

OverDrive®

Library eBook Lending



Dan Stasiewski
IDPF Digital Book
May 2011

Session Agenda

1. About OverDrive
2. Library Channel
3. How it works
4. Marketing & Revenue Opportunities
5. Discoverability



Corporate Overview

OverDrive is the leading multichannel digital content distributor and technology provider

Privately-held, profitable corporation founded in 1986

- ▶ Headquartered in Cleveland, Ohio USA

Global sales channels and industry partners

- ▶ Booksellers
- ▶ Institutional accounts including public libraries, schools, colleges, professional associations, government libraries, corporations

One of the largest digital media catalogs in multiple formats

- ▶ eBooks, Audiobooks, Music, Video

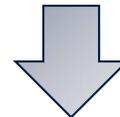
Multichannel Digital Distribution



Global Content Publishers
(Audiobooks, eBooks, Music, Video)



OverDrive®



**Libraries, Schools
& Online Retailers**

**Readers
&
Listeners**



Partnerships with 1,000+ Publishers Worldwide

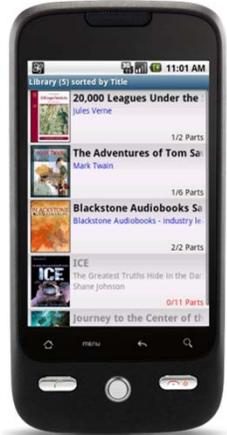
	eBooks	Audiobooks	Music/ Video
Trade Publishers			
Education, Children & Young Adult			

The Global Leader: 21 countries, 52 languages



Support for All Major Open Formats & Devices

- ▶ Consumers have a choice of listening & reading devices
- ▶ DRM helps to prevent file sharing abuse
- ▶ Variety of compatible formats



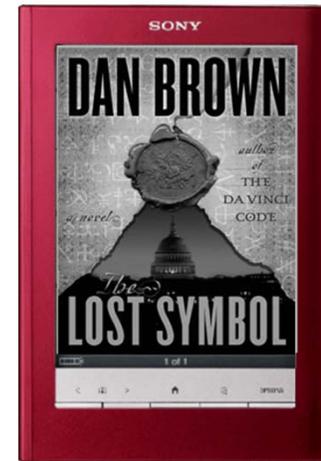
Android™



iPhone®, iPod®, iPad®



BlackBerry®

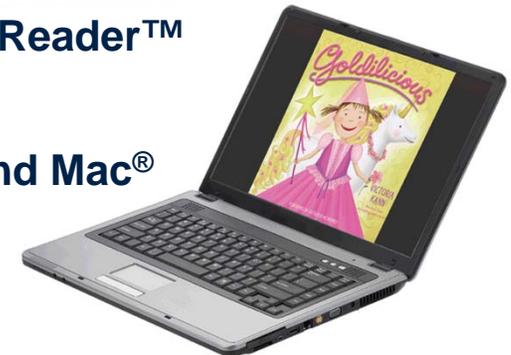


Sony® Reader™



Nook™

PC and Mac®



Sales Channels: 15,000 libraries (public, school, corporate)

