

# SUMMARY OF ISSUES AND INFORMATION

Below is a summary of the issues for consideration of the workgroup and information we've gathered to assist with discussion of the issues. In addition, we have posed some questions for consideration prior to our meeting on April 4.

Along with this summary document, we are including the following files for your consideration:

1. Collection review: This excel workbook includes many worksheets, including statistics, information collected about ebooks, video, and magazine products.
2. Patron Survey Overview\*: A summary of the patron survey. The complete survey responses can be found at <https://www.surveymonkey.com/results/SM-5PHC3FKS/>. File 2b includes comparisons between the 2015 and 2016 surveys.
3. Librarian Survey Overview: A summary of the librarian survey. The complete survey responses can be found at <https://www.surveymonkey.com/results/SM-98FTTFKS/>. File 3b includes comparisons between the 2015 and 2016 surveys on questions related to genres.
4. Magazine Survey Overview: A summary of the magazine survey, given to patrons. The complete survey responses can be found at <https://www.surveymonkey.com/results/SM-8KJDHFKS>.
5. Magazine statistics\*: A comparison of statistics from Zinio, Flipster, and OverDrive Periodicals for October - December 2015. Statistics were provided by the vendors in most cases. We also include statistics provided by Bridges Library System and South Central Library System in the comparison.
6. Magazine pricing comparison: Each of the three magazine vendors under consideration were asked to provide pricing for a specific list of titles, and this file contains the responses provided.

We have taken information we believe is relevant from each of these files and added it to this summary. We would encourage you to review this document prior to our meeting on the 4th, to look at other files as suggested by this document, and to explore the other files as time allows.

*\*Caveat about Patron Survey data:* For some of the questions for the 2016 Patron Survey, a survey glitch prevented patrons from answering them. Those questions were added to the 2016 Magazine Survey, which went to a patron focus group of 1500 volunteers (whose email addresses were collected from the 2015 and 2016 Patron Surveys) and to patrons of systems and libraries using Zinio or Flipster for digital magazines. This resulted in a discrepancy between the sample sizes from 2015 to 2016, and between some of the questions in the 2016 survey.

## EBOOKS: NEW MODELS

At our initial meeting, we provided the following description about this question:

*There are vendors that have different models for acquiring content that may be of interest to us. Totalbox, for example, provides access to a large catalog of titles and the library pays only for what is read. There are others with models where you pay for only what is downloaded. There are also other platforms for local content and self-published content. Should WPLC be considering some of these other models as supplements to OverDrive?*

We have gathered information about the following platforms:

- Biblioboard
- Cloud Library
- Comics Plus: Library Edition
- eShelf Service
- FastPencil for Libraries
- Freading
- Hoopla
- Total BooX

This information can be found on the “Other ebook platforms” worksheet of the “1. Collection Review” workbook. We encourage you to review this worksheet prior to our meeting.

*Note:* One of the areas that has not been fully investigated to this point is the overlap between any of these products and what we currently own in OverDrive. If we decide to move forward with an investigation of one or more products, then we can do more work on matching title lists.

As you can see from the table below, 6.85% more respondents indicated that they checkout ebooks from the Wisconsin Digital Library. However, some or all of this change could be attributed to the change in methodology of surveying, due to the surveying glitch described above.

**Do you check out ebooks from Wisconsin's Digital Library?**

Answer Choices	2016	2015	2016 % Change
Yes	93.47% (658)	86.62% (2,357)	6.85%
No	6.53% (46)	13.38% (364)	-6.85%
Total Responses	704	2,721	

