

# E-Content Committee Meeting

05/14/2019

## Attendees

Elizabeth vonTauffkirchen, Pine River, Chair  
Haley Baker & Nancy Trimm, Bemis Public Library  
John Major & Alysa Selby, Bud Werner  
Jan Quick, Buena Vista  
Oliver Schulz, Colorado Christian University  
Jeff Grossman Colorado Mesa University  
Diane Levin, Eagle Valley

Tallie Gray & Heidi McNinch, Grand County  
Betsey Dick & Jennifer Murrell, Mesa County  
Shelley Fratzke, Mesa County Valley School District 51  
Alison Farnham, Wilkinson/Telluride  
Chris Froese, Marmot  
Tammy Poquette, Marmot  
Ashley Sneesby, Marmot  
Mark Haley, Recorded Books

## RBdigital Unlimited Audiobooks Presentation (Mark Haley)

### [Presentation Recording](#)

- 31,000+ Unlimited Access titles from RBmedia family of eAudiobook publishers
  - Recorded Books, Tantor Media, HighBridge Audio, GlidanMedia, and ChristianAudio
- RBdigital adds 400+ NEW release RBmedia Unlimited titles per month to this collection

	A	B	C	D
1	<b>RBdigital Unlimited Audiobooks Publishing</b>	<b>Qty as of March 2019</b>	<b>Total Collection Value</b>	<b>Additions for March 2019</b>
2	Recorded Books	11,662	\$879,813.75	186
3	Tantor Media	12,552	\$605,237.55	278
4	HighBridge Audio	1,615	\$121,339.66	15
5	GlidanMedia	1,788	\$118,395.76	195
6	ChristianAudio	2,428	\$80,729.67	11
7		<b>30,045</b>	<b>\$1,805,516.39</b>	<b>685</b>

- Unlimited model actually rewards exponential usage with lower cost per circulation and no HOLDS and/or more patron restrictions.
- Pricing for the annual subscription includes the Unlimited Core and the Monthly additions of unlimited titles
- Libraries can switch from the shared [RBdigital Magazine website](#) to their own [unique URL](#)
  - Your unique URL allows you to flexibility with running their statistics
  - Libraries can market their services, and content within the services at their own pace

## Q & A Section

- Q: Does the collection ever lose access to titles? Do they ever expire?
- A: Normally, no. However, there is a less than 1% chance that someone does not renew the rights. This is very rare. It is not a rotating collection.
- Q: What is the price point as a group, or for individual libraries? Do we all need to join? What is it going to cost us?
- A: Marmot would be offered an all-in group price which would be the best value. Mark is working with a lot of libraries on an opt-in scenario, where libraries can come onboard individually, but also benefit from the group. Really massive discounts as a group. There is a minimum cost that would need to be met for this deal. The cost is based on total annual circulation. The more libraries who come into the group the better the pricing. It is tiered pricing at an opt-in model. The pricing will also include an all-in pricing structure, which would be better pricing deal. The pricing is based on total annual circulation of the entire group, then broken down per library.
- Q: Just to make sure we understand the pricing correctly, we have an opt-in price based on annual circulation both for the consortium and individual libraries as well? Is the model only unlimited after the 1<sup>st</sup> year? The newly published material would have to be purchased as a one circ / one checkout model, and after the 1<sup>st</sup> year, those titles would go into the unlimited category? Are we obligated to purchase new titles?

- A: The newly published titles would not go into the unlimited checkout category for 6 months. On day one, you would have all the titles that have unlimited checkouts. You can choose to buy the new titles in a purchase model, or wait 6 months. You are not obligated to purchase any new titles. Mark would make it very attractive for us to buy the new titles. Some of the new titles are not even out in trade paper yet, when they are available for sale on RBDigital. Why would you buy multiple popular titles from another vendor, when you could get it unlimited in 6 months from RBDigital? The Tantor Media, HighBridge Audio, GlidanMedia, and ChristianAudio all have zero delay. Only the RBDigital titles that are delayed 6 months. The group could purchase a title and share it, or have one at the parent level and also have one at the child level. The day one value of the collection is \$2,000,000. The monthly additions value (400 titles x \$60) is \$24,000.

### Group Discussion:

- The group can get Tanor and HighBridge through OverDrive and Hoopla, so there is certain duplication.
- Would need to see the pricing before making any decisions.
- Having the RBDigital audiobooks next to the magazines is an attractive model.
- When you buy Tantor in OverDrive, you own it forever. Tantor is not a lease model.
  - The lease model from OverDrive is irritating with items expiring in a year or less.
- When libraries have Hoopla, OverDrive, RBDigital, what does that look like for your patrons having to check multiple locations for audiobooks? Do you direct them to the catalog?
  - Bud Werner directs their patrons to the catalog. Most of their patrons prefer Hoopla, because it's unlimited. The patrons who prefer not to wait by using Hoopla, also know that Hoopla does not have the most recent titles, and that there is an embargo for a certain period of time.
  - Bud Werner sets their patrons up with the OverDrive and Hoopla apps for audiobooks, and suggest they can use the catalog to find out which one (OverDrive or Hoopla) has the title.
- RBDigital is trying to take Hoopla and OverDrive's market, and put it into one platform.
- **Action Item:** Mark will send the pricing to Tammy, who will share it with the group.

### Marmot User Group (MUG) Presentation Discussion (Liz)

- Marmot would like the session title, description, presenter(s), and suggested audience by May 31<sup>st</sup>.
- The [MUG 2019 Presenters](#) documentation was shared with the group.
- Alysa and Liz would be very happy to present, but neither of them is available for MUG.
- Oliver was willing, but he is already going to present for another committee.
- MUG presentations will be on Friday, October 4<sup>th</sup> from 8 a.m. – 12:40 p.m.
- Jennifer could talk about curating lists, but would not have enough information to fill the entire hour.
- The question was asked about what happens if no one is willing to present
  - The Access Services Committee has another idea they would be willing to present. Also, the Union Catalog Committee usually has several ideas they are interested in presenting.
- There was a suggestion to have someone from OverDrive, RBDigital, or Hoopla present for MUG.
  - It was suggested to have Abbey Deckard from OverDrive present on holds management
- There was another suggestion that someone could research and present on the privacy issues
  - For example, OverDrive has an opt-in on keeping track a patron's ready history.
    - Does Hoopla and RBDigital give the same option?
    - What kinds of data are these companies capturing?
    - What are the options as librarians to afford your patrons the necessary privacy to help them to opt-out?

**Next meeting is on June 11<sup>th</sup> at 1 p.m.**