County Library
Of Los Angeles Public

County of Los Angeles Public Library ■ www.colapublib.org
7400 East Imperial Hwy., Downey, CA 90242 ■ (562) 940-8400

"Enriching Lives"

Margaret Donnellan Todd
County Librarian

January 22, 2014

To: Supervisor Don Knabe, Chairman
Supervisor Gloria Molina
Supervisor Mark Ridley-Thomas
Supervisor Zev Yaroslavsky
Supervisor Michael D. Antonovich

From: Margaret Donnellan Todd
County Librarian

COUNTY OF LOS ANGELES PUBLIC LIBRARY REPORT ON HOOPLA DIGITAL MEDIA PLATFORM (AGENDA OF JUNE 25, 2013, ITEM NO. 16)

On June 25, 2013 your Board approved the agreement with Midwest Tape for the Hoopla Digital Media Platform (Hoopla), which would provide Public Library cardholders the ability to borrow video, music and audiobooks to enjoy directly on mobile and desktop devices via streaming and download technology. Also, your Board directed the Public Library to report back after the 60-day trial beta period (beta) with an assessment of Hoopla and other viable opportunities to expand virtual material through the Public Library system.

Following the execution of the agreement, Public Library and Midwest Tape staff began work on installation, integration and implementation of the Hoopla platform. After this lengthy process, Hoopla was released to the public in beta form on October 1, 2013. During this beta period, the Public Library tested and monitored the consistency of the authentication process, monitored the community response to the new platform, managed the number of material checkouts and budget.

- The authentication process against the Public Library's cardholder database has proven consistent and secure.

- Within the beta period, there were over 6,000 checkouts of movies, music and audiobooks, with the most popular category being music. The quality of the music content of the platform proved to be excellent, with release-day access to many of popular artists and soundtracks to movies currently in theaters.

- Audiobook checkouts were also popular in comparison to the Public Library's other audiobook content providers. One lending provider allows one checkout to one cardholder at a time which often results in lengthy waiting lists for popular titles. The instant availability of Hoopla's content and the ability for multiple cardholders to check out the same title at the same time added to the popularity of this platform.

- Movie and television checkouts were less popular than anticipated due to licensing agreement issues with the studios which resulted in limited content. This increased in November following the addition of new content and MidWest Tape continues to work with studios to increase content.

- Hoopla allows for three methods of managing checkouts: (1) control the number of streaming checkouts per cardholder; (2) establish a monthly limit; and (3) combination of both methods. The Public Library chose to establish a monthly limit of six (6) checkouts and monitor weekly. This method allows for equal access opportunity to all library cardholders while ensuring that the program remains within the Public Library's budget limits. Adjustments to the amount of promotion of Hoopla on the Public Library's social media channels assisted with budget management. The current annual contract budget for this agreement is $40,000 and to date the Public Library has expended $9,072. The Public Library is constantly assessing its budget priorities to balance the needs of physical books, DVDs, and CDs with the increasing use of digital formats.

Hoopla has a unique platform that is not available elsewhere and their expanded selection meets the Public Library's commitment to enhancing services for our customers. Hoopla's greater variety and more accessible digital content meet our customers' requests for more commercial feature films and popular television shows. It is the Public Library's intent to continue with this agreement.

Should you have any questions or require additional information, please contact me at (562) 940-8400.

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c: Executive Officer, Board of Supervisors
Chief Executive Officer