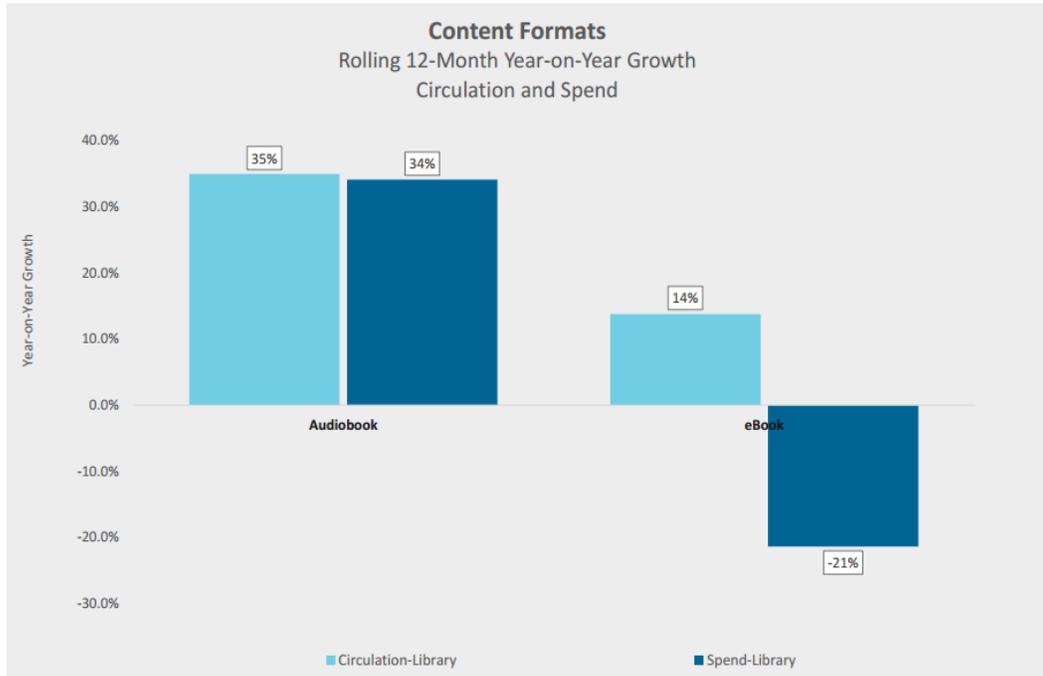
The librarian survey indicated a small increase in the amount library staff would allocate to ebooks from the buying pool, as shown below:

**The current buying pool of Wisconsin's Digital Library is \$1,000,000. If it were up to you, what percentage of that would you allocate to the following materials?**

Material	2016 Average	2015 Average	2016 % Change
Ebooks	49%	45%	+4%

[NOTE: This question did not have identical options from 2015 to 2016. In 2015, respondents were given the following as options for allocation: ebooks, audiobooks, interactive picture books, video, magazines, and music. In 2016, respondents were given the follow as options for allocation: ebooks, audiobooks, video, magazines, and other]

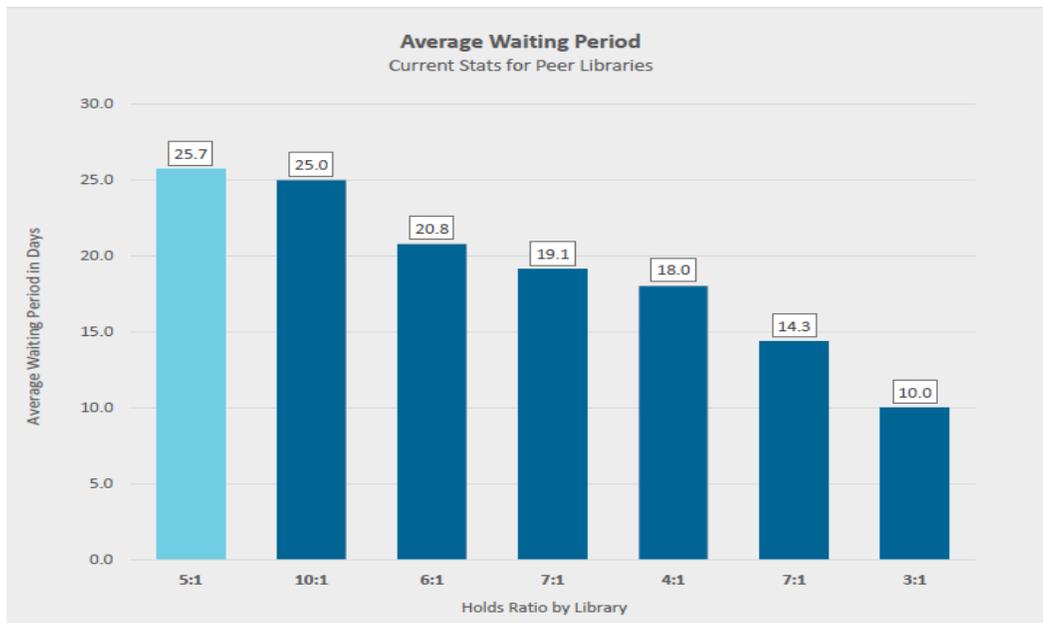
OverDrive has provided the information below that indicates that, even though our spend on ebooks has decreased from February 2015 to February 2016, our circulation has increased:



### SOME INFORMATION ABOUT HOLDS

One reason we may want to consider other models for ebooks is because of the amount of holds we continue to have on our collection.

