



第十一次中文文獻資源  
共建共享合作會議

11<sup>th</sup> Conference on Cooperative  
Development and Sharing of  
Chinese Resources

# Service Innovation through Partnership and Collaboration

**KIA Siang Hock**  
**National Library Board, Singapore**

Waiting time reduced from  
**45 minutes** to **0 minute**



---

## First Public Library System in the world

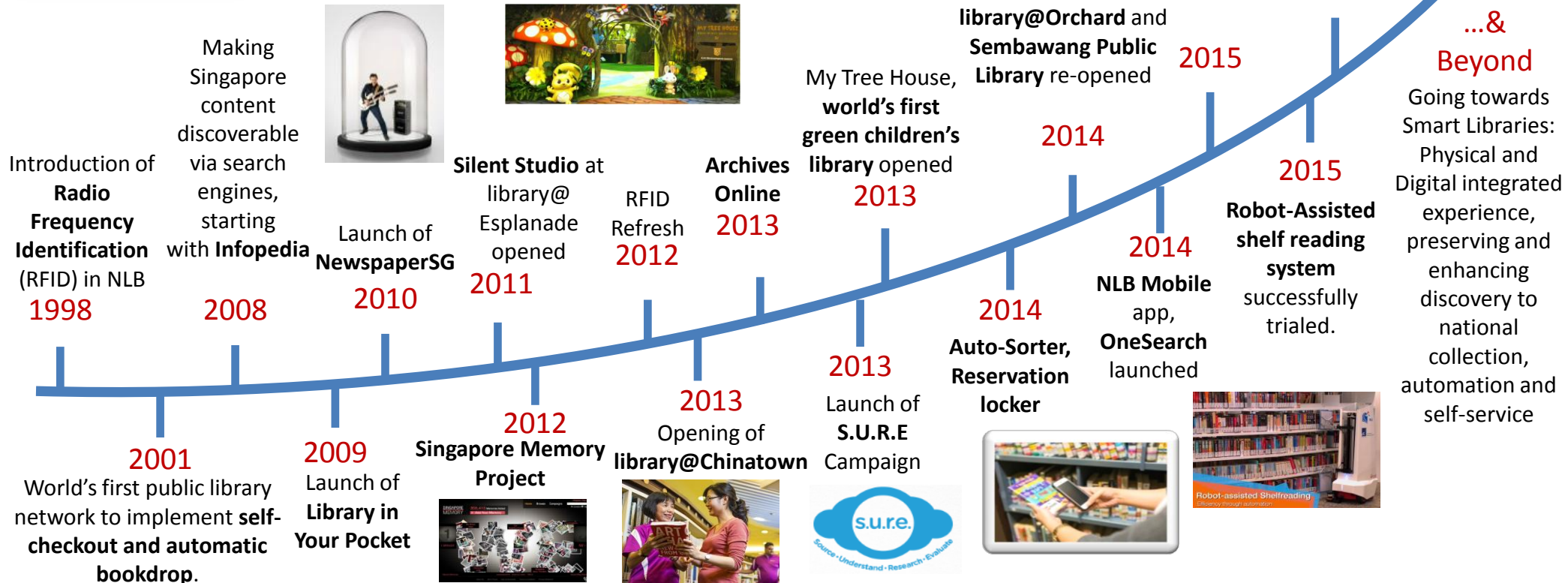
to automate borrowing and returning of items using RFID, as well as allowing items to be returned at any library branch

# NLB's Innovation Journey

1995      2010      2011      2012      2013      2014      2015      2016 & Beyond



Libraries  
of the  
Future...  
2016



# BREAKTHROUGH INNOVATIONS

**Citizen  
Engagement  
and  
Collaboration**

**SOCIAL**

**Co-Creation multiplies impact and reach with minimal resources**

- library@Orchard
- library@Chinatown
- Singapore Memory Project
- S.U.R.E
- NewspaperSG
- Citizen Archivist Project

**Harnessing  
Technology to  
Optimize  
Resources**

**RESOURCE**

**Resources saved can be channeled to higher value tasks**

- Global Sourcing
- NLB Mobile app
- Auto-Sorter System
- Self-Service Reservation Locker
- Robot-Assisted Shelf Reading System

