



**East Bound**  
Au tour de l'Atlantique

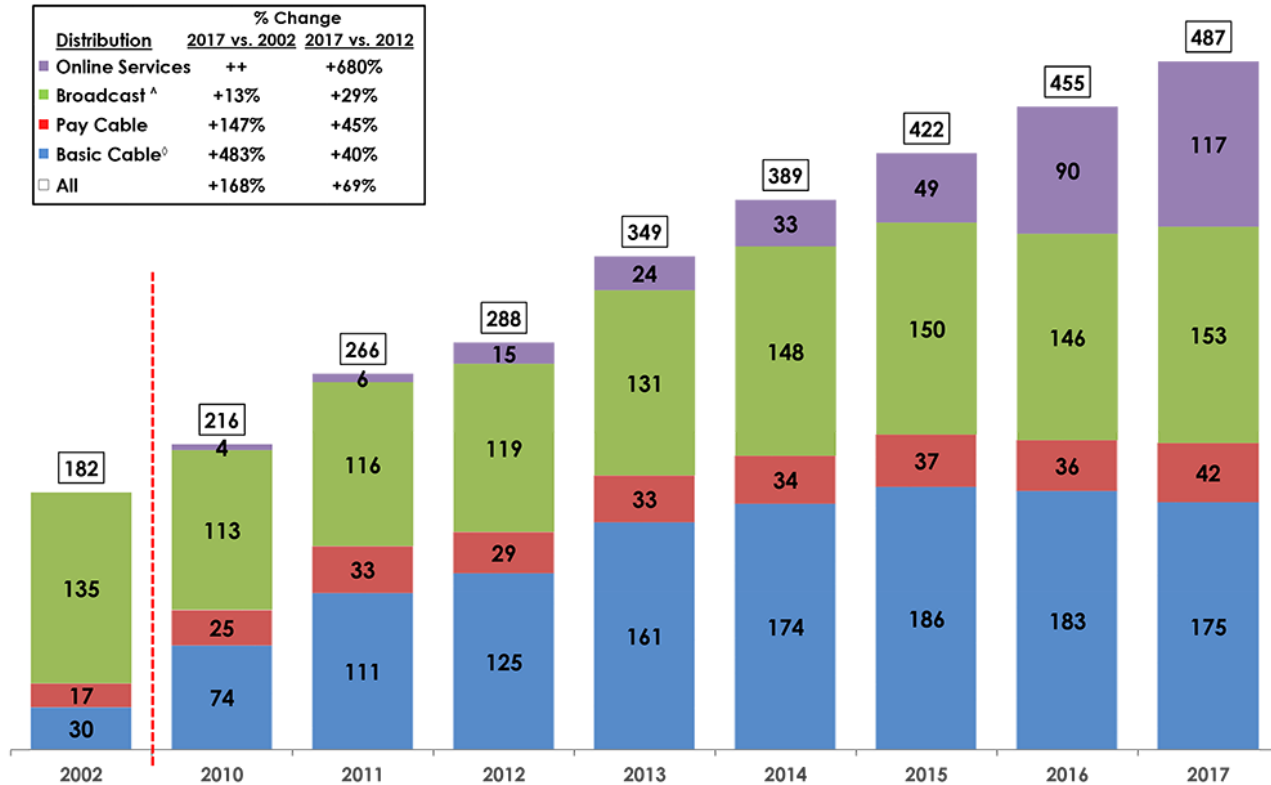
**The Role of Public Libraries  
in Reader Awareness**



