

UK Libraries Choose OverDrive

Digital Library Case Study

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www.librariesagency.com

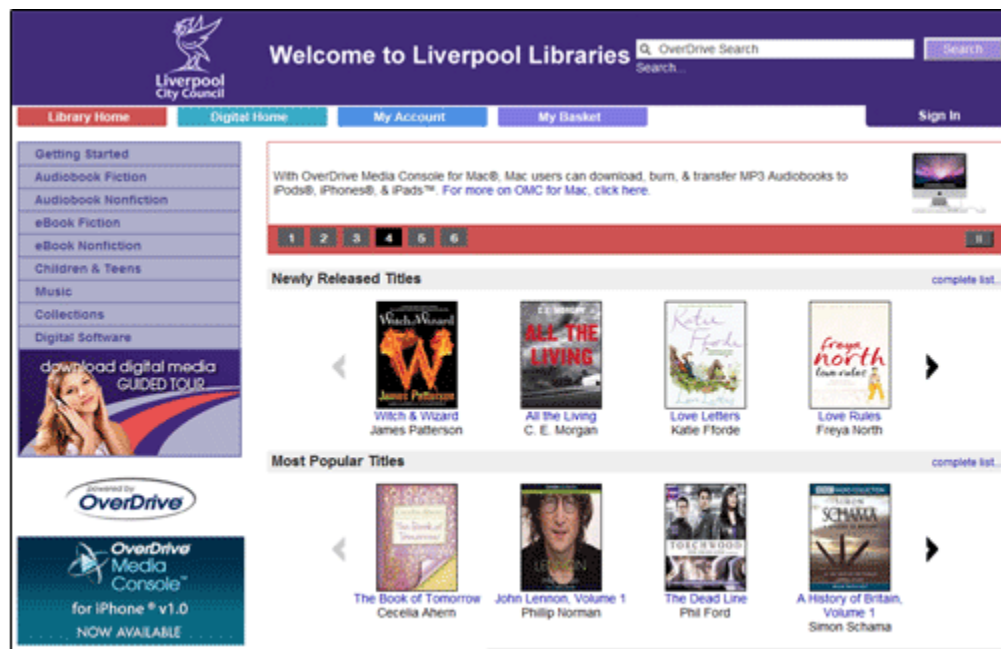
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Marketing

Libraries are seeing an increased demand for eBook and audiobook downloads across the service. It's a demand that libraries are themselves stimulating through effective marketing and promotional campaigns.

But there is also evidence of a demand waiting to be tapped. Liverpool launched quietly with a modest collection of eBooks and audiobooks, yet demand quickly took off. 'We created a link on the website,' says Jacqui Roberts, digital access and information officer, 'but relied mainly on effective word of mouth marketing from frontline staff, who benefited from the free training that OverDrive offers.'

