

Washington Ebook Conference

OverDrive[®]

Access. Advocacy. Always Advancing.

The leading digital reading platform

- Helping libraries and schools provide **Access for All**
- **Trusted partner** to librarians and the library community since 2003
- Largest digital book catalog **for all audiences:**
Ebooks, audiobooks, magazines, streaming media and more
Millions of titles in **100+ languages** from 30,000 publishers
- Serving **81,000 libraries, schools, colleges and corporate libraries** in 106 countries
- **In-house librarians** to help curate and serve more patrons



OverDrive



OverDrive
Marketplace™

kanopy
Films that matter





Kate Connell
Account Manager



Jane Whitehurst
Digital Content Librarian



Anthony Bilancini
Product Support Specialist

Washington Public Library Territory Team



Nikka Hronis
Account Manager



Morgan McCullough
Digital Content Librarian



Kate Mackendanz
Product Support Specialist

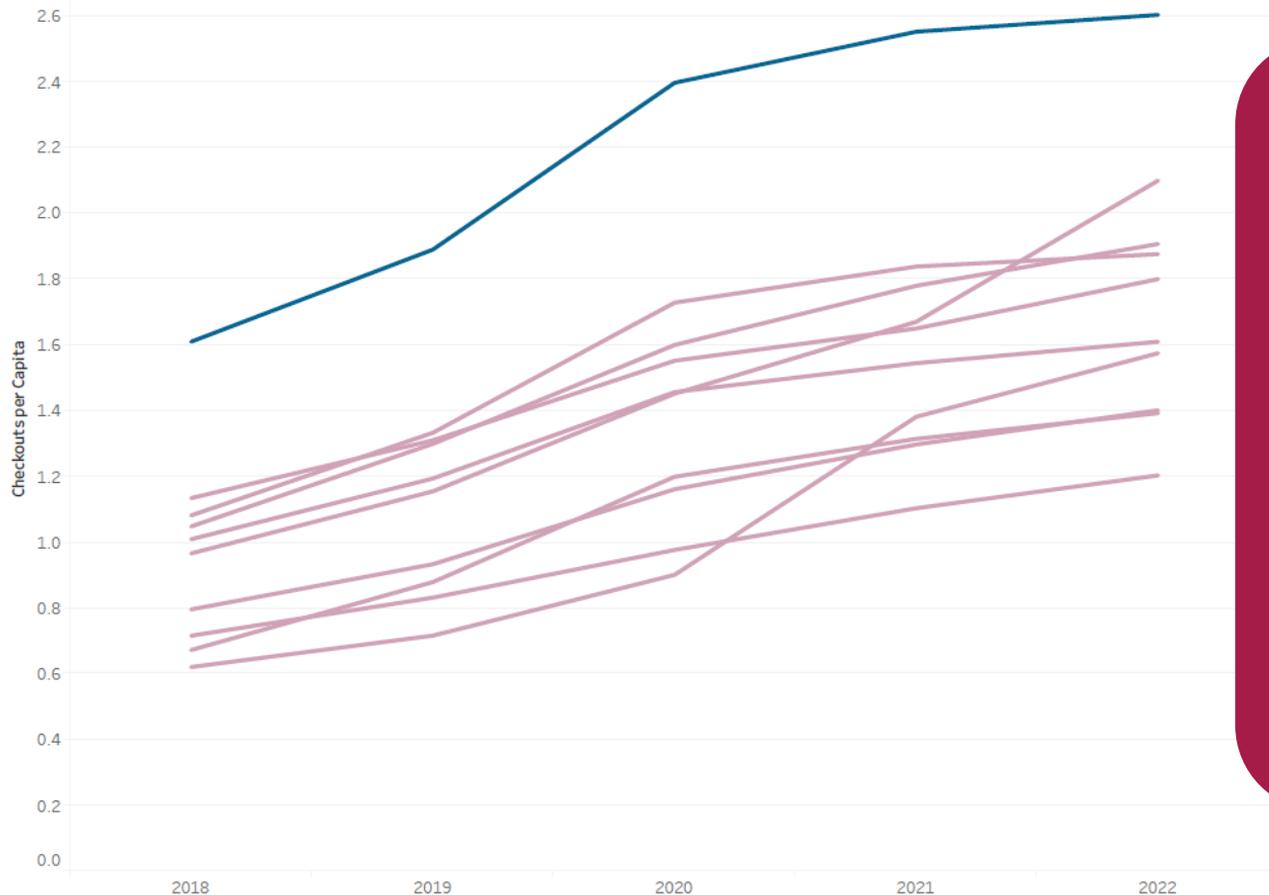
Washington K-12 Territory Team

Today's agenda

- Washington Public Library Performance Reports
- Message from Steve
- Content Updates
- Product Updates
- Message from Teachingbooks
- Kanopy
- QA

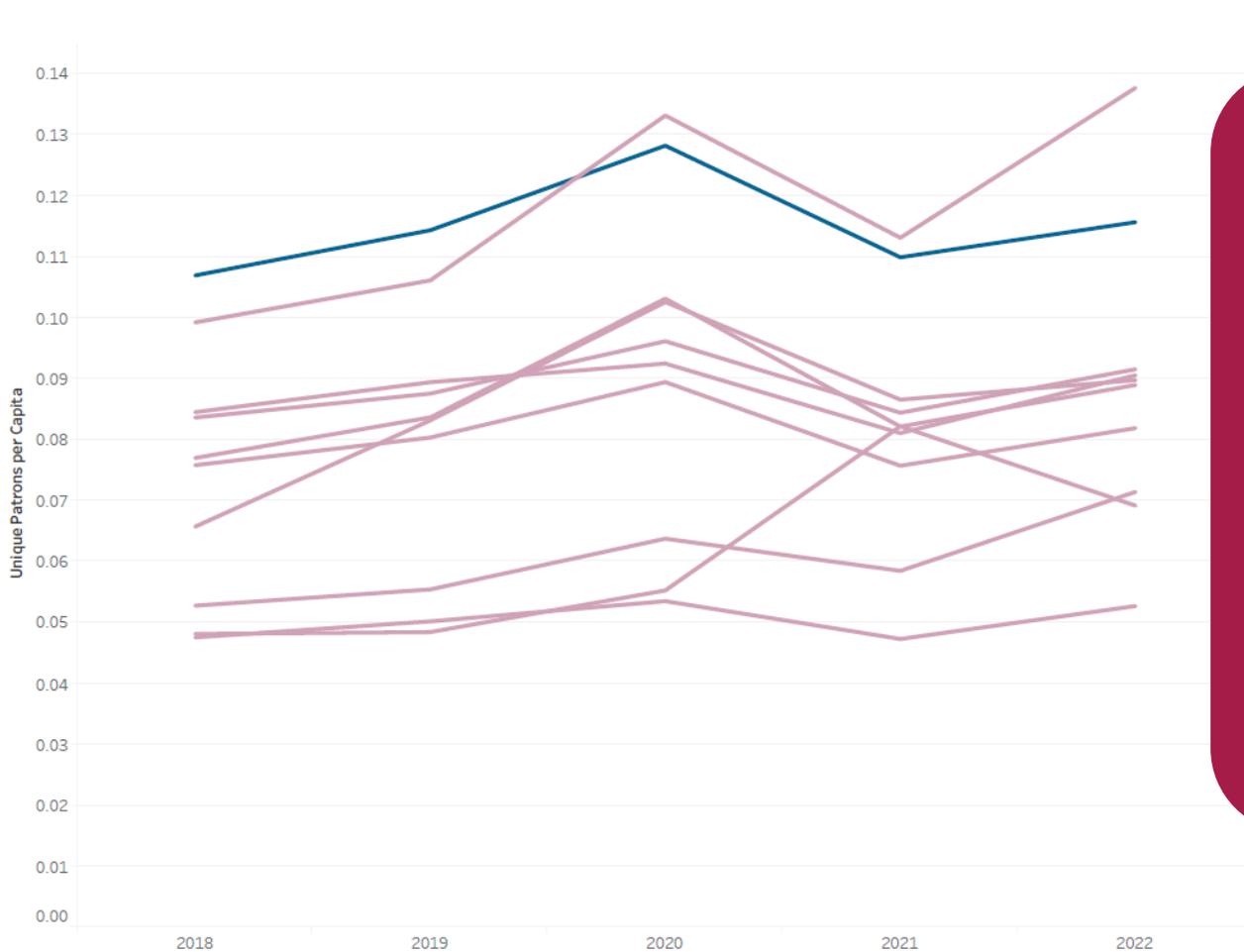


Washington YTD Checkouts vs Top States per Capita



The total number of checkouts for all public libraries divided by five-year estimate of state population data. Each line represents a single state and the top ten states by checkouts are shown, with Washington in blue.