## Estimated Number of Scripted Original Series

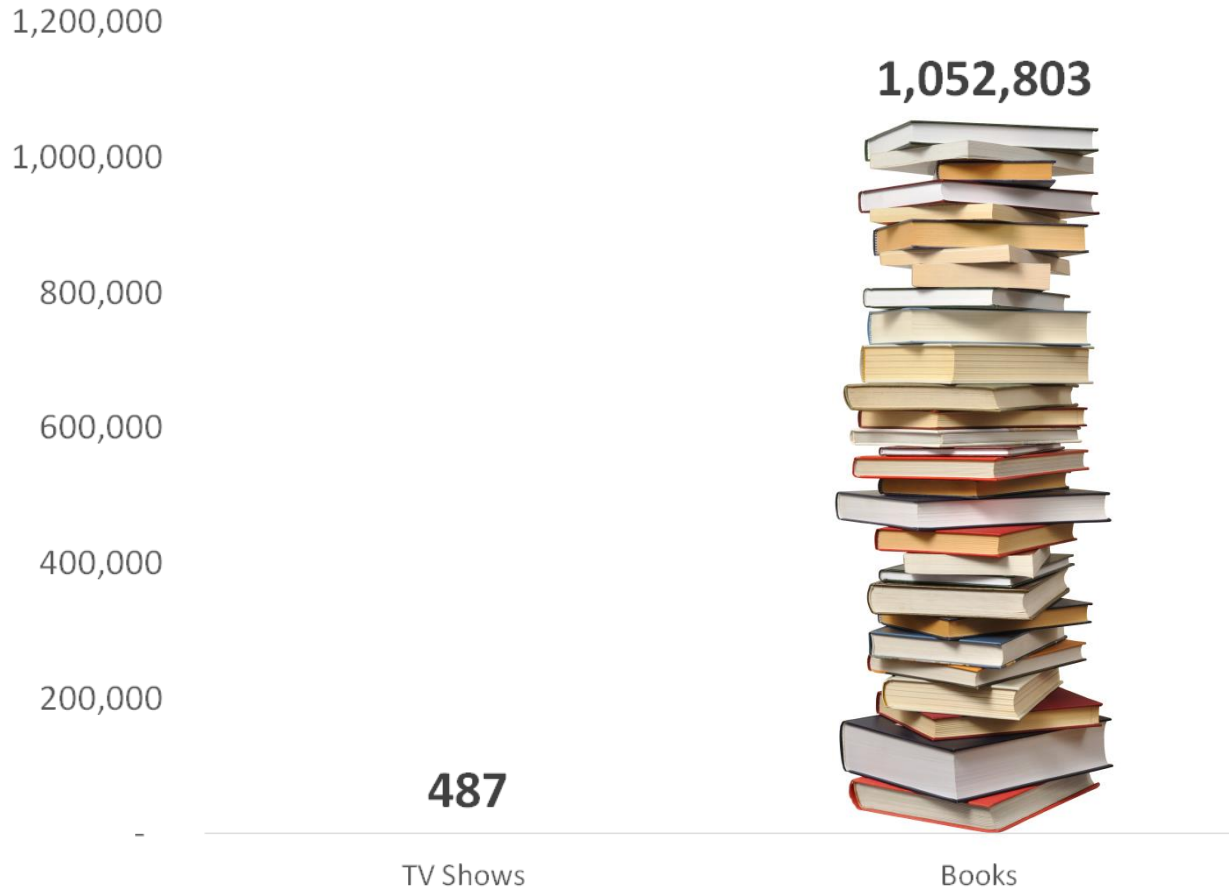


Distribution	% Change	
	2017 vs. 2002	2017 vs. 2012
Online Services	++	+680%
Broadcast <sup>^</sup>	+13%	+29%
Pay Cable	+147%	+45%
Basic Cable <sup>o</sup>	+483%	+40%
All	+168%	+69%



Source: \*Estimated by FX Networks Research as of 1/2/18; culled from Nielsen, Online Services, Futon Critic, Wikipedia, Epguides, et al. <sup>^</sup>Includes PBS. <sup>o</sup>Includes Audience Network (DIRECTV). Online Services = Amazon Prime, Crackle, Facebook Watch, Hulu, LouisCK.net, Netflix, Playstation, Seeso, Sundance Now, Vimeo, Yahoo, and YouTube Red. Excludes library, daytime dramas, one-episode specials, non-English language/English-dubbed, children's programs, and short-form content (< 15 mins).

