OverDrive Reveals the Secret of the Overwhelming Demand

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OverDrive had three times more ebook checkouts during 9 moths of 2011 versus all of 2010. The companyâ€™s Director of Marketing David Burleigh tells about the main projects, which help to achieve these results.

â€œFor the past several years, OverDrive has experienced exceptional traffic and circulation growth at libraries and schools worldwide. Through September 30, 2011, the 15,000 libraries in the OverDrive network enjoyed nearly triple the number of eBook checkouts versus all of 2010, as well as more than 2 million new users and unprecedented expansion in mobile device useâ€• â€“ tells OverDriveâ€™s Director of Marketing David Burleigh to dbReaders.com.

The company is confident that contributing to this growth are a number of factors, including compatibility with all major desktop and mobile devices and direct mobile access for library checkouts on smartphones, tablets and SonyÂ® Reader.

But without following original companyâ€™s guideline â€œto provide more access to more contentâ€• OverDrive would hardly gain these results.

One of the main companyâ€™s achievements is compatibility with popular eReaders and smartphones. OverDrive added download access to the Kindle (US only) and Sony Reader in 2011.

Besides, OverDrive has launched the WIN (Want it now) platform enhancements (â€œWant It Nowâ€•) is a know-how in digital publishing. A key part of the platform enhancements the WIN Catalog will maximize discovery and potential sell-through by providing samples and links to national and local booksellers for library website visitors that discover a title and â€œWant It Now.â€•

Overdrive attempt to contribute successfully integrate eBook devices into everyday services, all within publisher copyrights and library lending policies.

â€œThe recently launched program Test Drive enables libraries to offer eBook devices for demonstration and lendingâ€•, â€“ Mr. Burleigh continues. As noted in the article â€œTest Drive for Librari and Schools from Overdriveâ€•, the program includes device recommendations and guidelines for setup, maintenance and support, as well as best practices for institutions that want to stock and lend eBook readers and tablets to patrons.

In addition the company recently announced increased exposure of backlist titles and direct access to retailers. â€œOverDrive also helps booksellers around the globe generate revenue with catalogue and website hosting services. Partners include Waterstones.com, Easons, BarnesandNoble.com and Booksamillion.com,â€• â€“ David Burleigh continues.

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