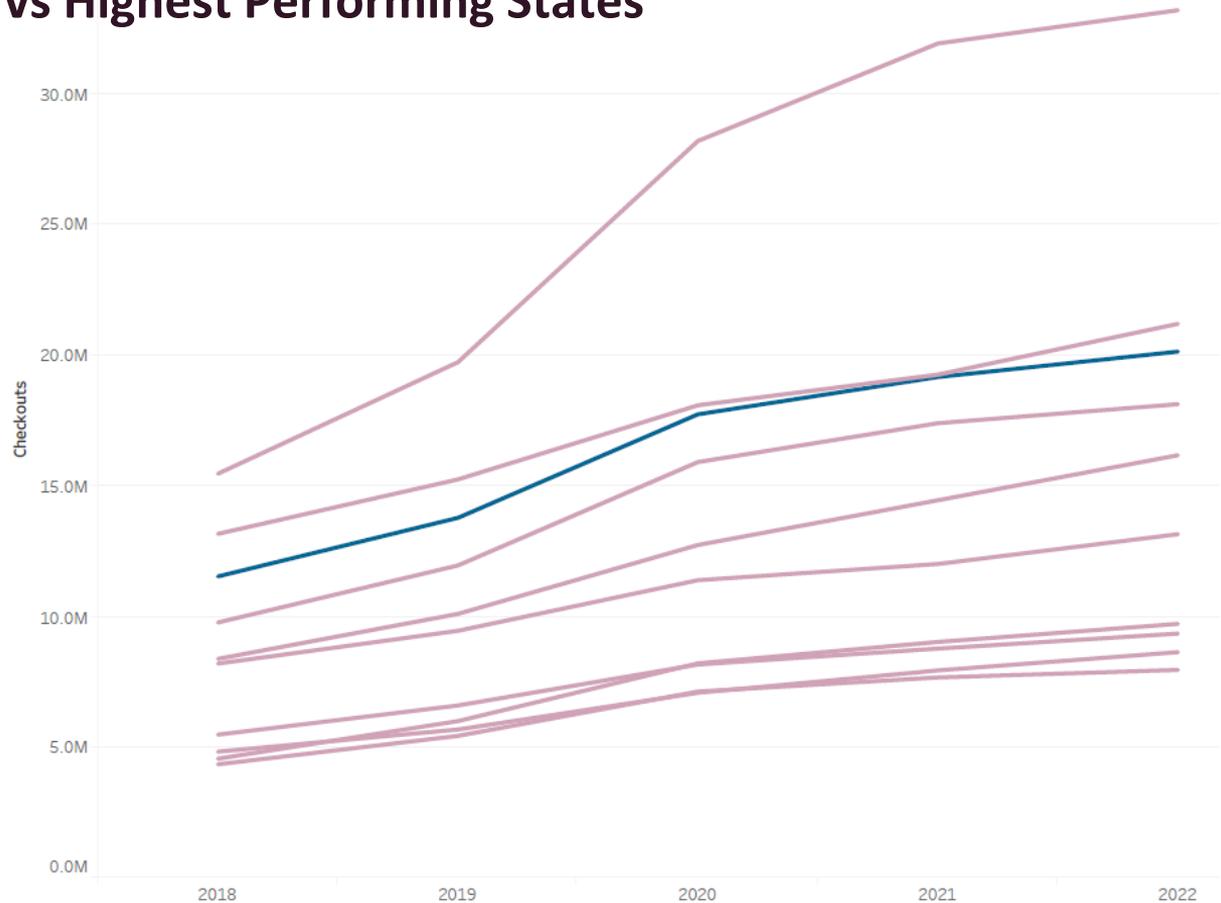
Washington YTD Unique Patrons vs Top States per Capita



The total number of unique patrons at all public libraries divided by a five-year estimate of state population data. Each line represents a single state and the top ten states by unique users are shown, with Washington in blue.

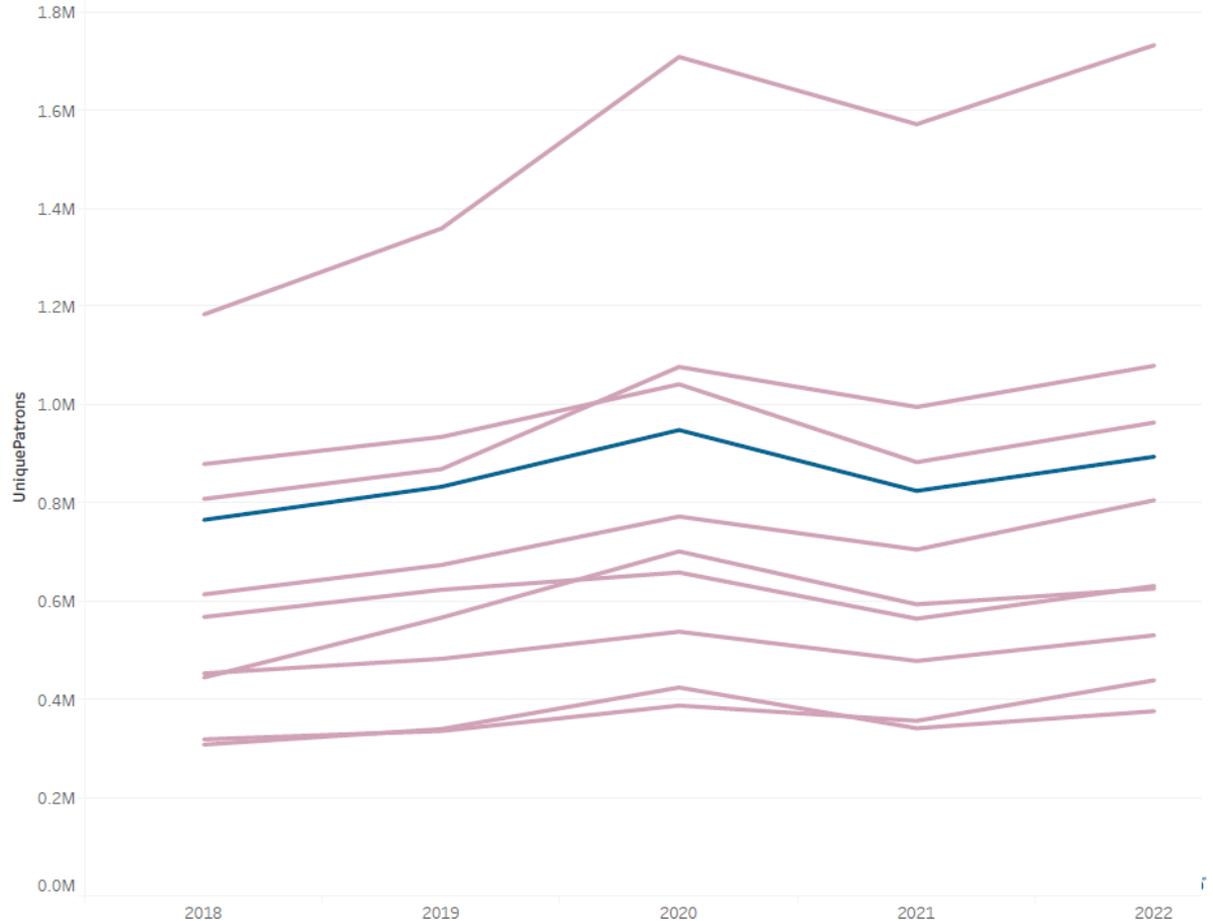
Washington YTD Checkouts vs Highest Performing States

This slide represents the total number of public library checkouts in the state by year. Each line represents a single state and the top ten states ranked by checkouts are shown. Washington is in blue.

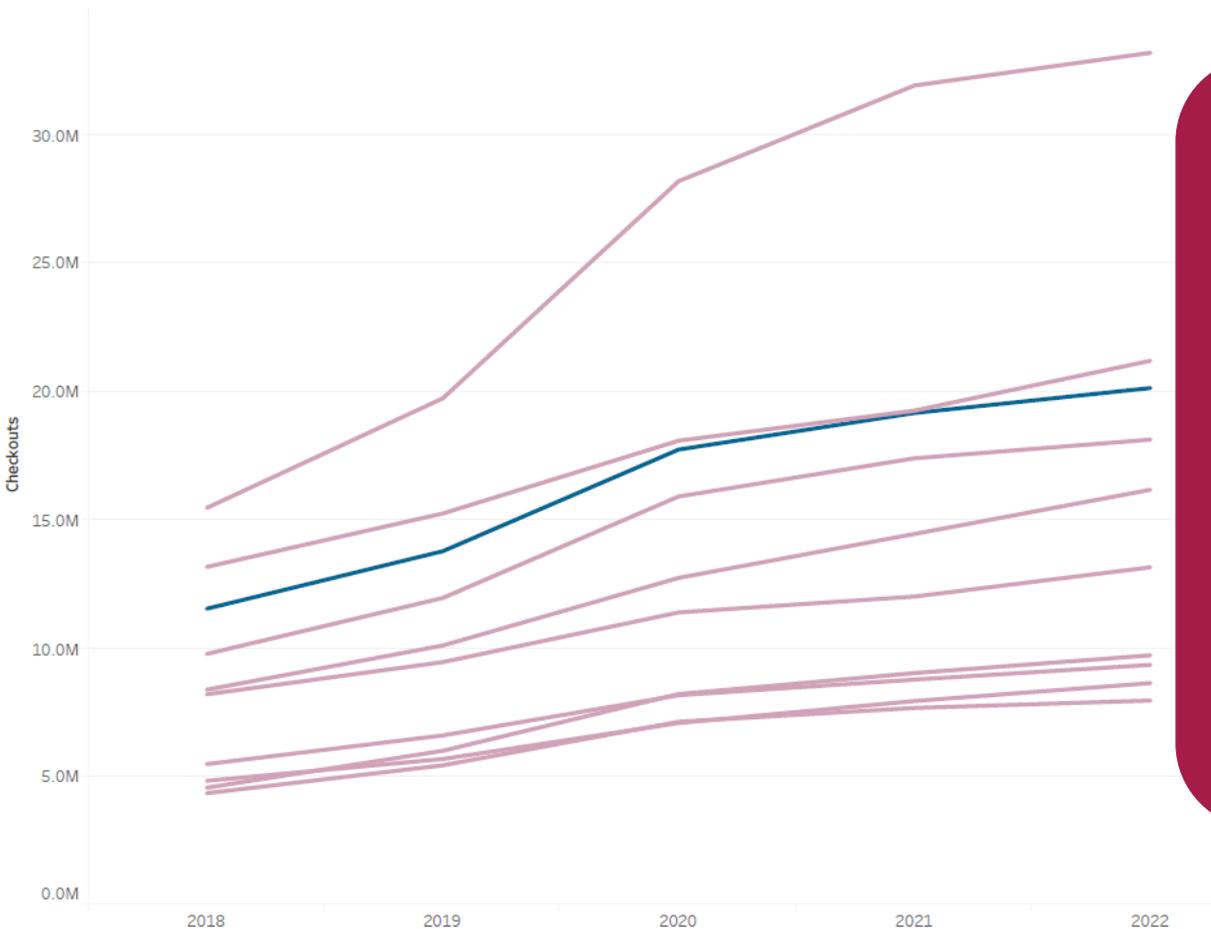


Washington YTD Unique Patrons vs Highest Performing States

This slide represents the total number of unique users in public libraries in the state by year. Each line represents a single state and the top ten states ranked by unique users are shown. Washington is in blue.

