

We want to provide an update on communication that Midwest Tape (hoopla) is having with subscribing libraries around the state as some of your member libraries may contact you regarding this.

The WPLC Project Managers were contacted by Mike Marciniak of Midwest Tape in early October to inform us of hoopla's initiative to offer OC/OU content for sale through Hoopla starting in November. The OC/OU titles are called Flex titles on hoopla and will be offered alongside the existing cost per circ titles or Instant titles as they are called in hoopla. The changes are outlined in a video here: [hoopla Next Generation](#). In addition, Mike mentioned he is offering libraries the opportunity to move their Advantage content, including RB Digital content from OverDrive to the hoopla platform. The latter has caused some confusion with libraries who have been contacted by Mike so we want to offer some clarification as to how the Advantage accounts work and why transferring Advantage content purchased from OverDrive is not advisable.

- The WPLC requires every system to have an Advantage account in order to receive funding for the holds reduction plan that is in place.
- The Advantage Plus program which allows Advantage titles with no holds to be transferred from a system to the consortium is in place.

We recognize that hoopla offers patrons an alternative to the WI Digital Library and the potentially long wait time on materials. RB Digital titles are able to be moved to hoopla if libraries are interested. Please let us know if you have questions or concerns about this at wplc-info@wils.org