

Discovery

Access



WorldCat®

Find items in libr

1.5 billion items available here

Everything

Books

Γ

Connect your  
business to  
libraries  
worldwide

Revenue



# Expand your market reach with OCLC

Maximize access, improve visibility and increase usage of your content



OCLC®

The world's libraries.  
Connected.™

# Access the world's largest library cooperative

Join other publishers and content providers such as EBSCO, Elsevier, Gale, IEEE, MLA, Oxford University Press, Taylor & Francis and Springer, whose content reaches millions of information seekers through more than 72,000 libraries in 171 countries—by partnering with OCLC.

## Why partner with OCLC?

Simply put, OCLC connects you globally to the largest number of librarians and their users. With the OCLC WorldShare® Platform now in place—valued for its neutrality and quality among librarians—you'll be positioned to reap even more benefits from a content partnership with OCLC:

- **Extend your reach.** Your content becomes discoverable through the gateway of the new WorldShare platform, which provides vital library services and applications. Services include our discovery interfaces, WorldCat.org™ and WorldCat® Local, and our library management system, OCLC WorldShare™ Management Services. Platform applications and APIs enable libraries to build their own interfaces to their data and content—whether it's purchased or licensed, print, electronic or digital. All of these discovery possibilities help your content appear more often in relevant search results.
- **Improve your visibility.** OCLC provides interoperability of publisher metadata with OCLC® library services worldwide. That means your content is integrated seamlessly through OCLC discovery tools, such as WorldCat Local and WorldCat.org, and it's also visible on the open Web via WorldCat.org traffic partner sites such as Google, Bibme, EasyBib, MobileTag, eBay's RedLaser and other social networking sites and online booksellers.
- **Receive regular reports.** OCLC provides detailed usage reports for publisher partners. Reports include library-specific searches of databases and collections and traffic statistics to your site. Taken together, these usage reports provide valuable insight into a library's usage and potential acquisitions needs. They represent an important sales tool for future subscription retention and growth.
- **Enhance your library services.** Add value for library customers by including MARC records with your content delivery. There are options to create MARC records, metadata or simply enhance the title information you already have. Cataloging can be delivered to fit within library workflows—elevating your brand to a preferred status in terms of selection and acquisitions.
- **Add permanent storage for e-books.** Use the OCLC e-book archive to provide third-party, digital preservation for your e-book content. This dark archive acts as a fail-safe against future business changes that would prevent your customers from accessing the e-books they've purchased. OCLC preserves a single copy of every e-book title you distribute, and verifies its safety on a regular basis.



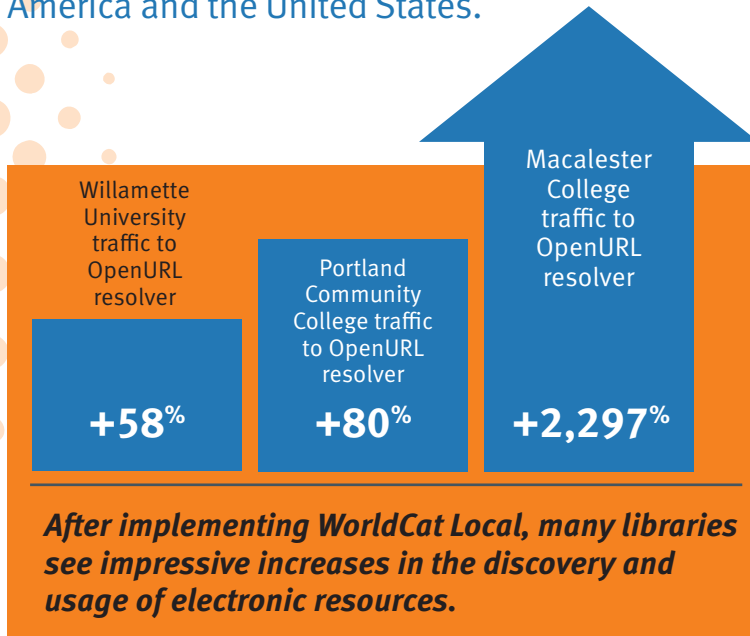
## What is OCLC?