Our average waiting period is higher than our peers with OverDrive:



While we indicate we have a 5:1 ratio for purchasing copies, because of the way that OverDrive holds manager allocates funds, we do not actually have a 5:1 ratio for many titles in the collection. The holds manager begins with the title with the highest holds ratio and purchases as many copies as needed (within our limit of maximum copies to purchase) to drop the holds ratio below the title with the next highest holds ratio. This process is repeated until the all funds have been spent. As such, titles that have lower holds ratios but still above 5:1 may not have additional copies purchased.

In the patron survey, fewer respondents indicated that they would place a hold on a title, and more indicated that they would consider their options before placing a hold:

Answer Choices	2016 Responses	2015 Responses	2016 % Change
I would place a hold.	42.08% (805)	48.08% (1.315)	-6.00%
I may place a hold, depending on how many copies are in the library.	21.48% (411)	21.02% (575)	0.46%
I may place a hold, depending on the other options available to me.	26.08% (499)	22.41% (613)	3.67%
I would never place a hold.	8.05% (154)	6.54% (179)	1.51%
None of the above.	2.30% (44)	1.94% (53)	0.36%
Total Responses	1.913	2.735	

In addition, more respondents expressed dissatisfaction with hold times:

Holds / wait time to checkout ebook	2016 Response Percent	2015 Response Percent	2016 Response Count	2015 Response Count	2016 Percent Change
Very satisfied	11.77%	14.73%	75	311	-2.96%
Somewhat satisfied	37.21%	35.95%	237	759	1.26%
Neither satisfied nor dissatisfied	12.24%	18.10%	78	382	-5.86%
Somewhat dissatisfied	28.10%	24.54%	179	518	3.56%
Very dissatisfied	10.68%	6.68%	68	141	4.00%
Total Response Count			637	2111	

**Questions for discussion about ebook models and holds:**

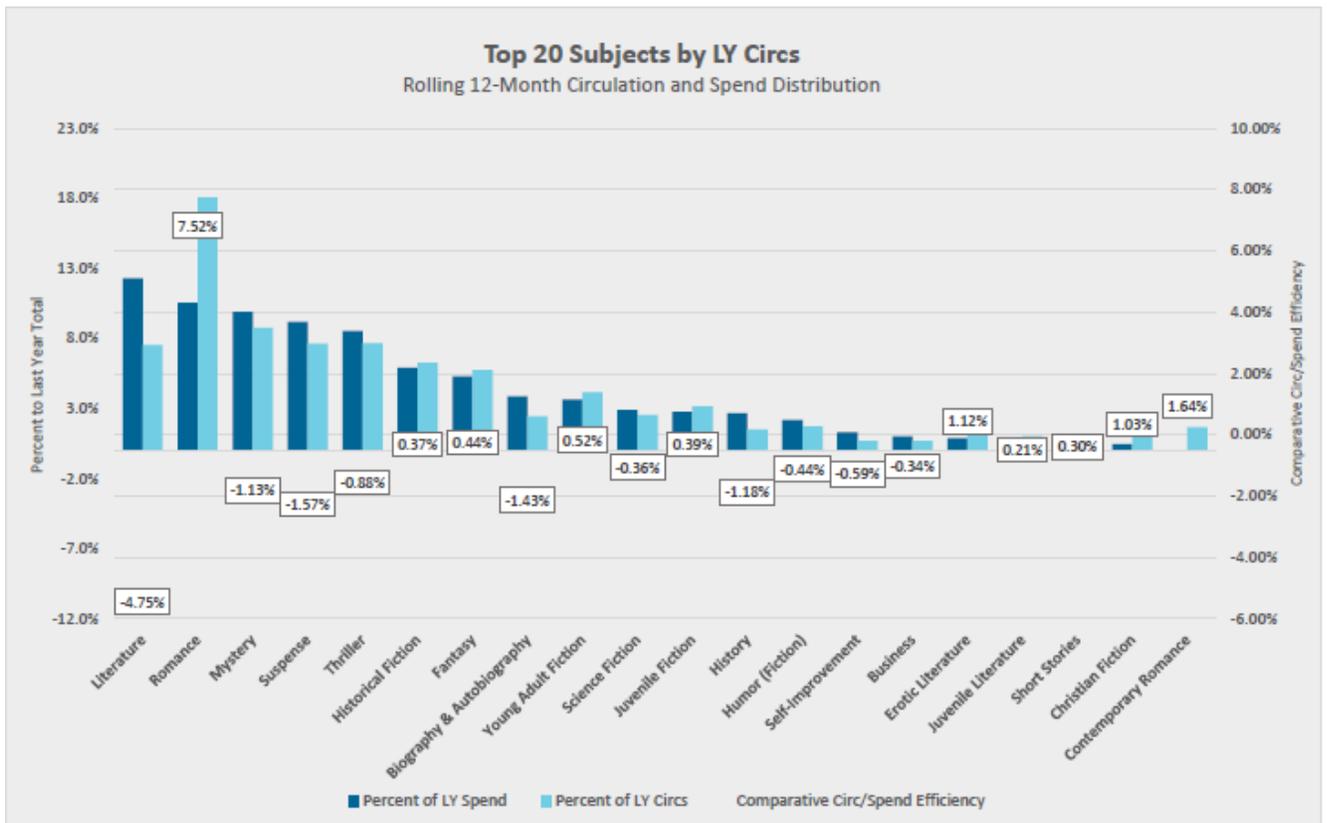
1. What might be the cause of the decrease in circulation of ebooks in the past year?
2. What problems are we trying to solve or what additional functionality are we trying to add by considering other ebook platforms?
3. For each of these, how likely would it be for a new model to help?
4. What challenges would we face in introducing a new model?
5. What other information might we need to gather to make a decision?
6. We continue to have a high amount of holds on materials. Last year, we recommended that systems focus their Advantage funds on purchasing additional copies of high hold titles. Are

