



A World Enlightened by Reading

Building a powerful export business

OverDrive[®]

2021 National Small Business Exporter Summit



Erica Tucker

Global Libraries & Education Sales
International Product Support

OverDrive®



2021 National Small Business Exporter Summit



Today's agenda



Who We Are



What We Do



How We Do It



The leading digital reading platform

- Founded in 1986 with headquarters in **Cleveland, OH**
- 53,000 libraries and schools in **78 countries**
- Partners also include **higher ed and corporate libraries**
- Catalog of **millions of titles in 100+ languages** from 30,000+ publishers
- Certified **B Corporation**

OverDrive®

OverDrive
Education®

OverDrive®
Professional



Advancing Global Business

2021 National Small Business Exporter Summit



PANORAMA PROJECT

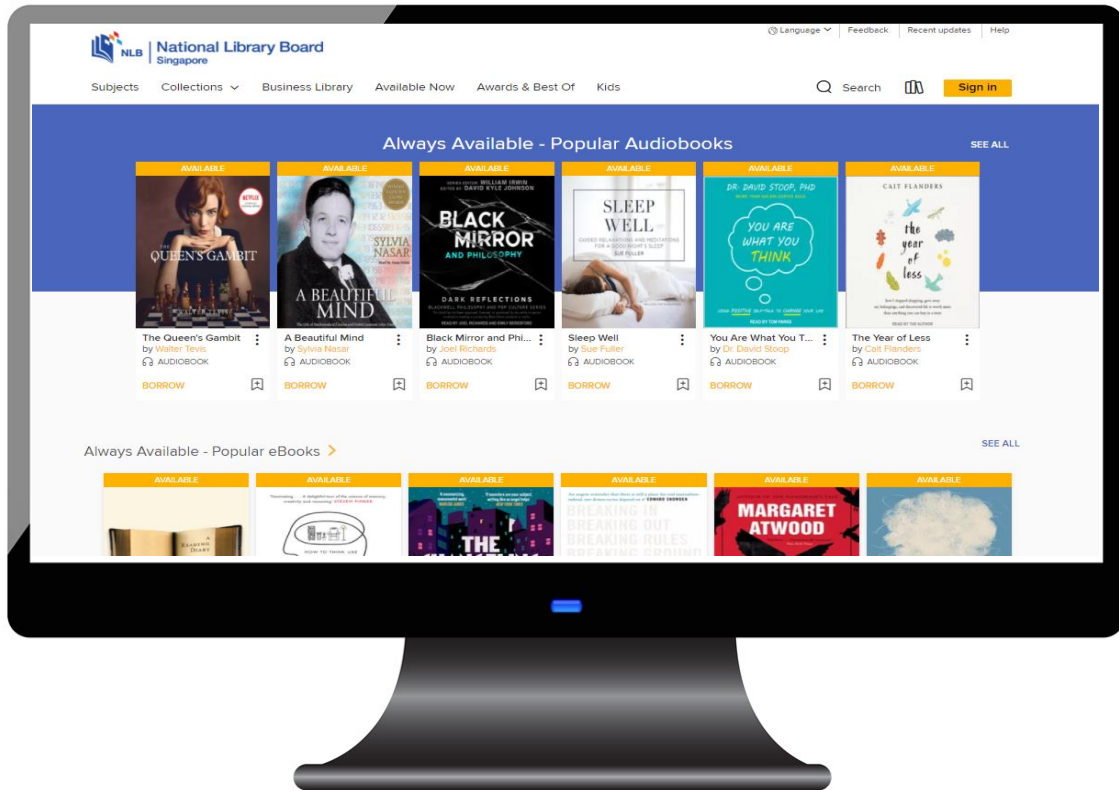


2021 National Small Business Exporter Summit

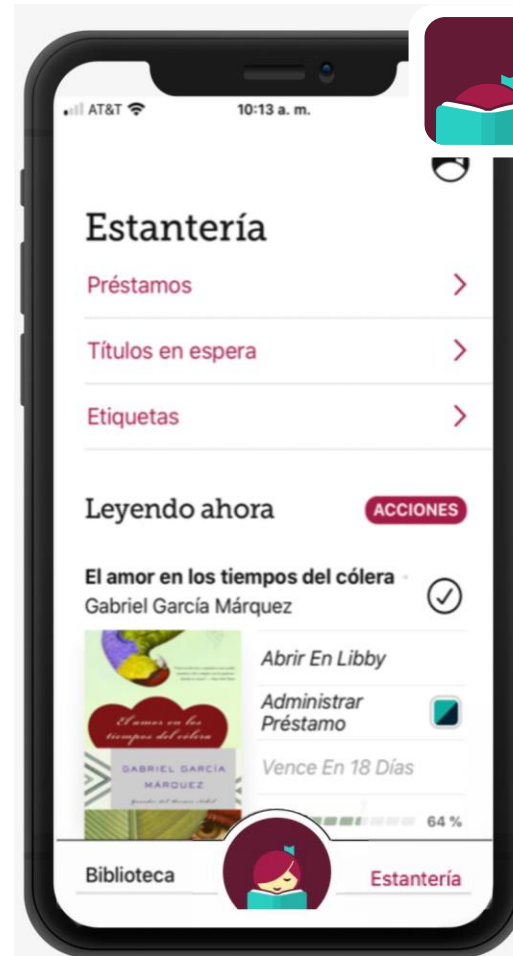
What we do



2021 National Small Business Exporter Summit

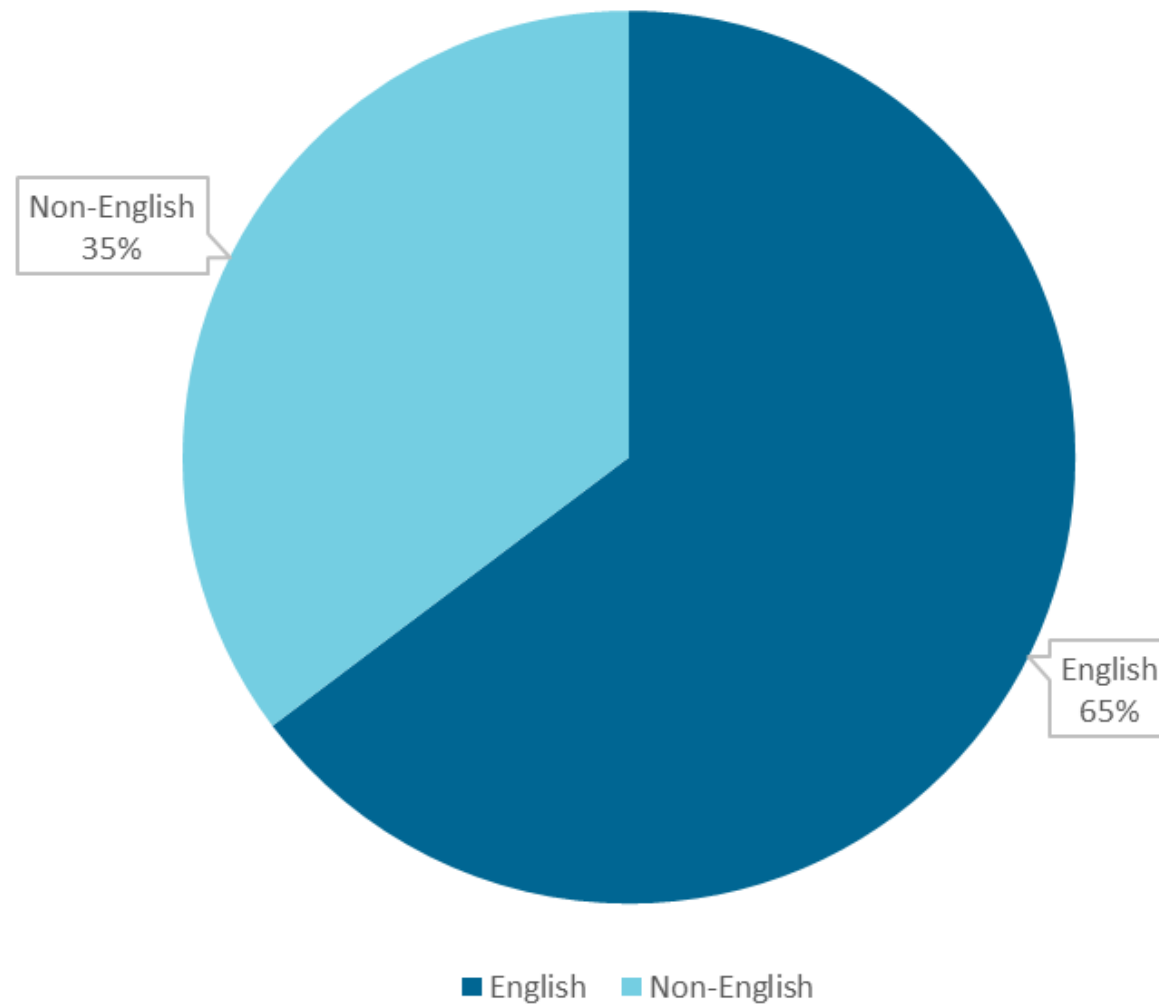


OverDrive



Title Availability by Language English & Non-English

OverDrive®



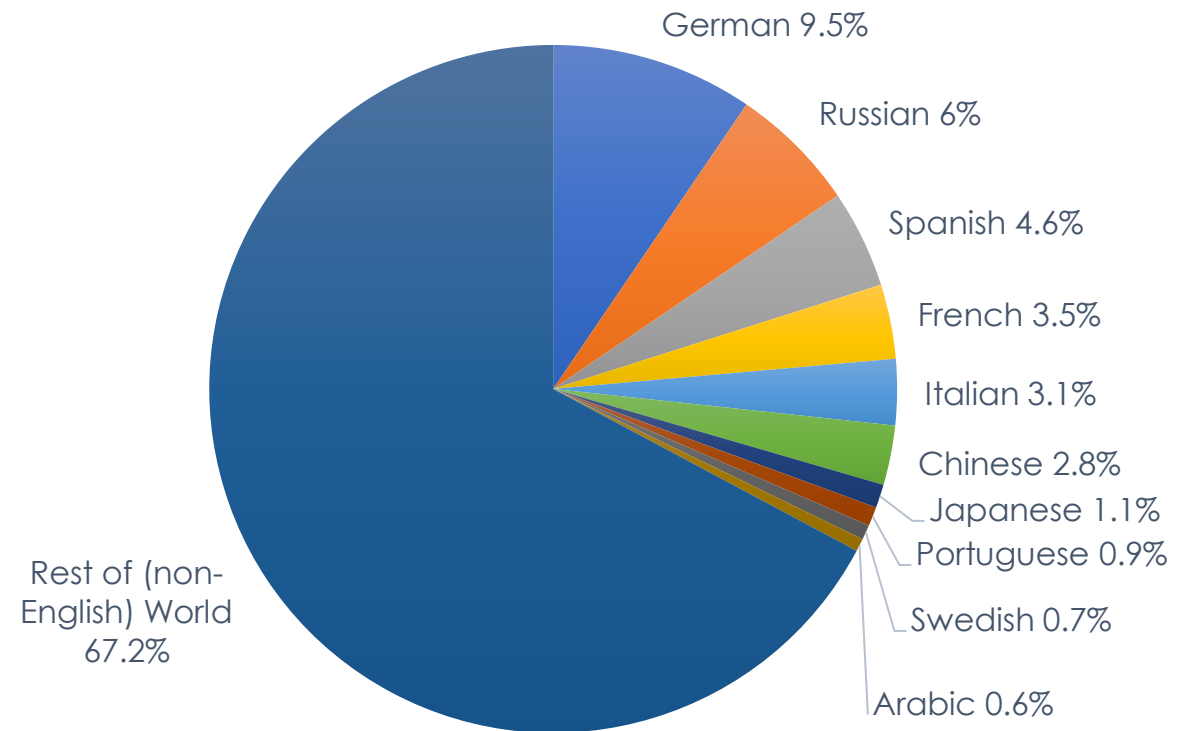
2021 National Small Business Exporter Summit



