



Sept.
2019

New and Trending Content For Smart Collection Development

ABOUT US

YOUR OVERDRIVE CONTENT SPECIALISTS



KRISTIN



MARIA



JANE



EMMA





AGENDA

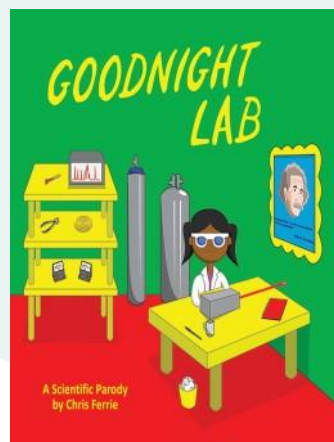
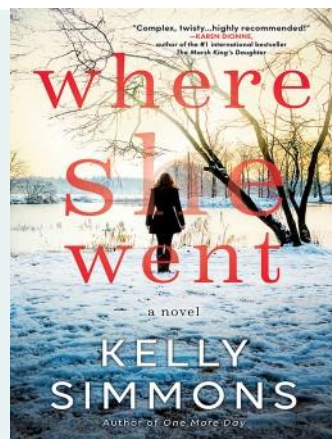
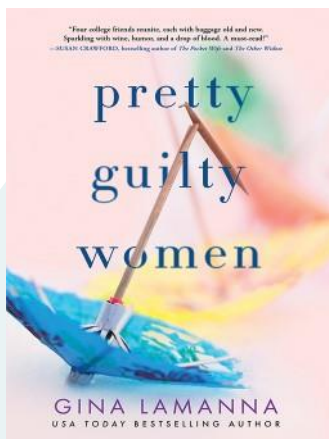
- OC/OU offerings in Marketplace
- Self-Published catalog
- Alternative Lending models
- Special Sales/Book Clubs
- Searching Tips & Tricks
- Content Trends and Sales

AGENDA

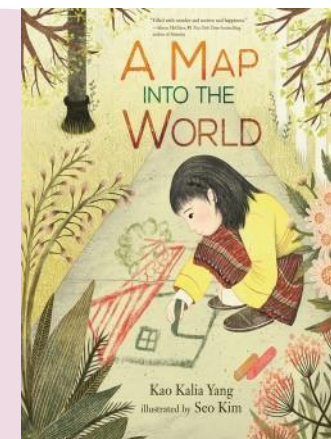
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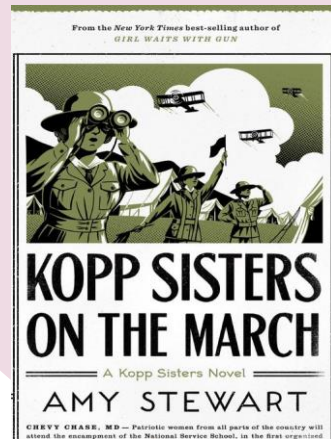
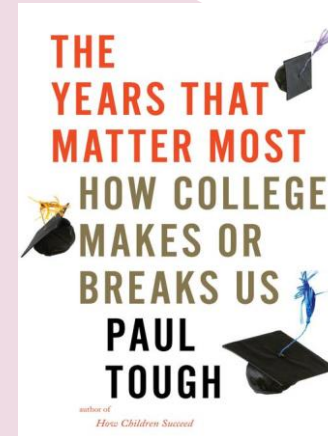
SOURCEBOOKS



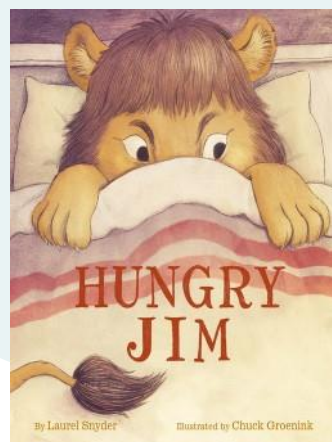
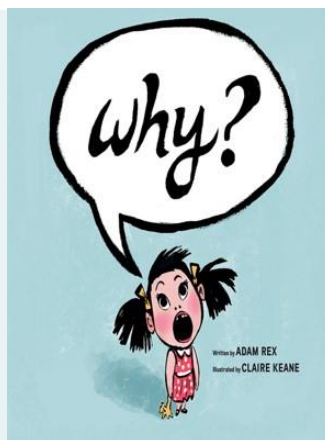
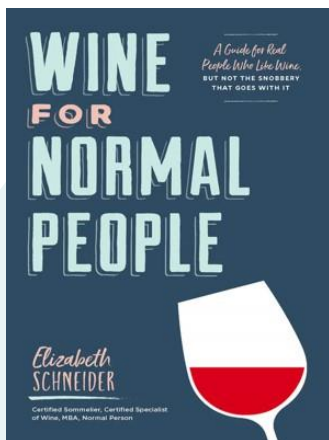
LERNER