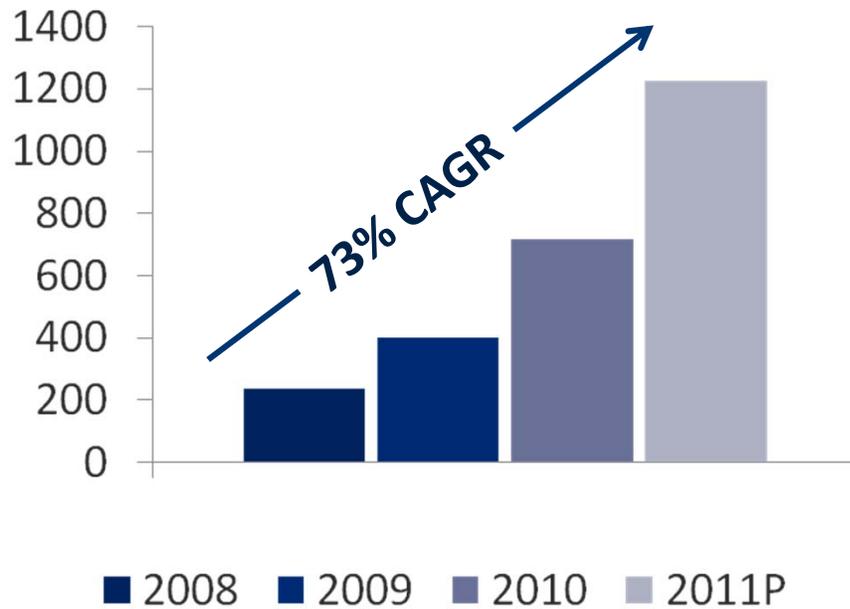


OverDrive supplies more than 15,000 libraries around the world

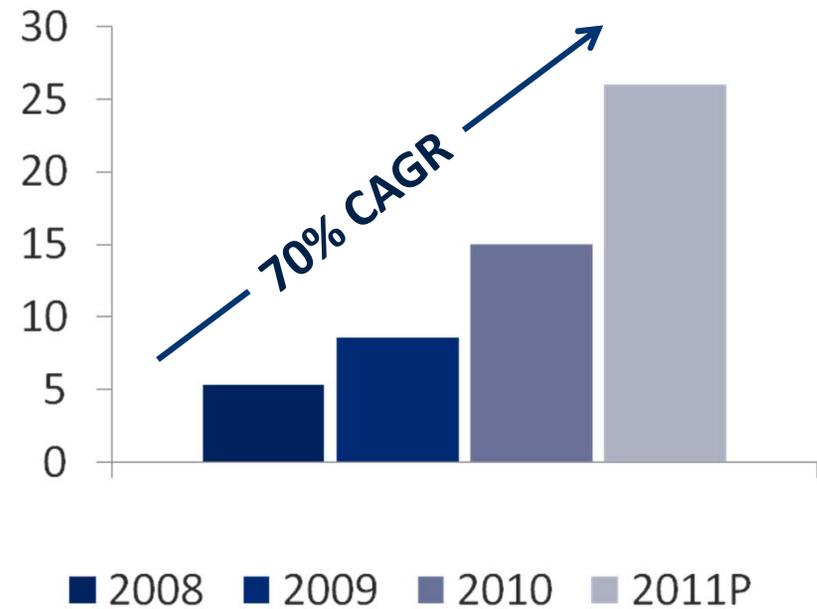


Library Use of “Virtual Branches” Has Exploded

Library Catalog Page Views (M)



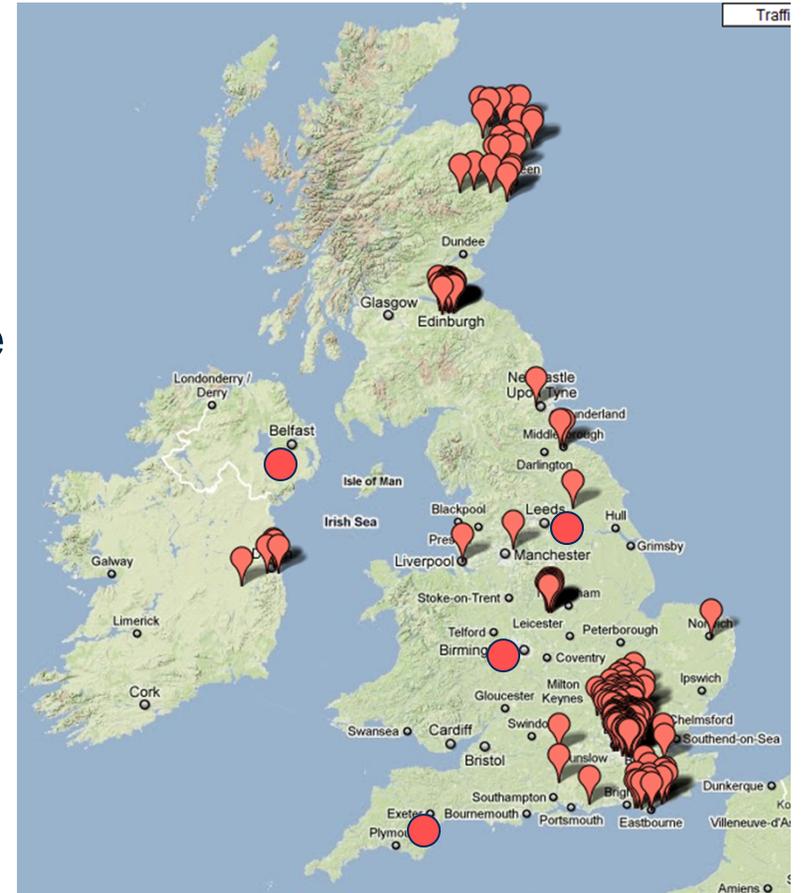
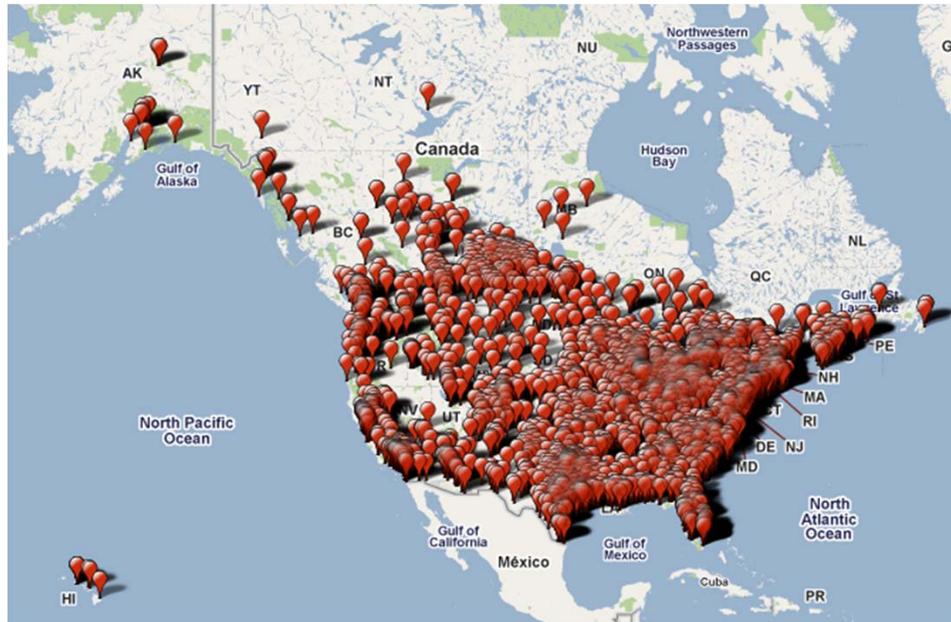
Library Checkouts (M)