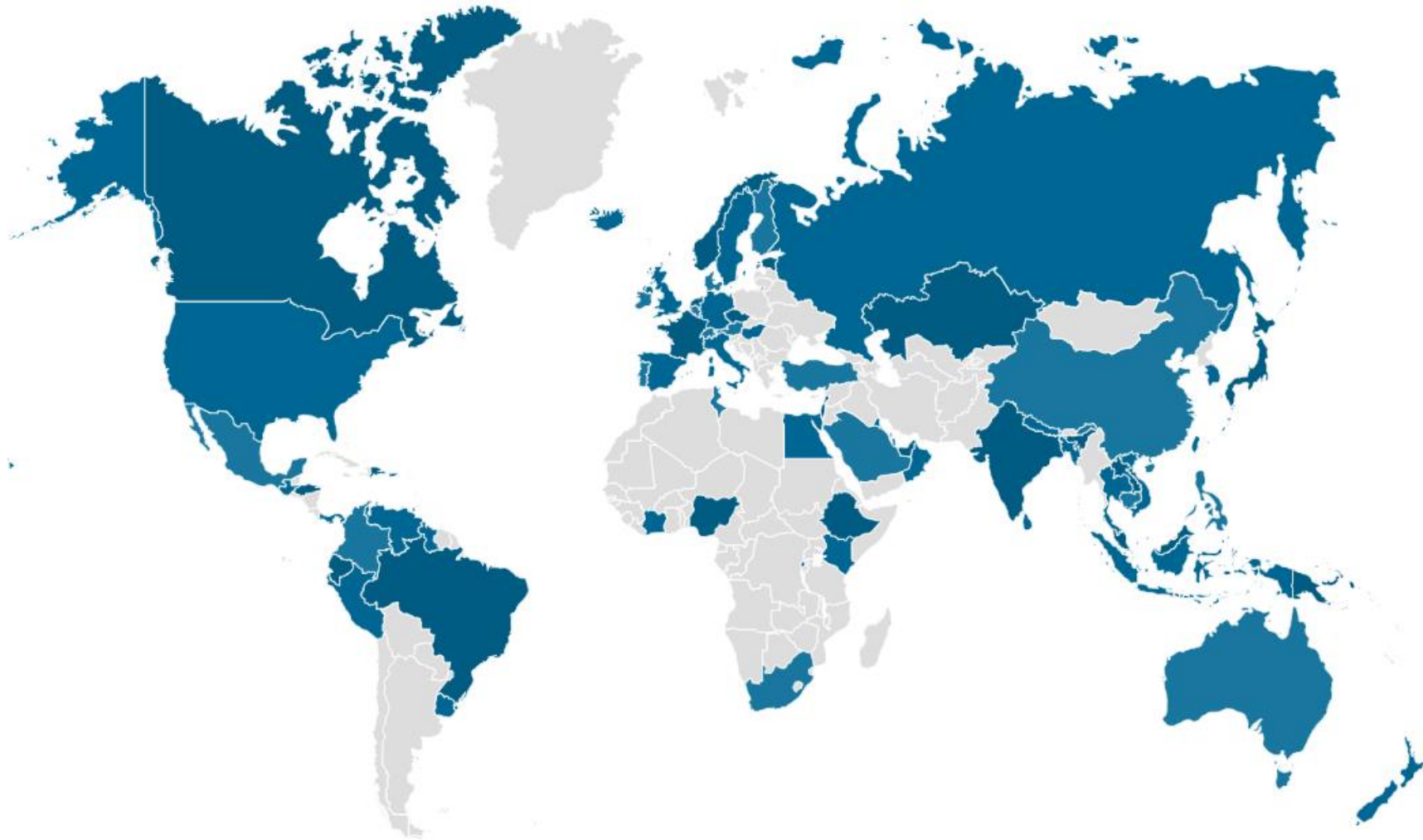
Rest of World languages includes:

Korean
Polish
Romanian
Hungarian
Finnish
Dutch
Tamil
Afrikaans
Danish
Hebrew
Turkish
Hindi
Somali
Yiddish
Sudanese

Title Availability by Language, Non-English



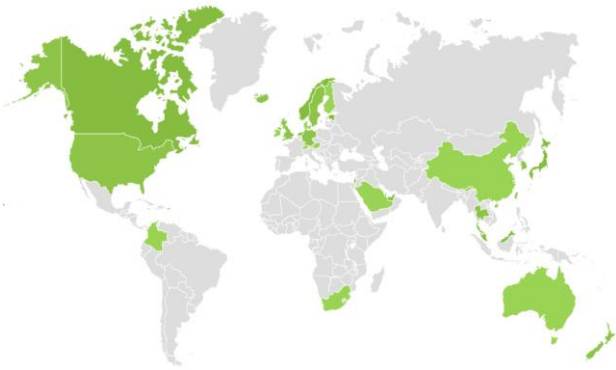
A world enlightened by reading





53,000 customers in 78+ countries

Public libraries



Academic



K-12 Schools



Corporate



2021 National Small Business Exporter Summit



"מרכז הספר והספריות"
הוא ארגון ללא מטרת רווח
הפועל לקידום הספריות הציבוריות
הספרות והקריאה בישראל"
מתוך חזון המרכז



