'Oxford. Nous numérisons les livres de ces bibliothèques afin que des publications qui étaient jusque-là uniquement consultables sur place deviennent accessibles à tous par l'Internet.

Concernant les fonds des bibliothèques, il est crucial de distinguer les livres couverts par le droit d'auteur de ceux qui ne le sont pas. Chaque pays a sa propre législation concernant le droit d'auteur. Nous respectons ce droit et nous conformons aux réglementations nationales des pays au sein desquels nous numérisons.

Ainsi, les personnes cherchant un livre protégé par le droit d'auteur ne pourront visualiser aucune page. Ils auront seulement accès à quelques informations basiques, deux ou trois phrases et une référence à la bibliothèque où il se trouve. Si des auteurs ou des éditeurs ne souhaitent pas voir leurs livres numérisés, nous les excluons dès qu'ils nous en font part.

Bien sûr, des millions de vieux ouvrages ne sont pas couverts par le droit d'auteur. Ils font partie du patrimoine mondial une ressource précieuse à partager entre tous. L'écolier indien n'a pas forcément le loisir de parcourir la planète. Mais nous espérons qu'il pourra consulter à l'avenir, depuis son ordinateur, des textes de l'Égypte ancienne. Nous numérisons ces livres dans leur intégralité afin que tout individu à travers le monde puisse y accéder gratuitement.

La technologie provoque des changements, d'ordre économique autant que sociétal. Historiquement, ceux qui relèvent le défi du changement sont en meilleure position pour en bénéficier.

Notre projet de numérisation des livres a provoqué en France un débat intense. On nous reproche de numériser des livres soumis au droit d'auteur, provenant de bibliothèques partenaires, sans permission préalable. Même si nous n'en montrons que quelques phrases.

Ce type de débat n'est pas nouveau. L'industrie du cinéma a d'abord craint que la cassette vidéo ne tue le marché. Les studios ont même poursuivi les fabricants de magnétoscopes pour violation de droits. Ils ont perdu devant la Cour suprême des Etats-Unis. Aujourd'hui, la cassette vidéo et son héritier, le DVD, sont devenus les canaux de distribution les plus rentables de l'histoire du cinéma.

Nous avons l'intime conviction que le service Google Recherche de livres constitue une excellente opportunité pour les auteurs, les éditeurs et les petits libraires, notamment pour faire face à la concurrence des grandes multinationales. En facilitant les recherches des amateurs de littérature, nous ouvrons l'accès à la langue et à la culture française depuis le monde entier. C'est un nouveau moyen pour les auteurs et les éditeurs de faire connaître leurs ouvrages.

**Nous entendons dire que «l'organisation de la culture mondiale ne peut être confiée à une entreprise américaine». Je suis allemand, et la plupart des collaborateurs de Google en Europe déjà plus d'un millier sont européens. Nous savons que nous devons adapter nos services pour répondre aux attentes d'un continent aussi riche et diversifié que l'Europe. Nos traditions et nos cultures sont précieuses. Elles doivent être respectées et préservées. C'est pourquoi nous proposons déjà notre outil de recherche en quatre langues en Espagne, et en deux langues en Grande-Bretagne. Loin d'aspirer à une domination culturelle, Google permet aux citoyens européens de trouver des informations pertinentes localement, en version originale...**

( SOURCE : LIBÉRATION )

## **SALES PLOUGH AHEAD AT AMAZON.COM, AS NET INCOME DROPS**

Internet retailer Amazon.com has reported sales of \$8.49bn in 2005, after recording sales growth of 23% over the year, with sales from its international division accounting for 45% of the business. Amazon.com said that it expected net sales to be between \$9.9bn and \$10.5bn in 2006, or grow between 16% and 23%, compared with 2005.

(The Bookseller)

## **AMAZON.COM POSTS MESSAGES FROM AUTHORS TO READERS**

LOS ANGELES (Reuters) - Amazon.com said on Wednesday it has started a program to let authors communicate with readers, the latest in a series of moves by the online retailer to add entertainment features to its site.