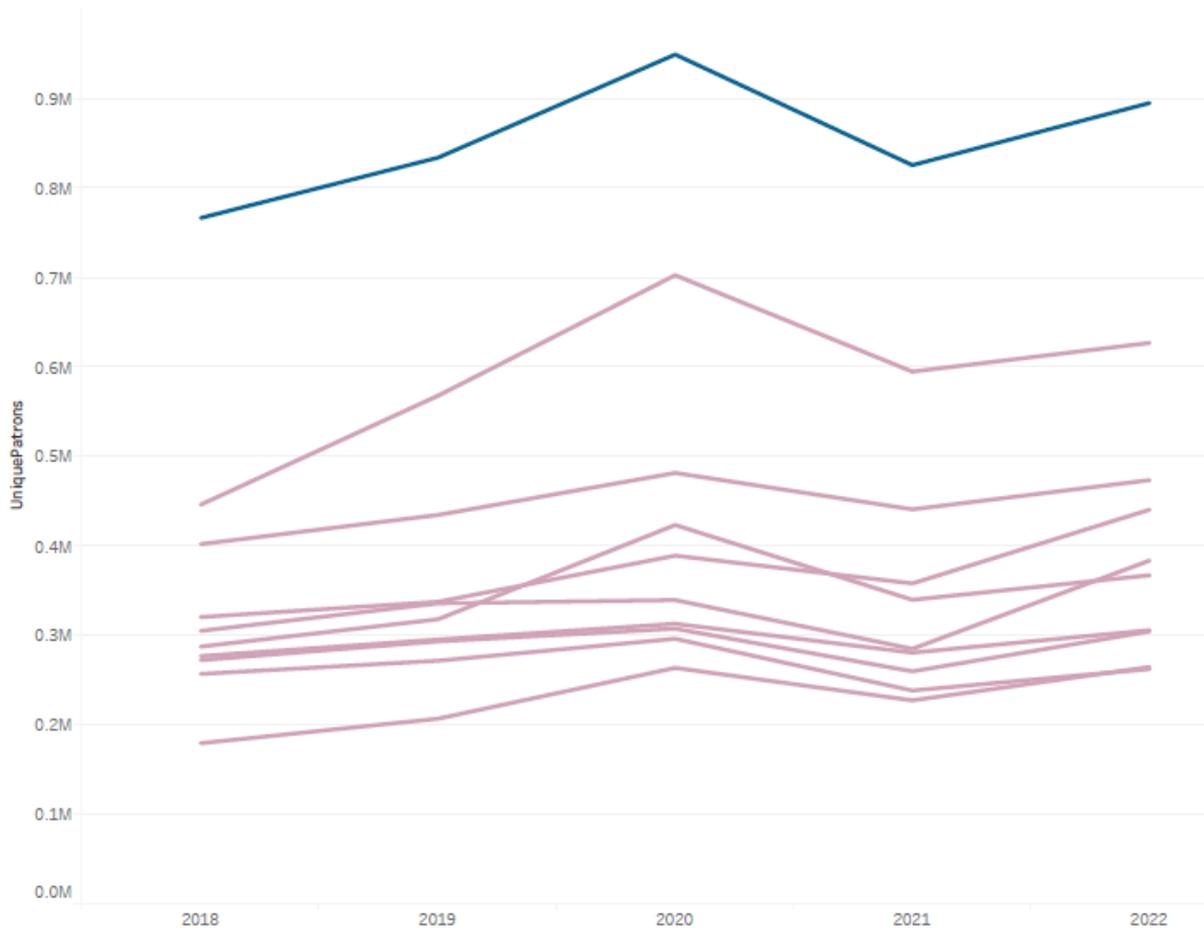


Washington YTD Checkouts vs States of a Similar Size



This slide shows the total number of checkouts across public libraries in the state by year. Each line represents a single state and the nine states closest in population to Washington are shown, with Washington's checkouts represented by the blue line.

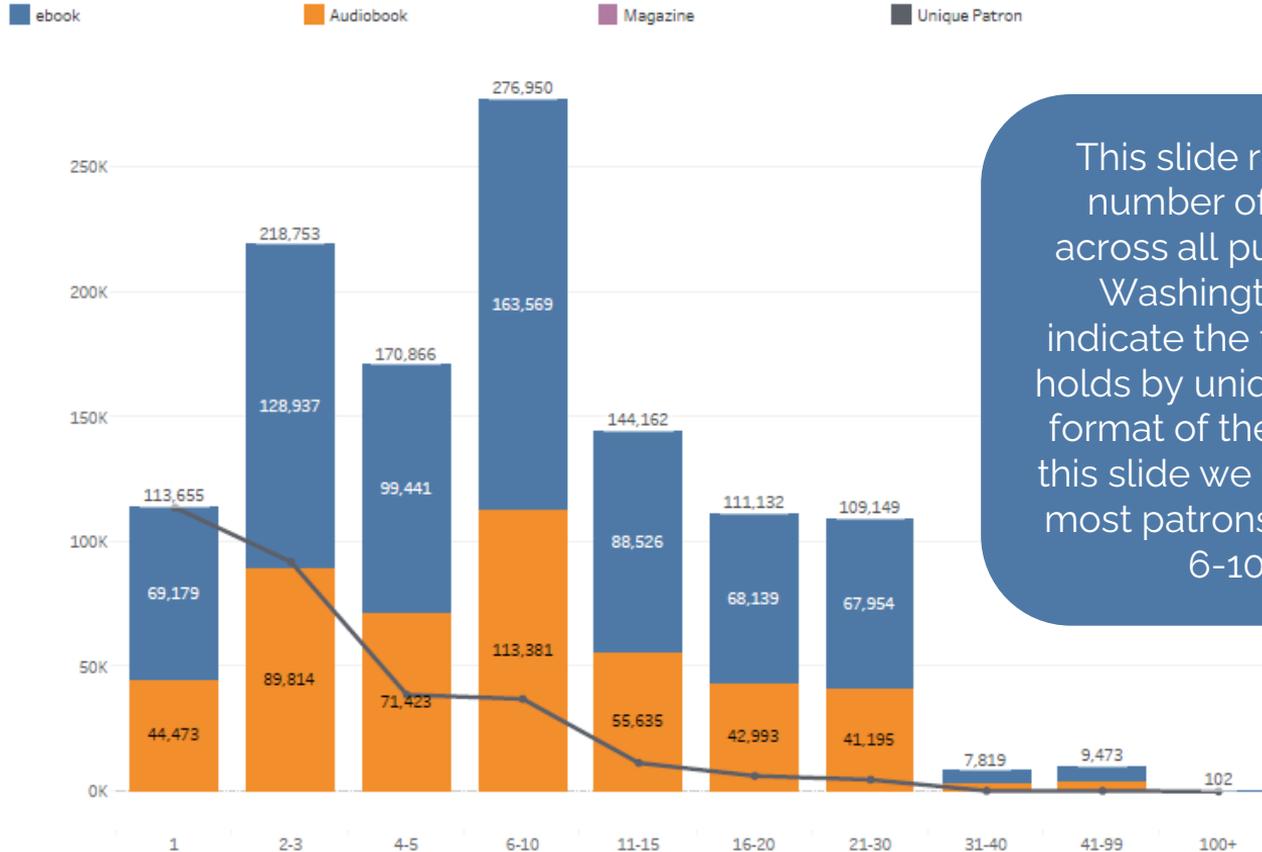
Washington YTD Unique Patrons vs States of a Similar Size



This slide shows the total number of unique users across public libraries in the state by year. Each line represents a single state and the nine states closest in population to Washington are shown, with Washington's unique users represented by the blue line.

Washington patron segment by current active holds

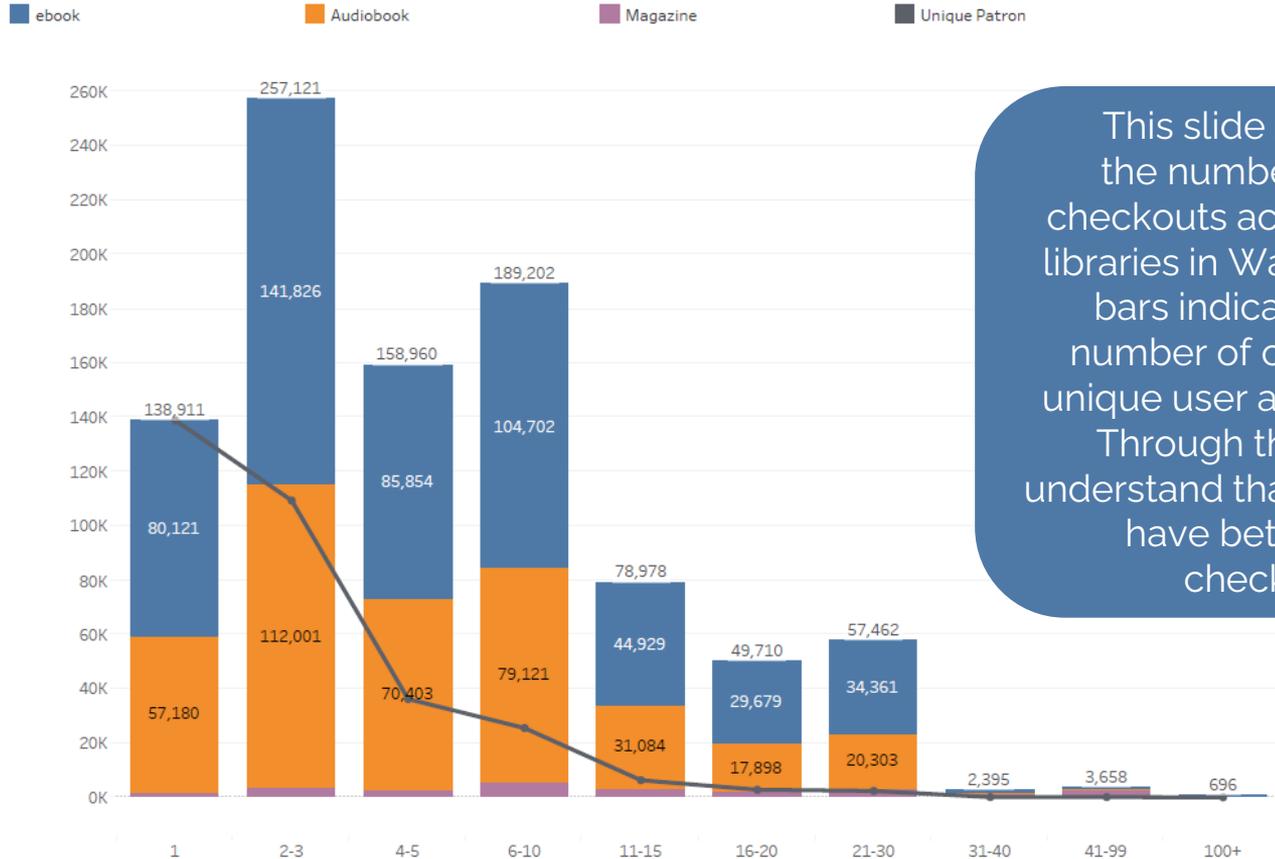
303,990 unique patrons with at least one active hold.
1,162,061 total Holds (695,745 ebook, 466,308 Audiobook, 8 Magazine)



This slide represents the number of active holds across all public libraries in Washington. The bars indicate the total number of holds by unique user and the format of the hold. Through this slide we understand that most patrons have between 6-10 holds.

