**EAR Streaming Video Subcommittee**

Report, May 2018

Chair: Jill Vassilakos-Long (San Bernardino)

Members: Laurel Bliss (San Diego), Amanda Grombly (Bakersfield)

Charge: The committee should develop and implement a systemwide streaming media acquisition pilot, to last one year in duration. Specifically, the committee should:

* Gather collection data on what streaming media have been acquired by each campus library, as well as centrally, and how it was selected;
* Develop a budget to build an argument for funding the pilot from central funds;
* Develop an alternative budget, in case central funds are not available, to fund the pilot from campus contributions;
* Select a systemwide acquisition model for streaming media;
* Search for vendors that can support the selected acquisition model;
* Evaluate access and discoverability options offered by selected vendors.
* Work with the Chancellor’s Office to negotiate the terms of the pilot and to implement the technical aspects of the pilot.

**Research and Data Collection:**

The 2016/17 Streaming Media SubCommittee surveyed the CSU libraries. These were the streaming media services that were being used:

|  |  |
| --- | --- |
| Alexander Street Press | 5 |
| Ambrose Video | 2 |
| BBC Shakespeare | 1 |
| Docuseek2 | 2 |
| Films Media Group | 1 |
| Fimls on Demand | 7 |
| Film Platform | 1 |
| Filmmakers Library Online | 1 |
| Films on Demand (Health SCELC/CO) | 2 |
| Kanopy | 12 |
| Naxos (Music) | 1 |
| NBC Learn Higher Ed | 1 |
| Psychotherapy.net | 3 |
| Swank | 1 |
| Tugg | 2 |
| Videatives | 1 |

The 2017/18 Committee sent a request for information on products and prices to the vendors who were doing business with 3 or more campuses. We consolidated statistics for BBC Shakespeare and Ambrose Video, Films Media Group and Films on Demand, and Filmakers Library Online and Alexander Street. Videatives was found to be video clips, not entire films. There are already opt-in offers available for Ambrose and Docuseek2, and Psychotherapy.net may not serve a large enough user group for central funding. The resulting list led us to request information from Kanopy, Films Media Group, and Alexander Street Press.

**Exploration of a PDA Model for Streaming Media**

We conducted a survey of elements we should look for in a PDA streaming media contract and developed these questions:

1. What are your content areas?
2. What are your major sources (PBS, BBC, Criterion, etc.)?
3. Are your materials closed-captioned?
4. Do you have a PDA/DDA program? If yes:
   1. What constitutes one use (30 seconds of viewing, viewing entire work, something in-between?)
   2. How many “uses” trigger the purchase?
   3. What are the “purchase” options? (1 year lease, 3 year lease, perpetual access, etc.)?
   4. Is there a limit on simultaneous users for a single work?
   5. How stable is your content? What percentage of collection is lost each year?
   6. Do you offer MARC records to load into Alma?
   7. May professors embed clips in the campus Learning Management System?
   8. What Learning Management Systems are being used with your content?
   9. May professors screen a movie for their entire class?
   10. Can a movie be screened campus wide?
   11. Can films be added to the package on request?
       1. What does that process look like?
       2. How often is it successful?
5. Do you provide a platform for the campus to stream locally created content (like video interviews).

The vendors’ responses can be found in the attached spreadsheet.

**Streaming Media and Evidence Based Acquisition:**

This took us to March 2018, where at the in-person EAR meeting, an EBA model for the acquisition of books was discussed. The committee decided to pursue a Evidence-Based Acquisitions models for streaming video as opposed to the Demand- or Patron- Driven Acquisitions models that are more common. Kanopy was not interested in developing an EBA proposal. Films Media Group/Films on Demand/Infobase: Clark Turner <[cturner@infobase.com](mailto:cturner@infobase.com)> would try to put something together if the CSU found another vendor willing to offer an EBA proposal. Proquest/Alexander Street has an EBA program in place for streaming media.

**Recommendation from the Streaming Media Task Force:**

The most common complaint we heard about streaming media was runaway costs. To control those, an EBA plan seems to make the most sense. Kanopy frankly believes that they have most of our business anyway, and they don’t really have an interest in helping us find a way to pay them less.

In our estimation, Proquest/Alexander Street is interested in making a deal. Films Media Group/Films on Demand/Infobase would be willing to develop a package to offer on an EBA basis. We recommend that next year’s committee ask Proquest/Alexander Street for their proposal and also invite Films Media Group/Films on Demand/Infobase via Clark Turner to submit a proposal. In the end, the decision probably depends more on content than on business model. For that reason, it would be wise to get some idea of the titles available via PDA from Kanopy as well.