## Annual TV Services and Books Published Comparison

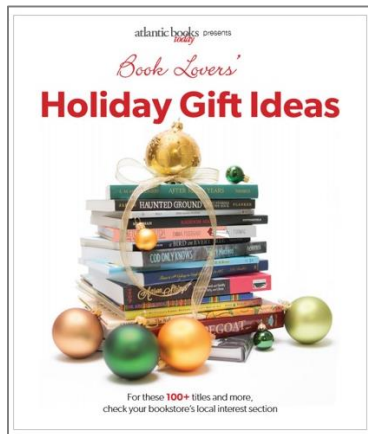


Source: FX Networks Research & Bowker Reports (includes self published)

## Reach for APMA Publications (Late 2017)

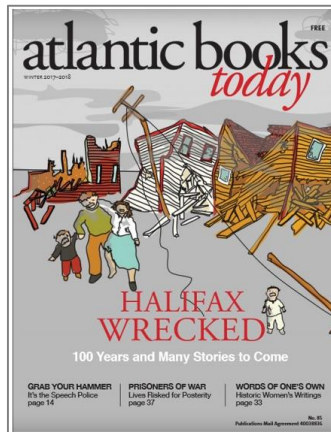


Do you recall seeing the following publications? **Book buyers in Atlantic Canada**



