

Rüdiger Wischenbart

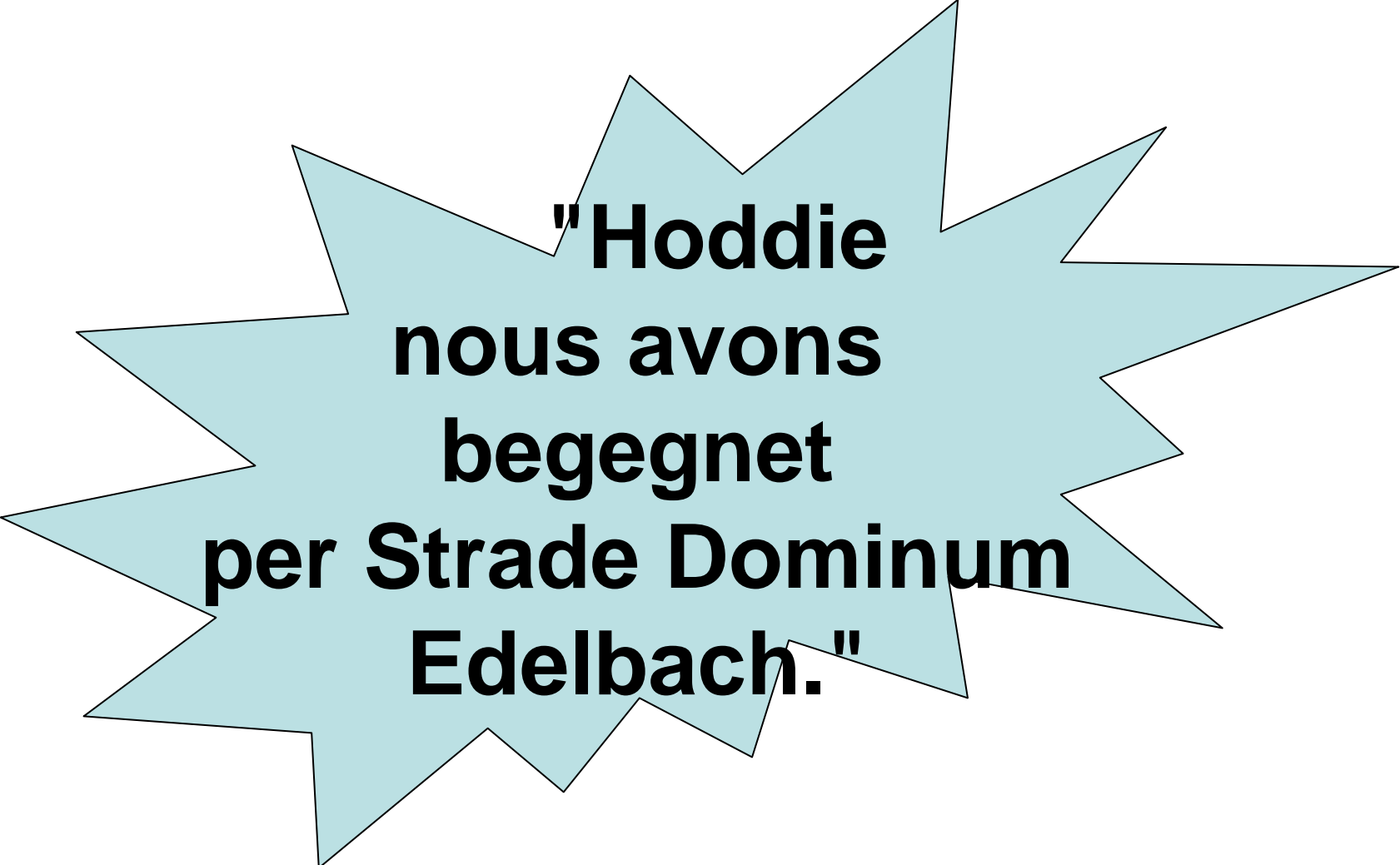


Content and Consulting

# Das Wissen und sein Preis The Knowledge and its Cost

An Expedition to European Digital Cultural Heritage  
Salzburg, 21st June 2006

**Mozart > Nannerl, 21 August 1773**



**"Hoddie  
nous avons  
begegnet  
per Strade Dominum  
Edelbach."**

Melchior Grimm, <1800

