

"IndiviDUALbooks solve the biggest hinder, how to handle IPR - in FAIR & legal way", M. Vainio
Videos: [WHO](#) (1 min.) & [HOW](#) (2 min.) & [WHY](#) (3 min.) & [WHAT](#) (5 min.) of IndiDUALbooks; at [slide 12](#)

Miika Miettunen, Oili Sivula
Sellon kirjasto
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Dear Oili, Miika,

thanks a lot for your time and kind discussion yesterday!

Thanks Miika, also for your patience with my insistence on MyData IndiDUALbooks idea from 2017.

My purpose is to make our solution work IN COLLABORATION WITH public libraries (PL);

I don't intend to put PPPP's (3 slide 8) work on PL's shoulders; I just wish to open to people the due access to PL resources. E.g. understanding which book is allowed to obtain via PL, if it's not available.

I understand that the legality of P2P book sharing is the main 'stop-sign' for Finnish public libraries, also connected with the financial issues, as Miika referred in 2017 and Oili yesterday.

Thanks to my involvement in several EU expert groups on users & payments authentication,

I dare to hope that the a.m. issues are due to be solved 'technically', when

Strong Customer Authentication (SCA) works per PSD2 & PSI; it is provided by MyData Operators:

similar to 'Smart Money' 2020 solution of Kela & TietoEVRY¹, so that a PL doesn't pay for FREE books, but displays book metadataQRcode; I edited Letter of Intent DRAFT², re. Joint Finnish Library & KELA.

Watch how MyData Operators provide SCA: Helsinki City MyData Operator video link³, at slide 12.

I discussed it with Mikko Rusama, Chief Digital Officer at City of Helsinki.

He advised me to call to Virva Nousiainen-Hiiri, JFL², so I will proceed with my project to Virva.

Also thanks to Oili for referring to eco-friendliness of e-books vs. paper books: MyData³ enables it.

IndiviDUALbooks are eco-friendly: we deliver ebooks access (by stenography⁵) at one-page mailers, printed at last mile. Hence ebook data are processed at the EDGE, in the book patron MyData³ cloud.

This brings HUGE saving of logistics emission, as we introduced it to Russia, saving postage costs 200 mln. \$; same in many EU countries, US, Korea, Japan... with billions of one-page mailer letters in use.

Dear Oili, please watch 3 min. this YouTube video, based at WWF and scholar data:

<https://bit.ly/oeBookAntalis>

Top-down digitalisation by BigTech is the biggest fraud, wasting 70% of funds (McKinsey 2018), kills our planet, see red highlighted data here <https://bit.ly/GlobalLibraryEnergy>. We do it bottom-up⁴.

¹ <https://www.tietoevry.com/en/campaigns/2020/smartmoney--a-conditional-digital-payment-guarantee/>

² <http://bit.ly/oeBookLoI>

- when a book in accessible format (AF) is not available (NA) from a Client library, via TK
- our app sends its affordable AF copy to Client patron's home, payable to publisher via JFL / KELA
- Subject to be approved by Joint Finnish Library. Improves author royalties, also from e-book loan.

³ <https://bit.ly/oeBookSlides4Helmet> (MyData at slide 12) ⁴ <https://bit.ly/oeBookPitch4Helmet>

⁵ <https://nakedsecurity.sophos.com/2018/11/12/how-to-fit-all-of-shakespeare-in-one-tweet-and-why-not-to-do-it/>

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Kind regards,
Vladimir Kuparinen

MyData Global Network, Founding Member

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