

# Midwest Tape Processing: Shelf-Ready Solutions for Every Library



# Presenters



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**MIDWEST TAPE**

# Topics for This Session

**Current  
Landscape**

**Content  
Availability  
Challenges**

**Navigating  
Quality and  
Legitimacy  
Concerns**

**How We  
Support Your  
Collection  
Goals**

**Our Step-by-  
Step Setup  
Workflow**

**Product and  
Platform  
Updates**

**General  
Processing  
Information**

# Current Landscape in DVD/Blu-ray



## Decline Has Slowed

- **Disc sales increased 15%**
  - 4K sales continue to rise as more players enter the market
- **Ongoing demand for physical formats:**
  - Access to titles not available on streaming platforms
  - Cost-effective option
  - Avoidance of censorship or edited versions
- **Retailers remain committed to physical media:**
  - Barnes & Noble: double-digit growth in 2024
  - Walmart
  - Target (online only)
  - Local resale shops
- **Audiences still engaged with physical formats:**
  - Some distributors reporting growth
  - Gen Z embracing physical media (may increase younger patron borrowing)

# Current Landscape in DVD/Blu-ray



## Supply Chain Considerations

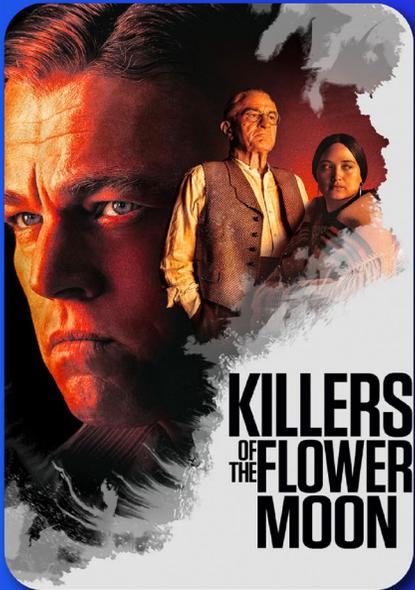
- **Production has consolidated**
- **Supply and demand variability impacting availability**

## Future of Physical Video

- **Manufacturing-on-Demand expanding:**
  - Real-time production to meet demand
  - Reduces warehouse and storage costs
- **Growth of Blu-ray/4K combo editions**

# Content Availability Challenges

*Streaming Is an Obstacle*



## Streamers Still Release Physical Titles Sporadically:

- *F1* series — inconsistent release patterns
- Amazon/MGM shifting to Alliance:
  - Indicates continued commitment to physical media

## Example: *Killers of the Flower Moon*

- Criterion release scheduled for March 24, 2026
- Negotiations began in 2024
- Sales may influence future physical releases

## Example: *CODA*

- Academy Award Winner – Best Picture
- Originally an Apple TV+ exclusive
- Physical edition secured by Allied Vaughn
- Highlights difficulty of obtaining physical versions of streaming-only titles

## Is This Part of a Bigger Trend?:

- Physical releases dependent on studio partnerships, sales projections, and licensing
- Streamers selectively releasing titles, affecting library access

# Navigating Quality and Legitimacy Concerns

*Proceed with Caution*

- Tempting to buy titles from Amazon, Etsy, and eBay
- Could end up with a bootleg copy or an international copy that does not play in US
- What to look for

← Back to search results

Bestseller

RETRO VINTAGE

KPOP DEMON HUNTERS

In demand. 2 people bought this in the last 24 hours.

**\$25.00**

Kpop Demon Hunters DVD

✓ Arrives soon! Get it by Feb 19 if you order today

SELECT VERSION

DVD MOVIE

4 payments at 0% interest with Klarna [Check purchase power](#)

**Add to cart**

Item details

Highlights

🕒 Vintage from the 1970s

Kpop Demon Hunters (2025) DVD Unofficial. Zone free. No CC, no subtitles. ENGLISH ONLY.

Chose between the standard movie or with 6 karaoke videos to sing along!

