



MOBIUS Consortium

June 30, 206

OverDrive[®]
Academic



Laura McMahon
Account Manager I



2 new colleges
since 2024

Agenda

Statistics

Collection Development

Purchasing Discussion

Product Update

Marketing Support

Statistics

Checkouts

2025 – 98,571

CY – 59,671

+30%

Unique Users

2025 – 29,992

CY – 17,236

+16.6%

Spend

2025 – \$147,875.90

CY - \$76,706.04

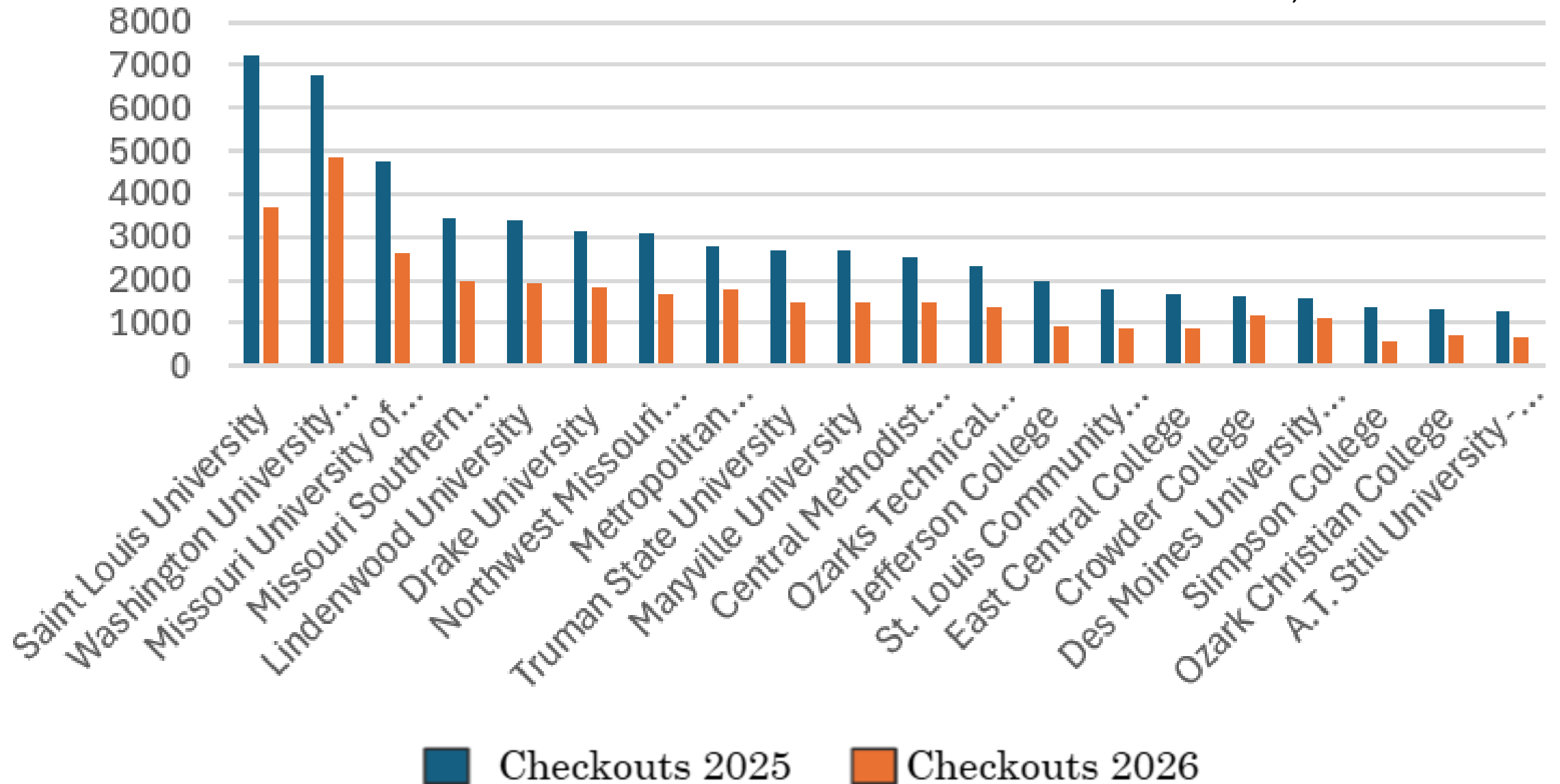
-1.0%

Checkouts by College

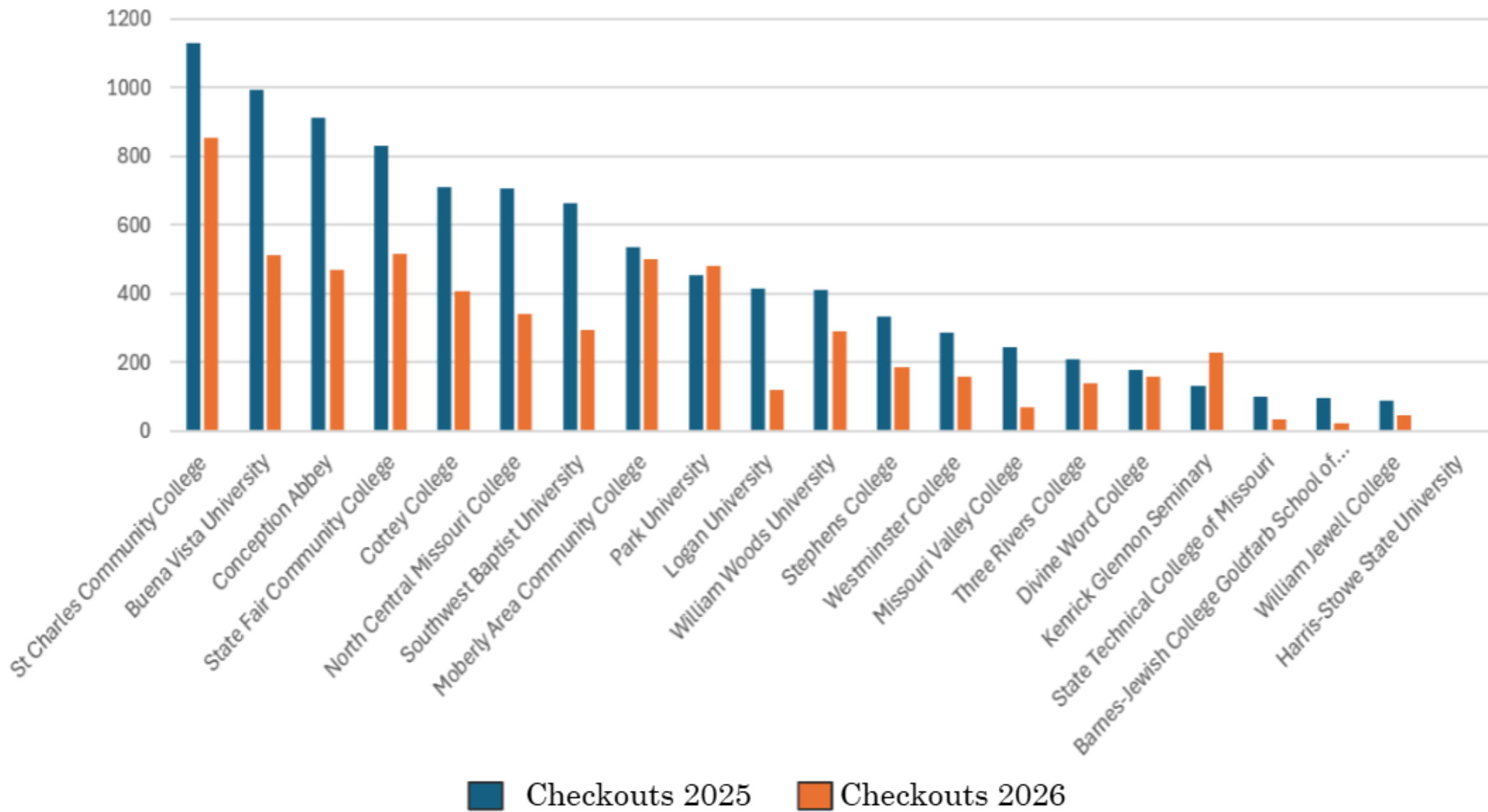
Missouri State Library

2025: 31,590

2026: 20,948



Checkouts by College



Checkouts YoY

2021: 19,438

2022: 28,152

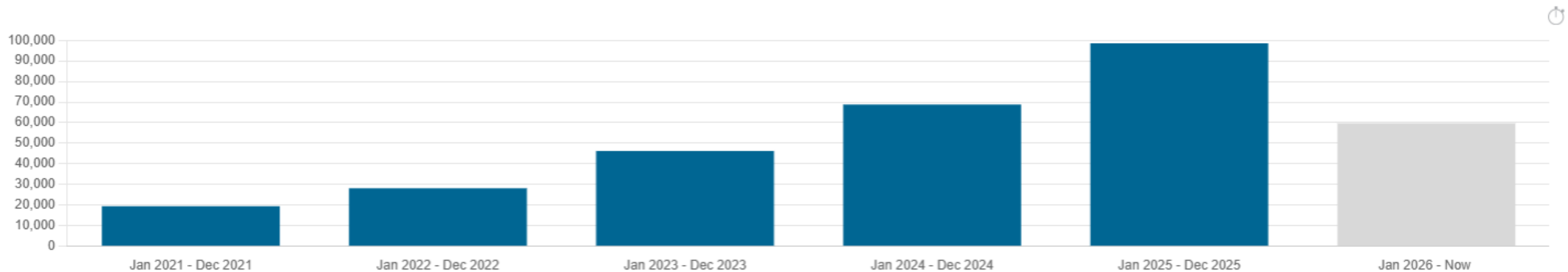
2023: 46,275

2024: 68,804

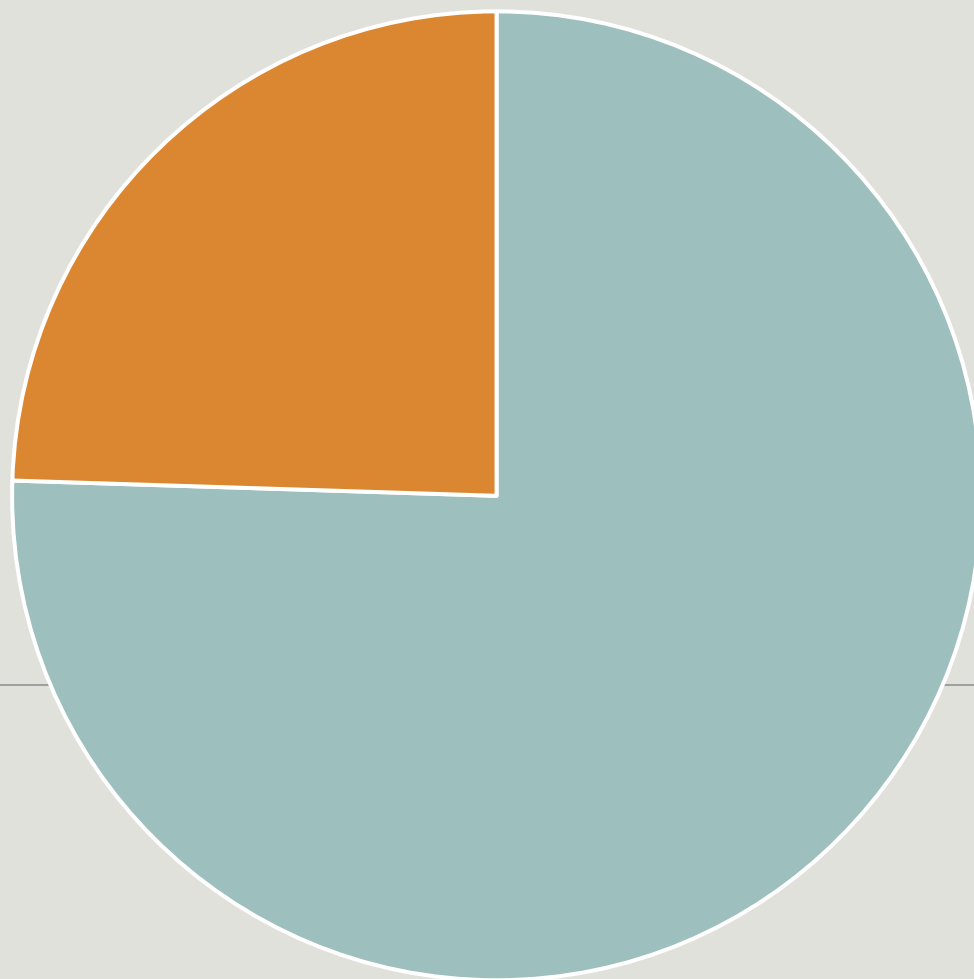
2025: 98,517

CY: 59,685

Checkouts: Year over year



