

OverDrive®

Accelerating eBook Discovery & Reader Engagement with HTML5



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IDPF Digital Book
May2013

Session Agenda

1. Why HTML5?
2. Accelerate Discovery
3. Maximize Engagement
4. Leverage Insight



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 and institutional accounts including corporations, public libraries, schools, colleges, professional associations, government libraries

One of the largest digital media catalogs in popular formats

- ▶ eBooks, Audiobooks, Music, Video
- ▶ One million+ titles, in-copyright
- ▶ 2,000 publishers represented

About OverDrive: Multichannel Digital Distribution



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



BERTELSMANN

OverDrive®



Libraries, Schools & Online Retailers
Readers & Listeners



waterstones.com
feel every word



Why HTML5?

Browser-based reading offers many benefits

▶ Readers

- Easier to read – no install, no download
- More compatibility
- Easy to share

▶ Publishers

- Open standards
- Customizable
- Improves discovery,
engagement
insight



<HTML5>

HTML5, CSS3 & EPUB 3.0

An HTML5/CSS3 reader leverages the best elements of web layout as incorporated in the ePub 3.0 specification and the Content Documents.

- Supports modules of CSS3 that are adopted by the ePub 3.0 standard (e.g., Speech)
- Supports the audio and video elements
- Supports embedded fonts through CSS3
- Supports CSS stylesheets and styles for layout and orientation
- Supports interactivity in the book by leveraging additional elements and concepts of HTML5 and CSS3

For example...



HTML5 – Interactivity

The Possibilities include...

- **Gamification** – Establishing reading goals and tracking progress through reading activity
- **Interactive Rewards** – Incorporating actual games during the reading process to encourage engagement among young readers
- **Socialization** – Sharing of samples and reading activity, engaging socially with authors and other readers, and publishing reading timelines.

ABOUT THIS SAMPLE

You're reading a sample of
Four Corners of the Sky by Michael
Malone.

» [Find in a library or retail store](#)
» [Share with followers on Twitter](#)
» [Share with friends on Facebook](#)


And...

» [Share with friends on Facebook](#)
» [Share with followers on Twitter](#)
» [Share with friends on Facebook](#)

Waltrip has mellowed over the years, but he still loves to gab and trash-talk, good qualities for a driver-turned-television commentator. Behind the microphone since retiring from driving in 2000, Waltrip has become as successful and entertaining a commentator as he was a driver.

85% of *NASCAR For Dummies, 3rd Edition* 4 of 5 pages in chapter.

CHAPTER 17: THE GREATEST NASCAR DRIVERS OF ALL TIME 85%



CHAPTER 17: THE GREATEST NASCAR DRIVERS OF ALL TIME 85%



HTML5 – Interactive Quizzes

The quiz convention

A quiz is just an ordinary HTML form with a special class. That class is `pepQuiz`. Here's a bare bones, fully working quiz.

```
<form class="pepQuiz">
  <label>
    In what year did <b>Richard Petty</b> win 10 NASCAR races in a row?
    <input type="text" name="q1" data-pep-answer="1967" />
  </label>
  <input type="button" class="pepQuizSubmit" value="Check your answers!" />
</form>
```

Note these vital pieces:

- A `<form>` with a class of `pepQuiz`
- A text `<input>` with a `data-pep-answer` attribute that contains the correct value
- A button `<input>` with a class of `pepQuizSubmit`

