

**August, 2015**

Carmel Clay Public Library  
Launched hoopla!

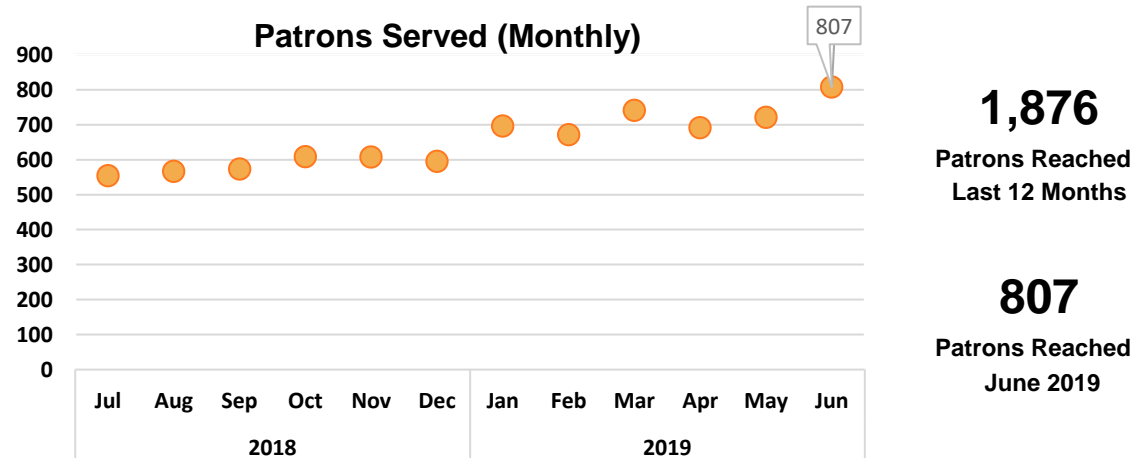
**3,246**

Unique Patrons  
Since Launch

**36,634**

Unique Titles Borrowed  
Since Launch

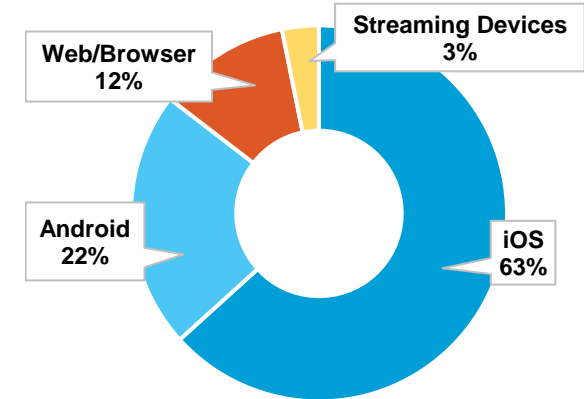
a



b

**88%** of Circulations were on a Mobile Device over the past year

**Circulation Source**  
Last 12 Months



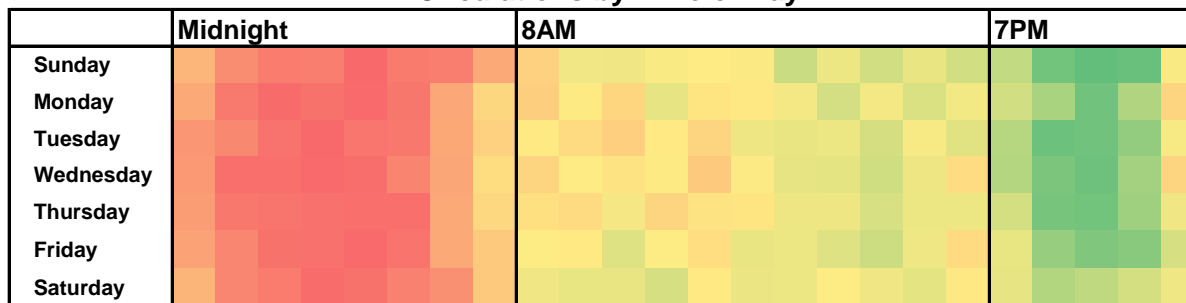
d

**Prime Time:** Carmel Clay Public Library patrons tend to borrow in the evening

**64%** Higher Activity In  
the Evening

Most  
Popular **9PM on Sunday**  
Time:

**Circulations by Time of Day**

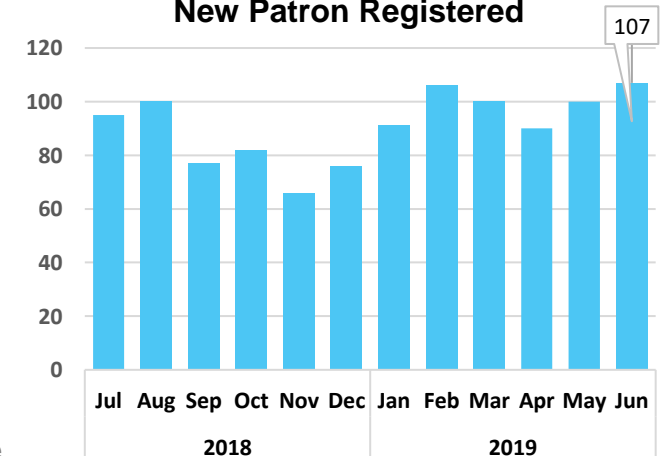


Patron Activity  
Lower Higher

c

**1,090 New Patrons**  
registered for hoopla by Carmel Clay Public  
Library in the last year!

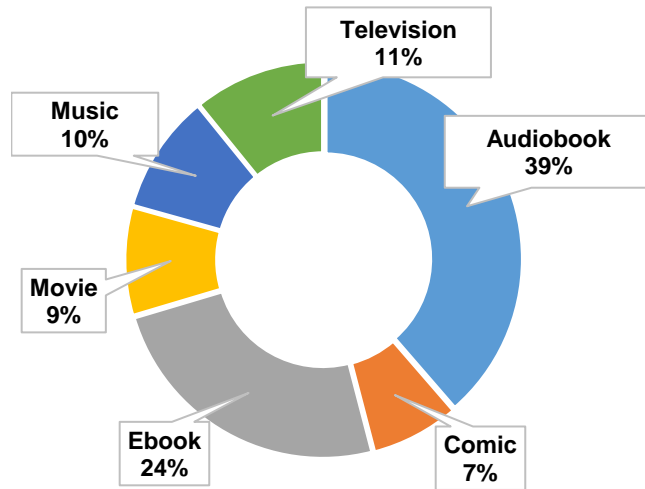
**New Patron Registered**



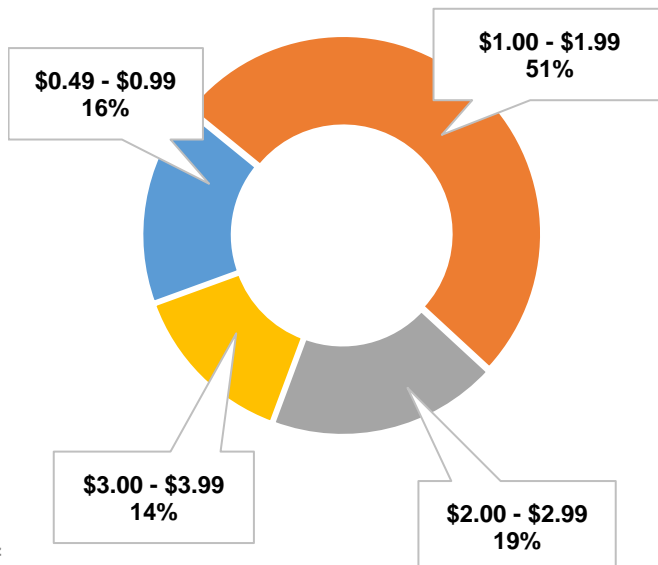
e

**70%** of titles circulated were eBooks, Audiobooks & Comics

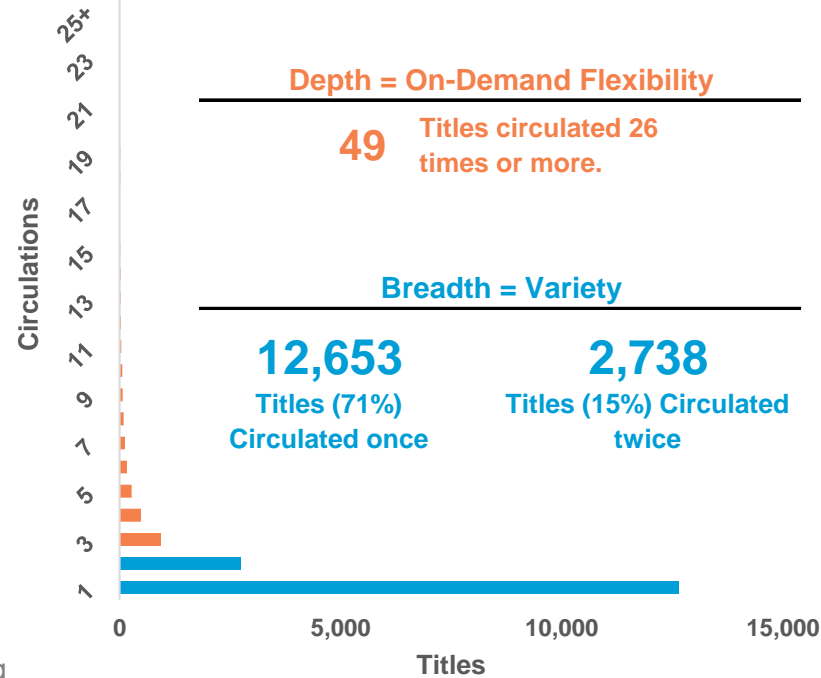
### Titles Circulated by Format



### Circulations by Price Point



### Leveraging the Breadth & Depth of your hoopla Collection



### Last 12 Months

**17,854**  
Unique Titles  
Circulated

**33,571**  
Total Circulations

**17.9**  
Circulations Per  
Patron

**\$2.05**  
Cost per Circulation

### Delivering Value to Your Community

**\$420K**  
Saved

hoopla enabled Carmel Clay Public Library patrons to access 18K titles worth \$489K in Content Value for \$69K

Format	Total Circs	Titles Circed	hoopla Total Cost	hoopla Cost per Title	Cost to Purchase (per Title)	Total Cost to Purchase Titles Circed
Audiobook	13,611	6,898	\$34,976	\$5.07	\$43	\$296,614
Comic	2,319	1,305	\$3,408	\$2.61	\$13	\$16,965
eBook	6,314	4,366	\$8,816	\$2.02	\$24	\$104,784
Movie	4,178	1,596	\$9,932	\$6.22	\$16	\$25,536
Music	4,066	1,753	\$6,158	\$3.51	\$10	\$17,530
Television	3,083	1,936	\$5,394	\$2.79	\$14	\$27,104