STREAMING VIDEO IN ACADEMIC LIBRARIES

PRELIMINARY RESULTS FROM A NATIONAL SURVEY

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Jane Hutchison, William Paterson University

2013 Charleston Conference
Charleston, South Carolina

QUESTIONS

What is the current state of streaming video in academic libraries?

- How prevalent is streaming video in academic libraries?
- Who has primary responsibility for streaming video?
- What hosting platforms are used?
- How do users discover and access streaming videos?
- How much staff time does streaming video demand?

LITERATURE REVIEW

METHODOLOGY

- Sent draft survey to trusted professional colleagues for testing
- Revised (5 revisions)
- Distributed widely through library and media discussion and mailing lists
  - VideoLib
  - Video Roundtable - ALA
  - Media-L
  - ACQNet
  - CCUMC
  - Charleston Conference
  - CollDev
  - CollLib
  - Digital Copyright

- Short completion time
- Opt-in responses
- Included incentive to complete survey

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Charleston Conference 2013

CCUMC
Leadership in Media & Academic Technology

THE SURVEY

tinyurl.com/SurveyASV

DEFINITIONS

VIDEO

Commercially produced and distributed academic, educational, documentary and/or feature content.

Locally produced, repository, institutional advancement/publicity, tutorials, or similar content not included.

STREAMING VIDEO

Video content delivered to computer desktops via an Internet connection.

Openly accessible sources such as YouTube or Hulu are not included.

SUBSCRIPTION STREAMING VIDEO COLLECTION

A packaged group of videos distributed by a single company that also hosts the content.

Libraries do not individually select titles in a subscription collection. Such collections may cover a single subject area, or may be multi-disciplinary.

Consumer entertainment streaming subscriptions such as Netflix are not included.

TECHNICAL INFRASTRUCTURE & HOSTING

Technical Infrastructure

The computer systems and processes for ingesting, hosting, and serving digital video files.

Hosting System

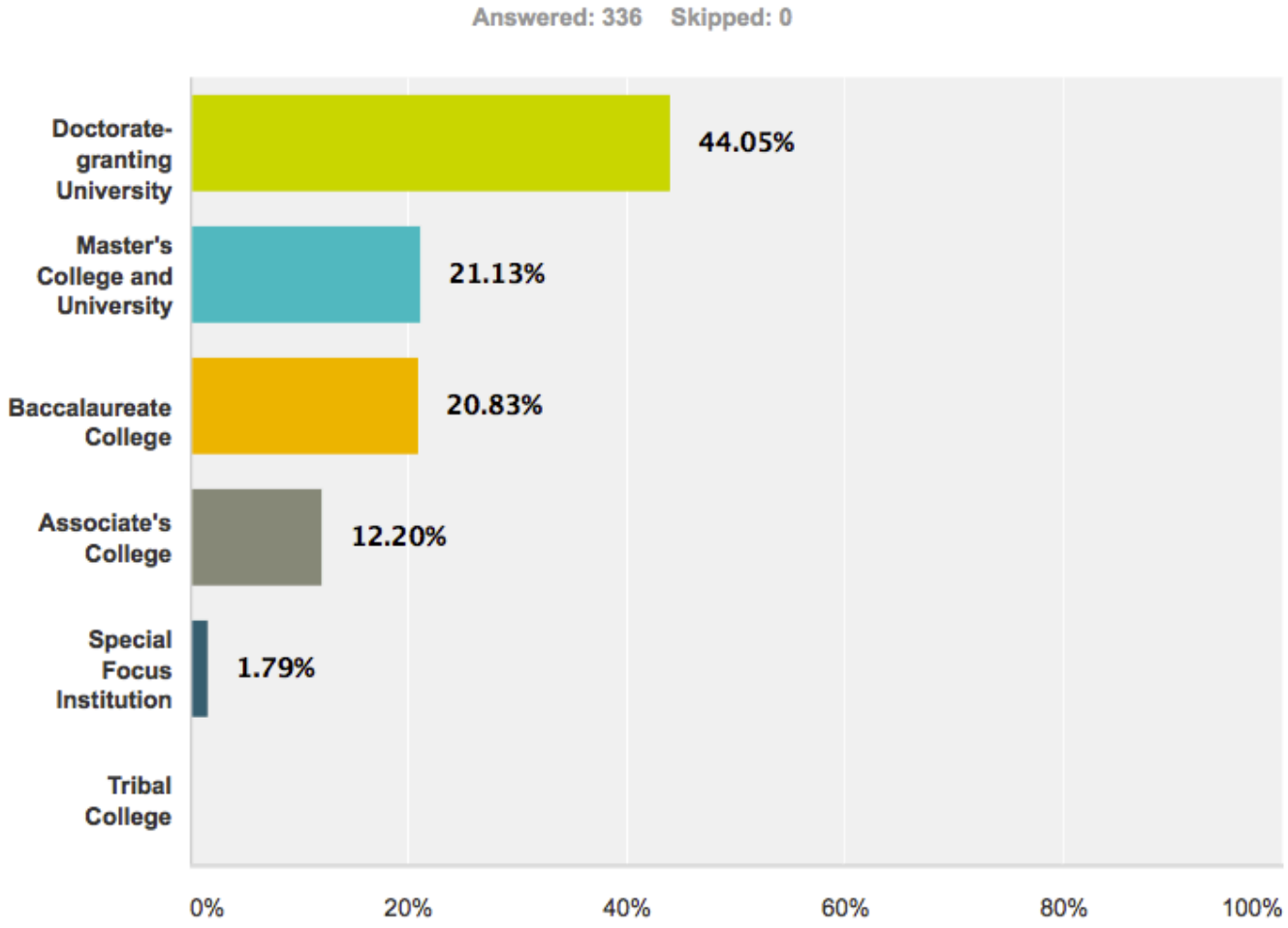
Similar in meaning to "technical infrastructure", the commercial or locally developed interface for housing and streaming digital video files. Often referred to by specific product name, such as Kaltura, Sharestream, Ensemble, etc.

RESPONSES

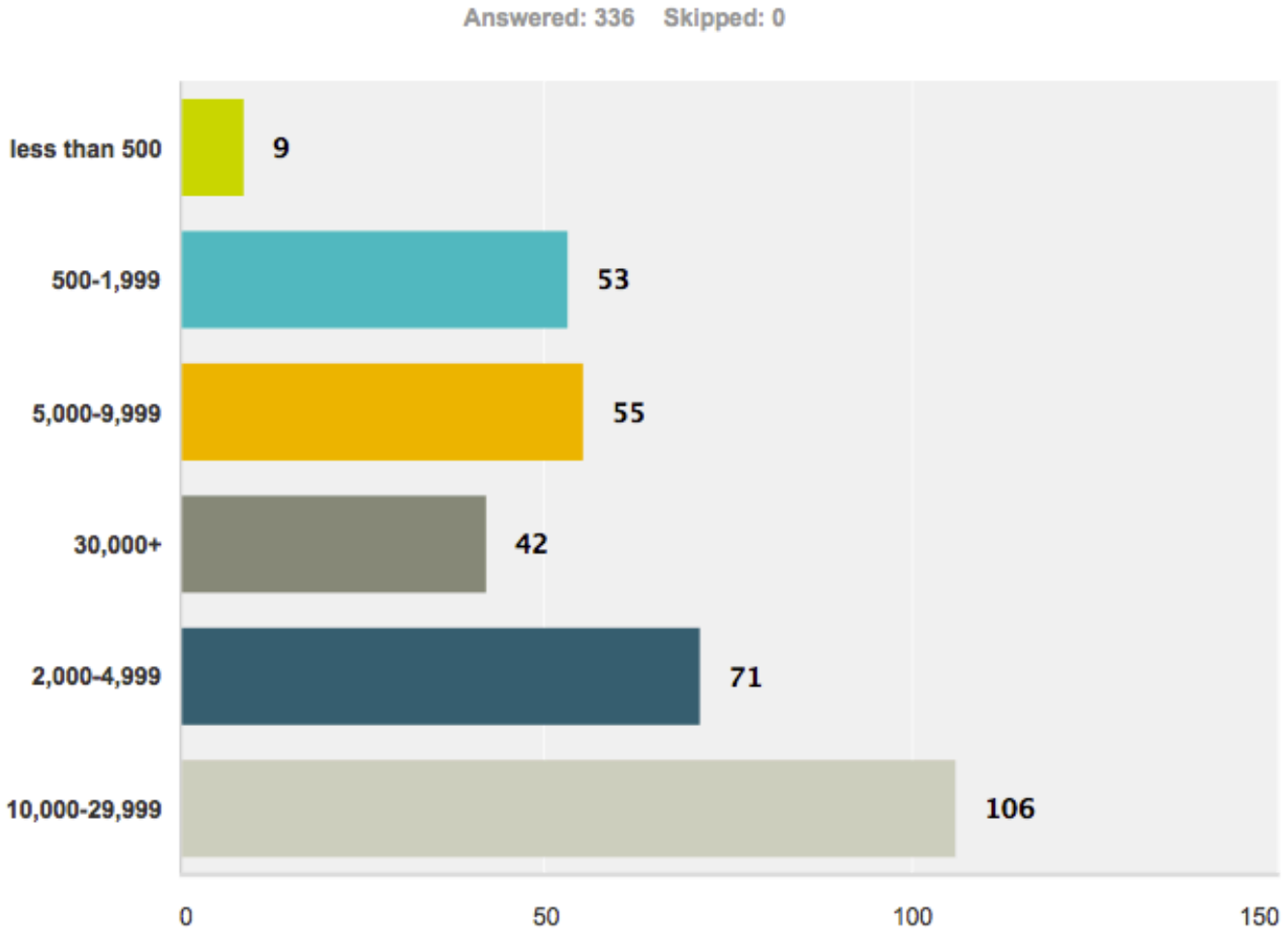
- 336 valid responses
  - Limited to one response per institution
- 42 ARL institutions
- 48 U.S. States
- 6 Canadian Provinces
- 2 Non-North American responses
  - Australia and Pakistan

DEMOGRAPHICS

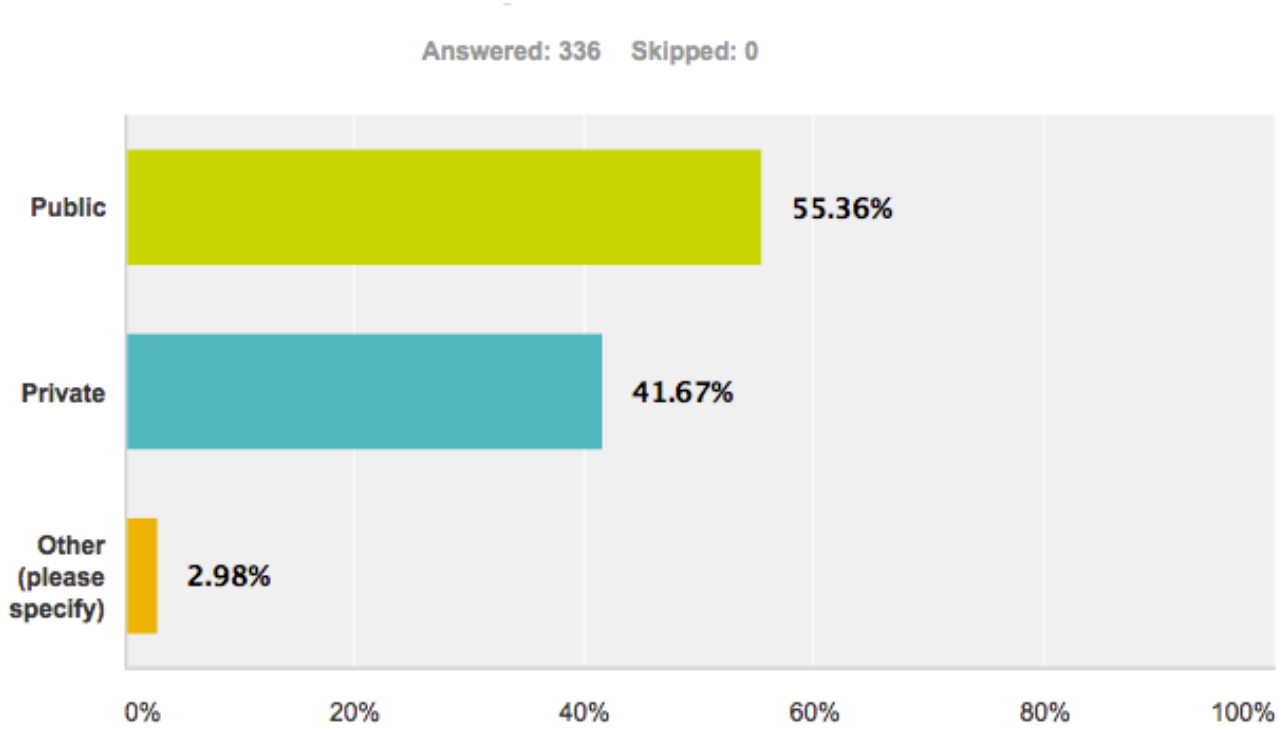
CARNEGIE CLASSIFICATION



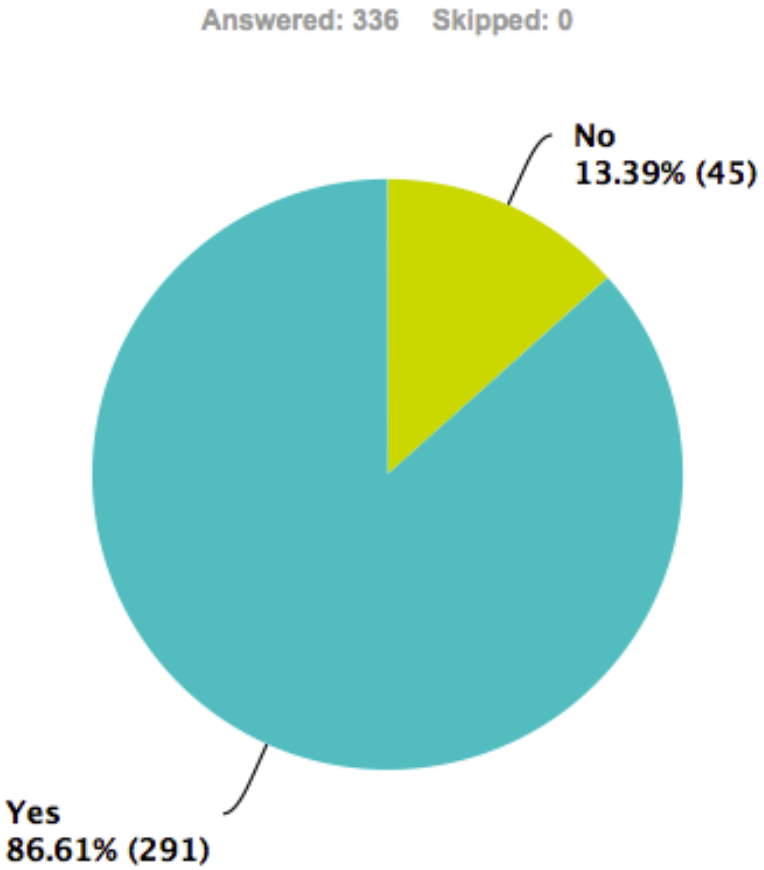
ENROLLMENT


Answered: 336 Skipped: 0
less than 500
9
500-1,999
53
5,000-9,999
55
30,000+
42
2,000-4,999
71
10,000-29,999
106
0
50
100
150