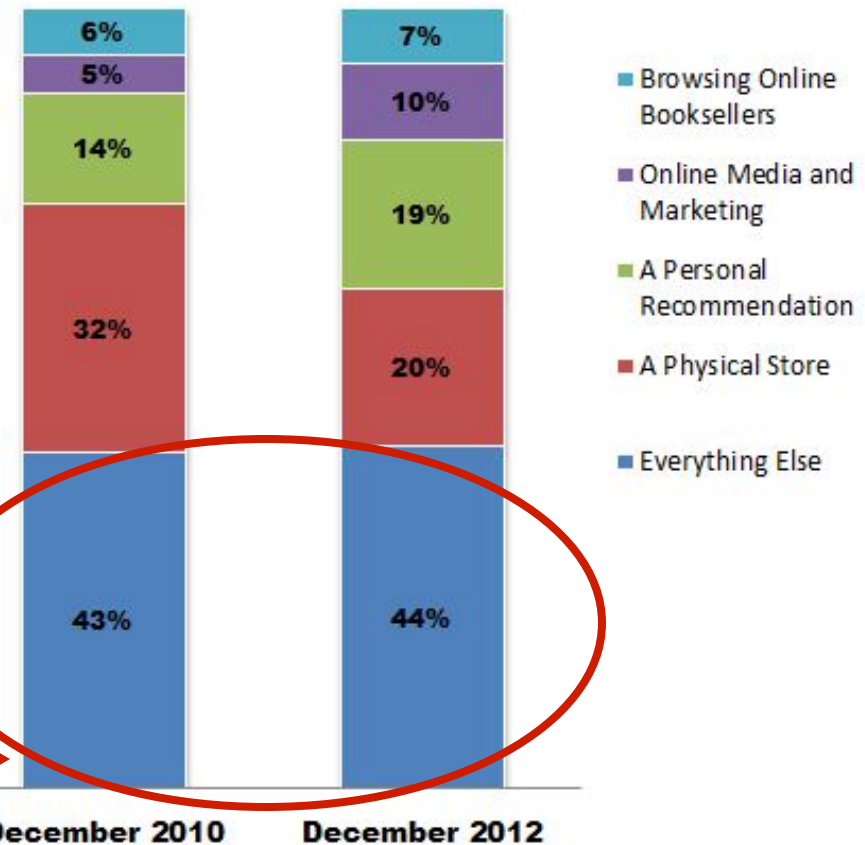
Where are Readers Discovering Books?

- ▶ Nearly **half** of book purchasing decisions made *before* customer visited Amazon (*FutureBook/The Bookseller*)
- ▶ Online discovery at retail sites has remained flat (*Digital Book World*)

Opportunities for Discovery

How Readers Discovered the Last Book They Purchased

(Codex Group, 2013)



The Public Library: A Vital Place for Discovery

- ▶ Millions of visitors to library branches daily
- ▶ Millions more visit online

Visits to library's eBook catalog	41.5 million
Page views	562.0 million
Time spent on site	10 min. 16 sec.

- ▶ And they're discovering books

Percent of visits "browsing"	59.2%
Book covers viewed	4.9 billion
Book excerpts "sampled"	2.8 million
Pages of collections browsed	226.0 million

Online data from OverDrive library network, Q1 2013

Note:
*Checkouts require
valid library card*

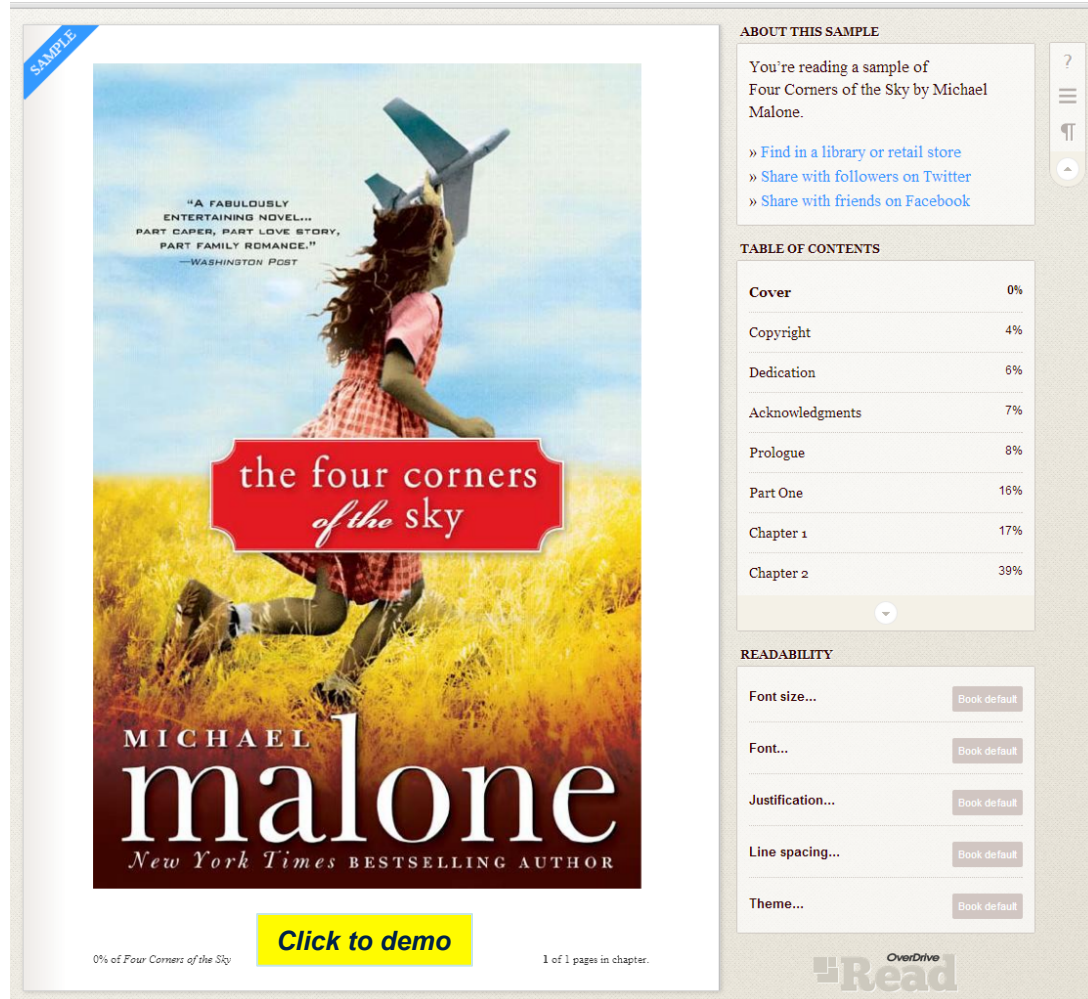
Samples (excerpts)

