

Toronto Music Library Supplementary Information

1. Industry and Market Trends; External environment

“The future of revenue for recorded music isn’t going to come from selling music to consumers—it will come from selling music audiences to advertisers.”

According to Paul Goldstein, Audience Development Executive at recode.net, the growth of the music industry in 2014 and beyond will come from expanding the overall online radio audience at the expense of broadcast radio audiences.

CD sales have been in overall decline for the past several years and this will only continue. Of important note also, is that MP3 sales have also started to fall dramatically.

According to Asymco analyst Horace Dediu, 2014 iTunes downloaded music sales could drop as much as 40 percent.

Meanwhile, non-broadcast, IP-delivered music services like Pandora and Spotify are growing at a very rapid pace. Part of this success is ad-supported and subscription streaming services have tripled revenue paid to artists and labels, from 7 to 21 percent of digital revenues in the past four years.

Borrell Associates predicts that the time spent listening to pure-music play services will grow by 38 percent over the next four years.

<https://recode.net/2014/04/24/the-future-of-the-music-industry-selling-audiences-to-advertisers/>

“Just one company – Spotify – is seemingly responsible for nearly half of that total, given that the company has claimed it was on course to pay more than \$500m out to music rightsholders in 2013 – a figure that includes labels, publishers and collecting societies, but which still suggests Spotify accounted for not far off half the IFPI’s figure.

The report adds that 28m people globally now pay for a music subscription service, up from 20m in 2012. It was also revealed that the top 10 markets account for around two-thirds of the subscription market, suggesting there is plenty of scope for growth in secondary and emerging markets.”

<http://musically.com/2014/03/18/ifpi-digital-music-report-2013-streaming-downloads/>

HMV store in Toronto at Dundas Square is converting part of its space to performance uses that was formerly devoted to housing physical formats.

2. Music Services in Other Jurisdictions

Libraries in Toronto

There are other music collections in libraries in Toronto: the University of Toronto, York University, Humber College, the Royal Conservatory of Music, the Canadian Broadcasting Corporation and the Canadian Music Centre. Only the Canadian Music Centre is open to the general public. The Canadian Music Centre has an extensive collection of Canadian recordings, most produced on their own label, Centrediscs. Collection consists of music by member composers. All items are reference.

Examples from Other Jurisdictions

Of the 11 Canadian, American and European libraries looked at, only one has had a stand-alone music library. This has subsequently been incorporated into a new and larger building.

In Canada, staff looked at Vancouver, Edmonton, Montreal and Winnipeg. None of these libraries have stand-alone branches devoted solely to music collections, programs and services. Music collections are found as separate departments in main libraries or are part of the general non-fiction collection. Vancouver Public Library's largest music collection, which includes both print and audio material, is located on one level at the Central branch. At Winnipeg Public Library the largest music-related collections are found in its central Millennium branch. In Montreal, the Grande Bibliothèque has a department devoted to Music and Film. Edmonton Public Library does not have a separate music library, but offers free access to music editing software in their new maker space at their downtown branch, the Stanley A. Milner Library. These results confirm the direction that has taken place in the Toronto Reference Library, which has been to have music services and collections incorporated with larger units of service delivery to enhance effectiveness and efficiency. At the Metropolitan Toronto Reference Library, a separate music department was incorporated into a Performing Arts library in 1987. As noted, music services and collections are currently offered in the Arts Department at the Toronto Reference Library.

In the United States, we looked at Los Angeles Public Library, Chicago Public Library, the Boston Public Library, the Philadelphia Free Library, and the New York Public Library.

Neither the Los Angeles Public Library nor the Chicago Public Library have a separate music library, but rather, a performing arts collection in their central branches.

The Philadelphia Free Library established a Music Center at their central branch. In 2008, the library foresaw the steep decline in CD and album sales that was occurring in the recording industry and developed a new approach to their new Music Center. There was a desire within the library to partner with cultural institutions and they already had the existing Fleisher orchestral music collection of 21,000 plus titles.

They wanted to create a music center that focused on performance since Philadelphia has such a strong arts scene with minimal performance spaces available citywide. Working with musician focus groups, the library realized it was performance that was most important.

“The assembled focus groups loved the idea of creating a repository for scores and performances – they had few other outlets. The repository was also remarkable because it shows how centers can be birthplaces of ideas that can be incorporated into other centers. The curriculum for the center would be based on music appreciation built around the actual performances. Rather than focusing on creating musicians, the focus would be on creating informed listeners.”

Lankes, David R., *Atlas of New Librarianship*, Cambridge, Mass.: MIT Press, 2011, pp.100-101.

The Boston Public Library Music Department in the General Library (Main branch) contains over 150,000 volumes concerning every facet of musical study, including biography, history and criticism, ethnomusicology, theory and composition, and music education. Major reference works are on open shelves in the Department. Besides reference works, scores and librettos, there are over 400 current periodicals, including a number devoted to musical instruments, many of the standard recording review journals and popular music magazines.