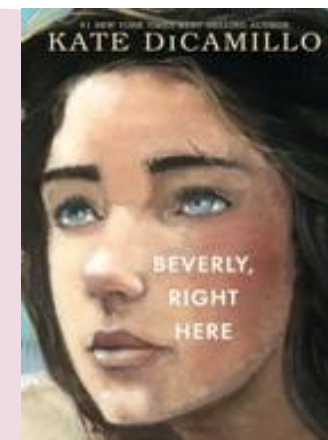
HOUGHTON MIFFLIN HARCOURT



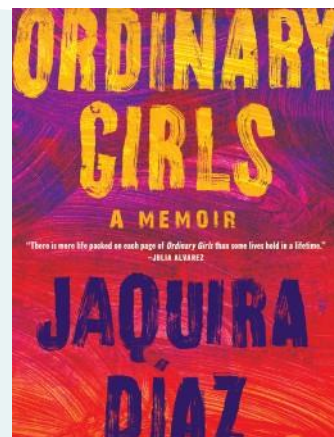
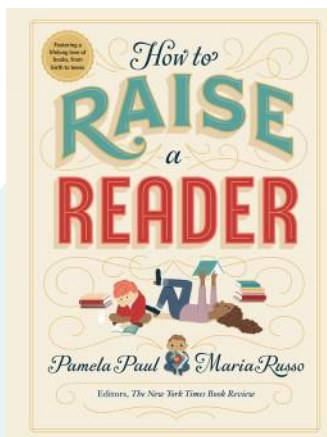
CHRONICLE



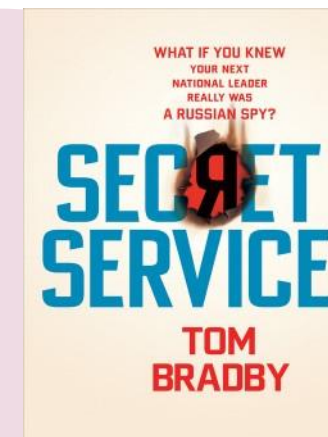
CANDLEWICK



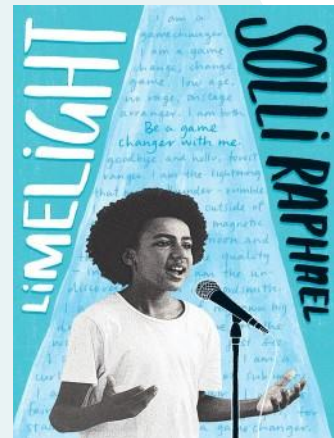
WORKMAN



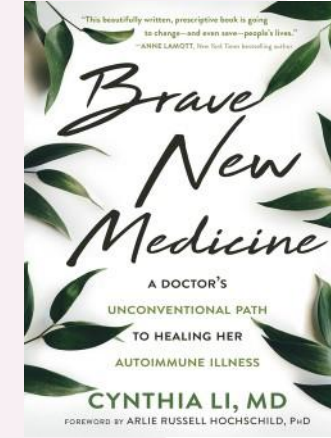
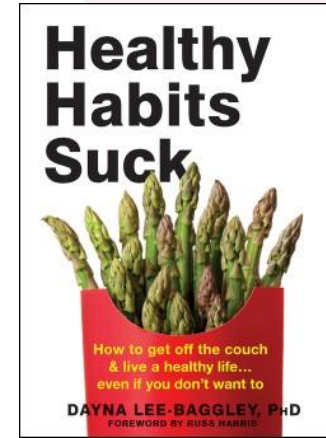
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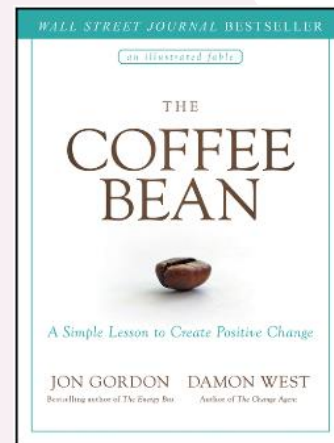
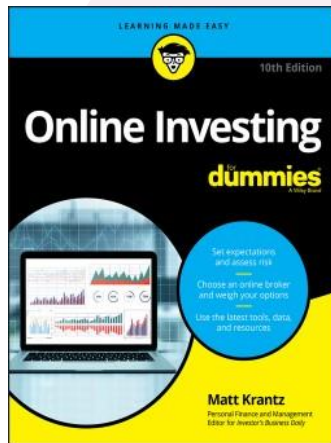
ANDREWS McMEEL



NEW HARBINGER



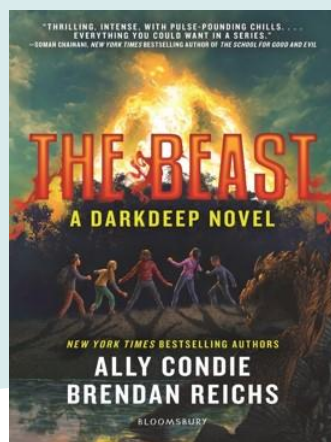
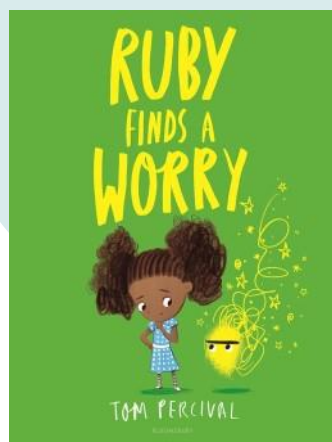
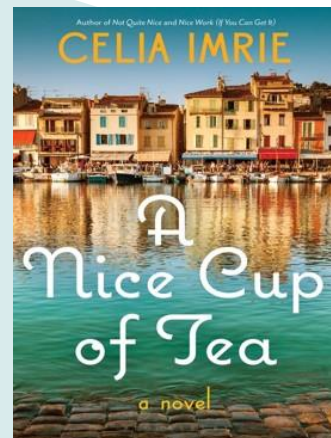
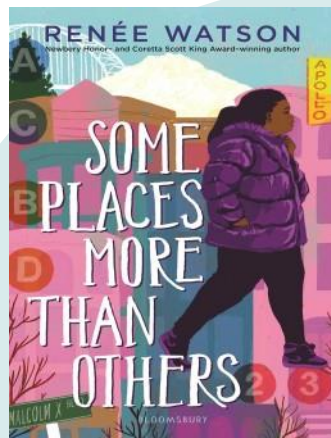
JOHN WILEY & SONS