Library Market Coverage – North America, UK & Ireland

Significant coverage means significant **discoverability** for publishers' content

- ▶ 80% of visitors see “Virtual Branch” title pages, but don't check out anything



Libraries Support Digital Lending

- ▶ One title per user
- ▶ DRM – publisher sets usage permissions
- ▶ OverDrive hosts titles
- ▶ Library expiration
- ▶ Pricing – publisher sets
- ▶ Access restricted to service area patrons only

The screenshot displays the New York Public Library eNYPL website. At the top, the library logo and navigation menu are visible. The main content area features a search bar, a 'Login to eNYPL' button, and a 'MY ACCOUNT' link. A prominent banner advertises 'Additional eBooks. Always Available.' with a 'Download Now' button. Below this, there are sections for 'iPod-compatible Audiobooks!' and 'eBooks', each displaying a grid of book covers. A 'Buy It Now' button is also present. The bottom of the page shows 'MP3 Audiobooks available from our eNYPL Collection' with more book covers.

How eBook Lending Works

- ▶ Browse, check out, download... expire
- ▶ Full metadata indexing and searching, excerpts
- ▶ Shopping-like experience with social networking
- ▶ Valid library card required for checkout
- ▶ Significant exposure: millions of unique visitors!

The screenshot displays the Brooklyn Public Library's 'Downloadable Media' website. The header includes the library logo, the title 'Downloadable Media', and navigation links for 'My eAccount', 'My eCart', and 'Downloadable Media Help'. A search bar is present with a dropdown menu set to 'All' and a 'Search' button. The main content area features a sidebar with 'My Help!' and a list of categories: Fiction, Nonfiction, Children & Young Adults, Music, Video, and Collections. The central focus is on the eBook 'Shadow Country' by Peter Matthiessen, which has an average rating of 4.5 stars. Metadata includes the publisher (Random House Publishing Group), imprint (Modern Library), subject (Fiction, Literature), language (English), and awards (National Book Award, National Book Foundation). A 'Format Information' section lists 'Adobe EPUB eBook' with 1 available copy, a file size of 1422 KB, ISBN 9781588368249, and a release date of August 19, 2008. A 'Description' section notes it is a '2008 NATIONAL BOOK AWARD WINNER' and provides a brief synopsis of the novel. Social sharing options for email, Facebook, and Twitter are also visible.

Marketing & Revenue Opportunities for Publishers

Featured titles in regular customer communications

- ▶ Weekly eNewsletters
- ▶ Cross-promotion at Trade shows
- ▶ Product Sheets
- ▶ Suggested Lists
- ▶ Catalog records
- ▶ Support for Pre-Sale
- ▶ Holds Manager



Format	Classification/Category	Title	Author	ISBN	Publisher/Date	Cover Image	Availability
e-audio	CRIME	S is for silence [electronic resource] / Sue Grafton.	Grafton, Sue.	9780739305133 (sound recording : OverDrive Audio Book)	Books on Tape, 2005.		Libraries have copies available now
e-audio	CRIME	The next victim [electronic resource] / Jonnie Jacobs.	Jacobs, Jonnie.	1420101528 (electronic bk. : Adobe Reader)	Kensington Books, c2007.		Libraries have copies available now
e-audio	CRIME	The other side of silence a novel of suspense / [electronic resource] : Bill Pronzini.	Pronzini, Bill.	9780792759232 (sound recording : OverDrive Audio Book)	BBC Audiobooks America, 2008.		Libraries have copies available now

Creative Discoverability



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Library Finder

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Reader™ provides a new way to experience reading. Take your library on-the-go and access your favorite books from anywhere.