Checkouts by Format 2025



28,323 titles in your collection and 44.3% are in audiobook format

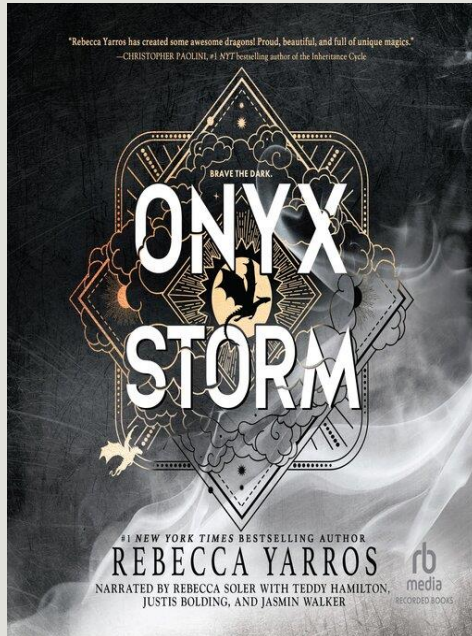


Ebook

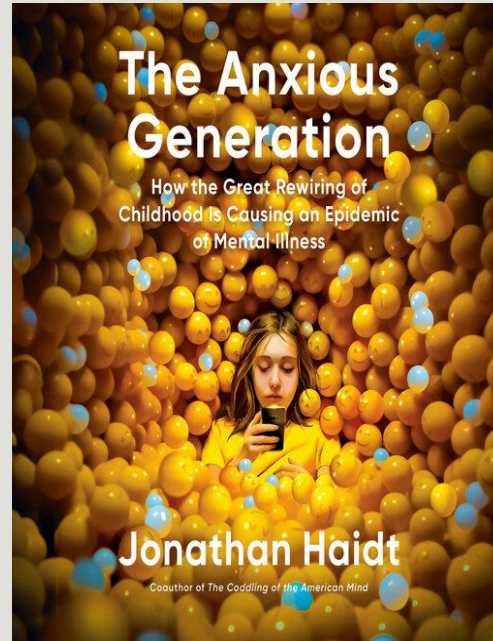


Audiobook

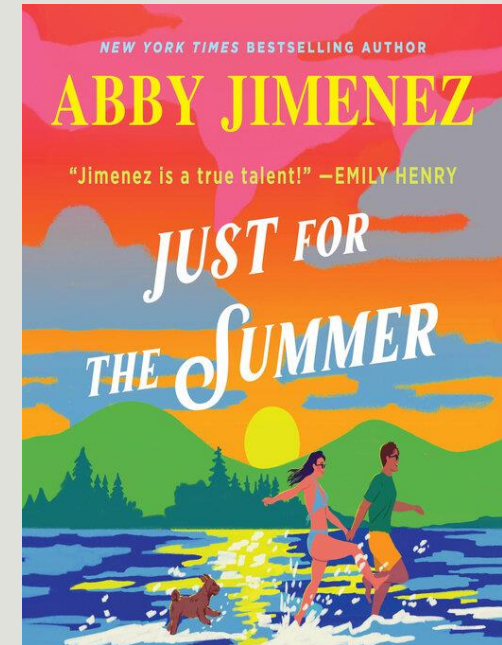
Most checked out titles in 2025



338 checkouts
(audiobook)



243 checkouts
(audiobook)

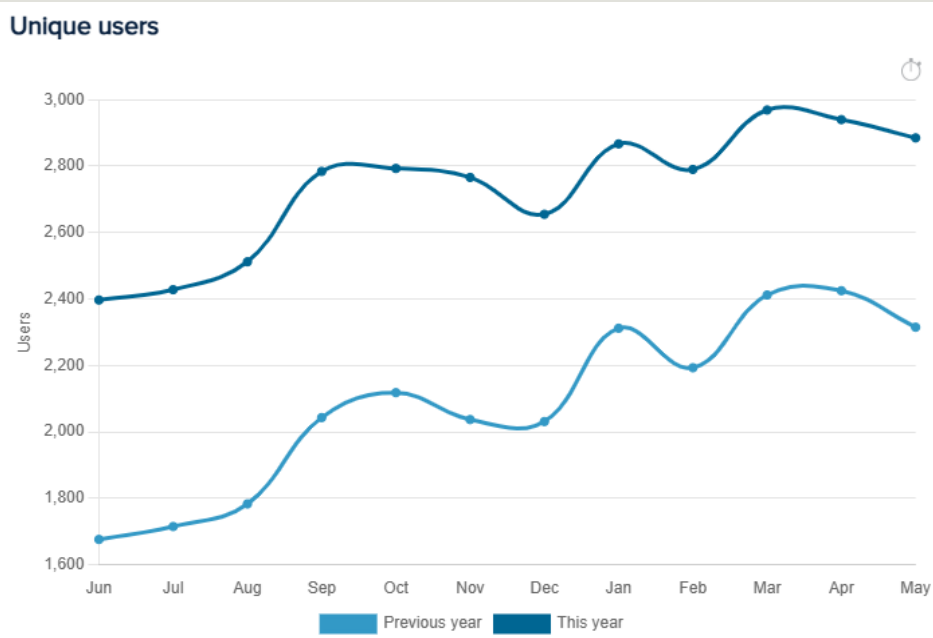


197 checkouts
(audiobook)

