

Shared digital titles provide the best collections on a budget

The Covid-19 crisis has dramatically shifted the way libraries deliver services to their communities. When many countries issued “stay at home orders,” and most physical library branches closed, people turned in droves to digital library content to educate their children, entertain themselves, and provide a needed, if temporary, escape from the pressures of life during a pandemic.

cloudLibrary customers generated an extraordinary 162% increase in digital downloads within just one week at the onset of library closings. The global cloudLibrary team saw a year's worth of growth within just 10 days – and the persistent demand for digital content isn't letting up.

Library users formed new digital habits, and these are unlikely to change, even as libraries open. Many of our library customers continue to see [20%-60% growth](#) from one month to the next.

While a global pandemic introduced thousands of new users to the power and convenience of on-demand digital content, libraries must act now to ensure those users keep coming back once the immediate crisis has passed. The best way to do this is to ensure that your digital collection can meet the ongoing demand, provide a wide array of titles, and keep hold times to a minimum.



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Digital collection budget

\$50,000

Percentage budget increase

30%

= 375


New titles purchased

Make budgets go farther with cloudLink

To cope with the surge in demand, many libraries are shifting resources to dedicate more of their budget to their digital collection. However, digital materials are expensive, and even a substantial increase in budget doesn't go very far toward increasing collection size.

If a library that normally spends \$50,000 a year in content is lucky enough to increase their digital collection budget by 30%, they are realistically adding only 375 more titles, on average. 375 new titles is hardly enough to keep up with the recent ongoing demand, especially when as much as 80% of the titles in a library's collection are set to expire within a year.

Partnering with nearby libraries through cloudLink allows libraries to save money, reduce hold times, and exponentially expand the number of titles available to users. cloudLink brings a greater return on your library's digital content investment.



118%

Louisiana's Trail Blazer Consortium

Experienced a 118% increase in digital circulation within 12 months. Louisiana users access 100,000 copies valued at \$2.2M.



120k+

Huntington Beach Public Library

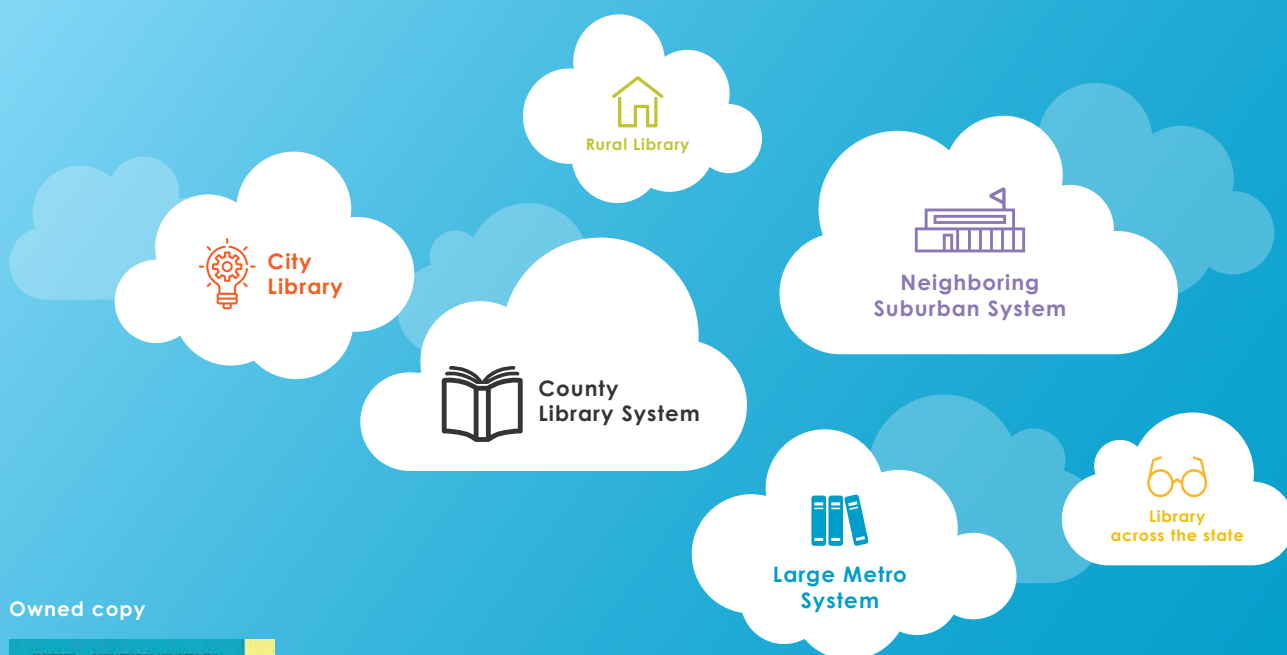
Co-founded the California cloudLink group. Within two years, 30 libraries share over 120,000 digital titles.