What is Library Finder?

With the Library Finder, you can locate a Public Library near you (in the U.S. and Canada). Just like you would borrow a book from your public library, you can do so with an eBook.

Is Library Finder free?

Browse, checkout and download eBooks for free. All you need is a library card and an [Adobe](#) account. Check with your library for more information.

File Format Guidelines:

When borrowing ePub + PDF files for Reader Daily Edition™, you may check out any combination of file formats as permitted by your local library.

For models PRS500, PRS505, PRS700, Reader Pocket Edition™ and Reader Touch Edition™, you may not check out a combination of ePub + PDF files for your Reader. Please check out one file format at a time for the best reading experience.

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- 2 House Rules by Jodi Picoult \$13.64
- 3 Caught by Harlan Coben \$8.99
- 4 The Story of Us by Susan Wiggs \$1.99
- 5 Lucid Intervals by Stuart Woods \$12.99

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Lucid Intervals by Stuart Woods \$12.99	House Rules by Jodi Picoult \$13.64	The Third Rail by Michael Harvey \$9.99

NEWSPAPERS now available

The Secret Life of the Grown-up Brain by Barbara Strauch \$12.99	Eight Days to Live by Iris Johansen \$12.99	Cyber War by Richard A. Clarke \$13.64
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Library Finder

Borrow eBooks from your local public library!

Unearth a classic.

Social Features for Discoverability

Customers can share updates and comments about your titles & authors!



The screenshot shows the website for All Luton Libraries, powered by OverDrive. The main content area displays the book "The Growing Pains of Adrian Mole" by Sue Townsend. A red circle highlights the social sharing options: "Email a friend", "Facebook", and "Twitter". The page also includes a search bar, navigation menu, and a sidebar with links to various library services.

All Luton Libraries Arts Libraries & Museums **Luton Culture**

Search: in: All Fields

Library Home Digital Home My account Sign In My basket Help Advanced Search

powered by **OverDrive**

download digital media **GUIDED TOUR**

Library Home
Digital Home
New to Digital Books?
Browse Audiobook Fiction
Browse Audiobook Nonfiction
Browse eBook Fiction
Browse eBook Nonfiction
Browse Collections
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Enjoy additional eBooks **today!**

Download Now

Titles do not count against checkout limits

The Growing Pains of Adrian Mole
Adrian Mole Series, Book 2
Series: [Adrian Mole](#)
by Sue Townsend

Average rating: ★★★★★
Sign in & rate this title.

Publisher: Penguin Publishing
Imprint: ePenguin
Subject(s): [Fiction](#)
[Young Adult Fiction](#)
Language(s): English

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Format Information

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Available copies: 1
Library copies: 1
File size: 1975 KB
ISBN: 9780141962436
Release date: Nov 05, 2009
Plays on: eBook-compatible computers & devices

Description

If I turn out to be mentally deranged in adult life, it will be all my mother's fault.'

Adrian Mole continues to struggle valiantly against the slings and arrows of growing up and his own family's attempts to scar him for life in this second volume of his secret diary.

If you like this title, then you'll love these...

Expanding Discoverability

OverDrive Search is popular destination that enables search for titles, authors, libraries and booksellers... that provide eBooks!

- ▶ Plus, **Most Downloaded Lists** in 4 countries & global

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search | download | enjoy

Search for audiobooks, eBooks, music, video, local libraries and bookstores!

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Enter keyword, title, author, or ISBN Search

Advanced Search

Top Audiobooks Top eBooks

Adult Fiction Adult Nonfiction Juvenile Fiction Juvenile Nonfiction

1. The Lost Symbol Dan Brown

2. The Help Kathryn Stockett

3. The Last Song Nicholas Sparks

4. Pirate Latitudes Michael Crichton

5. 1, Alex Cross James Patterson

POPULAR SEARCH TERMS

agatha christie breaking dawn catherine coulter charlaine harris christine feehan clive cusser dan brown david baldacci david sedaris dean koontz debbie macomber diana gabaldon eclipse eragon fern michael harlan coben harry potter the help j. a. jance james patterson janet evanovich jayne ann krentz jodi picoult john grisham karen marie moning laurell k. hamilton lee child linda howard lisa kleypas lost symbol the lost symbol michael connelly new moon nicholas sparks nora roberts patricia cornwell robert b. parker sandra brown sophie kinsella spanish star wars stephen king stephenie meyer stuart woods sue grafton suzanne brockmann tom clancy twilight vampire vince flynn

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Dan Stasiewski

dstasiewski@overdrive.com