

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 reach into the library market

Become a global library partner 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?

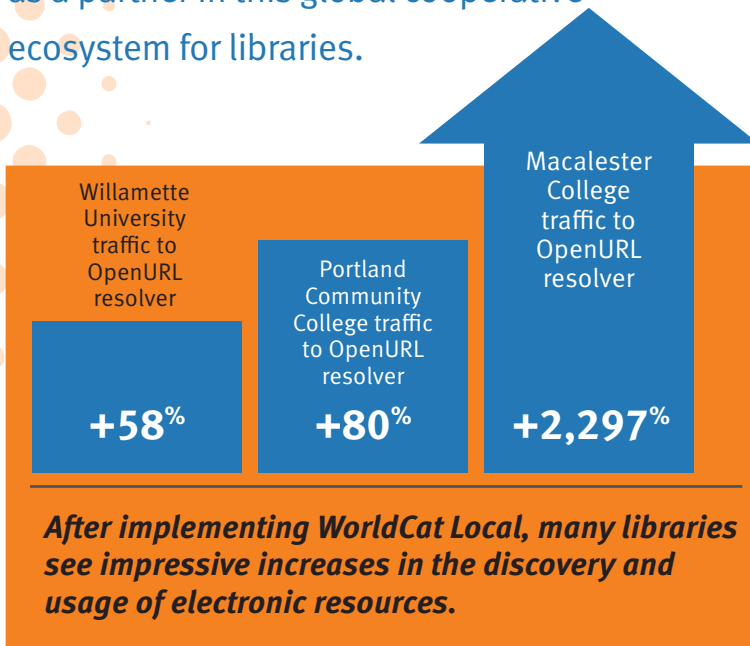
Simply put, OCLC connects you globally to the largest number of librarians and their users. As a partner, you'll be part of the cooperative ecosystem that serves libraries and their users, and provides them services. With the OCLC WorldShare™ Platform now in place—valued for its neutrality and quality 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 partners and libraries to build their own interfaces to their data and content—whether it's purchased or licensed, print, electronic or digital. It also automatically routes your content into the selection, acquisition and circulation workflows of libraries, making it quicker to use and be used. All of these discovery and integration 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.org and WorldCat Local, 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.
- **Gain new users and analytics.** OCLC puts libraries where users are online, and delivers your valuable content. You'll receive detailed usage reports, including library-specific searches of databases, collections and traffic to your site. Taken together, these 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 revenue from libraries.** Add value for library customers with the availability of WorldCat records for your titles. There are options to create WorldCat records, or simply enhance the title metadata you already have. Cataloging can be delivered to fit within library workflows, elevating your brand to a preferred status for selection and acquisitions.
- **Add permanent storage for e-books.** Use the OCLC e-book archive to provide third-party, digital preservation for your e-books. 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. Join us as a partner in this global cooperative ecosystem for libraries.



The power of WorldCat and WorldShare

OCLC is the home of WorldCat, the world's largest bibliographic database. With more than 270 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 and the WorldCat® knowledge base allow more people outside the traditional library environment to interact with your content through the Web—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 WorldShare platform and cloud-based integrated library services make it easier for your content to be selected, acquired and used. We invite you to join our partners in building apps for your content on the WorldShare Platform.



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 integration of your content in library workflows
- 3 Enhance visibility, 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 WorldCat records for libraries to increase title discoverability.

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 and integrated into library workflows through library and partner-created apps and APIs on the OCLC WorldShare Platform, and services such as WorldCat.org, WorldCat Local and WorldShare Management Services.

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 WorldCat records to libraries on your behalf, creating seamless workflows for cataloging new materials.

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 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 secure 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 single 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, www.oclc.org/worldcatlocal/ and 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:

publishing@oclc.org

1-800-848-5878 or 1-614-764-6000.

www.oclc.org/partnerships/

We look forward to exploring a partnership with you.



* 2010 *Computer Industry Almanac* estimate

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