



Expectations and realities of streaming video

Association of College
and Research Libraries
April 13-16, 2021

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Advantages of Streaming Video

- Popular with students and faculty
- Easily integrated into online courses
- Increased popularity during COVID
- Easy to manage some of the platforms
- Multiple acquisition models
- Broad coverage of subject areas

Disadvantages for Streaming Video

- Films not on a streaming platform
- Difficult to manage various purchase and content delivery platforms
- Rapidly increased costs
- We don't always know when platform will lose film
- Renewals
- Faculty often assume availability through the library
- Outmoded content



MUL Platforms

Local

- ProQuest/ASP collections & one off titles
- Kanopy
- Swank
- Kaltura
- DSL & local hosting

Consortial

- Films on Demand
- JoVE
- Digital Resource Commons



Communication

External

- Via Dean
- Via Liaison Librarians
- Libguides
- Bib records
- New Faculty Orientation



Communication

Internal

- Procedures
- Libanswers
- Cataloging
- Renewals
- Spending updates



Kanopy

Previous 1 year with PDA

- Concurrent leases: ~700
- Total used: 6,638
- 48% unwatched
- total watched:
66493 1.71 mins
- Total plays: 24,484
- FY19 CPU: \$3.53

1 year Mediated

- Concurrent leases: ~300
- Total used: 1,966
- 45% unwatched
- total watched
659085.86 mins
- Total plays: 25,870
- FY20 CPU: \$2.15

Kanopy

	FY15	FY16	FY17	FY18	FY19	FY20
Leases	74	110	229	384	641	292
Cost	\$9,990	\$14,850	\$30,915	\$51,840	\$86,535	\$55,682
Plays	2,029	5,298	12,916	17,131	24,484	25,870
CPU	\$4.92	\$2.80	\$2.39	\$3.03	\$3.53	\$2.15

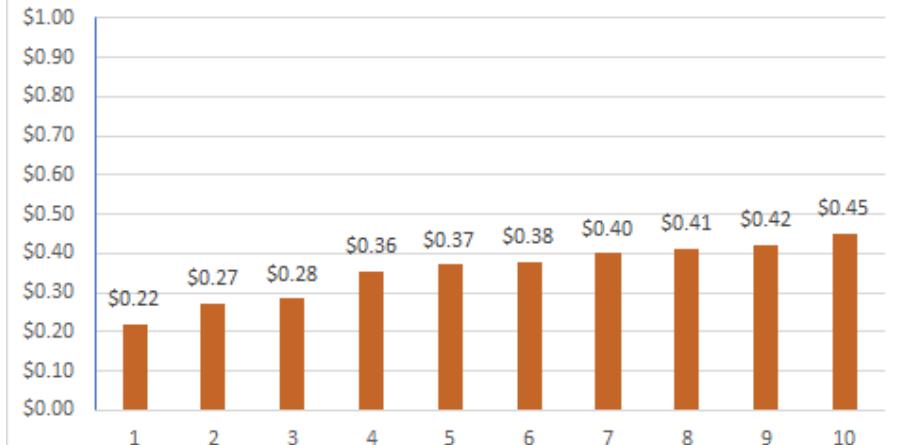
Kanopy

1 yr mediated vs 1 yr PDA

Mediated Top 10 CPU



Previous 1 Yr Top 10 CPU





Going Remote

Kanopy

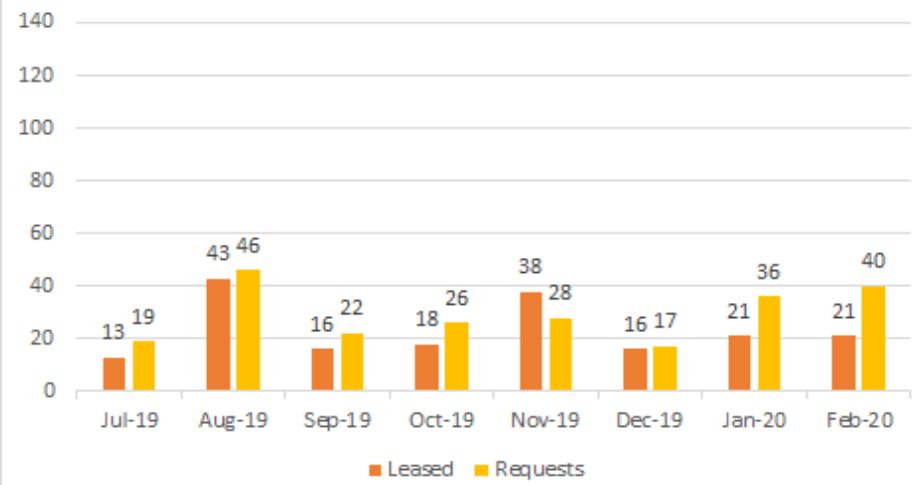
- Concurrent leases: 409
- Cost: \$66,883.60
- Total plays: 29,974
- CPU: \$2.23
- Unwatched: 10 %

Swank

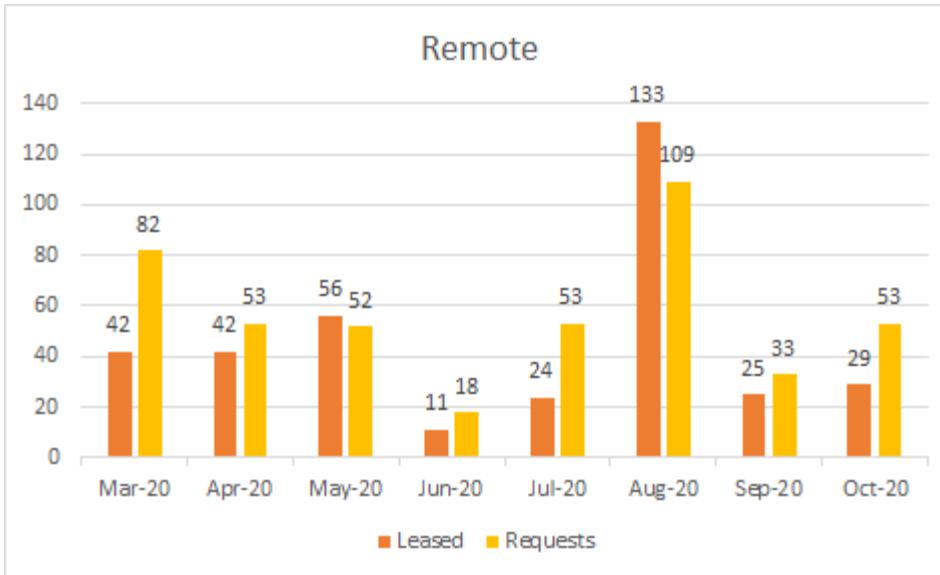
- Concurrent leases: 213
- Cost: \$34,689
- Total plays: 12,547
- CPU: \$2.76
- Unwatched: 2 %

Requests

Prior to going remote



Remote



Platforms used at UA

Swank:

- Purchase 200 films per year
- Shared cost with College of Continuing Studies
- Steadily increasing usage
- Most if not all films embedded in courses
- Difficulty with managing rolling expire dates
- Since we do not own the film Swank can lose access

More on Swank

- Often lists films that they do not have digital content rights for, then later offer at higher cost.
- Mediated PDA adds layer of complexity
- Swank films not available in Discovery or in Catalog
- Easy to manage costs - we pay for X # of films/year
- Students see available titles, Faculty request from full list of titles, ER Librarian manages purchasing

Kanopy at UA

- Kanopy is unmediated DDA
- All titles available to students and faculty
- Not available in Discovery or Catalog
- Purchased based on demonstrated need matches with prevailing attitude and new collection strategy

More on Kanopy

- Expenditures have steadily increased from \$15K to over \$100K per year.
- UA tried limiting to specific distributors
- Found funding to open back up to all films
- Move paid off during COVID. Faculty specifically mention importance of streaming and Kanopy

Films on Demand at UA

- UA currently has access to ~44,000 titles and new content is added regularly.
- Subject of videos cover a wide range from the arts and sciences to business, and politics
- Video access has no user limits
- Transcripts of videos are readily available for improved accessibility

More on FOD at UA

- Unexpected loss of access
- New liaison model focused on outreach
- Rarely includes feature films
- MARC records in Catalog and Discovery require regular updates
- Linking films in Blackboard is continuous problem

Marketing Streaming Video at UA

- Mostly focused on Kanopy and Swank
- Digital signage on campus
- Library collections fair in Student Center
- Digital flyers for librarian liaisons
- Presentations on campus

