

# E-Content Committee Meeting

## 07/10/2018

### Attendees

Elizabeth Von Tauffkirchen, Pine River, Chair  
Kimberly Grindrod, JanQuick & Sarah Simon, Buena Vista  
Yuliya Lef, Colorado Mountain College  
Diane Levin, Eagle Valley  
Karin Martin, Englewood Public  
Heidi McNinch, Grand County  
Janice Fox, Holly Henning & Brena Smith, Lake County  
Sharlene Harvey & Jennifer Murrell, Mesa County  
Julie Wilson, Rampart Library District  
Joyce Dierauer, Summit County  
Jo Norris, Vail Public Library  
Alison Farnham, Wilkinson/Telluride  
Tammy Poquette, Marmot  
Abbey Deckard, OverDrive

### OverDrive Magazines – Abbey Deckard

#### [Demo Recording](#)

#### Information about the OverDrive Magazines:

- No circulation cap and all simultaneous use
  - As soon as a magazine issue is released, every patron can view it at the same time
- Unless they are renewed before their loan expires, downloaded magazines will need to be downloaded again after their checkout time has expired
- Magazines count as a checkout for circulation statistics
- Magazine checkouts do not count against the 5 allowed checkouts
- Patrons could checkout every single magazine without it affecting their checkouts
- It is in the same platform as all our other OverDrive eContent
  - Current patrons already know how to search, read, and download on the Libby and the OverDrive apps
  - These can also be viewed on the <https://marmot.overdrive.com/> website
  - Patrons can change the lending period to 7 days, 14 days or 21 days
- OverDrive expiration – Marmot keeps all issues purchased, even after the annual subscription expires, which makes it different than a usual simultaneous use subscription
- Magazine issues start when Marmot subscribes with OverDrive, and will accumulate issues by week/month to keep in their collection in perpetuity
- Magazines can be weeded on an issue level
- Marmot will not be charged any extra hosting/platform fees
- Magazines are ordered through OverDrive Marketplace
- Advantage accounts can purchase their own Magazine simultaneous use packages.
  - If the whole consortium does not agree but an advantage account wants them, they have that option to get them on and advantage level. Advantage packages will vary in cost by account
- Magazines do take longer to download and more space, because they are image heavy
- There are currently only about 50 of the [100 magazines](#) available at this time.

#### Magazine Comparisons:

- Zinio - allows for a certain checkout each month - which starts over each month (normally it's never an issue)
- OverDrive - simultaneous use - so there will never be an issue with checkouts
- [Spreadsheet](#) with OverDrive title comparison to RBdigital Magazines (Marmot current Zinio/RBdigital [title list](#))
- Zinio pricing - The members are charged \$37,000 a year (until someone else joins or leaves). The platform fee of \$11,000 comes from the \$37,000, leaving \$26,000 for content. There are 133 current issues and 90 back issues for Zinio (we have to purchase two magazines for all the current issues). The renewal is in February.

- OverDrive pricing model (this would just be for content, because the platform fee is already covered):
  - 25-title package: \$15,000
  - 50-title package: \$22,500
  - 75-title package: \$30,000
  - 100-title package: \$37,500

### **OverDrive Cost-per-circ (CPC) Model – Abbey Deckard**

#### [Demo Recording](#)

- This model adds items to your collection at no cost to you until a patron checks it out
- A monthly eBook and Audiobook budget can be set to keep costs down
  - Titles need to be added for the budget to work
  - If Marmot turns on the CPC budget, it would have to come out of our shared budget to purchase titles
  - It is similar to simultaneous use as long as there is a CPC budget remaining to fulfill holds
  - If there is still money in the budget (but no holds) patrons will see a borrow button instead of a hold button
  - Once the budget is spent, titles will revert back to place a hold
- Some reasons people are enjoying CPC
  - When an expensive item has high holds the CPC can be used to bring holds down
  - If you have a title that only a few people would ever checkout out, it allows a checkout without purchasing the item
  - You can figure out how many people would be able to checkout an item from the CPC charge for that title
- Not all eBooks and Audiobooks are available for CPC
  - This is a relatively new lending model for OverDrive
  - OverDrive is still working with vendors to convince them to do it
  - There are over 3000 titles available for CPC that does not include any blockbusters
- CPC is also available at the Advantage level
- It would probably be best to try out CPC by picking a low cost title with a smaller amount of holds to see how the process works
- The title does need to be checked out by the patron for there to be a charge
- The publishers determine what each title will cost

### **Advantage Plus Share Overview – Abbey Deckard**

- The advantage to Advantage Plus is that it does help out the consortia to lower wait times
- Every Advantage Plus title that is shared is one more copy to fill holds for the entire consortium
- An Advantage library patron is first in line ahead of consortium patrons for a shared title
- Advantage libraries can share the one-copy, one-user, but they can choose not to share the metered access titles
- Advantage libraries maintain ownership of the titles they share
- One downside would be that the Advantage library patron would have to wait a week or two for a title that is checked out by a consortium patron. Another downside is that MARC records are not available from other Advantage Plus libraries
- In Marketplace, purchasers can view how many titles are shared to make purchasing decisions to fill holds
- Advantage Plus can be turned off, but you cannot unshare a title

### **Other Question:**

Should libraries be pushing Libby over the Overdrive app? if yes, why?

- OverDrive is pushing Libby over the OverDrive app
- They think it is a better user experience
- The one tap reading app is much easier for the patrons
- When patrons have more than one library card, the Libby app allows them to switch between library cards
- Eventually, OverDrive will be sunsetting the OverDrive app (there is no firm date or immediate plans)
- Still a lot of issues that need to be worked out with Libby
  - Compatibility issues with Libby
  - Want to add Recommend To Library to Libby
  - Want to get eReading Rooms in Libby
  - OverDrive is working on a slow migration to Libby

**Next meeting is on Tuesday, October 9<sup>th</sup> at 1 p.m.**