PUBLIC OR PRIVATE

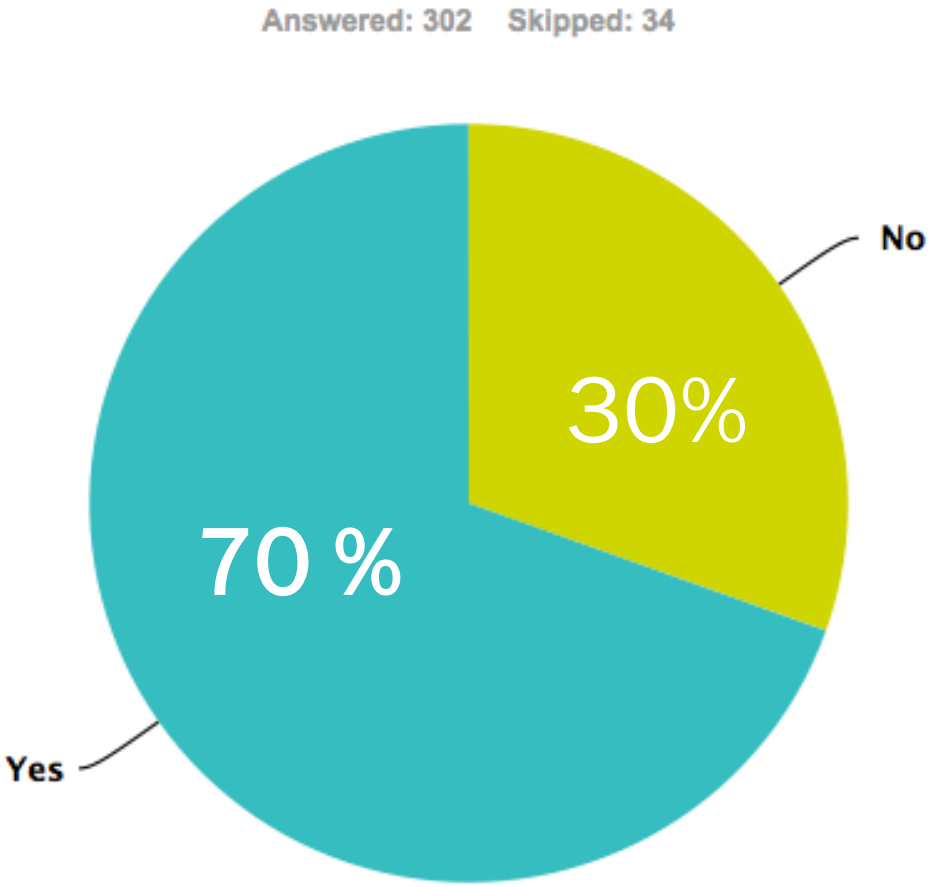


ONLINE COURSES

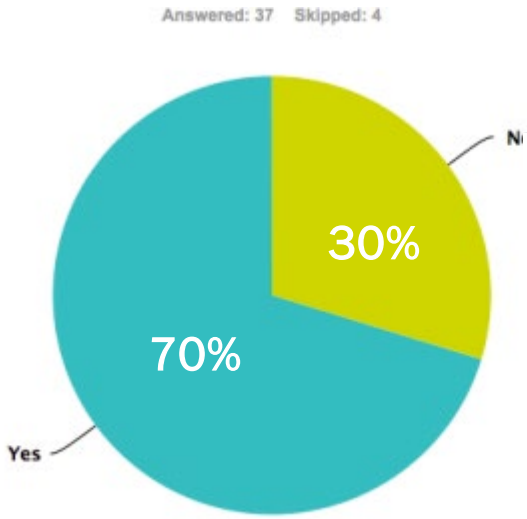


WHO'S STREAMING

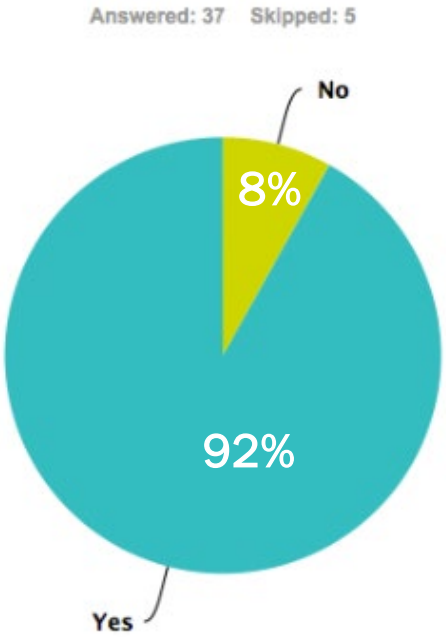
DOES YOUR INSTITUTION STREAM VIDEO



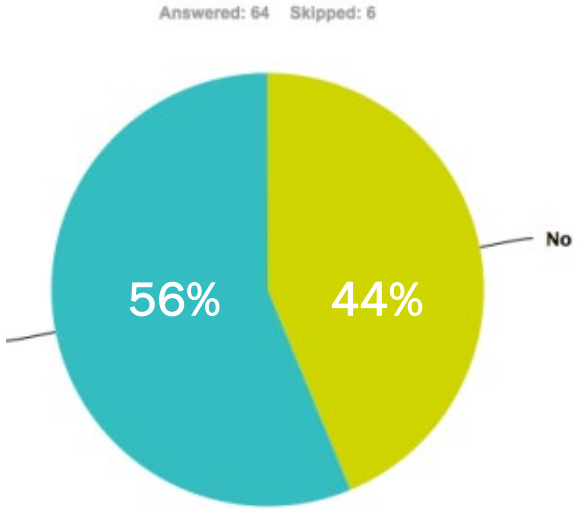
COMPARISON BY CARNEGIE CLASSIFICATION



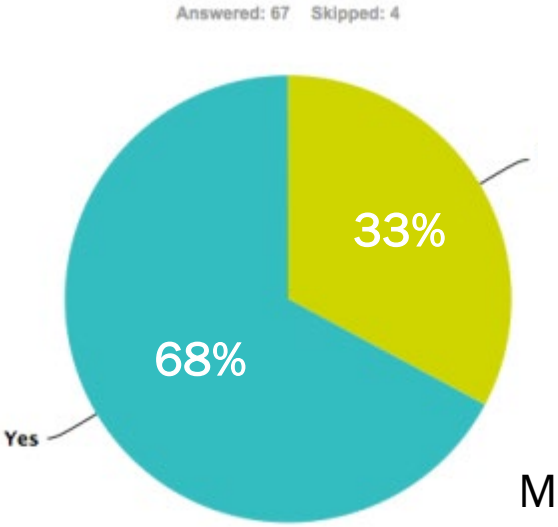
Associate



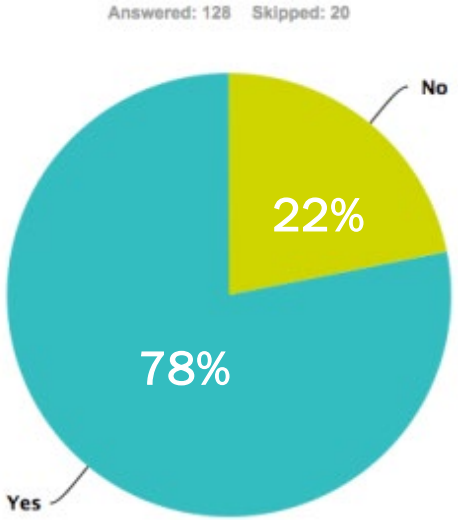
ARL



Baccalaureate



Masters



Doctorate

PLAN TO STREAM W/IN 3 YEARS

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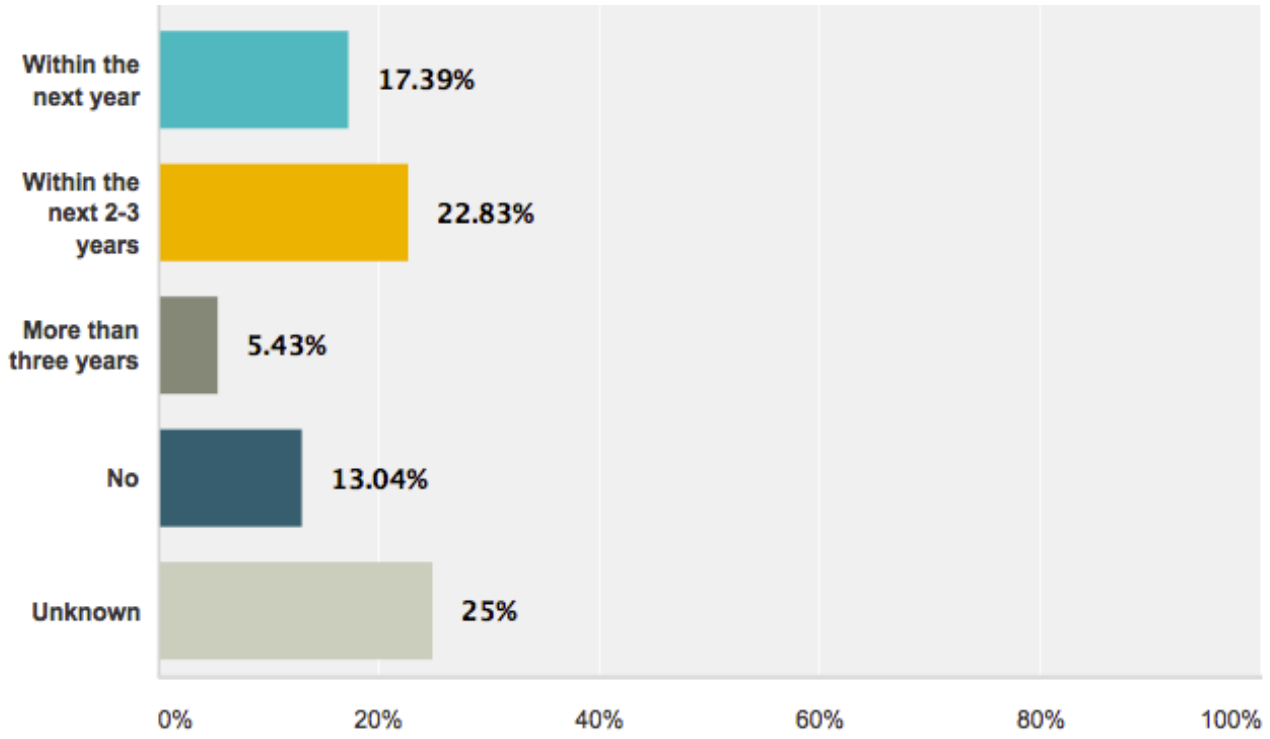
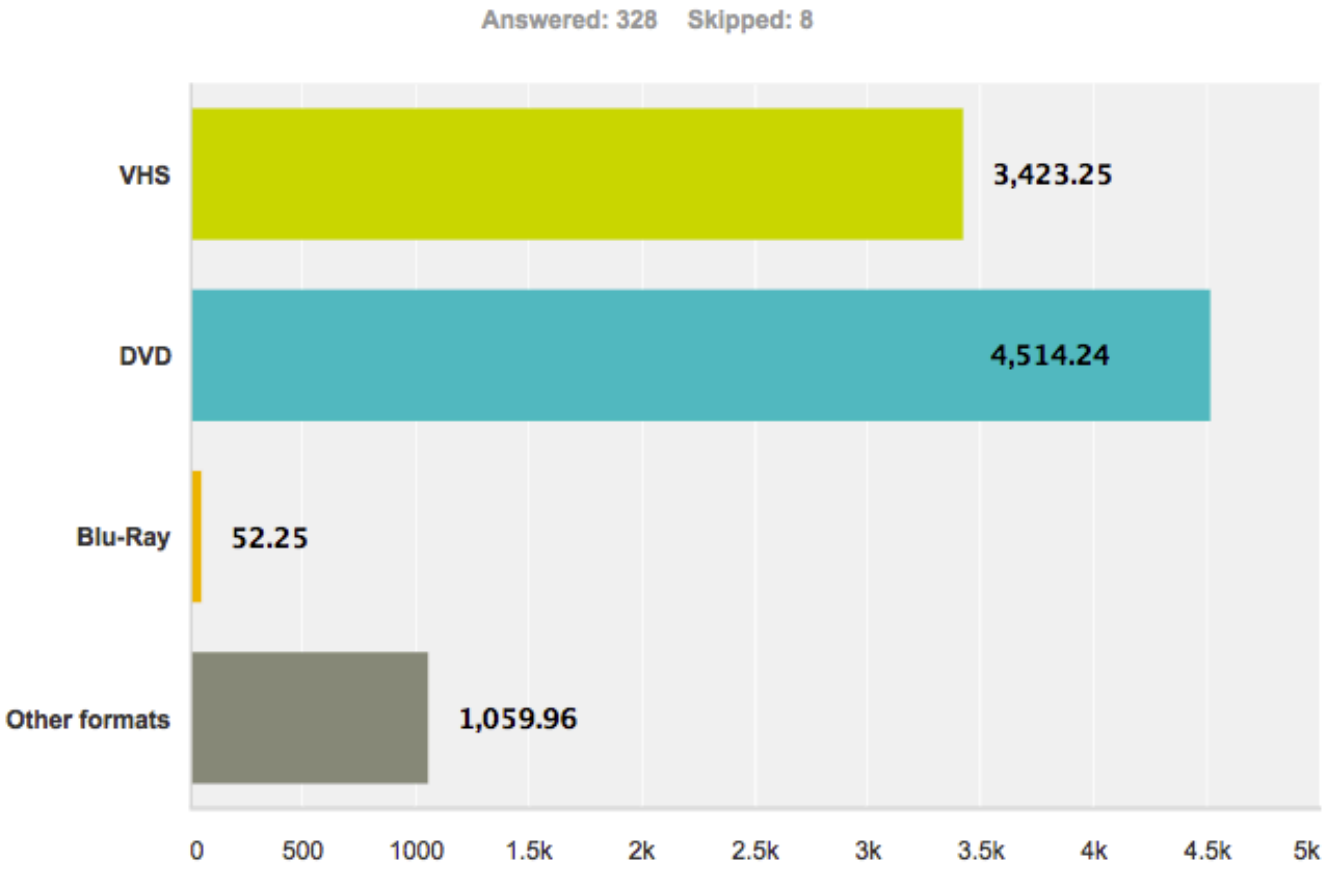
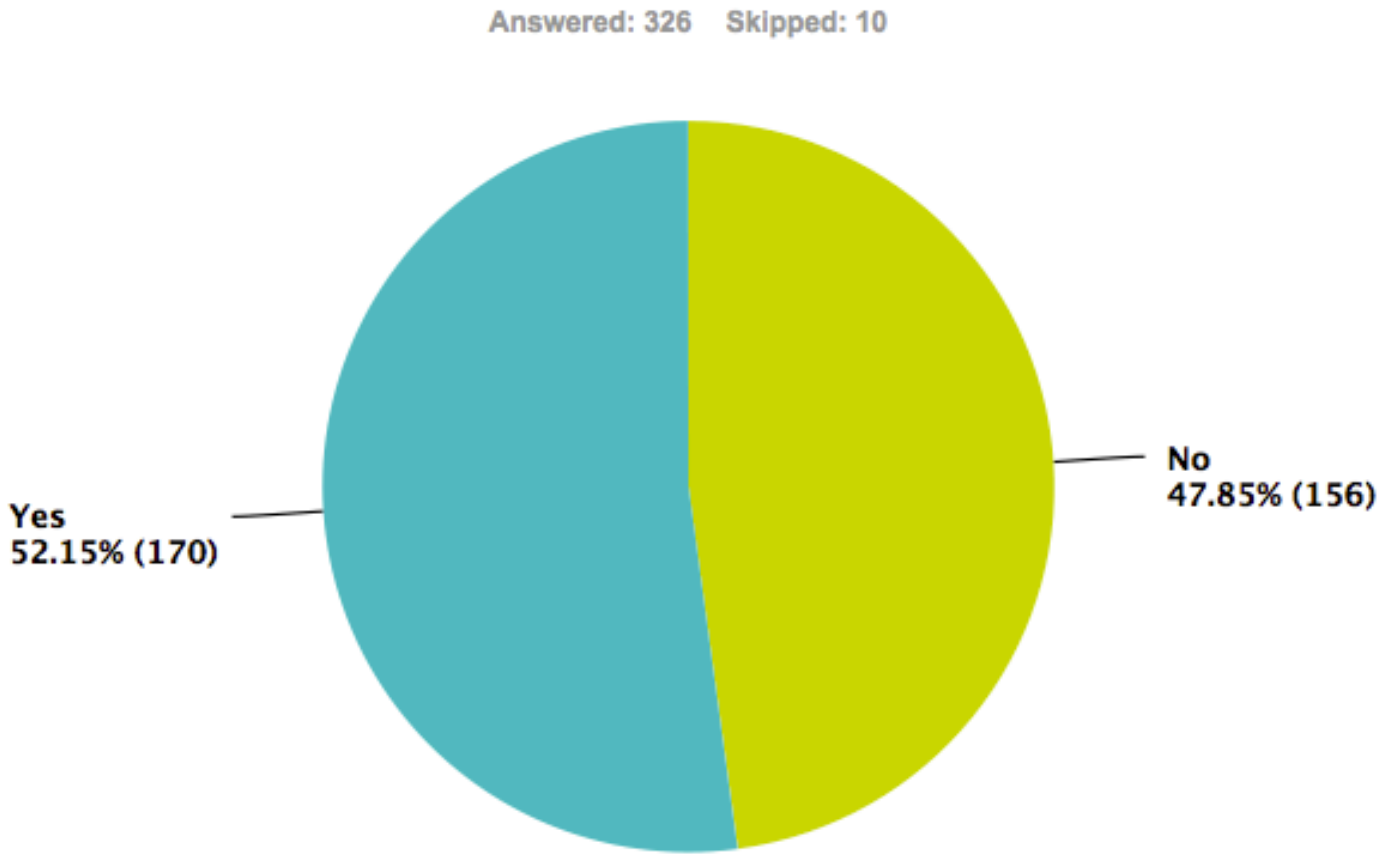