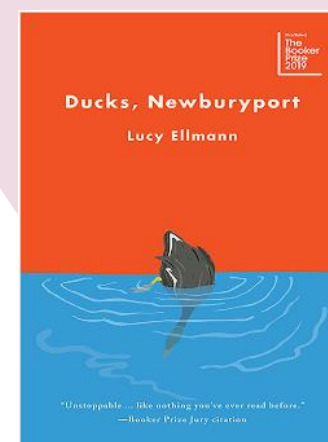
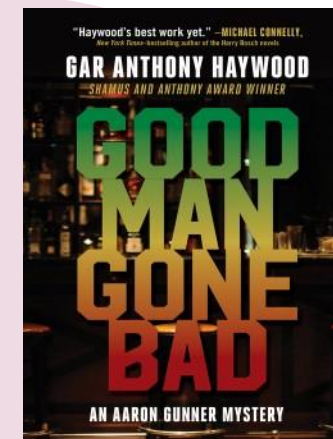
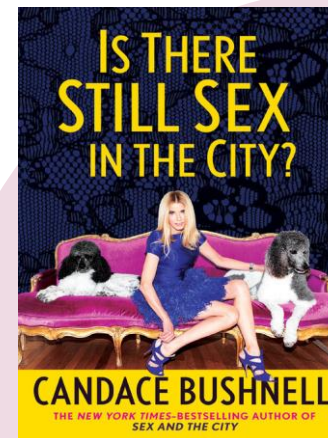
ROWMAN AND LITTLEFIELD



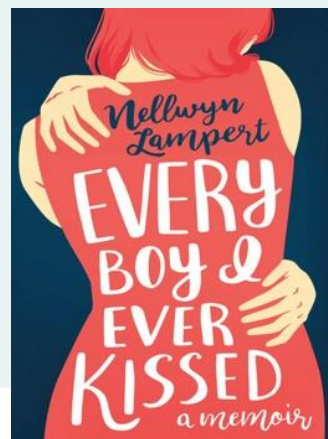
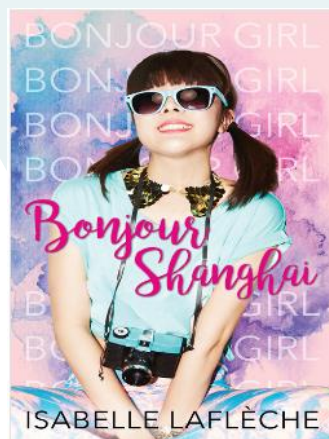
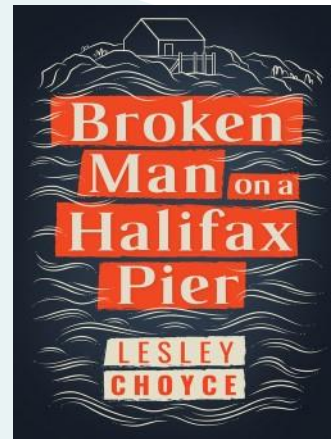
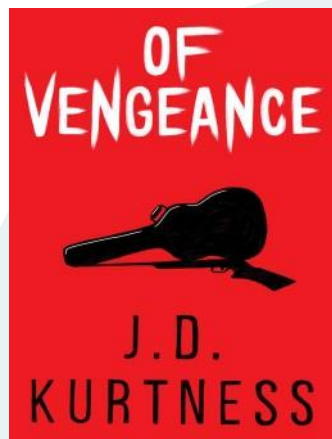
BLOOMSBURY USA



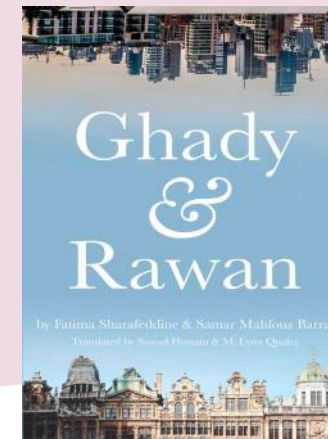
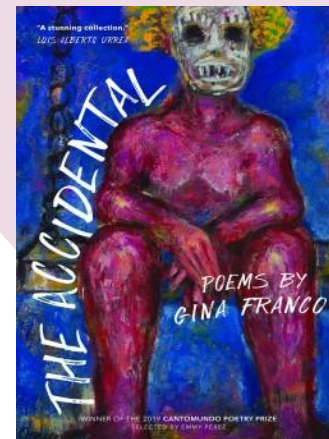
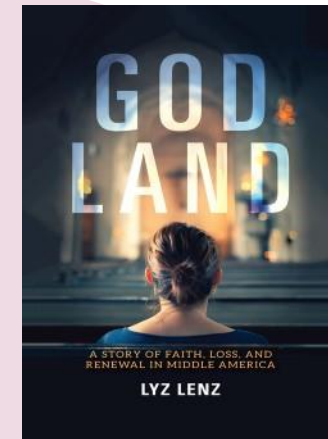
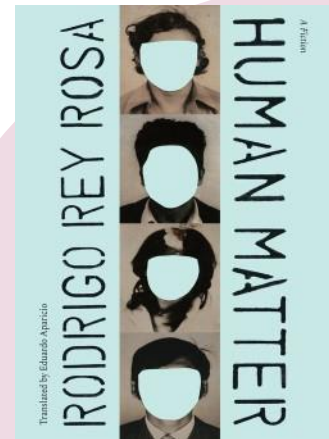
LIGHTNING SOURCE



