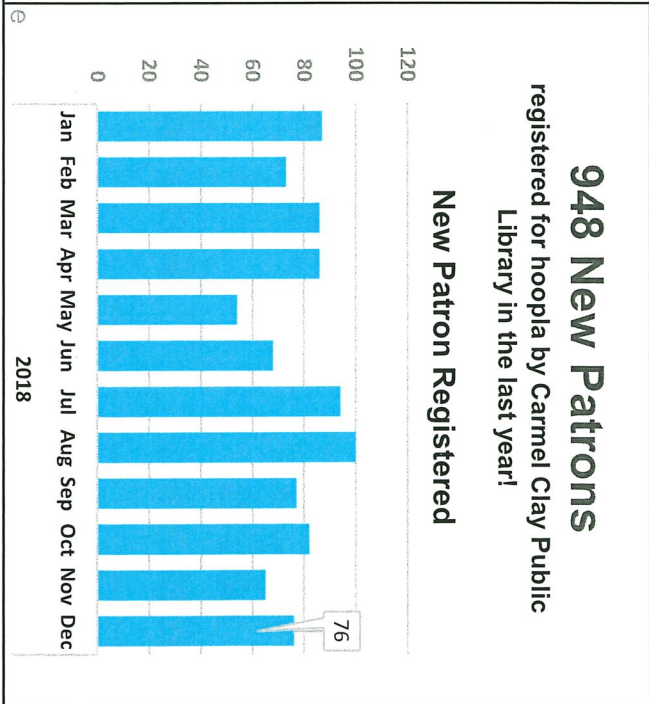
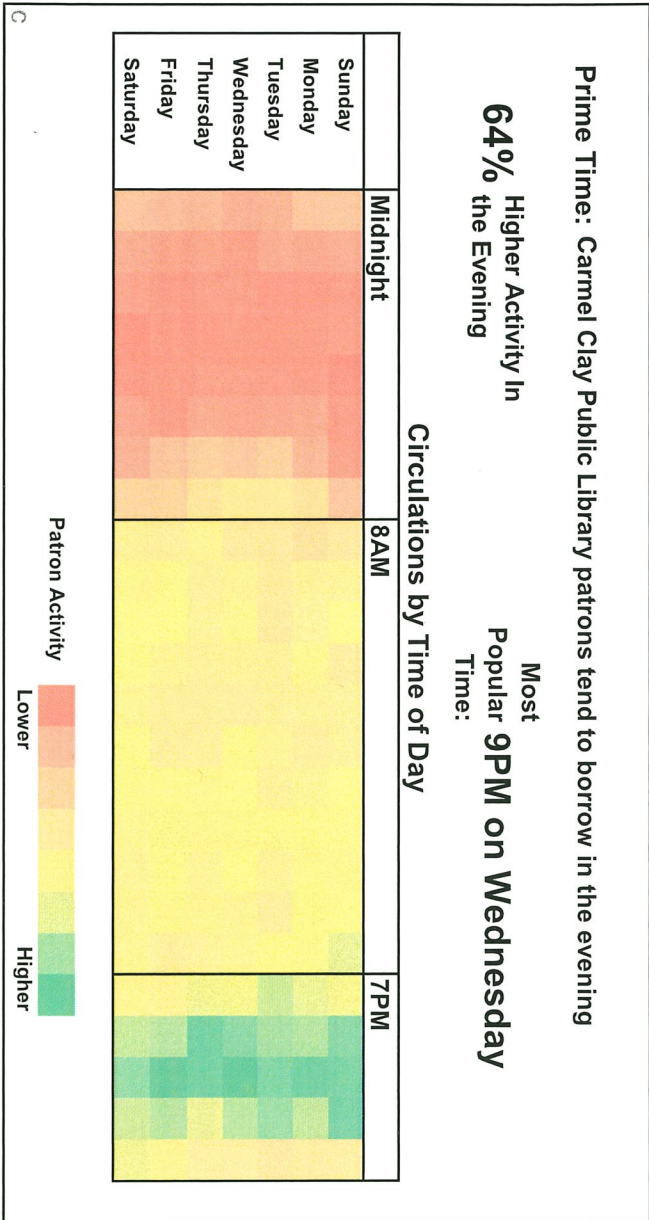