Similar to the New York Public Library, Boston Public Library is working to digitize its historical collections. The heart of the Music Department's holdings is the Allen A. Brown Music Collection, named for the donor who presented it to the Library in 1895. By the terms of the gift, the original collection is housed in a specially designated area, and the books and other materials included in it are restricted to use in the Music Reading Room. Mr. Brown made regular additions to his original gift of 6,990 volumes so that it had nearly tripled in size by his death in 1916. The collection continues to grow through purchases from trust funds, including the Allen A. Brown Fund, and now contains more than 40,000 books, scores, and manuscripts.

The Music Department Collection is used exclusively for reference and research. It is not a performance collection. The main part of the Music Department collection is housed in closed stacks.

A circulating collection of music and books on music is located on the second floor of the General Library. Sections within the Children's and Teen Rooms of the General Library offer books for young people's tastes and interests.

Musical recordings on compact disc, as well as spoken word discs and DVDs for home use may be found in the Johnson Building of the General Library.

New York Public Library

The Music Division at NYPL occupies the third floor of the Library for the Performing Arts. The collection consists of “classical and opera as well as the whole spectrum of popular music including spirituals, ragtime, jazz, musical theater, film, rock and world music. While the division contains many scores and manuscripts from centuries past, its curatorial mandate is an activist one, placing major emphasis on capturing the creative output of contemporary composers.”

Part of its collection is the American Music Collection, which through its efforts attempts to house almost every piece of classical and popular music published in the United States every year.

The Music Division collection includes printed books, scores and periodicals, clippings and programs, iconography, including over 100,000 photographs, 5,000 set and costume designs for opera and the Joseph Muller Collection of 6,000 fine art prints of musician portraits from the 15th through the mid-20th centuries. Electronic reference resources are also readily available.

There are also archival collections, autograph music manuscripts, which contains thousands of composers' autographs from the 18th through the 20th centuries. It is also supplemented by the Toscanini Memorial Archives, which contains microfilm copies of autograph music manuscripts.

The Music Division also hosts a series of lectures and concerts throughout the year. Performances are often done in conjunction with exhibits and range from solo recitals to large chamber concerts.

The Rogers and Hammerstein Archives of Recorded Sound is also part of the Music Division and contains approximately 700,000 recordings and more than 100,000 printed items. This is all available for study free-of-charge and includes recorded music, recorded literature, moving images and printed materials.

The Music Division has also begun to digitize some of their holdings to make them available anywhere via the NYPL Digital Gallery. There are currently 11,837 items available online. Images include prints, photographs, sheet music and programs. Currently, the NYPL Digital Gallery is going through a technical re-vamp and a beta version of the site is now online (<http://digitalcollections.nypl.org/>) of which, Music Division content is being actively added. The beta site states: "The library is re-imagining access to materials digitized from its vast holdings. This new area of the NYPL website will be evolving in the open over the coming months."

DOK Library, Delft, the Netherlands

The DOK Library is a media centre that opened its doors in 2007. The center combines three distinct collections: music and film, literature, and art. When developing this new space, the librarians tried to think of the location as a library concept centre and needed to let go of the idea that the medium of materials they loan out determines what they are.

The space houses many innovative gadgets for the public to freely use. One example is their musical chairs, which are pod-like furniture integrated with an iPod and speakers that surround the upper body. The musical chairs also allow for viewing films in digital format.

"There are lectures, readings, and musical performances almost every week, and people like to spend a few hours in the library. Wi-fi also makes DOK appealing to students to come and study."

Boekesteijn, Erik, *Cover Story: Discover Innovations at DOK, Holland's Library Concept Center*, Mar/Apr 2008, <http://www.infotoday.com/mls/mar08/Boekesteijn.shtml>

The library also has created DOK Studio, which is a mobile unit equipped with cameras, sound systems, editing programs used to make documentaries and videos for online distribution.

OBA, Amsterdam Public Library

OBA is the new central library in Amsterdam and opened in 2007. Music is just one of the subject departments within the library. OBA has over 700 publicly available computers and there are no time limits on the use of computers. The intention was to create a vibrant cultural hub within the heart of Amsterdam. OBA has its own theatre, display areas and pianos for patrons to play. The library is open 7 days a week, 12 hours a day.

Stadtbibliothek Am Malamder Platz, City Library, Stuttgart, Germany

The Stuttgart City Library used to have a stand-alone music library that was established in 1955. With the new city library, the music collection has been incorporated into an entire floor of the new space. It is intended as a meeting point and centre for all music enthusiasts. The collections include sheet music, CDs, DVDs, books, magazines of various musical genres. The collection also has a Sound Studio that combines the analog with the digital. There are playback technologies for LPs, digitized LPs, CDs and sound files as well as technology for making music, including notation software, software for scanning sheet music and composing.

