OCLC—your link to the library market

Rich resources for the publishing industry

Imagine having inside information about libraries and library users in order to increase your visibility in the marketplace and refine your sales strategies. Imagine providing libraries around the world with early title visibility in a metadata format that works with library selection, acquisitions and cataloging systems. Imagine enhancing your supply chain metadata by mining riches from the largest bibliographic database in the world. Imagine your eContent—including eBooks and eAudiobooks—being distributed to libraries and their users worldwide.

Dreams are now a reality with OCLC® services for the publishing industry. With more than $5.8 billion* spent on materials acquisitions in 2005 by U.S. and European libraries alone, there's never been a better time to increase your reach into the library market.

Libraries spent $5.8 billion* on materials acquisitions in the U.S. and Europe in 2005

Harness the power of OCLC and WorldCat

OCLC is a 40-year-old library cooperative committed to developing technology and standards that add efficiencies and speed access to information. More than 60,000 libraries in 112 countries and territories around the world use OCLC services to locate, acquire, catalog, lend and preserve library materials for library users.

At the heart of OCLC is the WorldCat® database—the world's largest repository of bibliographic data and library materials. With more than 1 billion holdings, the WorldCat database is built and maintained on the strength of participation from its member libraries.

WorldCat contains close to 100 million records and over 1 billion location holdings representing the collections of thousands of libraries around the world.

Enhance your products with valuable OCLC metadata

OCLC's cataloging and metadata services can enhance and supplement your ONIX title information by creating and providing catalog records in MARC format to libraries that purchase your products, and enable the title metadata you create to work more efficiently in multiple contexts for both library and library customers.

OCLC can strengthen your position in the library marketplace by:

- Increasing your title visibility and supporting materials acquisition through earlier addition of metadata in WorldCat, adding value to your marketing process by enriching title information upstream

- Increasing quality and decreasing the cost of creating title metadata in the publishing supply chain with OCLC enhanced ONIX data

Increase exposure of your product information

Through WorldCat on the Web, information about your products is visible to libraries, library users and information seekers worldwide. Your published materials are exposed through library location holdings in Web search results, and an optional "Buy It" feature can facilitate materials purchases with a mouse click. Additionally, WorldCat partnering opportunities provide access to detailed title information. Current partners include major search engines such as Google, Yahoo! Search and Microsoft, along with publishers, e-commerce sites and others.

A "Buy It" feature in WorldCat.org lets Web searchers purchase your products online.

Sales, hosting, marketing and further access to your eContent

OCLC sells, hosts, markets and provides access to eBooks, eJournals, eAudiobooks, eResources and online databases. Your eContent is distributed to thousands of libraries worldwide.

OCLC's NetLibrary® platform is the largest source of eBooks to the library market. OCLC also distributes, markets and resells your eContent to markets including libraries and their users, creating new revenue streams for publishers.

Additionally, OCLC provides services that help thousands of libraries link and manage electronic resources. One example is OCLC's work with eSerials publishers to provide libraries with automated processing that indicates which eJournal titles the libraries have purchased.

Valuable purchasing information about libraries worldwide

OCLC offers data analysis tools that provide you with valuable information about your content acquisition by libraries around the world. This data includes which libraries are purchasing your materials and how library users are using your content. Such valuable purchasing information will help you build stronger business models and plan better sales strategies. Knowledge about what libraries are purchasing— and what they're not—can help you expand your reach in the marketplace.

OCLC offers business intelligence tools that provide useful information about libraries and their collections.

WorldCat®

Expand your market

For more information about OCLC's services for the publishing industry, please write **partnering@oclc.org** or call **1-800-848-5878**, ext. **6050** or **1-614-764-6050.**

www.oclc.org

OCLC helps libraries in more than 100 countries provide users with bibliographic, abstract and full-text information when and where they need it. OCLC and its member libraries cooperatively produce and maintain WorldCat, the world's most comprehensive bibliographic database. Please contact us to learn more about OCLC in your part of the world.

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