

Electronic Content Usage

July 2017 – MORE Directors Council

OverDrive Usage			
2016 statewide buying pool: \$87,348			
2016 Advantage: \$15,000			
2017 statewide buying pool: \$98,373			
2017 Advantage: \$20,000			
2018 statewide buying pool: \$99,792			
Type	2016, Jan-June	2016	2017, Jan-June
eBook	116,524	225,897	98,008
Audiobook	60,781	126,224	61,935
Video	434	825	534
Periodicals	5,164	7,066	0

Flipster Usage by Title, Jan - May 2017						
2017 cost: \$16,506 (\$10,000 from MORE budget)						
Title	Reporting Period Total	Jan-2017	Feb-2017	Mar-2017	Apr-2017	May-2017
Backpacker Total	123	45	30	27	13	8
Bon Appetit Total	102	53	19	13	7	10
Cabin Living Total	170	41	31	36	41	21
Clean Eating Total	163	42	35	49	19	18
Cooking Light Total	132	41	22	36	21	12
Country living Total	209	36	62	53	43	15
Craft Ideas Total	191	68	41	40	26	16
Discovery Girls Total	27	14	6	2	2	3
Entertainment Weekly Total	95	22	27	20	18	8
FamilyFun Total	46	0	19	14	11	2
Field & Stream Total	54	20	9	11	9	5
Food Network Magazine Total	255	120	27	41	40	27
Forbes Total	56	15	10	8	10	13
Good housekeeping Total	138	35	32	26	22	23
GQ - Gentlemen's Quarterly Total	21	11	6	1	2	1
HGTV Magazine Total	283	72	68	64	59	20
Highlights High Five (U.S. Edition) Total	43	20	13	3	4	3
Horticulture Total	34	0	0	6	15	13

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House beautiful Total	103	25	24	20	19	15
Men's Health Total	91	22	26	13	11	19
Motor Trend Total	52	12	12	9	11	8
New Yorker Total	102	22	21	27	19	13
Newsweek Global Total	56	10	12	14	10	10
Nylon Total	40	24	4	1	3	8
O, The Oprah Magazine Total	148	31	30	38	22	27
Outside Total	88	8	17	24	19	20
People Total	550	117	122	127	106	78
Popular photography Total	78	15	16	9	28	10
Popular Science Total	106	33	24	23	12	14
Prevention Total	144	23	38	33	17	33
Ranger Rick Jr. Total	47	15	10	6	8	8
Real Simple Total	176	43	48	35	27	23
Rodale's Organic Life Total	57	29	8	8	9	3
Rolling stone Total	84	25	15	18	14	12
Sports Illustrated Total	92	19	28	6	15	24
Sports Illustrated Kids Total	10	3	2	1	1	3
The Atlantic Total	109	23	35	23	11	17
This old house Total	154	47	38	35	21	13
US Weekly Total	237	53	62	42	43	37
Vogue Total	48	17	8	8	9	6
Week Total	92	9	36	21	15	11
Women's Health: Health, Fitness, Weight Loss, Healthy Recipes and Beauty Total	97	32	14	20	18	13
Grand Total	4903	1312	1107	1011	830	643

Freeding Usage								
2016 budget: \$8,000								
2017 budget: \$9,000								
	2016	January	February	March	April	May	June to date	2017 YTD
Unique users	2,088	310	277	300	250	254	214	1,216
Downloads	5,740	543	515	569	468	485	447	3,027
Tokens	13,473	1,351	1,271	1,417	1,124	1,270	1,178	7,611
Cost	\$6,736.50	\$675.50	\$635.50	\$708.50	\$562.00	\$635.00	\$589.00	\$3,805.50