**Making  
Singapore  
Content  
Discoverable**

**DIGITAL**

**Preserve and strengthen the Singapore Identity**

- Text Analytics
- Revamp of Archives Online
- Oral History Interviews Portal
- OneSearch



Board Members  
Senior Management  
NLB Staff  
Patrons  
Partners

## Generating and Implementing Innovation: Involving Key Stakeholders



## Empowering Staff to Innovate: Blackbox Innovation Competition: beyond ideas



## Collaboration with Public Officers: Project Tomorrow 2015



# Key Suppliers and Partners



# Co-Created Services with Partners



2014

**library@orchard**

Singapore Polytechnic,  
New Space Architects Ptd Ltd  
(Interior Design Firm)

**Smart Work Centres**

IDA, Regus

**Molly and Mini-Mollies  
(NLB mobile libraries)**

SBS, Wavex, Kwan Im  
Thong Hood Cho  
Temple

**HistorySG**  
MOE, NUS



2011

**Singapore Memory Project**

Organisations and  
Communities



2012

**Silver Infocomm Junction &  
Hotspots for Seniors**

IDA



2015

**Citizen Archivist Portal  
Communities**

IDA Lab@JRL  
IDA

**Robot-assisted for  
shelf-reading**

A\*Star

**On-going  
Donation of Rare  
Collection**

Chou Sing Chu  
Lee Kip Lin



2013

**library@chinatown**

Kwan Im Thong Hood Cho  
Temple, CP1 Pte Ltd, 12  
literati, volunteers

**My Tree House**

(at Central Public Library)  
City Development Ltd  
(CDL)

**S.U.R.E**

MOE, Schools, LLibrary



2010  
**READ@Schools Reading  
Programmes**  
Ministry of Education



President's  
Design Award  
2015 – Design of  
the Year

American Library  
Association Presidential  
Citation for Innovative  
International Library  
Projects 2016

**Co-creating with Patrons to design Libraries:**  
library@Orchard



## Building partnerships with the Community: library@Chinatown

ROAD TRIP FAMILY COVERS 43 U.S. STATES IN SIX MONTHS B16-17

# COMMUNITY

## Teens get together to make library a cool spot



Members of the Inspiring Readers Society include (front row, from left): Natalie Goh Hui Shi, 14; James Teo, 15; Momo Banyar, 13; Ng Jing Kai, 15; Nur Eliisa Abdullah Juntunen, 15; and Palmer Wang, 15. ST PHOTO: DESMOND WEE

30% increase in visitorship and 20% increase in loans since re-opening

**Creating Inspiring spaces for Teens:**  
Pasir Ris Public Library



Over 1.1 million page views monthly

## Making Copyrighted Material Accessible: NewspaperSG

NewspaperSG is an online resource of current and historic Singapore and Malaya newspapers. You can search our digital archive of newspapers published between 1831-2009, or find information on over 200 newspaper titles in the National Library's microfilm collection.



## Officially launched in Jan 2010

## Coverage: 1831 – 2009

31 titles including (fully digitised & searchable):

- Singapore Chronicle & Commercial Register (1831-1836)
- Straits Times (1845 -2009)
- Today (2000-2009)
- Nanyang Siang Pau (1923 – 1983)

6 titles for browsing only including:

- Tamil Murasu
- Warta Malaya (Jawi)
- Pana Times (Japanese)

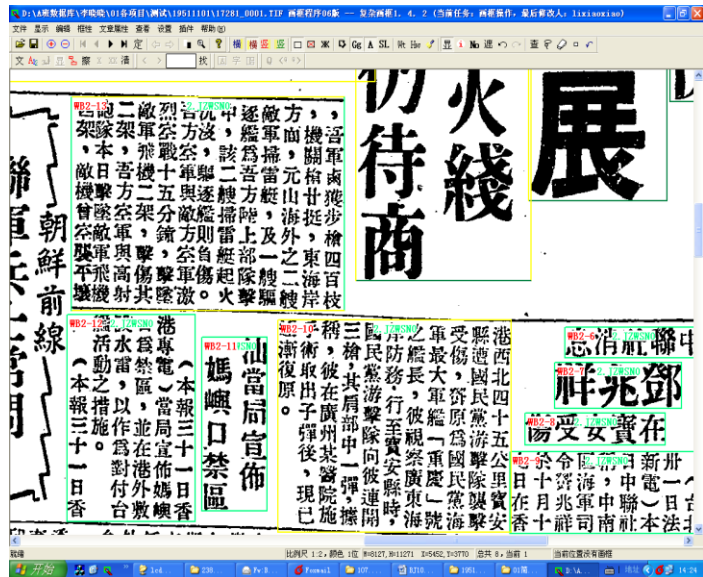
# Making Copyrighted Material Accessible: NewspaperSG



