



# **SEMINAR KEBANGSAAN PERPUSTAKAAN DI MALAYSIA**

**25<sup>th</sup> May – 27<sup>th</sup> May 2004**

**“Perkembangan Perkhidmatan Online Kepada  
Masyarakat : Pengalaman BERNAMA”**



**BERNAMA – The Malaysian National News Agency was set up by an Act of Parliament with the help of UNESCO in 1968**



**BERNAMA's role was to keep the Malaysian public informed of current news and affairs in Malaysia.**



## **Our Vision/Mission ( then as it is now)**

To create a well informed Malaysian public and to meet a social need and responsibility.

## Evolution

- 60's – 70's** Delivered news on teleprinters
- 80's** Computerised news delivery ( the 1<sup>st</sup> in Asia to do so including Japan)
- 90's** Moved to Internet, Web-based service and E-mail
- 2000's** Multimedia incorporating audio-visuals



**BERNAMA is also the first news agency in the world to receive ISO certification from a foreign body – Lloyds Register of London**



## BERNAMA's Services for the PUBLIC



Bernama's latest news on Malaysian politics, business and sports in a public news web site, at [www.bernama.com](http://www.bernama.com)



Bernama's news photographs on spot news, general news, features, sports action, events and personalities

## BERNAMA's Services for the PUBLIC



Broadcast quality news and corporate documentaries for television and web portals from Bernama's studios.



An online database of Malaysian news, statistics, economic, industries and personalities



# BERNAMA's Services for the PUBLIC



Bernama's headlines, 24-hour news reports and news photographs for media organisations and web sites directly from Bernama's wire services



Bernama's news photographs on spot news, general news, features, sports action, events and personalities

## BERNAMA's Services for the PUBLIC



Real-time updates from Bernama's wire services on politics, current affairs, business and sports on your desktop throughout the day at [www.bernama.com/newslink](http://www.bernama.com/newslink)



A press release distribution service to local and global media on Bernama's electronic network.



## **BLIS – BERNAMA Library & Infolink Service**

**An online database of news, statistics  
and data on Malaysia's economy,  
industries and personalities.**



## Evolution of BERNAMA's Library Operations

- Started Library with a British consultant ( Mrs. Kenneth) in 1968 and 1 staff
- Started as a small room keeping Bernama's news reports and newspaper clippings.
- Expanded as the need arose and now the library is manned by 17 staff.



# Computerisation of the Library Operations & Creating an Online Service

- Sept 94** - CDS/ISIS Bernama News & Newspaper Clippings
- Oct 95** - TOPIC Bernama News, Clippings, Personality Profiles & Special Subjects
- Dec 99** - Adobe Acrobat for Newspaper Clippings
- May 2001** - BLIS containing 238 sub-databases on Bernama News, newspaper clippings, personality profiles, Industry reports, Statistics etc in various formats.

# Issues & Challenges

- Conversion of hard copies to electronic format
- Handling data in various formats
- Funding
- Quick pace of changes in Technology
- Proprietary Software
- Training / Learning Curve
- Gatekeeping – systems, security, firewalls
- Delivery of Information – communication infrastructure
- Copyright Issues

# PLUS POINTS

- Upgrading of staff's abilities & opportunities
- Easy Retrieval
- Availability of information/data/content
- Accessibility anywhere, anytime
- Ease of use
- Sharing of information/data/content
- Closer to accomplishment of mission

# CONCLUSION

With BLIS we computerized the library operation and developed an online service creating

- A wider reach
- Greater accessibility
- Greater collaboration with information providers
- New markets
- Conductive work environment with latest technology
- Staff motivation and empowerment