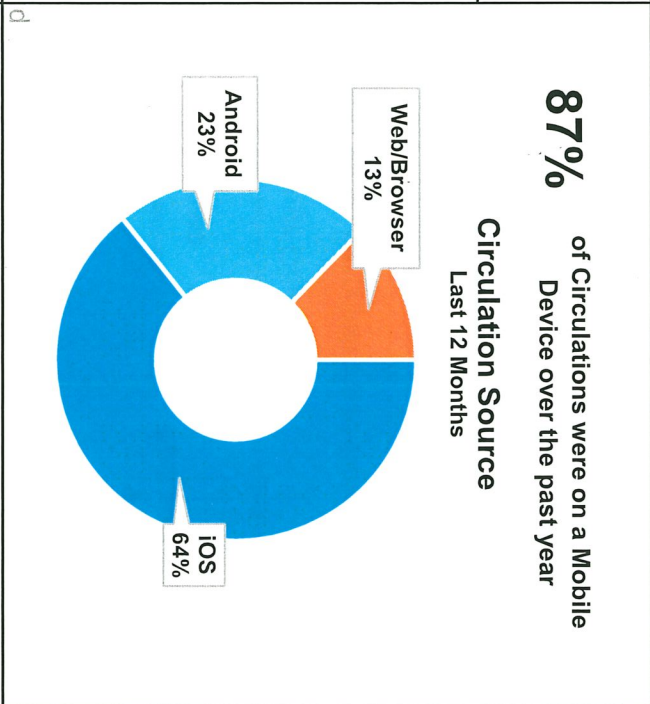
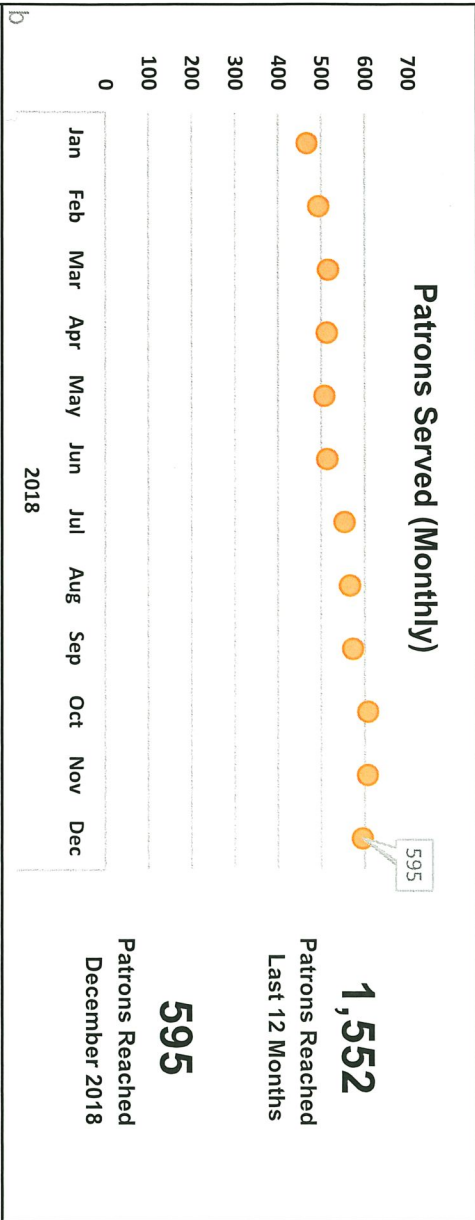