Read in the browser

- ▶ Easy to open
- ▶ Broad compatibility
- ▶ Easy to share, each eBook is a **link**

Share

- Send via email
- Post on Twitter, Facebook
- Link on websites



ABOUT THIS SAMPLE

You're reading a sample of
Four Corners of the Sky by Michael Malone.

- » [Find in a library or retail store](#)
- » [Share with followers on Twitter](#)
- » [Share with friends on Facebook](#)

TABLE OF CONTENTS

Cover	0%
Copyright	4%
Dedication	6%
Acknowledgments	7%
Prologue	8%
Part One	16%
Chapter 1	17%
Chapter 2	39%

READABILITY

Font size...

Font...

Justification...

Line spacing...

Theme...

Click to demo

0% of Four Corners of the Sky 1 of 1 pages in chapter.

OverDrive Read

Samples in the Public Library

***Ease of Use helps
Sampling has tripled (3X)
since OverDrive Read
(in-browser reader)
launched in Sept 2013***

Greater Phoenix Digital Library

Menu Account Help Search... Advanced Search

THE DEAD SHALL NOT REST
-A DR. THOMAS SILKSTONE MYSTERY-
TESSA HARRIS

SAMPLE

The Dead Shall Not Rest
Dr. Thomas Silkstone Mystery Series, Book 2
by Tessa Harris

★★★★★
Sign in & rate this title.

Borrow

The brilliant anatomist Dr. Thomas Silkstone returns in Tessa Harris's vivid and compelling mystery series set in 1780s London. . . It is not just the living who are prey to London's criminals and...

[Add to Wish List](#) [Buy It Now](#)

Available formats -
OverDrive READ
EPUB eBook

Series -
Dr. Thomas Silkstone Mystery

Subjects -
Fiction
Historical Fiction
Mystery

Copies -
Available: 0
Library copies: 3

Recommended for you

JO BEVERLEY
Just say yes...
An Invitation To Sin
SALLY MACKENZIE
VANESSA KELLY

MARY JO PUTNEY

A LACK OF TEMPERANCE

HANNAL HOWELL
NEW YORK TIMES BESTSELLING AUTHOR
HIGHLAND

HANNAL HOWELL
NEW YORK TIMES BESTSELLER
REALITY AND

Galleys / Advance Review Copies

Search **OverDrive** Connect

"Here, let me send you a copy..."
Publishers: Distributing review copies with Booki.sh

Upload your book
Use the publisher dashboard to upload a DRM-free EPUB file – it only takes a few seconds, and we apply DRM on distribution.

Upload a book

Go Public, or Not
Each book has a [public listing page](#), which anyone can read or share with their networks. You can keep your book private before its release date.