## Chinese newspapers

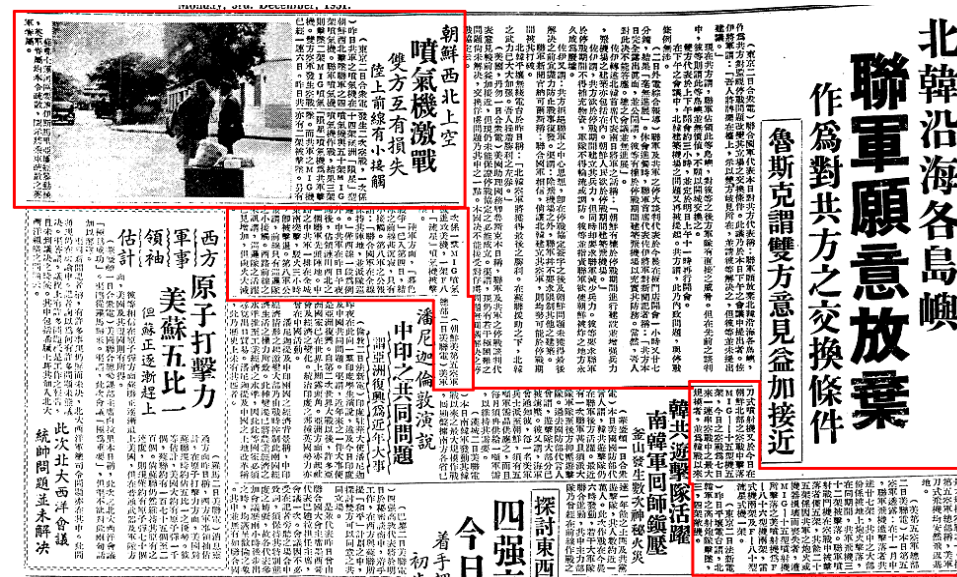
- Nanyang Siang Pau (1923-1983)
- Sin Chew Jit Poh (1951-1983)
- Lianhe Zaobao (above papers merged in 1983)