there more specific things we would like to recommend to help with high holds besides another model? Or other things we should be considering to deal with the holds?

## INFORMATION ABOUT GENRES

We have gathered some information about genres in the librarian and patron survey, as well as in the “1. Collection Review” spreadsheet (See “Genre Statistics” worksheet). We did not see any significant changes in genre usage or responses from the librarians about genres from 2015 to 2016. However, there are two pieces of information that may be of interest.

1. OverDrive shared the following chart which may be of helpful as we think about genres. The chart shows the top 20 circulating subjects. The dark bar indicates the spend on that subject while the light bar indicates the circulation for that subject. The number in the box is a calculated efficiency between spend and circulation. As you can see, literature currently has the lowest efficiency while romance has the highest efficiency.



2. There were slight changes in the responses to the kinds of ebooks and audiobooks patrons indicate they typically check out:

<b>What kinds of ebooks do you typically check out from Wisconsin's Digital Library? Select all that apply.</b>					
	2016 Response Percent	2015 Response Percent	2016 Response Count	2015 Response Count	2016 Percent Change
Bestselling Fiction	69.30%	65.50%	447	1410	3.80%
Mystery/Thriller	55.80%	51.90%	360	1117	3.90%
Bestselling Nonfiction	31.80%	27.30%	205	588	4.50%
SciFi/Fantasy	31.30%	25.10%	202	540	6.20%
Historical Fiction	31.20%	30.00%	201	647	1.20%
Romance	29.80%	30.60%	192	659	-0.80%
Biography / History	26.00%	23.00%	168	495	3.00%
Young Adult	22.60%	26.80%	146	578	-4.20%
Suspense / Horror	18.60%	16.30%	120	351	2.30%
Cooking	17.70%	12.80%	114	276	4.90%
Hobbies / Crafts	14.90%	12.20%	96	262	2.70%
Children's	11.30%	12.90%	73	277	-1.60%
Travel	9.00%	6.50%	58	139	2.50%
Erotica	8.20%	7.60%	53	163	0.60%
Christian Fiction	7.90%	8.40%	51	180	-0.50%
Business	5.00%	4.50%	32	97	0.50%
Information Technology (IT/computer manuals)	3.90%	2.70%	25	59	1.20%
None of the above	2.00%	1.20%	13	26	0.80%