MEDIA COLLECTION
&
CONVERSION

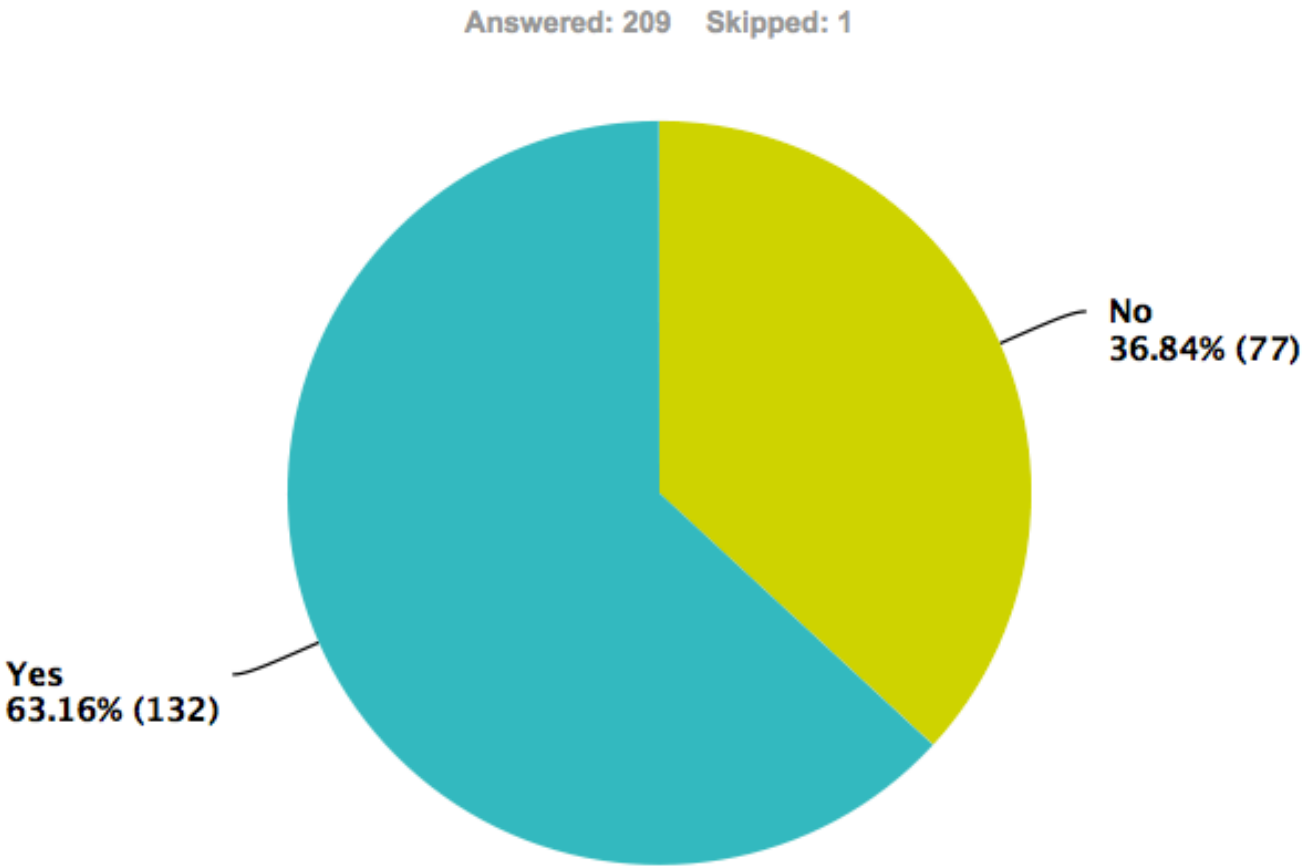
PHYSICAL MEDIA COLLECTION SIZE



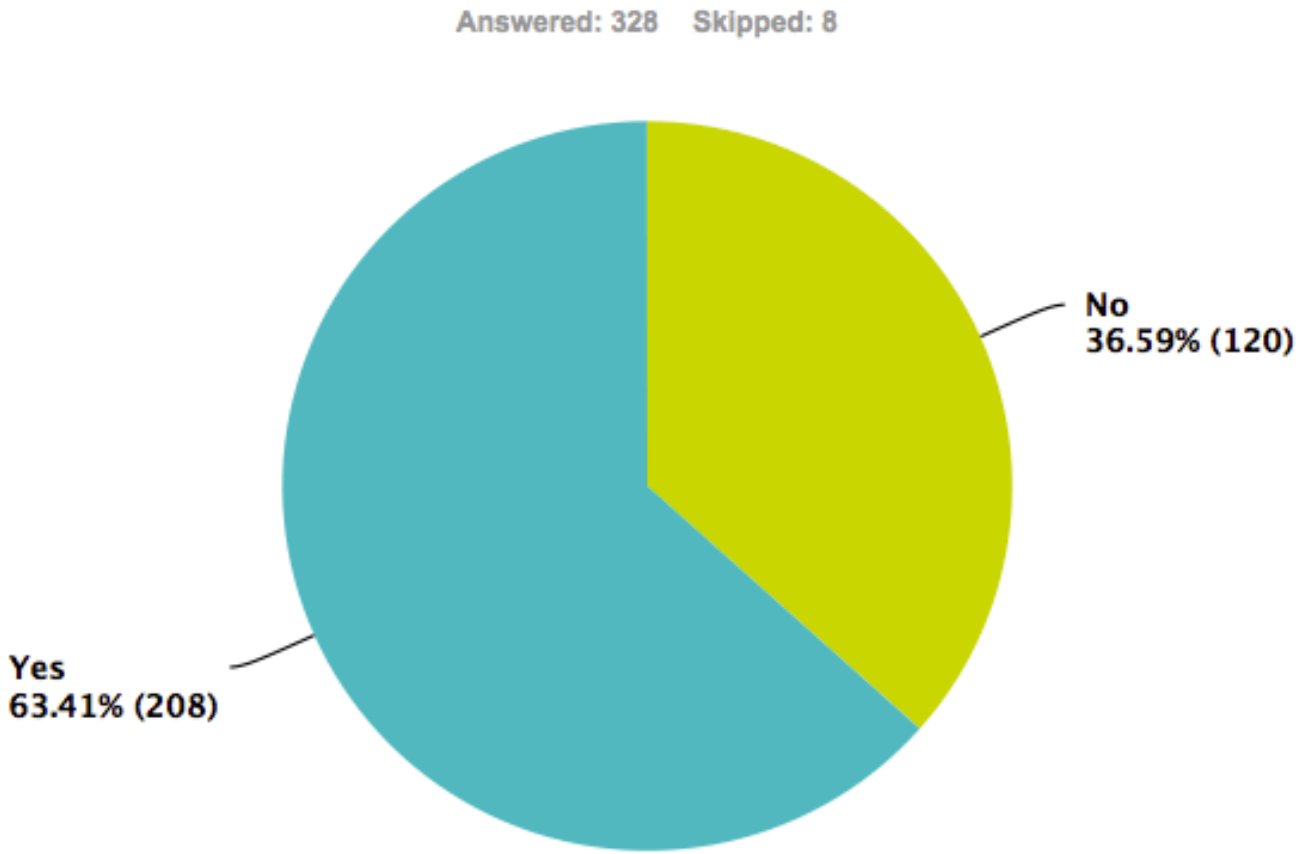
FORMAT SHIFT - PHYSICAL TO DIGITAL



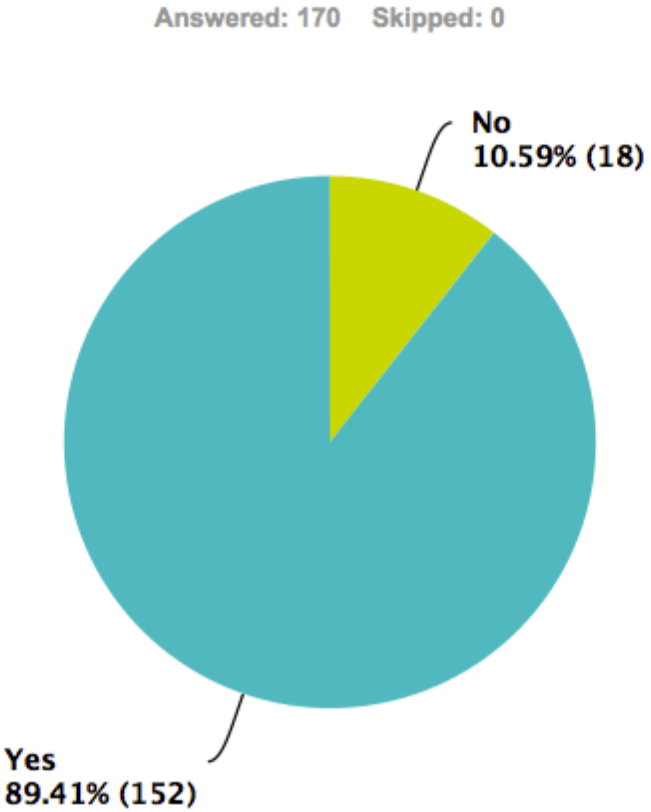
FORMAT SHIFT - PHYSICAL TO DIGITAL



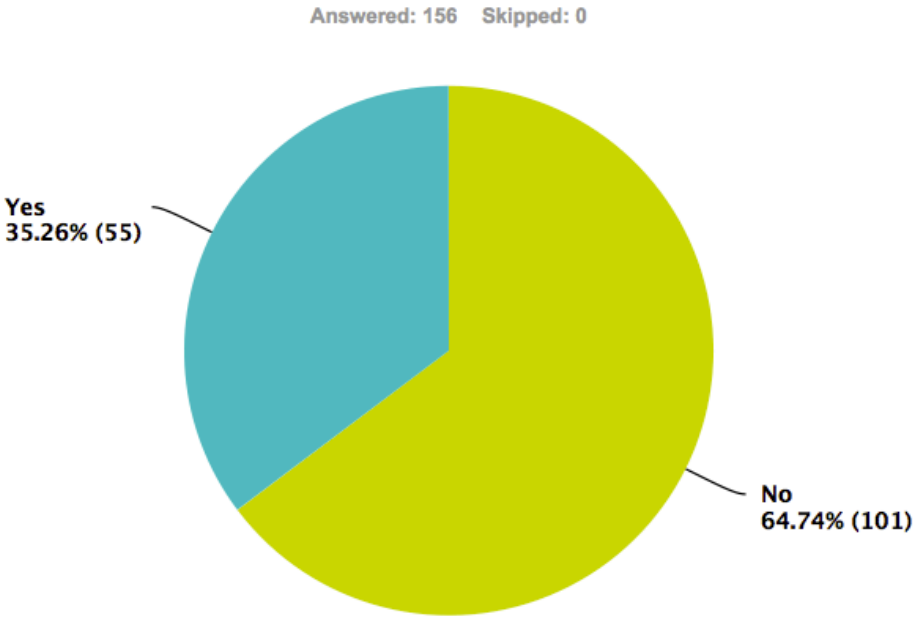
INTENTION TO FORMAT SHIFT W/IN 3 YEARS



INTENTION TO FORMAT SHIFT W/IN 3 YEARS

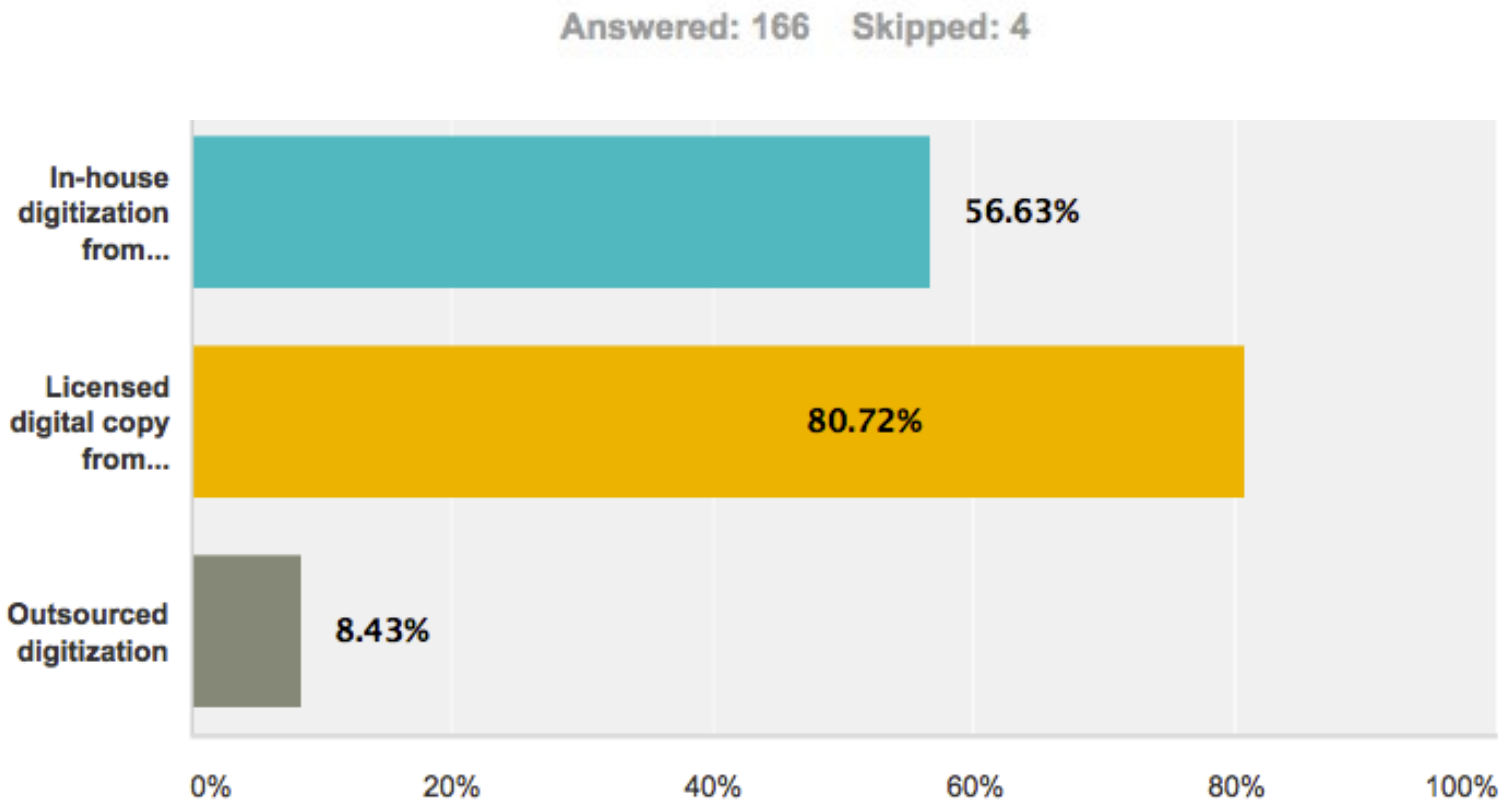


Have already shifted format



Have not shifted format

HOW SHIFTED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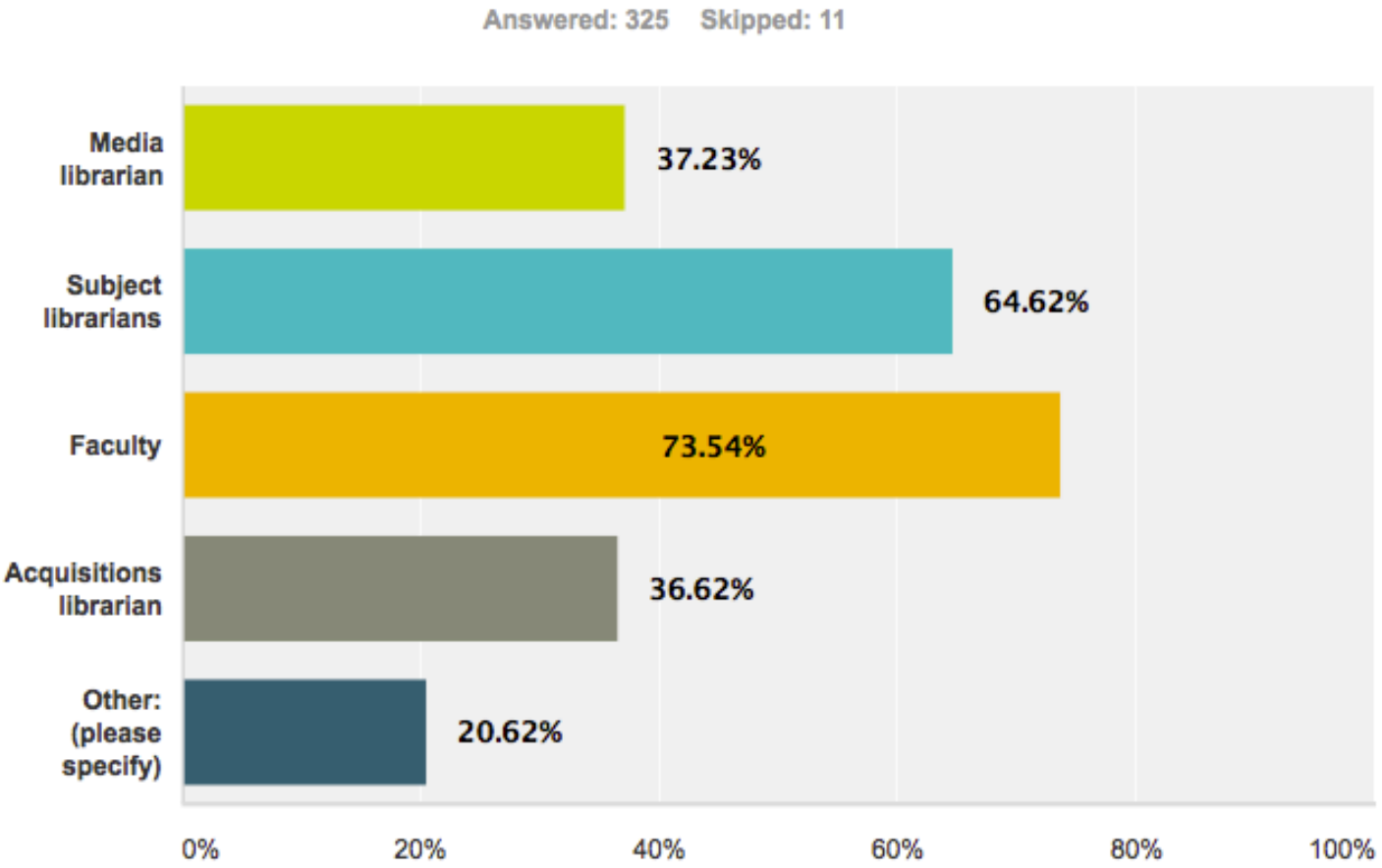
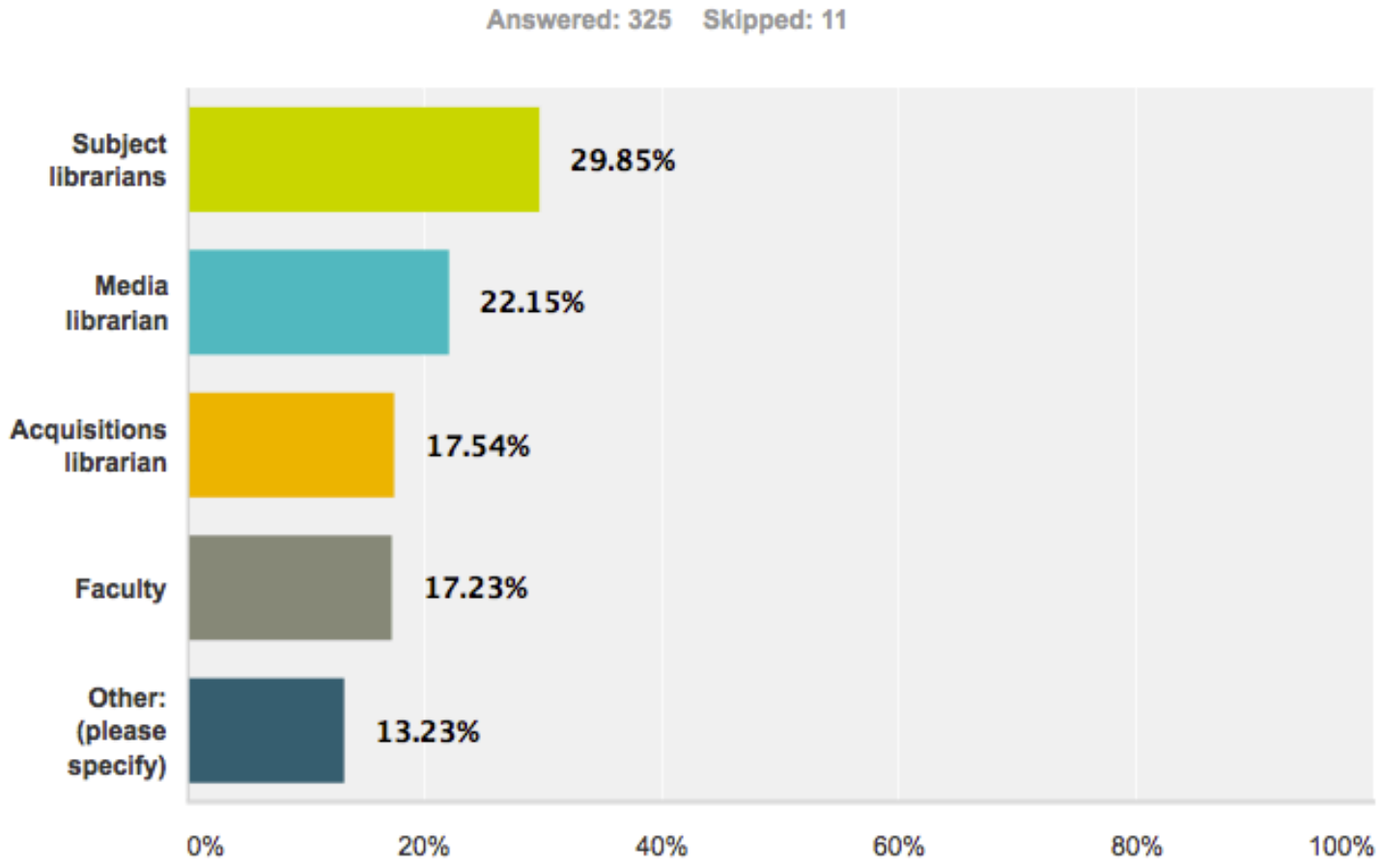
56.63%
Licensed digital copy from...
80.72%
Outsourced digitization
8.43%
0%
20%
40%
60%
80%
100%