TALENTA³⁶⁵

Booktalk

Authorised Reseller of *OverDrive*® in S.Africa

OverDrive

2021 National Small Business Exporter Summit



**Biblioteken
i Göteborg**



OverDrive

@Reolen Global
Udenlandske ebøger og netlydbøger fra bibliotekerne

2021 National Small Business Exporter Summit



香港中文大學(深圳)
The Chinese University of Hong Kong, Shenzhen



EUROPEAN CENTRAL BANK

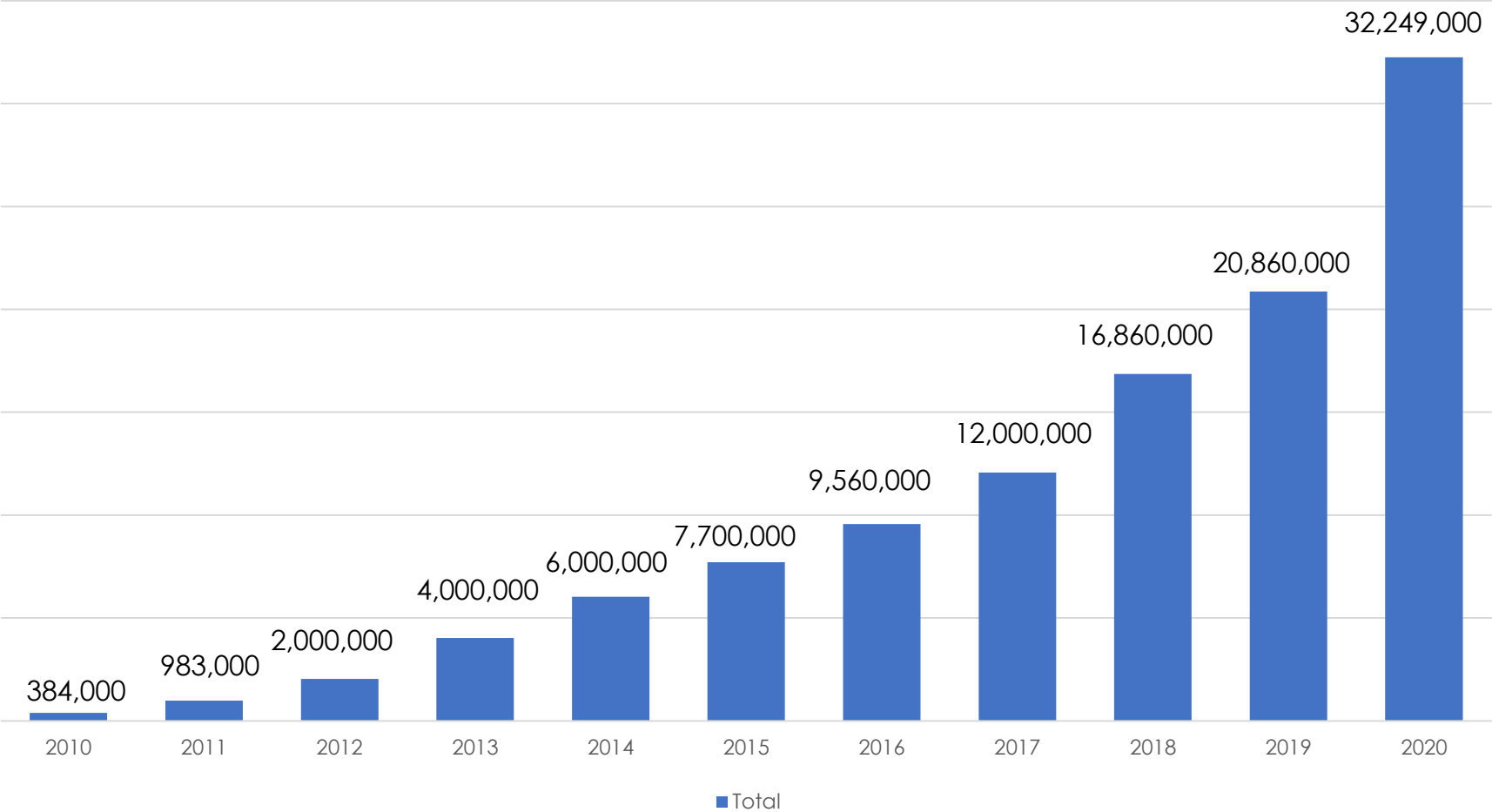


CCBJGWLW 電子圖書館

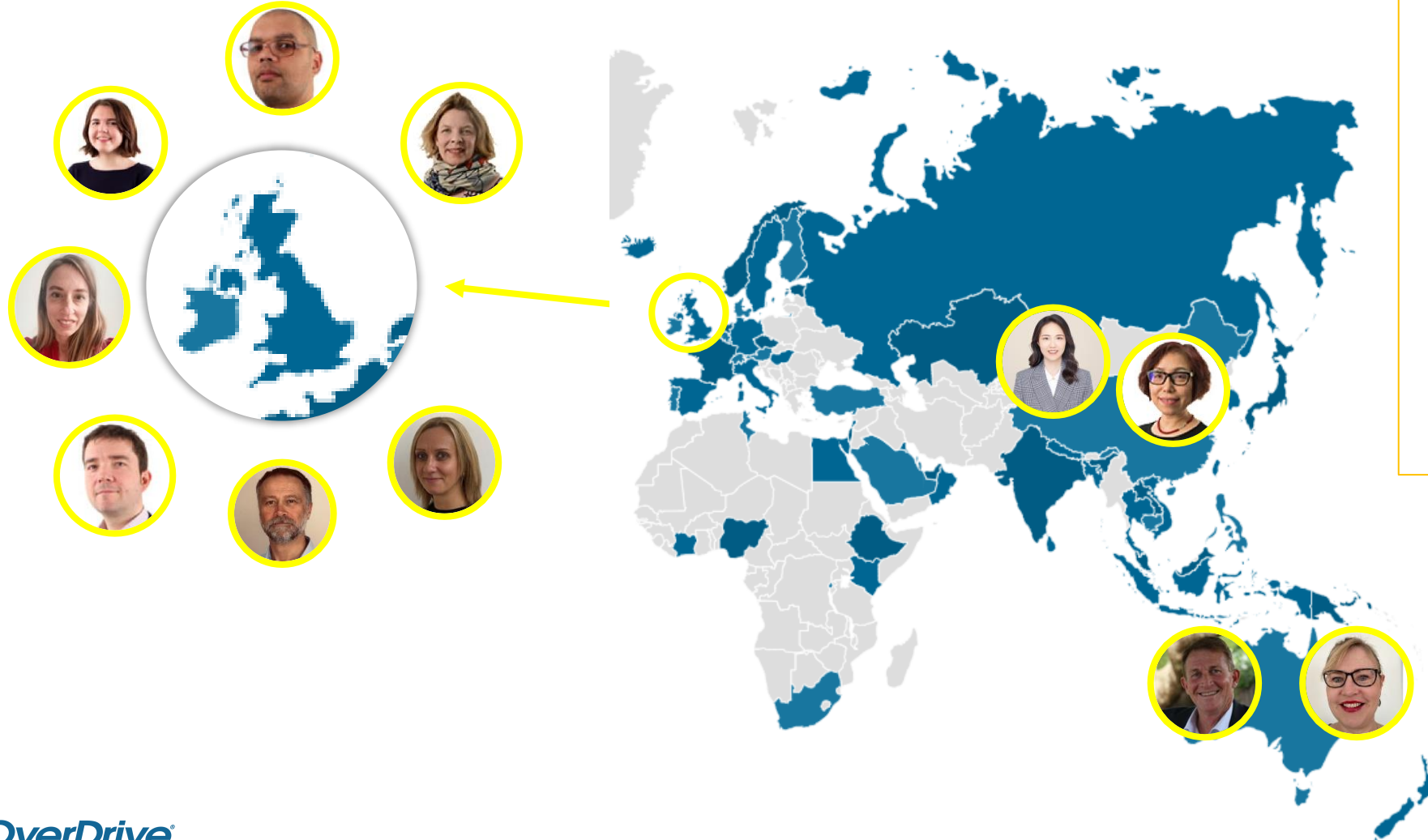


Checkouts Growth
Global Market 2010-20

OverDrive®



An international business requires international employees



Languages spoken by our US-based team members include:

Russian
German
Spanish
Mandarin Chinese
Hindi