DUNDURN PRESS

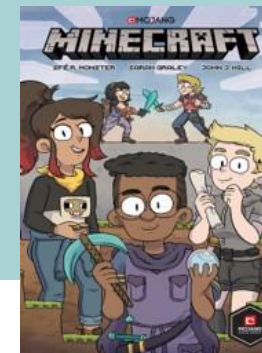
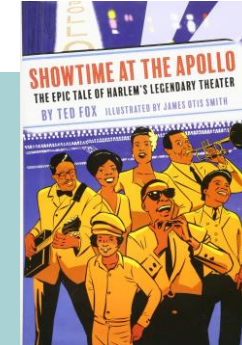
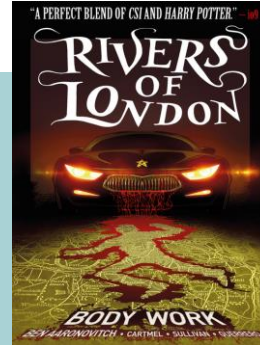
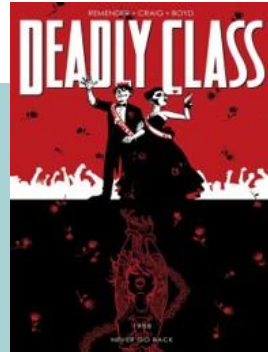


UNIVERSITY PRESSES



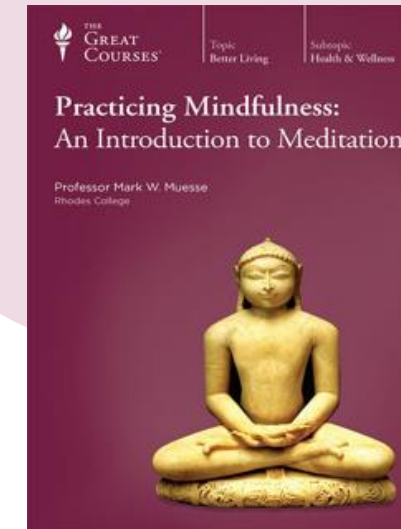
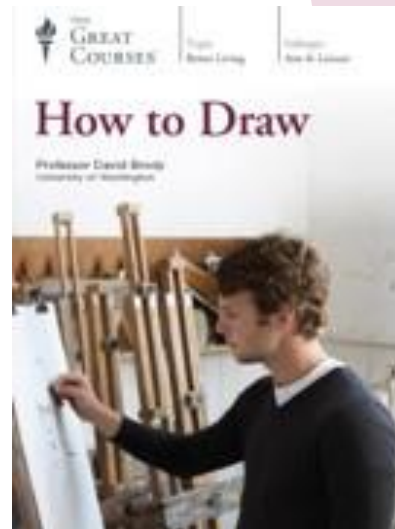
DON'T FORGET ABOUT COMICS

