PERSPECTIVES ON STREAMING VIDEO

Increasing in popularity
More platforms to manage
DVD vs streaming?
Ownership vs leasing
Managing expire dates
Collection vs service
KANOPY / SWANK

A Comparison of Acquisitions and User Experience

Michael Arthur and Sara Maurice Whitver
The University of Alabama Libraries
September 29, 2017
ASERL Webinar
“We offer one of the most unique and compelling collections of film on the planet. Our films range from documentaries, indie and foreign films, must-see classics and blockbuster movies. Our sophisticated discovery engine encourages our users to challenge themselves to watch films outside of their comfort area.”

“Swank helps spread the magic of movies and TV shows beyond homes and theaters. How? We license and distribute content to non-theatrical markets like worldwide cruise lines, U.S. colleges and universities, K-12 public schools and libraries, hospitals, motor coaches, Amtrak trains, correctional facilities and other markets such as parks, art museums and businesses.”
General Points

- Easy licensing for platform
- Users see all available titles on platform
- Good cost per use
- PDA makes it easy to manage purchasing

- Easy licensing for platform
- Users only see what we purchase
- Good cost per use
- Requirement to manage specific number of titles
- Trying out new model
Models of Acquisition

- Deposit account with PDA is easy
- One year license means paying every year for same film with PDA trigger
- No ownership-tracking expire dates difficult

- Subscription model
- One year term with option to renew only the titles you want
- No ownership – clear labeling of license duration
Managing the Plans

- Kanopy admin dashboard
- Lack of ownership= concern for key titles
- Not much success with acquiring rights
- PDA-- we don't have to manage title by title

- Popular films that are not available on other platforms
- Managing films with different expires -- DDA and DDO plans
- Service vs. Collection
- Access vs. Ownership
Discoverability

- Platform is accessible through Springshare A-Z
- All titles are available in EDS
- No ownership, no records in catalog

- Platform is accessible through Springshare A-Z
- Titles are searchable through the platform (not available in EDS)
- No ownership, no records in catalog
Search Functionality and Browsability

- Limited known-item searching
- Well-developed category organization

- Advanced Searching options for known-item searching
Availability of Links and Functionality in LMS

Lots of options for embedding:
- links directly into playlists
- Links to individual items
- Embed code for items and playlists

- Separate LMS and non-LMS links
- Only links out of LMS to platform, no embedding
Clipping and Customization

- Custom clips allow instructors and students to annotate or focus on a specific examples within the film
- Playlists can be created with different clips from the same film or clips from different films to allow students and instructors to curate examples to examine for homework or class discussion

Swank currently has no forms of clipping or customization.

HOWEVER!
We are told by our rep, John Hill, that 4 developers have recently been hired and there are exciting things in the works that should hit the platform next academic year.
Captioning and Accessibility

- Kanopy has captions on every video.
- Transcripts allow you to jump to specific time stamps within the video.
- Check out Kanopy's VPAT: https://www.kanopystreaming.com/blog/kanopys-accessibility-statement

- Swank has subtitles in multiple languages on most of their titles.
- No transcripts. Swank makes accommodations on a case-by-case basis.
- Check out Swank’s VPAT: https://alabama.box.com/s/ugvys2fzfhhgcw0ipd14dw8z5w19bzc
Opportunities for Student Engagement

• Clipping and playlists allow students to engage with content through curation and customization

• Traditional, neutral provision of content
• Surrogate for physical DVDs
• Rumored development will radically change the way this platform operates