Making Copyrighted Material Accessible:  
NewspaperSG



Traditional & Simplified fonts

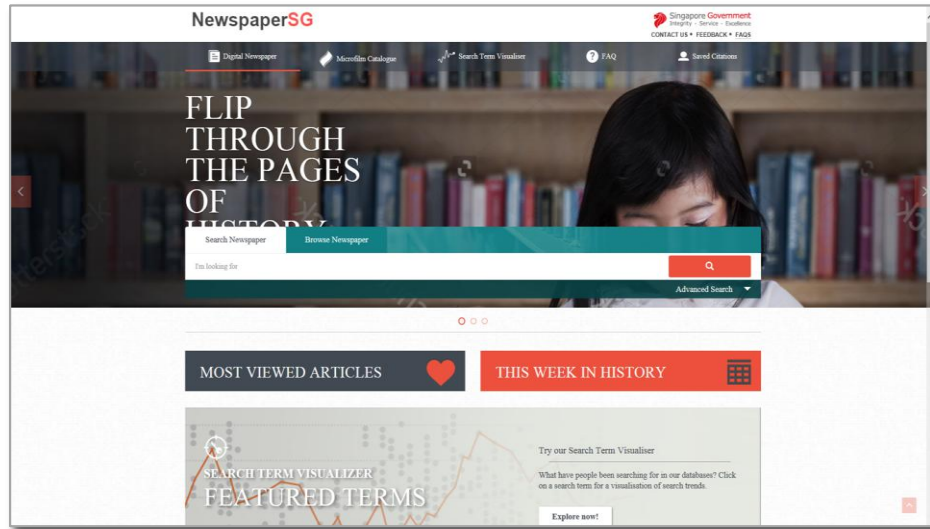
Vertical & horizontal typesetting



Complex sequencing of articles

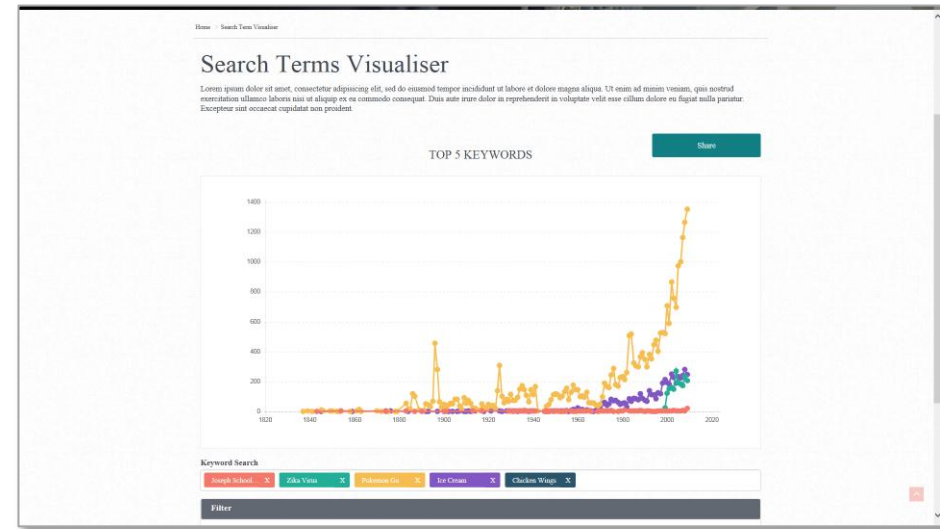
Making Copyrighted Material Accessible:  
NewspaperSG





## New titles:

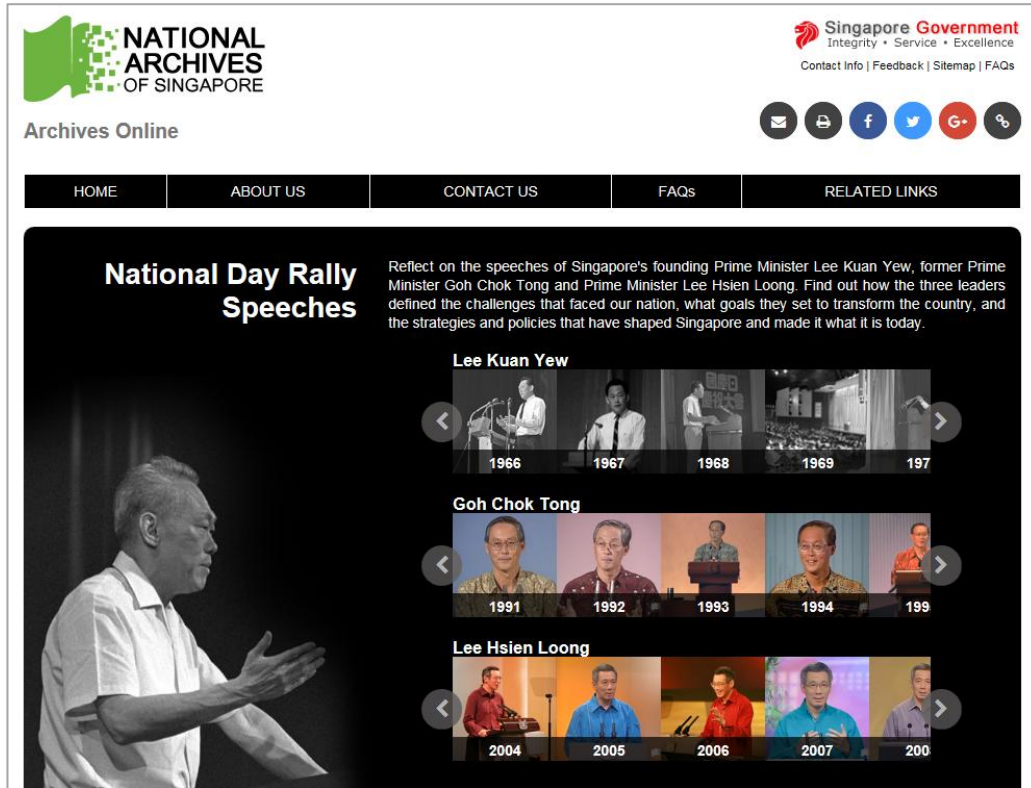
- Comrade (Aug – Dec 1946)
- Indian Daily Mail (Feb 1946 – Dec 1956)
- Morning Tribune (Oct 1927 – Feb 1949)
- Malaya/Sunday Tribune (1914 – 1942)
- Singapore/Sunday Standard (Jul 1950 – Jul 1959)
- Singapore Herald (Jul 1970 – May 1971)
- Syonan Shimbun Fortnightly (Jun – Aug 1945)
- Syonan Times (Feb 1942 – Sep 1945)