3. TPL Music Collections

Music collections at TPL are broad and deep. The collections consist of books, print scores and sheet music, and recorded music available on CD, vinyl, DVD and download/streaming services. The largest collections of both current and retrospective materials are available through the Research and Reference Division but collections are widely distributed through the branch network and virtually.

The TRL music collection in the Arts Department is the largest collection in the system and houses over 34,000 non-circulating books on all aspects of music and 38,000 music scores in different repertoire. The scores circulate and include opera and musical theatre scores for stage, secular vocal music (including popular music), music for specific instruments, as well as full orchestral scores and chamber music scores in parts.

Historical and archival collections, including a collection of 2,500 pieces of sheet music printed between 1890 and 1950, are housed adjacent to the music collection in the Marilyn and Charles Baillie Special Collections Centre.

The music sound recordings collection at TRL is one of the oldest and largest collections in Canada with 38,000 CDs, LPs and cassettes, plus an additional 14,000 LPs and CDs from the Gilmour Collection. Classical music constitutes the majority of the sound recordings collection. Both standard and contemporary repertoire is actively acquired. The emphasis is on contemporary works, first recordings of works by important composers, notable performances of standard repertoire, and representative examples of performers' artistry. The collection also includes significant holdings in jazz and blues music from all time periods, traditional (i.e. folk or indigenous) music from all areas, and popular music, both Western and non-Western (i.e. world music).

Toronto Reference Library also has a DVD collection of approximately 1,000 items on all aspects of music.

The music collection at the North York Central Library is found in the Languages, Literature and Fine Arts Department and is the next largest single collection. It contains circulating and reference material. The collection has about 3,500 books on all aspects of music. There are about 1,400 music scores and sheet music in different repertoire with an emphasis on popular material. The collection includes vocal music scores such as voice with piano/guitar accompaniment, songs for various voice types, opera excerpts, vocal scores for shows, song collections for popular genres, and folk songs from around the world.

The music sound recordings collection at NYCL is substantial and contains almost 11,000 circulating CDs. Standard and core works are collected across all genres and types of music. Recordings of both currently significant and historically important artists as well as new and emerging artists and styles are represented. Classical music represents the largest collection and the holdings emphasize the standard repertoire in all types of music (e.g. opera, keyboard, chamber music, concertos, symphonies, etc.). Canadian performances are emphasized. Recordings for the Royal Conservatory of Music exams are collected. There are significant

holdings in popular music across all genres with an emphasis on North America and the UK. A significant portion of the popular music collection is housed in the Teen Zone.

DVDs of live, popular and classical music concerts, ballets, operas, musical theatre, biographies, and instructional works are very popular and well-used. At the North York Central Library there are substantial holdings in both the Browsey and the Language, Literature and Fine Arts Department.

Print music collections are widely distributed throughout the TPL branch network.

Recorded music is available for circulation in the branches through CD collections which are widely distributed. The largest collections are popular music, then classical and then jazz.

DVDs

Naxos Music Library, Naxos Music Library (Jazz) : These are audio streaming databases available in all branches and remotely. The first is mostly classical music and contains all Canadian classical labels as well as many small and large international labels. Content is both current and retrospective, and is constantly updated. Recordings contained in Naxos Music Library are not purchased in hard copy for TPL except for vocal music when the accompanying booklet of lyrics/translations has not been provided in Naxos.

Hoopla: hoopla is a new streaming service that lets users borrow digital music and video to view in a web browser or offline on a smartphone or tablet. The collection has a wide variety of music covering all musical genres.

4. TPL Music Programming

Music-related programming has a long history in Toronto Public Library. Programming is extensive, very popular, delivered throughout the City and varied amongst branches in response to the interests of the local community. Generally, programs are either music performance or music appreciation. Overall, the library's music programs span the range of genres, ranging from classical to jazz, calypso and rock and the international breadth reflects the city's rich cultural diversity. Partnerships with the Toronto Symphony Orchestra, Canadian Opera Company, Canadian Music Centre, New Music Alliance and others have been key to providing excellent programs.

As well, musical events are often featured as part of Black History Month, Asian Heritage Month or program streams such as the Thought Exchange series, Culture Days, March Break and the Summer Reading Club.

Music Appreciation

Music appreciation programs have long been popular and the range of what is currently offered is extensive. Music Appreciation programs are offered throughout the system. Partnerships with the Toronto Symphony Orchestra, Canadian Opera Company, Canadian Music Centre, New Music Alliance and numerous others have been key to providing excellent programs.

The Toronto Reference Library has run the popular series New Music 101, since 2011. This lecture series aims to educate the public about New Music and is held in partnership with the Canadian Music Centre and Music Gallery.