MEDIA SELECTION

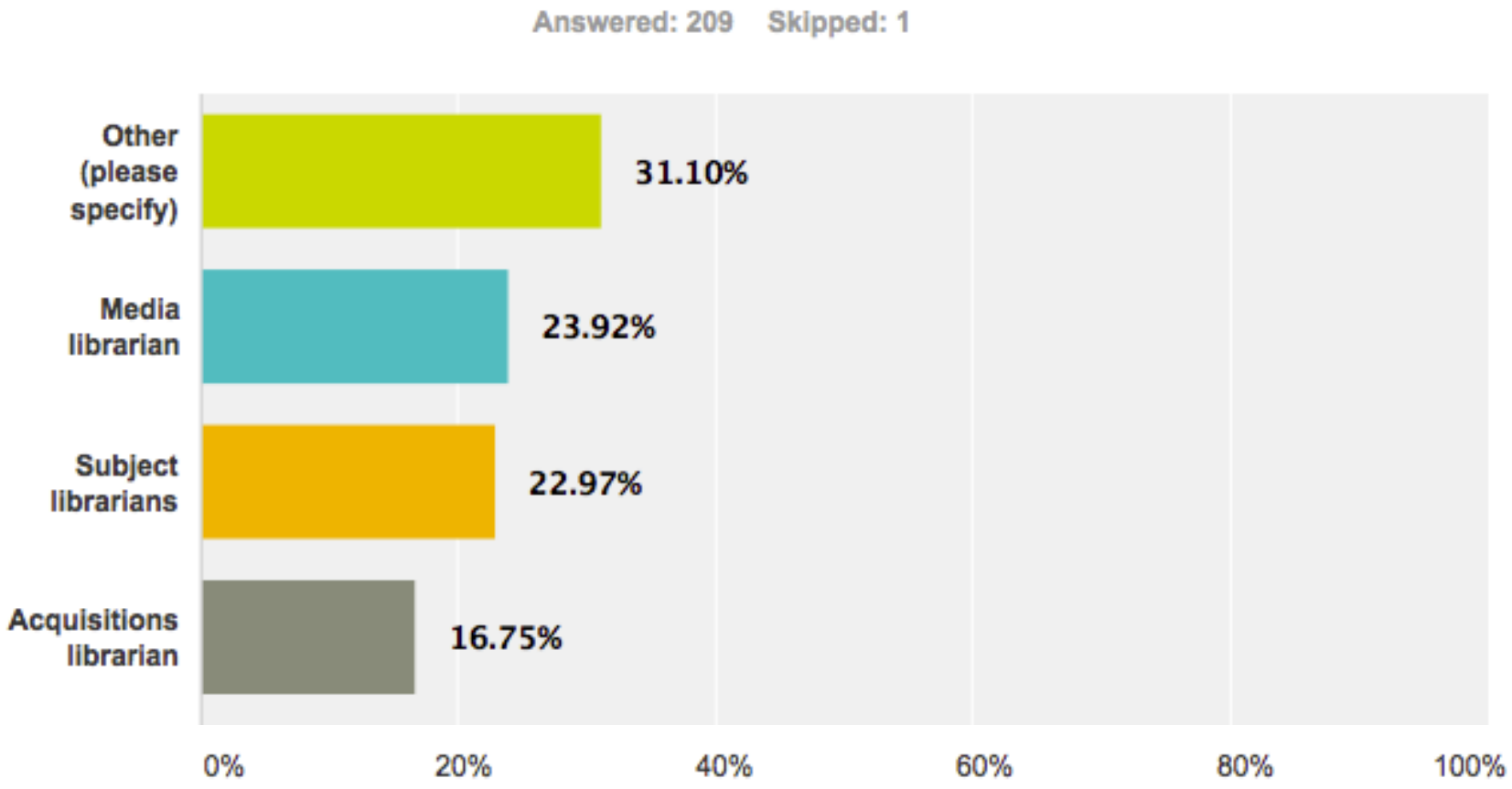
WHO SELECTS PHYSICAL VIDEO



PRIMARY SELECTOR FOR PHYSICAL VIDEO

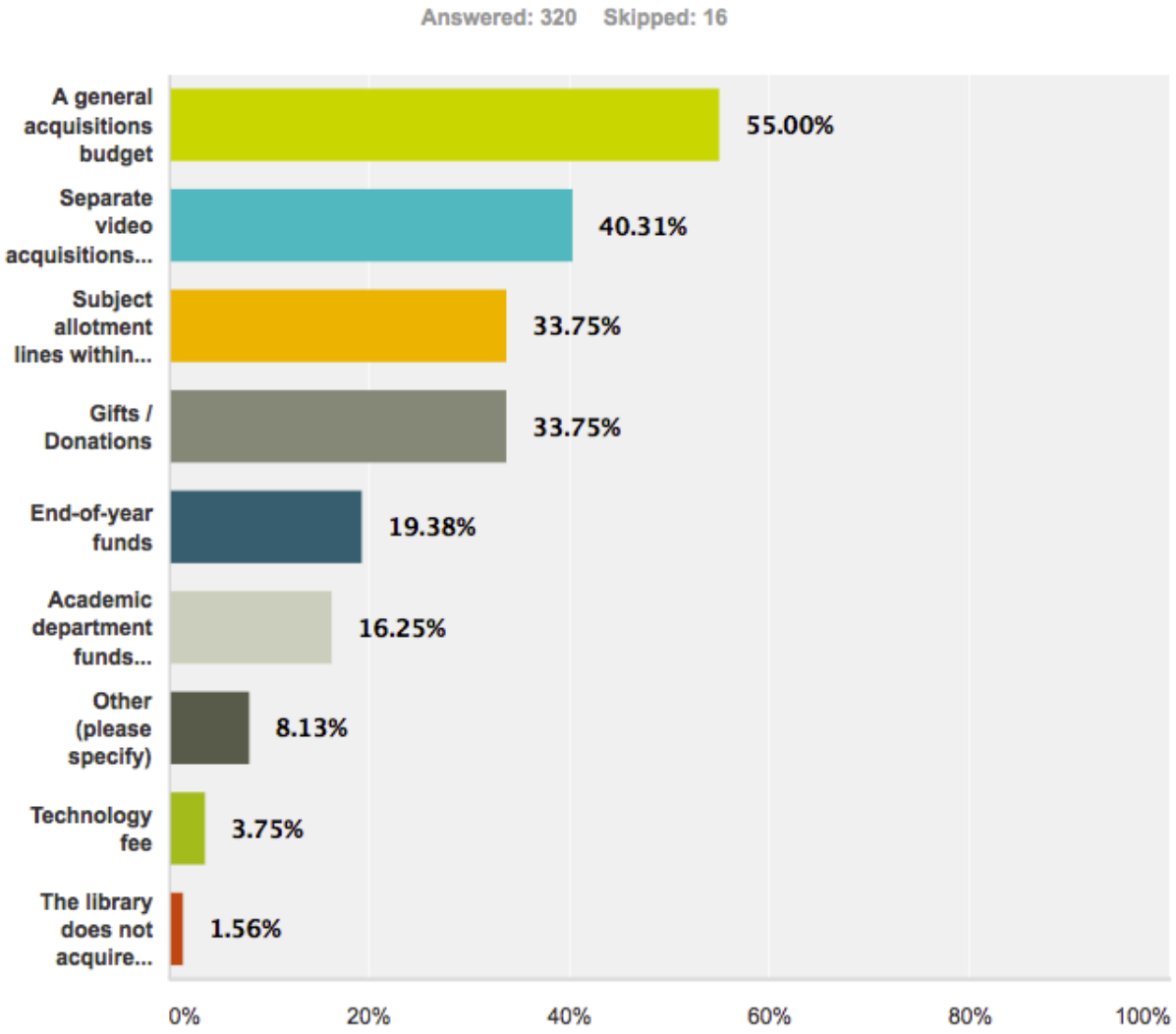


PRIMARY SELECTOR FOR STREAMING VIDEO

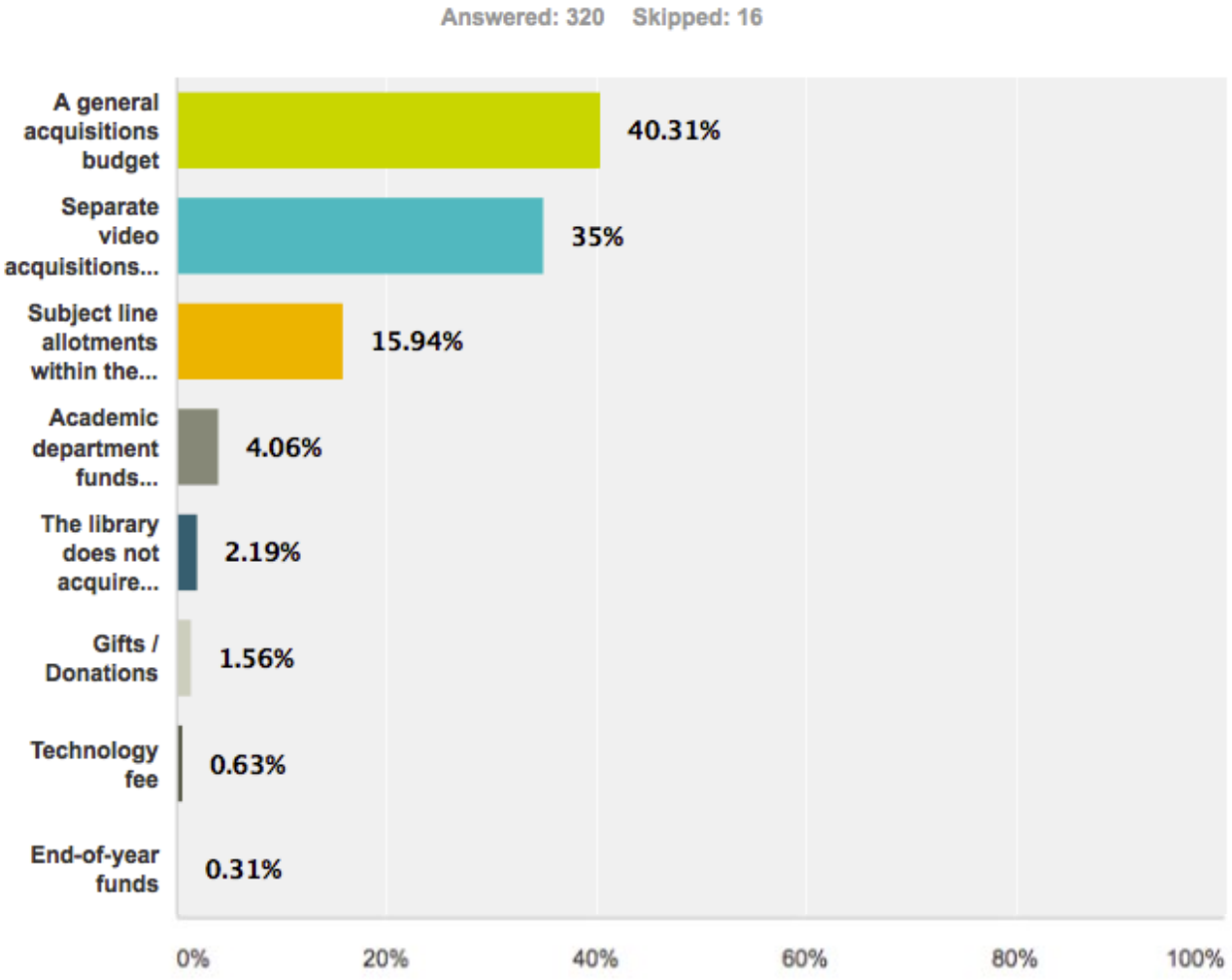


MEDIA FUNDING

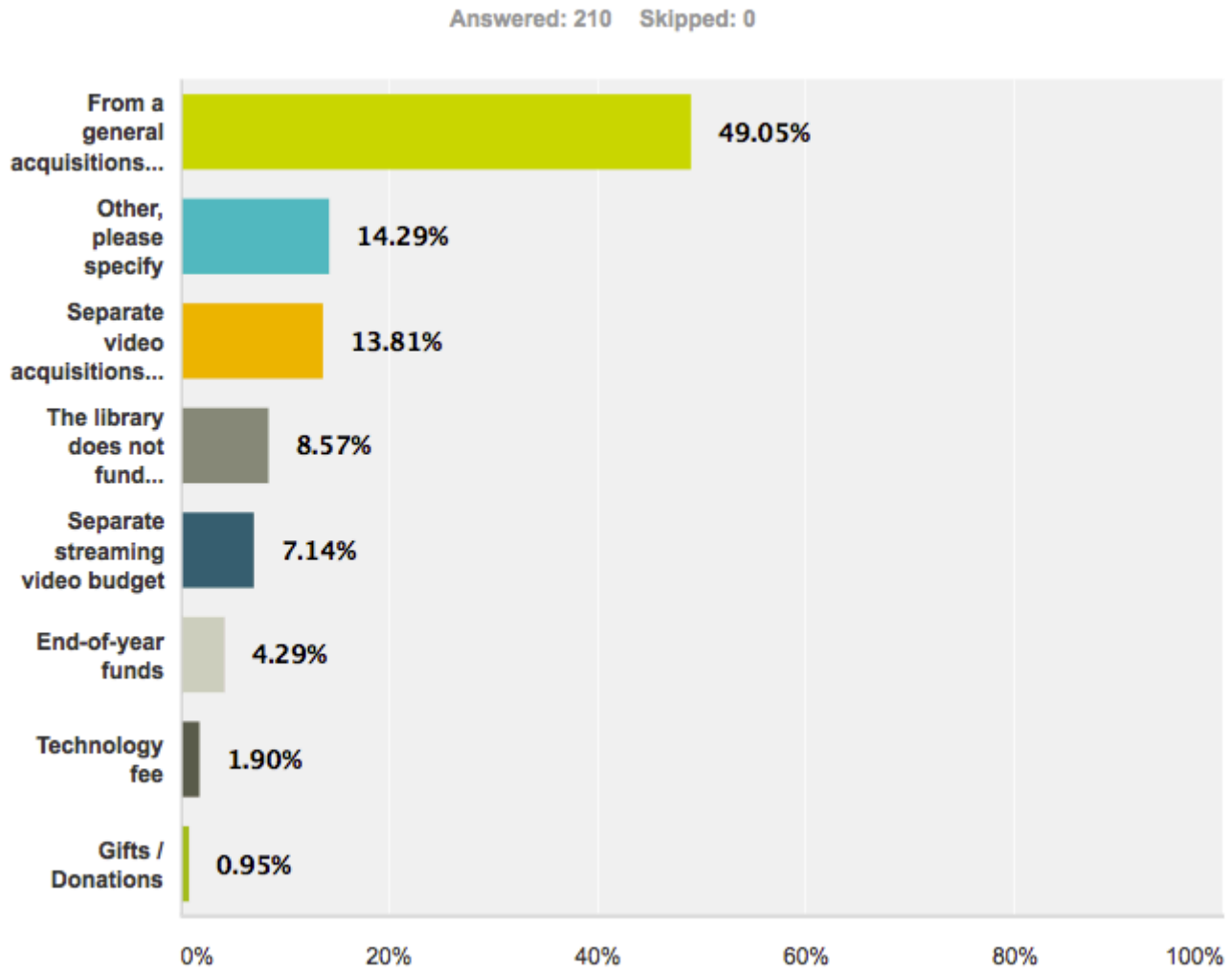
FUNDING SOURCES FOR PHYSICAL VIDEO



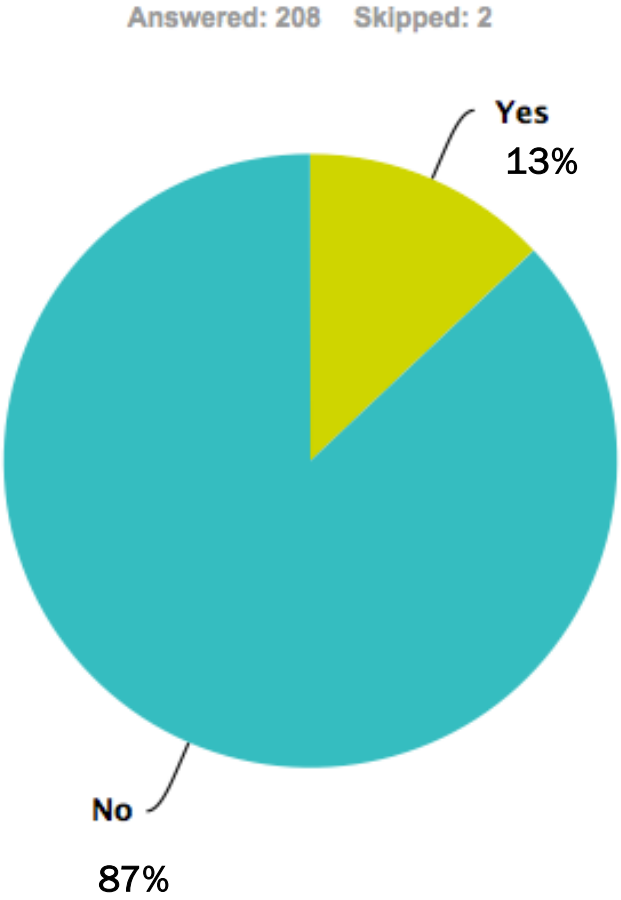
PRIMARY FUNDING FOR PHYSICAL VIDEO



PRIMARY FUNDING FOR STREAMING VIDEO



IS STREAMING VIDEO INSTITUTIONALLY FUNDED



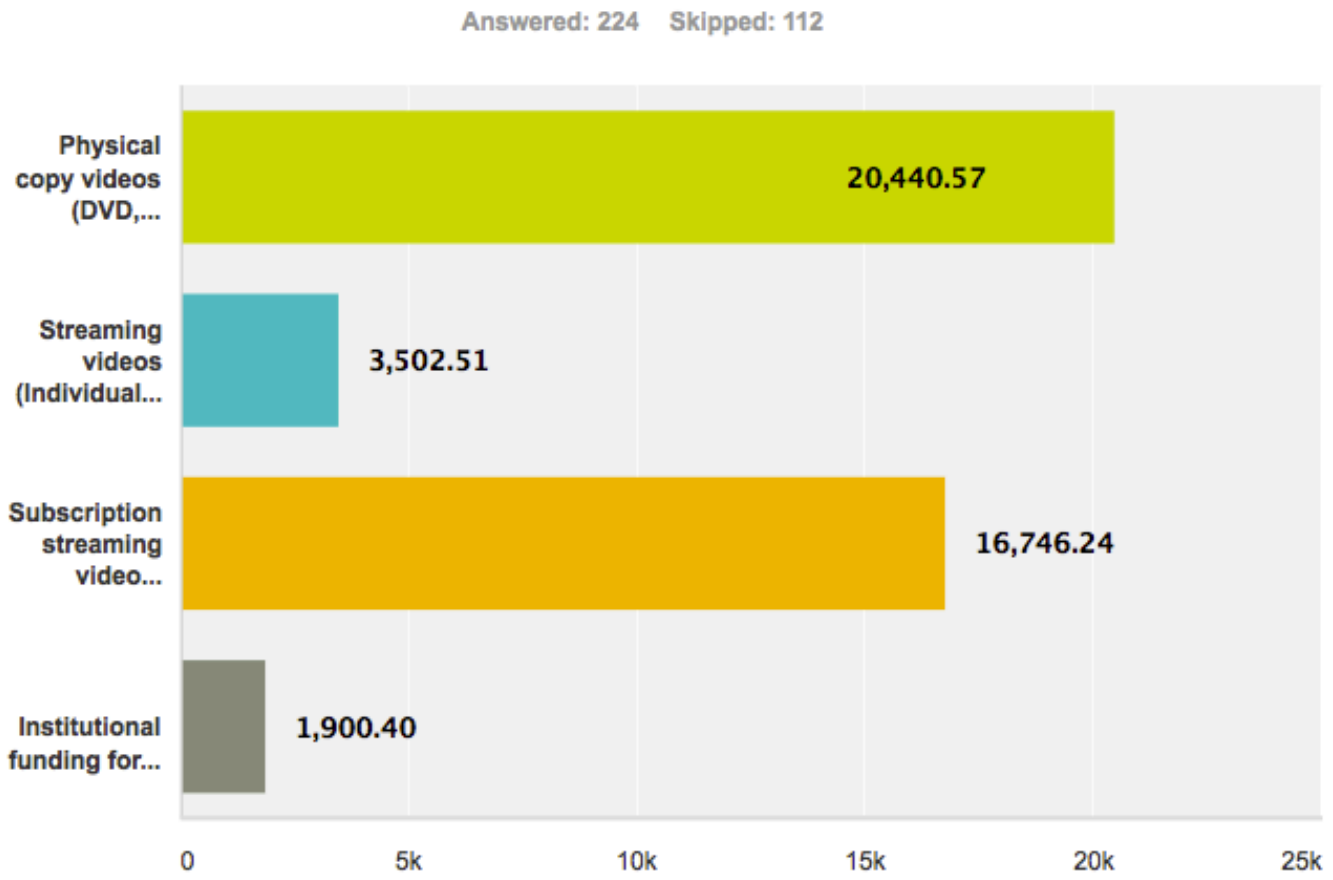
HOW DOES YOUR INSTITUTION FUND STREAMING

- Departments for course-related work
- Online instruction funds
- Incorporated into the Media Services budget