## New content to existing titles:

- Straits Times (2010-11)
- Business Times (2010-11)
- New Paper (2010-11)
- Berita Harian (2009-11)
- Lianhe Zhaobao (2010-11)
- Lianhe Wanbao (2010-11)
- Today (2010-11)

# Making Copyrighted Material Accessible: NewspaperSG



<http://www.nas.gov.sg/archivesonline/NationalDayRally>  
<http://www.nas.gov.sg/archivesonline/NationalDayMessage>

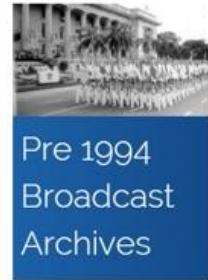
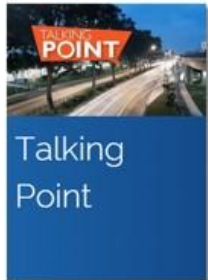
- In Jan 2016, NLB and Mediacorp signed an Agreement to deepen our collaboration in the preservation and conservation of broadcast archives, as well as to expand their access online and via NLB's library network, where copyrights permit.
- Full online access of 50 years of National Day Rally speeches and National Day messages from Apr 2016.

## Making Copyrighted Material Accessible: Mediacorp Audio-visual content



NL and NAS Full Content Onsite Access only

### NAS Audiovisual Recordings



- Over 12,000 AV recordings are fully accessible at the dedicated terminals at the National Library.
- About 9,000 recordings are available at the multimedia stations at the public libraries.
- More to be added as NLB digitizes more AV recordings.

# Making Copyrighted Material Accessible:

Mediacorp Audio-visual content



*Racing in Singapore*

Describe this photo collection



## DESCRIBE PHOTOGRAPHS



## TRANSCRIBE DOCUMENTS



# Service Delivery through Crowdsourcing: The Citizen Archivist Project



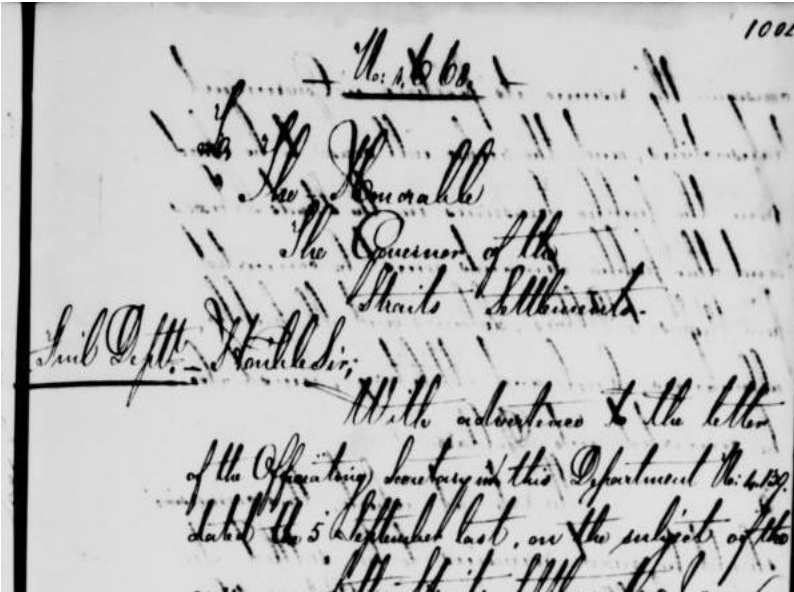
1. Photo featuring 任劍輝 (Ren Jianhui or Yam Kim Fai), a renowned Cantonese opera performer

2. The opera artiste shown here is not Yam Kim Fai. It is Sun Ma Sze Tsang (新馬師曾) (20 June 1916 – 20 April 1997). He was a popular opera singer and actor from Hongkong. He was philanthropist who earned the title of 'Opera King of Charity'. Appointed, in 1977, as an honorary professor of the University of Cambridge, in 1978, he was made a Member of the Most Excellent Order of the British Empire (MBE).