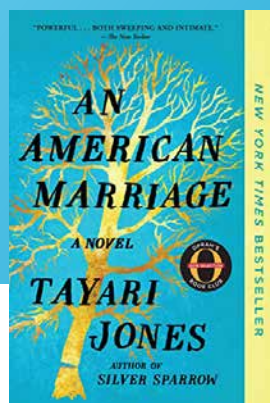
10x

San Diego Public Library

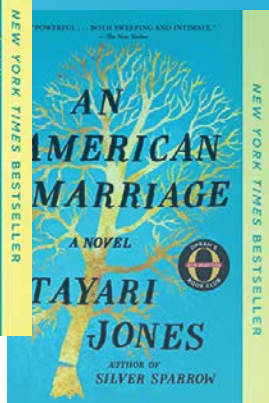
Saw 10x digital circulation growth year over year and SDPL users borrowed 500,000 titles from partner libraries within six months.



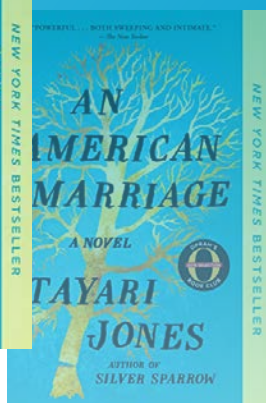
Owned copy



cloudLink copy



Pay-per-use copy



Borrowed first



Borrowed last

Prioritize titles for your own users

Our unique algorithm provides easy and fair sharing of digital collections. Unlike traditional consortiums, cloudLink does not require a central pool of content. Rather, each library buys their own content, which is prioritized for their users. This allows collection development staff to curate a local collection while still benefitting from access to an exponentially larger reservoir of shared content that a single library could not afford on their own.

Owned, shared or pay-per-use titles

When a user from your library searches for an item, cloudLibrary looks first for a copy owned by your library. If that is not currently owned or available, it will next search cloudLink for the title. If the title is not available from partnering libraries, the app searches for the title from among your pay-per-use items (if applicable). This ensures that your users get the title they are looking for with as little waiting as possible, all while protecting your budget. **The best part? This all happens in an instant, and your users don't have to log-in and search a separate catalog.**



Brush off the digital dust

After joining cloudLink, libraries typically see between a 50% and 150% increase in their circulation. Titles that may have seen little circulation find new readers in partnering libraries, while your users are suddenly able to access an enormous amount of content previously unavailable. cloudLink is a great way to fill in holes in a series or author's collection, as well as offer your users access to titles your library might not ordinarily buy.

Make data-driven collection decisions

cloudLibrary reports allow you to dig deep and find out which titles are most cost-effective for your library. You can discover hidden bestsellers – backlist items with surprisingly high circulation – those that provide the most bang for your budgetary buck. Additionally, cloudLink and cloudLibrary reports empower you to make educated decisions about metered items.

