elending:
“an aggregator’s perspective”

Peter Haasz
OverDrive
About OverDrive

Distribution Platform workflow

Host
- Secure data warehouse
- Inventory management tools available online
- Support for multiple formats

Enhance
- Optimize for easy navigation, e.g. parts & MediaMarkers™ (audiobooks, music, video)
- QA for EPUB (eBooks)
- Create burn-ready files (audiobooks, music)

Protect
- Set usage permissions
- Expiration for library lending

Fulfill
- OverDrive Global Network
  - Libraries
    - Public • Corporate
  - Schools
    - K-12 • College
  - Retailers

Your Own Channel

real-time data for effective reporting
Elending – publishers and librarians
Getting inside the publisher’s head

Apple

Amazon.com
Getting inside the publisher’s head

How Readers Discovered the Last Book They Purchased
(Codex Group, 2013)

- 6% Browsing Online Booksellers
- 7% Online Media and Marketing
- 14% A Personal Recommendation
- 19% A Physical Store
- 32% Everything Else

December 2010: 43%
December 2012: 44%

Getting inside the publisher’s head

marketing

sales

?
The pros and cons of flexible terms

- One copy/one user
- Metered access
- Simultaneous use
Buy it now (aka WIN program)

Search & Discover
- The library’s collection
- What’s available now
- “Additional Titles”

- Recommend to Library (Patron-driven acquisition)

- Sample an excerpt in the browser

- Buy it Now – earn affiliate fee!
Issues for Buy it Now

• Place of discovery ≠ place of purchase
• Consumers locked into ecosystems
• Need local affiliate partnerships
• Barriers to entry for smaller players
Issues for “Donate to Library” scheme

- Variable terms
- Library pricing
- Collection policies
- Publisher perceptions
Library initiatives: 2012 ALA/OD Survey

The “average” digital library patron

- Female (78%)
- Adult aged 40-64 (55%)
- Household income $75,000+ (48%)
- College degree or higher (74%)
Library initiatives: Big data (Q1 2013)

- 562M PAGE VIEWS
- 41.5M VISITS
- 13.5 PAGE VIEWS PER VISIT
- 13.4M VISITORS
- 7.29M NEW VISITORS
- 461K AVG VISITS PER DAY
- 10M 16S AVG TIME ON SITE

231 COUNTRIES & TERRITORIES

- USA 85%
- CAN 10%
- GBR 1%
- AUS 1%
- SGP 1%
- Other 2%
Library initiatives: Big Library Read

May 15 – June 1, 2013
Library initiatives: Big Library Read

goodreads

Google Trends

- added
- ratings
- reviews
- to-read

%
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