

OverDrive Confidential – Do not copy, do not distribute



# Memo

To: OverDrive Library Partners  
From: Laura Crowe, Lead Project Manager, Library  
Date: September 22 2008  
Re: OverDrive MP3 Audiobooks - Support for Apple® iPod and Zune users.

---

## OverDrive MP3 Audiobooks in Content Reserve...

We at OverDrive are delighted to announce that in the coming days, you will be able to search, browse, preview, and select OverDrive MP3 Audiobooks in Content Reserve to add to your digital collection. We will send you a follow-up email once OverDrive MP3 Audiobooks are available for you to start selecting. We ask that you please keep the details and login information in this memo confidential at this time.

You will be able to review available OverDrive MP3 Audiobook inventory as you would titles in any other format – either through Content Reserve Marketplace or Classic Collection Manager. Our initial offerings include Fiction, classics, Nonfiction, children's, as well as Spanish language and science fiction titles. We encourage you to check the titles available in this format regularly as we are poised to add more titles to our catalog on an ongoing basis.

Please note that the first set of OverDrive MP3 Audiobook titles you select will not automatically be made available at your site. Rather, the addition of the new format will require a site refresh (update to allow users to search by this format, updates to your Help pages etc.). By submitting an OverDrive MP3 Audiobook content order, your library will be put into the queue for these website updates.

## OverDrive MP3 Audiobooks in OverDrive Media Console™ v3.1...

Patrons with OMC v3.0 and newer will be ready to download and enjoy OverDrive MP3 Audiobook titles. Users of older versions of OMC will need to upgrade to OMC v3.1 in order to use OverDrive MP3 Audiobooks. Patrons' media libraries will be maintained through the upgrade process.

OverDrive Confidential – Do not copy, do not distribute

The updated Transfer Wizard included in this release supports the transfer of MP3 content to a wide range of devices, including the Apple® iPod® Classic, iPod Mini, iPod Touch, and the iPhone™. This release will also allow Zune users to use Transfer Wizard to transfer OverDrive MP3 and WMA Audiobooks to their Zunes. While Apple's iPod Shuffle™ will play OverDrive MP3 Audiobooks, users will need to transfer OverDrive MP3 Audiobooks to this device using iTunes®.

Please be assured that our Support Team ([support@libraryreserve.com](mailto:support@libraryreserve.com)) continues to offer their support and expertise on older versions of OverDrive Media Console as well as OMC v3.1.

OverDrive MP3 Audiobooks and Permissible Usage; Introducing 'MORAL'™...

OverDrive is working to promote the benefits of MP3 audiobooks in the library to content suppliers and to address concerns about this format. These efforts have resulted in the development of 'MORAL' (Media Operation & Rights Access License). MORAL is a series of policies and protocols developed in an effort to encourage honest usage of the copyrighted content that complies with terms of use. MORAL has been implemented at 2 levels: in OMC v3.1 and at patron-facing websites...

### **In OMC v3.1...**

Patrons will be prompted to delete expired content in accordance with terms of use. The software license agreement has been updated, and some additional copy changes have been completed in order to make permitted uses of the OverDrive MP3 Audiobook titles clear to users. If you would like to download OMC v3.1, please visit <http://www.overdrive.com/software/omc/download.asp>.

### **At patron-facing websites...**

We have added a new step to the checkout process. If a user has 1 or more OverDrive MP3 Audiobook titles in his/her cart, s/he will be prompted to review and accept terms of use before s/he can complete the checkout process. If a patron does not accept the terms of use, s/he can check out titles in other formats but will not be able to check out any titles in the OverDrive MP3 Audiobook format.

An additional DRM note has been added for all OverDrive media content, reminding users that all copies of borrowed media must be deleted or destroyed at the end of the lending period.

We have updated Search Results pages and Title Details pages with icons that include informative alt text – in an effort to very clearly communicate to patrons how different formats can be used.

We encourage you to familiarize yourself with the site changes required by MORAL and the addition of the OverDrive MP3 Audiobook format. You can review these changes at a development site with the following credentials:

URL: <http://mp3.bookaisle.com>  
Login ID: mp3.midas.preview  
Password: mp3demo

When prompted to sign-in, please do so using any 10 numerical characters. As multiple users will be accessing this development site, we recommend you use your 10 digit telephone number, without spaces, to avoid accidentally using the same 10 numbers as someone else.

In order to continue to offer content in the OverDrive MP3 Audiobook format, we need your help and support for MORAL MP3 and in communicating to your patrons and communities the importance of respecting the permitted uses of digital materials.

#### OverDrive MP3 Audiobooks and Your Patron-facing Site...

As mentioned, the addition of the OverDrive MP3 Audiobook format to your patron-facing 'virtual branch' requires a site refresh (updates to Help pages, changes to site navigation, updates to searching, support for MORAL, etc.). Once an OverDrive MP3 Audiobook content order is received, we will begin work on a refreshed version of your site in development. Once these updates are complete, we will contact you with the credentials you need to review the updated site in development. Please allow 4-5 weeks for us to prepare the updated version of your site from the date you place your initial MP3 content order.

In closing ...

On behalf of all of us at OverDrive, thank you for choosing us as your download media partner. We are very proud of what we have been able to accomplish with your input and it is our sincere hope that you and your patrons enjoy OverDrive Media Console 3.1 OverDrive MP3 Audiobooks and your library benefits from supporting Apple® iPod and Zune users.

We ask that you please keep the details and login information in this memo confidential at this time, and forward only as needed to others at your library. I'll be back in touch soon to let you know when the OverDrive MP3 Audiobook titles are available in your Content Reserve account. In the meantime, if you have questions on anything outlined in this memo, please do not hesitate to email me.