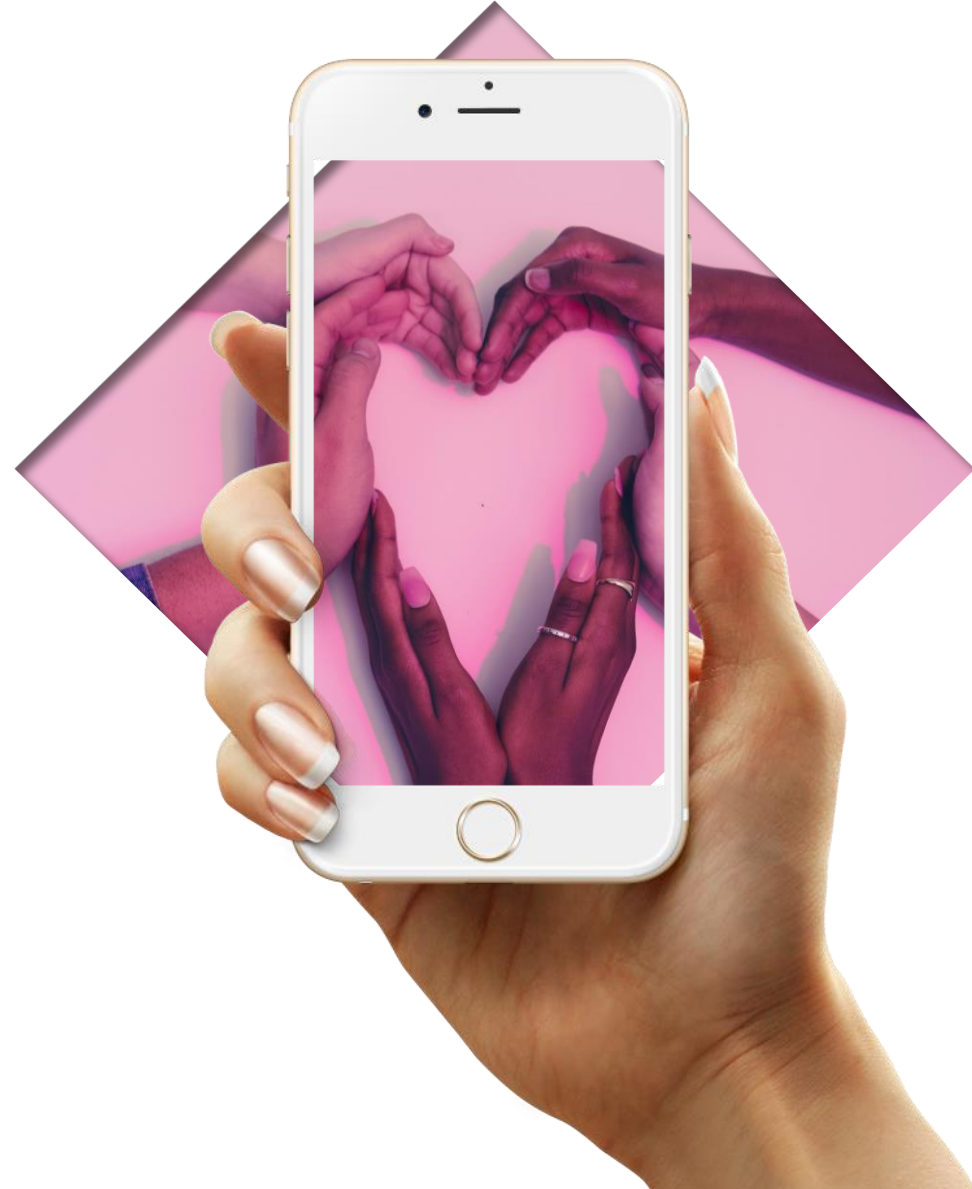
- MARVEL Entertainment
- IDW Publishing
- ABRAMS
- Image Comics
- Titan Comics
- Dark Horse Comics
- Lion Forge Comics



VIDEOS

- Great Courses
- PBS
- Gaia
- Jillian Michaels
- Screening Rooms
- OC/OU, CPC, and SU offerings





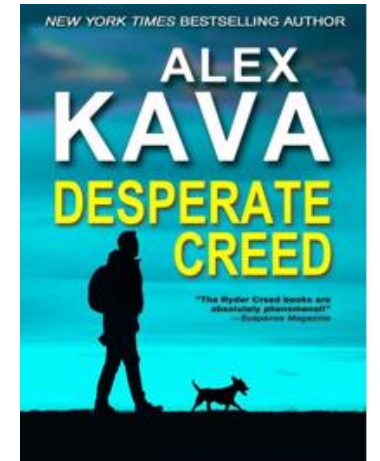
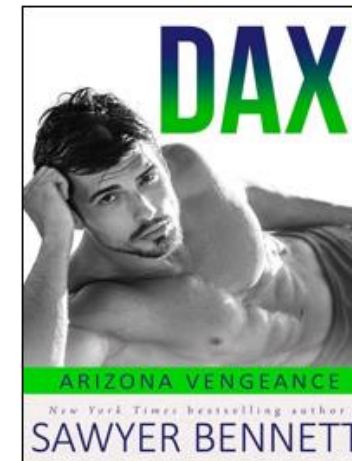
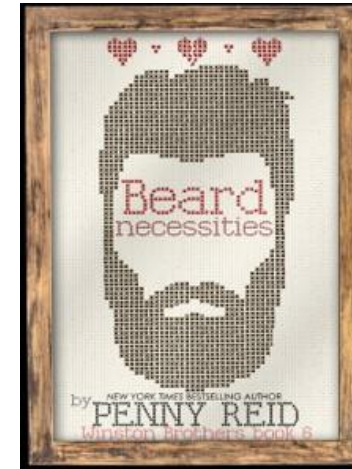
AGENDA

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PUBLISHER SPOTLIGHT

SELF-PUBLISHED CONTENT

- 545,000+ titles
- 90+ suppliers
- 2,900+ premium reviewed titles
- 16 of the 2019 RITA Award finalists
- Average cost:
 - \$8.98 ebook
 - \$27.40 audiobook





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SIMULTANEOUS USE

- Magazines
 - Blackstone Audio
 - Tantor Audio
 - Duke Classics
 - Open Road
 - Lonely Planet
 - BiblioLabs Indie Author Project
- (110 free titles available for a year if you “purchase” the package before September 30th)



BiblioLabs



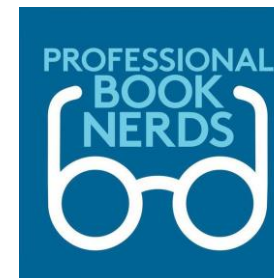
Indie Author Project

PROFESSIONAL BOOK NERDS PODCAST

- Over 350 episodes
- Exciting interviews with authors like:
 - Harlan Coben
 - Jodi Picoult
 - Gail Honeyman
 - Linda Holmes
 - Lee Child
 - Charlaine Harris
 - Blake Crouch
 - Jennifer Weiner
 - & lots more!
- Add the author series as free simultaneous use