Washington patron segment by current active checkouts

321,586 unique patrons with at least one active checkout.
937,093 total Checkouts (522,989 ebook, 388,429 Audiobook, 25,675 Magazine)



This slide represents the number of active checkouts across all public libraries in Washington. The bars indicate the total number of checkouts by unique user and the format. Through this slide we understand that most patrons have between 2-3 checkouts.

Washington content inventory

eBook

Unique Titles	478,205
One Copy-One User Copies	1,713,279
Metered Access Copies	907,974

Audiobook

Unique Titles	149,981
One Copy-One User Copies	963,366
Metered Access Copies	739,414



61% of total copies

eBook

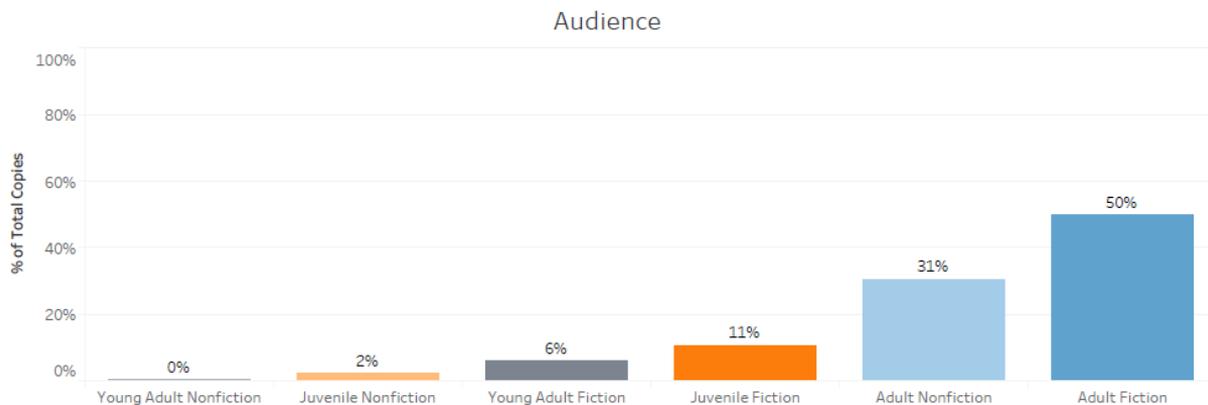
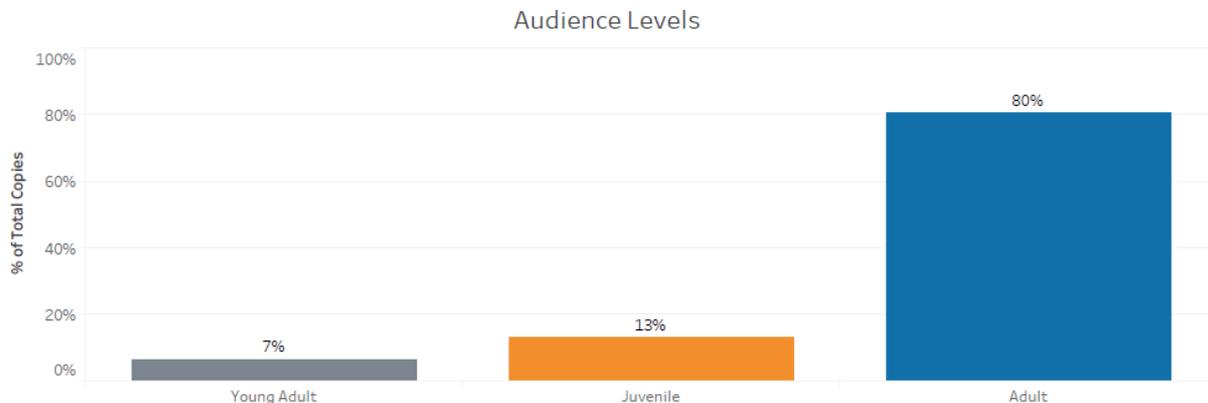


39% of total copies

Audiobook

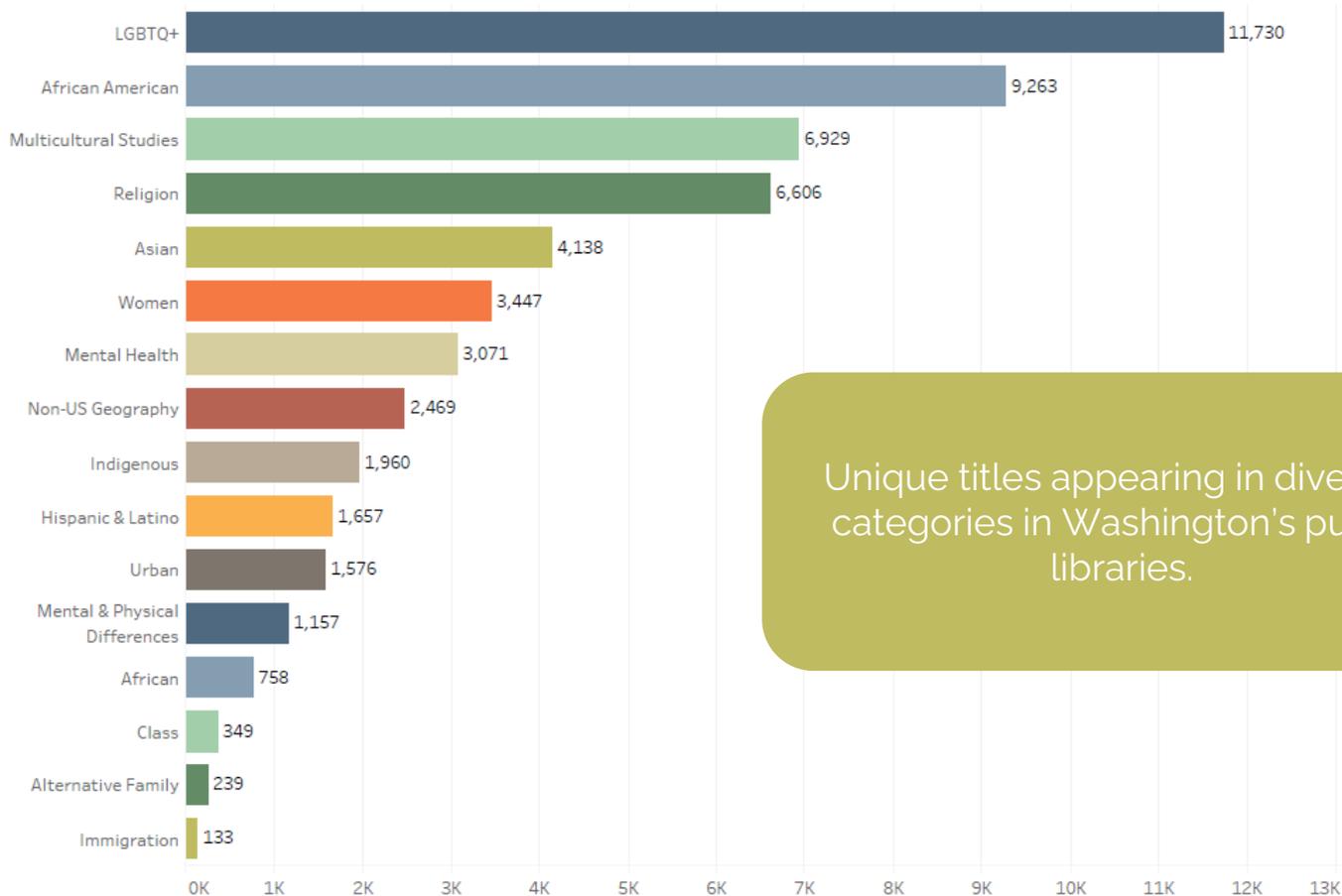
The content breakdown for all public libraries in Washington.

Washington content inventory – audience



The content breakdown for all public libraries in Washington, separated by audience.