„une fureur des  
dictionnaires“

„eine Manie der  
Wörterbücher“

<1800

The knowledge trade

=

Big Business

*(Peter Burke)*

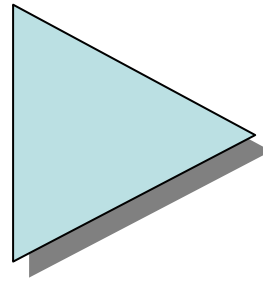
# Mozart / Schikaneder: Zarastro (Zauberflöte)

Secret Knowledge

Public Wisdom

Temple (Script)

Library (Books)



„Zeitgeist“

# How Much Knowledge?



The evolutionary tree of mammals according to Haeckel (1866).



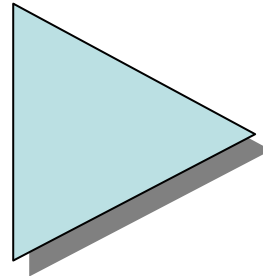
# How Much Information?

(*Berkeley 2003*)

5 Exabyte

0,01 % printed  
on paper

1/3 USA



37 x Library of  
Congress

1/3 Library of  
Congress

US = EU = Asia

# Buch

USA 2005:

Book net sales  
25.1 Billion \$ in 2005

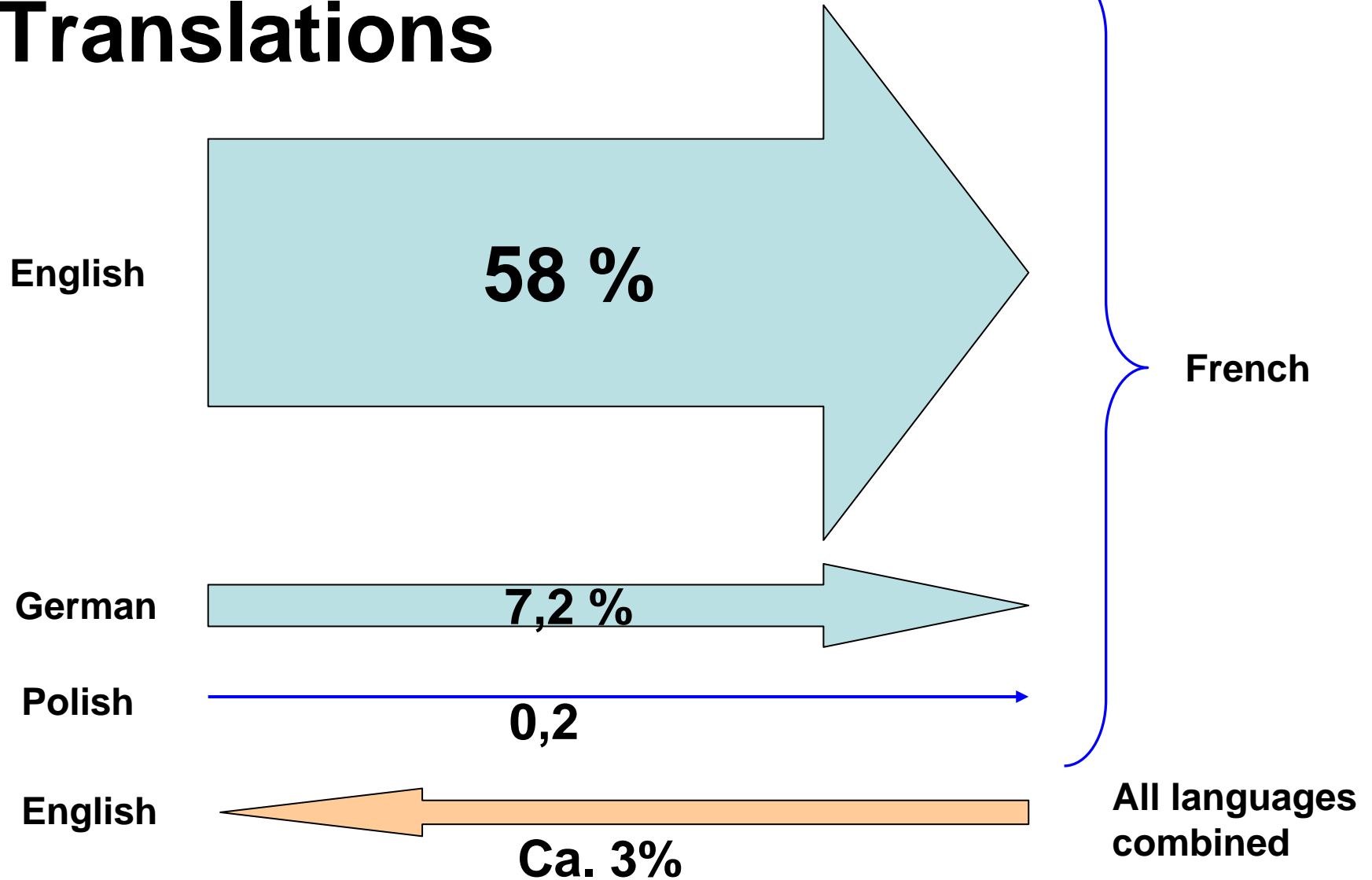
(Source: AAP)