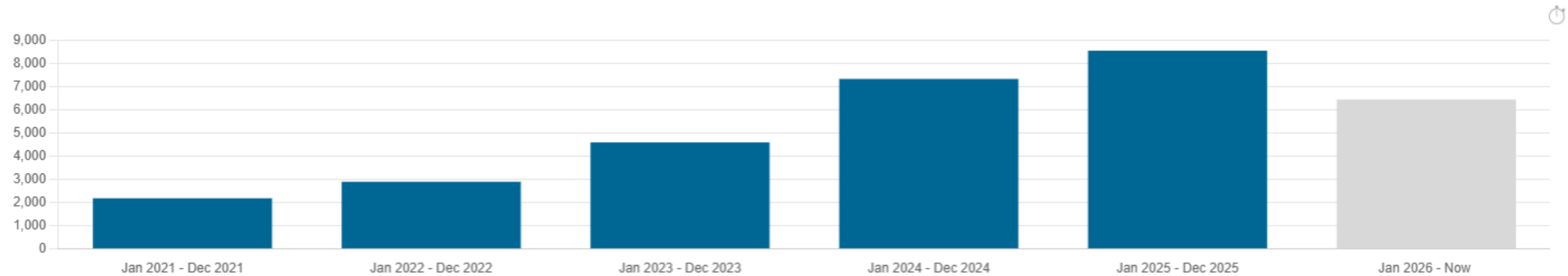
Unique Users YoY

2021: 2,181
2022: 2,893
2023: 4,587

2024: 7,321
2025: 8,538
CY: 6,434



Unique users: Year over year



Holds

Current holds

8,296 Titles
6,247 Audiobooks
2,049 eBooks

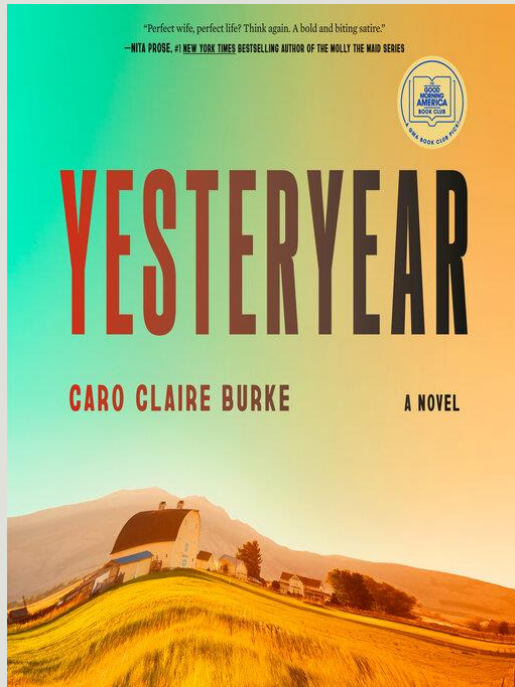
Current average waiting period

19 days

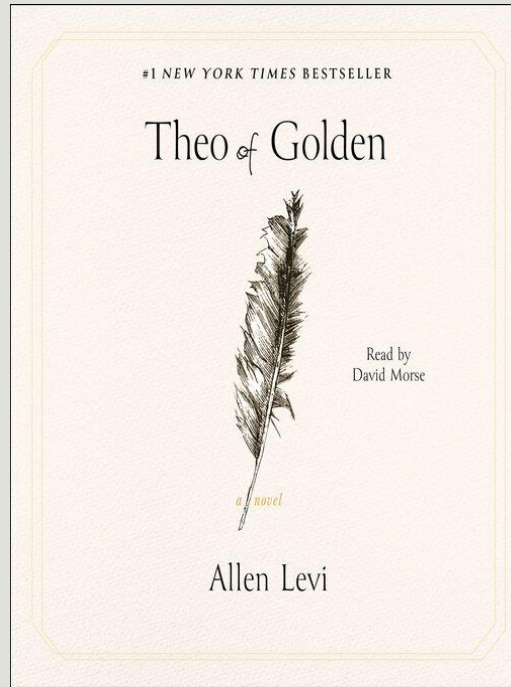
Other data

**105 titles with holds that are longer available –
consider repurchasing or weeding**

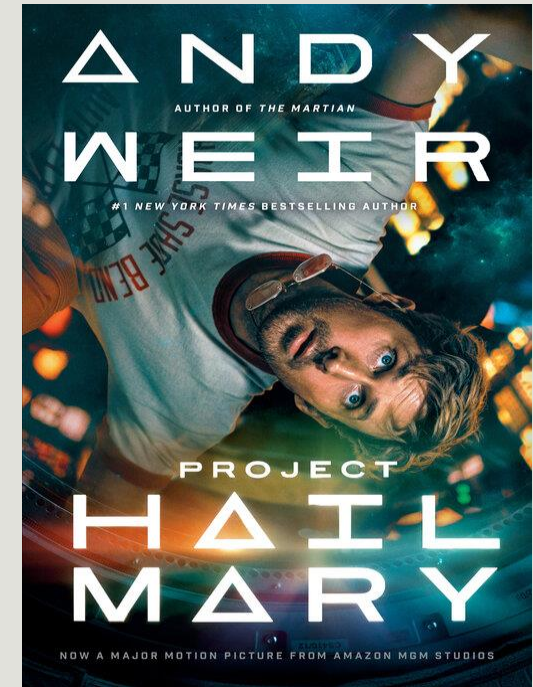
Current titles with high holds



92 holds
(audiobook)

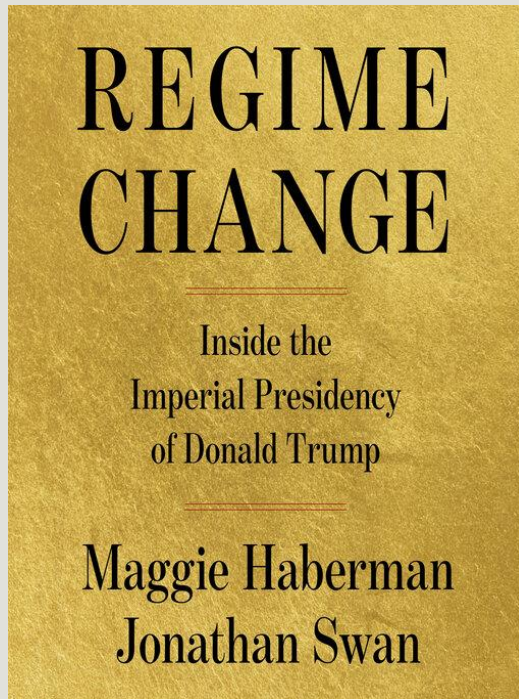


83 holds
(audiobook)

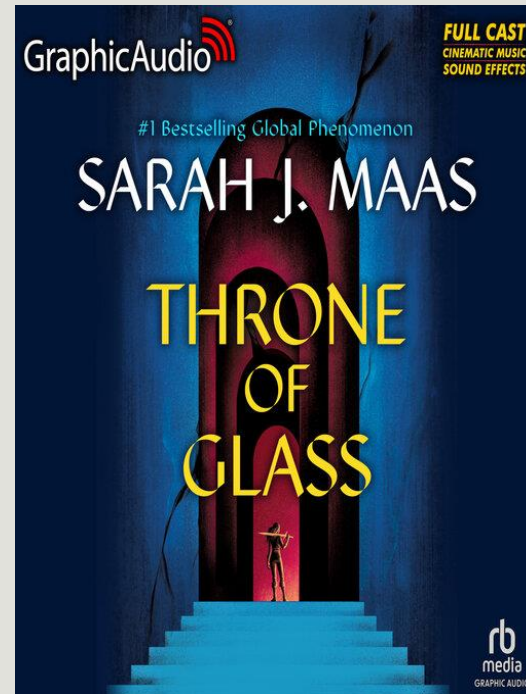


79 holds
(ebook)

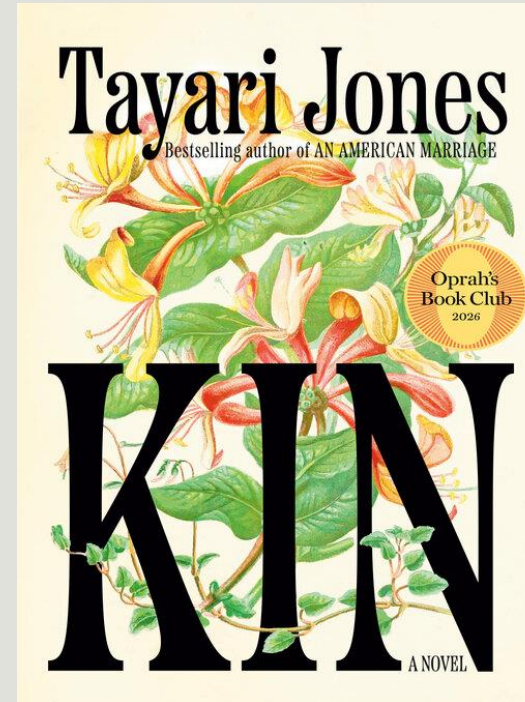
Current titles with high holds ratio



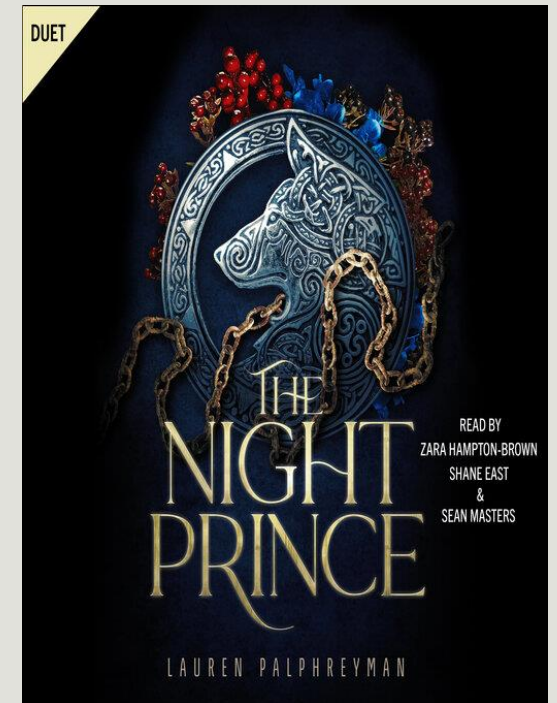
13
(audiobook)