Yes, it's public info
 No, this title is secret for now
 Yes, we'll evaluate them when

Push it out to the usual suspects
Send a review copy by typing an email address and an optional brief message. Recipients can start reading your book right away on their phone, tablet or other web-enabled device.

Complimentary copies

Recipient's email address?
eg. jane@example.com

Optional: a short message to the recipient.
With our compliments!

GIVE 49/50 remaining

You can request a review copy of this title from Black Inc. Books

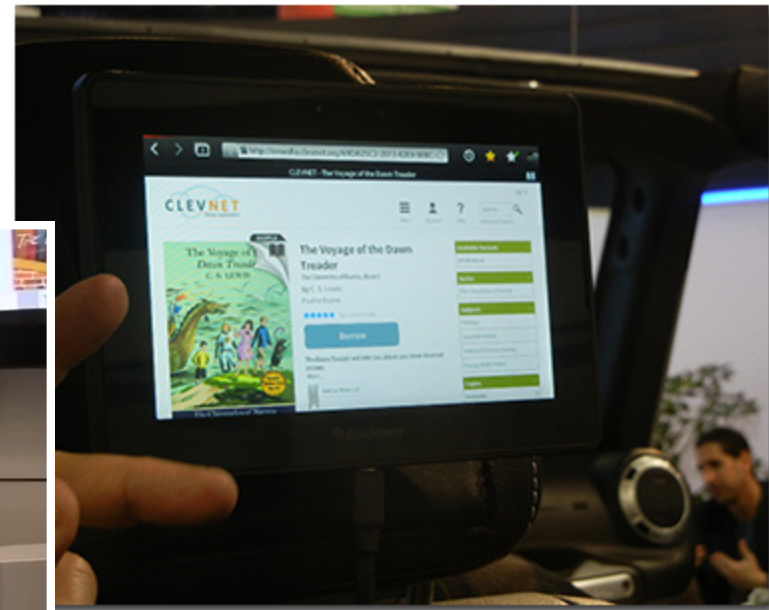
Request a copy

Let influential reviewers find you
Established reviewers and well-connected tastemakers can request a review copy straight from

Expand reading “places”

Browsers everywhere!

- ▶ Computers, phones, tablets
- ▶ Now also in non-traditional places:
 - Refrigerators
 - Cars
 - Game consoles



Custom Direct-to-Consumer Storefront & Community

Simon & Schuster

- ▶ Goal: digital delivery for their community of readers
- ▶ Leveraged **HTML5** technology and digital content infrastructure to provide custom-branded experience for authenticated users
- ▶ Result is a well-designed and executed reading community that enables users to...
 - Share their experiences with content, and
 - Consume digital materials all from the same website

The screenshot shows the pulseit website interface. At the top, there is a navigation bar with the pulseit logo, links for home, books, explore, pulseit, and about, a search bar, and a login or join now button. Below the navigation bar is a large hero section with the text "welcome to the new pulseit read it . heart it . share it" and a "get to know us" button. To the right of the text are three circular icons: a book, a heart, and a share symbol. Below the hero section is a dark purple banner with the text "read, heart and discuss teen books - all for free" and a "join now" button. Below the banner is a section titled "read it for free" featuring two book cards. The first card is for "Let the Sky Fall" by Shannon Messenger, with a "Read now" button and a "Review" button. The second card is for "Clockwork Angel" by Cassandra Clare, with a "Read excerpt" button and a "Review" button. A yellow "Click to demo" button is positioned between the two book cards. At the bottom right of the page, there is a "see more" button.