<b>What kinds of audiobooks do you typically check out from Wisconsin's Digital Library? Select all that apply.</b>					
	2016 Response Percent	2015 Response Percent	2016 Response Count	2015 Response Count	2016 Percent Change
Bestselling Fiction	69.10%	60.90%	239	711	8.20%
Bestselling Nonfiction	34.40%	30.30%	119	354	4.10%
Biography / History	26.90%	22.50%	93	263	4.40%
Business	6.90%	5.40%	24	63	1.50%
Children's	7.80%	10.80%	27	126	-3.00%
Christian Fiction	6.60%	6.30%	23	74	0.30%
Erotica	5.20%	4.50%	18	53	0.70%
Historical Fiction	27.20%	28.70%	94	335	-1.50%
Mystery/Thriller	51.40%	48.10%	178	561	3.30%
Romance	22.50%	22.80%	78	266	-0.30%
SciFi/Fantasy	32.40%	28.80%	112	336	3.60%
Suspense / Horror	18.80%	17.40%	65	203	1.40%
Travel	1.20%	3.30%	4	38	-2.10%
Young Adult	23.40%	26.00%	81	303	-2.60%
None of the above	3.20%	4.90%	11	57	-1.70%
Total Response Count			346	1167	

Interestingly, the library survey genre comparisons (see file "3b. Multi-year comparisons from library survey for genres") suggests that many more respondents are "unsure" about whether or not there are the right amount of titles for the genre.

**Questions to consider:**

1. What might be causing some subjects to have a lower efficiency ratio?
2. What recommendations might we have for increasing the efficiency ratio of some subjects, particularly literature, where we are spending a significant percentage of our dollars and could benefit from an increased return on the investment?
3. Are there any other trends in genre use that we should be monitoring or acting upon?

## AUDIOBOOKS

Last year, we made some recommendations to shift funding toward audiobooks from ebooks.

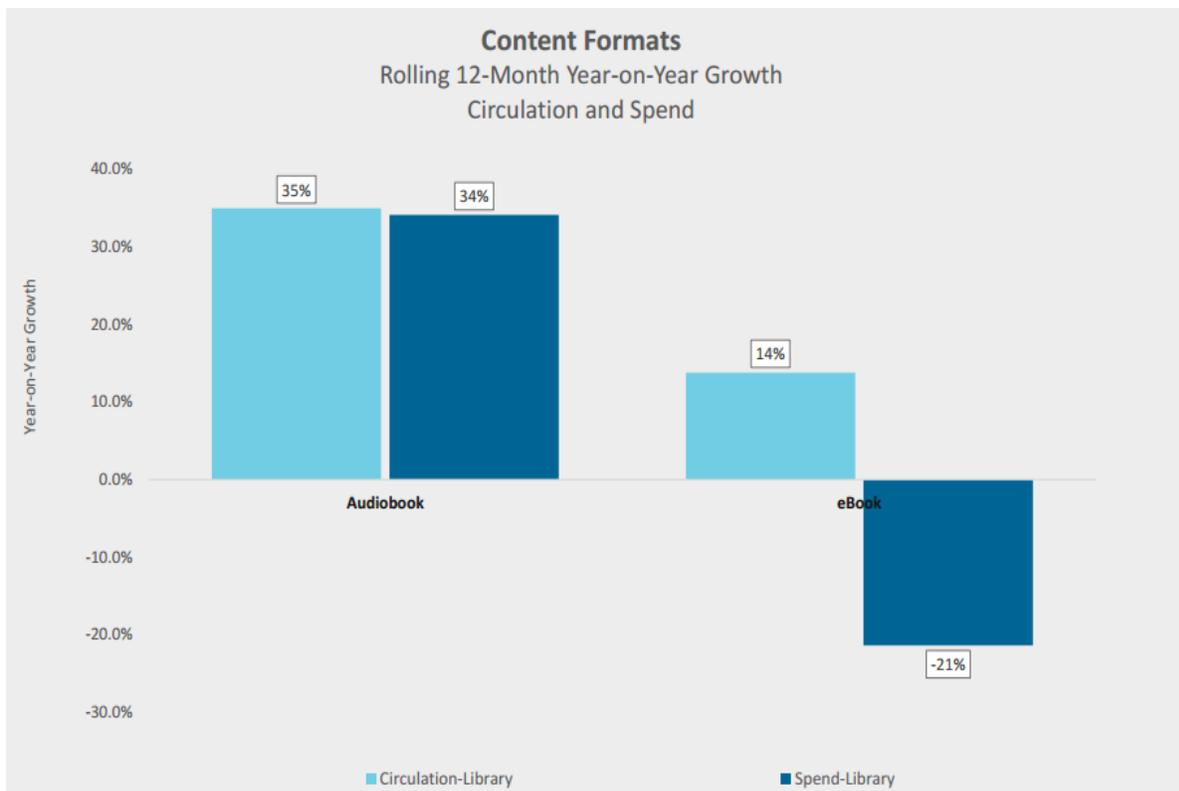
From the information gathered from the librarian survey, it looks like there is support this type of shift:

**The current buying pool of Wisconsin's Digital Library is \$1,000,000. If it were up to you, what percentage of that would you allocate to the following materials?**

Material	2016 Average	2015 Average	2016 % Change
Audiobooks	32%	26%	+6%

[NOTE: This question did not have identical options from 2015 to 2016. In 2015, respondents were given the following as options for allocation: ebooks, audiobooks, interactive picture books, video, magazines, and music. In 2016, respondents were given the follow as options for allocation: ebooks, audiobooks, video, magazines, and other]

In addition, information from OverDrive suggests that our increase in spend has also increased our circulation for audiobooks. Our spend increased 34% in the past 12 months (from February) and our circulation for audiobooks has increased 35%.



We also saw a very slight increase in patron responses about usage of audiobooks:

**Do you check out audiobooks from Wisconsin's Digital Library?**

Answer Choices	2016	2015	2016 Change
Yes	50.36% (347)	49.74% (1,234)	0.62%
No	49.64% (342)	50.26% (1,247)	-0.62%
Total	689	2,481	

**Question to consider:**

1. How are we feeling about audiobooks at this point? Is there any need for adjustment of allocation for audiobooks or other recommendations related to audiobooks?

## MUSIC

As per our discussion at our first meeting, we did not spend energy on collecting information about music. One of the alternative ebook platforms, Hoopla, would include a collection of music by default.

**Question for discussion:**

1. Do we want to revisit music at any point?

## MAGAZINES

At our initial meeting, we provided the following description about magazines:

*We will also be undertaking a consideration of magazine products as part of this workgroup. Some systems are using Flipster or Zinio. All systems have access to OverDrive Periodicals. This workgroup will make a recommendation of how to proceed.*

As many of you know, various systems have implemented Zinio and Flipster as well as having access to OverDrive Periodicals. We have gathered the following information to help with understanding how we should proceed with periodicals:

1. Updated information about the platforms: In the "1. Collection Review" workbook, the "Magazines" tab includes this information.
2. A summary of usage statistics: The "5. Magazine Statistics" workbook includes the following:
  - a. "All titles by system" provides total circulation from each platform from October - December by system.

- b. "All same titles compared" provides circulation of titles available in OverDrive and the corresponding circulation for titles for all libraries subscribing to Flipster and Zinio. It also includes information provided by SCLS and BLS about their use of Flipster.
- c. "Same titles with chart" provide a chart of the circulation described in b above.
- 3. A comparison of pricing for titles: We provided each vendor with the same list of titles and asked them to tell us the price per copy, the amount of copies we would be required or recommended to purchase, and the associated platform fee. The "6. Magazine pricing comparison" includes all information provided by the vendor.
- 4. The "4. Magazine and patron supplemental information survey overview" contains information about patron's opinions about magazine platforms (beginning on page 2)

We would suggest that you review these four documents prior to our meeting on the 4th. Below is some other information about magazines from the patron and librarian surveys:

From the library survey:

- We asked what percentage of the buying pool the respondent would allocate to various materials. For magazines, the responses were as follows:

Allocation %	0%	1-10%	11-20%	21-30%	31-40%	41-100%
	10%	55%	26%	8%	1%	0

- 62% of respondents are somewhat or very satisfied with OverDrive Magazines. 38% are somewhat or very dissatisfied with OverDrive Magazines.
- Respondents were asked to rate the importance of known issues with OverDrive Magazines on a scale from 1 to 5, where 1 is "Not at all important." This list below shows those responses, in order from most to least important
  - Not usable on the desktop / laptop / device that patrons would like to read them on.
  - Magazines that patrons want are not in the collection.
  - Problems with NOOK accounts.
  - Magazines that patrons want are often checked out.
  - Back issues are not available.
  - Lack of information about when the next issue will be published.
- When asked to select from a list which titles they would like to see added to the OverDrive Magazine collection, respondents most frequently chose People (62%), Cooking Light (56%), Real Simple (56%), Entertainment Weekly (54%), and Time (52%).