13
(audiobook)

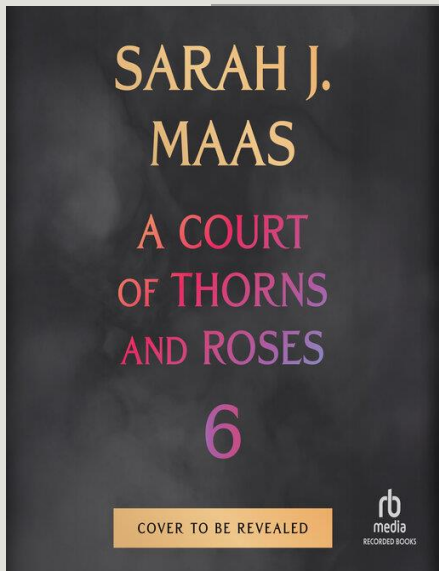


11
(eBook)

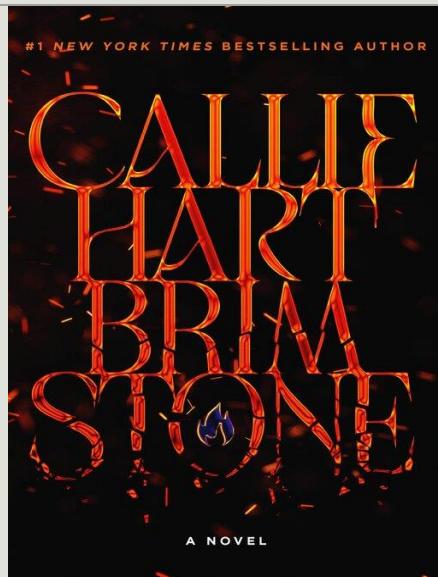


11
(audiobook)

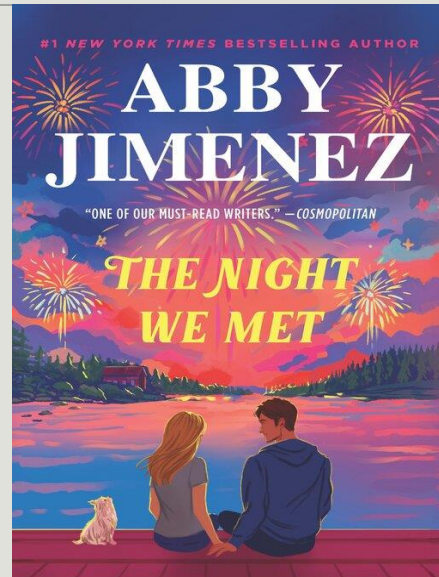
Top Titles with Notify Me Tags all time



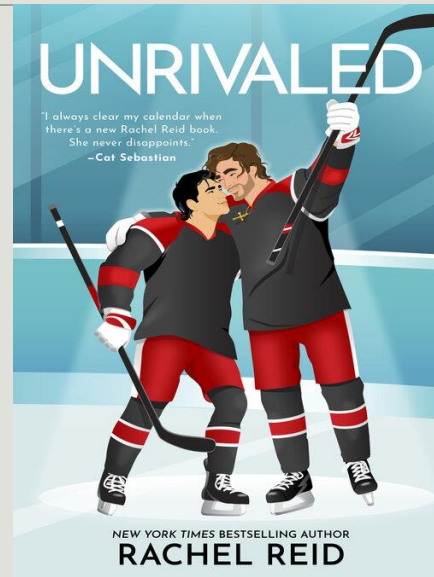
46 tags



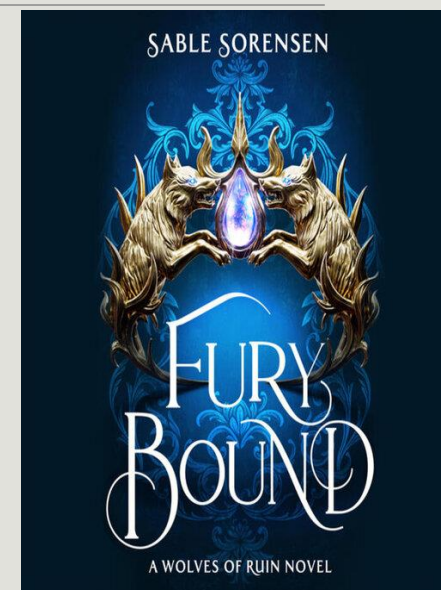
26 tags



22 tags



19 tags

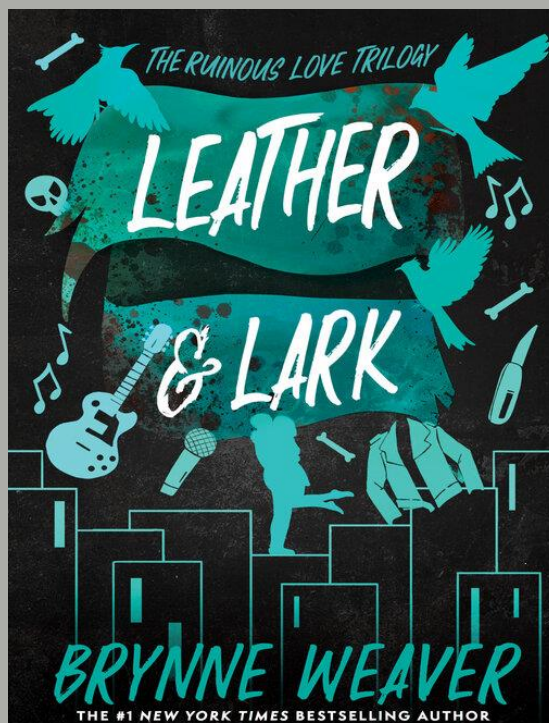
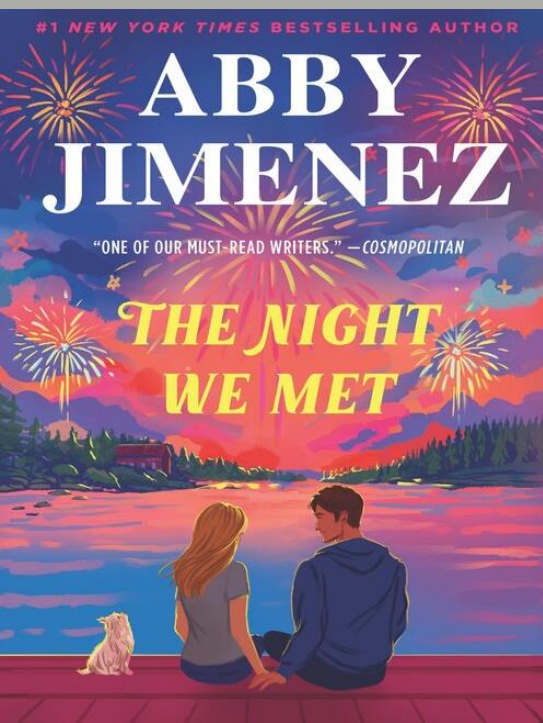
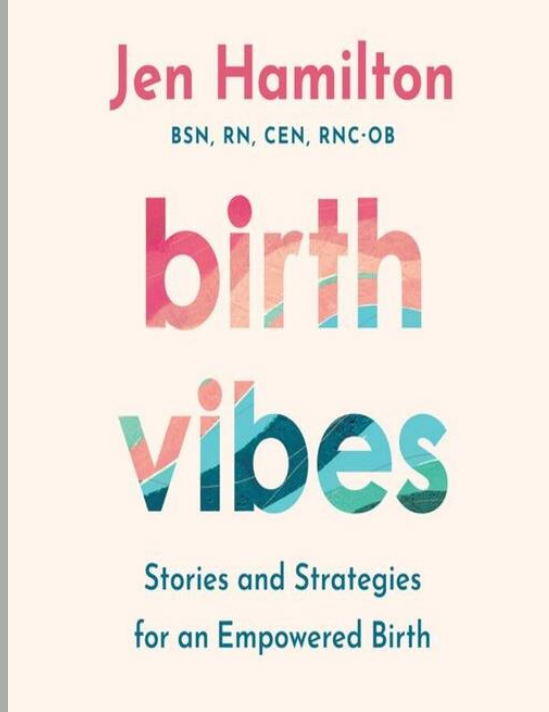
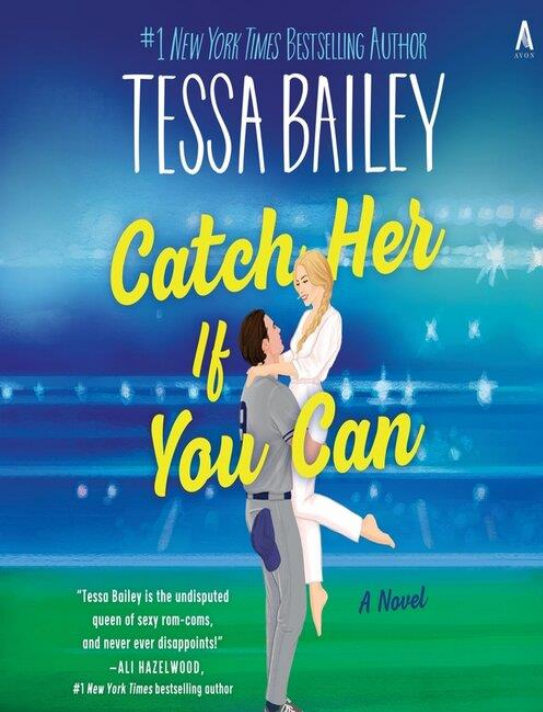


