AHOY! Navigating the Sea of Streaming Video: We Have a Ship (or a Life Jacket) for You

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Why Invest in Streaming Video?

• Cost effective with demonstrated ROI (Return on Investment)
• Flipped classroom
• Exceptional content
• Equity of access
• Public Performance Rights included
• Partnership opportunities
• Impact on student learning
“Of all the available teaching tools and technology our library provides access to, streaming video has significantly enhanced learning, engagement and equity across classes.”

“Simply put, I have a very hard time imagining going back to teaching film without streaming content. I wouldn’t want to go back.”

“Streaming video has been invaluable for my history of film course. Since my students commute or live on campus, it is not always easy for them to visit the library and check out a DVD on reserve. Films via streaming services ensures that my students have the ability to easily view the required material even when the library is not open.”
Films on Demand

- Depth and breadth of content
  - 23,399 titles!
  - 500+ producers

- **Can moths smell? The Curious Case of the Tobacco Hawk Moth**

- **Advanced Features**
  - Clipping (creating custom segments)
  - Playlists & Favorites
  - Reporting (use stats)
  - My Films
    - **War Cat!**
ASP: Academic Video Online Premium

- Depth and breadth of content (the best available!)
  - 50,280 titles!
  - 816 producers
  - 38 unique collections
    - PBS Video Collection, BBC Video Collection, and more!

**60 Minutes: The Innovator**

- Great advanced features
- Clipping, playlists, mobile...
Kanopy Streaming

BOASTS...

• 28,000 titles
• 850 filmmakers
• 300-500 titles added per month
• The Criterion Collection

Unicorn VS. Dolph Lundgren

WHY CHOOSE KANOPY?

• Patron Driven Acquisition (PDA)
• Stellar customer service
• Superior reporting & analytics
Swank Digital Campus

• Feature film content (exclusive)
• Most major film studios
• Over 18,000 films available
• Responsive customer service
• Redesigned platform
• Campus-wide use
Starring in a Classroom Near You….

- Psychotherapy.net
- Docuseek2
- Sage Video
- OverDrive
- Free Streaming Video Resources
ROI: The True Story—The Director’s Cut

- **Alexander Street Press** (11/15-4/16) 1,121 playbacks
  - Cost per use: $3.62 per view
  - $0.16 per title
  - Equivalent physical item cost $1,005,600

- **Films on Demand** (2015) 5,608 core video views
  - Cost Per Use: $2.86 per view
  - $0.68 per title
  - Equivalent physical item cost: $467,980

- **Kanopy** (11/15-4/16) 880 playbacks
  - Cost per use: $2.27 per view
  - $0.14 per title
  - Equivalent physical item cost: $560,000
How to get More Bang for Your Buck...

• Marketing campaign
• Prominent on your library homepage
• Streaming Video Guide
• Discovery
• Give presentations
• Faculty/Staff outreach
It’s not all Roses

• Swank’s Chrome dilemma
• Technical problems
• Faculty/staff trust of technology
• Everything is not available to stream
• It’s easier to use YouTube
“I love streaming video! This technology allows film students to look and look again at films. The entire film can be viewed multiple times—in the classroom, at home, etc. Class sessions are enhanced when students can easily locate and explore specific scenes.”

Dr. Joan Navarre
Questions?