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Navigating the Rising Digital Demand in Libraries

Aligning Mission, Strategy, and Sustainable Access in the Modern Library

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Meet your team



Kora Burtch
Account Executive



Stephanie Harman
Account Executive

What we are reading, listening, & watching

A Court of Silver Flames

Absolute Wonder Woman

A story built with libraries at the center

Our roots

What began in 1989 as a small, family-owned video rental store grew into Midwest Tape after founder John Eldred saw an opportunity to provide VHS tapes to public libraries. **That simple idea sparked a mission that continues today: helping libraries thrive.**

Holland, Ohio

Headquartered in Northwest Ohio, we are deeply connected to our local community while serving **libraries across the country and around the world** in digital and physical media.

Proudly family-owned

Midwest Tape remains a family-owned company, guided by the same values of **partnership, service, and long-term commitment** that have shaped our work with libraries for decades.

The launch of Hoopla

In 2013, Midwest Tape launched Hoopla **to help libraries expand into digital media**, giving patrons instant access to movies, TV, music, audiobooks, eBooks, comics, and more.

Aligning Mission, Vision, & Strategy

Our Mission

We build innovative products, promote equitable access to content, and deliver personalized service to ensure libraries succeed, **because strong libraries build healthy communities.**

Our Vision

To be the most trusted, transformative global partner for libraries – uniting innovative solutions, technology, and content to elevate access, enrich patron experiences, and **strengthen communities for generations to come.**



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Library Challenges



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Forces shaping today's consumers

1

Instant, No-Strings Access

Expect tap-and-go use with no contracts, fees, or account hurdles.

2

Bundled Subscriptions

Bundles are becoming the new gateway to subscriptions. Partner platforms and content bundles (Disney+, Hulu, ESPN+) are increasingly capturing sign-ups that once came through direct channels.

3

Core vs. Rotating Streamers

One or two trusted services, rotating others for promos and bundle savings.

4

Miss the Simplicity of a Single Platform

Growing demand for a single place to discover, manage, and pay – driving adoption of centralized sign-up, billing, and access.

5

Personalized Bundles

Consumers want to assemble their own mix of niche services, picking content and tools that fit their interests.

Key challenges shaping libraries today

Flat Budgets & Rising Demand

Patrons expect instant digital access while library budgets remain constrained.

Increasing Digital Content Costs

Publishers continue raising prices and tightening licenses, straining collections.

Digital-First While Harnessing Physical

Libraries must deliver fast digital experiences that connect to in-person use.

Competing with Major Streamers

As users juggle many services, libraries must be as simple as commercial apps.

The digital library landscape today

Patron demand and expectations are growing exponentially



Audiobook usage has overtaken eBook usage in the US

70-80% of budgets are going to support holds or expired licenses



Data transparency is more critical than ever to make informed decisions



Utilization rates help determine true value of a metered or simultaneous-use license



Accessibility of content is becoming a larger priority for libraries in the digital space

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Library collections are shrinking

Perpetual and metered licenses are purchased for patron access.

The "Big Five" publishers no longer offer eBooks via perpetual licenses

Metered licenses expire every 12-24 months, disappearing from the collection.

Perpetual licenses stay available over time, but fewer are being purchased.

The Problem

Most platforms force a choice between high costs or long waitlists.

70% of metered licenses never reach 50% utilization

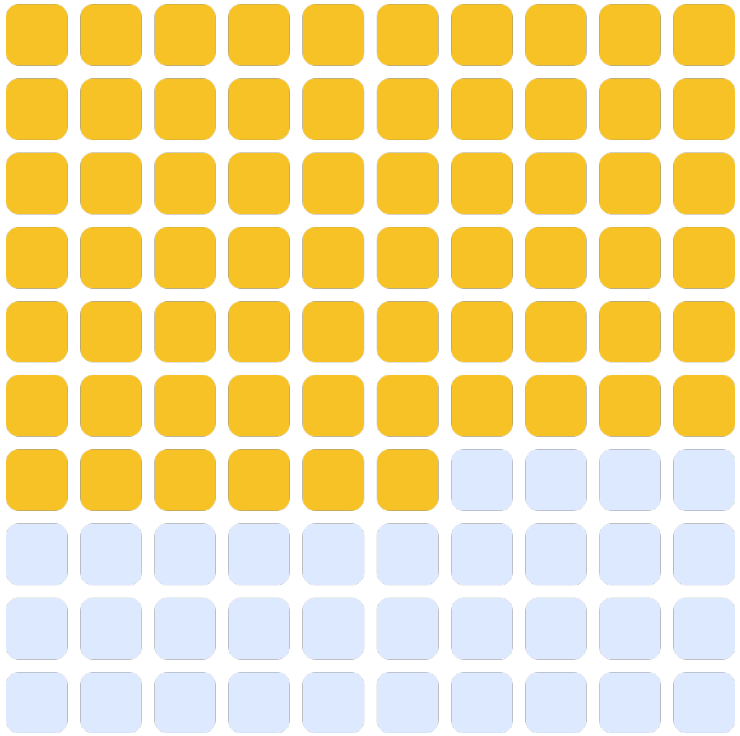
10% of licenses never circulate a single time.