19 tags

Notify Me Tags

Total Notify Me tags: 66,672

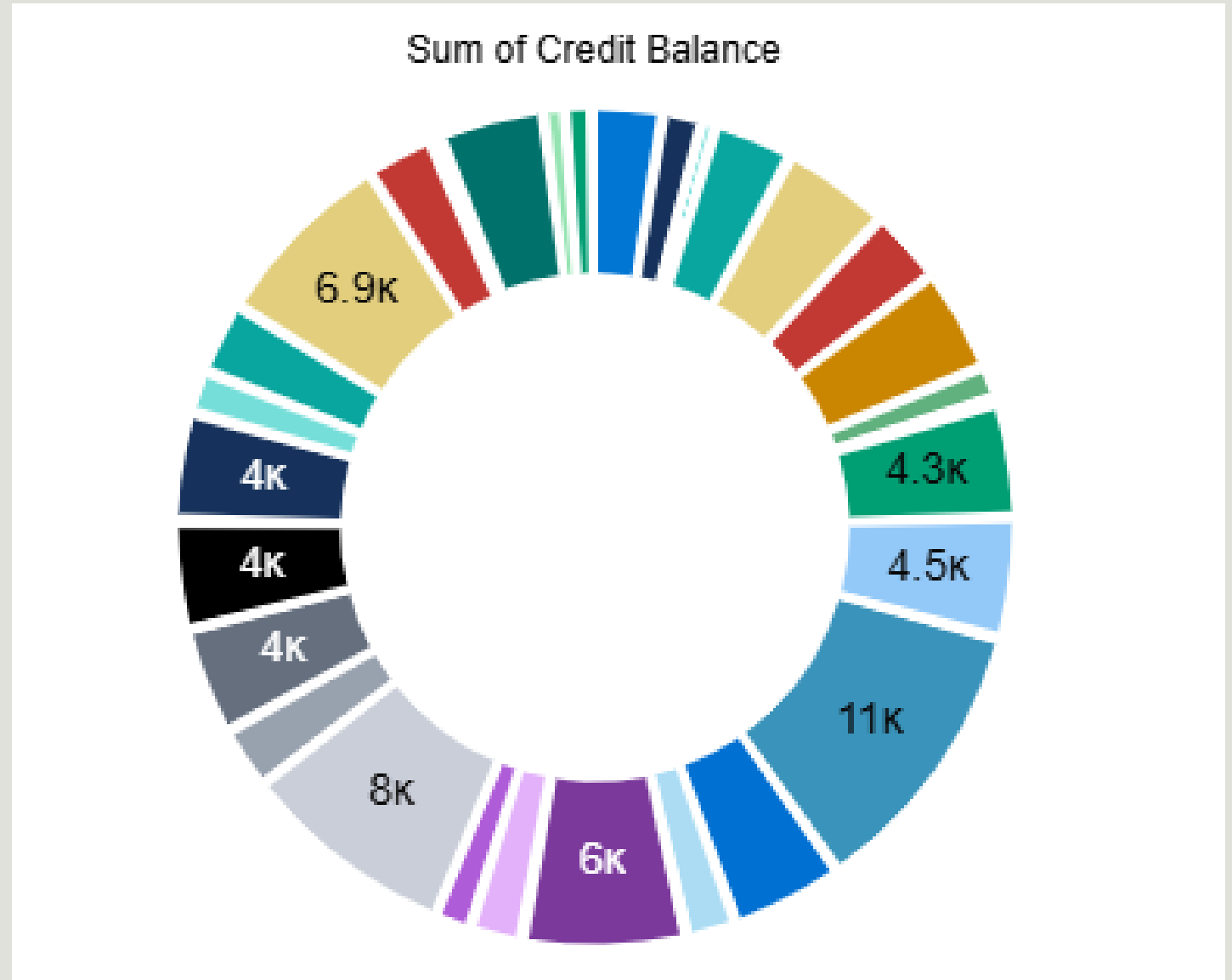
Look through your top titles with Notify Me tags



Popular Titles
currently not in
your collection

Content Credit by Billing Account

Total: \$96,627.36



Purchasing

Currently have \$96.64k in content credit.

Spend growth from decreased by 1.0% but your checkout growth increased by 30.0%.