This looks like the Empress Place Food Centre in the 1970s or early 1980s. Look at this reference from National Archives of Singapore (<http://www.nas.gov.sg/archivesonline/photographs/record-details/cfb8710d-1161-11e3-83d5-0050568939ad>) and compare the paving on the ground and the roof. It was built in 1973 (source: <http://eresources.nlb.gov.sg/newspapers/Digitised/Article/newnation19730823-1.2.14.2.aspx>) and demolished in 1983 (source: <http://www.nas.gov.sg/archivesonline/photographs/record-details/3af38bd7-1162-11e3-83d5-0050568939ad>) so it has got to be between those years. Looking at the Pepsi logo on the crate, it has a hard "E" (as opposed to a more curved form) which suggests more 1970s than 1980s. Take a look at Pepsi's logo evolution (source: <http://famouslogos.net/pepsi-logo/>). The Coca-Cola logo looks to be the one used between 1969 and 1987 Source: <http://logos.wikia.com/wiki/Coca-Cola>)

## Service Delivery through Crowdsourcing: The Citizen Archivist Project

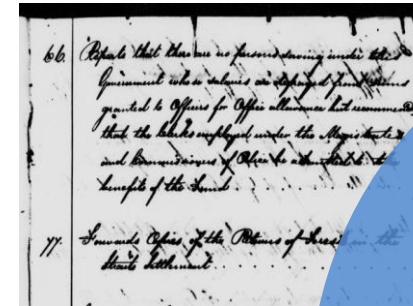
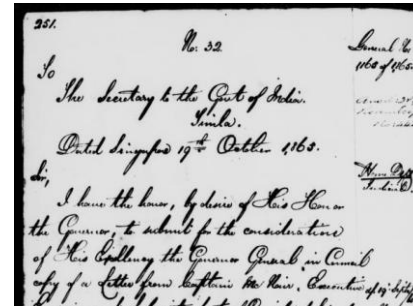
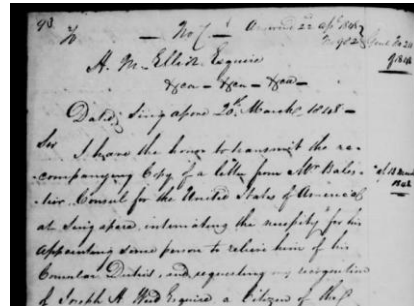
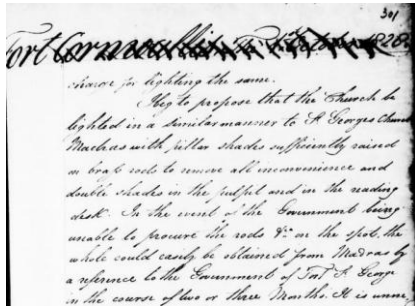