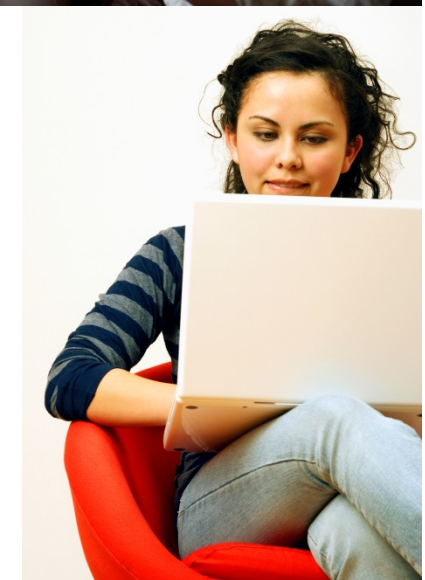
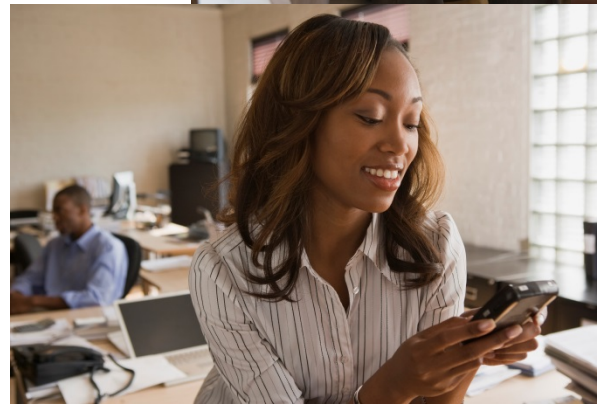
Data: Develop insights that drive business decisions

- ▶ Unthinkable even 5 years ago
- ▶ Now you can really get to know customers and understand behavior
- ▶ Benefits
 - More meaningful connections with readers which ...
 - Increase sales
 - Reduce selling costs
 - Reduce help/support
 - Improve efficiency – no need to produce content in multiple OS



