

8 Ways to Empower Lifelong Reading

Engage and delight readers this year with proven, actionable ideas for your library



A world enlightened by reading. That's been our vision from the beginning and it continues in 2020. This year, we want to help you not only attract more readers to your digital collection, but also find ways to delight current users and turn them all into lifelong readers.

The good news is, there are **many ways to engage and delight readers**, all within your OverDrive collection:

BRING MORE READERS TO THE LIBRARY

- 1) **NEW! Public Library CONNECT** enables students to borrow ebooks and audiobooks from their public library's digital collection through Sora

FOR SCHOOLS



Sora

The student reading app that links to your library.



FOR LIBRARIES



Libby.

The one-tap reading app from your local library.



LIBRARY + SCHOOL = **MORE READERS**



INSTANT DIGITAL CARD

- 2) **Instant Digital Card** gives readers access to your OverDrive collection in 30 seconds using their mobile phone number

Ask about a
FREE TRIAL



- 3) Our **Digital Bookmobile** is a high-tech update to the traditional bookmobile

Contact us to see when we'll be in your area in 2020

- 4) Take advantage of **Digital Book Clubs** to support community reading programs

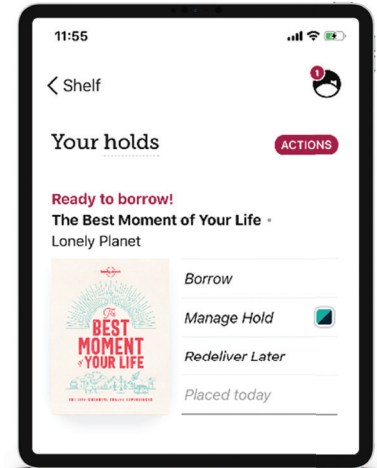


CREATE AN EXCEPTIONAL USER EXPERIENCE

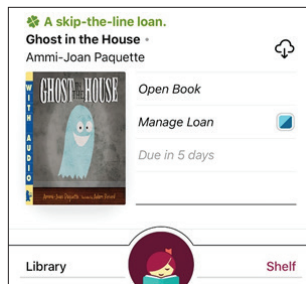
- 5) **COMING SOON! Hold Redelivery** will allow users to **suspend a hold** even after it's been made available to them while **maintaining their place** on the wait list

"As someone who has the problem of all holds coming in at once, this is awesome! We think customers will be very pleased with the upgraded functionality."

- Sadie Bruce, Metropolitan Library System



- 6) **Lucky Day** - Increase circulation and satisfaction by making select copies of in-demand titles available with no holds



- 7) Your favorite **magazines** are available for **Simultaneous Use** on the same platform as your ebooks and audiobooks



- 8) Listen to audiobooks through your car's sound system



Libby.
compatible with



Apple CarPlay

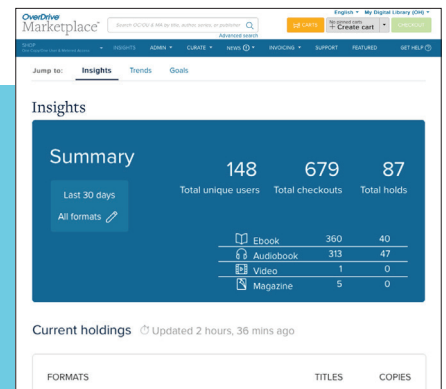


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TOOLS AND FEATURES TO HELP YOU SERVE MORE READERS

Marketplace enhancements: NEW! Robust reporting tools provide improved data to help you make informed purchasing decisions and view the success of your collection. Partners who use MARC Express can now manage their settings directly in Marketplace — no extra login required.

Cost Per Circ: Expand your catalog and only pay for what users borrow.



Contact your Account Manager today to learn more about how you can engage and delight readers!

Rakuten
OverDrive

A world enlightened by reading

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