Docuseek2 & Film Platform

Trey Shelton
Chair, Acquisitions & Collections Services

George A. Smathers Libraries
UNIVERSITY of FLORIDA
Content

- Educational Documentaries
- Content is highly curated
- Covers wide range of subjects/disciplines
  - Environmental/Sustainability Studies
  - Social/Diversity Issues
  - Anthropology
- Exclusive rights to:
  - Bullfrog Films
  - Icarus Films
  - Fanlight
  - Others....

Featuring films from

[Logos of Bullfrog Films, Icarus Films, Fanlight, etc.]
Platform(s)

• Available on
  • Docuseek2 platform - www.docuseek.com
  • Alexander Street Press platform* – http://search.alexanderstreet.com/
• Working with ASP to develop new platform

Both current platforms have the features we’ve come to expect, such as:
• Playlists, clips, linking
• Detailed usage analytics
• MARC records
• Closed captions and interactive transcripts

*not all purchasing models available through ASP…more on this soon
Docuseek2 & ASP Partnership

• Docuseek Content on ASP Platform:
  • Essential and Complete Docuseek2 collections
  • Approx. 120 Docuseek2 titles in ASP’s PDA

• Receive support from company you buy from

• Collections can be accessed from either platform, regardless of which company you purchase from
Purchasing & Licensing Models

**Purchasing Models**
- Tiered pricing based on Carnegie Class
- Single Titles
- Tokens
- Collections
  - Essential
    - 800 titles (updated yearly)
  - Complete
    - 1,200 titles currently – growing to 1,800 by 2020 (Complete Collection 2nd Edition)
- Subject-based
- Custom – 15, 30, 60, 100, 200+ titles

**Licensing Models**
- 1-year
- 3-year
- Life of File
- Life of File – Already Owned
  - Discount based on previous DVD/VHS purchases of title
- EBA - LoF for Essential or Complete Collections
  - Allows libraries to select 40/60 titles per EBA cycle

Single titles may be licensed for shorter periods upon request.

Institutional streaming licenses permit classroom use and campus screenings, so long as no admission is charged and the screening is not advertised outside of the campus community.
Post-Sales Marketing

• Wide variety of customizable promotional materials

• Can assist with customized marketing to faculty

• Personlized webinars

• Examples of successful marketing at other libraries
Content

• “Boutique” content offerings

• Specializes in film festival award winners and independent films

• Wide variety of subjects/disciplines

• Focus on filmmakers
Platform

- Sharing, linking, bookmarking
- Playlists
- Subtitles
- Study Guides
- Additional information related to film
Purchasing & Licensing Models

**Purchasing Models***
- A-la-Carte
  - Bulk & Subject Collection discounts available
- Subscription
  - To entire catalog
- PDA
  - Tokens
  - Pay-as-you-go

*Applies to Streaming Licenses

**Licensing Models**
- Streaming – contact for pricing
  - Hosted by Film Platform
  - Research/educational use, no campus screenings
- Digital Site License (DSL) - $500
  - Self-hosting
  - Research/educational use, no campus screenings
- Public Performance Rights (PPR) - $300
  - “include film in your library” – $25 fee for DVD
  - “Hold private, non-theatrical screening”
- DSL+PPR - $600
Post-Sales Support

• Marketing materials

• Skype interviews with filmmakers upon request for a class or screenings

• Accompanying educational materials

• National simultaneous screening event – An Inconvenient Sequel