Europe

Book Market  
ca. 25 Billion €

(Source: various)

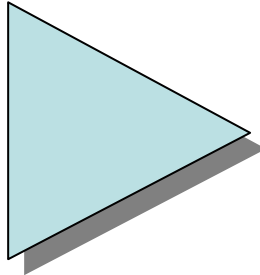
# Translations



(Source: *Livres Hebdo*)

# Translations (Serbia)

Past 13 Years  
15.000 translated  
books



74 % from English

0,34 % from Bulgarian

0,79 % from Slovenian

1,11 % from Polish

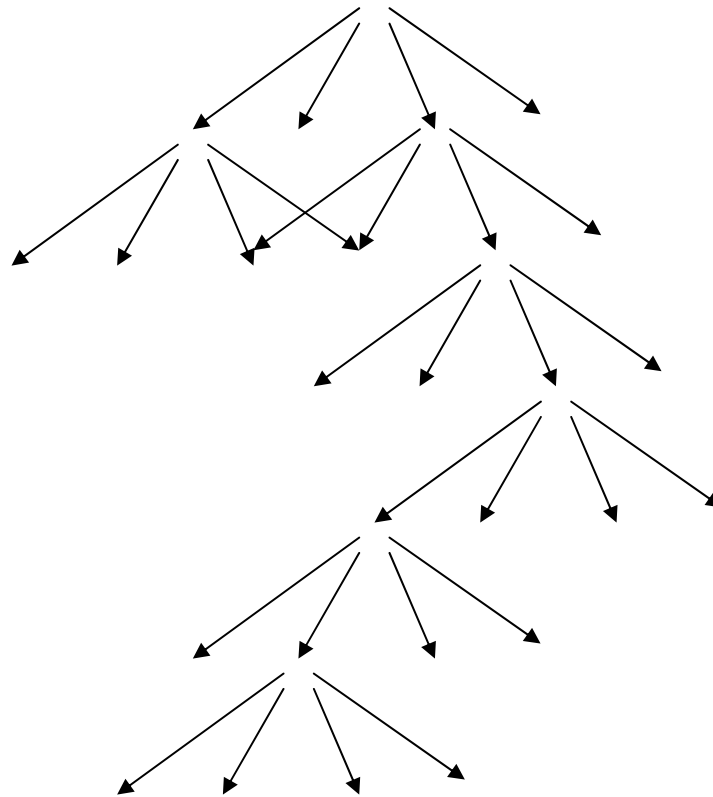
5,5 % fro German

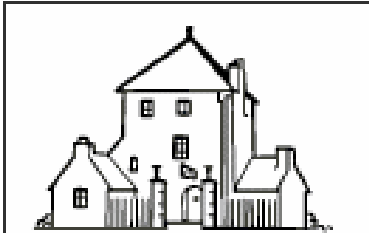
8,2 % from French.

*Source: Sasa Drakulic, Knjizara ([www.Knjizara.com](http://www.Knjizara.com)), Belgrad 2006.*

# Cascade

Top > down



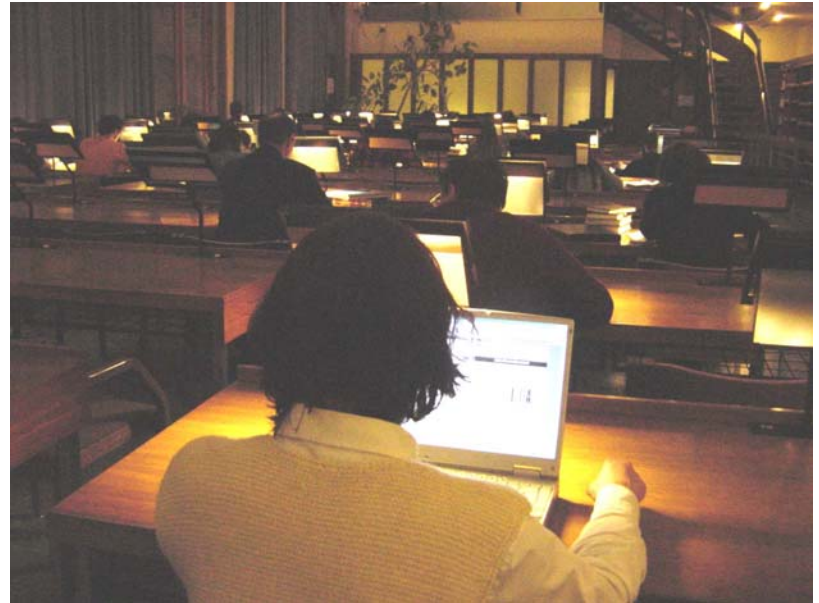


**RANDOM HOUSE, INC.**

Bringing you the best in fiction, nonfiction & children's books.

**Random House, Inc.  
is the world's largest  
English-language  
general trade  
book publisher.**





# Bestsellers (France, 2002)

Top 100 titles:

+ 25%

Top 100 literary novels:

- 5%.

