

WPLC Steering Committee

Digital Magazines Update

July 2015

In addition to information shared from discussions with digital magazine vendors at ALA in June, the following information provides an update of the current offer from OverDrive Periodicals, information and requests communicated to the project manager from systems interested in seeing OverDrive's Periodicals reconsidered, and possible options for any reconsideration or subscription to Periodicals.

OverDrive's offer

If WPLC subscribes to one magazine title (there is no minimum number of titles or dollar amount to activate this offer) by September 30, 2015, OverDrive will waive the \$15,000 annual platform fee for the remainder of 2015 and all of 2016. Based on the previous pricing from OverDrive, if WPLC subscribed to the 100 titles OverDrive priced for us (which were the top 100 circulating titles at libraries subscribing to Periodicals), the content cost for a year would be a little less than \$35,000.

Communications from systems interested in Periodicals

The idea of reconsidering Periodicals was raised by a few systems along with the idea of funding this by a group of interested system outside of the buying pool. Due to the amount of interest in this idea, a query was sent out asking if systems to respond if there are interested in funding the purchase of Periodical subscriptions outside of the buying pool. Here is a summary of the requests, information and concerns communicated by systems. One reminder is Periodicals can only be provided to WI at the WPLC statewide level, not on a system level through Advantage.

- There were two reasons brought up by the systems that raised this idea.
 - First, the libraries in systems currently without a digital magazine product see Periodicals as the only affordable option to them to provide digital magazine content to their patrons.
 - Second, it is felt this is still a very affordable opportunity to pilot Periodicals to gather data and information to feed into the workgroup when this is revisited in the future to go along with the data and information systems and libraries have that use Flipster or Zinio.
- There were three concerns brought up by systems that responded to the inquiry asking if there were interested systems in funding this as a group outside of the buying pool.
 - First, each system noted that their decision will be based on what their share of the cost is determined to be, if it's determined and acceptable to WPLC that a group of systems fund Periodicals. It was noted, before the free platform offer was announced, that if split equally among the 8 interested systems, it would be about \$6,000 per system and a number of systems indicated that amount was acceptable to them. Without the platform cost, it would be a little less than \$4,500 if split equally between 8 systems.
 - Second, a couple of systems indicated worry that subscriptions to Periodicals is not sustained beyond 2016 and the patrons end up having something taken away from them. One of the systems that raised the idea of funding this by a group of systems

noted that piloting new content options via WPLC always is done to learn information that can only be gotten by either WPLC or a group of systems trying out a product, and that the potential always exists the content or platform doesn't take off with patrons, like we've determined with music and streaming videos, and it may be determined to not continue Periodicals for that reason or that another option is determined to be better.

- This is related to the second concern. It was asked, if funded next year by a group of systems, what happens if it is determined for 2017 there isn't a viable statewide option everyone can agree on and the situation remains just some systems interested in continuing to fund Periodicals and the only option to do so is still at the statewide level. OverDrive did mention at ALA that requests to have Periodicals available
- In regards to the cost being at a level each system would be comfortable with, it was brought up this could be done by starting with fewer titles. If the top 4 most expensive titles (ranging from \$3,000 to \$6,000 - next highest individual subscription = \$900) provided by OverDrive on their pricing list (Short Hair, Crochet, Quilter's World, and Celebrity Hairstyles) are removed for their 100 title price list, the result is 96 titles for \$16,186.45. The list of titles OverDrive priced is also being sent with this update.

Options for discussion

1. Subscribing to Periodicals is reconsidered by the Steering Committee. There will be a number of absences due to vacations at this meeting and this new information about reduced pricing and options to reconsider Periodicals is just being presented to Steering. If this option is explored, the committee would need to discuss how it would go about reconsidering this as part of the buying pool.
2. There could be action requested to reconsider including Periodicals with buying pool funds or other WPLC funding by the systems at the August WPLC board meeting during their consideration of the 2016 WPLC budget.
3. A group of interested systems funds Periodicals subscriptions.

Note that in option 1 or 2, if it is determined to pilot Periodicals via the buying pool or other funds via WPLC, an item for discussion is how selection would happen and how many subscriptions are started by 9/30/2015 in order to get the free platform offer.

If option 3 is determined acceptable to WPLC and feasible among interested systems, the same things would need to be determined as for options 1 & 2 along with how the cost is shared among the interested systems.