Collections are shrinking 9-10%+ every year.

Most Hoopla checkouts are titles borrowed only once or twice

66%

of titles borrowed are onesie/ twosie titles



With **more than 2.5 million titles** to choose from, patrons follow their niche interests. On average, **66% of the titles checked out on Hoopla circulate just once or twice**.

That demand goes unmet in a one copy/one user–only collection, where buying a copy for every one-time reader isn't practical.

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Community impact

How your library is serving and shaping your community through its collections

STEM

13,341 borrows supporting
5,418 patrons

Citizenship & language

6,839 borrows supporting
3,278 patrons

Neurodivergent

9,113 borrows supporting
3,768 patrons

Mental health

49,654 borrows supporting
15,707 patrons

Early literacy

126,752 borrows supporting
17,833 patrons

Career building

39,321 borrows supporting
12,785 patrons

230,970
Titles available in featured categories

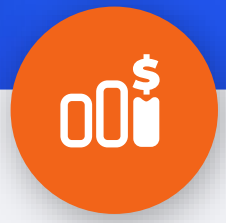
33,217
Patrons borrowing from featured categories

209,379
Total borrows from featured categories

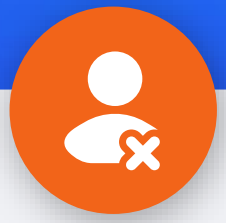
42,059
Unique titles borrowed in featured categories

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The future if we don't challenge the current norm



Budgets will become less predictable and more fragile



Patron access will remain inequitable



Library staff time will stay tied up in license management



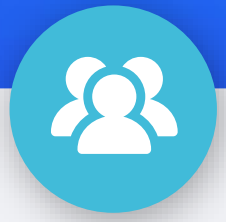
Collections become narrower... not richer

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The future that we're on a mission to make possible



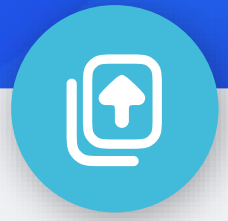
Budgets finally align to actual usage & every dollar funds patron value



Equity improves for students, multilingual communities, working families and more