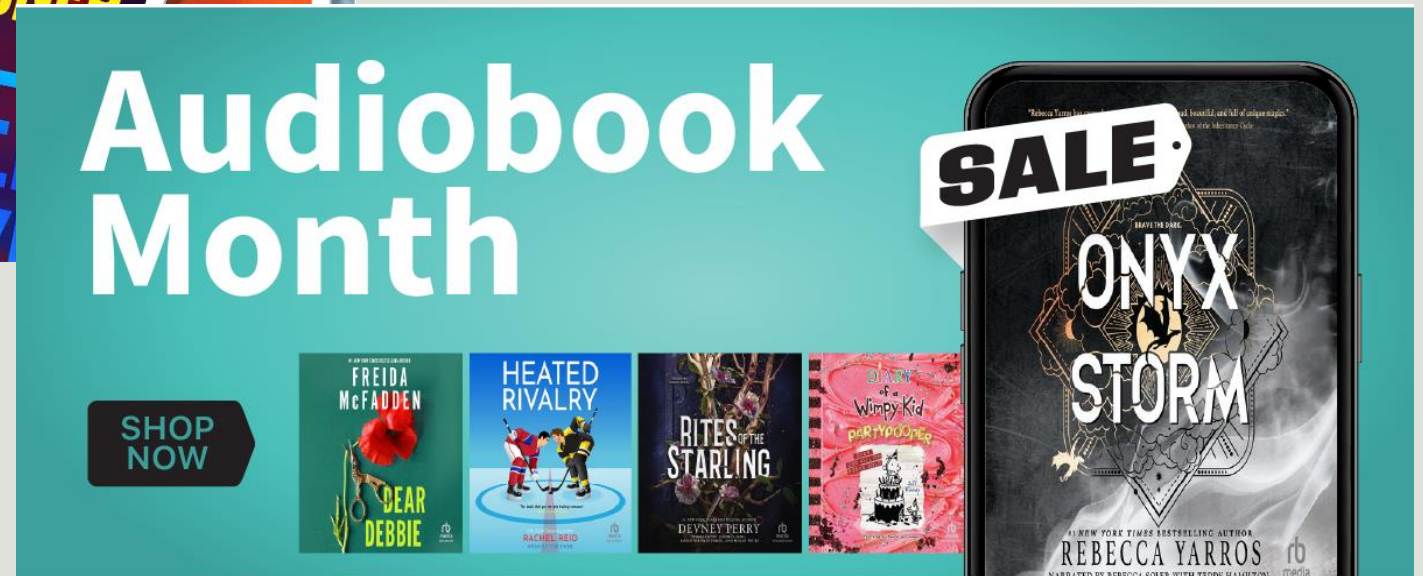
Suggestions:

- Lean into sales throughout the year.
- Consider purchasing additional titles with high holds and titles with multiple Notify Me tags.
- Let us build carts for you.

All sales can be found in the 'NEWS' tab of Marketplace.



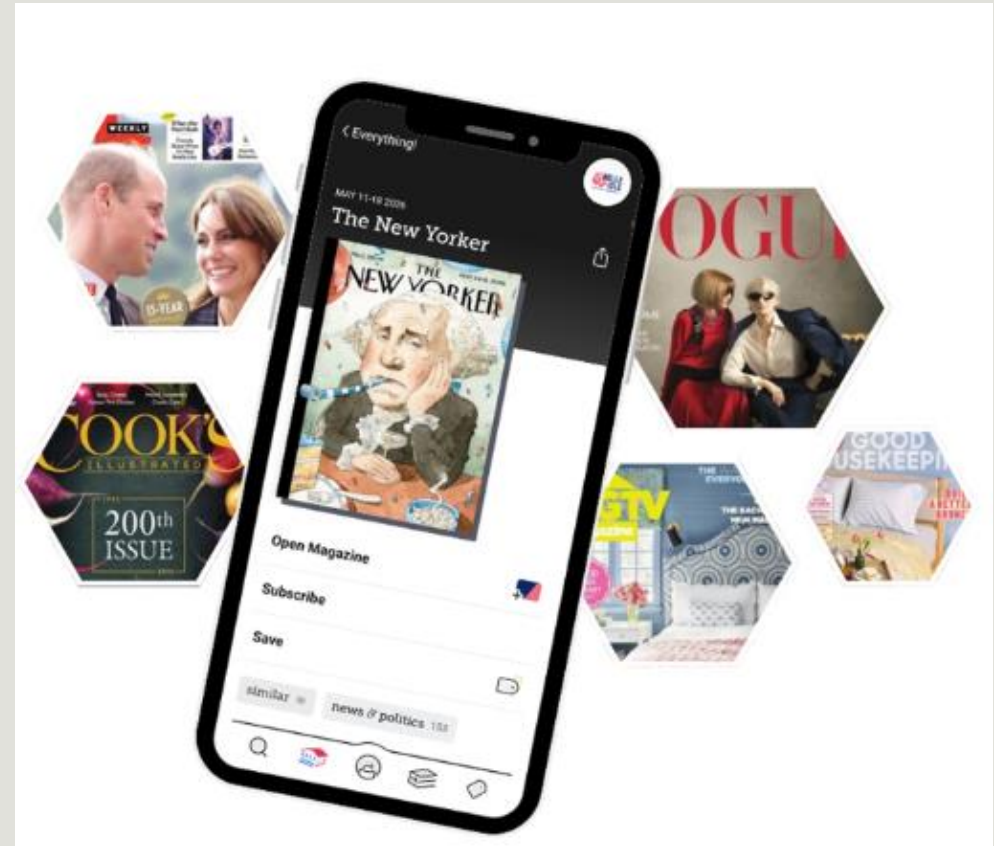
July 1-30: Adult Nonfiction Sale. Be on the lookout for sale information in our next newsletter!