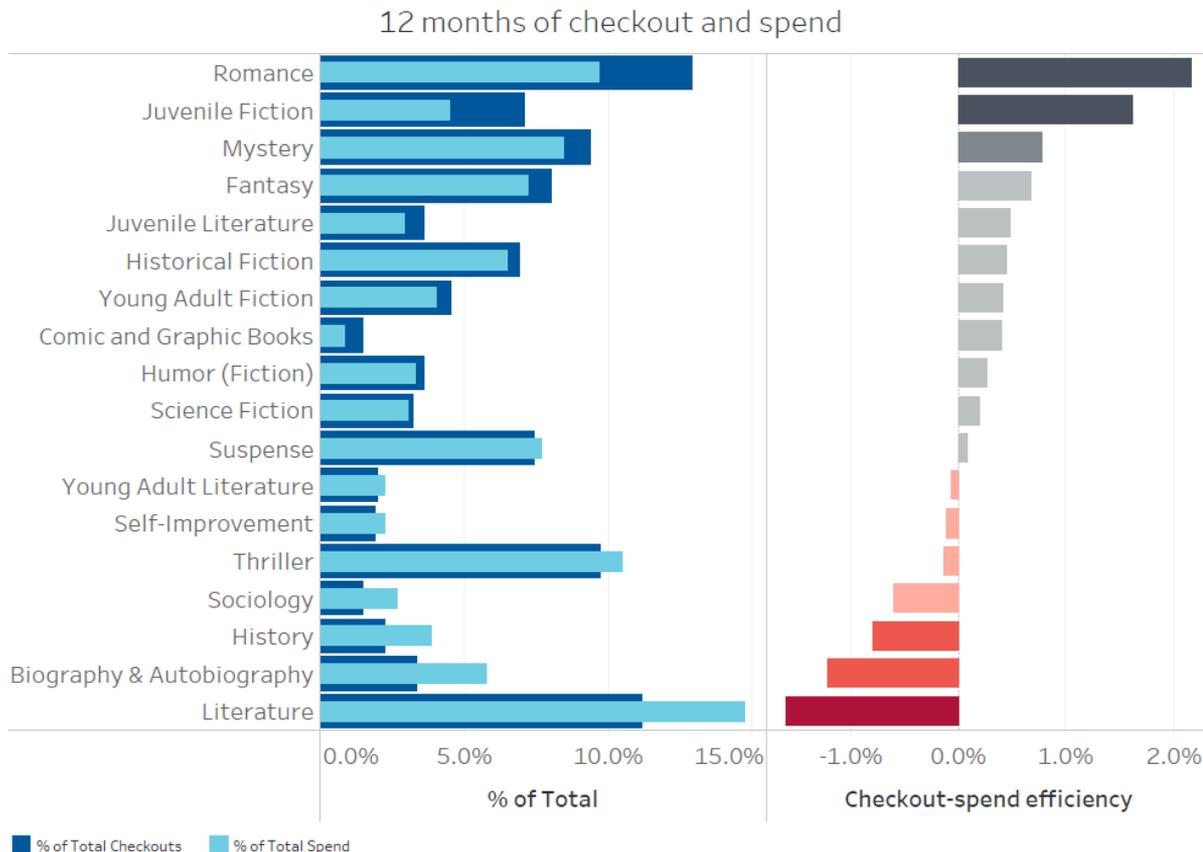
Washington unique titles owned in a diversity category



Unique titles appearing in diversity categories in Washington's public libraries.

Washington top 20 subjects by checkouts: All Formats

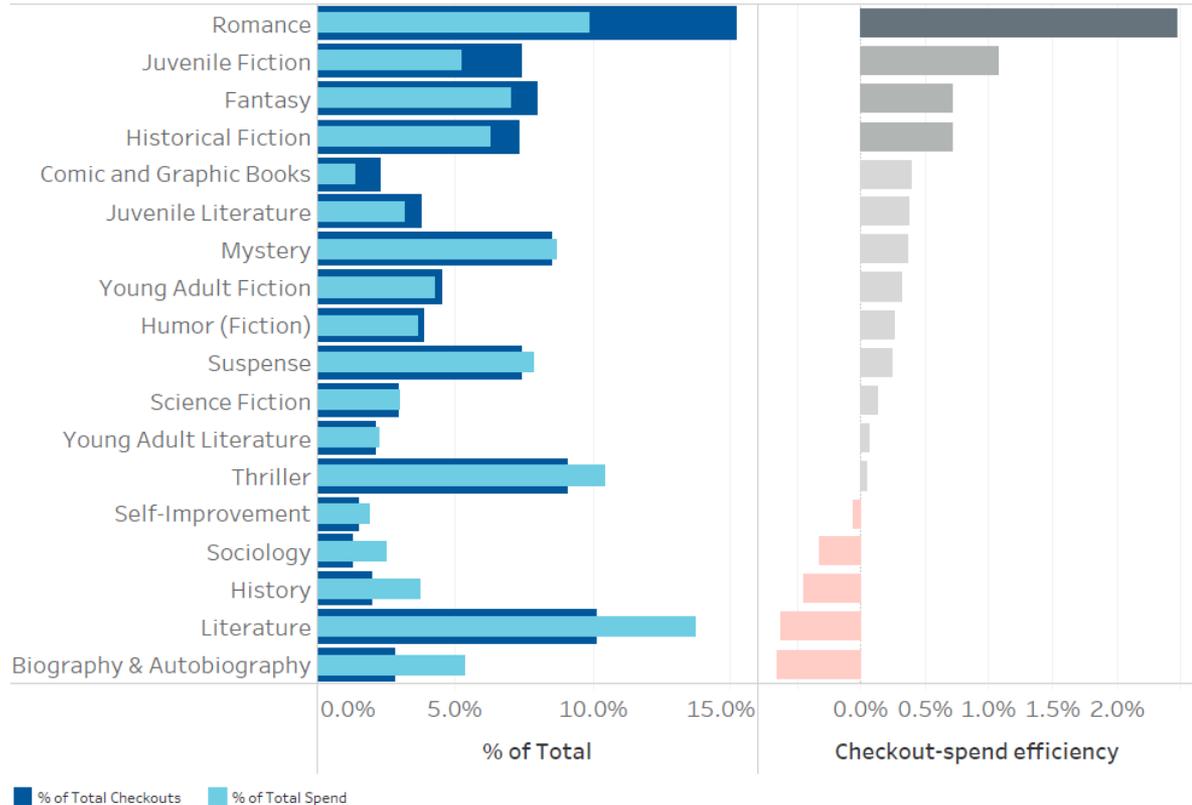
These slides illustrate the checkout spend efficiency by comparing the percentage of spend on a subject area and the percentage of total checkouts.



Washington top 20 subjects by checkouts: eBook

12 months of checkout and spend

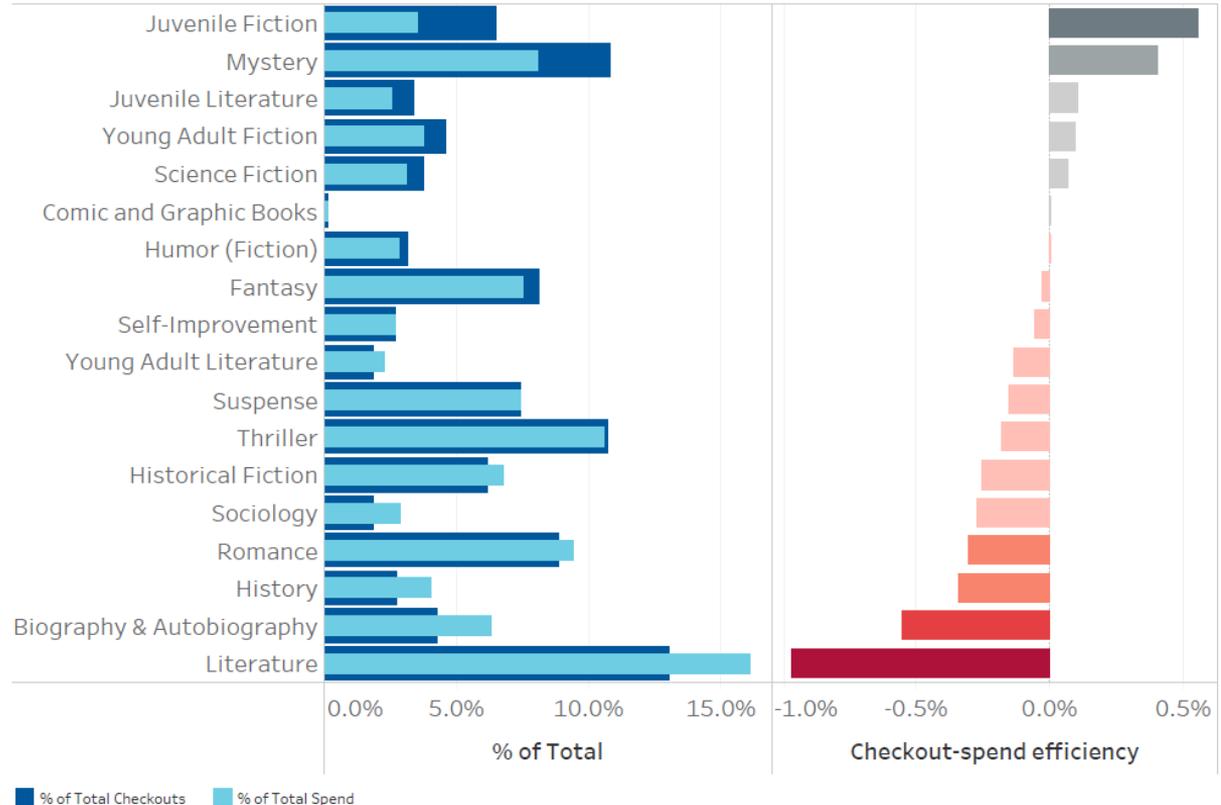
These slides illustrate the checkout spend efficiency by comparing the percentage of spend on a subject area and the percentage of total checkouts.