Swank Usage at UA

Swank fiscal year usage, cost, and CPU								
FY 2020 Usage	FY 2020 Cost	FY 2020 CPU	FY 2019 Usage	FY 2019 Cost	FY 2019 CPU	FY 2018 Usage	FY 2018 Cost	FY 2018 CPU
6746	\$20,400	\$3.02	3588	\$18,900	\$5.27	2536	\$19,636.46	\$7.74

Swank 5 Year Usage Leaders

Rain Man	746
Good Night, and Good Luck	489
Get Out	405
Citizen Kane	388
Food, Inc.	360
Erin Brockovich	349
Blade Runner 2049	317
Do the Right Thing	317
Baby Driver	282
Precious: Based on the Novel 'Push' by Sapphire	273
Singin' in the Rain	272
The Matrix	254
Bonnie and Clyde	253

FOD Cost and Cost per Use

Films on Demand Usage, Cost, and CPU								
FY 2020 Usage	FY2020 Cost	FY 2020 CPU	FY 2019 Usage	FY2019 Cost	FY 2019 CPU	FY 2018 Usage	FY 2018 Cost	FY 2018 CPU
1493	\$27,417.11	\$18.36	3243	\$27,145.65	\$8.37	2526	\$26,355.00	\$10.43

Popular Kanopy Titles

Race - The Power of an Illusion

Ethnic Notions

The Purity Myth

bell hooks

The Mask You Live In

Rashomon

I Am Not Your Negro

Killing Us Softly

The 400 Blows

Triangle Fire

Kanopy Popular Titles (Cont)

Cleo From 5 to 7

Grey Gardens

A Village Called Versailles

Nosferatu

Ken Burns: The Central Park Five

Masterworks of American Avant-garde

Experimental Film - The 1960s

Hoop Dreams

Unseen Cinema 3: Light Rhythms

In the Mood for Love

Miss Representation

Kanopy Titles 5 Year Trend

	2016- 2017 FY	2017- 2018 FY	2018- 2019 FY	2019- 2020 FY	2020- 2021 FY
Total Plays	3938	8335	15616	23314	14632
Total CPU	\$4.63	\$4.97	\$5.22	\$4.53	\$2.80

Cost Per Use – Kanopy 5 Year

Title	2016-17 Plays	2017-18 Plays	2018-19 Plays	2019-20 Plays	2020-21 Plays	Total Plays	Total Cost	CPU
Race - The Power of an Illusion	61	955	23	571	259	1869	\$450.00	\$0.24
bell hooks	10	39	161	312	277	799	\$450.00	\$0.56
The Mask You Live In	26	71	177	174	270	718	\$450.00	\$0.63
Rashomon	10	21	46	464	17	558	\$450.00	\$0.81
Killing Us Softly	40	46	60	171	221	538	\$450.00	\$0.84
The 400 Blows	4	25	45	217	239	530	\$450.00	\$0.85
Triangle Fire	2	87	105	208	91	493	\$450.00	\$0.91
Cleo From 5 to 7	19	60	32	18	363	492	\$450.00	\$0.91
I Am Not Your Negro	15	75	124	230	102	546	\$600.00	\$1.10
Grey Gardens	12	0	100	167	70	349	\$450.00	\$1.29

Cost Per Use – Kanopy 5 Year

Title	2016-17 Plays	2017-18 Plays	2018-19 Plays	2019-20 Plays	2020-21 Plays	Total Plays	Total Cost	CPU
In the Mood for Love	4	29	37	111	103	284	450	\$1.58
Bicycle Thieves	3	14	21	92	85	215	450	\$2.09
Tough Guise 2	30	33	52	58	11	184	450	\$2.45
White Like Me	2	17	37	79	17	152	450	\$2.96
Fighting Back	14	36	25	67	9	151	450	\$2.98
Paris, Texas	8	31	16	84	10	149	450	\$3.02
Hungry for Profit	10	25	23	54	31	143	450	\$3.15
Awakenings	12	47	12	30	40	141	450	\$3.19
Slavery by Another Name	36	6	4	28	56	130	450	\$3.46
Awakening	27	1	15	24	38	105	450	\$4.29
More Than a Word	1	23	46	12	20	102	450	\$4.41

Summary on Streaming Video

- Overall positive review of streaming format
- Popular with faculty and students
- Kanopy is easiest platform to manage
- Requires constant outreach
- Value added during COVID
- Often videos with highest cost have lowest CPU

Contact Information

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