August, 2015

2,718 Unique Patrons Since Launch

30,077 Unique Titles Borrowed Since Launch

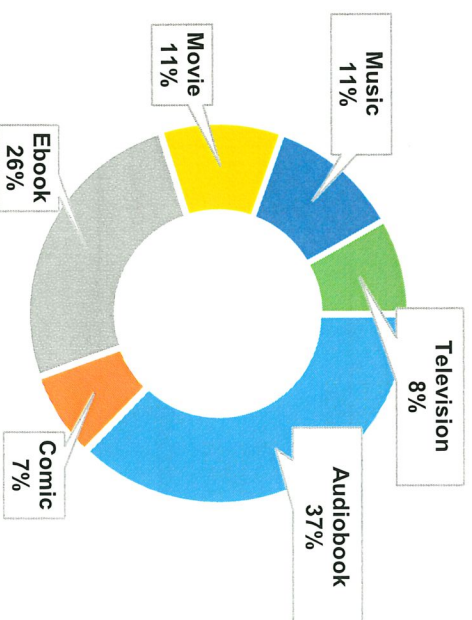
Carmel Clay Public Library
Launched hoopla!



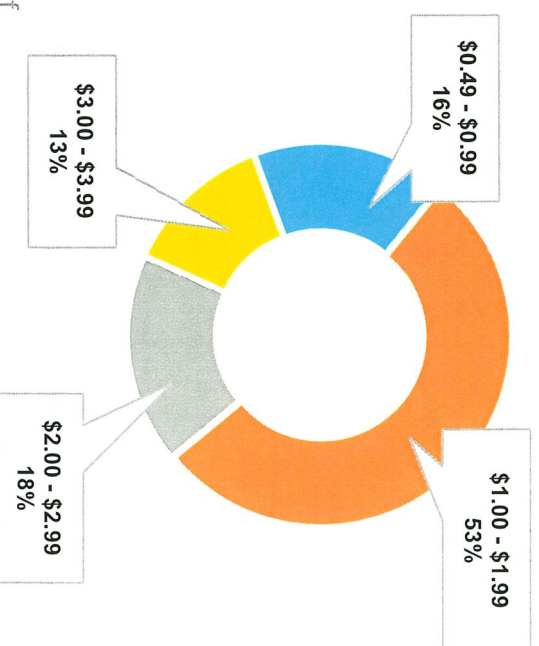


70% of titles circulated were eBooks,
Audiobooks & Comics

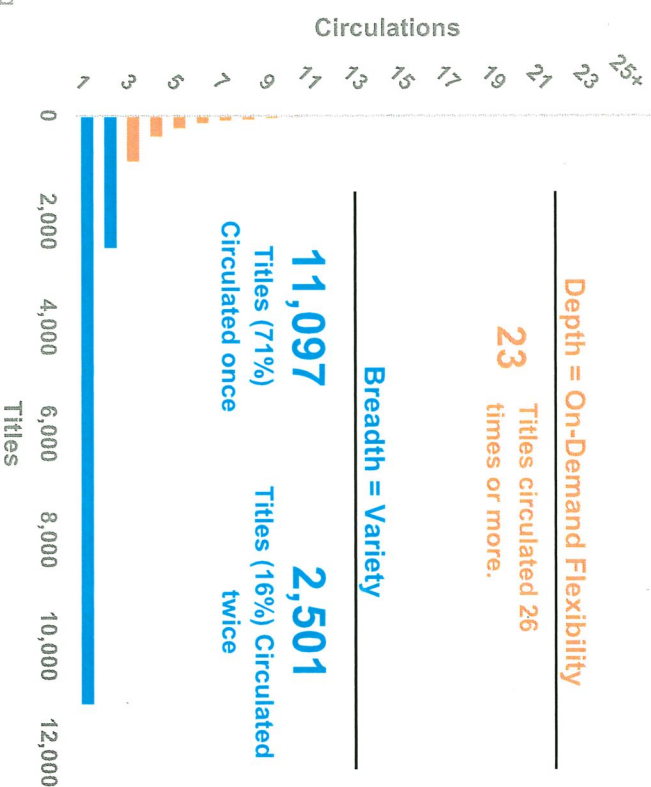
Titles Circulated by Format



Circulations by Price Point



Leveraging the Breadth & Depth of your hoopla Collection



Last 12 Months

15,725
Unique Titles
Circulated

28,198
Total Circulations

18.2
Circulations Per
Patron

\$2.01
Cost per Circulation

Delivering Value to Your Community

hoopla enabled Carmel Clay Public Library patrons to access 16K titles
worth \$425K in Content Value for \$57K

\$369K
Saved

Format	Total Circs	Titles Circled	hoopla Total Cost	hoopla Cost per Title	Cost to Purchase (per Title)	Total Cost to Purchase Titles Circled
Audiobook	10,825	5,863	\$27,638	\$4.71	\$43	\$252,109
Comic	1,858	1,149	\$2,703	\$2.35	\$13	\$14,937
eBook	5,614	4,019	\$7,634	\$1.90	\$24	\$96,456
Movie	3,763	1,628	\$8,996	\$5.53	\$16	\$26,048
Music	4,139	1,784	\$6,248	\$3.50	\$10	\$17,840
Television	1,999	1,282	\$3,562	\$2.78	\$14	\$17,948