

Peggy Rasmussen

From: OverDrive <overdrive@e.overdrive.com>
Sent: Monday, August 28, 2023 12:31 PM
To: Peggy Rasmussen
Subject: Coming soon to Libby: One-tap magazines

Libby.

News about the Library Reading App

Dear Peg,

Magazines are an important investment for libraries, and it is equally important that libraries see the return on this investment through circulation and user engagement.

Magazines also offer unique opportunities to delight readers because they are different from other digital formats. They are always available, do not count against checkout limits, and new issues are released frequently.

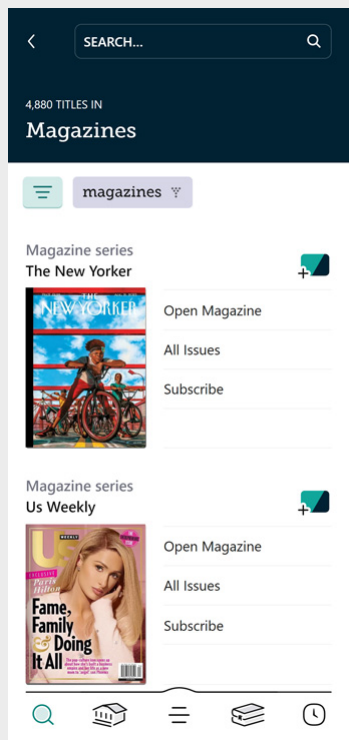
With this in mind, Libby will soon introduce the following enhancements to how users discover and enjoy magazines:

- **One tap to read:** When a user discovers a magazine anywhere in the app, they can open it and start reading with one tap, generating a checkout for your library.
- **Streamlined access:** Instead of appearing alongside ebook and audiobook loans, magazines will be moved to a new dedicated section of the Shelf summary, called the **Magazine Rack**. From the Magazine Rack, users will see the latest issue of their magazine subscriptions and any other issues they choose to keep. This will help users find their favorite magazines in one convenient place.

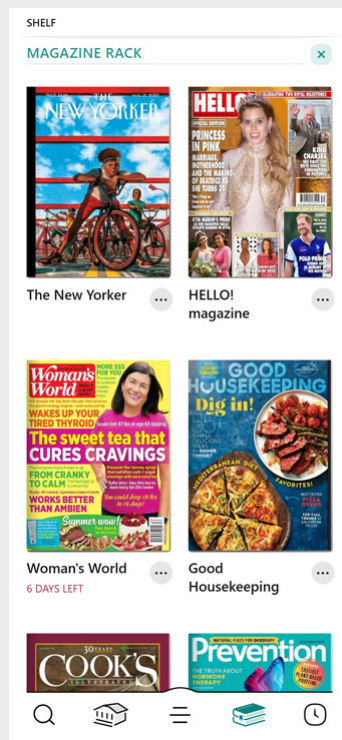
Note: *To save space on a user's device, magazines are not*

automatically downloaded for offline use. Instead, users can manually choose which issues to download.

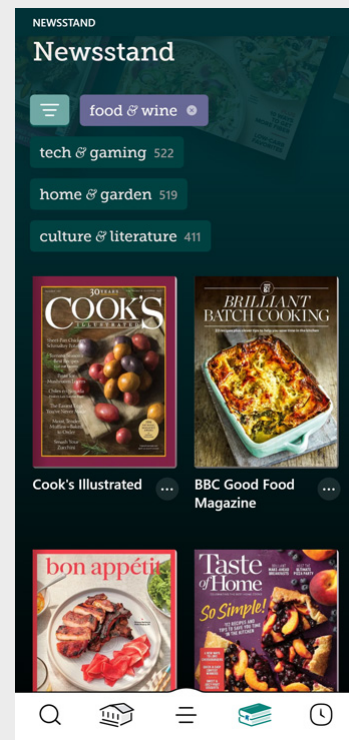
- **Easier subscriptions:** Users can subscribe to magazines via a new, convenient **Subscribe** option from magazine search results and title details pages. When a new issue is released, it will automatically be added to the user's Magazine Rack and generate a checkout for your library.
- **Improved discovery:** From their Magazine Rack, users can navigate to the **Newsstand**, a new view of a user's recently opened issues and other popular magazine titles in your collection.



Magazine search results



Magazine Rack
on Shelf summary



Newsstand

Note: Click to enlarge. Images and copy are not final and are subject to change. Title availability may vary by geographic region.

[Watch this brief video](#) for a visual overview of one-tap magazines. These updates will be released in the coming weeks, and we will follow up once live.

If your library does not currently offer magazines, you can [visit our Resource Center](#) to learn more or reach out to your Account Manager with any questions.

Happy reading,
OverDrive

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