

# BingePass & SeasonPass

Fresh Content, Smart Tools, and Emerging Trends

# Agenda

- What are BingePass and SeasonPass?
- Tech update
- New and refreshed content
- Coming soon and announcements
- Winter programming and marketing inspiration



**Presenter Susan Buehrer**

# What is BingePass?

**Access to tons of TV, movies, puzzles, kids' content, and more for a week of bingeing with just one borrow!**



**hoopla**

# BingePass

Read. Listen. Watch. Play. Unlimited.

## Why use it?

-  Free with library card
-  One borrow = tons of content
-  Available instantly
-  Never any ads
-  Something for everyone
-  Excellent value for your borrow

# More about BingePass

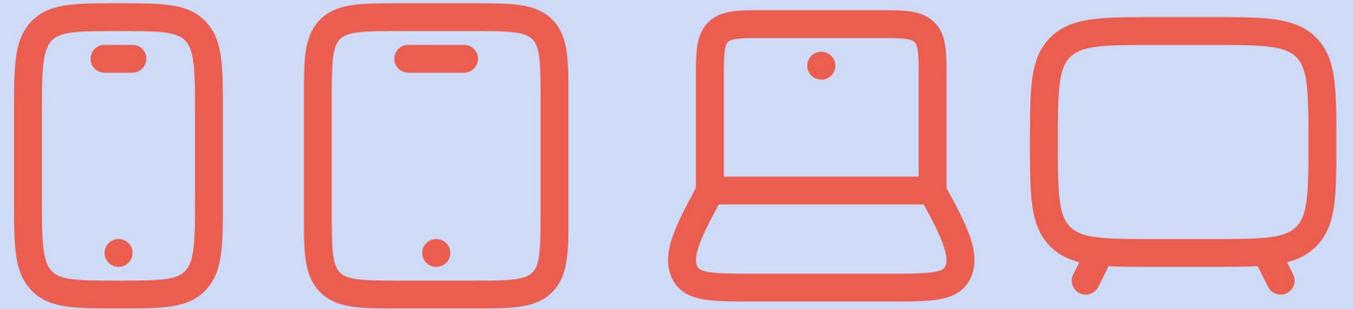


## Formats to fit all preferences!



## Enjoy on your devices!

\*Select BingePasses available on Roku, Samsung, and LG



Phone Tablet Computer TV

## Categories for everyone!



Endless Entertainment



Lifelong Learning



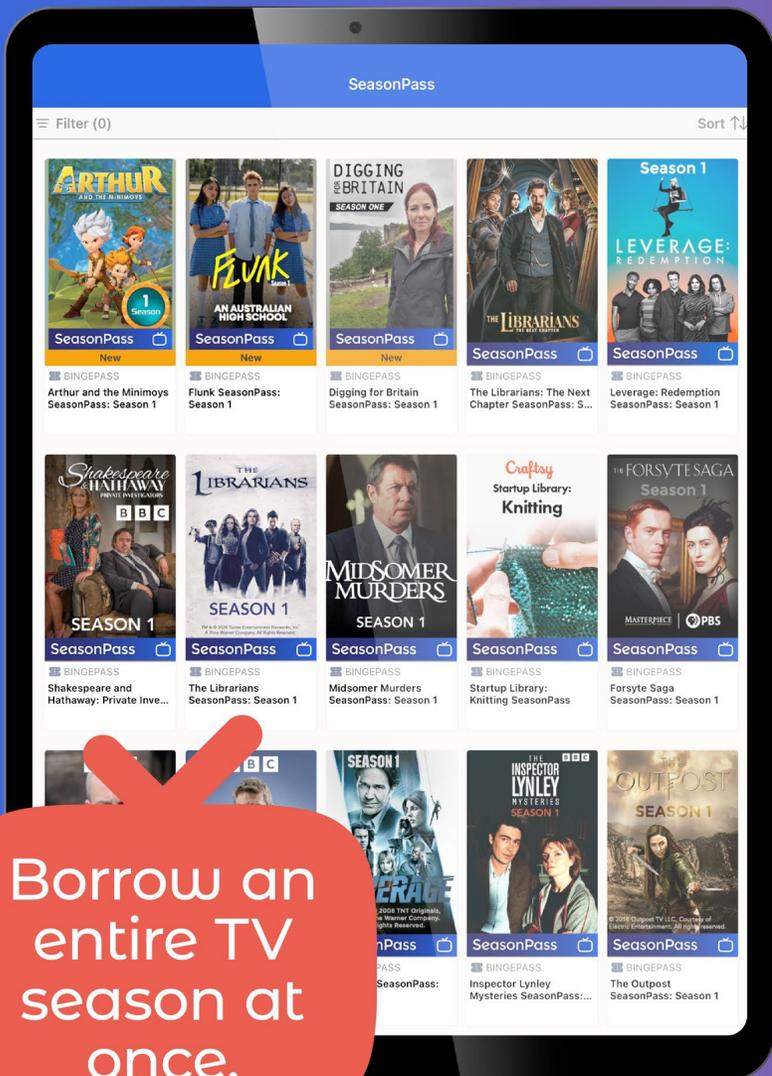
Puzzles & Games



Kids' Content

hoopla

# SeasonPass



Borrow an entire TV season at once.

First season with  
10 episodes  
**\$2.99**  
per SeasonPass borrow



Each individual episode costs \$1.79, or

**\$17.90**  
for the whole season

Patrons use only 1 borrow instead of 10 and libraries save 83% with SeasonPass —a win for both!

\*USD example

# Tech Update

## NEW! **BingePass** now available on Samsung and LG TVs.

- Also available on Roku
- ALL SeasonPasses will be available
- Available BingePasses include:



Audiobooks and Movies

# BingePass and SeasonPass

Description	Partner BingePass	Curated BingePass	SeasonPass
<b>What's included</b>	Full partner platform	Entire collection	All episodes of a single TV season
