



Date: September 30, 2011

To: Chair J.J. McCament and Members of the Board

From: Michele Leininger, Information Experience Director and Clare Murphy, Virtual Librarian

Subject: Digital Download Snapshot

Material	Current Month Ending 9/28/11	A Year Ago Month Ending 9/28/10	Percent Change Over the Year
Songs (music) – <i>Freegal Only</i>	6,302	n/a	n/a
Checkouts – AudioBooks	9,410	7,099	33%
Checkouts – Ebooks	14,667	2,922	402%
♦Current Holds: AudioBooks	1,984	2,277	-13%
♦Current Holds: Ebooks	3,790	1,050	261%
Total Titles in Collection: AudioBooks	13,696	10,327	33%
Total Titles in Collection: Ebooks	11,507	3,156	264%
♦Purchased Copies: AudioBooks	20,558	13,540	58%
♦Purchased Copies: Ebooks	21,508	4,998	326%
Unique Patrons Checking Out Audio or Ebooks (during month) <i>OverDrive Statistics Only</i>	3,906	1,646	137%
Unique Patrons Downloading Music Since Service Inception <i>Freegal Only</i>	4,769	n/a	n/a

Notes:

- OverDrive and Recorded Books are the Library’s two audiobook download platforms.
- OverDrive is currently the Library’s only platform for e-books.
- OverDrive’s primary structure is “one title=one checkout” and therefore is not available for someone else to check out until it is returned, so the Library purchases multiple copies of most titles. Recorded Books, on the other hand, has a structure that allows most of the collection to always be available to all customers, which means that we have one digital copy but multiple people can have it checked out simultaneously.
- OverDrive, in conjunction with Amazon, began offering Kindle access in late-September 2011, which will drive demand and the circulating numbers much higher for this service.
- The digital audiobooks from Recorded Books will have been on three separate platforms by the end of this year. NetLibrary, the original platform owned by OCLS, was sold to EBSCO who moved it to their platform in July. Recorded Books, who has provided the content and EBSCO dissolved their partnership in NetLibrary. Recorded Books is in the process of moving customers to their new platform, One Click Digital. The Library anticipates being on this platform by the end of October.
- Downloadable Music (Freegal): Since the service began in April 2011, 4,769 unique customers have downloaded 42,387 songs. Customers are limited to a total of 3 downloads per week.