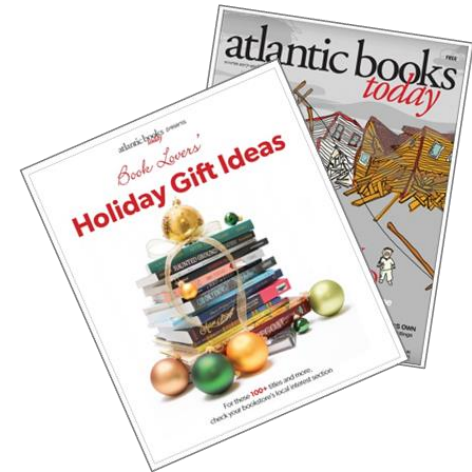
Reach

22%



Reach

19%



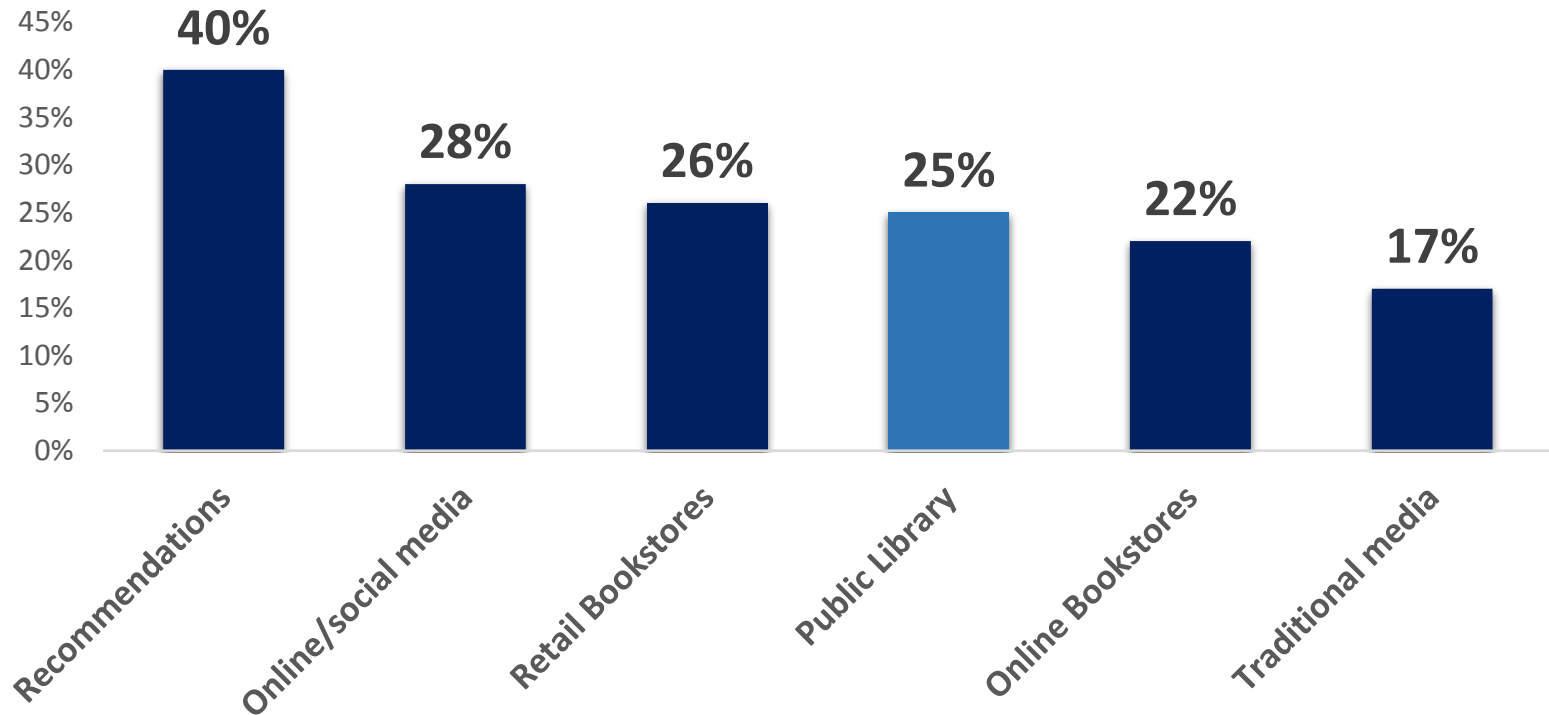
Combined Reach

30%

## Sources for Discovering New Books/Authors



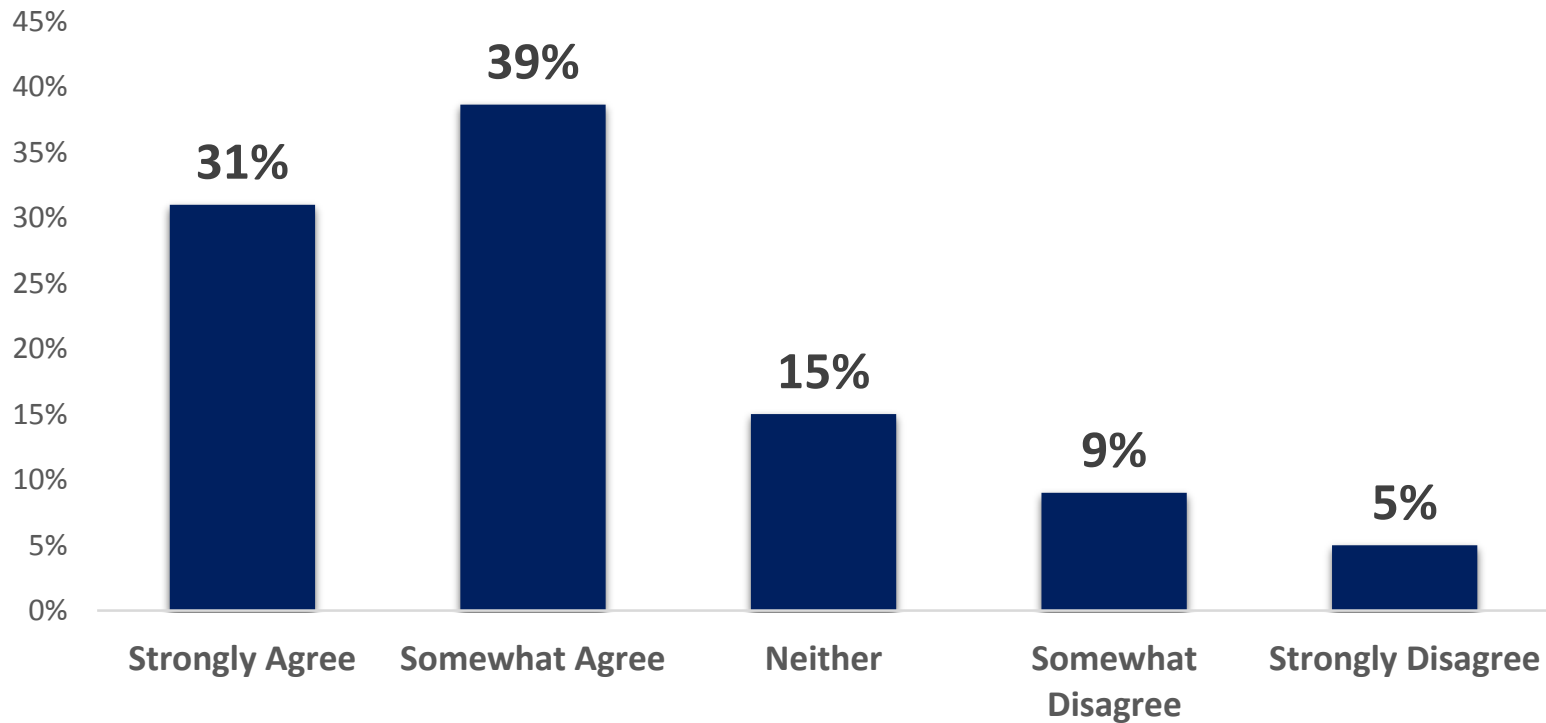
Which of the following plays an important role in the discovery of new books and authors? *All Canadians*