<b>Format types</b>	Any content category	Existing formats (audiobooks, eBooks, comics, movies, and TV)	TV only
<b>Borrow length</b>	7 days	7 days	7 days
<b>Where patrons consume the content</b>	Partner's platform or app	Hoopla	Hoopla
<b>Content host location</b>	All content hosted and managed by the partner	Content is hosted by Hoopla	Content is hosted by Hoopla
<b>Device access</b>	Website and mobile apps	Website, mobile apps, select set top devices*, and audio capabilities**	Website, mobile apps, and select set top devices*, and audio capabilities**
<b>Content rights</b>	Titles can be exclusively available within BingePass or also through the Instant format category	Titles can be exclusively available within BingePass or also through the Instant format category	Titles can be exclusively available within BingePass or also through the Instant format category

*\*Select BingePasses and all SeasonPasses are available with LG, Roku, and Samsung TV (audiobooks, movies, music, and TV)*

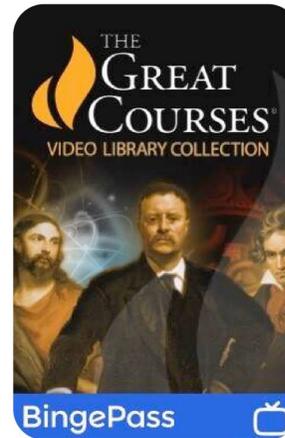
*\*\* Audio capabilities with Apple CarPlay and Android Auto (audiobooks and music)*

# Top 10 Titles of 2025

1



2



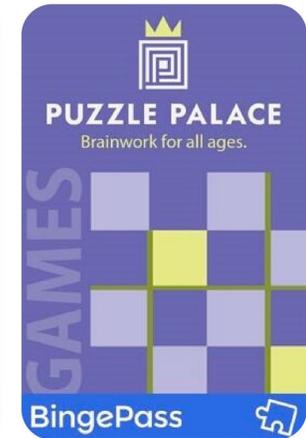
3



4



5



6



7



8



9



10



# What patrons are saying

“The **puzzles** let me play without all the annoying ads and it is the best place to find **historical documentaries.**”

“I can watch several **documentaries or movies** through the **BingePass** and not use up multiple borrows or even spend money on an additional app!”



# Content Focus

Our acquisitions team is actively expanding BingePass and SeasonPass by targeting these key content areas:

- SeasonPass (TV): spotlight popular genres
- International video content
- Children's eBooks
- Food and cooking
- Comics