The Amazon Connect program lets authors post messages in blog format to readers who have bought their work at Amazon in the past or those sign up for the program. Amazon has so far enrolled more than 1,000 authors in the program, including Meg Wolitzer, James Patterson and Nelson DeMille, and is looking to sign up more, a company spokeswoman said.

Authors can post their thoughts as frequently as they like, but the communication is one-way. Some authors have found a way around this by guiding readers to their personal Web sites in their blogs.

Recent postings by authors include everything from book recommendations to shopping tips, musings on the controversy surrounding James Frey's "A Million Little Pieces," and tips to novice writers.

( SOURCE : REUTERS )

[HTTP://TODAY.REUTERS.COM/NEWS/NEWSARTICLE.ASPX?TYPE=ENTERTAINMENTNEWS&STORYID=2006-02-02T063234Z\\_01\\_N01290992\\_RTRUKOC\\_0\\_US-RETAIL-AMAZON.XML&ARCHIVED=FALSE](http://today.reuters.com/news/newsarticle.aspx?type=entertainmentnews&storyid=2006-02-02T063234Z_01_N01290992_RTRUKOC_0_US-RETAIL-AMAZON.XML&ARCHIVED=FALSE) )

### ***\$13 BN : AMOUNT WIPED OFF GOOGLE SHARES GOOGLE PLUMMET IN ONE DAY AMID GROWING FURY OVER CENSORSHIP AND PLAGIARISM***

**Published: 02 February 2006**

Google's reputation as the internet phenomenon that can do no wrong took a new and unprecedentedly severe battering yesterday as investors, stunned by a quarterly earnings report falling far short of expectations, wiped more than 12 per cent off the value of the search engine company's stock.

It was the second time in a week that Google shares - the hottest, most talked about company stock in the world - were plunged unexpectedly into a frigid bath. And although the latest disappointment was more about market expectations than profitability, which remains extremely robust, the shine has come off a company regarded not only as a business powerhouse but a thrilling key promising to unlock the secrets of the digital future.

(SOURCE : THE INDEPENDENT/ THE BOOKSELLER

[HTTP://NEWS.INDEPENDENT.CO.UK/BUSINESS/NEWS/ARTICLE342636.ECE](http://news.independent.co.uk/business/news/article342636.ece))

### **ACTIVE BLOG**

30 January, 2006

"There is indeed a strong tradition among internet users that as much as possible on the internet should be free, and that nothing should be censored. As ideals, these may seem reasonable enough. The issue in the case of literary copyright turns on this question: is the free communication of free information more valuable to society than the financing of future publications? Would we benefit by having free J. K. Rowling in the present at the cost of having no J. K. Rowling in the future?"

### **GOOGLE : AFTER CENSORSHIP COPYRIGHT.**

William Rees-Mogg, writing in the Times, says that if Google accepts the reality of censorship from China it should also accept copyright. "Google requires owners of copyright who do not want their books to be copied and extracted to inform the company that they do not agree to this copying. But that is the opposite of the normal procedure in which the copier has to approach the copyright holder. The danger--put

simply--is that people will not buy books; they will wait to download them free from Google."

### **U.K.: HARPER COLLINS PUTS A BOOK ON LINE FOR FREE**

In yet another test of how books will survive in a digital world, HarperCollins said yesterday that it had made the entire text of one of its recently published books available online accompanied by advertisements, the first time it has done so. The book, titled "Go It Alone! The Secret to Building a Successful Business On Your Own," by Bruce Judson, a senior faculty fellow at the Yale School of Management whose expertise is in using the Internet for business, is available at the author's Web site, [www.brucejudson.com](http://www.brucejudson.com), where it can be searched and printed page by page. The text of the book will be indexed for search engines and accompanied by contextual ads served by the major search companies. The site also provides links to buy the book. "Go It Alone!" was originally published in hardcover in November 2004 and in paperback in December 2005. The paperback sells on Amazon.com for \$10.17, although a discounted new copy of the hardcover can also be bought there for \$5.99, indicating that the publisher has plenty of unsold copies.

To read the book and know more about the initiative, go to [www.brucejudson.com](http://www.brucejudson.com)

*(SOURCE : THE NEW YORK TIMES/ THE BOOKSELLER)*