2017–2018 CARLI Commercial Products Committee Annual Project:
Getting Started with Streaming Media
A Survey of Major Streaming Video Vendors

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Introduction

The Commercial Products Committee chose to survey major streaming video vendors to obtain consistent information about their practices and pricing models. Vendors were chosen based on feedback from committee members and the larger membership during an open conference call about issues related to managing streaming video. Issues raised on that call also contributed to the creation of the question set for the survey.

Survey results follow.

Vendor: Film Platform

Do you support IP recognition?	Yes
Do you support other types of authentication (OpenAthens, etc.)?	Support other types of authentication, but this would have to be discussed on an as needs by needs basis.
What pricing model(s) do you offer?	Vendor offers full Catalog subscription, PDA, and per title pricing.
Do you offer perpetual access rights?	Presently, no perpetual rights are offered.
Does the license include public performance rights? Do these rights have limitations?	
Do you have current titles lists on your website?	Yes. The list is updated constantly. https://docs.google.com/spreadsheets/d/193jTBxt4luAC_CIthHcCJ9T2Njpb9dS7WPZ_MjGZdDk/edit?usp=sharing
Do your videos have transcripts available?	Yes. Many of their films have transcripts available. If a transcript for a specific film is missing, a school/user can request this and we can make it available within 10 business days.
Do your videos have closed captioning?	The majority of films have subtitles or closed captions. Users can also make a request for captions and/or subtitles and we will make these available within 10 business days or less
Can users (faculty, students, etc.) create and use clips from the video content for educational purposes?	Yes, users can create clips for educational purposes Vendor calls it "bookmarks."
Can videos be embedded in course management systems?	Currently links can be embedded in LMS systems and the vendor is working on the direct video embedding which should be functional on our platform shortly
What do you offer in terms of training and user/technical support?	Online user guides and webinars offered.
How much of your content is considered educational, and how does your company define the word 'educational'?	All of our content is educational. The vendor defines 'educational' as "premium factual content with clear academic relevance".
Additional comments	n/a
Vendor contact information	n/a

Vendor: Films on Demand

Do you support IP recognition?	Yes, IP and Proxy authentication
Do you support other types of authentication (OpenAthens, etc.)?	IP, Proxy
What pricing model(s) do you offer?	Based upon FTE and Tier
Do you offer perpetual access rights?	Yes, single title if available
Does the license include public performance rights? Do these rights have limitations?	Yes. A fee cannot be charged to watch the film/video.
Do you have current titles lists on your website?	No. Available upon request
Do your videos have transcripts available?	Yes, except for musicals
Do your videos have closed captioning?	98% except for musical performances, foreign films with subtitles or any program less than 10 minutes
Can users (faculty, students, etc.) create and use clips from the video content for educational purposes?	Yes, they can create their own account with personal playlist
Can videos be embedded in course management systems?	Yes. Canvas, D2L, moodle, Blackboard, Google classroom, Sakai, Schoology, ClasLink, Office 365, LiveText
What do you offer in terms of training and user/technical support?	Prerecorded webinars and demo sign up every month. Technical Support is available by phone, email and live chat
How much of your content is considered educational, and how does your company define the word 'educational'?	All content would be applicable in a classroom setting for educational purposes
Additional comments	Individual packages and single titles available to purchase. We have: Feature Films for Education Collection http://www.infobase.com/wp-content/uploads/2018/04/FS_FeatureFilms_A.pdf
Vendor contact information	Respondant: Aviva Matan (Zimmerman) Email: aviva@filmplatform.net

Vendor: Kanopy

Do you support IP recognition?	Yes
Do you support other types of authentication (OpenAthens, etc.)?	Kanopy works with almost all methods of authentication that a library may employ. Most typically, this will include IP access for on-campus access and then one form of system for off-campus access (e.g. EZproxy, Shibboleth, WAM, VPN, password, barcode pattern, etc).
What pricing model(s) do you offer?	PDA or Upfront License for 1 or 3 year license
Do you offer perpetual access rights?	No, one or three year license only
Does the license include public performance rights? Do these rights have limitations?	Kanopy videos can be watched by any and all authorized viewers, whether in a group or individual viewing context. Viewing films in a group forum is permitted as long as the viewing is by authorized viewers and it is not for commercial benefit (i.e. no admission costs are charged and no profit is made from the screening).
Do you have current titles lists on your website?	Yes, arranged by subject: https://www.kanopy.com/subjects
Do your videos have transcripts available?	Yes. When viewing from your computer, you'll also have access to a dynamic transcript that will display lines in time with the video. To access this, click on More and select Transcript while the video is playing. The transcript will appear below the video.
Do your videos have closed captioning?	Yes. Hover your mouse over the CC icon that appears at the bottom right of the video player and select English (or another language if available). You will then see the closed captions appear along the bottom of the screen.
Can users (faculty, students, etc.) create and use clips from the video content for educational purposes?	Yes. https://help.kanopystreaming.com/hc/en-us/articles/209708397-Creating-clips-and-playlists
Can videos be embedded in course management systems?	Yes, you can easily share or embed any Kanopy film (or clip or playlist you create) through the sharing tools below the film. Embedding a film allows you to place the whole video player into another website (your library website, your course management system, your blog, etc) so that the film appears and can be watched there as opposed to having to click on a separate link to the film.
What do you offer in terms of training and user/technical support?	Support through email or phone. Some tutorials and FAQ on website. support@kanopy.com
How much of your content is considered educational, and how does your company define the word 'educational'?	n/a
Additional comments	n/a
Vendor contact information	https://www.kanopy.com/