# New Content: BingePass

## Endless Entertainment:



**Curated Cuts BingePass (movie):**  
*Collection of indie movies*

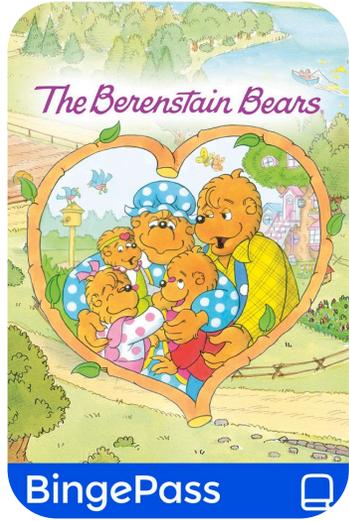


**Fanbase Press BingePass (comics):**  
*50+ single-issue comics*

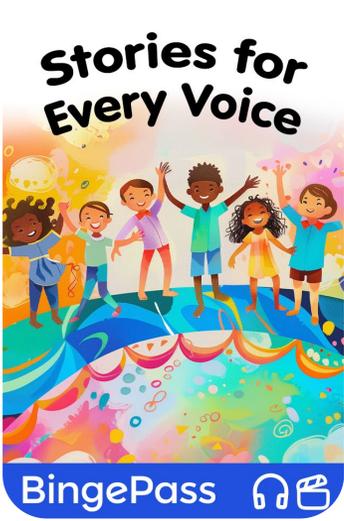
# Kids BingePasses:



**Seasonal Stories BingePass (audiobook, movie):**  
*Celebrate global holidays*

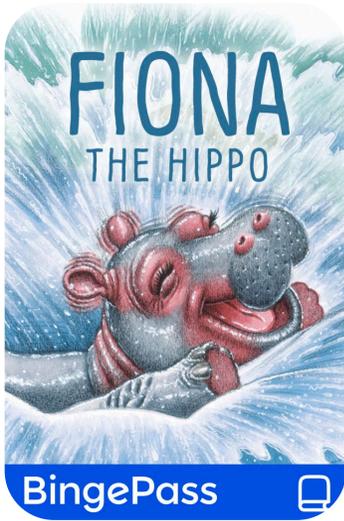


**Berenstain Bears BingePass (eBook):** *Dozens of bear hugs, big lessons, and bedtime stories*



**Stories for Every Voice BingePass (audiobook, movie):**  
*Themes of identity, culture, resilience, and belonging*

# New Content: BingePass



**Fiona the Hippo BingePass (eBook):** *Fun, fearless Fiona!*

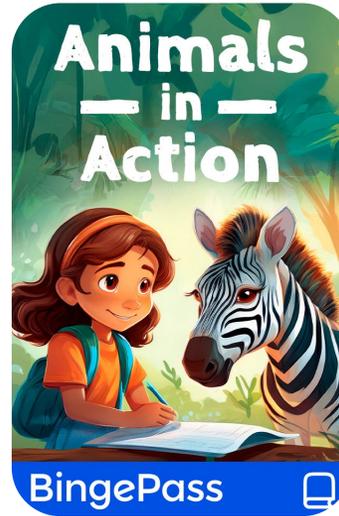


**Smile and Learn BingePass (interactive platform):** *Activities and games for children aged 3-12*

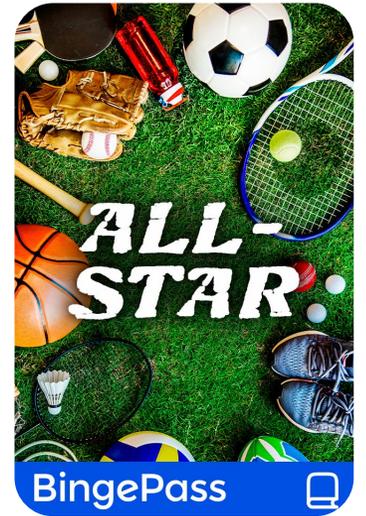
## Kids BingePasses:



**Things That Go! BingePass (eBook):** Planes, trains, automobiles, and more!



**Animals in Action BingePass (eBook):** From prehistoric dinosaurs to modern-day wildlife

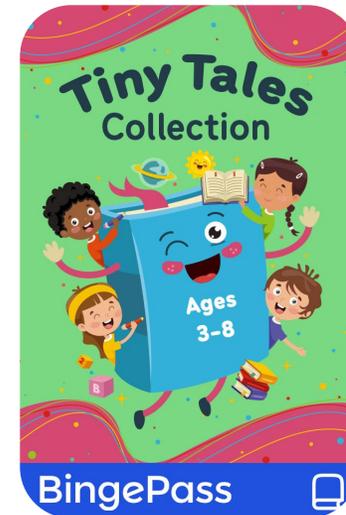


**All-Star BingePass (eBook):** All things sports

# New Content: BingePass



**Space Explorers BingePass (eBook):** Learn about outer space and planets



**Tiny Tales BingePass (eBook):** 150+ picture books in English and Spanish

## Title Refreshes:



**Kidz Vidz BingePass (movie, TV):** *New movies and series added*



**The Highlights Collection BingePass (audiobook, eBook, movie):** *10 Movies added*

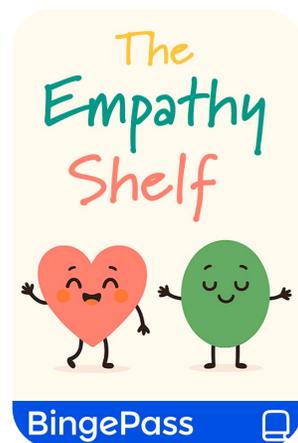


**Kids Books in Action BingePass (movie):** *New movies added*

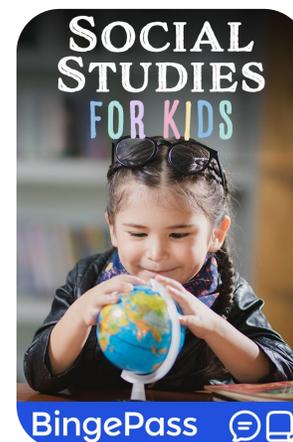


**Spanish Learning for Kids BingePass (eBook):** *New fiction titles added*

# Content Refresh: BingePass



**The Empathy Shelf BingePass (eBook):** *Refreshed title lists*



**Social Studies for Kids BingePass (eBook):** *Refreshed title lists*



**Science Squad BingePass (eBook):** *Refreshed title lists*

# New Content: SeasonPass



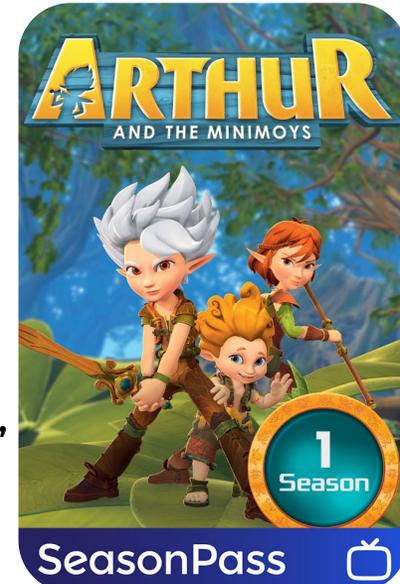
**The Librarians: The Next Chapter, Season 1:** New spinoff series



**Digging for Britain SeasonPass, Season 1:** Britain's buried past revealed



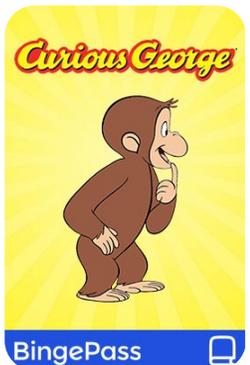
**Flunk SeasonPass, Season 1:** Australian high school drama (TVMA)



**Arthur and the Minimoys SeasonPass, Season 1:** Tiny heroes, big adventure

# Coming Soon & Announcements

- **MHz Choice SeasonPasses (TV):** Across 36 individual seasons of international TV
- **Cineverse Classics BingePass (movie):** Collection of classic films from the 20<sup>th</sup> century
- **Dove Channel (movie, TV):** Collection of movies and TV shows for Canada
- **Curious George BingePass (eBook):** 50+ storybooks
- **Quick & Easy Cooking BingePass (eBook):** 70+ cookbooks
- **The Reading Corner (movie):** 2 new languages available – Farsi and Papiamentu
- **Creativebug BingePass:** Last day to borrow is December 24



# Winter WonderBinge

## BingePasses to celebrate the winter season!

Check out the Hoopla Resource Center for ready-to-use marketing materials.

- **Cozy Up Collection**

- Hallmark+ (US)
- Dove Channel (US)
- Curated Cuts
- Medici.tv

- **Family Fun Pack**

- The Berenstain Bears
- PBS KIDS
- Seasonal Stories

- **New Year, New You!**

- Get Healthy U TV
- The Great Courses
- Curiosity Stream

- **National Hobby Month** (January)

- Craftsy SeasonPasses
- Puzzmo & Puzzle Palace
- Fret Zealot

The banner features three collection cards at the top:

- Cozy Up Collection:** Includes Dove Channel, Hallmark+, and Curated Cuts.
- Family Fun Pack:** Includes PBS KIDS, The Berenstain Bears, and Seasonal Stories.
- New Year, New You:** Includes The Great Courses, Get Healthy U TV, and Curiosity Stream.