Arabic
Cantonese
Polish
French
Portuguese



BOKMÄSSAN
GÖTEBORG BOOK FAIR



معرض أبوظبي
ABU DHABI
INTERNATIONAL
الكتاب
BOOK FAIR

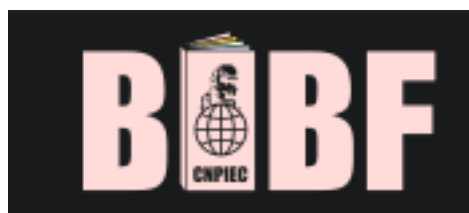


The LIBRARY ASSOCIATION of IRELAND
Cumann Leabharlann na hÉireann



Australian Library and
Information Association

FOCUS ON THE FUTURE
VALA



서울국제도서전
Seoul International Book Fair



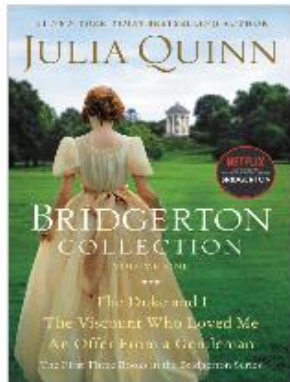
OverDrive

2021 National Small Business Exporter Summit



How we solve for international challenges

Prices are shown in local currencies



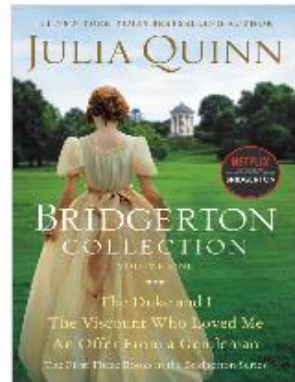
ADD TO NEW CART

Bridgerton Collection, Vol...
Bridgerton Series, Books 1-3
Bridgerton
Julia Quinn
£
Ebook