Report this item to Etsy

Reviews for this item (15)

Version 1 - DVD  
Version 2 - DVD

## dback profile



(48 ★) 📱 ⓘ

**Positive Feedback (last 12 months): 94.4%**

**Member since: Oct-06-23 in China**

**Top-rated seller:** One of eBay's most reputable

Consistently delivers outstanding

[Learn more](#)

**\$43<sup>99</sup>**

FREE Returns

FREE delivery

📍 Delivering to Holland 43528 - [Update location](#)

**This title will be released on April 30, 2024.**  
Pre-order now.

Quantity: 1

**Pre-order now**

Ships from Amazon.com

Sold by Amazon.com

Returns Eligible for Return, Refund or Replacement within 30 days of receipt

Payment Secure transaction

Add a gift receipt for easy returns

**Add to List**

# How We Support Your Collection Goals

*Working for You*

## **Understanding Your Needs:**

- Libraries need the newest content and reliable access
- Our focus is ensuring availability and discoverability

## **Expanding Library-Exclusive Access:**

- Actively acquiring library-exclusive offerings every day
- 34 video vendors—and counting
- Lionsgate digital offerings:
- Includes titles unavailable anywhere else in physical format

## **Building New Partnerships:**

- Forming strategic relationships to expand access
- Recent example: A24

# How We Support Your Collection Goals

*Audiobooks and Playaway*

## **Audiobook Vendor Exclusives:**

- Access to 10 exclusive audiobook partners:
- Podium
- Penguin Random House
- The Great Courses (booklets available on Resource Center)

## **Playaway Availability:**

- New titles continue to be added

# How We Support Your Collection Goals

*You Are Not Alone*

## **An Ever-Changing Landscape:**

- The industry is shifting quickly
- We're navigating these changes right alongside you

## **We're Still Learning in Real Time:**

- Adapting to new release patterns
- Monitoring evolving studio strategies and distribution models

## **Adjusting Our Approach with Studios:**

- Brokering agreements to improve access for libraries
- Pursuing library-exclusive opportunities to meet patron demand

## **If You're Confused—Ask:**

- We're here to help clarify the constant media changes
- Our goal is to make this landscape easier for you to navigate

# Midwest Tape Product Offerings

## 5 Formats

DVDs | Blu-rays | Music CDs | Audiobooks on CD | Playaways



## Tons of processing options!

- Custom Digital Artwork
- Shrink-Wrap Removal
- Hub Labels
- RFID Tagging
- Locking & Sturdy Cases
- Cataloging Services
- 9xx Services

# Setup Process



# myCarts

1. Find the myCARTS sheet on the homepage of the Midwest Tape site or by requesting one from your processing support specialist or sales rep.
2. Select which carts are most applicable for your library and the recipients of each.
3. Return the completed form directly to the marketing team or your Midwest Tape contact.

\*Any changes to existing plans can be made in the exact same way as a new setup

The screenshot displays the Hoopla Flex website interface, which is a digital library platform. The main content area is divided into two sections: "Binge Box" and "Patron Requests & Holds".

**Binge Box:** This section features a "hoopla Flex" header with tabs for "AUDIOBOOK" and "EBOOK". Below the header, there are four audiobook covers displayed in a row: "EXCESSION" by Iain M. Banks, "DIVORCED FROM NU..." by Elise Faber, "ETERNAL SUMMER" by Rebecca Ruge, and "THE METHOD" by Matthew Quirk. Each cover includes a "QTY" button and a shopping cart icon.

**Patron Requests & Holds:** This section also has "AUDIOBOOK" and "EBOOK" tabs. It displays four audiobook covers: "WE USED TO LIVE HERE" by Marcus Klewer, "IT STARTS WITH US" by Colleen Hoover, "FUNNY STORY" by Emily Henry, and "GREAT BIG BEAUTIFUL LIFE" by Emily Henry. Each cover includes a "QTY" button and a shopping cart icon.

**Left Sidebar:** This sidebar contains several sections:

- Binge Box:** A promotional image for "Binge Box" with the text "Hours of entertainment. All in one box."
- News & Views:** A section titled "Updated Weekly" with three entries: "Hot This Week: July 29", "Hot This Week: July 22", and "Hot This Week: June 24".
- Services:** A list of services including "Workflow Solutions (Processing, Cataloging, Opening Day Collections)", "myCARTS Orders" (highlighted with a red box), "ILS Information", "Replacement Programs", "9xx Ordering With Your ILS System", "EDI: Electronic Ordering and Invoicing", "Promotional Support - Physical Media", and "Promotional Support - Digital Media".

**Right Sidebar:** This sidebar contains several sections:

- hoopla:** A logo for "hoopla" with the tagline "a blog for librarians".
- BingePass Reporting:** A section titled "hoopla BingePass View Reporting".
- Best Sellers:** A section titled "View the Top Selling Titles That You Haven't Ordered." with sub-sections for "Watch: Blu-ray | DVD", "Listen: Audiobook | Music CD", "Playaway Audio|hoopla Audiobook", and "Read: hoopla Ebook".
- Supplies:** A section titled "Supplies" with sub-sections for "All Supplies" and "SoundSafe™ Cases".
- Customer Service:** A section titled "Customer Service" with a "Contact us" link.