- Site license paid by University IT
- Continuing Education / Distance Learning
- Grant money
- Consortium divides the funding between member schools

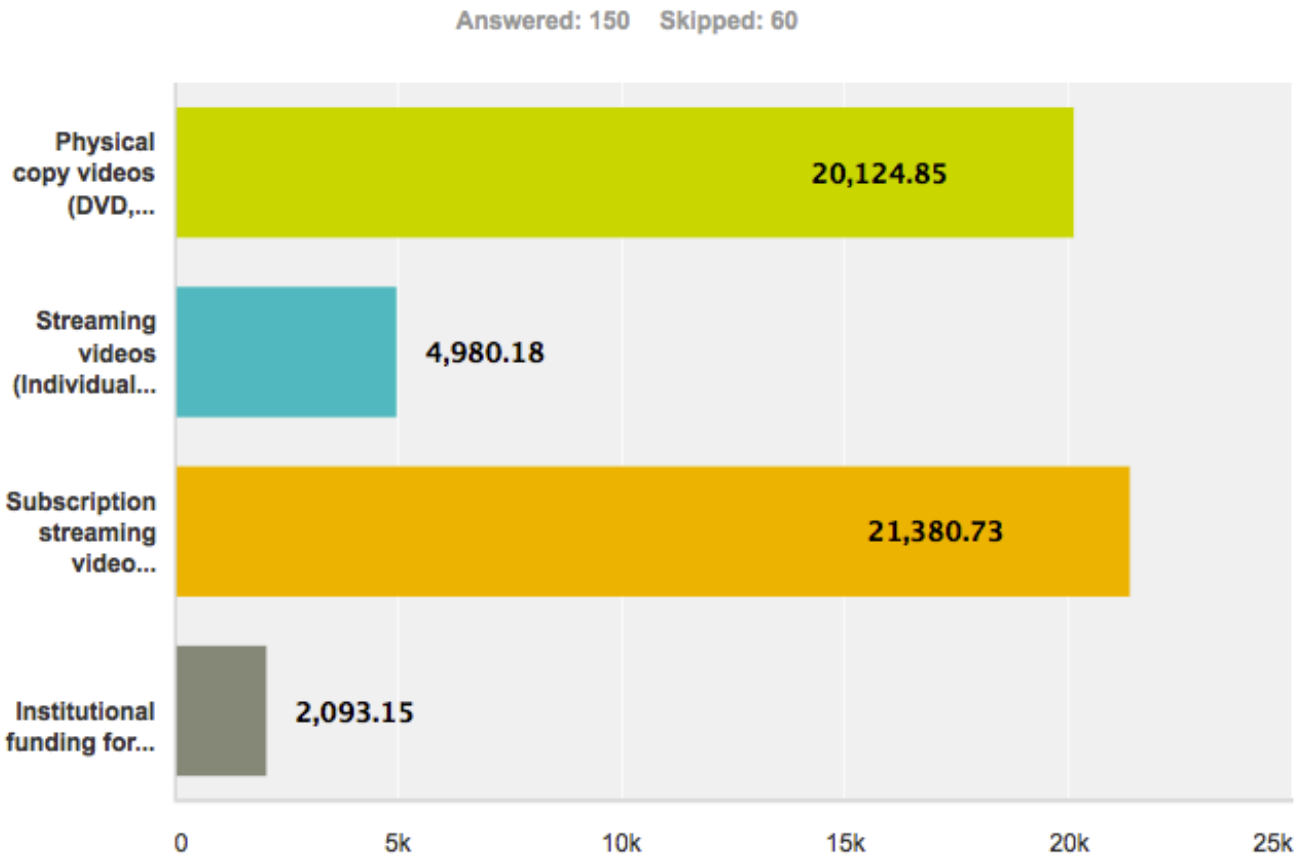
WHO SELECTS INSTITUTIONALLY FUNDED

- Faculty with direction from Media Services
- Library recommends with support from Academic Depts
- Streaming library acquisitions librarian
- Media Services specialist
- Department chairs/Deans
- Information Technology
- Teaching faculty work with Head of Extended Programs
- Center for Distributed Learning/Distance Education
- Consortium
- Don’t know

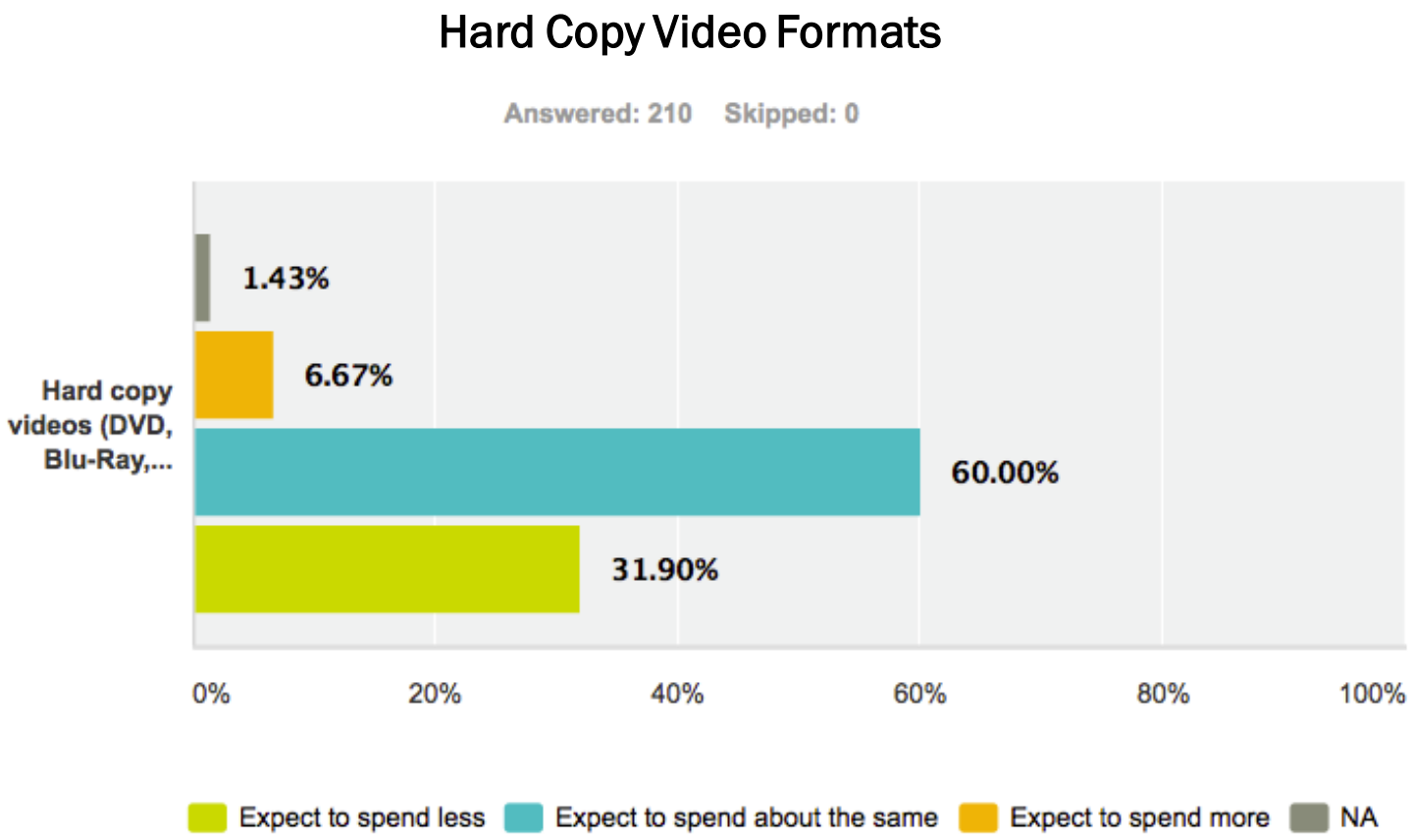
TOTAL VIDEO EXPENDITURES LAST FISCAL YEAR