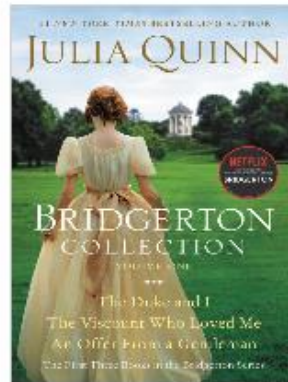
ADD TO NEW CART

Bridgerton—Der Duke un...
Bridgerton
Julia Quinn
€
Ebook



ADD TO NEW CART

Bridgerton Collection, Vol...
Bridgerton Series, Books 1-3
Bridgerton
Julia Quinn
HK\$
Ebook



ADD TO NEW CART

Bridgerton Collection, Vol...
Bridgerton Series, Books 1-3
Bridgerton
Julia Quinn
¥
Ebook

Advanced search

CARTS

No pinned carts
+ Create cart

Marketplace supports multiple languages

Búsqueda avanzada

CARRITOS

No hay carritos ancl...
+ Crear carrito

Recherche avancée

PANIER

Pas de paniers épin...
+ Créer un pa...

Erweiterte Suche

WARENKÖRBE

Keine angehefteten ...
+ Warenkorb ...

詳細検索

カート

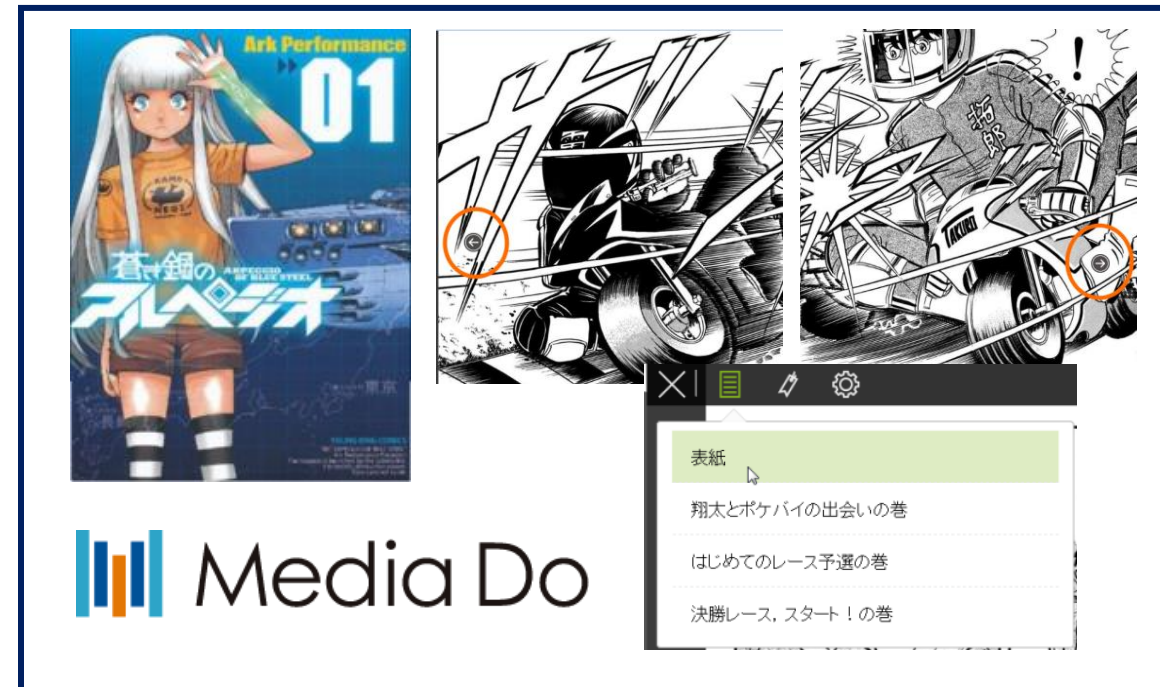
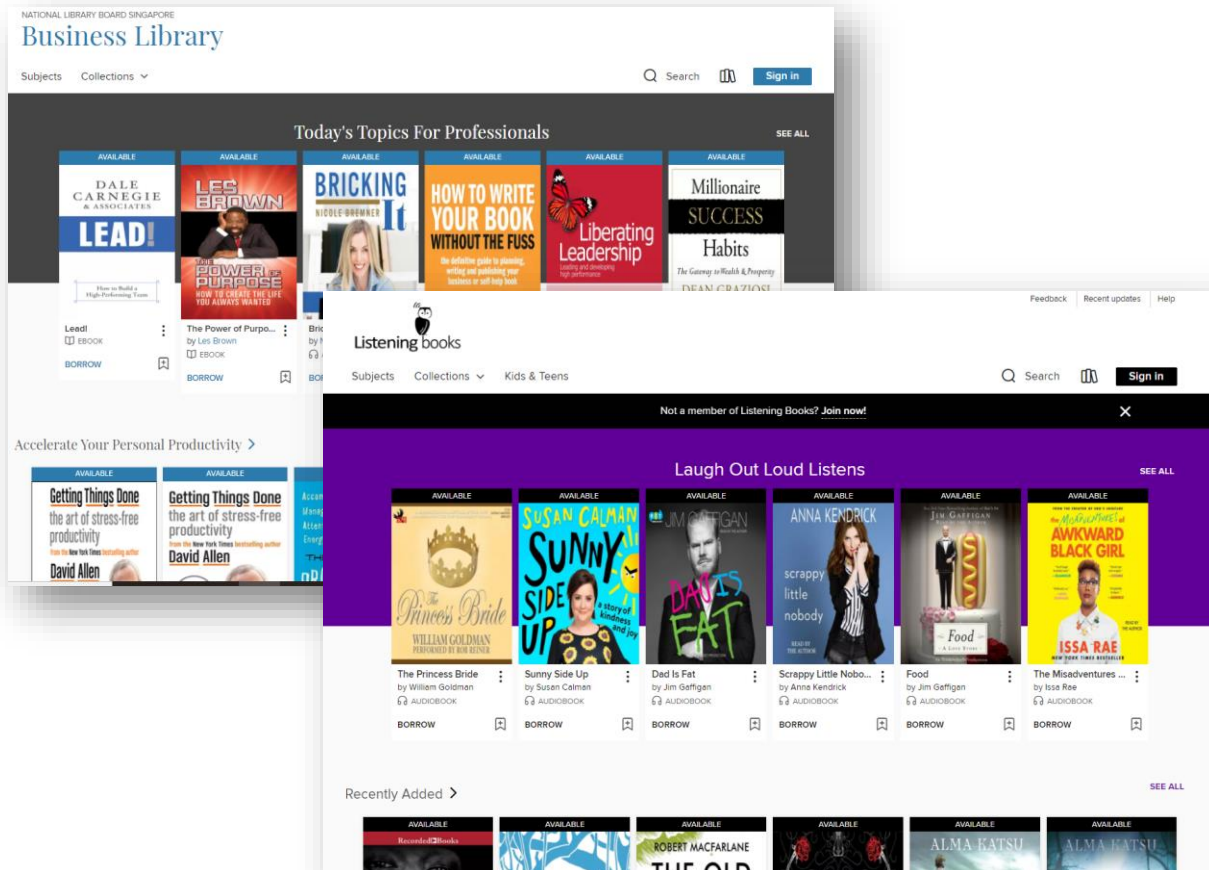
設定されたカートは...
+ カートの作成

