

# MyLibrarydv<sup>TM</sup>

Download Video • Anytime • Anywhere



## Introducing an On-Demand Video Service Designed Exclusively for Public Libraries!



### FEATURES



- On-demand video downloads for your patrons.



- 24/7 access to hundreds of hours of great video programming. Includes lifestyle, health, travel, cooking, videos for children, movies and more.



- Exclusive originally produced video programming only available through MyLibraryDV.



- Put your own video programming on the Web! Share with your patrons or all libraries nationwide—it's your choice.



- Access to other libraries' programming.



*“The Future of Libraries”*



**15% OFF**  
through August 2008.  
Renewals included!

Renew or expand your subscription at the same discount.

Brought to you by Recorded Books



## What Is It?

MyLibraryDV is the world's first video-on-demand service aimed at public libraries. Through MyLibraryDV, Recorded Books delivers the downloadable video future to your library, and provides the resources you need to put your own video programming on your website—for an incredibly affordable price.

This all-inclusive service offers your patrons unique programming that turns your website into a high-demand, repeat destination by giving them a quality video experience. MyLibraryDV is available to all public libraries and their registered borrowers, online, nationwide. You pay a modest annual subscription fee and your patrons enjoy the service on your website as a part of their library account.

## What Is Included?

Programming is drawn from four diverse areas: existing, licensed high-demand programs; programs created for MyLibraryDV; local library-created programs; and shared programming from libraries nationwide.

### High-Demand Programming

MyLibraryDV subscribers receive over 500 videos of popular programming which will continue to expand.



#### movies

Over 25 all-time classic favorites, including *Angel & the Badman* (starring John Wayne), *Night of the Living Dead* (directed by George Romero), and *The Phantom of the Opera* (starring Lon Chaney).

20 independent and foreign films from Film Movement including *Anytown, USA*; *Morlang*; and *Marion Bridge*.

You may upgrade the service to include over 400 videos from the Hollywood Favorites and World Cinema collection.



#### cooking

Over 100 videos with world-renowned chefs including *Julia & Jacques Cooking at Home*, *Julia Child's Kitchen Wisdom*, *America's Test Kitchen*, and *Michael Chiarello's Napa*.



#### travel

Over 100 exciting videos, featuring exotic locales and interesting vacation destinations, including *Rick Steves' Europe* and *Globe Trekker*—the most watched travel series in the world!



#### health

Over 50 informative videos, including *Health Choices* (featured on public television). These programs offer advice on common health problems and diseases, insights into holistic treatment and scientific medicines, and guidance for a healthy lifestyle.



#### literature

Programming includes author interviews with Pulitzer Prize winners Frank McCourt, Jane Smiley and John McPhee, videos about books from *Library Journal*, and stimulating multimedia study guides by *Rocketbook*.



#### how to ...

Explore exciting new hobbies with *Antiques Roadshow* or watch do-it-yourself programs such as *Today's Homeowner* with Danny Lipford and learn how to make repairs on your house.



## kids 60 Videos

60 videos for ages pre-K to 12 including Boohbah, Caillou, Liberty's Kids and Cyberchase from PBS KIDS!

## Signature Original Content

The mission of MyLibraryDV is not just to deliver video programming over the Internet, but to produce a great video experience that you can't get anywhere else. MyLibraryDV has teamed up with Gary Nenner, a four-time Emmy Award-winning producer, to deliver original exclusive programming from the world of literature.

Examples of original programming:

- Interviews with authors discussing their work, both in a studio setting and in their home environment
- A partnership with *Library Journal* that delivers an intriguing look at literary trends and other author and book related news.



*Author Frank McCourt*

## Your Own Library Programming on Your COMMUNITY Site

Is a popular author visiting to discuss his or her latest best-seller? Do you want to reach a larger crowd during open-mic night? Post it online and share your special events with your community or libraries nationwide!

Everything you need to upload programming is included in your annual subscription. You receive a package of upload hours, free permanent online storage and all necessary meta-tagging. As part of the service, we will post any video programming you want. Just give us the program (within certain specs) and everyone can download it! What programs can you post?

- Kids' story times, crafting lessons or recitals
- Local events such as Chamber of Commerce meetings
- Special seminars and local college programs
- Senior-interest seminars such as Medicare briefings
- Use your imagination!





## Benefits of joining MyLibraryDV

Your annual subscription includes the following:

- Immediate access to all programming.
- A package of upload hours allowing you to post programs to the site. This includes all costs of transcoding, uploading, storing, and meta-tagging. There are no other charges for programming in an acceptable format.
- A generous package of downloads.
- An opening page that is semi-customized to suit your library.
- Access to a password-protected administrative site that lets you view real-time usage 24 hours a day, 7 days a week.
- Free MARC records.
- Access to additional future programming such as current feature films and other new programming for a special low fee.
- A complete marketing package to promote MyLibraryDV to your patrons.

## Catch the Wave of the Future for Libraries

# SIGN UP TODAY!

### MyLibraryDV is just this easy to use:

1. Patrons log on to your library's homepage.
2. They click on the **MyLibraryDV** button. They can also access programming through your catalog.
3. Patrons install the download manager. This is a one-time requirement that takes 2 to 4 minutes.
4. Your patrons start watching **MyLibraryDV** from the comfort of their own homes.

### Requirements:

- |   |   |
|---|---|
| ➤ A broadband Internet connection                     | ➤ Flash Player 9 or Windows Media Player 10 |
| ➤ Recently updated browser                            | ➤ 1 gigabyte of available hard drive space  |
| ➤ Microsoft Windows 2000, Windows XP or Windows Vista | ➤ 1 GHz processor or greater                |

The download manager **automatically** detects any necessary Player upgrades and will aid in their installation.



Ask your sales rep for info on our extensive Playaway offerings!