

hoopla digital Attends 2014 PLA Conference and Announces New Agreements with BBC Worldwide North America and MGM

Category-Creating Mobile Service Adds Thousands of Hollywood Titles and global TV Shows at Bi-Annual Convention, Expanding Catalog for Patrons at Participating Public Libraries

HOLLAND, Ohio (Mar. 12, 2014) – Advancing development and category leadership of mobile access to public library content, hoopla digital (hoopladigital.com) today announced new content partnerships with BBC Worldwide North America (Canada) and Metro-Goldwyn-Mayer Studios Inc. The new agreements, announced at the 2014 PLA Conference, expand hoopla digital's dynamic content catalog and provide public libraries across North America and their patrons with online and mobile access to thousands of movies, TV shows, music and audiobooks.

hoopla digital's broadened content offering now includes popular movies and shows such as The Addams Family (MGM), The Planets (BBC), The Pink Panther (television series) (MGM), Waking the Dead (BBC), Champion, Coupling (BBC) and more, available for patrons to stream instantly to their smartphones, tablets, computers and via Apple TV.

Through hoopla digital's mobile app and website, this content is available for patrons of participating public libraries to borrow. Libraries only pay for what patrons use. hoopla digital currently has agreements in place with Paramount Pictures, Universal Pictures, Warner Brothers Entertainment, Inc., Universal Music Group, Warner Music Group, BBC Worldwide North America (U.S.), National Geographic and PBS, to name a few.

"We are excited to announce our expanded content offering at the PLA Conference among innovators and key leaders in the library community," said Jeff Jankowski founder and owner of hoopla digital. "As hoopla digital helps public libraries break new ground in mobile access and patron reach across North America, we will continue to advance our best-of-breed technology, while transforming the library experience with mobile access to the latest movies, TV shows, documentaries and educational videos."

There is no waiting to borrow titles on hoopla digital since on-demand content can be enjoyed by multiple patrons simultaneously. Patrons who use the service also avoid library late fees as digital content borrowing periods simply expire without additional charges.

hoopla digital, which plans to grow to 800 libraries by the end of 2014, now has partnerships with more than 200 library systems across North America including: The Seattle Public Library, Los Angeles Public Library, Salt Lake Public Library, Edmonton Public Library, Houston Public Library, Plainfield Guilford Public Library and Kansas City Public Library, to name a few.

hoopla digital's representatives will be onsite at the 2014 PLA Conference (Booth # 810) to demo the service and to discuss new available titles.

Patrons who visit hoopla digital's web site or mobile app will soon have access to new content from BBC Worldwide North America (Canada) and Metro-Goldwyn-Mayer Studios Inc.

To begin using the hoopla digital, library-card holders can download the free hoopla digital mobile app on their Android or IOS device or visit hoopladigital.com. The service is only available to patrons of participating public libraries.

About BBC Worldwide North America (Canada)

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). BBC Worldwide Canada, headquartered in Toronto was first established in 1952 and incorporated as a Canadian company in 2002. The company exists to maximize the value of the BBC's assets for the benefit of the UK license payer and invest in public service programming in return for rights. The company's activities in Canada include joint-venture channels BBC Canada, and BBC Kids, program distribution, ad sales for BBC.com and digital distribution. BBC Worldwide is also a minority shareholder in Canadian production company, Temple Street Productions.

About hoopla digital

hoopla digital is category-creating service that partners with public libraries across North America to provide online and mobile access to thousands of movies, TV shows, videos, music and audiobooks. With hoopla digital, patrons can borrow, instantly stream and download free dynamic content with a valid library card. All content is accessible via hoopla digital's mobile app and online at www.hoopladigital.com. hoopla digital is a service of Midwest Tape – a trusted partner to public libraries for over 20 years.

For more information, please contact 800-875-2785 (US) or 866-698-2231 (Canada).

www.hoopladigital.com

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