OCLC is the largest library service and research cooperative in the world. OCLC helps millions of library users worldwide gain access to your content. Headquartered in Dublin, Ohio, USA, OCLC has offices in Australia, Canada, China, Europe, Latin America and the United States.

## The power of WorldCat and WorldShare

OCLC is the home of WorldCat, the world's largest bibliographic database. With more than 250 million bibliographic records and details on 1.8 billion holdings in libraries worldwide, WorldCat is the foundation for a diverse suite of services that help libraries and other information repositories streamline workflows and enhance service to users.

WorldCat allows more people outside the traditional library environment to interact with your content through the Web tools and devices they use every day—including Google, Google Books and Yahoo! Search on mobile phones, tablets and more. The WorldShare Platform takes WorldCat® data and adds business logic and data services to it. Ultimately, the platform makes your content more accessible and purchasable in more ways, through both lightweight apps and robust services for libraries, and visibility to end-users.



## How OCLC works with content partners: **6** important goals

When it comes to getting your published works in front of libraries and information seekers, your goals are ours: increase usage, visibility and accessibility of your content. OCLC connects you to millions of library users by loading your bibliographic, holdings and profile data, as well as full text for search and discovery. OCLC helps you:

- 1 Retain and grow revenues in the library market
- 2 Increase the visibility of your content
- 3 Enhance access and usage of your content by library users
- 4 Ensure interoperability between your systems, OCLC and your library customers
- 5 Enrich ONIX metadata for your supply chain
- 6 Create MARC records for your direct sales to libraries

## Benefits of partnering with OCLC

**Retain and grow your revenue** as a result of increased usage through OCLC services. See quantitative improvements to your bottom line through regular statistics and usage reports.

**Extend your reach** by making your content discoverable through library and partner-created apps and APIs on the OCLC WorldShare Platform, and OCLC discovery services such as WorldCat.org and WorldCat Local.

**Add value for libraries** and create preferred status for your brand by including metadata. OCLC can create or enrich publisher metadata (ONIX or MARC) and deliver MARC cataloging records to libraries, to use in their environments.

**Sell more content** through OCLC services available via the WorldShare Platform. Opportunities include direct to consumer, to the library on behalf of the user, and to the library through the acquisitions module of OCLC's WorldShare Management Services.

## Access to your content for anyone via WorldCat.org-based services

That's right—anyone can access content that's available in their libraries, using OCLC's **WorldCat.org** and **WorldCat Local** services. Through a simple library-branded search box, information seekers can search for items provided by libraries and build lists, contribute reviews and share information about these items across the Web. WorldCat records indicate library ownership of content and library-provided links to the online resources.

Each month an average of 2 million unique visitors access WorldCat.org, resulting in some 750,000 click-throughs to library resources, including your licensed content. And now, your content gains even greater visibility through WorldCat Local, our "discovery-to-delivery" service that enhances access to those resources made available to information seekers through their local libraries. An optional "buy it" feature can facilitate purchase of licensed content with a mouse click.

With an estimated worldwide Internet population of 1.83 billion\*, there are plenty of partnership opportunities available to publishers and OCLC.

Learn more at [www.worldcat.org](http://www.worldcat.org) and [www.oclc.org/worldcatlocal/](http://www.oclc.org/worldcatlocal/) and [www.oclc.org/us/en/worldcatlocal/overview/metasearch/](http://www.oclc.org/us/en/worldcatlocal/overview/metasearch/).



## Expand your market today

For more information about partnering with OCLC to expand access to your content, contact OCLC Publisher Relations at:  
**[www.oclc.org/partnerships/](http://www.oclc.org/partnerships/),  
1-800-848-5878 or 1-614-764-6000.**



We look forward to exploring the possibilities with you.

\* 2010 *Computer Industry Almanac* estimate

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