

EBLIDA ANNUAL CONFERENCE · PRAGUE, APRIL 2026

# SentoBib

## Bringing Audience Research to Every Library in Europe



SENTOBIB





## Challenging times

Libraries are under increasing pressure to **demonstrate** their **value** to policymakers, funders, and the communities they serve.


At the local level, libraries need to secure funding and justify their public investment. With tightening budgets and shifting policy priorities, solid evidence is key – both to advocate for individual libraries and to strengthen the sector as a whole.

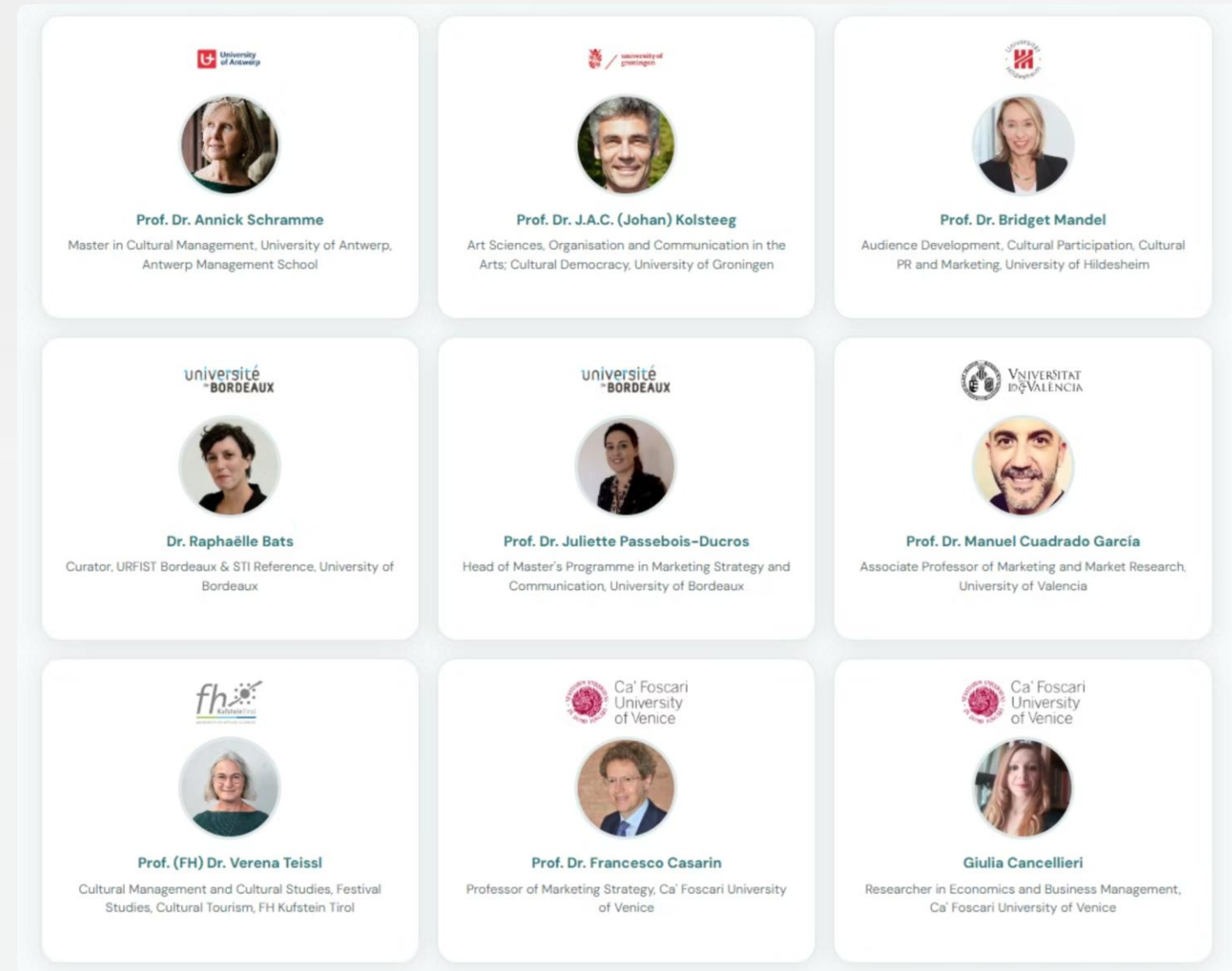
# Introducing SentoBib

SentoBib is a **large-scale, standardised audience research programme** built specifically for libraries. Suitable for the smallest to the largest libraries.

- Independent & bottom-up
- Pragmatic & Easy to deploy
- Rich reporting & benchmarking

Developed in partnership with a **consortium of 7 European universities** – and supported by national library associations & EBLIDA.

 **One shared study. Academic foundation. Comparable results within and across borders. Supporting local libraries & sector organizations.**



# Where We Are Today

1,250+

Libraries

Already participated across Europe

200K+


Respondents

Members, visitors and non-users

10+

Library organisations

Supporting the communication about the study

 SentoBib has become the European standard for library audience research.

European-wide available. First steps beyond Europe: Canada & Australia



# How It Works

01

## Register

Sign up on [sentobib.eu](https://sentobib.eu). You get immediate access.

03

## Collect

Share the survey link and QR code with your visitors. We provide communication materials and incentives.

02

## Personalise

Add your library's characteristics. The survey is tailored to your context, with the option to add local questions.

04

## Discover

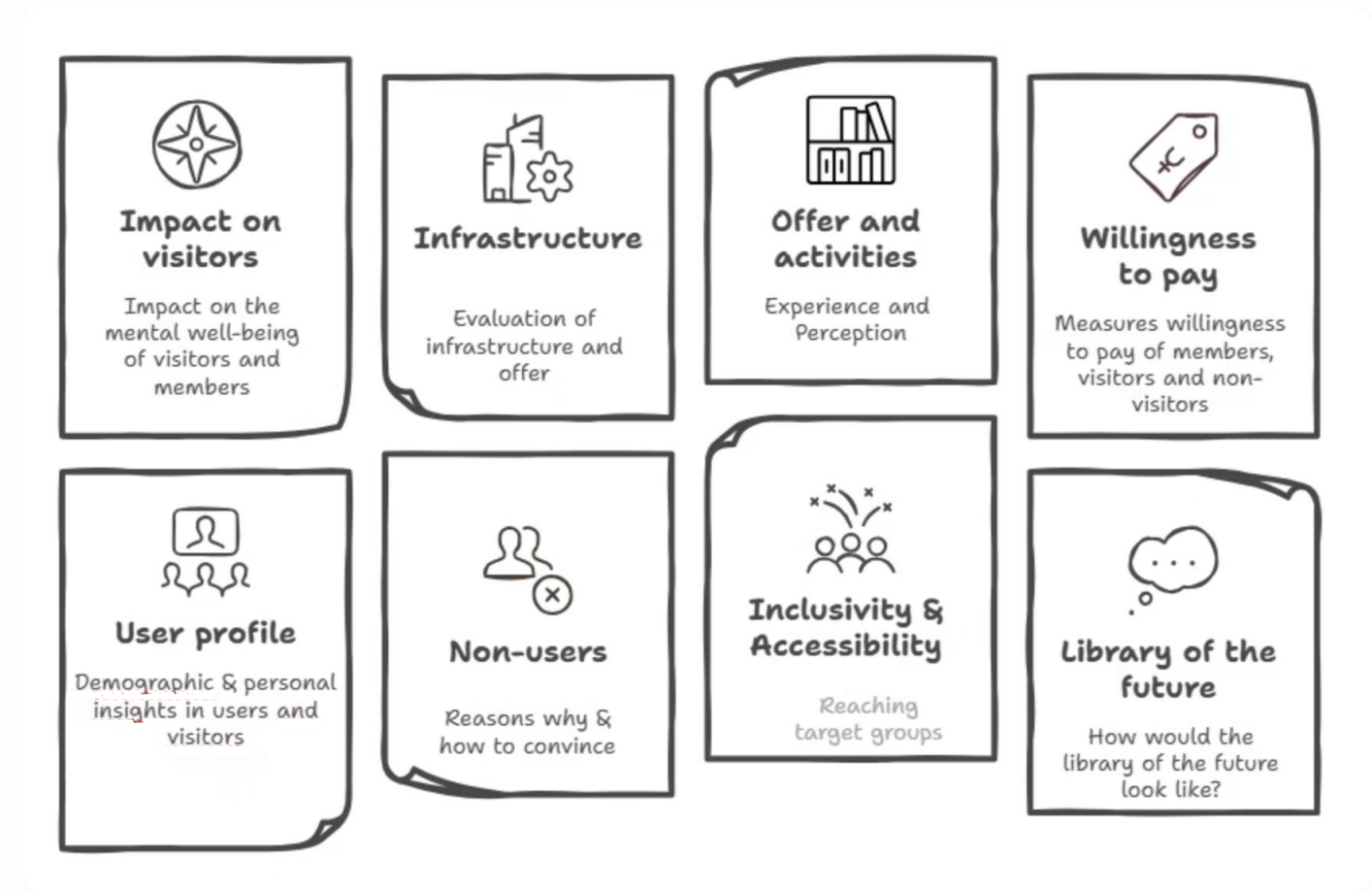
Explore your results in a live dashboard and compare with libraries across Europe in an individual research report.




# What SentoBib Measures

A comprehensive, validated survey covering **multiple research themes**.

Each library receives results **tailored to its own context** – while contributing to a **national and European benchmark base**.





STARTING 2026

# Now accessible for free

Starting in 2026, the **core SentoBib study** is **accessible for free** for every library in Europe.

## Personalised Survey

A fully personalised visitor survey for your library

## Multilingual


Support in up to 7 languages & counting - request new languages

## Communication

Materials to reach your visitors & non-visitors

## Live Dashboard

Dynamic dashboard with real-time results

 **No subscription. No obligation. No hidden costs.**

# For Libraries That Want More

Beyond the free study, two optional plans are available for libraries that need deeper insights:

<p><b>FREE</b></p> <h3>Member</h3> <p>Free participation with full study</p> <ul style="list-style-type: none"><li>• Up to 100 respondents</li><li>• Up to 6 months</li><li>• European report &amp; webinar</li></ul>	<p><b>PRO – FROM €295</b></p> <h3>Pro</h3> <p>Extended package on top of Member</p> <ul style="list-style-type: none"><li>• Unlimited respondents</li><li>• Trend measurement over time</li><li>• Extended helpdesk support</li></ul>	<p><b>AMBASSADOR – FROM €590</b></p> <h3>Ambassador</h3> <ul style="list-style-type: none"><li>• Individual research report</li><li>• Benchmarking with peer libraries</li><li>• Executive summary for board</li><li>• Raw data</li></ul>
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Pricing is based on library size. No automatic renewals.

# 2026: Further innovation on the Horizon



## AI Insights based on validated data

Use AI to analyse your own results within the context of strong, standardised and validated data of the national & European benchmarking. Ask questions, get insights – instantly.



## Dynamic (Audio) Interviews

Dynamic audio conversations with visitors that capture richer, more nuanced feedback from your users.



## Short Thematic Surveys

Focused, quick surveys on specific topics – ideal for temporary events or targeted research questions.

OPEN INVITATION

# Supporting a strong European Library network — Together

*Structured data and benchmarking as support for advocacy on local, national and European level.*

We invite national library organizations to get in touch to open Sentobib for their libraries. No budget or time investment required. National and European data and insights included.

 **Talk to us!**

Find us at the  
EBLIDA Annual  
Conference

 Contact us

[contact@sentobib.eu](mailto:contact@sentobib.eu)  
[www.sentobib.eu](http://www.sentobib.eu)

