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## **hoopla digital Unveils Support for Google Chromecast**

*Category-Creating Mobile and Online Service Brings Thousands of Movies and TV Shows to the Large Screen for Patrons of Participating Public Libraries*

**HOLLAND, Ohio (Nov. 24, 2015)** – Enhancing the in-home entertainment experience for public library patrons across North America, hoopla digital ([hoopladigital.com](http://hoopladigital.com)) today unveiled support for Google Chromecast in the latest app update for Android, and iOS users in the U.S. and Canada. hoopla digital's support for Google Chromecast now connects the device with the service's Android and iOS apps. With the service update, featuring mirroring for enhanced user experience and navigation, public library cardholders can simply tap Google's Chromecast Cast button on a video title within the hoopla digital app to begin enjoying thousands of movies and TV shows on their television at home.

hoopla digital partners with public libraries across North America to provide patrons with mobile and online access to more than 400,000 movies, music albums, TV shows, audiobooks, eBooks and comics – all available for instant streaming or downloading to their smartphones, tablets and computers with simple access through a library card.

“We’re always striving to build the hoopla digital experience. Support for Google Chromecast became a high priority for us as we added more movies and TV shows and more of our patrons began to use hoopla as their primary source for streaming videos,” said Jeff Jankowski, owner and founder of hoopla digital. “As we work to advance the digital evolution of public libraries, we remain committed to listening to our partners and their patrons, while empowering them with 24/7 access to dynamic content *when* and *how* they want it.”

Along with the feature update for Google Chromecast, hoopla digital is expanding its catalogue of Hollywood films including the modern coming-of-age story, *Treading Water* (2015); the tense 1970s crime-thriller, *Cut Snake* (2015); the romantic-comedy, *Manhattan Romance* (2015); and contemporary family holiday tales, *The Nutcracker Sweet* (2015), *Christmas Trade* (2015) and *A*

*Christmas Tail* (2014). These films and more are now available for library cardholders to enjoy for free using Google Chromecast from the comfort of their homes.

“We continue to secure deals with Hollywood studios and distributors to provide an expansive roster of titles that can now be enjoyed across screens – from mobile phones and laptops to tablets and televisions,” said Jankowski.

hoopla digital – which has grown to more than 1 million users since launching out of beta in July 2013 – partners with public libraries across North America to provide patrons with mobile and online access to more than 400,000 movies, music albums, TV shows, audiobooks, eBooks and comics. There is no waiting to borrow titles on hoopla digital since on-demand content can be enjoyed by multiple patrons simultaneously. Patrons who use hoopla digital also avoid library late fees as digital content borrowing periods simply expire without additional charges.

The service has partnerships with more than 865 library systems across North America including Edmonton Public Library, Los Angeles Public Library, St. Louis County Library, Nashville Public Library and Tampa-Hillsborough County Public Library System, to name a few.

“This has been a really big year of growth for us thanks to the ongoing support of our library customers and their patrons, and as we look ahead to 2016, we’ll continue to find new ways to enhance the overall digital experience for library cardholders everywhere,” said Jankowski.

To begin enjoying content on hoopla digital, library cardholders can download the free hoopla digital mobile app on their Android or IOS device or visit [hoopladigital.com](http://hoopladigital.com). They can also view hoopla digital’s full list of holiday titles in the “Holidays On hoopla Look Book” [here](#). The service is only available to patrons of participating public libraries.

### **About hoopla digital**

hoopla digital is a category-creating service that partners with public libraries and universities across North America to provide online and mobile access to thousands of Movies, TV Shows, Music, eBooks, Audiobooks and Comics. 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](http://www.hoopladigital.com). hoopla digital is a service of Midwest Tape – a trusted partner to public libraries for over 25 years.

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

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