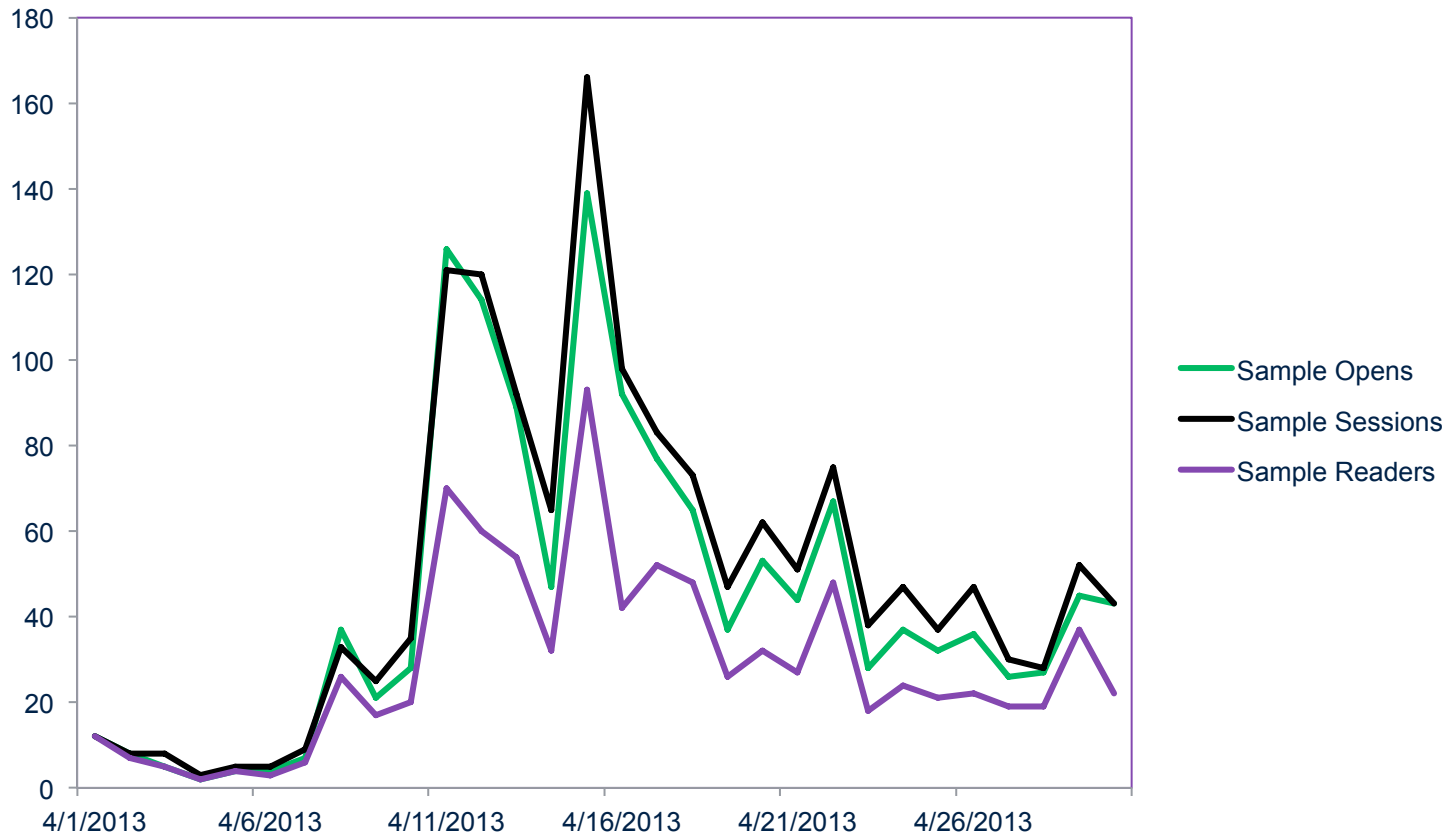
Insight: Use Data to determine behavior

- ▶ WHO? Target based on the profile of your best readers
- ▶ WHAT? Titles they're reading
- ▶ HOW MUCH?
- ▶ HOW? On which devices, mobile and desktop OS
- ▶ SHARE? Links, re-tweets, etc.