## Role of Library in Discovery of New Books/Authors



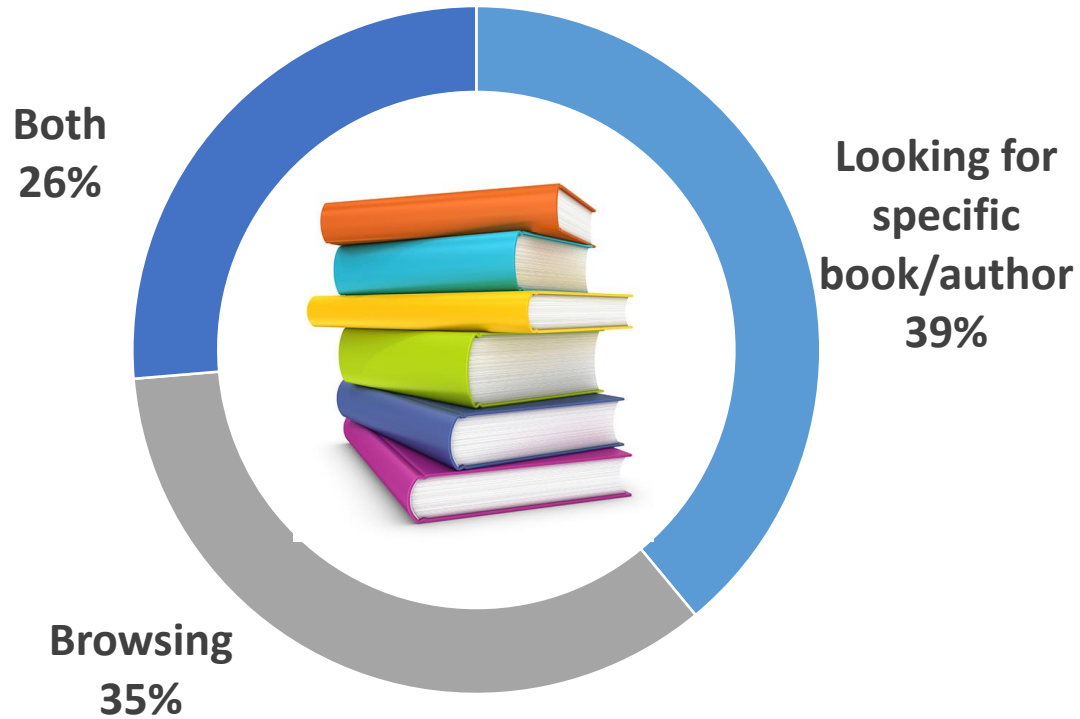
To what extent do you agree or disagree that you often discover new books and authors by browsing shelves and displays at the public library? **Canadians who visited the library in the past 6 months**



## Purpose of Last Trip to Public Library



The last time you went to the public library did you have a specific book or author in mind before arriving or were you just planning to browse for something interesting?



## Outcome of Last Trip to the Library



What was the outcome of your last visit to the public library?