Washington top 20 subjects by checkouts: Audiobook

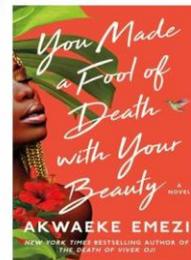
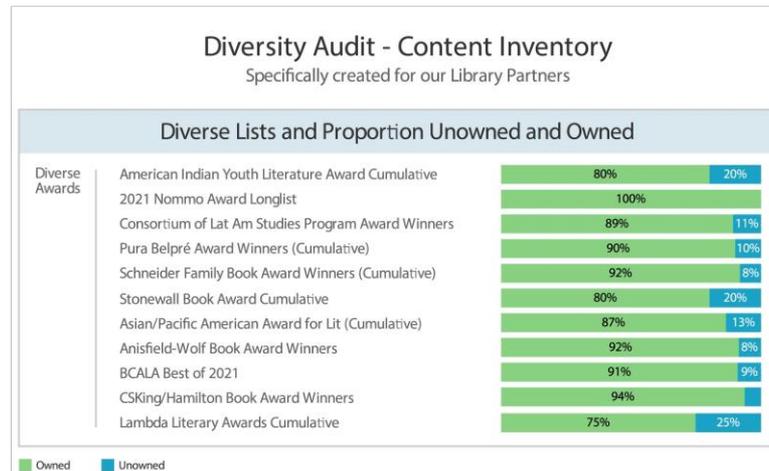
12 months of checkout and spend

These slides illustrate the checkout spend efficiency by comparing the percentage of spend on a subject area and the percentage of total checkouts.



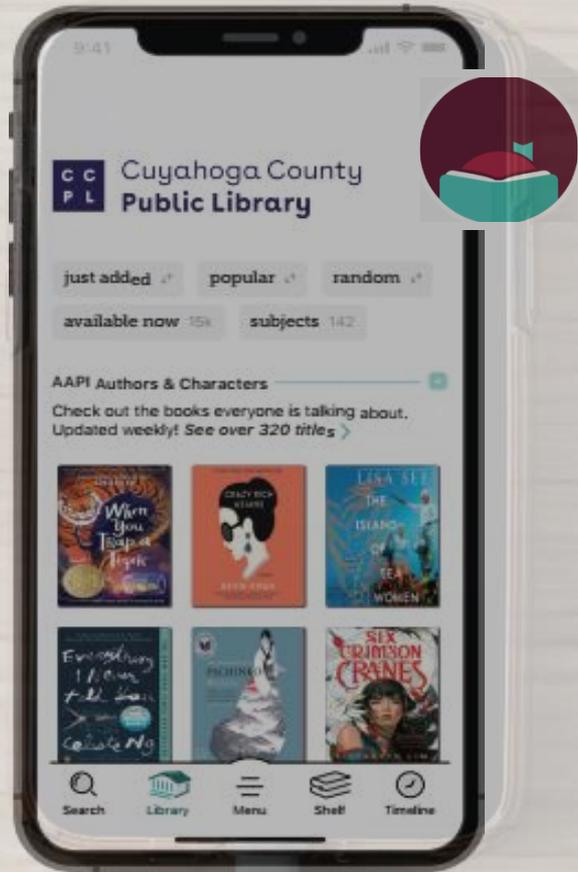
OverDrive Diversity Audit

- OverDrive Diversity Audit is a powerful tool to ensure your digital collections **reflect** and **serve** your diverse communities.
- Uses BISAC and librarian-created lists.
- Reach every reader in your community.
- Available **at no cost to our library partners.**



Data Analytics reports

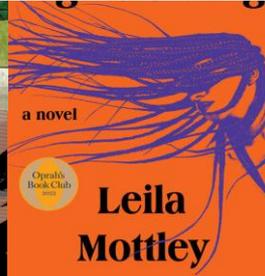
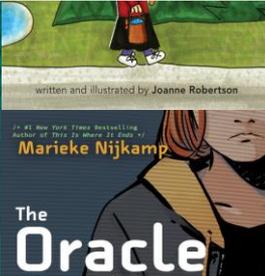
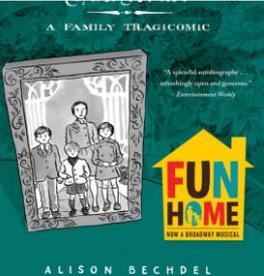
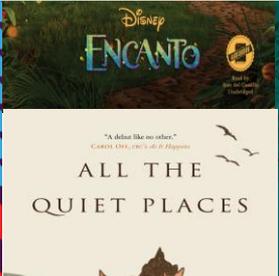
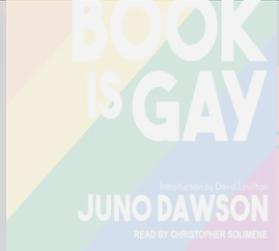
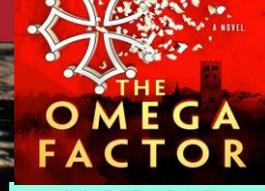
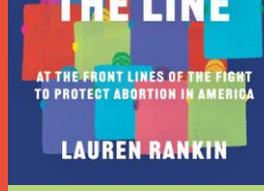
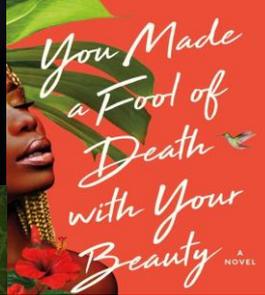
- Diversity Audit
- Partner Analysis Report
- Patron Profile
- Budget Report
- Average Waiting Period – Historical
- Checkout Milestone
- Alternative Lending Models for Active Holds

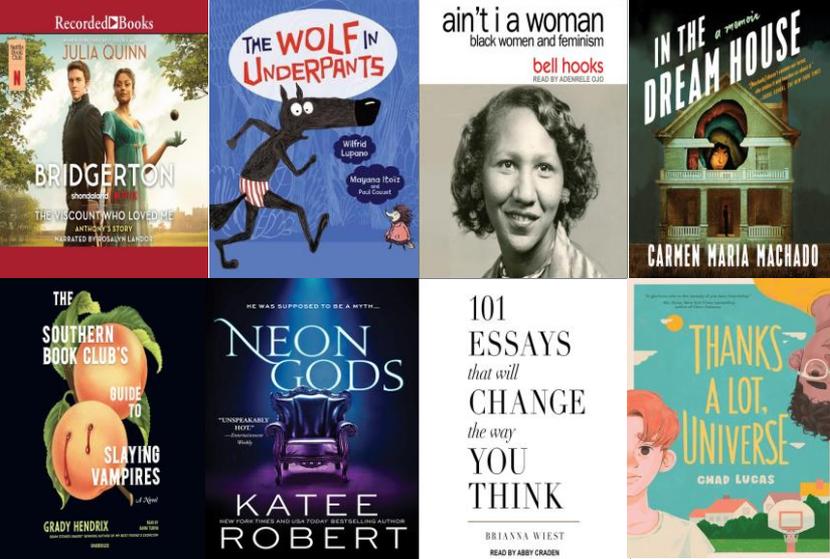


Message
from
Steve



Access for All: Content Updates





Selection of ebooks and audiobooks available in multiple lending models

Example of savings with OverDrive Max:

- Audiobook: OCOU cost: \$79.99
- Cost Per Circ (CPC): \$2.89
- **OverDrive Max: \$119.98 for 100 circs**
= \$1.19 per circ cost

No expiration date on use of OverDrive Max titles

Content Access Updates

- **OverDrive Max** = lower cost per circ
- **Buy in bulk (100 circs)**
with no expiration date for titles
- **Concurrent use:** Multiple users can borrow the title at same time until all checkouts used
- Includes big audiobook publishers such as Recorded Books
- With each Max title, the **cost to serve each reader is typically the lowest** available cost for libraries for lending the ebook or audiobook.

OverDrive-donated Sim Use collections

Kids & Teens bundle

100+ ebooks, audiobooks and Read-Alongs



Spanish titles for young readers

Includes Spanish-language ebook, audiobook, and Read-Along titles



Duke Classics Sim Use

Over 4,000 classic literature titles, many with refreshed covers that appeal to readers of all ages

Social & Emotional Learning (SEL) Collection

50+ for adults, juveniles and young adults, with topics including managing mental health, mindfulness, time management, self-care, and more



Simultaneous Use Packages

- **Popular ebook packages** include All Access Comics, BiblioBoard & IndieAuthor Project, Lonely Planet, and Sourcebooks
- **Promote these titles through always available curation or campaigns to increase return on investment**
- **Popular audiobook packages** include Recorded Books, Tantor, and Blackstone
- **Easy management of all services** within OverDrive Marketplace



Libby.

AVAILABLE TITLES IN

What's Available?

A selection of popular titles you don't have to wait for.
Borrow one and start reading right away!

Listing [185,267 books](#) and [50,092 audiobooks](#).

⊕ Preferences

Emily Henry
Book Lovers

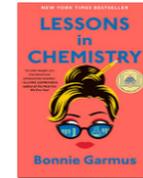


Borrow

Read Sample

Tag

Bonnie Garmus
Lessons in Chemistry

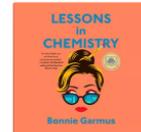


Borrow

Read Sample

Tag

Bonnie Garmus
Lessons in Chemistry



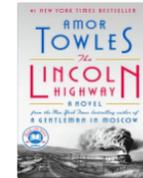
🕒 12 HOURS

Borrow

Play Sample

Tag

Amor Towles
The Lincoln Highway



Borrow

Read Sample

Tag

Digital Magazines

- Over 4,000 popular magazines, including over 100 titles in Spanish, Chinese, and several other languages
- Available in Libby alongside your ebooks and audiobooks!
- Unlimited simultaneous use with no circulation caps.
- Pay a set price and receive all magazines currently available.
- New magazines will be automatically added to your collection at no additional cost!
- Patrons have access to three years of back list content and doesn't impact checkout limit.
- Libby's Notify Me feature allows patrons to be alerted about new issues.
- Patrons can resize the text for a more customized reading experience.