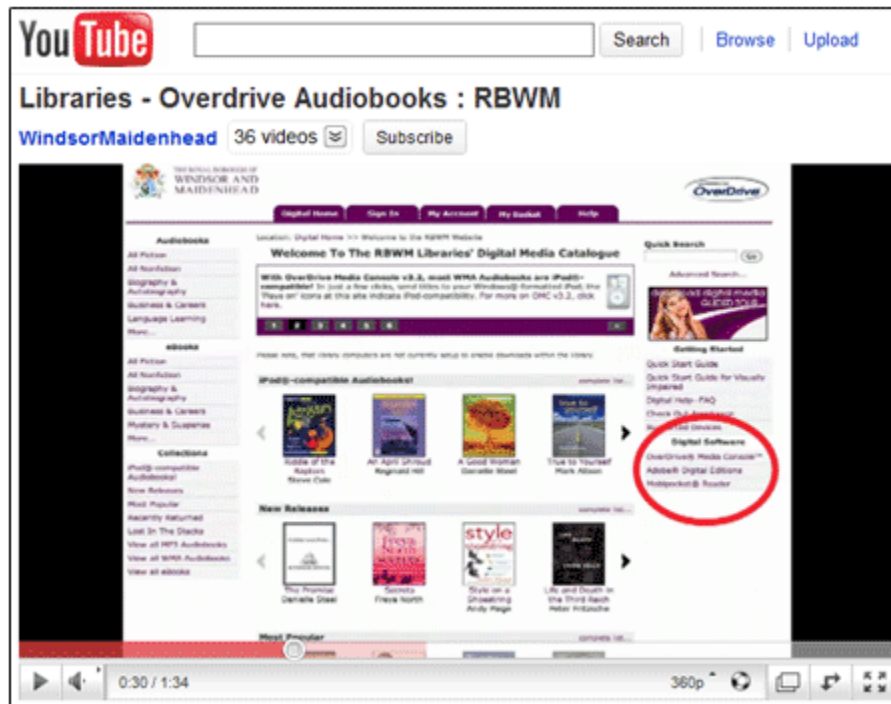


Liverpool's download website

Explore: <http://liverpool.lib.overdrive.com>

Dorset attributes the success of its launch to a concerted marketing campaign put together by marketing and communications manager John Tourgout. 'I wrote a marketing plan and identified key target audiences. OverDrive and the county council's design teams worked together to produce branded promotional materials – leaflets, posters, a smart guide, business cards. We developed a digital marketing strategy, creating links from high traffic web pages, and we have started to use social networking opportunities such as Twitter to take the service to a wider market.' Dorset successfully attracted the interest of local and regional press and TV, but word of mouth and staff engagement continued to be a central part of the campaign.

Windsor and Maidenhead, an early adopter of OverDrive's service, took an innovative approach to promotion with a step by step video 'how to' guide on YouTube. Interestingly, Windsor and Maidenhead found offering online lending services helped sustain issues during bad weather when library visits were down.



Royal Borough of Windsor & Maidenhead YouTube

Explore: <http://youtu.be/kSJ9HB6mPpg>

Having political will on your side is helpful when stepping out into unknown territory, as Julie Hall, information and heritage manager for Lewisham, explains: 'We worked with council staff to road test the service, and engaged councillors and the scrutiny committee from the outset. We need to be able to prove that the move to electronic formats is value for money and that we are making inroads to develop the user base in this tightly managed financial environment.' Most services have been able to take advantage of council newspapers, such as 'Your Dorset' and 'Lewisham Life', delivered to every household.

Users

Are libraries reaching new users? 'Against expectations,' comments Bob Sharpe, stock manager for Dorset, 'the user profile is quite traditional, and our selection of stock reflects that, though there is some evidence we are reaching more teenagers.'

That experience is mirrored in other services. 'The new service had been well received by traditional users,' says Jacqui of the Liverpool experience, 'but it represents extra borrowing on top of book borrowing. We have also stimulated a demand from new library users, and

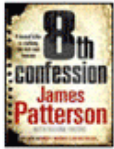
by taking a conscious decision to issue PIN numbers in the library for this service we have used the opportunity to drive traffic into library buildings.’ ‘We know we have users who don’t use the physical library,’ says Julie in Lewisham, ‘but we need to keep gathering and analysing user data.’

Stock


In general, libraries are aiming to add a wide range of material across all genres, buying starter collections of popular eBook titles along with audiobooks. Dorset have found they are issuing twice as many audiobook downloads as eBooks but Liverpool, for example, find an equal demand for both. Not surprisingly, fiction genres such as romance, mystery and science fiction are most in demand, along with popular non-fiction categories such as biographies, travel and self-help. So while this may be uncharted territory in exploring new formats, libraries are on familiar ground when it comes to selection.

Search Results

Search results: Showing 1 - 5 of 386 < Previous | Next >
Search term(s): format="Adobe EPUB eBook"
Sort by: title | creator | published date | **most popular**










8th Confession
Women's Murder Club Series, Book 8
by James Patterson


Average rating: 
Sign in & rate this title.

The eighth book in the extremely popular, number one bestselling Women's Murder Club detective series.


Behind the closed doors of San Francisco's grandest mansions, beautiful people party the...

 Adobe EPUB eBook Add to basket
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Plays on:      










Gone Tomorrow
Jack Reacher Series, Book 13
by Lee Child

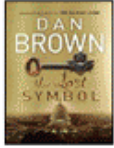
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The Lost Symbol
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Plays on:      

Dorset's most popular eBooks

Explore: <http://ebooks.dorsetforyou.com>

Selection

‘On the surface,’ says Bob Sharpe, ‘the range on offer may look US biased. But the content is the same, even though some of the covers may be different from the UK published book, and there are more UK titles on offer than we can afford to buy, so this is not an issue for us.’ OverDrive currently offers a range of around 30,000 UK rights cleared titles, including 3,000 BBC audiobook titles. Seventy-five percent of Dorset’s audiobook issues are BBC titles.

‘To get started,’ says Bob, ‘we gave OverDrive a spec for our opening day collection, who came back with a generous selection that was more than we needed. We take monthly suggestions lists from OverDrive based on the patterns of demand across UK libraries and consumer markets.’

While many libraries make use of this service, and the UK edition of OverDrive’s bi-monthly Content Wire alert service, others do their own selection online using OverDrive’s Content Reserve Marketplace.

The screenshot displays the OverDrive ContentWire UK Edition interface. At the top, the logo reads 'OverDrive ContentWire fresh titles for your digital collection' next to an image of a person reading a tablet. Below this is a section titled 'Popular Pre-Orders' featuring a large featured book on the left and a grid of smaller book covers on the right.