**Questions for consideration:**

1. If we were to consider each product for statewide purchase, what are the pros and cons of each product?
2. Based on these pros and cons, do we want to recommend a product or combination of products for inclusion in the buying pool?

# VIDEO

At our initial meeting, we provided the following description about video:

*The 2015 Workgroup determined that we would no longer develop this collection and that we should look at other products, which will be part of the work of this workgroup.*

Information for the following platforms can be found in the “1. collection review” workbook (see “Streaming Video” tab):

- Hoopla
- IndieFlix
- Freegal
- OverDrive Streaming Video
- Kanopy Streaming Service: While the information for Kanopy is included, they are not interested in working with statewide consortia. They would work with individual libraries and/or systems.

We would suggest that you review this information prior to our meeting.

Below is some information from the library and patron survey about video:

From the library survey:

- We asked what percentage of the buying pool the respondent would allocate to various materials. For magazines, the responses were as follows:

Allocation %	0	1-10	11-20	21-30	31-4	41-50	51-60	61-70
	21%	47%	20%	8%	2%	1%	0	1%

- When asked to select from a list of types of streaming video to add to Wisconsin’s Digital Library’s collection, respondents most frequently chose Documentary (63%), Classic Film (56%), and Children’s (55%).
- Respondents were asked to rate the importance of streaming video options from “Not at all important” to “Very important.” The list below shows those responses in order from most to least important:
  - Users can watch videos on the device that they want to watch them on (smartphones, tablets, televisions, etc.).
  - Patrons can put videos on hold.
  - Streaming videos don't require users to download another app or software component.
  - The collection has videos for children.
  - The collection has videos for adults.

- Users are able to access the videos simultaneously and don't have to wait while another has it checked out.
- Most titles in the collection have closed captioning.
- Streaming videos can also be downloaded.
- Limits can be set on the number of videos patrons can have checked out at one time.
- The collection includes new theater releases from major studios.
- Push notifications are sent to users about new titles.

From the patron survey:

- 69.7% of respondents said they were likely or very likely to use streaming video from their library.
- When asked which barriers would prevent them from using streaming video from their library, the most common responses were that the streaming videos they want are often checked out and they have to wait to get them (564), they can't watch videos on the device that they want to watch them on (511), the collection doesn't include new theater releases from major studios (467). and that other streaming videos they want are not in the library's collection (460). 464 respondents said that none of the barriers listed would prevent them from using streaming video from their library.
- When asked to select which kinds of movies, excluding major studio releases, they would like to have in a collection of streaming video, the most common responses were Comedy (895), Documentary (788), and Classic Film (730).

**Questions for consideration:**

1. Given the interest expressed by patrons and library staff, would we ideally want to recommend inclusion of a video product in the buying pool?
2. If yes, what are the pros and cons of each product?

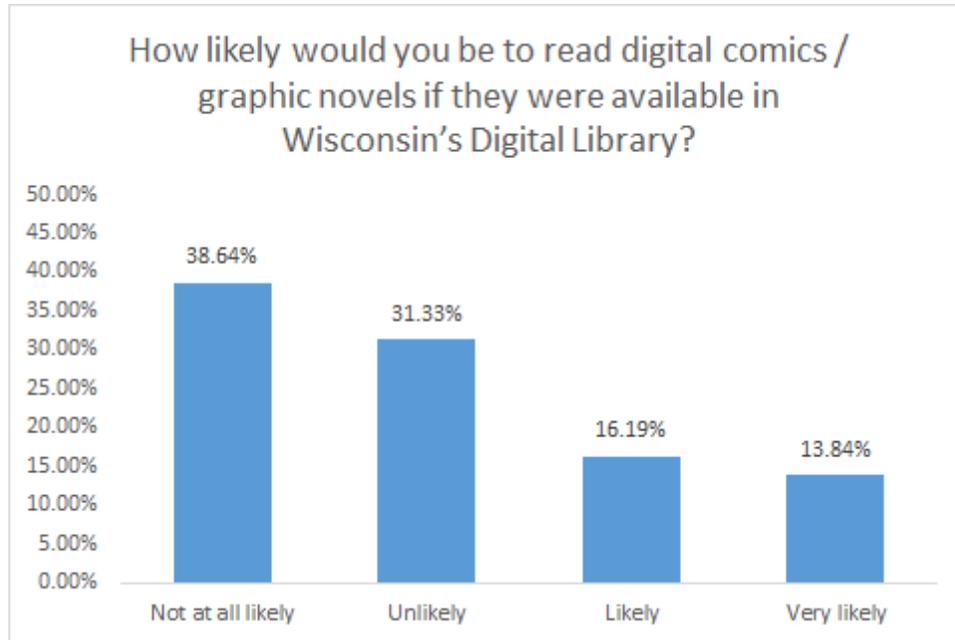
## COMICS/GRAPHIC NOVELS:

*At our initial meeting, we provided the following description about comics/graphic novels:*

*At ALA Mid-Winter, multiple vendors emphasized their comic/graphic novel collections and readers. Is there interest in pursuing more comics and graphic novels?*

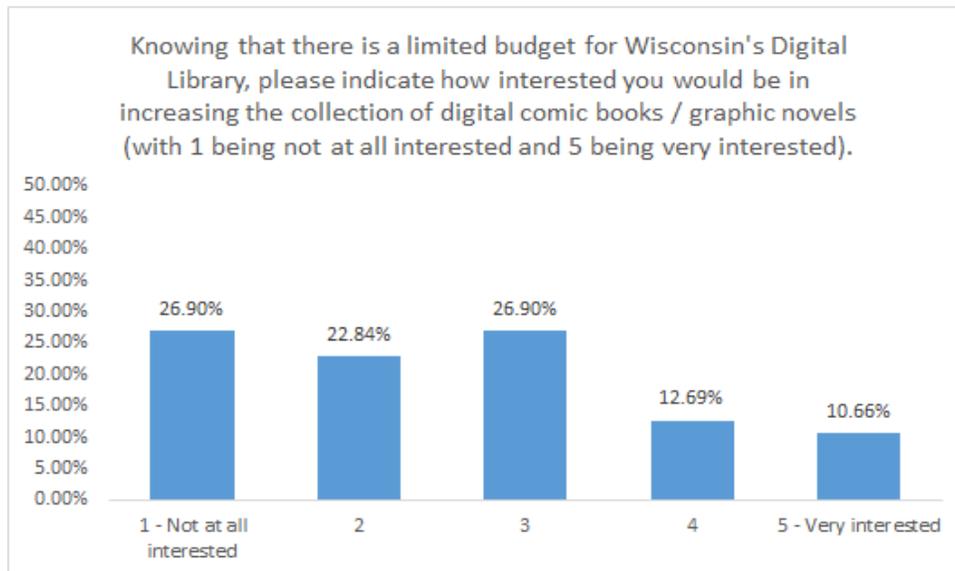
Information about comics/graphic novel offerings from ebook vendors are including in the "1. collection review" workbook (see "Other ebook platforms" tab). Recorded Books (Comics Plus) and 3M/Bibliotheca sent extensive lists of publishers, which are included in the file on the "Comic book publishers" tab.

Patrons were asked how likely they would be to read digital comics/graphic novels if they were available in Wisconsin's Digital Library. 70% of respondents indicated that they would be "Not at all likely" or "Unlikely" to do so:



(2016 Patron Survey - 383 Responses)

Library staff were also asked their interest in increasing the collection of comics and graphic novels. 50% of respondents indicated little or no interest (1 or 2):



(2016 Library Survey - 197 Responses)

**Questions for consideration:**

1. Given the level of interest expressed by patrons and library staff, would we ideally want to increase purchasing of comic books/graphic novels?
2. If yes, what are the pros and cons of each product?

## A SIDE NOTE: MULTIPLE PLATFORMS

As we consider adding other products to the Wisconsin Digital Library, it is helpful to understand patron behavior in using multiple platforms and in discovery of content.

To learn more, we ask patrons, *“Thinking about how you find and use ebooks and digital audiobooks, how often do you do the following?”*

- When asked how they discover ebooks and digital audiobooks, 82.3% of respondents say they often or always find ebooks and digital audiobooks directly through the Wisconsin Digital Library compared to 38.3% who often or always use their local catalogs.
- When asked how they use ebooks, 41.5% responded that they rarely or never use multiple platforms while 33.9% say they often or always use multiple platforms.
- When asked how they use digital audiobooks, 58.2% say they rarely or never use multiple platforms while 18.9% say they often or always use multiple platforms. See charts below for more detail:

