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Reports on Best-Circulating Books, DVDs and Biographies Now Online

Normative Data Project introduces collection development tools for Chinese, English, French, German, Russian, Spanish and other languages; based on circulation at nearly 500 libraries

NEW ORLEANS, June 25, 2006 – The Normative Data Project (NDP) for Libraries announced today, at the 2006 Annual Conference of the American Library Association in New Orleans, that reports of “Top 100” best-circulating books and DVDs for the French, German, Russian and Spanish languages, as well as biographical works in English, are now available for purchase and downloading on the NDP Web site (www.libraryndp.info). Based on actual circulation data from nearly 500 libraries in North America, these lists provide libraries with unique business intelligence for making collection development, acquisitions and other management decisions. Best-circulating lists for Chinese, Hindi, Italian, Japanese, Korean and Vietnamese are in development and will soon be available for purchase and downloading on the NDP Web site.

“The communities served by today’s libraries are very diverse places,” said Angus Carroll, NDP project director and SirsiDynix chief marketing officer. “Having information on what language-based materials are circulating most in North American libraries is great new intelligence for libraries. Whether for collection development, acquisitions or other purposes, library managers now can make decisions about materials for English and other languages that are based on real data from real libraries.”

“And this is just the beginning,” said Bob Molyneux, NDP chief statistician. “We are expanding our mining of the NDP database to provide more language-based intelligence. Plus we are making available valuable intelligence on a range of subject- and genre-based topics. During a period of declining budgets, it is imperative that libraries spend collection development money well. Reports generated from NDP, which are simply unavailable elsewhere, provide ‘market intelligence’ for making informed decisions as never before possible.”



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About NDP

Sponsored by SirsiDynix in cooperation with the GeoLib Program at Florida State University, NDP compiles transaction-level data from libraries throughout North America and links library data with geographic and demographic data on communities served by libraries. The result is a unique view of North American libraries. NDP enables library decision-makers to compare and contrast their institutions with real-world industry norms on circulation, collections, finances, and other measurements and to make better-informed decisions than ever before possible, just as leaders are able to do in other industries. For more information, please visit www.libraryndp.info.

About SirsiDynix

SirsiDynix is the global leader in strategic technology solutions for libraries – vital institutions whose primary mission is to make sense of the vast world of information for people and communities. This is an exciting role as libraries assist people in discovering and using knowledge, resources and other valuable content for their educations, jobs and entertainment. In concert with key industry partners, SirsiDynix supports this strategic role for libraries by offering a comprehensive integrated suite of technology solutions for improving the internal productivity of libraries and enhancing their capabilities for meeting the needs of people and communities. SirsiDynix has approximately 4,000 library and consortia clients, serving more than 300 million people through more than 20,000 library outlets in the Americas, Europe, Africa, the Middle East and Asia-Pacific. For more information, please see www.sirsidynix.com.

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