

eBooks & eMedia

Library Usage & Trends, January 19, 2017

Presented by Daniel Matsumoto, eResources Librarian

SFPL eBook & eMedia Platforms

- Alexander Street
- Axis360
- BookFlix (Children)
- Books24x7
- Enki
- Flipster
- Hoopla
- OverDrive
- Qikan (Chinese)
- Safari Online Books
- UDN (Chinese)
- Zinio
- Znanium (Russian)



Library eBook & eMedia Usage Continues to Surge

	FY 2014-2015	FY 2015-2016	FYoFY Growth
*Checkouts	1,273,429	1,869,658	47%

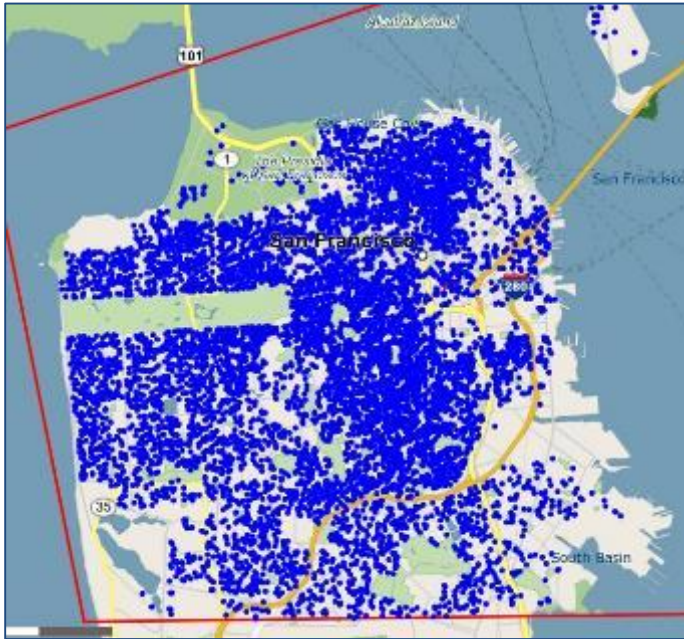
**Combined totals from all Library eMedia platforms: Alexander Street Press, Axis 360, BookFlix eBooks, Books24x7, EBSCO eBooks, Enki, Flipster, hoopla, OverDrive, Safari Tech Books Online, UDN, Zinio, and Znanium.*

Continued Growth in OverDrive Checkouts

Checkouts	2015	2016	YoY Growth
Overall	1,095,210	1,352,171	23%
eBooks	857,454	1,012,658	18%
eAudioBooks	237,756	339,513	43%

Using Analytics to Understand Our Remote Users

Data reports will help us determine which genres to purchase for our patrons.



Axis360 Checkouts by Area Map

Checkouts by Genre
748,768 Checkouts Within Geography Selection
Each transaction may count as one or more checkouts due to multiple subjects assignments in the eBook file

GENRE	Checkouts within Genre	Percent
Romance (Fiction)	79,213	10.6%
Literature (Fiction)	69,309	9.3%
Thriller (Fiction)	52,656	7.0%
Historical (Fiction)	48,493	6.5%
Mystery (Fiction)	46,510	6.2%
Fantasy (Fiction)	42,497	5.7%
Suspense (Fiction)	35,986	4.8%
Biography & Autobiography (Nonfiction)	30,649	4.1%
Juvenile (Fiction)	25,168	3.4%
Young Adult (Fiction)	23,102	3.1%

OverDrive Genre Checkout Report

(Source: Gale Analytics On Demand)