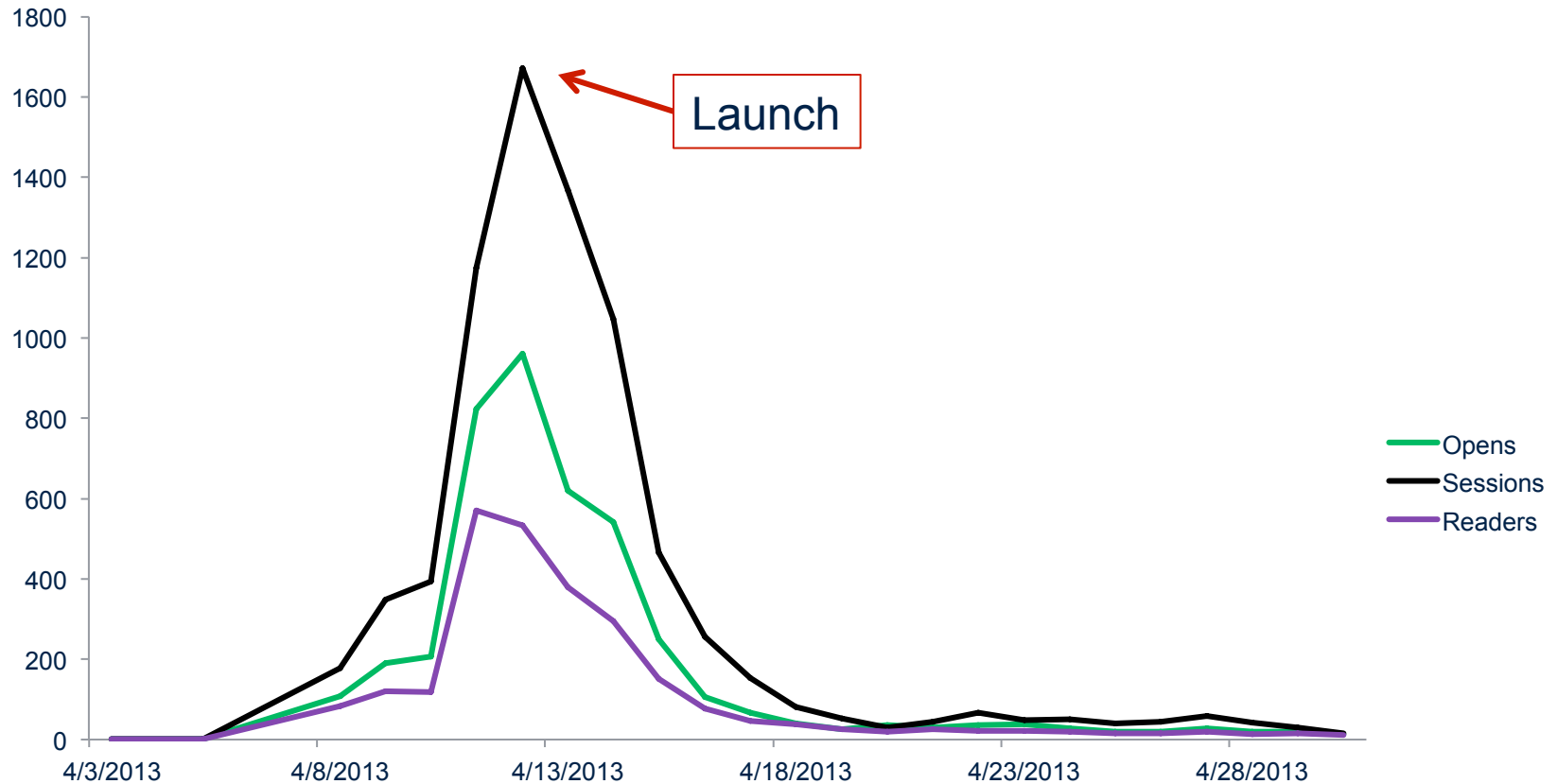
Meaningful Data, Ongoing Tracking

► Readers, Opens, Sessions (Samples)