Featured Book: *The Particular Sadness of Lemon Cake* by Aimee Bender. The cover shows a slice of lemon cake. The text describes a girl named Rose Edelstein who discovers a magical gift in her mother's lemon-chocolate cake.

Grid of Books:

- The Necromancer* by Michael Scott
- Inside Out: A Novel* by Barry Stolar
- Fragile: A Novel* by Lisa Unger
- The Spook's Nightmare* by Joseph Delaney
- Live to Tell: A Detective U. D. Wrenn Novel* by Lisa Gardner
- Flight of Shadows: A Novel* by Sigmund Brouwer
- Wanna Get Lucky?* by Deborah Coonts
- Named by Morning: Hathaway Series, Book 4* by Lisa Kleypas
- Allies: Star Wars: Fate of the Jedi Series, Book 3* by Christie Golden

At the bottom of the featured book section, there is a link: 'View this list and other "suggested title lists" by logging into Content Reserve. OR Go to Marketplace and click on the "Shop Now" lists.'

OverDrive’s ContentWire UK Edition

Explore: <http://overdrive.com/contentwire>

Lewisham has a joint service arrangement with neighbouring Bexley and Bromley, defined as ‘reciprocal borrowing across unique collections’ – each borough has separate contracts with OverDrive and separate collections, but users can log on to any of the three services. In practice, selection and investment is shared across the three authorities, with input from each. While initial collections have inevitably been based on what works in print, Lewisham are surveying users to get recommendations. ‘We want to involve users more and not predetermine choice. How people use the service will determine how it develops and where we go next.’

As the popularity of the service grows, demand for best-sellers increases. Most libraries are managing the reservation list manually for now, but some, like Liverpool, intend to make use of OverDrive’s ‘Holds Manager’ feature to monitor and fulfil waiting lists automatically, while keeping full control of their materials budget and upper limits of multiple copies. OverDrive’s suite of management reports helps selectors monitor circulation and web traffic, and track trends in usage by genre, author and publisher.

The Experience

How do UK library services rate the customer experience? ‘Online is where people are going,’ says Bob Sharpe. ‘There’s a huge demand out there. We are a rural population of 400,000, but we get a quarter of a million online renewals and 100,000 Ancestry hits. The online download service will just grow and grow, and it will help us hold on to the upcoming tech-savvy generation.’

Liverpool set out to create a virtual community library, which has been well received by traditional users, and they intend to add music and video to the service. ‘We’ll also be adding local history publications using OverDrive’s Community Reserve service, which is all part of the standard contract,’ says Jacqui. Lewisham are already using Community Reserve to add local content to their online offer and to share resources across the three services. In fact, if libraries choose to, all locally added material can form part of OverDrive’s worldwide network of library resources, with the potential for opening up more free shared resources. ‘Now we have embarked on this journey, we can see how we can keep on adding value in different ways,’ says Julie. ‘We plan to hold short story competitions, for example, and publish collections online, and even integrate more council services such as access to planning documents. It gives us a much wider vision of what is possible.’

One common theme that emerges from the UK library experience is the wish to have a single platform to manage every type of content. No one wants to offer users multiple proprietary channels to publishers’ content. In recognising this, OverDrive is continuing to add UK content and to offer downloads compatible with a growing list of new reading and listening devices. With eBooks, audiobooks, music and video available through one easy-to-manage hosted website, OverDrive represents a strategic solution for libraries planning to grow their online download services.

‘The support you get from OverDrive is amazing,’ says Bob. ‘They don’t seem to sleep. And the management information and stats they provide is brilliant.’

‘There have been no hidden extras with OverDrive,’ says Jacqui. ‘Everything you ask for turns out to be included in the contract.’ And that covers staff training, marketing materials, user helpline support and the expertise that comes from OverDrive’s long experience of working with library services worldwide.

Conclusion

Overall, the experience has been very positive. A final word from Julie Hall: ‘We will have to fine tune as we go along – the web develops so quickly compared with customer expectations of the physical library. We need to stay current and relevant to a younger age group who ultimately will be the ones paying the bill for the service, and it has to be the service they want.’

By choosing OverDrive UK libraries are not only able to offer a full service from day one, but, as demand grows and new patterns of usage emerge, by investing in a single integrated solution they know they are also prepared for the future.

About OverDrive, Inc.

OverDrive is a leading full-service digital distributor of eBooks, audiobooks, music, and video. We deliver secure management, DRM protection, and download fulfillment services for hundreds of publishers and thousands of libraries, schools, and retailers, serving millions of end users. OverDrive has been named to the EContent 100 as a company that matters most in the digital content industry. Founded in 1986, OverDrive is based in Cleveland, OH. www.overdrive.com