

Power to the platform

LIBRARY

Three License Types. One Empowered Library.

Libraries are being asked to deliver more digital content faster, smarter, and within stricter budgets. Hoopla was designed to provide options that meet patrons' needs while helping libraries manage and control budgets.



Hoopla Instant

Offers on-demand access, when it matters most with no holds or waitlists

Massive catalog: eBooks, audiobooks, movies, TV, music, and more



Hoopla Flex

Perpetual or metered licenses that help you meet patron demand for hot titles

Best for complementing Instant titles and presenting a seamless patron experience



Hoopla Instant Bundles

Set number of borrows for a flat cost that balance access with budget predictability

Great for themed and seasonal collections, or unexpected viral trends

Mix and match to fit your goals

Instant for immediate access. **Flex** for bestsellers and new releases. **Instant Bundles** for eliminating high holds without unnecessary spending. This flexible approach lets libraries of any size optimize spending, expand access, and better serve their communities.

hoopla

Your Library. Everywhere.

What makes Hoopla **different?**

When evaluating where your digital media dollars best serve your community, the differences between platforms are critical to keep in mind.

Strategic Metric	Hoopla	Competitor
Catalog Growth	Catalog grows consistently every single year	Catalog shrinks by approximately 10% annually
Platform Fees	Zero platform fees	Doubling for many library systems in 2026
Content Utilization	Full utilization: Usage-based mechanics means zero wasted budget	Underutilized: Pre-paid circulations regularly expire before fully used
Platforms & Formats	A true all-in-one app experience for all media types	Disjointed experience across multiple apps and subscriptions
Innovation Focus	Exclusively built to advance public libraries	Shifted heavily away from public libraries
Ownership Structure	Proudly family owned and mission driven	Controlled by private equity with profit expectations

No hidden fees, **more content!**

While others charge platform and service fees, Hoopla doesn't. Your content budget stays focused on what matters most: delivering more content to your community.

Hoopla	Zero fees
Libby	Platform fees
OCLC	Platform fees
Comics Plus	Platform fees
Flipster (magazines)	Platform fees
The Great Courses	Platform fees
Curiosity Stream	Platform fees

Bring your collection **with you**

Libraries can **transfer existing metered and perpetual titles to Hoopla at no additional cost**, preserving prior investments while simplifying the move.

Learn more on
The Hub!
Resources for
Libraries

