

## THE COLLECTIVE

Knoxville, TN

### Streaming Choices and Directions

February 20, 2015, 8:30-9:30 AM

Hilton Salon E

### **Presenter(s)/Moderator(s)**

Steven Milewski, University of Tennessee

### **Brief Description/Abstract from Program**

Grant Powell will talk about ROI regarding PDA models for video streaming licensing. Monique Threatt of IU will talk about a large archival project digitizing irreplaceable media items indigenous to IU's early audiovisual collections as well as irreplaceable films for archival and preservation purposes. There will be a crowd sourced video streaming tip sheet from the resulting discussion.

*Estimated Attendance at the Session: #26*

### **NOTES FOR SESSION**

*Monique Threatt of IU will talk about building a hybrid streaming collection.*

Digitizing and preserving over 1000 time-based streaming items. Looked at IU strategic plan. They have a commitment to build and preserve superlative research-level collections. They also have one of the most diverse film collections at any university in the United States.

Showed a timeline of the evolution of their streaming infrastructure.

Showed a slide of vendors with options available. It is available in the presentation documentation.

For managing access to your media, NJVid Digital Media Repository is something many institutions are using. For more information, talk to Jane Hutchison at William Patterson in NJ. There are other ways to do it. LibGuides has some tools.

At IU, they created a committee to find out what time-based resources were available on campus. There were nearly one million items in need of archiving and preservation. They received funding to take on this project over a period of five years with priority items.

Avalon Media System Project: Open Access, developed with an IMLS grant, is a system to allow libraries and archives to manage and delivery digital assets.

Best Practices:

- Showed checklist to use before beginning projects (available in documentation)
- Tips for discarding VHS (also in documentation)

They are building a video digitization and encoding facility. They built a scholar's commons with a self-serv digitization lab.

-----

*Grant Powell of Kanopy will talk about ROI regarding PDA models for video streaming licensing.*

<http://mdpi.iu.edu/>

<http://www.memnon.be/>

26,000 films and more than 900 filmmakers. The key for them is licensing model flexibility. One model is a la carte. There is also a hybrid model of subscription and a la carte. Today, he is discussing the PDA model. (His presentation is available if you email Grant).

Why talk about PDA?

Classroom films may only be used once.

Faculty demand is increasing.

There is currently no connection between payment and usage. They want to align licensing fees with viewership.

How is video consumed?

Showed examples from UMass and Simmons College and usage patterns. Video usage of certain titles was much less than expected. There were declines in usage for many titles, and unpredictability of demand.

There was a detailed ROI study on loan data. While there are limitations based on FTE, the return on investment for DVD purchase was low compared to streaming.

How does it work?

- Create the curation that fits your school.
- They provide marc records.
- The films that are triggered for licenses have to have four plays. It's a buffer for 1 off, 2 off...use
- Invoicing at quarter end
- No obligation to continue with PDA model if it doesn't work

Transparency of usage is key to knowing if this is working. The vendor has provides a dashboard for usage data. He noted that when they do their own analysis, they see the same patterns, but that doesn't mean a school won't be different.

Showed a case study from Illinois State University. There were stats as well as testimonials from professors.

[grant.powell@kanopystreaming.com](mailto:grant.powell@kanopystreaming.com)

### **Questions from Audience:**

To Grant: Can you tell us more about fees? 150 flat for every individual film no matter how much the DVD is for that film. You can also buy collections as one. That makes individual price go down. PPR and other fees are included. Only restriction is you can't charge admissions fees.

With Kanopy, can individuals create a playlist and crate clips? Yes, it's standard. You can embed the films, use transcripts, captions and clips. With clip-making, faculty are getting students to make the clips. They receive very good feedback on the engagement with students making clips. You can embed and link from Blackboard and other CMS's as well.

To Monique: Do you have due diligence records for the individual titles of VHS? Can you share the due diligence that you've done, so that others don't have to do the same work? She has an excel spreadsheet. She will think about it.

When you made a copy of something, did you extract captions? No. They don't have the technology/staff infrastructure for that.

Some titles have restricted access because due diligence couldn't be done to the same level as the titles that were found to be out of print.

The "Video At Risk" pamphlet was referenced.

The Project - <http://www.nyu.edu/tisch/preservation/research/video-risk/>



The Pamphlet - Copyright Guidelines VAR

[http://www.nyu.edu/tisch/preservation/research/video-risk/VideoAtRisk\\_SECTION108\\_Guidelines\\_2013.pdf](http://www.nyu.edu/tisch/preservation/research/video-risk/VideoAtRisk_SECTION108_Guidelines_2013.pdf)

Deg Farrelly and Jane Hutchison conducted a study of universities to find how many catalog their titles, etc.

<http://www.slideshare.net/proquest/streaming-video-in-academic-libraries-survey-results-and-copyright-information-by-deg-farrelly-and-jane-hutchison-proquest-day-at-ala-annual-2014>

It was noted that more automated processes have got to be developed for adding all titles to be feasible. Most libraries processes and systems aren't sophisticated enough. That is starting to change.