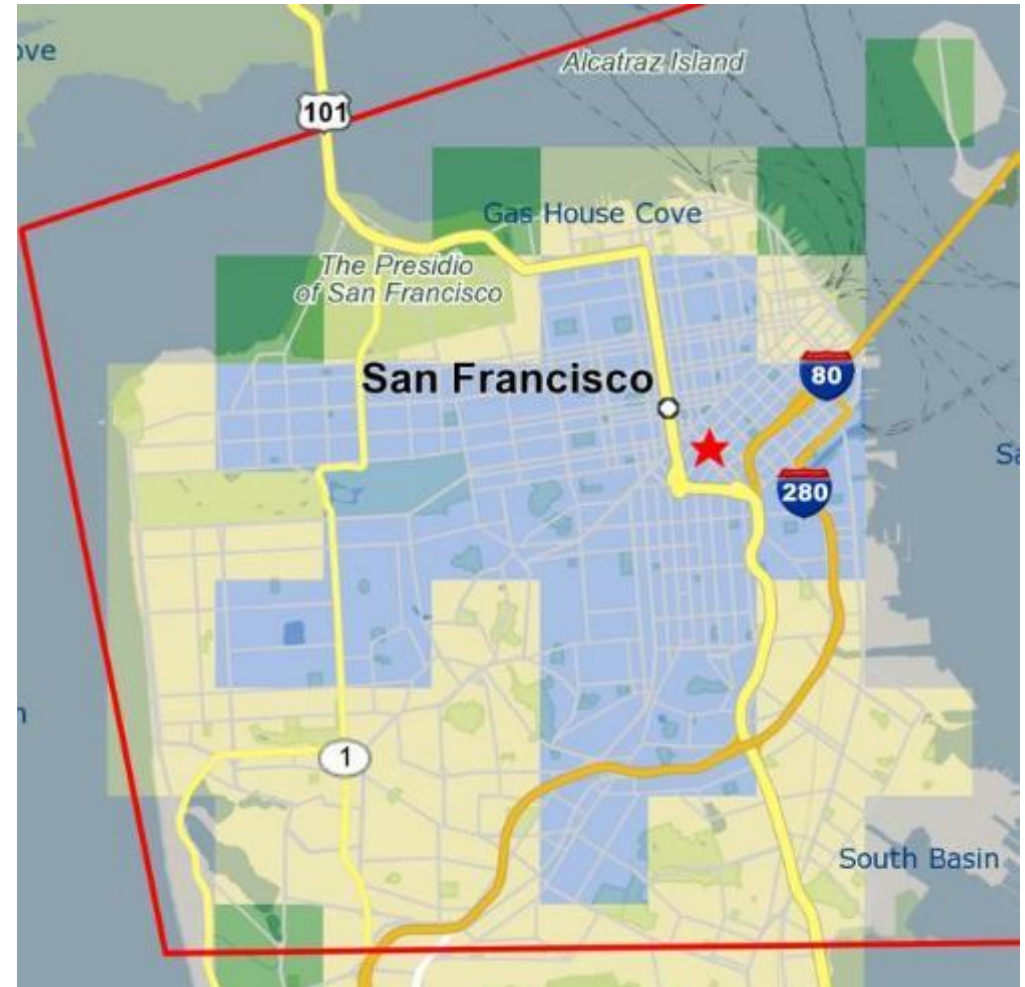
Using Analytics (cont'd)

- Hoopla use in 2016 among 16,581 SF households in square-mile areas
- Blue represents highest concentration of Hoopla users

Legend:



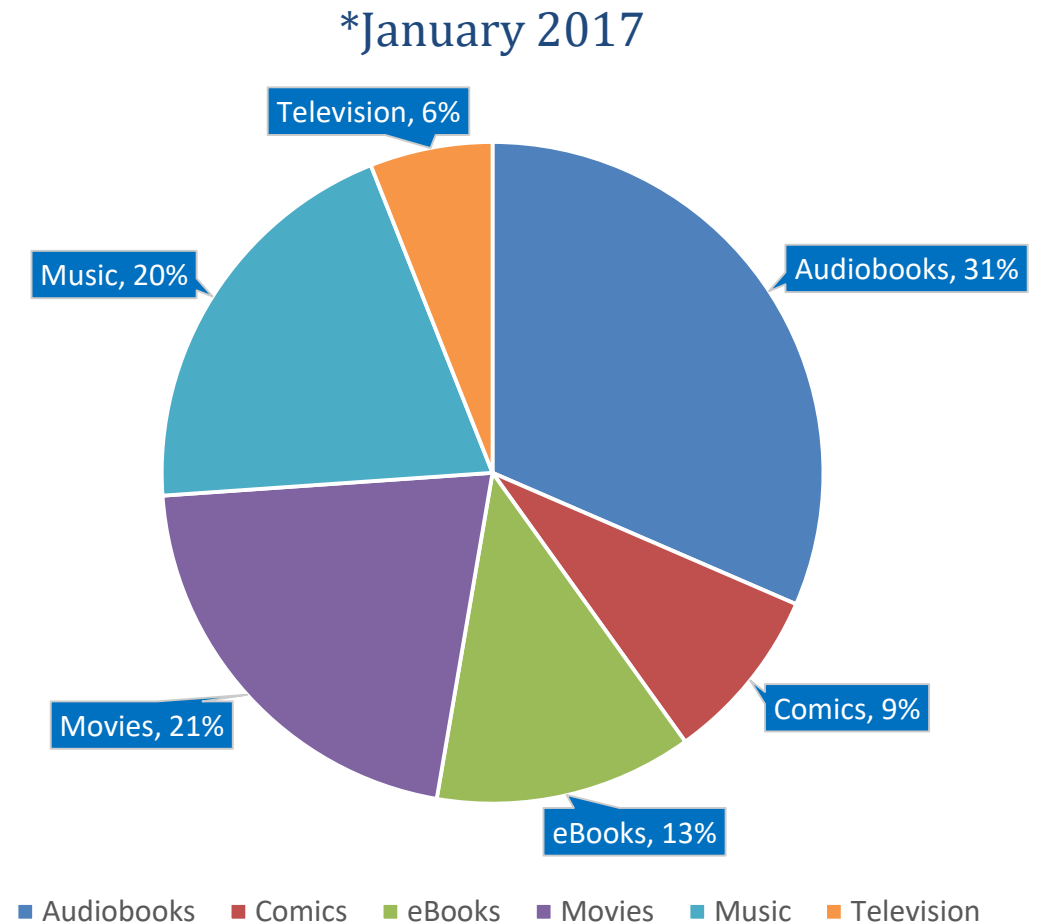
(Source: Gale Analytics On Demand)



Area map of SF households with Hoopla checkouts

Hoopla Usage Climbs

- eAudiobook circulation is a big success story for public libraries.
- Popular eAudiobooks from many Big 5 publishers are available on demand.
- Hoopla will continue to expand their large collection and acquire titles closer to street date in 2017.
- Easy to use.



*Based on 12,767 checkouts from 27,006 registered users.

(Source: Hoopla)

Popular on Hoopla Right Now

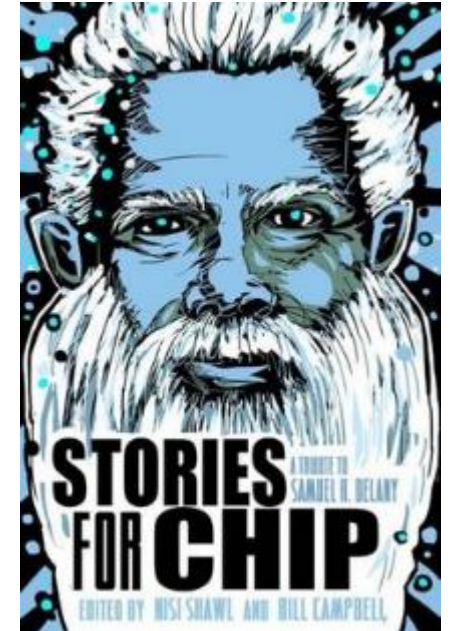


(Source: Hoopla)

Diverse eBooks from Enki



- Offers something different.
- Includes quality self-published works, curated by *Library Journal*.
- Platform includes small and multicultural publishers.
- “The Classics” are always available on demand.



Strategies for Continued eMedia Usage & Promotion