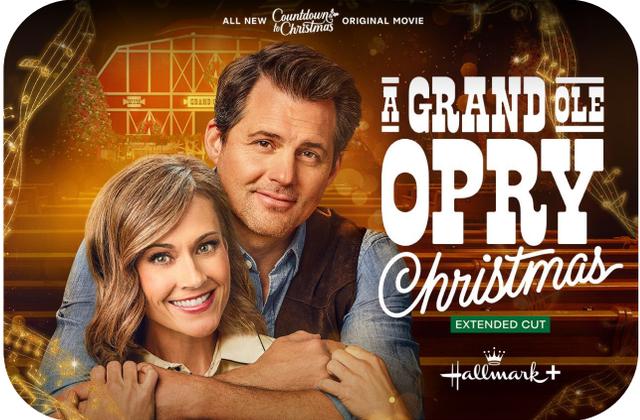
Below the cards, the text reads: **Winter WonderBinge**  
Your winter escape starts here.

The BingePass logo is located in the bottom left corner of the banner.

# Hallmark+ Countdown to Christmas Holiday Guide



BingePass  
Your Hallmark+ Holiday Guide Is  
Here on Hoopla



# How Libraries Highlight BingePass

- Highlight BingePass on your website or dedicated landing pages
- Add BingePass records to the catalog using MARC files or API integrations
- Share on social media
- Include in library programs



Home » News & Events » Arts & Culture » BingePass gives you 7 days of unlimited streaming



## BingePass gives you 7 days of unlimited streaming

August 28, 2025

With hoopla's BingePass and your Oak Park library card, you can get unlimited streaming for seven days with a single borrow! Let's get started...

How do I use hoopla's BingePass?



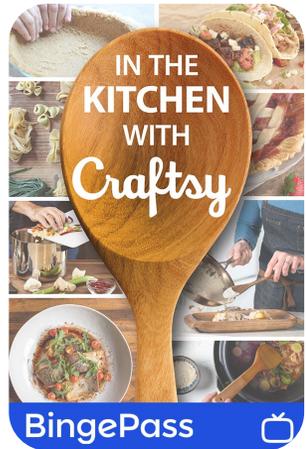
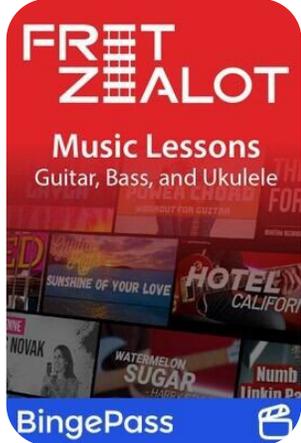
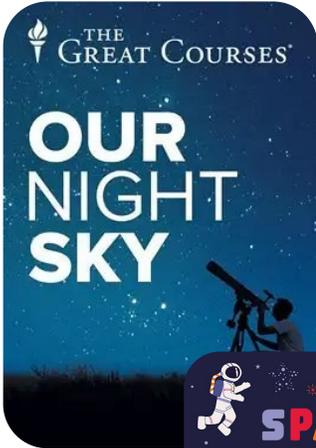
SeasonPass, the newest Hoopla BingePass offering, lets you watch a full TV season with a single borrow. Explore new series or revisit a favorite, all with no waiting! <https://www.hoopladigital.com/collection/seasonpass/91678>  
Want to see all the other BingePasses available to you? Visit HooplaDigital for the complete list! Are you interested, but you don't yet have a Wanaque Library card? No problem! Apply online.

Recen  
New this  
A Whole  
Are you  
property?  
Check ou  
The Hos  
Hoopla

# Programming Inspiration



# Library of Things Programming Inspiration



# Stay Connected with Us

- Subscribe to Hoopla newsletters
- Follow Hoopla Digital on social
- Read our blog
- Visit the Resource Center
- Connect with your sales representative



**Questions?**

# Thank you for joining us!

Questions: email at [SBuehrer@hoopladigital.com](mailto:SBuehrer@hoopladigital.com)

Recording will be available on the Hoopla Hub, under Webinars:  
<https://library.hoopladigital.com/webinars/>

Follow-up survey