高级搜索

购物车

未添加购物车
+ 创建购物车

2021 National Small Business Exporter Summit



rb digital

Marketing materials are adapted

OverDrive Education


Read Instantly!

Read ebooks and audiobooks anywhere, anytime with Sora, the student reading app.

Read before your first class, during lunch, or on the bus.

Go at your own pace - pause whenever you like.

Discover the hottest new books.



Sora
The student reading app
Available on the App Store and Google Play
soraapp.com



OverDrive

OverDrive

Libros electrónicos, audiolibros y más para las bibliotecas públicas



Más opciones. Máxima calidad. Servicio de confianza.

OverDrive

Ebooks, Hörbücher & mehr für öffentliche Bibliotheken



OverDrive

Beste Auswahl. Höchste Qualität. Zuverlässige



OverDrive

E-böcker, ljudböcker och mer för offentliga bibliotek



Flest alternativ. Den högsta kvaliteten. Service du kan lita på.

OverDrive

كتب إلكترونية وكتب صوتية وغير ذلك الكثير للمكتبات العامة



أكبر مجموعة من الخيارات. أعلى جودة. خدمة.

NASBITE
INTERNATIONAL

Advancing Global Business

2021 National Small Business Exporter Summit



Translated swag



"I Love My Library" button in Hebrew



"I Love My Library" button in Arabic

2021 National Small Business Exporter Summit



A murder mystery themed train inspired by Agatha Christie's *And Then There Were None*



A Middle Earth inspired train, with J.R.R. Tolkien quotes on the train walls



Learnings shared with you today

- Target **markets** with natural alignments
- **Invest** in understanding the nuances and needs of the markets you want to be in
- Embrace a **wide array** of comfort levels
- Lean into **resistance**
- **Relationships** are key

2021 National Small Business Exporter Summit



Questions?

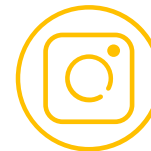
OverDrive®



OverDrive for Libraries



@Overdrive_libs



@Overdrivelibs

For more information about us and our services, visit company.overdrive.com