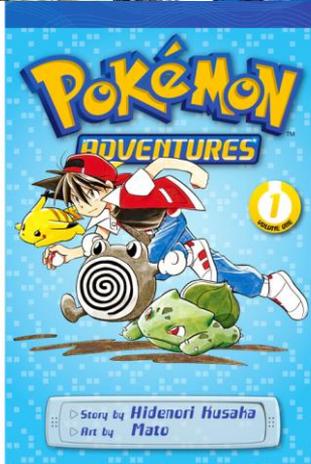
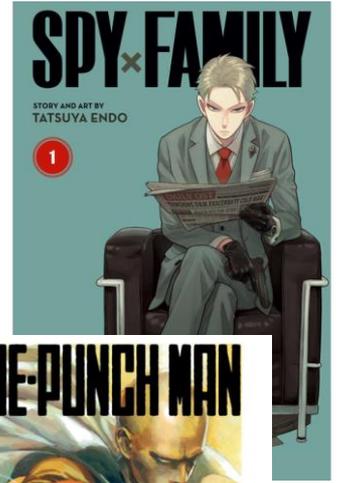
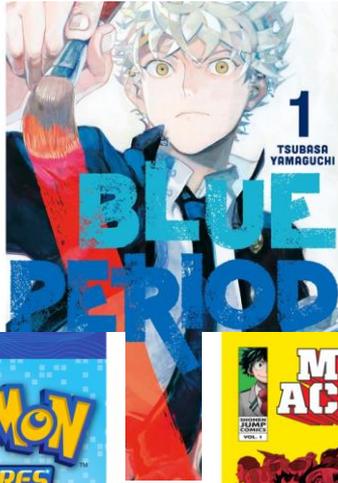


Comics and Graphic Novels

- Offerings from IDW Publishing, Dynamite Entertainment, Image Comics, Marvel Comics, Disney Comics, and Dark Horse Comics
- Offers content for all-ages
- Opportunities to highlight diverse titles too
 - Native & Indigenous, Disability Representation, Black Authors and Characters, and many more
- All-Access Package available, as well as individual title copies.



Manga



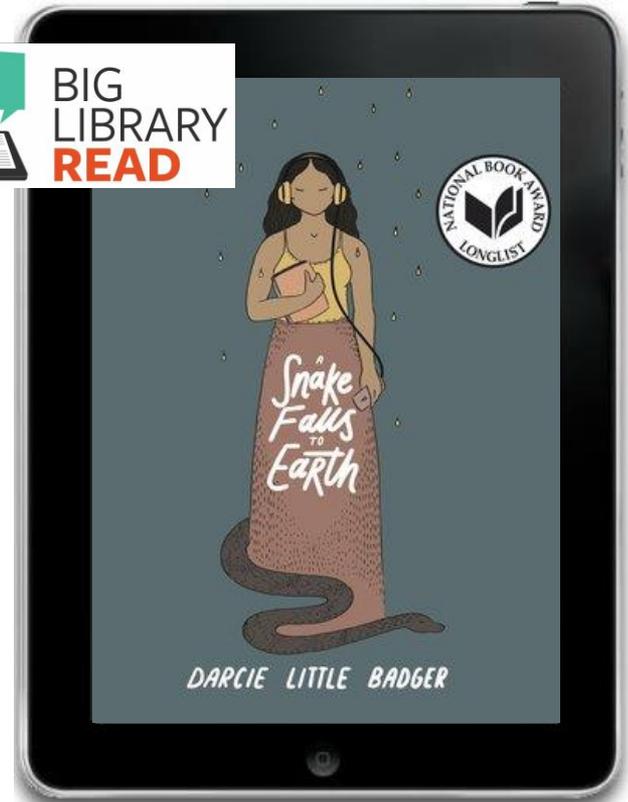
Building community through book clubs

Big Library Read (global)

- [November 2-16, 2022](#)
- [A Snake Falls to Earth](#) by [Darcie Little Badger](#)
- Free with Sim Use rights
- Available in Libby and Sora
- Discussion and marketing materials available at biglibraryread.com

Together We Read (country)

- Free with Sim Use rights
- [TWR US](#): Stay tuned for future programs



World Languages

- Hundreds of thousands of titles in over 100 languages
 - Top 5 non-English: Spanish, German, Chinese, French, Japanese
- Libby Extras expanding with Craftsy en Espanol
- Join the [World Literary Tour](#)! Each trip you discover something new. Travel the world with featured content each month and support World Languages for your libraries

Craftsy en Español



Product Updates



Libby improvements

Screen reader support: Low-vision and blind users can use screen readers to browse, borrow, read ebooks and magazines, and listen to audiobooks in Libby.

Navigation Bar labels: Option in in-app menu to add labels beneath each of the navigation bar icons.

Adjustable text size: Libby [scales the text](#) based on text setting of the user's device. Users can adjust text size [manually](#). Can also choose Open Dyslexic font.

Adjustable playback speed for audiobooks: Users can choose from [48 speed settings](#) to find the speed that best suits their needs.

App Redesign: At bottom of the screen, users see updated icons, a new central menu button, and easy access to library search and their timeline.

Search updates: Users with multiple library cards can easily toggle between them to see if a book in their search results is available at other libraries.

Coming soon! Notify Me: Users will be able to set up a smart tag to be notified when a tagged title is added to one of their libraries.



Libby.

The library reading app
from OverDrive

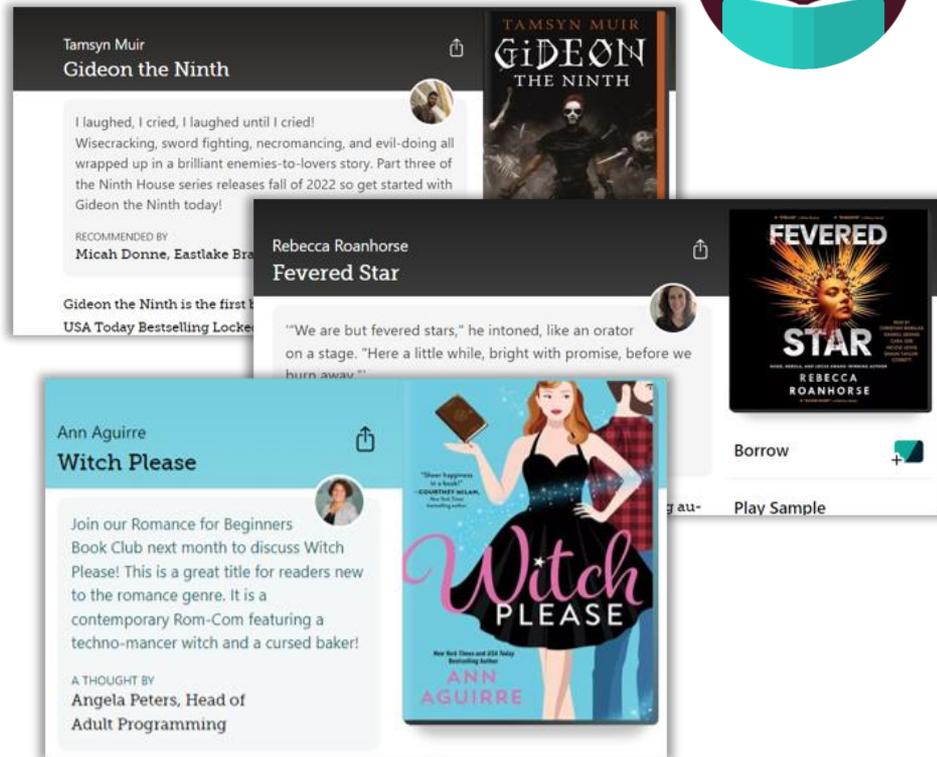
Shelf Talkers:

Personalized communication in Libby



Further engage with your readers using custom comments and staff picks

- **Recommendation:** Share librarian and staff recommendations.
- **Favorite quote:** Highlight a favorite quote from a title.
- **Trivia:** Include fun facts about a title or author.
- **Thought:** Share timely updates about titles, such as readalikes, an upcoming movie adaptation, the anticipated release date for the next book in a series, or an upcoming book club or author visit at the library.



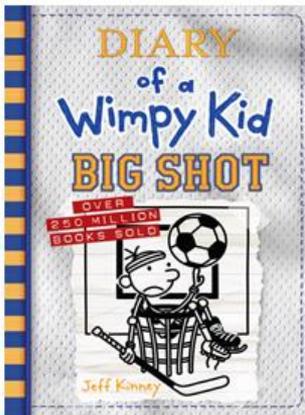
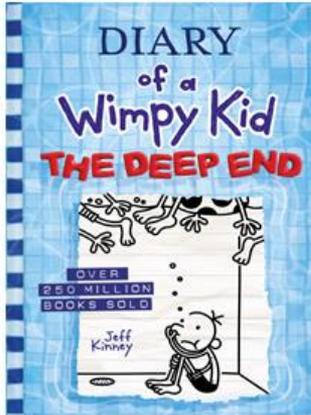
PUBLIC LIBRARY CONNECT

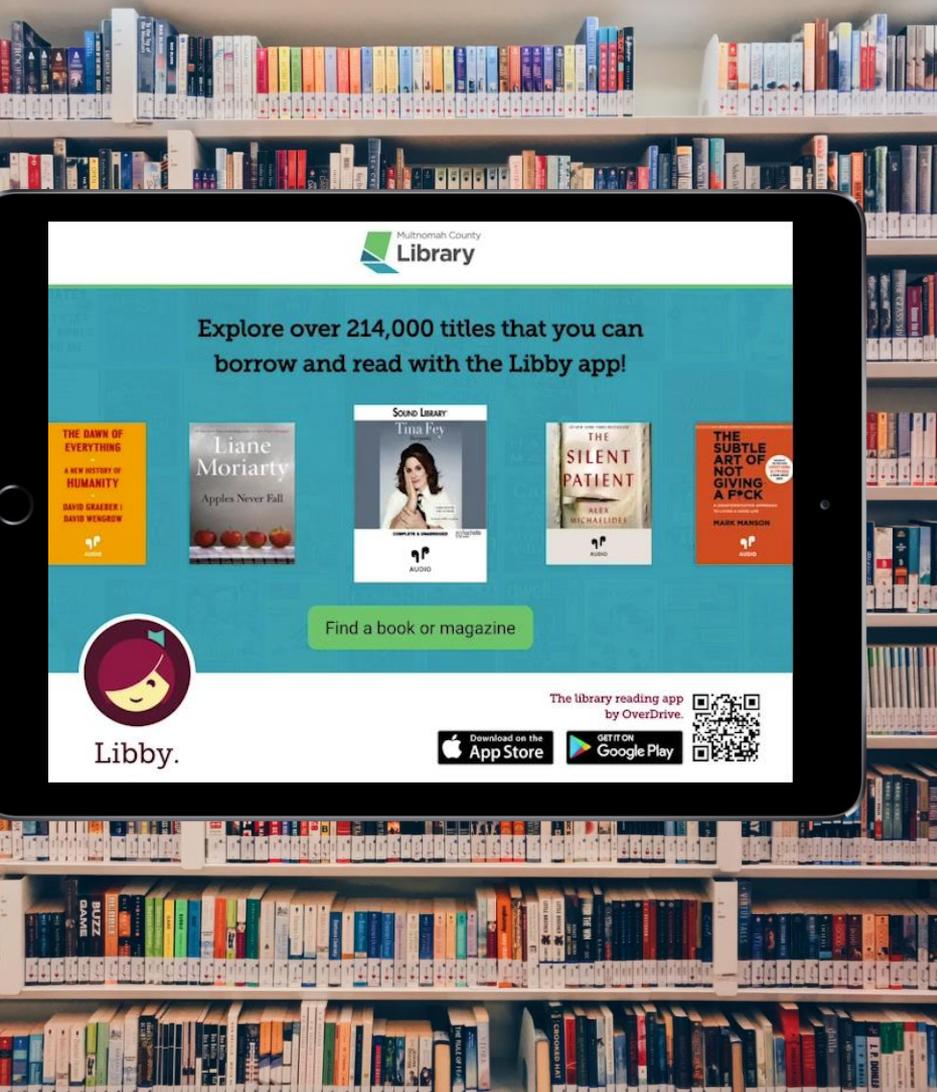
In Washington:

- 14,465 PLC checkouts in 2022
- 10 Library Collections live with PLC
- Access from 1,000+ school buildings
- 490,192 students have access

Nationwide:

- 50% of OverDrive Schools DCs participating
- 54% of Eligible OverDrive Public Library DCs participating
- Over 4.7 million titles borrowed through Sora





New!

Libby Showcase

- Support **discovery** of your digital collection **in your physical branch**
- Display curated lists of new titles in high traffic areas of your library
- Use Showcase in your children's or teen spaces to connect readers with your juvenile & YA ebooks & audiobooks
- Take it with you to community events to effectively introduce Libby
- No added cost to library partners

All in on Libby

Since July, OverDrive app users have been **prompted to switch to Libby**, with a goal of fully discontinuing the OverDrive app in early 2023.

- We are committed to supporting a smooth transition for you and your users and will send you updates on the eventual retirement of the OverDrive app.
- New users looking for the OverDrive app will be directed to Libby.
- **We recommend that all partners actively promote Libby** and remove references to the OverDrive app from library websites and promotional materials.



Visit the **Resource Center** for Libby promotional materials, recommended best practices & more



Reaching more readers with Libby Preparation Checklist

To prepare your library staff and users for the removal of the OverDrive app from the Apple App Store, Google Play, and Microsoft Store in February of 2022 ([learn more](#)), here are best practices and recommended steps.

Update your library's website

- On your library's website, remove the logo and links to download the OverDrive app and replace with the Libby app icon or wordmark and a link to download the Libby app.
- Download Libby logos and get suggested website copy.



- Review best practices for updating your library's website.

Inform your staff

- Alert your staff that the OverDrive app will be removed from app stores and share [expected FAQs](#).
- [Register now](#) for a live Libby webinar and encourage your staff to join.
- Visit the Resource Center anytime, anywhere for [How-To Videos](#).

Promote Libby to new users

- Visit the [Resource Center](#) to download free Libby marketing assets including:
 - Getting Started guides
 - Social media graphics
 - Handouts and bookmarks
 - PR and email newsletter templates
- Request a donation of Libby promotional materials from OverDrive.
- Download a Libby patron training template to update your library's training resources.
- Stay informed on what's new by subscribing to the OverDrive blog.

Still using the OverDrive app?



Switch to Libby!
Same great titles & new features you'll love.

kanopy

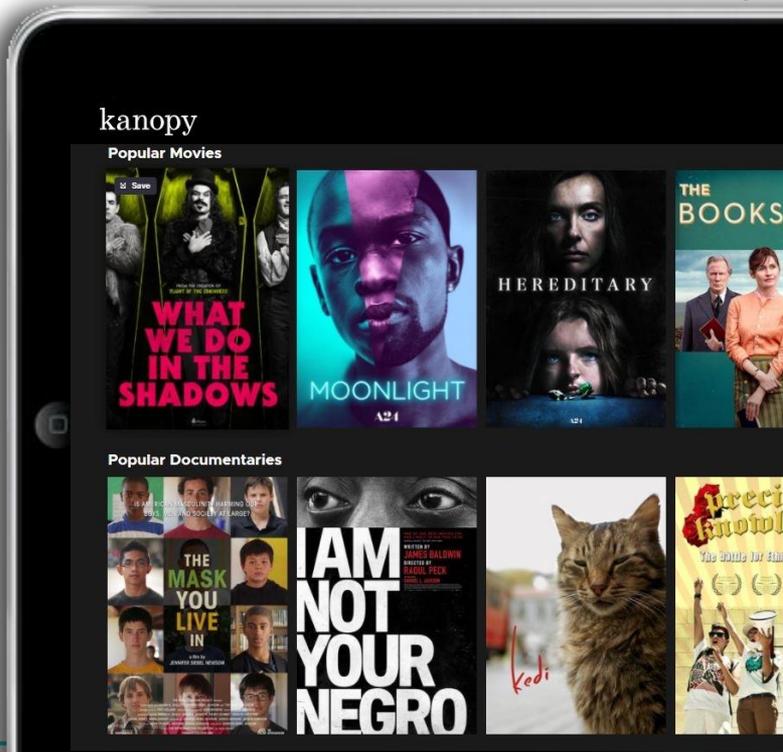
Films that matter



Visit Kanopy's website
or contact your
OverDrive Account Manager.

Why add Kanopy?

- **Meet Demand:** Streaming video viewership still growing!
- **Reach New Users:** Reach and engage new users
- **Public Performance Rights:** Kanopy uniquely provides these rights for many videos to support your library's programming and events
- **For Children:** **Kanopy Kids** is a curated collection of age-appropriate content featuring the best children's programming, including favorites from PBS Kids, Sesame Street, and more



Our First PLUS Packs

Choose, mix, and match



Favorites

A mix of patron and staff favorites that spans the breadth of the full catalog



Easy Watching

Fun, charming, and delightful titles that engage and entertain



Diversity

DEI titles aimed to celebrate our differences



World Cinema

International titles that span genres including comedy, drama, romance, family, and many more

Coming Soon



French Language



Kids



Episodic

PLUS Packs complement existing PPU programs or easily introduce the Kanopy catalog to your patrons

- ✓ Unlimited, simultaneous access to a pre-curated collection
- ✓ No play credits
- ✓ Option to license one or more PLUS Pack
- ✓ One annual subscription price, paid upfront
- ✓ Best-in-class user experience
- ✓ Titles available in PLUS Packs *and* PPU

Tiered Pricing

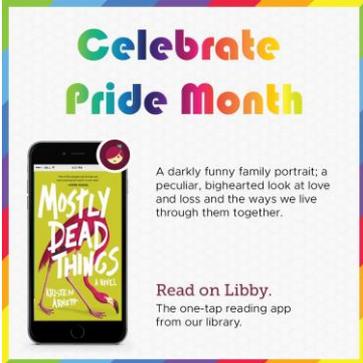
OverDrive Resource Center:

Reach readers where they are

The **OverDrive Resource Center** has all the marketing tools for you to reach more readers and increase circulation.

- Social media graphics
- Print-ready posters
- Award-winning campaigns
- Press Release Templates
- Newsletter and social media ideas
- ...and more!

[Resources.overdrive.com](https://resources.overdrive.com)



**Celebrate
Pride Month**

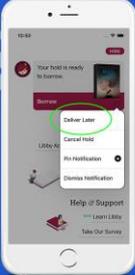


A darkly funny family portrait; a peculiar, bighearted look at love and loss and the ways we live through them together.

Read on Libby.
The one-tap reading app from our library.

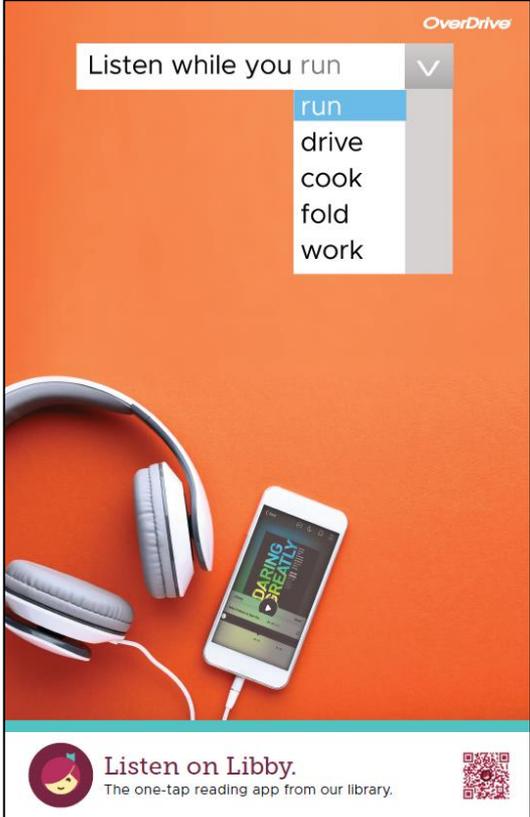


Did You Know?



Too much to read in too little time? Choose "Deliver Later" on your next available hold!

Read with Libby.



Listen on Libby.
The one-tap reading app from our library.



Listen while you run

- run
- drive
- cook
- fold
- work



OverDrive

Digipalooza

• Forward Together



SCAN ME

Registration is now open!
August 9-11, 2023
Cleveland, OH

Visit digipalooza.com for updates

Thank you!

FOLLOW US!

[Blogs.overdrive.com](https://blogs.overdrive.com)



OverDriveinc., Libbyapp, Kanopy



@OverDrive.inc_, @Libby.app, @Kanopy



@OverDriveInc, @Libbyapp, @Kanopy