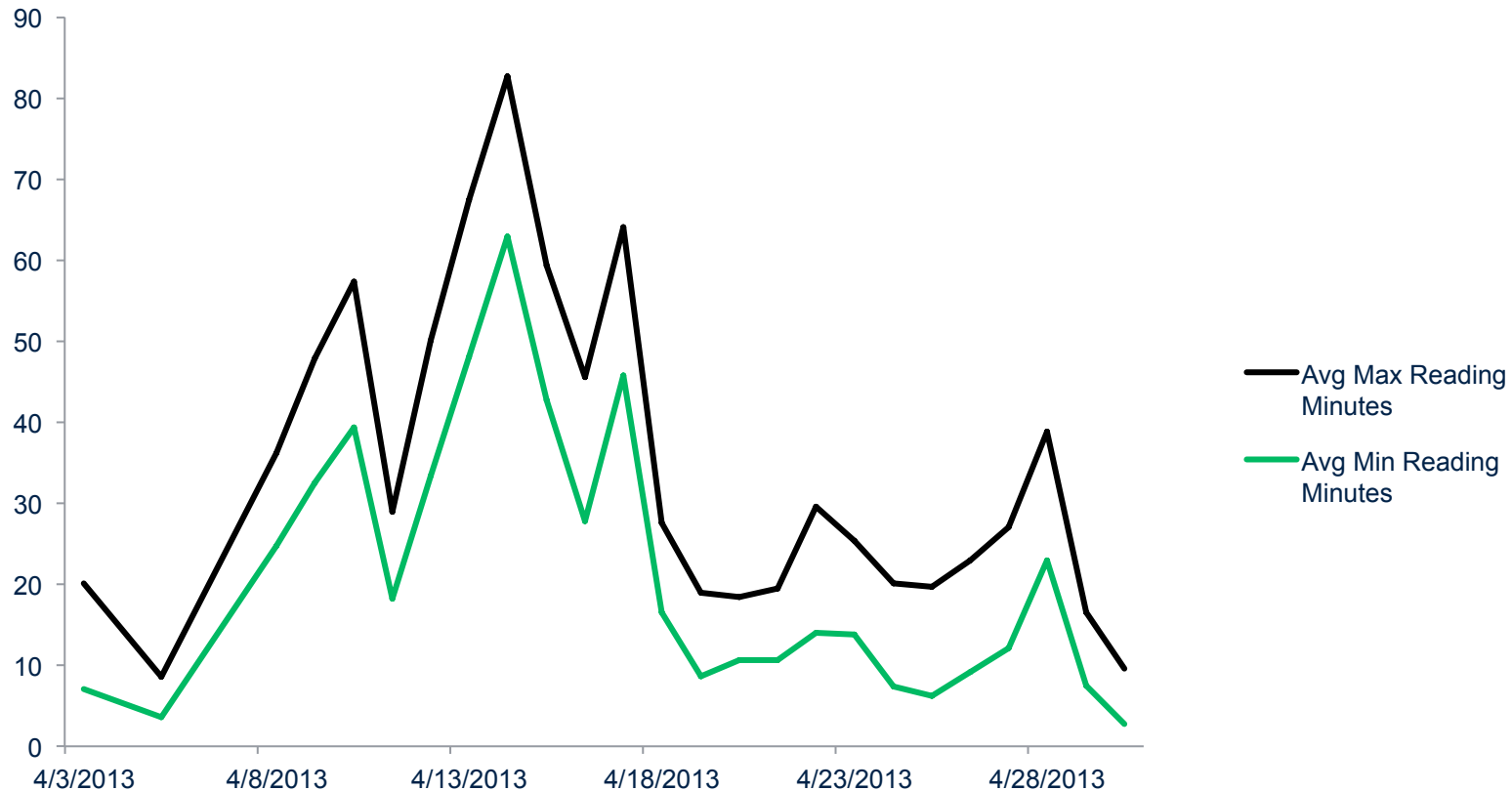
Additional Insight

► Readers, Opens, Sessions (by Title)



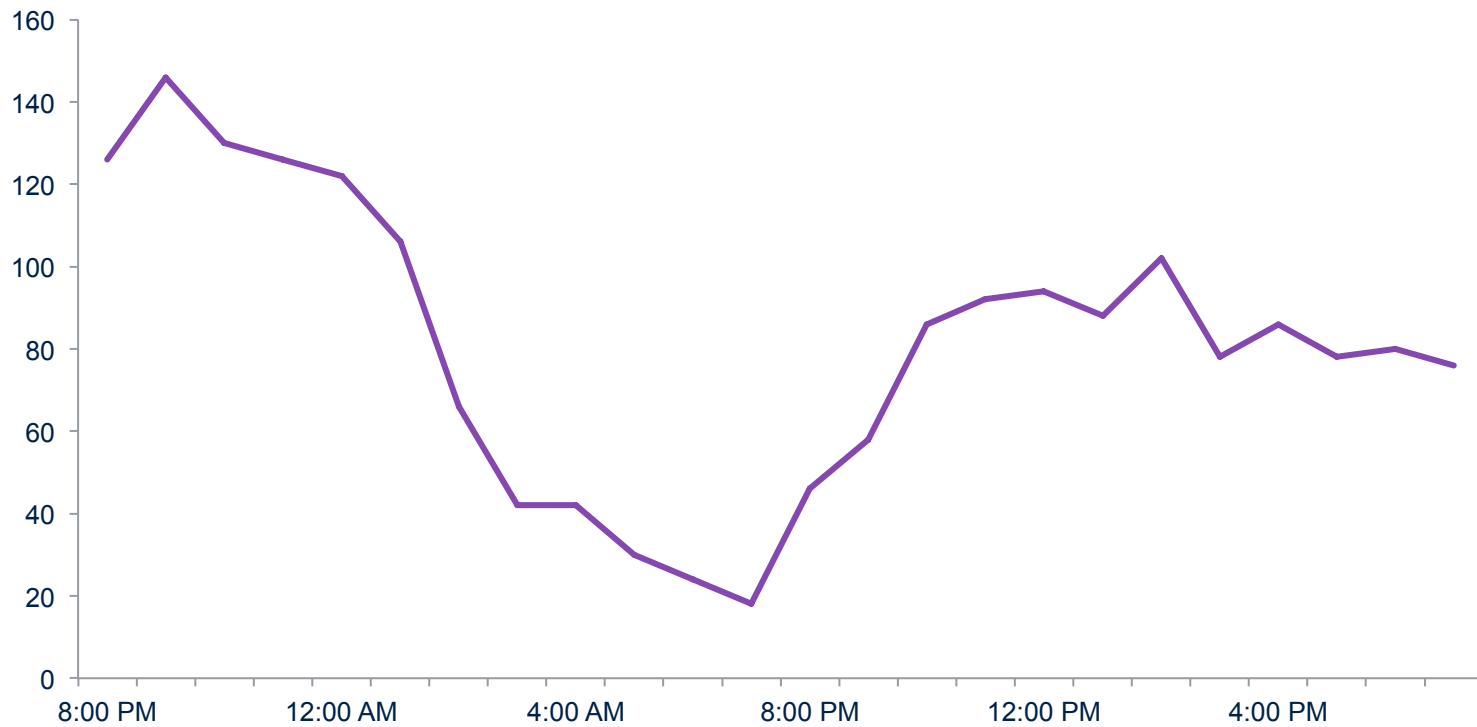
Additional Insight

► Average reading time per reader (by title)



Additional Insight

► Average # of readers in 24 hour period



Thank you

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