

## WPLC Digital Magazine Work Group

Recommendation – March 6, 2015

The work group recommends the following:

- WPLC budget \$75,000 of the 2016 WPLC buying pool to subscribe to approximately 100 magazine titles from Over Drive Periodicals.
- This recommendation is contingent upon OverDrive offering magazine titles from Time Warner by the beginning of 2016.

Note: Late in the process, the work group, as part of final recommendation discussions, addressed whether or not to include the second part of the recommendation that requires access to Time Warner titles. In order to facilitate forwarding the recommendation to the Collections Work Group, it was determined the discussion points would be provided for the Collections Work group and Steering Committee and that one of those groups could make a final determination. The following points were made about why this could be removed as a requirement in the recommendation:

- It is expected the Time Warner titles will become available to other vendors, including OverDrive. If not before Jan. 1, 2016, it isn't expected to be long after if that.
- Flipster, which has the current exclusive agreement with Time Warner, is likely not going to be an option for WPLC due to their high cost. Thus, the decision to add digital magazines will likely be to do so with OverDrive regardless of when OverDrive gets access to Time Warner titles.
- Only 3 systems currently have access (since Jan. 1, 2015) to the Time Warner titles. A system could keep Flipster just for Time Warner titles until they are available via OverDrive.

### Cost

\$75,000 will fund OverDrive's digital magazine platform fee (\$15,000 or less) and 100 of the most popular magazines currently offered, including multiple copies of more the popular titles with checkout caps that should adequately meet demand. OverDrive estimates 372,000 magazine checkouts in 2016 for a Wisconsin-wide collection, based on their experience with other libraries. For reference, Milwaukee County had 38,260 magazine checkouts in 2014 and Lakeshores had 9,357 using Zinio.

It is expected, that the funds will cover the replacement of some titles with Time Warner titles, once available, and also allow for some funds to cover additional copies of any titles, if needed.

For comparison:

- Zinio –\$187,290 for 100 titles
- PressReader - \$215,000 for unlimited access to 2,500+ newspapers and 1,000+ magazines
- Flipster - –\$441,143 for 100 titles

### **Why is OverDrive being recommended?**

- Price – OverDrive’s prices are significantly less, both its platform fee and content.
- Single platform – one place to discover magazines along with eBooks and digital audiobooks and API integration.
- Authentication and stats – —would have the same functionality for authentication and statistics as we do for the rest of the collection.

### **What are the concerns with selecting OverDrive?**

- *The Nook platform may go away:* OverDrive has assured us that the Nook magazines product is profitable and as unlikely or likely to go away as other magazine products available.
- *The Nook platform requires an additional sign-on:* OverDrive is currently doing development to eliminate the extra sign-in.
- *The price seems too good to be true:* OverDrive has assured us this is not introductory pricing only to be increased later. OverDrive has not greatly increased pricing to our consortium before.
- *The Time Warner content is not available:* While EBSCO has exclusive rights to sell Time Warner title subscriptions to libraries, the other vendors have all indicated this exclusivity will be ending by the end of 2015 and that they all are currently talking with Time Warner.
- *There is no way to buy different titles or copies at the system level:* OverDrive hasn’t set up magazines to be available via Advantage accounts. However, this development has been requested by other consortia and OverDrive says it plans to make this happen.

### **What risk, as far as flexibility to change vendors, is there with selecting OverDrive?**

- Because magazine products are an annual subscription and not “purchased” books or audiobooks that can’t be easily moved to a different platform, it is not a large risk to choose a platform now, especially if the platform is known by patrons. The consortium can move to a different platform if a better option is identified in the future.