North York Central Library has for many years been an important library venue for music programs. The 2013 content saw a diverse and interesting group of musical programs that included Opera Talks with COC: *La Clemenza di Tito* and *Salome*, *Opera Canada* editor Wayne Gooding on Benjamin Britten's *Peter Grimes*, David Bowie—discussion of his music in conjunction with AGO exhibit and *Les Misérables*—a discussion of behind the scenes work of creating a musical.

For many years Rick Phillips, formerly of CBC's Sound Advice program, has delivered popular lectures on classical music topics. In 2013, he delivered two **Thought Exchange** series, both in three parts. The first was on Debussy, Ravel and musical impressionism at Bloor/Gladstone and the second was on "The Unknown Vivaldi" at Palmerston (the latter drew 181 people). At North York Central, he gave a well-attended talk on Elgar's Enigma variations.

Music Performance

Programs that are entirely performance or include performance as part of the program are widespread, popular and varied. Across the City music performance programs respond to the interests of the local community. For example, **Orchardviewers** has been running weekly at Northern District for more than 40 years and was one of the first programs for seniors in North Toronto. Music programs came to comprise one third to one half of the weekly events.

Make Some Noise concerts began in 2006 to celebrate the launch of the Local Music Collection. The library's partners in this are Soundscapes, an independent retailer, and *Exclaim! Magazine*. Highlights for 2013 included "Live in the Stacks" at Parkdale with Dusted/Rituals, drawing 150, and a co-presented concert at Bloor/Gladstone drawing some 120. Other offerings included film screenings and panel discussion. A lively blog promotes the collection and concerts which together play an important role in supporting up-and-coming local musicians.

Culture Days is an annual three-day national celebration of culture with free, interactive and "behind the scenes" activities that allow participants to engage with performers directly. Toronto Public Library branches have taken part for three years with more than 5,000 people attending events presented by some 120 cultural organizations. Musical activities are an important part of Culture Days events.

March Break and Summer Reading Club typically feature music performances for children. Many librarians make music—especially song and rhythm—an integral part of their children's programs by performing or playing CDs.

5. TPL Other Music-related Services

The **TD Gallery** at TRL provides a venue for showcasing the Library's collections. On February 8, 2014, *Coffee, Beer and Moshpits* opened, an exhibition of posters and ephemera documenting the popular music scene in Toronto from the 1960s to today. As part of this exhibit, complementary programming included a panel in the Appel Salon featuring Murray McLaughlan, Lorraine Segato and Brendan Canning.

Spaces

York Woods and Fairview both have fully-equipped theatres each seating 260 people. The Appel Salon at the Toronto Reference Library and the Auditorium at the North York Central Library each have a raised stage, and lighting and sound systems. The Palmerston Branch has a space that accommodates 110 people lecture-style and the Oakwood Village Library and Arts Centre has an auditorium that seats 120; both can be considered simple performance or rehearsal spaces.

Overall, there are 33 rooms across the system of over 900 square feet. The acoustics, range of equipment available, seating and other factors vary considerably but the rooms can and have been used for music-related programming.

Music creation

The Digital Innovation Hubs provide another opportunity for music related programming. The room provides digital audio editing software, dj mixers and portable recording equipment to support music innovation and creativity. Programming focussed on music creation is starting to be delivered in various branches across the system.

Music Practice Rooms

TPL provides some music practice spaces and they are very popular as there is a huge need citywide. This is a popular service and unique service as good quality pianos for playing are not generally available free to the public in Toronto. There has never been commercially-provided practice space in Toronto despite the need.

The Toronto Reference Library has two Yamaha digital/electronic stage pianos CP-33 88 keys with weighted/graded keys and high quality headphones, housed in two separate dedicated music practice rooms. Daily use is about 25.

The NYCL Music Practice Room contains an upright Baldwin piano and is available for booking all hours the Library is open to customers wanting to practice voice, piano, non-percussive instruments, and acoustic (non-amplified) instruments. Booking periods are 30-minutes and the room may be booked for up to 1.0 hour per day by the same person. The room is generally booked throughout the day. The service is popular and the room is of particular interest to newcomers, many of whom live in the condominium buildings surrounding the North York Central Library. Living circumstances may make it difficult to practice at home.

Both Parliament and Parkdale also offer piano practice opportunities.

Listening stations

The newly renovated Arts Department at TRL has eight custom designed listening and viewing stations available for patrons to use the audiovisual components of the music collections. The listening stations offer a stereo amplifier, CD/DVD players as well as LP turntables and headphones.

TRL Audition Materials

The Library maintains a service where plays and musical scores for productions currently in audition are reserved and made available to actors and musicians to use in the Library. It is a highly valued service – aimed primarily at the high level amateur/semi-professional theatres. The collection was developed to provide ready access to audition materials and has a loyal clientele of actors and musicians who have used it for many years.