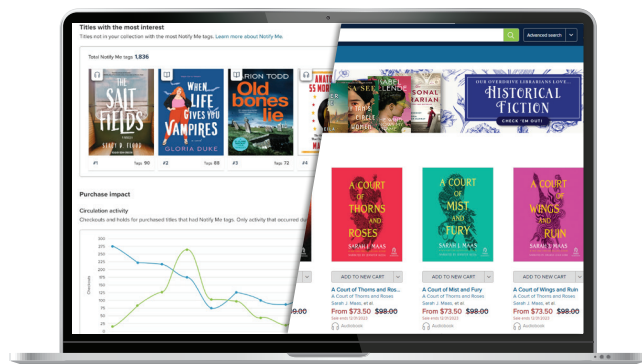


# OverDrive Marketplace

Your source for all aspects of digital collection development

## The industry's largest catalog of digital content

OverDrive Marketplace offers the industry's largest selection of digital content, with millions of ebooks, audiobooks, magazines and more that your library needs to serve current users, reach new users and boost circulation. Our tools and reports offer insights to help you streamline your collection development routines, make better purchasing decisions with real-time data, and shop from multiple lending models to meet demand while still maintaining your budget.



OverDrive  
Marketplace™

## Maximize your budget with flexible access models

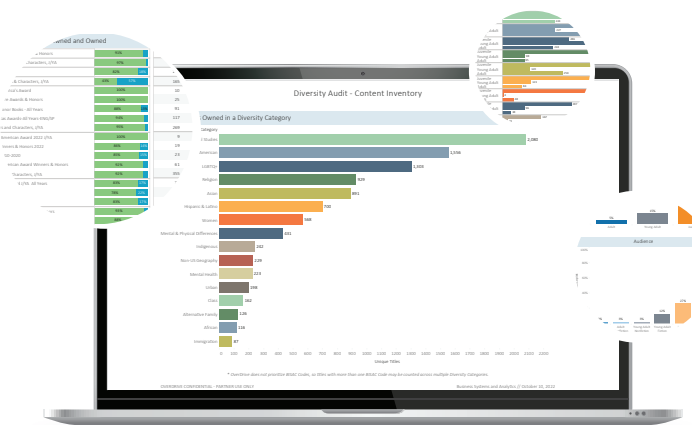
We have the industry's largest selection of digital content, with millions of ebooks, audiobooks, magazines and more your library needs to reach new users and boost circulation. Take advantage of the variety of access models available in Marketplace to stretch your budget and keep readers satisfied:

- **One Copy/One User** titles can be checked out by one person at a time and they never expire from your library's collection.
- **Metered Access** titles can be checked out by one person at a time, and they expire from your library collection after a determined period: time, number of checkouts, or a combination.
- **Metered Access Manager** Create customized plans with this new tool designed to make managing metered access content easier and more efficient for your library.
- With **OverDrive Max** multiple users can borrow the title at the same time until all checkouts are used. For example, 100 concurrent loans with no expiration. Perfect for book clubs!
- **Cost-Per-Checkout (CPC)** means you only pay when a borrower checks out the title from your digital library. Great for large community-wide reading programs and high demand titles.
- **CPC Budget Management** Create multiple budgets for CPC titles. You can create separate budgets for a single title or group of titles. This will make it easier to leverage the CPC model for high demand titles, book clubs, community reads, and other initiatives.
- Under the **Subscriptions** access model, titles can be checked out by unlimited people simultaneously, and they expire from a libraries collection after a determined period (for example, after one year).



### On Demand = Lower Cost-Per-Circ

Libraries that purchase on-demand titles have significantly lower cost-per-circ across their entire collections: **CPC** (-17%), **OverDrive Max** (-25%) (based on data from the 1st half of 2023)



## Diversity Audits

Ensure your digital collection is reflecting and serving your diverse community with an OverDrive Diversity Audit. This powerful tool is available on-demand at zero cost to our partners and offers important insights into a library's digital collection.

Using BISAC subject headings and OverDrive-created Recommended Lists, we can provide partners a better view of the diversity of their digital library as well as help identify opportunities to expand areas of the collection. Our Recommended Lists are continuously updated, making it important for libraries to add diversity audits to their annual collection development goals.

Taking advantage of all the lending models available in Marketplace, like OverDrive Max and CPC, is a great way to diversify your collection! Because many titles are available in more than one model, you can combine them to find the balance that best meets demand and your budget.

## Your library brand & messages in Libby

Leverage new, easy-to-use curation tools in Marketplace to get more books into the hands of readers.

### Shelf Talkers

- Highlight staff picks
- Share favorite quotes
- Promote events and highlight new titles
- And more!

### More personalized options for your library

- Advanced curation tools
- Add your logos, layouts, and more to Libby

# Libby.

The library reading app



Shelf Talkers

## Coming soon! The Hub

This major Marketplace update will better serve everyone on your library staff to build a unified shopping experience. Communicate with patrons in Libby using the Newsroom and monitor the performance of your digital library with the Loop.



Visit Marketplace today!

## Lending Model — Purchasing Tool Enhancements:

OverDrive Marketplace's suite of purchasing tools provides a data-driven way for your library to make informed purchasing decisions based on the needs of your community, title demand and expiration, and more. New enhancements will help further streamline these tools so you can acquire materials easily and efficiently.

**OverDrive**

A world enlightened by reading

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