TOTAL VIDEO EXPENDITURES LAST FISCAL YEAR

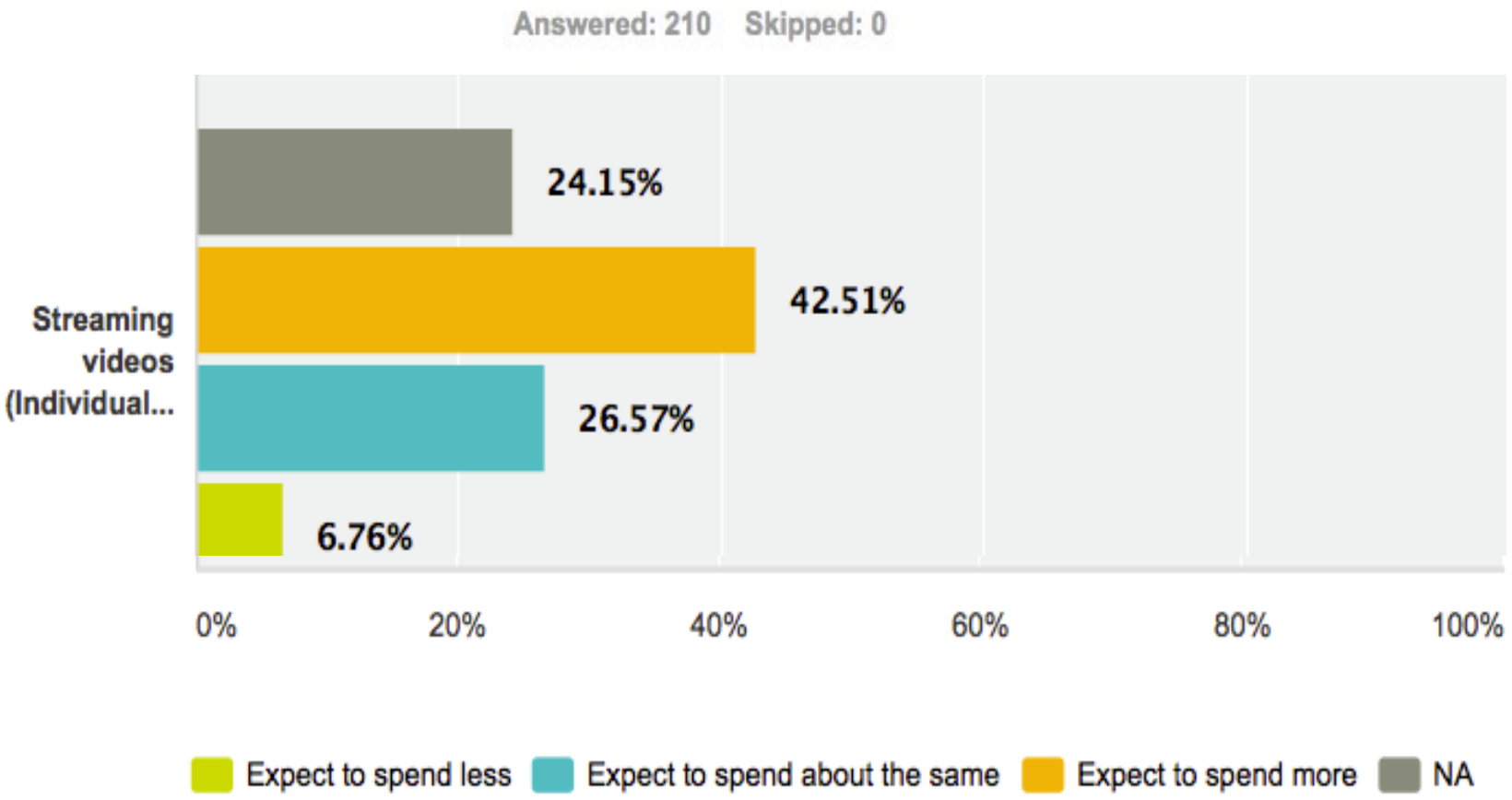


ANTICIPATED SPENDING IN NEXT FISCAL YEAR

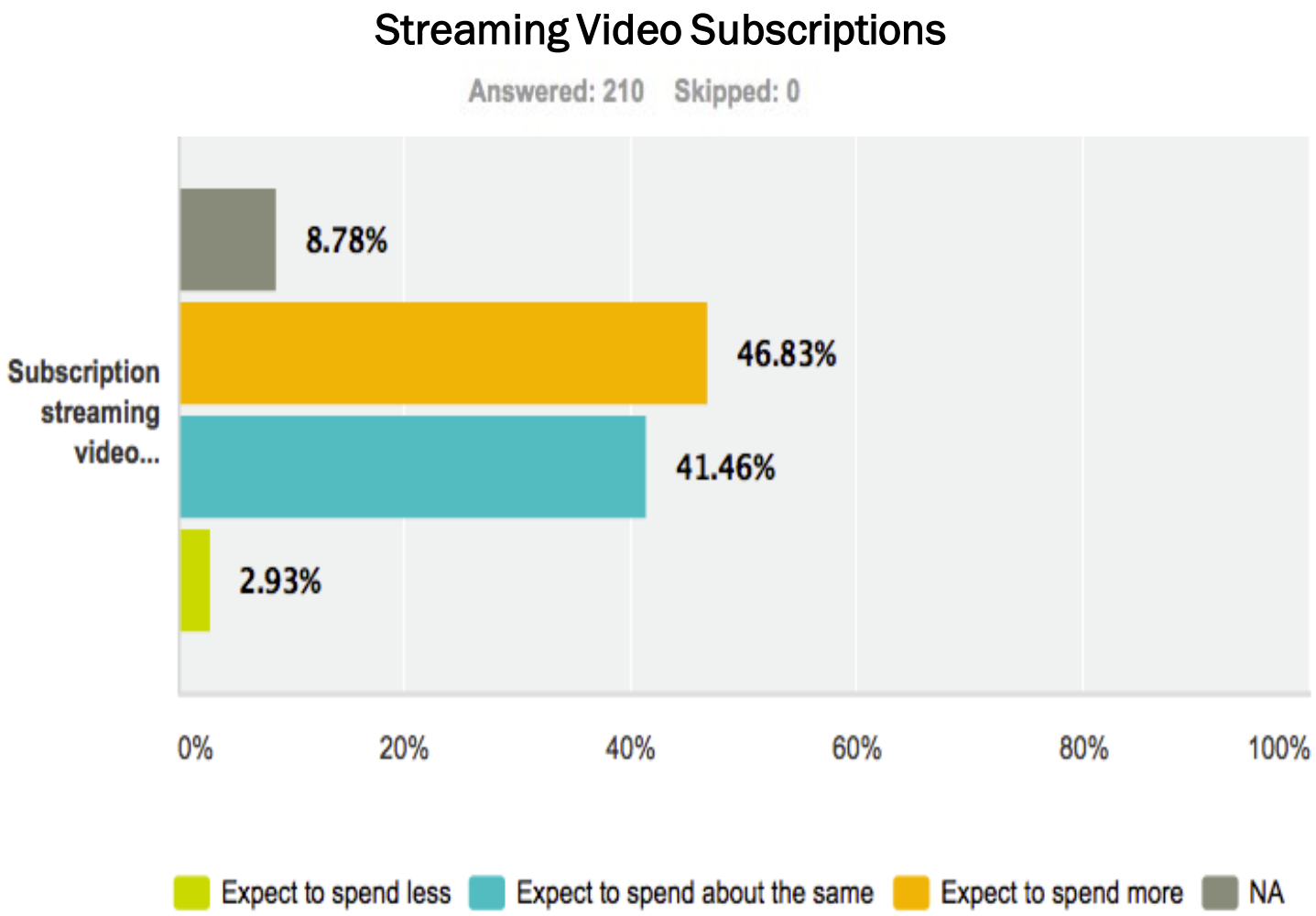


ANTICIPATED SPENDING IN NEXT FISCAL YEAR

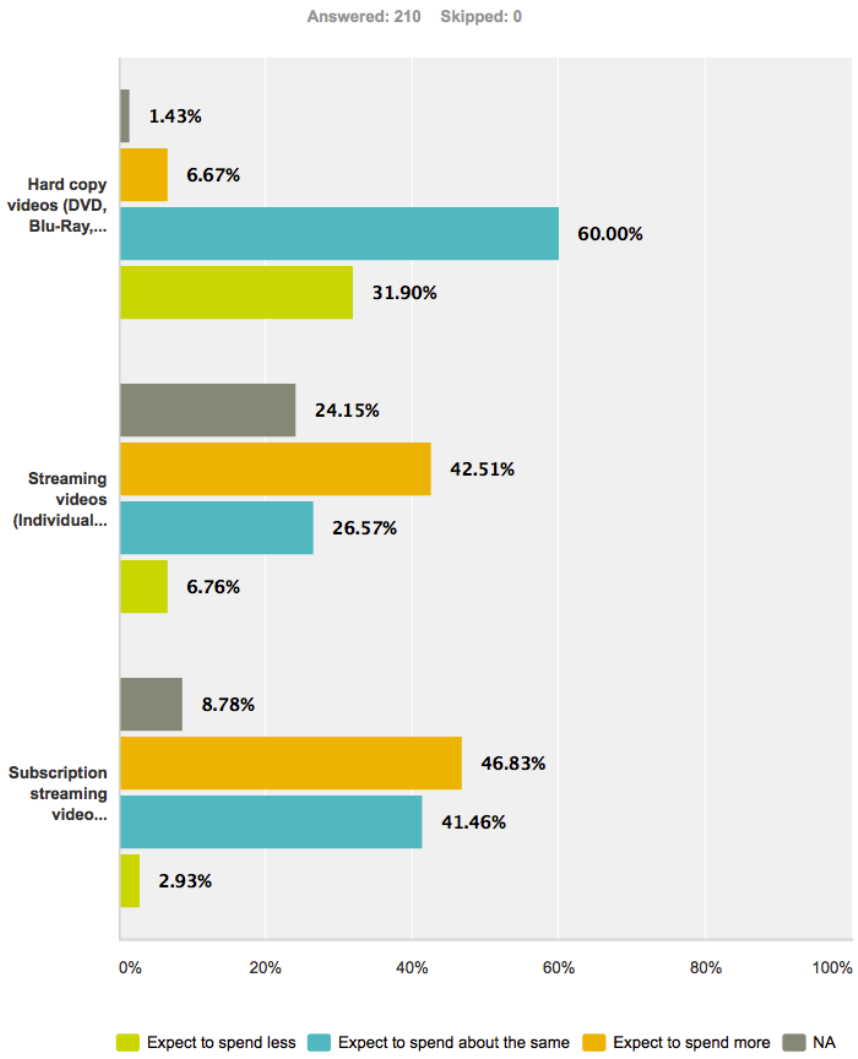
Streaming Videos – Individually Licensed



ANTICIPATED SPENDING IN NEXT FISCAL YEAR

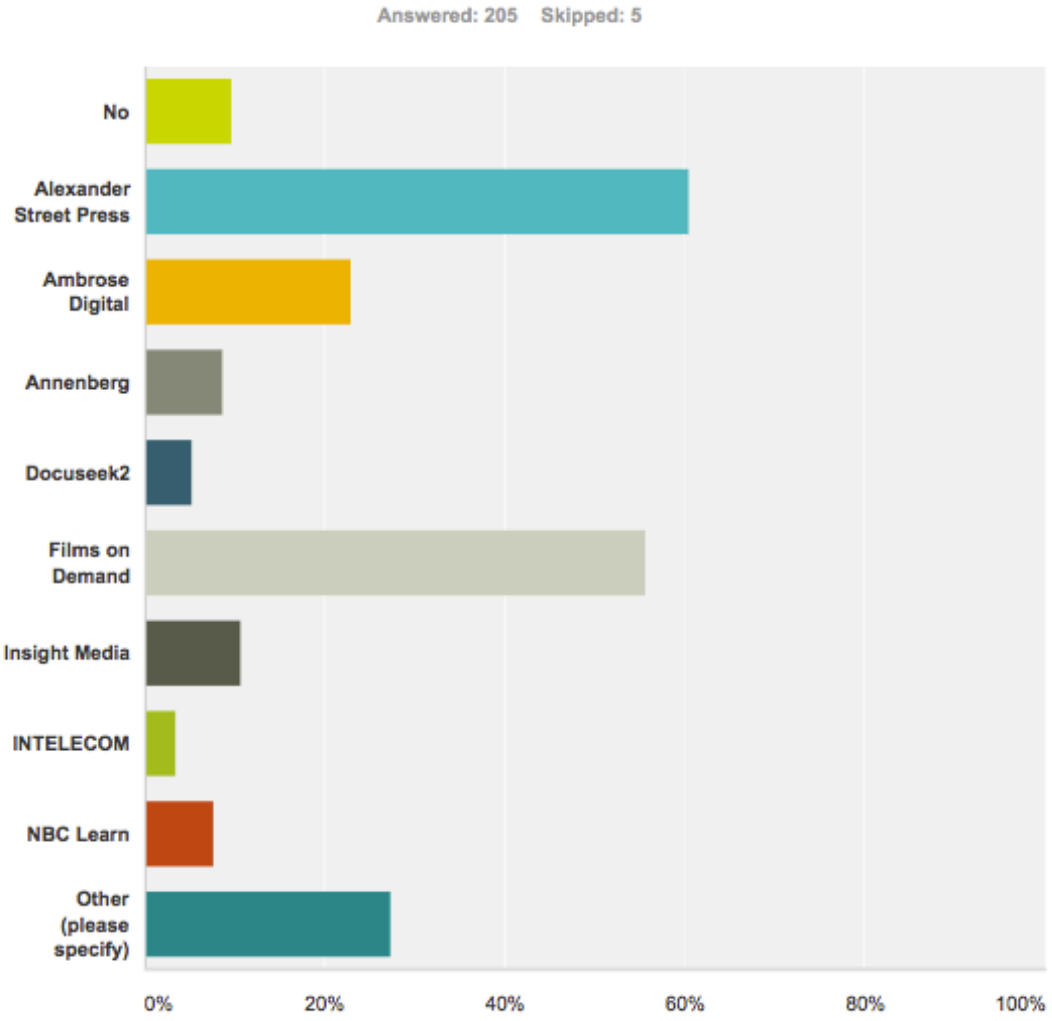


ANTICIPATED SPENDING IN NEXT FISCAL YEAR

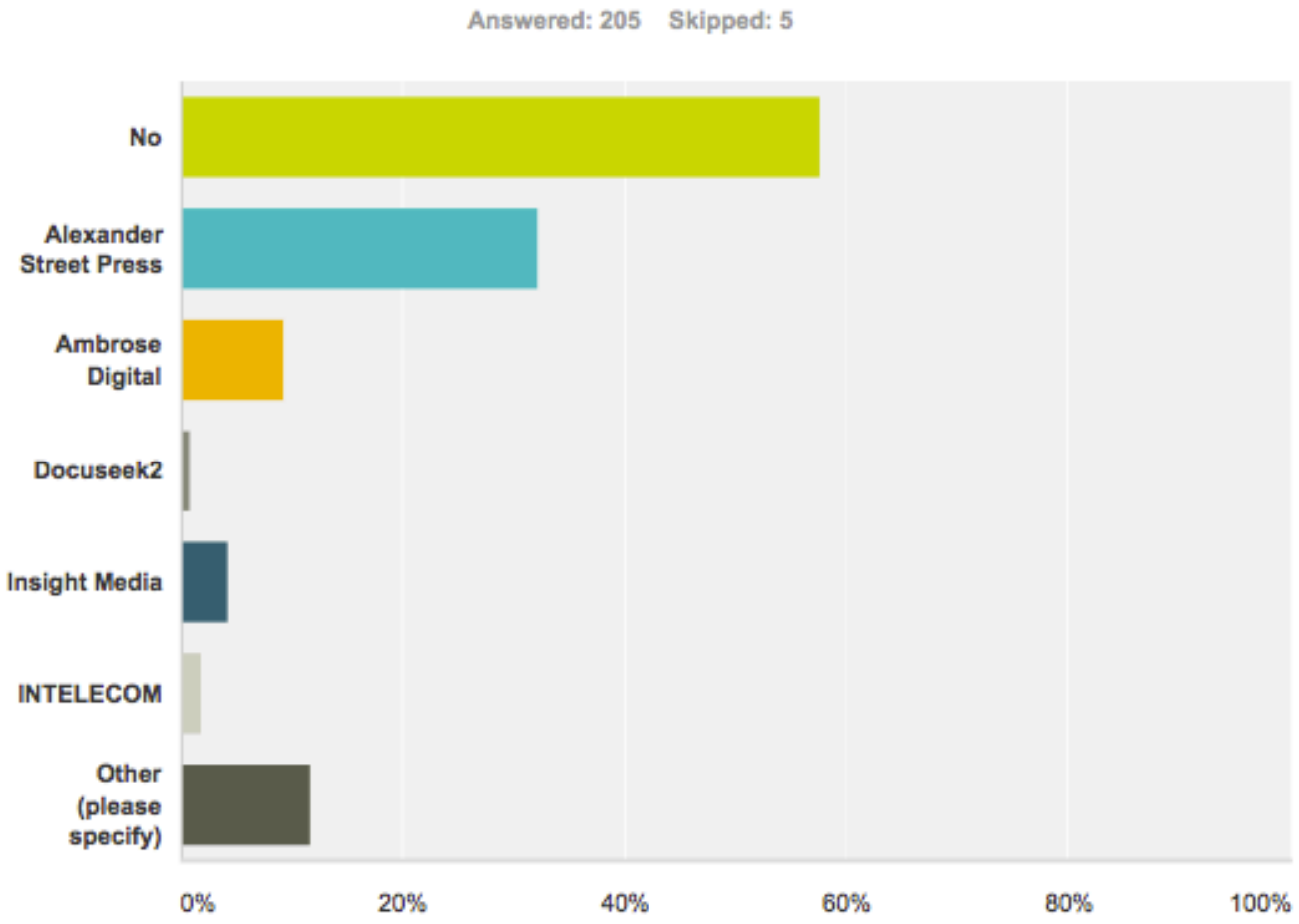


LICENSING MODELS

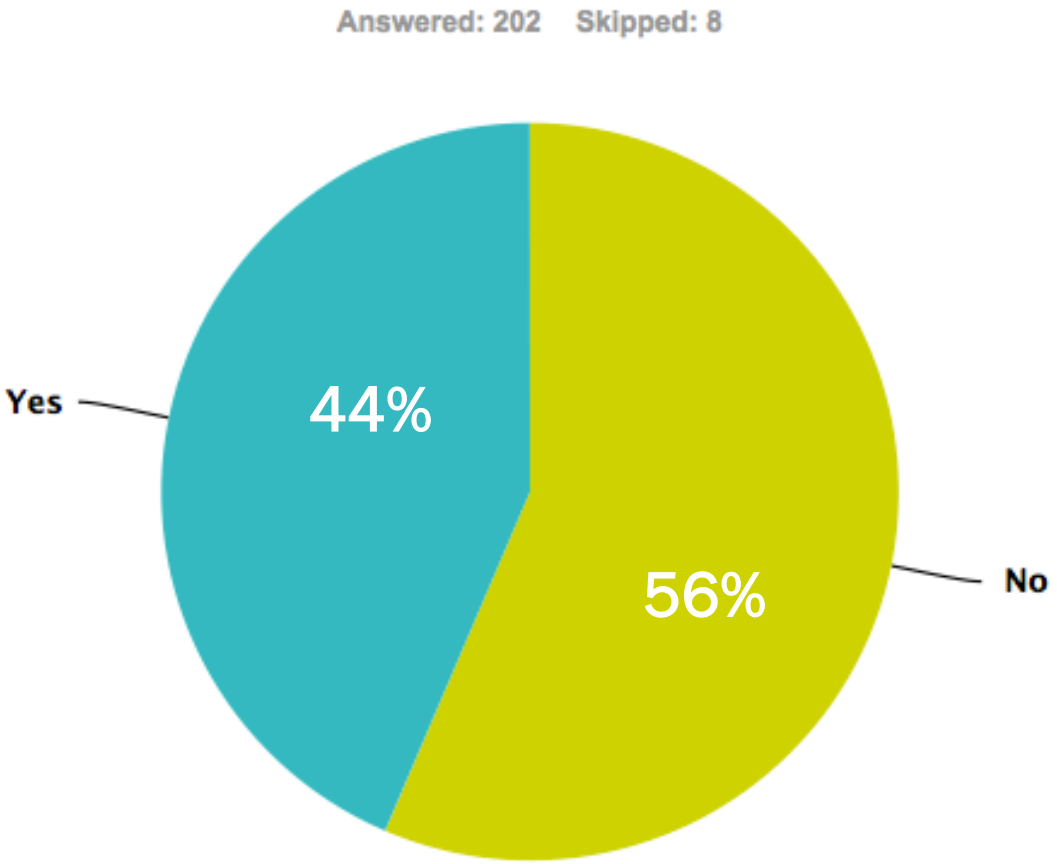
SUBSCRIPTION COLLECTIONS



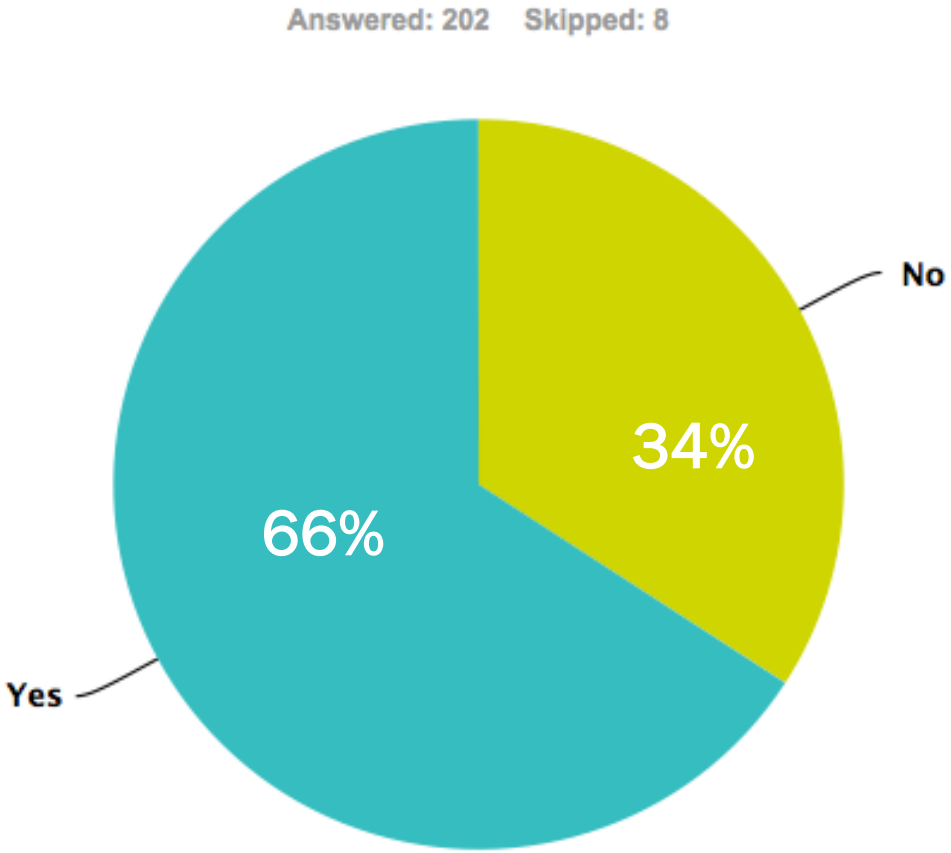
PURCHASED/LICENSED IN PERPETUITY COLLECTIONS