As publishers increasingly move toward a metered purchase model, libraries are constantly required to make tough decisions about repurchasing content, or not. The reports provide critical information about circulation, allowing you to decide whether it is actually necessary to repurchase an item that is already available through your cloudLink partnership.

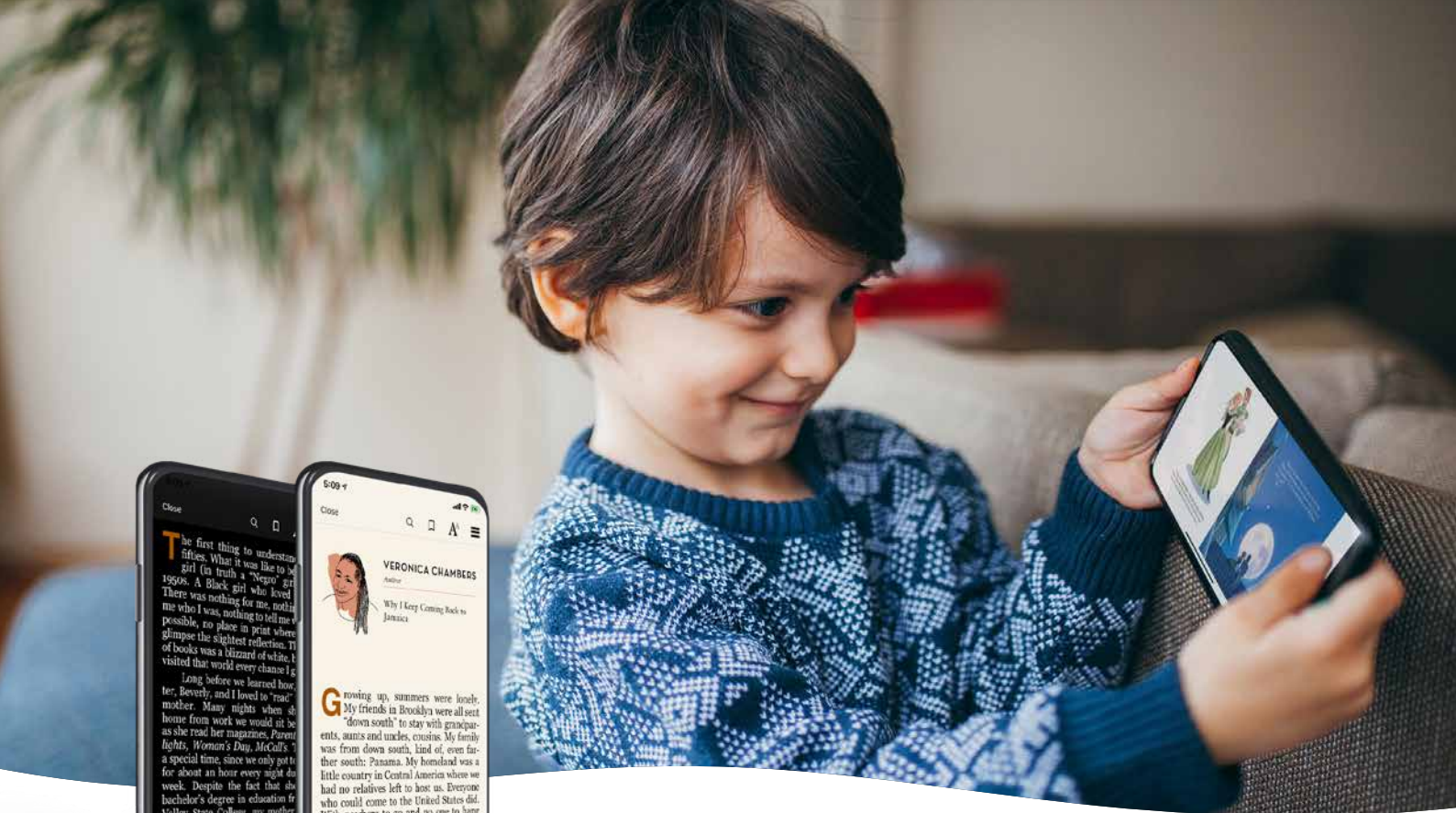


Seamless integration with selfChecks

Before Covid-19, 87% of people already preferred self-service. As libraries open, people will gravitate to self-service kiosks more than ever to limit person-to-person interactions. With our holistic solution, users can discover and borrow cloudLibrary digital titles directly from the selfCheck, as well as see promotional messages on the screen, communicating new offerings, services and critical messages.