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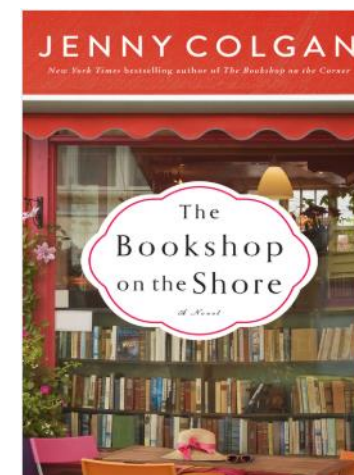
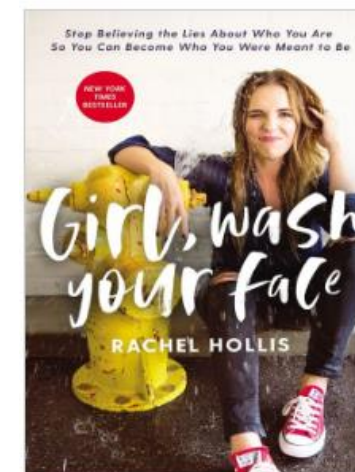
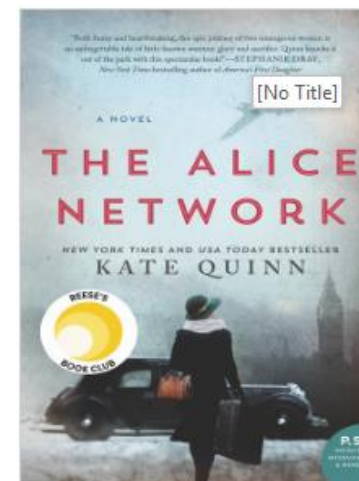
Customer Reviews

4.5 out of 5

COST-PER-CIRC (CPC)

BEST PRACTICES:

- Purchase titles with high holds to reduce wait times, keep patrons coming back.
- Add school reading list titles in CPC to fill demand.
- Test the popularity of Metered Access titles before you buy.
- Try a new format, subject, or language that you don't have a selector for.
- Curate available content that's ready to borrow.
- Think about budget:
 - Set an amount you'd like to pay.
 - Keep an eye on it; titles become unavailable if budget is met.



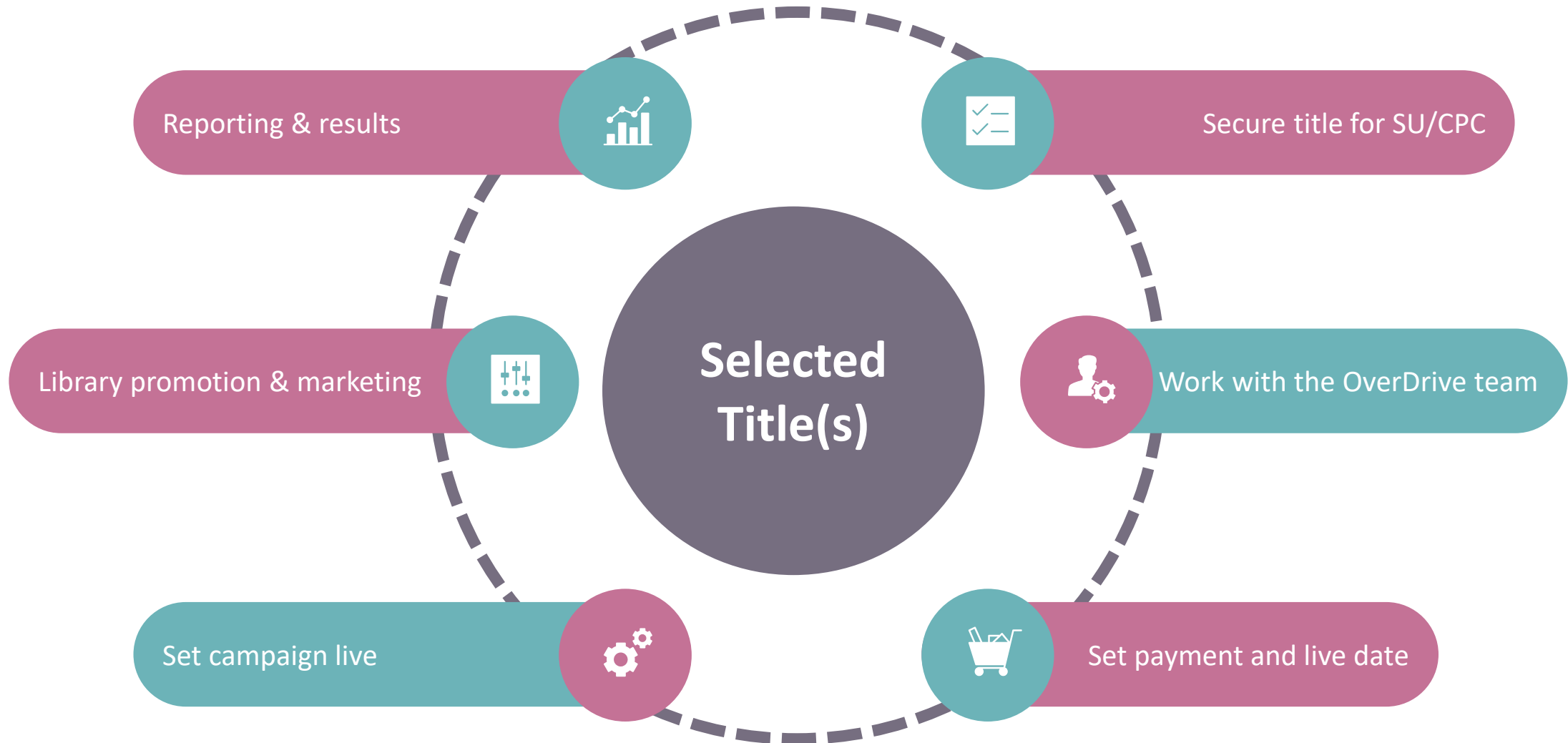
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HOW TO SET UP A BOOK CLUB-LIKE CAMPAIGN

