Industry Reports from IBISWorld Being Loaded into 
*EBSCO Discovery Service™*
~Latest Content on Every U.S. Industry will be Searchable for 
*EBSCO Discovery Service™ Users ~*

IPSWICH, Mass. — July 28, 2011 — Industry reports from IBISWorld, the largest provider of industry information in the U.S., will be searchable via EBSCO Publishing’s (EBSCO) robust and comprehensive discovery service, *EBSCO Discovery Service™* (EDS). The agreement between EBSCO and IBISWorld will allow metadata for industry research reports to be added to the Base Index of EDS.

IBISWorld’s Industry Research Reports are powerful business tools that provide strategic insight and analysis on over 700 U.S. industries. The addition of these industry reports will be a valuable resource for EDS users looking for the latest content on every U.S. industry. The reports are written by industry experts and can be used for understanding market size, competitors, drafting business plans, pitch books, benchmarking, forecasting, business valuations, litigation support, due diligence and many other research needs.

James Karklins Content Partnerships Manager for IBISWorld says this partnership will make their valuable industry reports more accessible. “We are extremely pleased to announce the partnership with *EBSCO Discovery Service*. IBISWorld is a trusted resource for already over 100 U.S. academic institutions. We believe the partnership with EBSCO will make our reports more accessible to academic libraries and help free staff time for valuable research.”

IBISWorld joins a growing list of publishers and other content partners that are taking part in EDS to bring more visibility to their content. Partners include the world’s largest scholarly journal & book publishers including Elsevier, Wiley Blackwell, Springer Science & Business Media, Taylor & Francis Informa, Sage Publications, and thousands of others. Partners also include content providers, such as LexisNexis, Thomson Reuters (Web of Science), JSTOR, ARTstor, Credo Reference, Oxford University Press, World Book, ABC-CLIO, and many others.
**EBSCO Discovery Service** creates a unified, customized index of an institution’s information resources, and an easy, yet powerful means of accessing all of that content from a single search box—searching made even more powerful because of the quality of metadata and depth and breadth of coverage. The EDS Base Index represents content from approximately 20,000 providers (and growing) in addition to metadata from another 70,000 book publishers, representing far more content providers and publishers than any other discovery service.

**EBSCO Discovery Service** is quickly becoming the discovery selection for many libraries ([www.ebscohost.com/discovery/eds-news](http://www.ebscohost.com/discovery/eds-news)), and an obvious partner for content providers. Because the service builds on the foundation provided by the EBSCOhost® platform, libraries gain a full user experience for discovering their collections/OPAC—which is not typical in the discovery space. Further still, in the many universities and other libraries where EBSCOhost is the most-used platform for premium research, users are not asked to change their pathways or habits for searching. There’s simply more to discover on the familiar EBSCOhost platform, and the same can be said for library administrators who can leverage their previous work with EBSCOadmin™.

**About EBSCO Publishing**

EBSCO Publishing is the producer of EBSCOhost®, the world’s premier for-fee online research service, including full-text databases, subject indexes, point-of-care medical reference, historical digital archives, and e-books. The company provides more than 300 databases and nearly 300,000 eBooks. Through a library of tens of thousands of full-text journals and magazines from renowned publishers, EBSCO serves the content needs of all researchers (Academic, Medical, K-12, Public Library, Corporate, Government, etc.). EBSCO is also the provider of **EBSCO Discovery Service™ (EDS)**, which provides each institution with a fast, single search box for its entire collection, offering deeper indexing and more full-text searching of journals and magazines than any other discovery service ([www.ebscohost.com/discovery](http://www.ebscohost.com/discovery)). For more information, visit the EBSCO Publishing Web site at: [www.ebscohost.com](http://www.ebscohost.com), or contact: [information@ebscohost.com](mailto:information@ebscohost.com).

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