Library staff gets time back to serve their core mission – learning & connection

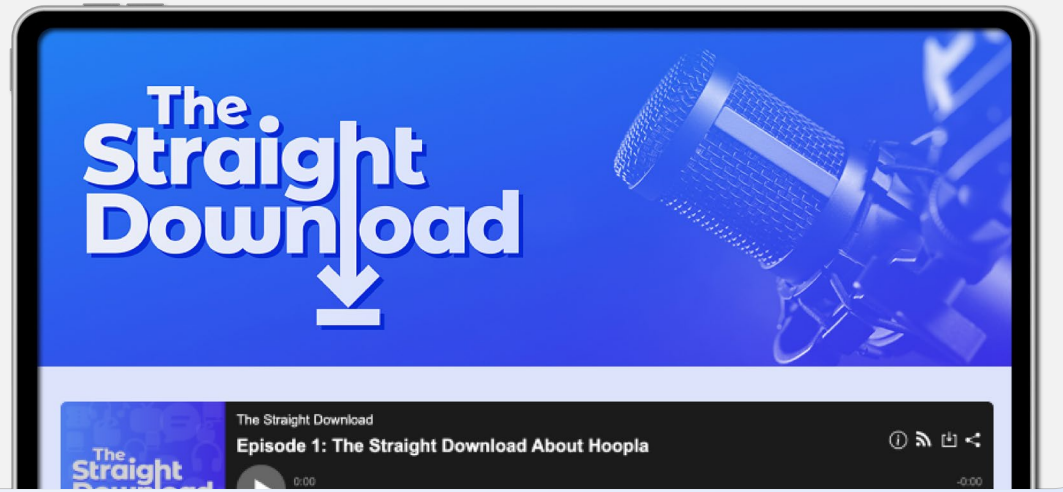


Collections get broader, not smaller

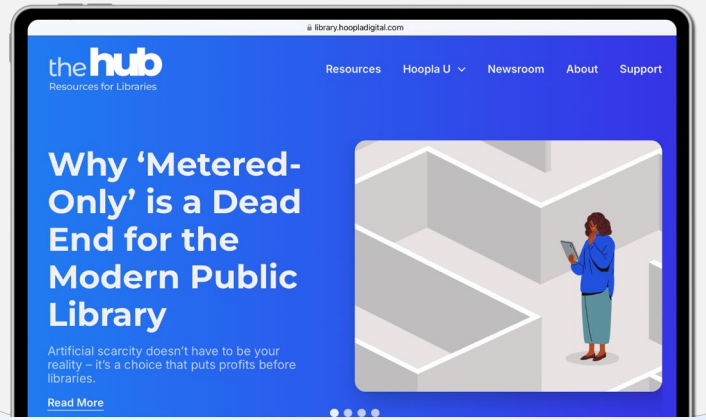
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Powered by a passion for public libraries

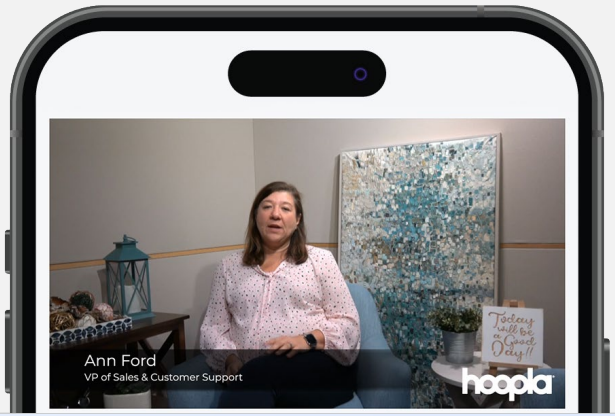
Podcast with Jeff Jankowski and Ann Ford



The Hub
Articles and Resources



Continuing the Conversation with Ann Ford



LIBRARY.HOOPLADIGITAL.COM

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Do you have a
strategy outlined for
digital growth?

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Building a long-term digital strategy

Every step starts with your why



STEP 1 · START HERE

Your mission & vision

Anchor every decision in your library's "why."

Then define what your library aims to become digitally over the next 5–10 years.

2

Assess where you are today

Review digital resources, patron usage, technology, and stakeholder feedback.

3

Know your community

Study demographics, community needs, digital equity gaps, trends, and vendor fit.

4

Set goals & align your budget

Set measurable goals from usage data, then align budget and funding sources.

5

Build your collection & experience

Mix licensing models, make access easy, market it, and train staff.

6

Measure, adapt & repeat

Track utilization, cost per circ, and feedback. Roll out in phases and revisit often.

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Questions?

Thank you for joining us!

- Questions: email kburtch@midwesttape.com or sharman@midwesttape.com
- Recording will be available on the Hoopla Hub in the coming days, on the **Webinars** page: **https://library.hoopladigital.com/webinars/**
- Follow up survey
- Certificate of attendance will also be available on the Hub
- See you in January for our next webinar!

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Setting the record straight

The myth:

Hoopla model is unsustainable.

The fact:

Hoopla is **built differently**. A system designed to optimize licenses and spend, reduce waste, deliver the lowest cost per circ, and provide the opportunity to serve patrons faster.

The myth:

Hoopla is raising prices.

The fact:

Since 2015, Hoopla has kept Instant **pricing at or below $3.99**, with an average cost per circulation of $2.16. In fact, **96% of titles are $2.99 and below.**

The myth:

I can't control my collection with Hoopla.

The fact:

Hoopla doesn't remove control – it replaces "guessing" with real-time management through transparent reporting that gives libraries clear insight into patron demand and usage.

The myth:

Hoopla's collection includes a lot of AI slop.

The fact:

Content quality requires visibility and oversight. Hoopla pairs human review, partner data, and library tools to **proactively remove 20,000+ low-quality titles** every month.

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