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CREATING A GREAT ADVANCED SEARCH

26

narrow results by:

audience

Audience

- Adult Fiction
- Juvenile Fiction
- Juvenile Nonfiction
- Adult Nonfiction
- Young Adult Fiction
- Young Adult Nonfiction

lending model

Lending model

- OC/OU
- MA: by time
- MA: by checkout
- MA: earlier of x time or y checkouts

publisher account

Publisher account

- Hunter Publishing
- Hachette Digital, Inc.
- McGraw-Hill Professional
- The Editorium
- Purdue University Press
- RosettaBooks
- W. W. Norton & Company
- Richard S. Tuttle
- SuneraBooks

street date

Street date

- All street dates
- Next 24 hours
- Next 48 hours
- Next week
- Next 2 weeks
- Next month
- Last 24 hours
- Last 48 hours
- Last week
- Last 2 weeks
- Last month
- Last year

holdings

Holdings

- Any
- In collection
- Not in collection
- In collection & on hold
- MA: 5 checkouts or fewer remaining
- MA: 0 checkouts remaining
- MA: 30 days or less remaining
- MA: 0 days remaining

CREATING A GREAT ADVANCED SEARCH, CONTINUED

27

save
and pin
your
search
for easy
access

Save search

*Name
YA New Releases

Description
YA titles published in the last month

☒ Pin search to menu

SAVE CANCEL

SHOP
One Copy/One User & Metered Access

Preorder titles HIDE

Must-haves

YA New Releases

All saved searches

sort results

Results per page 50

Descending by Relevance

Unit(s): 1

Unit(s): 1

Relevance
Title
Creator
Popularity at my site
Popularity across libraries
Popularity by sales
Publisher
On-sale date
Street date
Holds
Holds ratio
Price
Premium reviews

don't
forget
the
filters!

Filter search by:

Holdings

- Not in collection (40,916)
- In collection - all (3,083)
- In collection - OC/OU (2,159)
- In collection - MA (925)
- In collection & on hold (74)
- MA: 5 checkouts or fewer remaining (36)

Lending model

- One copy/One user (29,354)
- Metered Access (14,645)

On sale

- Not on sale (34,858)
- On sale (9,141)

Format

- OverDrive Read (26,068)
- Adobe PDF (23,100)
- Kindle Book (22,638)
- Adobe EPUB (18,862)
- OverDrive MP3 (2,468)

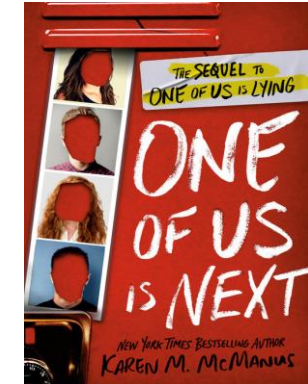
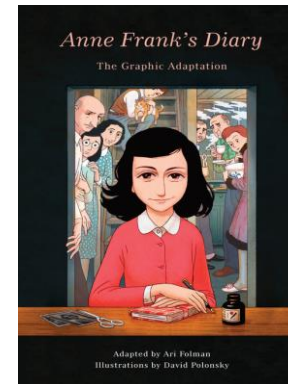
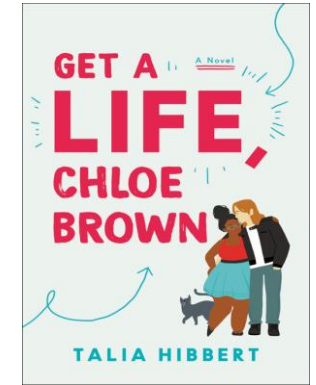
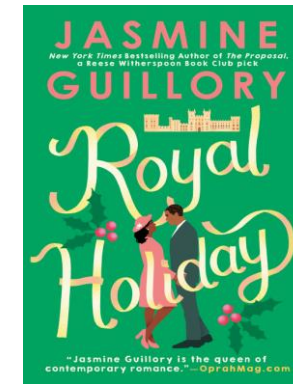
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CONTENT TRENDS

