

The Benefits of OCLC's Platform Strategy for Publishers and Content Providers

As the world's largest library organization, OCLC gives content providers the broadest global reach into the library market and to library users.

We are a nonprofit cooperation in which membership is based on participation in cooperative services such as WorldCat, not through membership fees. By integrating your content into WorldCat, you will be able to integrate your materials into a variety of library workflows, expand the reach of your brand, improve product visibility, and support increased use of your materials.

Key benefits to you

Enhancing your reach into the global library market

- OCLC has served 72,000 libraries worldwide and has 10,000 cataloging members. We provide the broadest global reach into the library market and the ease of serving mutual customers.
- OCLC's core market is 4,000 academic and academic research libraries. These libraries also represent the core market for our publisher partners.
- WorldCat is the world's most comprehensive database of library-owned content with 1.2 billion items available from libraries worldwide. We have indexed 803M items, including 184M books, 11M e-books, 12M conference proceedings, 483M journal articles and 113M other materials from databases to dissertations and sound recordings. On the Web, WorldCat.org is the centerpiece of a platform for "Web-scale" discovery of library materials that moves information seekers from the Internet through a simple search interface to local collections and services.

Aligning your discovery strategy and supporting revenue retention

- OCLC supports your subscription revenue retention by integrating your content into library services and systems. Integration with WorldCat provides publishers with timely, increased exposure; visibility; discovery and access to their materials. Usage has become a core factor in libraries' purchasing and renewal decisions. OCLC's discovery services perfectly complement vertical discovery on your Web site with our horizontal discovery layer that promotes wide visibility.
- OCLC's integrated platform strategy and cloud-based services enable libraries to increasingly cooperate on content acquisition, access, discovery and resource sharing. OCLC's services for discovery and access are used by over 21,000 libraries worldwide today, many of which are also your customers, including Cambridge University, the University of Calgary, the State Libraries of Massachusetts, the University of Washington, Universidad de Valladolid and the University of California (including UCLA, UCSD, UCSF and UC Irvine).
- For a streamlined approach to the supply chain, our metadata services group can enhance and supplement ONIX title information. For direct sales to libraries, our cataloging services group can create library records in MARC format, providing a fully integrated content offering.

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Becoming part of the user's network

- WorldCat is on the Web and receives more than 2 million unique visitors per month. OCLC's strategic partnerships, including Google, Google Books, Microsoft, Yahoo, Twitter, Facebook, Citavi, EasyBib and others, support maximum discoverability of publisher content.
- OCLC enables publishers and library vendors to expose library content to their users at point of need, which is increasingly mobile and social. OCLC provides mobile applications for discovery and direct access to libraries, including social networking sites, book-related social sites, publishers' Web stores and organizations with e-commerce or bibliophile sites.
- Publishers can also syndicate WorldCat on their own search engines or other sites to attract and serve high-quality traffic.

For more information

For more information about becoming an OCLC content provider, please see www.oclc.org/partnerships/econtent/default.htm. To contact OCLC's Publisher Relations team, please email publishing@oclc.org or call **+1-614-764-600 or 1-800-848-5878**.