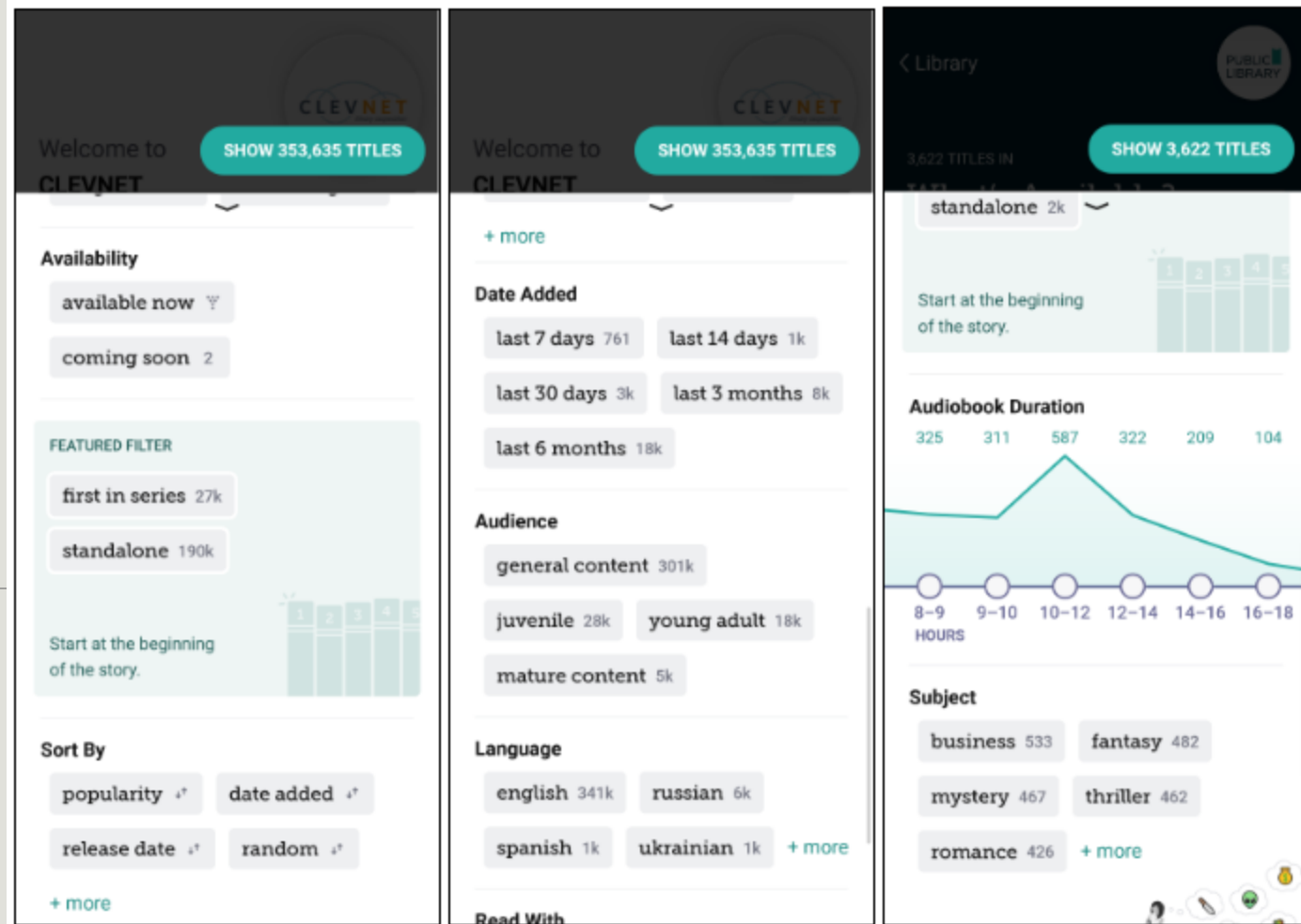
Magazines

The OverDrive Magazine subscription is the most in-demand package that OverDrive offers.

- Over 6,000 titles
- Simultaneous use
- No circulation cap
- Users get notified when a new issue is released
- Weed unwanted titles
- Dedicated magazine marketing kit
- Curate magazines
- Magazine rack



Product Updates



OverDrive Resource Center

Promote Your Digital Library

Print or Request Marketing Kits

Webinars

Book Recommendation Lists

Quick How-To Videos

Downloadable How-To Materials

Frequently Asked Questions

Explore More Features

"Read" with your ears...

Listen to audiobooks free from your library!

Listen before first bell, during lunch, or on the bus.

Go at your own pace -- pause whenever you like.

Discover the hottest new



Listen while you run

- run
- drive
- cook
- fold
- work



Libby.
The library reading app



Best Practices for Academic Libraries

Book Recommendations
Keep your collection fresh with the books your campus wants to read and feature titles in more than one way to discover. Use OverDrive's tools to help save you time and money!

- LEVERAGE ALL LENDING MODELS**
Maximize your budget to meet user demand by leveraging all lending models including one copy/one user, limited access by time and/or checkout, cost per click (CPC), and simultaneous use.
- CURATE YOUR COLLECTION**
Use the Curate tool in Marketplace to create fun, engaging, and timely title lists to feature your collection and appeal to new readers. Tip: Sort by available to make a great first impression by showing books that are ready to borrow first!
- EXPLORE MARKETPLACE INSIGHTS**
View popular reports, see your current holdings, activity, circulation and user trends, and more in the Insights tab.
- AUTOMATE YOUR COLLECTION**
Save time and effort by automating collection development with tools like Holds Manager and Smart Lists. Find these hidden gems under "Automate Carts" in the Shop tab.
- USE BOOK RECOMMENDATION LISTS**
OverDrive's staff librarians have scoured Marketplace to find the newest, trending, and highest circulating content to help you expand your digital library and navigate the millions of titles available for purchase.
- SHOP THE SALES**
Save money and stock up on the latest discounts and special promotions on top titles in Marketplace. Look for featured promotions on the Marketplace home page.

LEARN MORE ABOUT MAKING THE MOST OF MARKETPLACE!



Staff Training
Make sure staff are knowledgeable and engaged with your digital library so they can help promote and support it.

- ATTEND LIVE TRAINING EVENTS**
The training team regularly hosts live webinars on a variety of popular topics. Visit the Resource Center to check the schedule and register for upcoming sessions!
- REQUEST A CUSTOM TRAINING SESSION**
Training Specialists are available to demonstrate Libby, Marketplace, and more and help answer your questions along the way. Contact your Account Manager or training@overdrive.com for details.
- VIEW ON-DEMAND TRAINING**
View free how-to videos at your convenience in the Resource Center.
- TRAINING KITS**
Hosting your own training for staff? We've got ready-made kits based on popular topics filled with PowerPoint presentations, quizzes, marketing materials and more.

Apps & Features
Maximize your users and make the most of your digital library with these features and add-ons.

NEW FORMAT
Diversifying your formats by adding magazines, streaming media, or Kanopy streaming video collections.

FREE YOUR EXPERIENCE
In reading settings allow users to choose content, including OverDrive's font for dyslexia and adjustable playback speed on audiobooks, or to find the right navigation point.

DAY
Ask copies of in-demand titles available for holding periods with no holds. Allow students to "find" and get access to hot titles without the wait.

FOR KINDLE USERS
Use the Libby app to send borrowed eBooks to your Kindle as their reading preference. OverDrive's digital eBook provider delivers Kindle Libby titles in the U.S.

anager today!
overdrive.com | (161) 575-6886

books | audiobooks | video | magazines

The digital library is always open.

Read on Libby.
The one-tap reading app from our library.



OPEN 24 HOURS

AMERICA 250

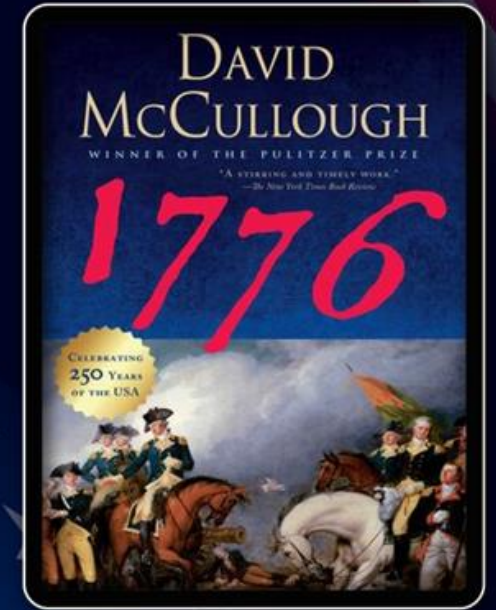
1776 ★ 2026

Libby.

#America250

AMERICA 250

1776 ★ 2026



Libby.

#America250

America 250

AUGUST – BACK TO SCHOOL

SEPTEMBER – HISPANIC HERITAGE MONTH

Questions?

Laura McMahon, Account Manager

lmcmahon@overdrive.com

Jess Vargo, Product Support Specialist

jvargo@overdrive.com

Kenny Cruse, Digital Content Librarian

kcruse@overdrive.com