*(Source: Livres Hebdo)*

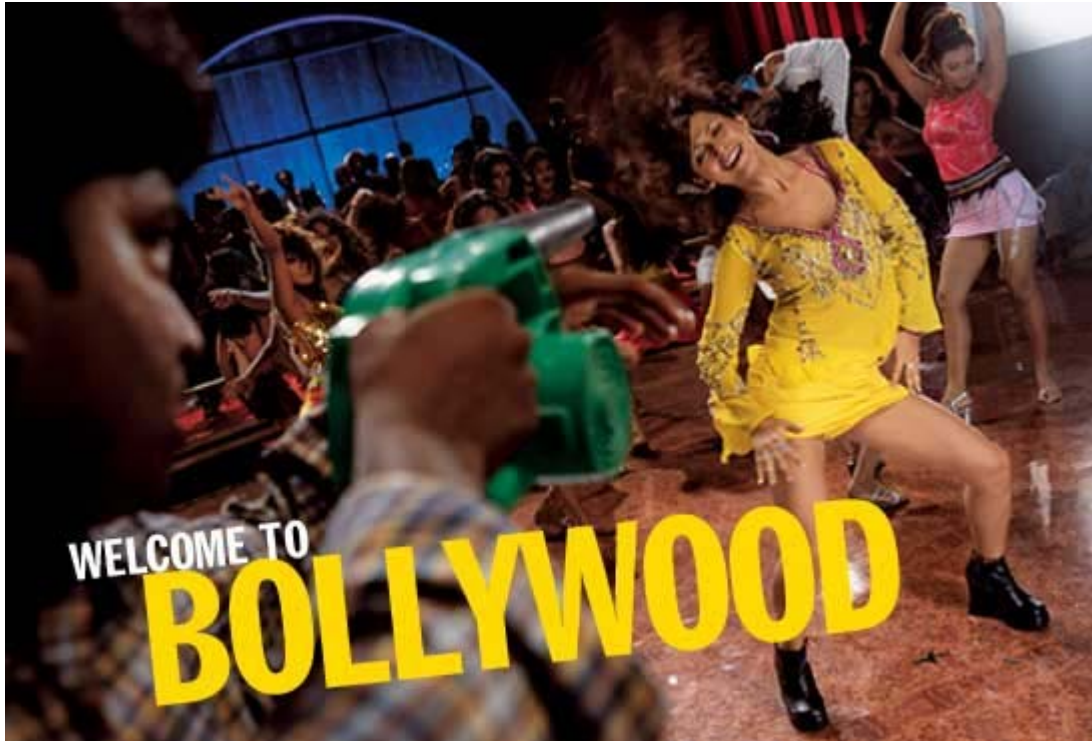
# “Harry Potter and the Order of the Phoenix”



1.1 million copies in  
2003 in France.

All the 50 top selling  
titles combined:  
11 million copies.

(Source: Livres Hebdo)



3.600.000.000



# Bestseller

(Norway 2005)

19 works of fiction  
in top 10

(Source: Arkbøkhandel,  
7 weeks in Nov/Dec 2005)

14 authors

**9 Norway**

1 US (Dan Brown)

2 Danish

1 UK (J.K. Rowling)

1 Ireland (C.S. Lewis)

# Bestseller

## (España 2006)

La catedral del mar	Idefonso Balcones
Mauricio o las elecciones primarias	Eduardo Mendoza
El pintor de batallas	Arturo Pérez-Reverte
Brooklyn Follies	Paul Auster
Abril rojo	Santiago Roncagliolo
Harry Potter y el misterio del principe	J.K. Rowling
Un lugar llamado Nada	Amy Tan
Misericordias de la guerra	Pío Baroja
The Da Vinci Code	Dan Brown
La senda del drago	José Lusi Sampedro

(Source: El Cultural, May 2006)

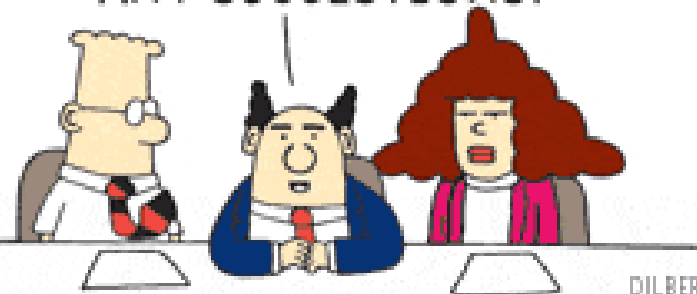
# Who done it?!

„...to organize the world's information and make it universally accessible and useful...“



Google

WE NEED A NEW  
LOGO BY FRIDAY.  
ANY SUGGESTIONS?