With additional modules available via cloudLibrary, users can also borrow physical items from their mobile phones, receive digital receipts from the selfCheck (no need to touch the screen or grab a physical receipt) and add multiple library cards to the app – great for busy families.





[Watch Cirrus overview video](#)

The new reader for cloudLibrary

cloudLibrary's Cirrus reader is the first outside of Amazon to offer a scroll reading option as well as the traditional swipe/page turn. Cirrus allows readers to customize reading preferences such as spacing, dark and sepia mode, and margin size. Six font options are available– including Open Dyslexic and Large Font for the visually impaired. The horizontal view offers a two-page spread perfect for children's books while providing support for interactive read-alongs.



Adjust reader settings for a personalized experience



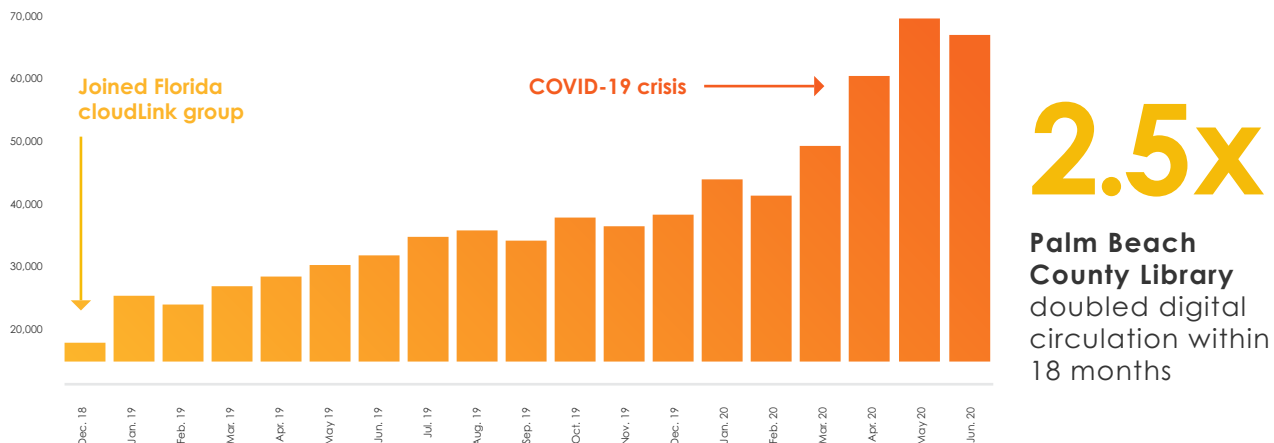
Personalized font for all types of users



Evolve eBook reading with modern scrolling



Dive into read-along children's content



Create engaging library experiences

As users return to libraries to borrow physical materials, cloudLibrary assist provides a seamless integration of their digital and physical library experiences. They can manage both digital and physical loans from within the same app, which not only simplifies the user experience, but also keeps your digital collection top of mind.

After working for years to raise awareness of your digital collection and the benefit it provides your users, you saw adoption and circulation surge in just a matter of weeks due to a crisis few could have predicted. Fortunately for users, digital library doors don't close. Don't miss this opportunity to improve and expand your library's offering for years to come.

Act now. Build a collection that will keep digital users engaged and create exponential growth capabilities, which is especially vital with economic uncertainty on the horizon.

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