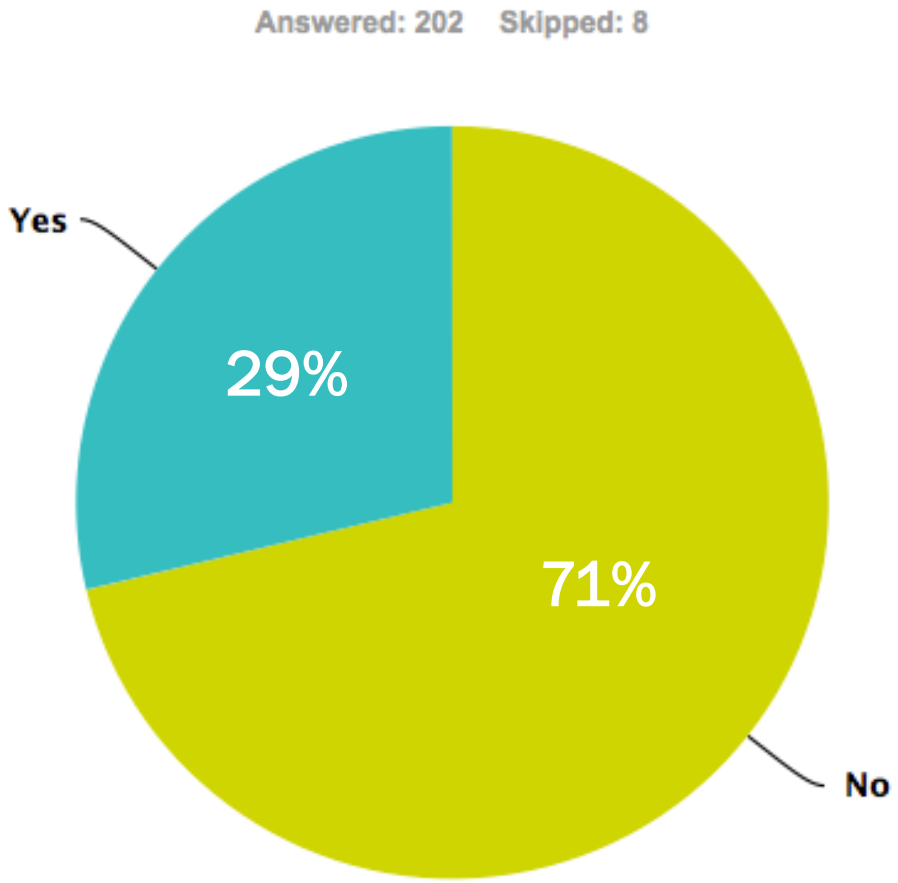
PURCHASED/LICENSED IN PERPETUITY TITLES



TERM LICENSED TITLES

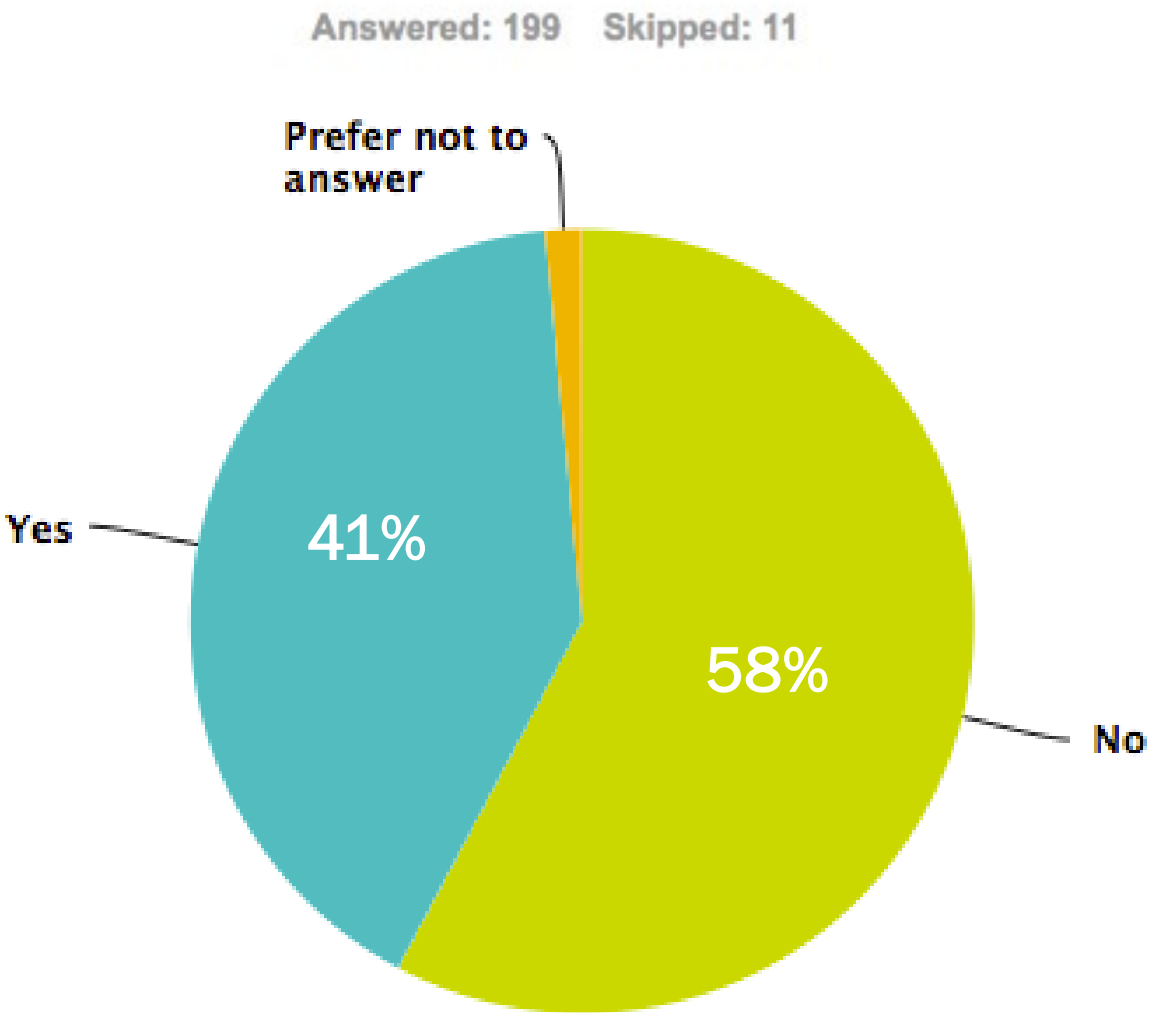


LICENSE TITLES FOR COURSE RESERVE

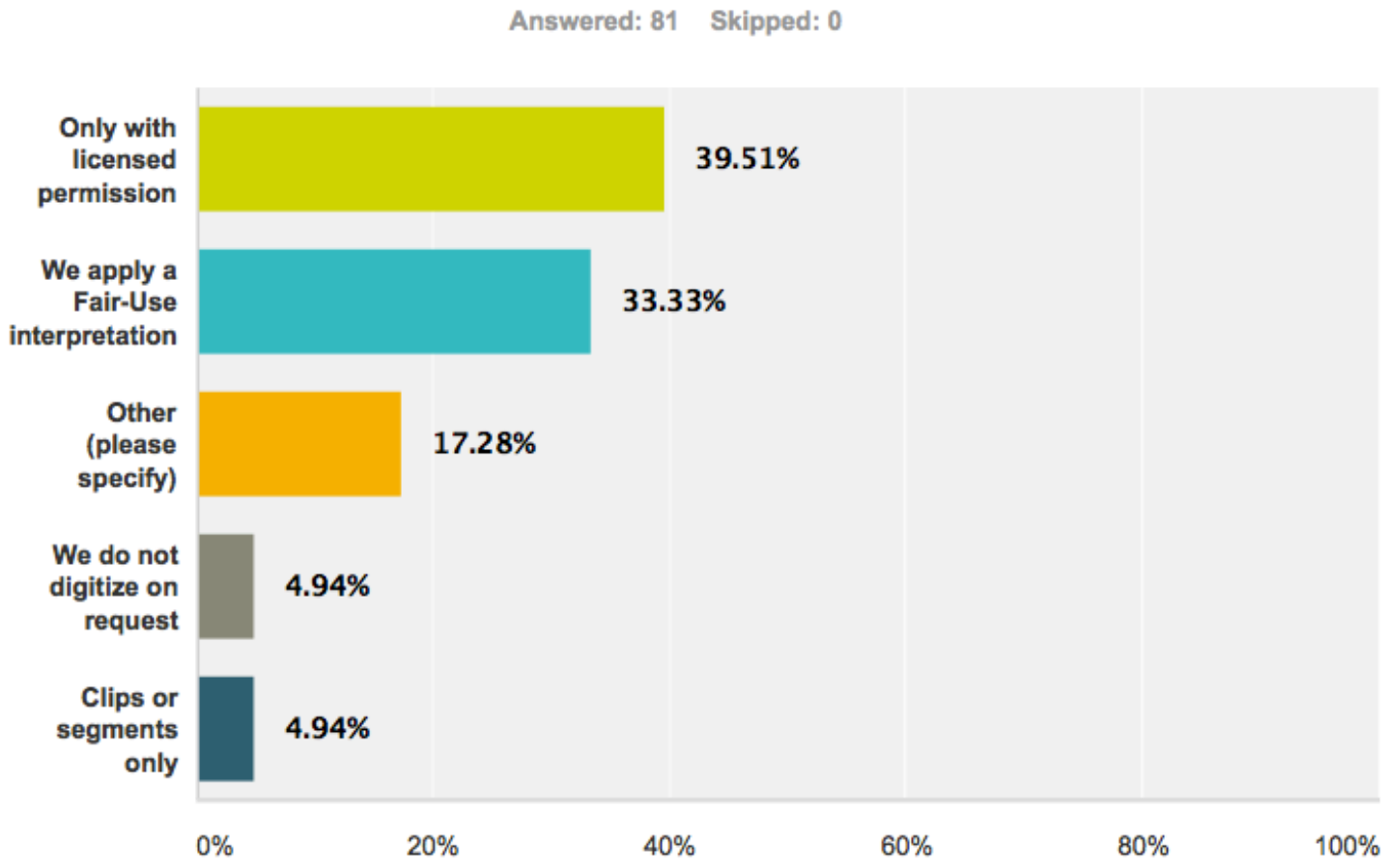


DIGITIZATION
ON
REQUEST

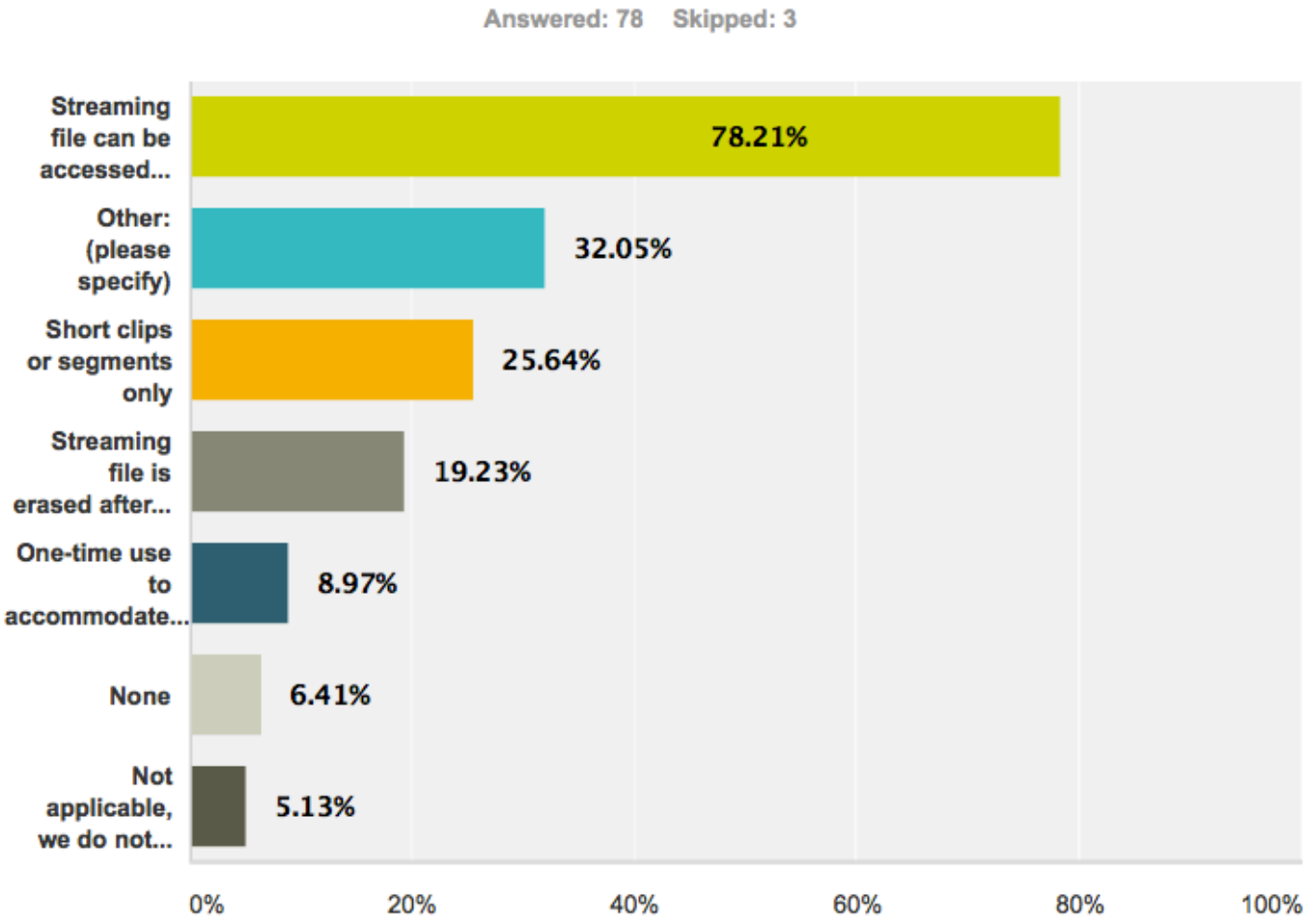
DIGITIZE & STREAM ON FACULTY REQUEST



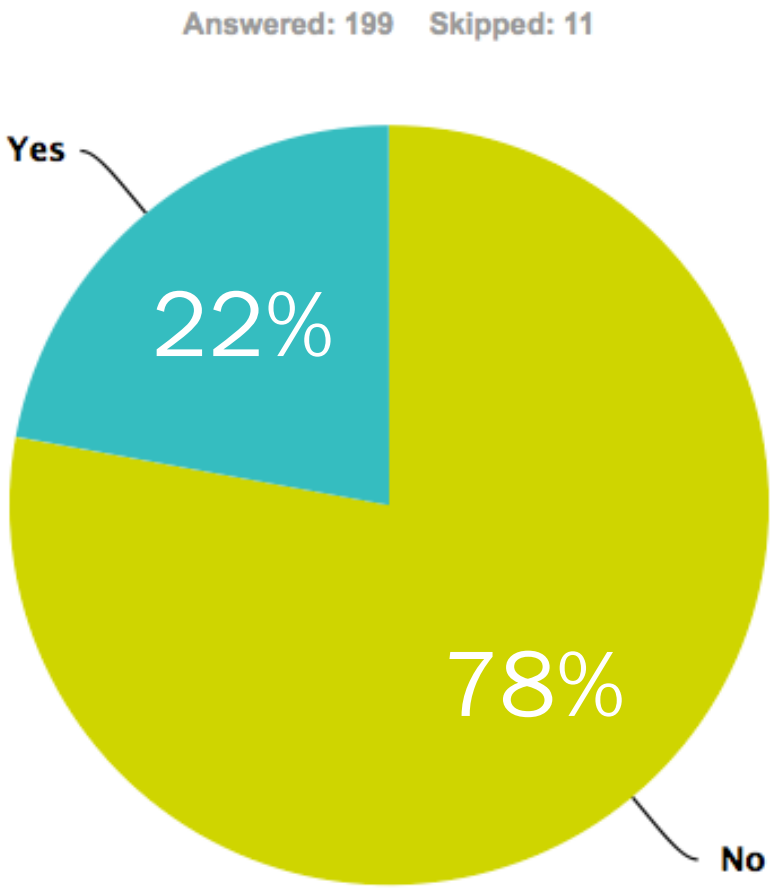
PRIMARY POLICY FOR DIGITIZATION ON REQUEST



LIMITS APPLIED TO DIGITIZATION ON REQUEST



WRITTEN POLICY STATEMENTS ON DIGITIZING



WRITTEN POLICY STATEMENTS ON DIGITIZING

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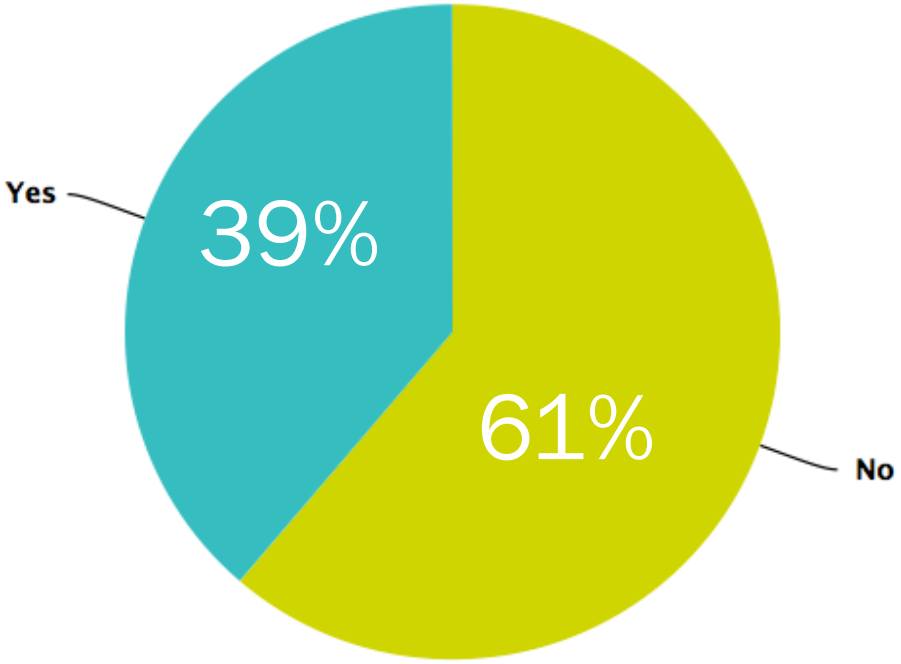
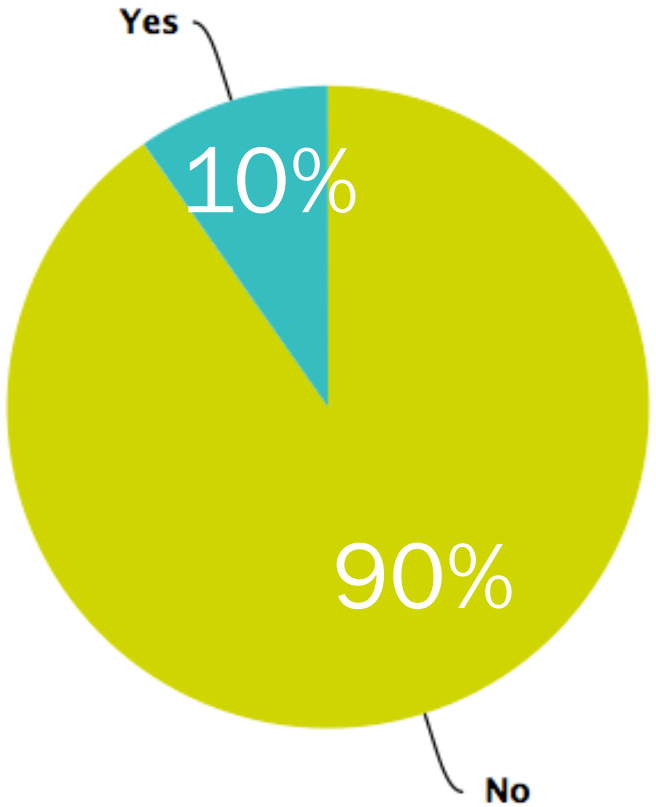