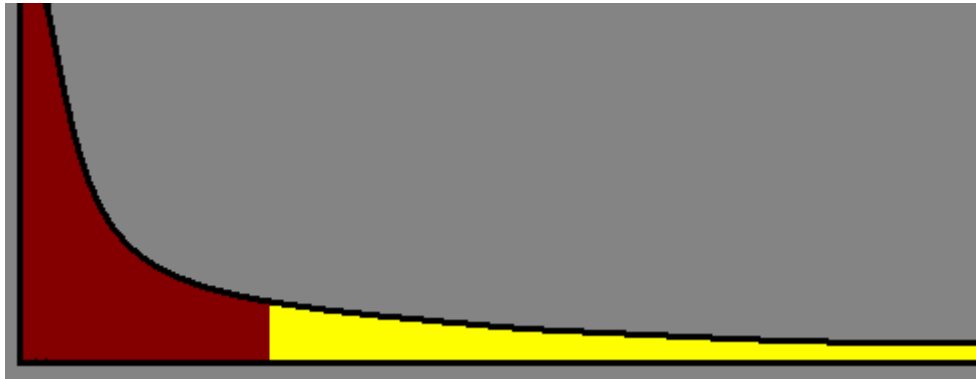


DILBERT: © UFS, Inc.

„The power of the Web is in the links“  
Albert-László Barabási: „Linked“



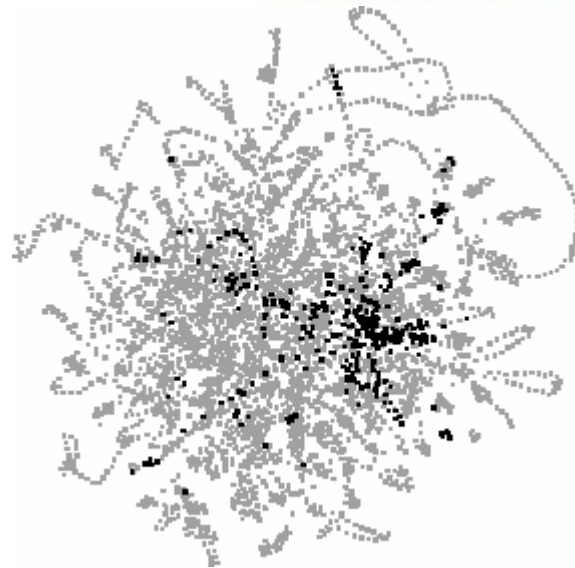
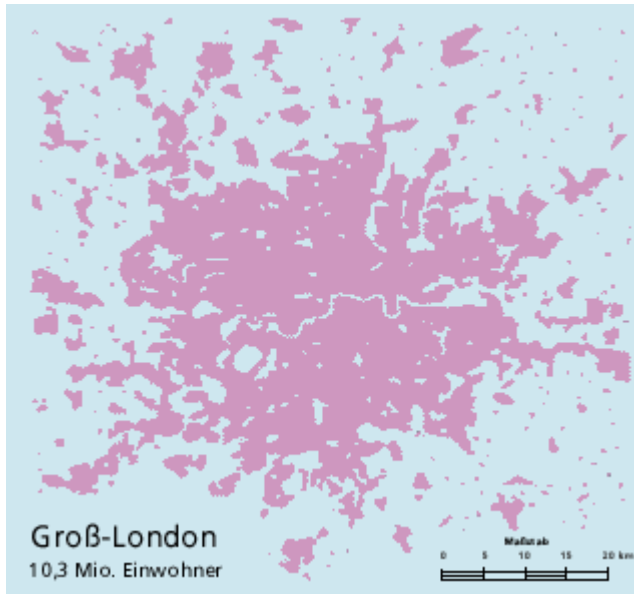
# „The Long Tail“



„...although we still obsess over hits, they are not quite the economic force they once were. Where are those fickle consumers going instead? No single place.“

*Chris Anderson: The Long Tail.  
(Book version, July 2006)*





# Wanted:

1. Better Knowledge About Knowledge & Culture.
2. Incentives to Explore, Quote (and Link) Content.
3. Realistic Payment For Small Works.

# Vilém Flusser (1920–1991)



Too old  
to learn new  
codes?