Vendor: ProQuest/Alexander Street Press

Do you support IP recognition?	Yes
Do you support other types of authentication (OpenAthens, etc.)?	n/a
What pricing model(s) do you offer?	Various. http://www.aip.cz/download/tools/1713-as-video-for-any-need-intnl-v16.pdf
Do you offer perpetual access rights?	n/a
Does the license include public performance rights? Do these rights have limitations?	Yes. All films purchased from Alexander Street, whether streaming or DVD, include limited public performance rights, which includes permission for classroom showings, as well as public screenings, as long as no admission is being charged.
Do you have current titles lists on your website?	Depending on the collection all title lists can be found at http://www.alexanderstreet.com
Do your videos have transcripts available?	Accessibility statement: https://alexanderstreet.com/page/accessibility-statement
Do your videos have closed captioning?	Onscreen transcripts; see accessibility statement above.
Can users (faculty, students, etc.) create and use clips from the video content for educational purposes?	Yes
Can videos be embedded in course management systems?	Yes, with LTI capability
What do you offer in terms of training and user/technical support?	
How much of your content is considered educational, and how does your company define the word 'educational'?	Curated content for educational purposes that can be used in a variety of educational settings.
Additional comments	Link to Alexander Street Flyer: http://www.aip.cz/download/tools/1713-as-video-for-any-need-intnl-v16.pdf
Vendor contact information	Respondent: Shelley Geisenfeld, ASP.

Vendor: Swank

Do you support IP recognition?	Yes, IP authenticated with Proxy set up for off campus access
Do you support other types of authentication (OpenAthens, etc.)?	Yes, single sign or password protected.
What pricing model(s) do you offer?	A few different models: Title-by-Title, On-Demand or Demand Driven and Pre-set Collections: https://www.swank.com/digital-campus/getting-started/. All pricing models are also determined by few different factors; FTE, number of titles selected, multi-year options.
Do you offer perpetual access rights?	No 'perpetual' access, but are comfortable with licensing content up to 5 years, which in the digital world is almost perpetual.
Does the license include public performance rights? Do these rights have limitations?	No, the streaming rights do not include Public Performance Rights, although Swank does provide the PPR licensing for campus events, it is a separate license.
Do you have current titles lists on your website?	We have suggested title lists broken out by different, subjects, themes, etc..: https://www.swank.com/digital-campus/movies-tv/. You can also search all 26,000 titles available on the website at the top right search feature.
Do your videos have transcripts available?	No, the scripts for these films are retained by the original writers and under a different set of rights.
Do your videos have closed captioning?	Yes
Can users (faculty, students, etc.) create and use clips from the video content for educational purposes?	We are developing that functionality and should have that as a new feature releasing the summer.
Can videos be embedded in course management systems?	Yes
What do you offer in terms of training and user/technical support?	We provide a live tutorial of the site features after purchase. Dedicated Account Managers are assigned for each client to help with the day to day activity. A Digital Support team on call via phone or email for any technical issues.
How much of your content is considered educational, and how does your company define the word 'educational'?	A very subjective question, I would answer that educational to me would be defined as using the content for an academic use in support of the faculty syllabus. With that in mind, the easy answer would be 100% of the content is educational

	because the faculty who are selecting the titles are truly selecting them for curriculum support. However, in a traditional definition our content is unique in that is heavily Feature Film based, so popular films like; Citizen Kane, Do the Right Thing, The Matrix, Glory, Get Out and Moonlight. We do have access to over 600 Documentary Films and over 500 International films as well, but the main bulk of the catalog, exclusive to Swank, is of course Feature Film based. https://www.swank.com/digital-campus/customer-stories/
Additional comments	Schools can reach out to set up a quick webinar to walk through what the streaming portal looks like, what licensing model would make the most sense, content options, best practices from other schools and answer any questions they may have.
Vendor contact information	Mike Eyler <meyler@swankmp.com>