**39% looking for specific book or author.**

**73%** Found what they were looking for

**28%** Discovered a new book/author

**8%** Left with nothing



**35% looking to discover through browsing.**

**84%** Discovered a new book/author

**16%** Left with nothing



**26% looking for a specific book and hoping to discover.**

**53%** Found what they were looking for

**47%** Discovered a new book/author

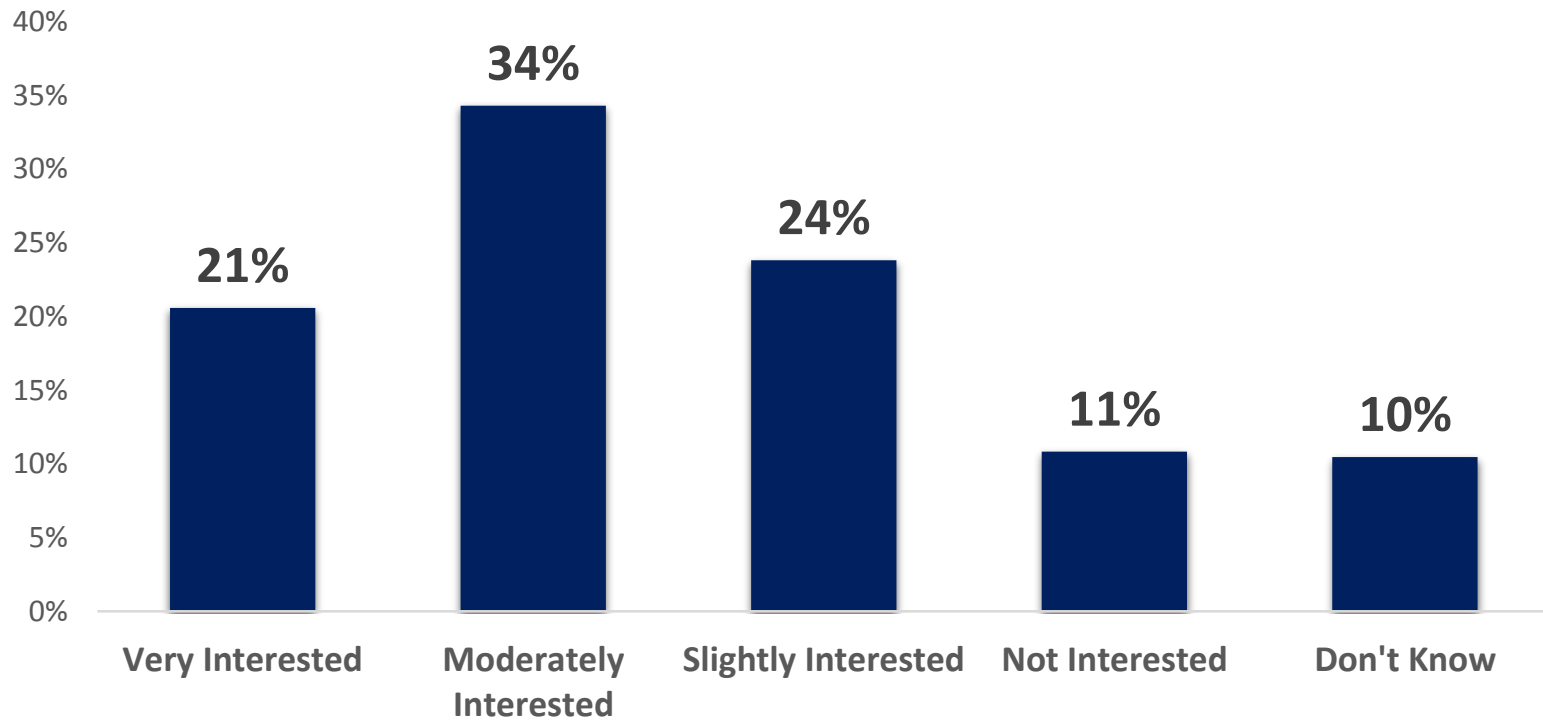
**16%** Left with nothing



## Interest in Books by Local/Canadian Authors



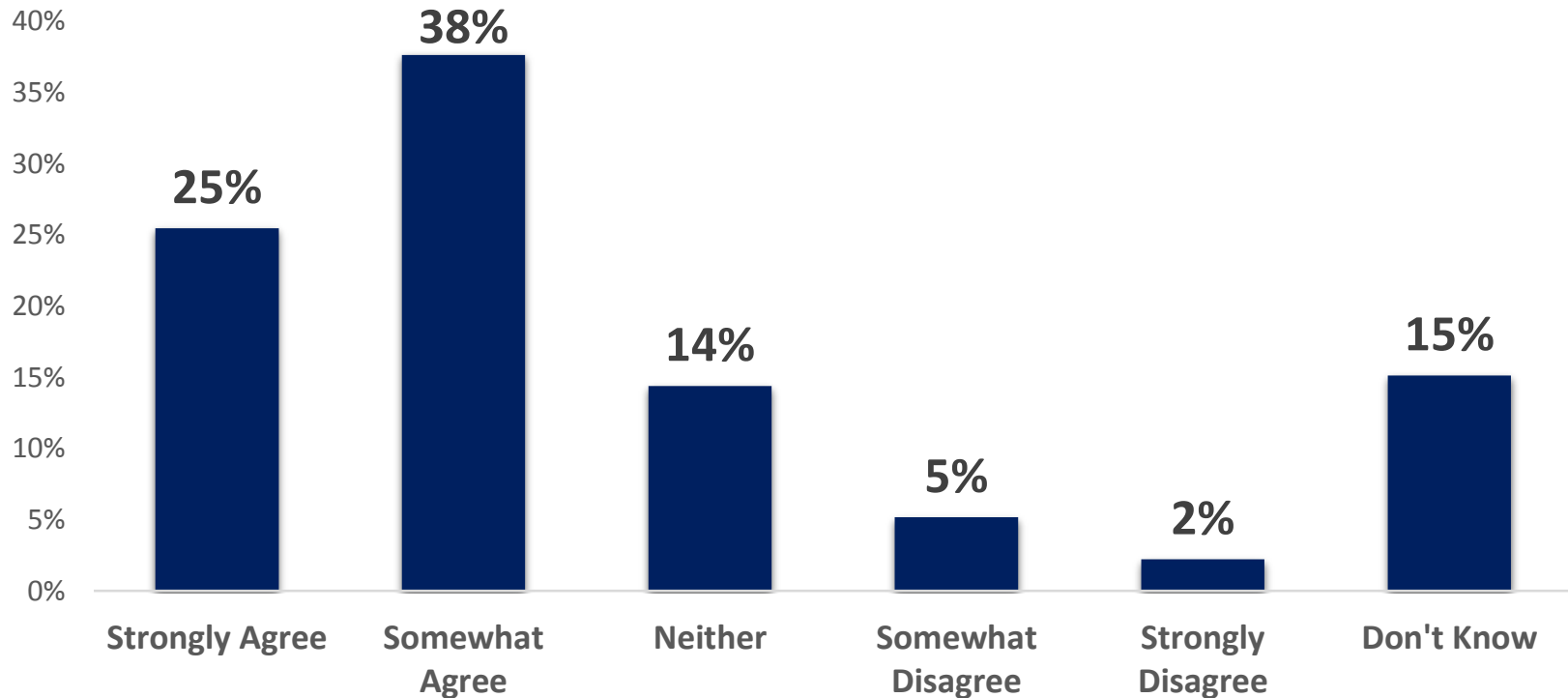
How interested are you in reading books by local and Canadian authors? *Canadians who visited the library in the past 6 months*



## Library Selection of Local/Canadian Books



To what extent do you agree or disagree that your public library has a good selection of books by local or Canadian authors? **Canadians who visited the library in the past 6 months,**





## What role should your public library play in promoting books by local or Canadian authors? *Canadians who visited the library in the past 6 months*

A strong role. They should encourage patrons to try local or Canadian authors.

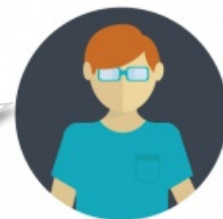


They play a big role; author readings, promotional displays, finding aids featured on website, etc



Titles & authors should be noted say by maple leaf sticker on spine so easily found. Occasional displays featuring Canadian authors.

They should have a display highlighting these authors and have the authors come in for special events.



They should give readers options with a section for new and unknown Canadian authors

They should provide a feature section on regular basis or a standing selection with new book or books every week or month.



## Support for Greater Emphasis on Local/Canadian Books



If your library put a bigger emphasis on books by local and Canadian authors with more displays and more of these books on the shelves would your reaction be: **Canadians who visited the library in the past 6 months,**