100A

No 663

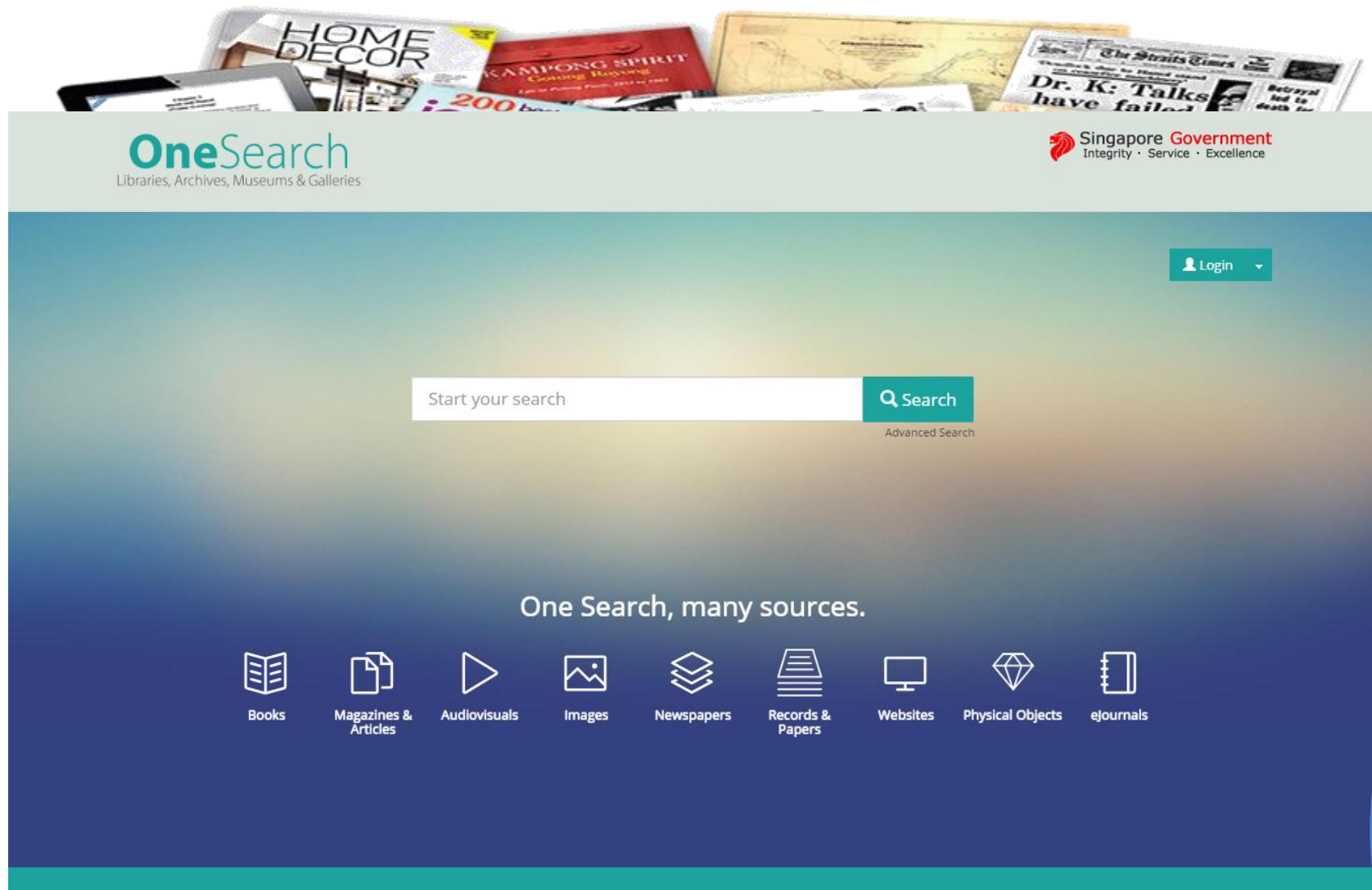
To  
The Honorable  
The Governor of the  
Straits Settlements

Finl Deptt Honble Sir,  
With advertence to the  
letter of the Officiating Secretary to the  
Department No 4139 dated the 5th  
September last, on the subject of the  
currency of the Straits Settlements, I am



Over  
16,000  
completed  
transcribed  
items

# Service Delivery through Crowdsourcing: The Citizen Archivist Project



Across  
National,  
Public Libraries,  
Archives,  
Museums and  
Galleries

# Facilitating Accessibility of Singapore Resources: OneSearch



- Launch in August 2016
- Pilot smart bus stop to “make waiting fun” @ Jurong Lake District
- Public-private partnership (DP Architects, NLB, URA, LTA, IDA, NEA, SLA, NParks)
- Promotion of NLB e-books and library events



## Reaching patrons on the move: Smart Bus Stop in Jurong Lake District





- Planned launch on 24th Oct 2016
- Promotion of Reading on the Move via eBooks
- Promotion of NLB Mobile app – encourage download and usage of app
- 2 MRT trains for a period of 4 weeks – North East Line & Downtown Line
- 400K-500K ridership during the 4-week period

## Reaching patrons on the move: Library-themed trains



# Reaching patrons on the move: Library-themed trains



Co-Creation multiplies  
impact and reach with  
minimal resources

**THANK YOU**