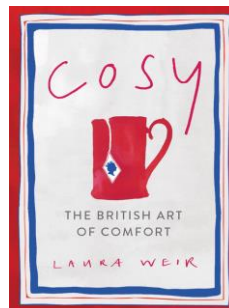
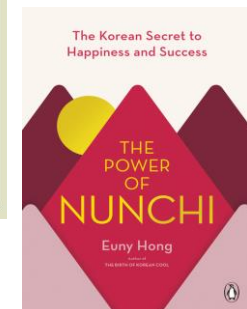
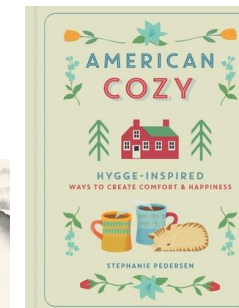
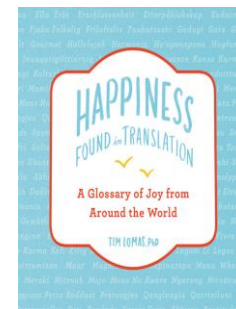
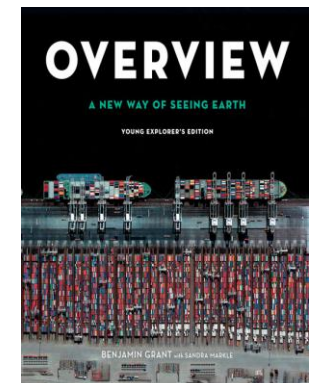
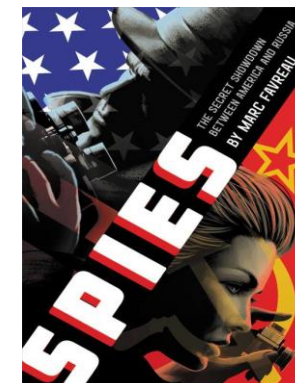
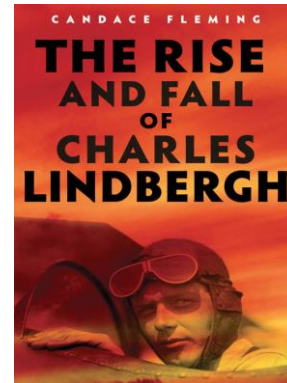
- Rom-Com Resurgence
- Graphic Novelizations
- YA Boarding School thrillers/prep school suspense



CONTENT TRENDS

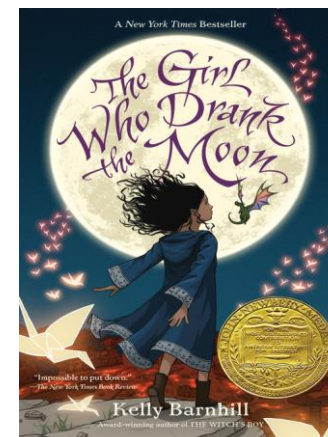
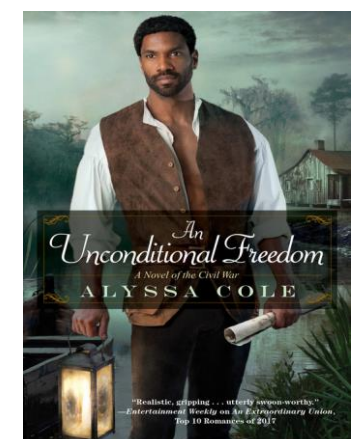
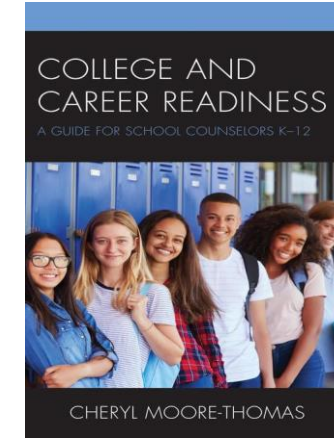
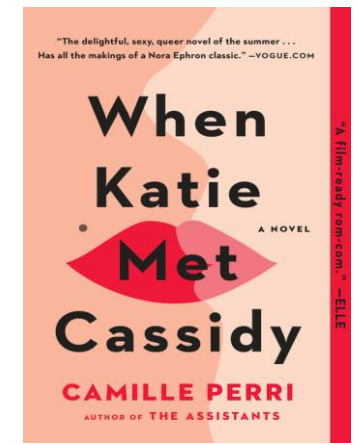
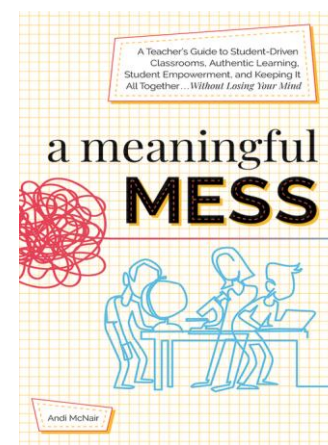
- Musical Memoirs and Biographies

- Jeff Tweedy
 - Patti Smith
 - Blondie
 - Elton John
 - Liz Phair
 - Prince
 - Janis Joplin
- NF for Young Readers
 - Hygge and other comforts

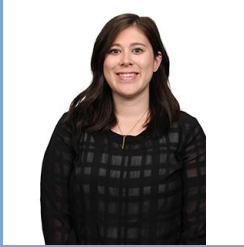


SALES

- Chronicle
- Kensington
- Back to School Sale
- Hispanic Heritage Month
- Mystery from Pegasus Books
- Diverse Romance from Penguin Random House
- Professional Development for Educators



THANK YOU!



Emma Dwyer

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how you liked
the session
today!

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Your Account Manager



Jim Monastra

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jmonastra@rakuten.overdrive.com

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feedback about your OverDrive service.

Your Account Team

We're also here to help with your digital collection.
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