# Order Timeline

## FIFO Ordering

All orders are processed using FIFO (First In, First Out) to ensure fair and consistent handling.

## Preorder Recommendations

For on-street availability—especially for high-demand titles—we recommend placing preorders 3–4 weeks before the street date.

## Fiscal Year-End Requests

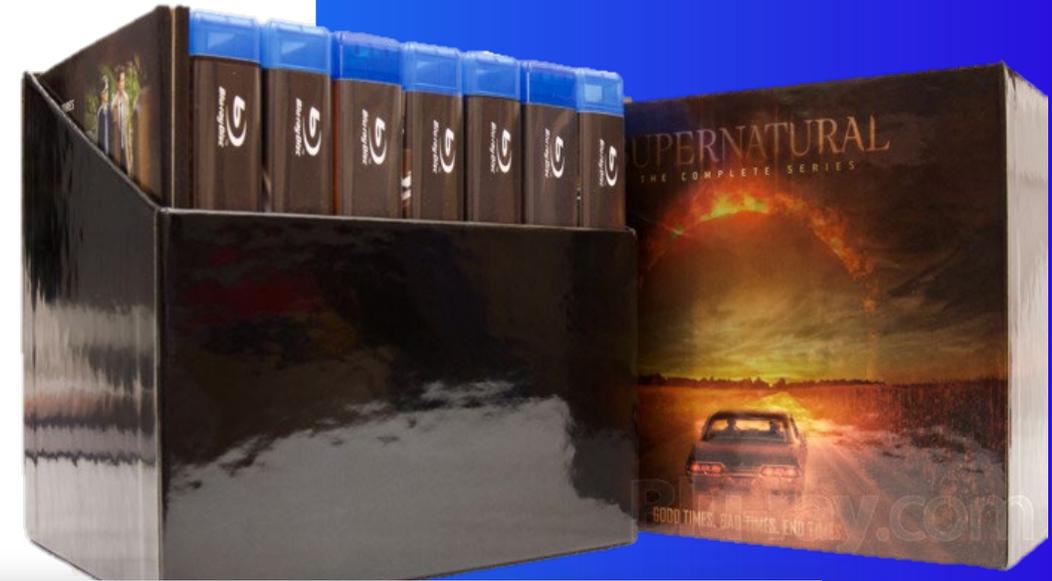
We can accommodate special fiscal year-end needs. If you require items in hand or invoiced by a specific date, please contact your Midwest Tape representative.

## Different Schedules by Order Type

Processed and non-processed orders follow separate timelines, so turnaround may vary based on your selections.

# Break-Aparts and Combo Packs

- What is a Break-Apart?
- How can a library identify them?
- What other options do libraries have if they don't want this processed per component?



**SUPERNATURAL COMPLETE SERIES**

[Add to Cart](#) [QTY](#)

**\$188.99**

**Delivery:** Physical **Media:** DVD- 86 discs **Rating:** NR **Length:** 13700 minutes  
**Publisher:** Warner Bros.  
**Country:** United States  
**Starring:** Jared Padalecki, Jensen Ackles, Misha Collins, Jim Beaver, Mark Pellegrino, Alexander Calvert  
**Language:** English **Additional Languages:** Portuguese **Subtitles:** English sdh, English, French, Portuguese, Spanish  
**Genre:** Drama

**Categories:**  
[Adult Fiction Television/series >](#)  
[Drama](#)  
[Adult Fiction Television/series >](#)  
[Action/adventure](#)  
[Adult Fiction Television/series >](#)  
[Horror](#)  
[Adult Fiction Television/series >](#)  
[Science Fiction](#)

Sam and Dean spend their lives on the road, battling every kind of otherworldly threat. Over the years, in dozens of bloody adventures, they face everything from the yellow-eyed demon that killed their mother to vampires, ghosts, shape-shifters, angels, fallen gods, and even Lucifer and God themselves.

PRODUCT ID	ISBN	UPC	OCLC	SALES RANK	BOX OFFICE	PRODUCTION YEAR	RELEASE YEAR	STREET DATE
13959516		883929715875	99999999	7536			2021	05/25/21

# Questions?

# Thank you for joining us!

Recording will be available on the Hoopla Hub, under Webinars:  
[library.hoopladigital.com/hoopla-hub/webinars/](https://library.hoopladigital.com/hoopla-hub/webinars/)

Follow-up survey

March 26 webinar – Summer Reading – More information to come!

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