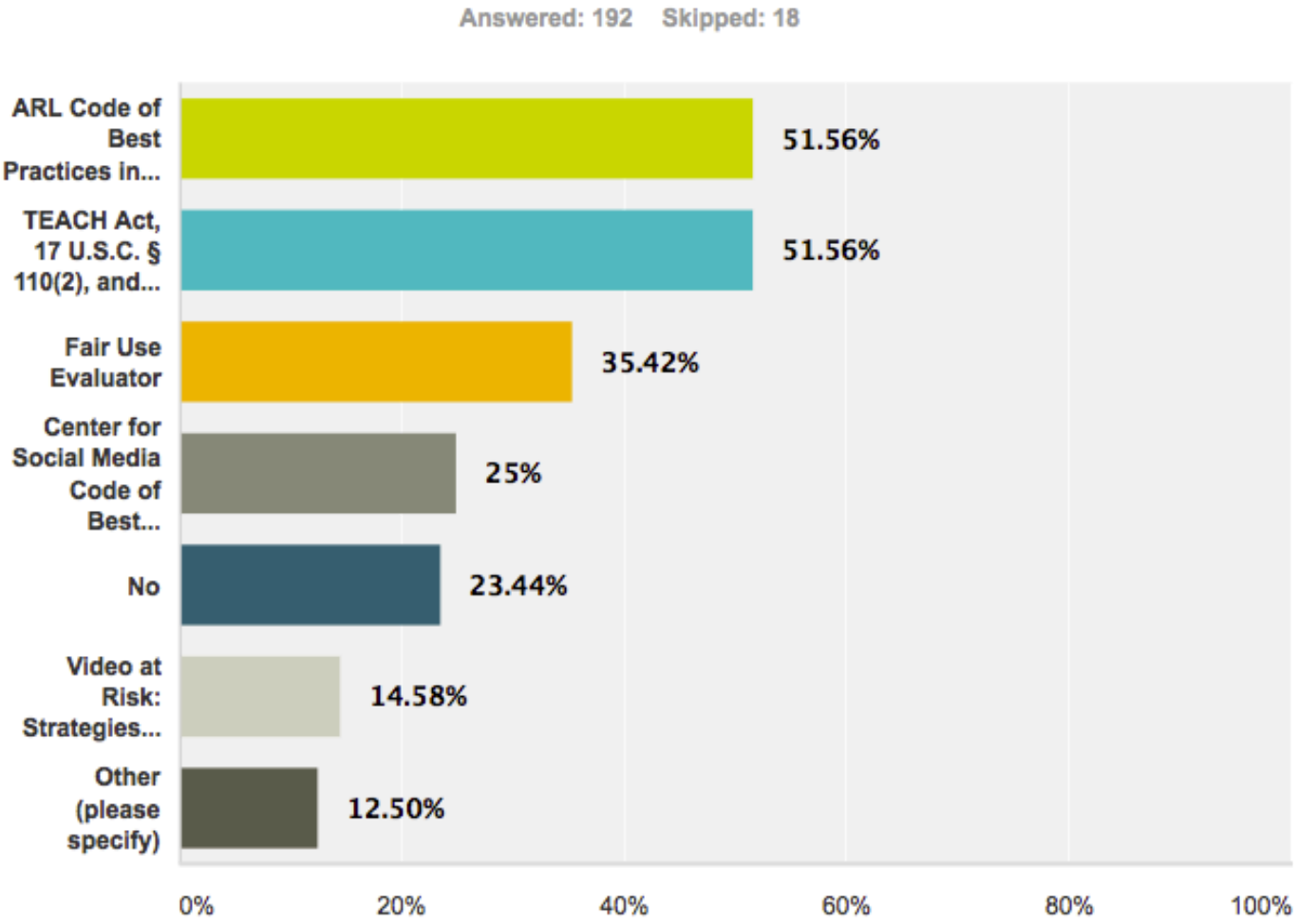
Stream
Digitize on Request

Answered: 113 Skipped: 2



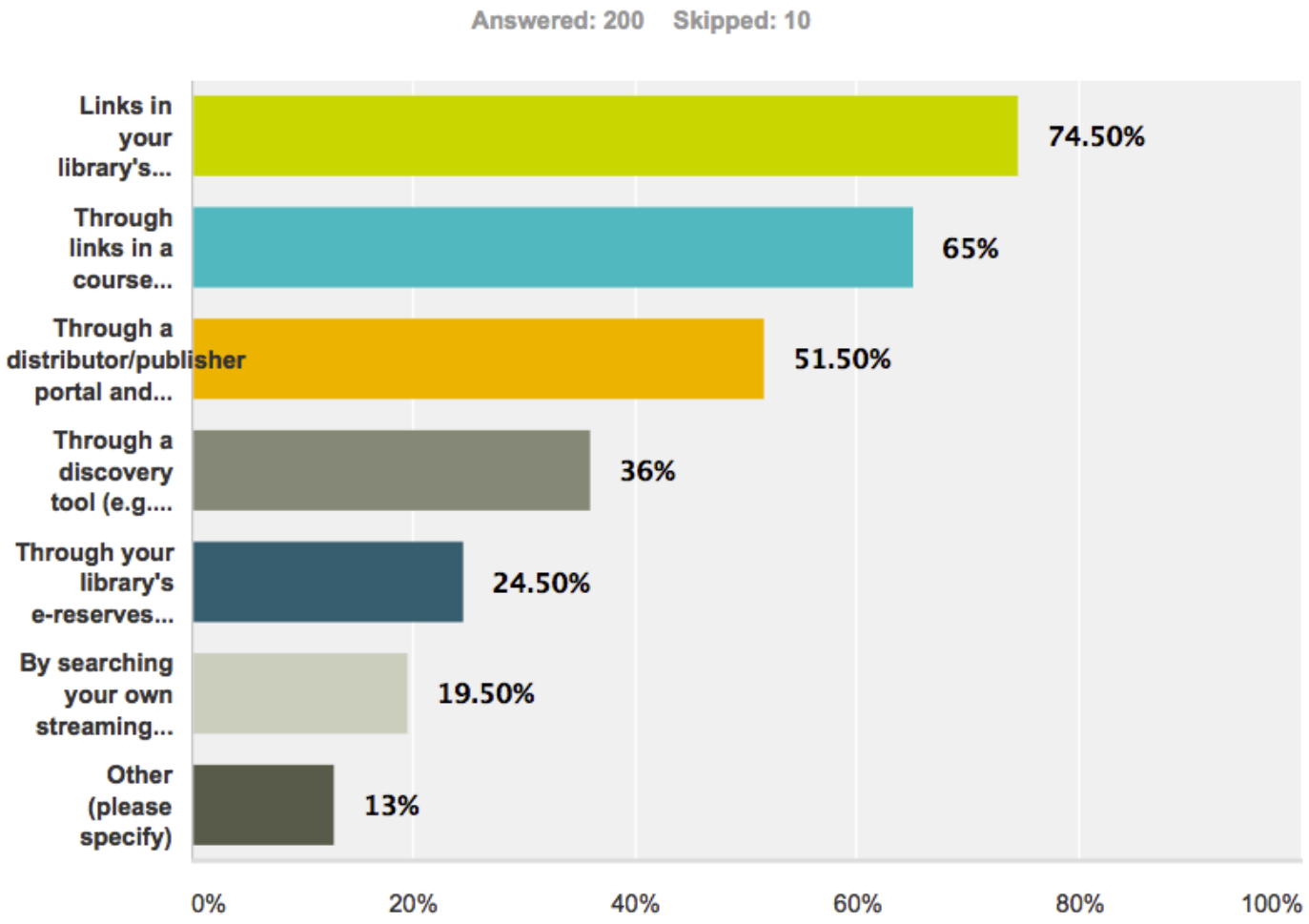
Stream
Don't digitize on Request

GUIDING DOCUMENTS

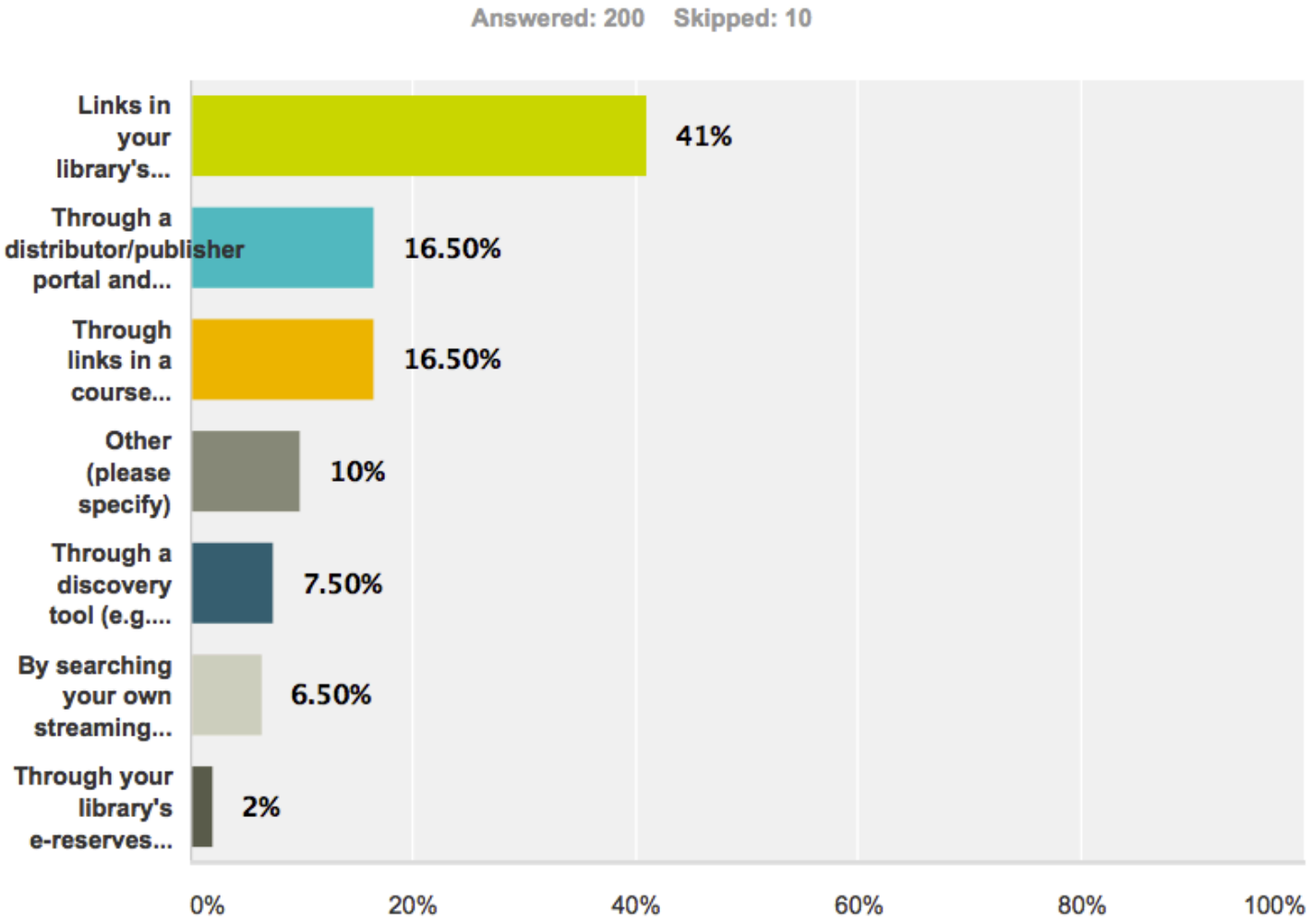


DISCOVERY
&
ACCESS

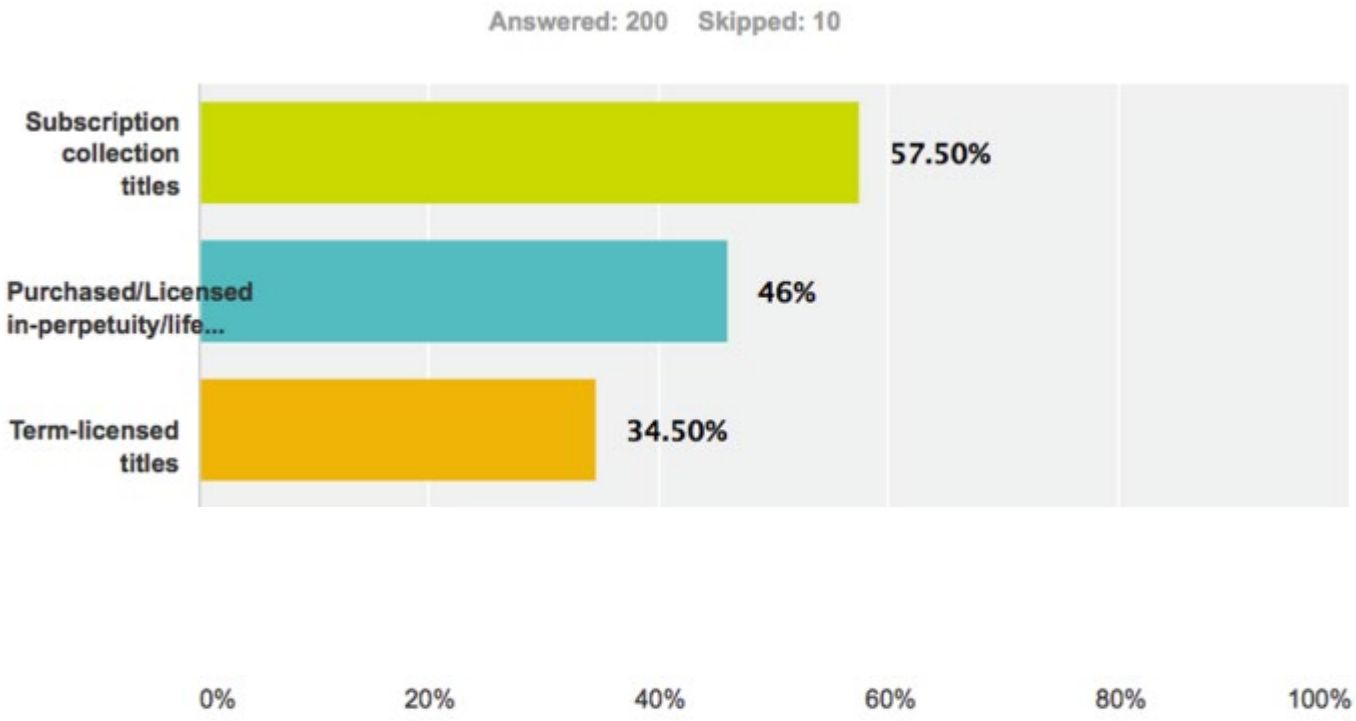
DISCOVERY & ACCESS TO STREAMING VIDEO



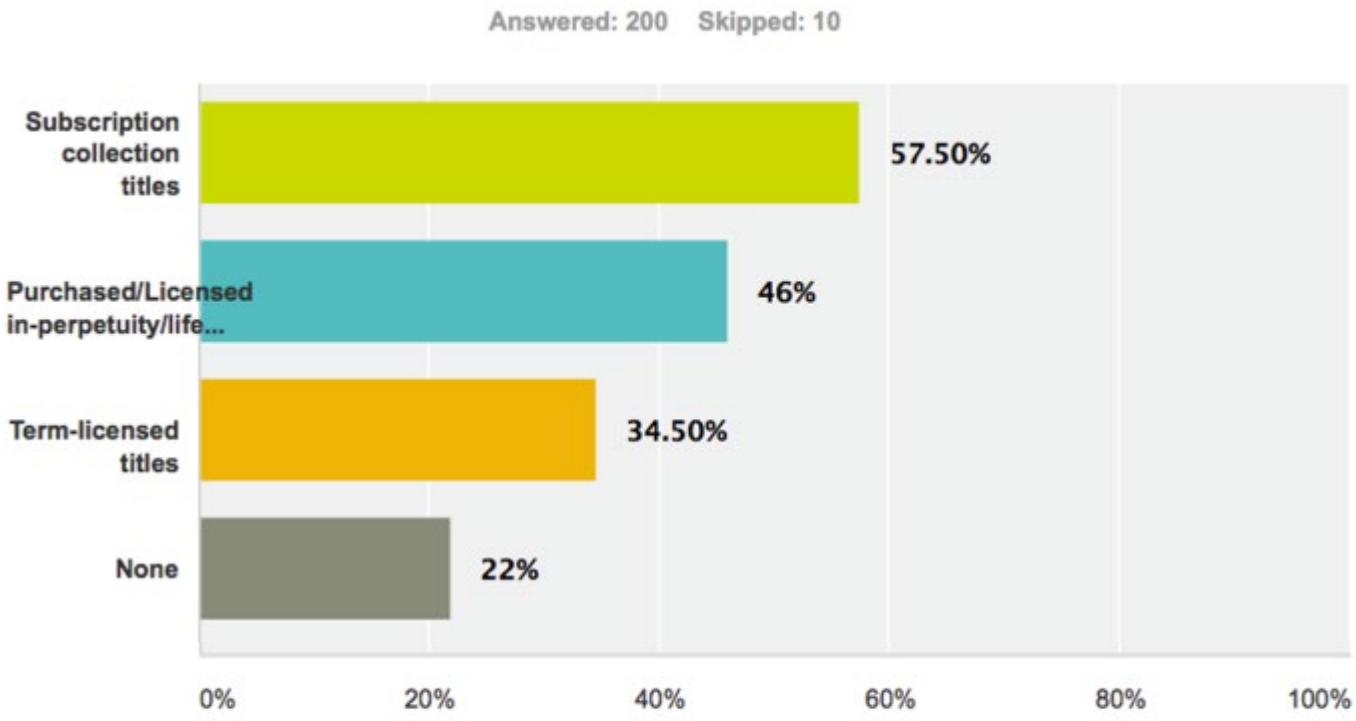
PRIMARY ACCESS POINT TO STREAMING VIDEO



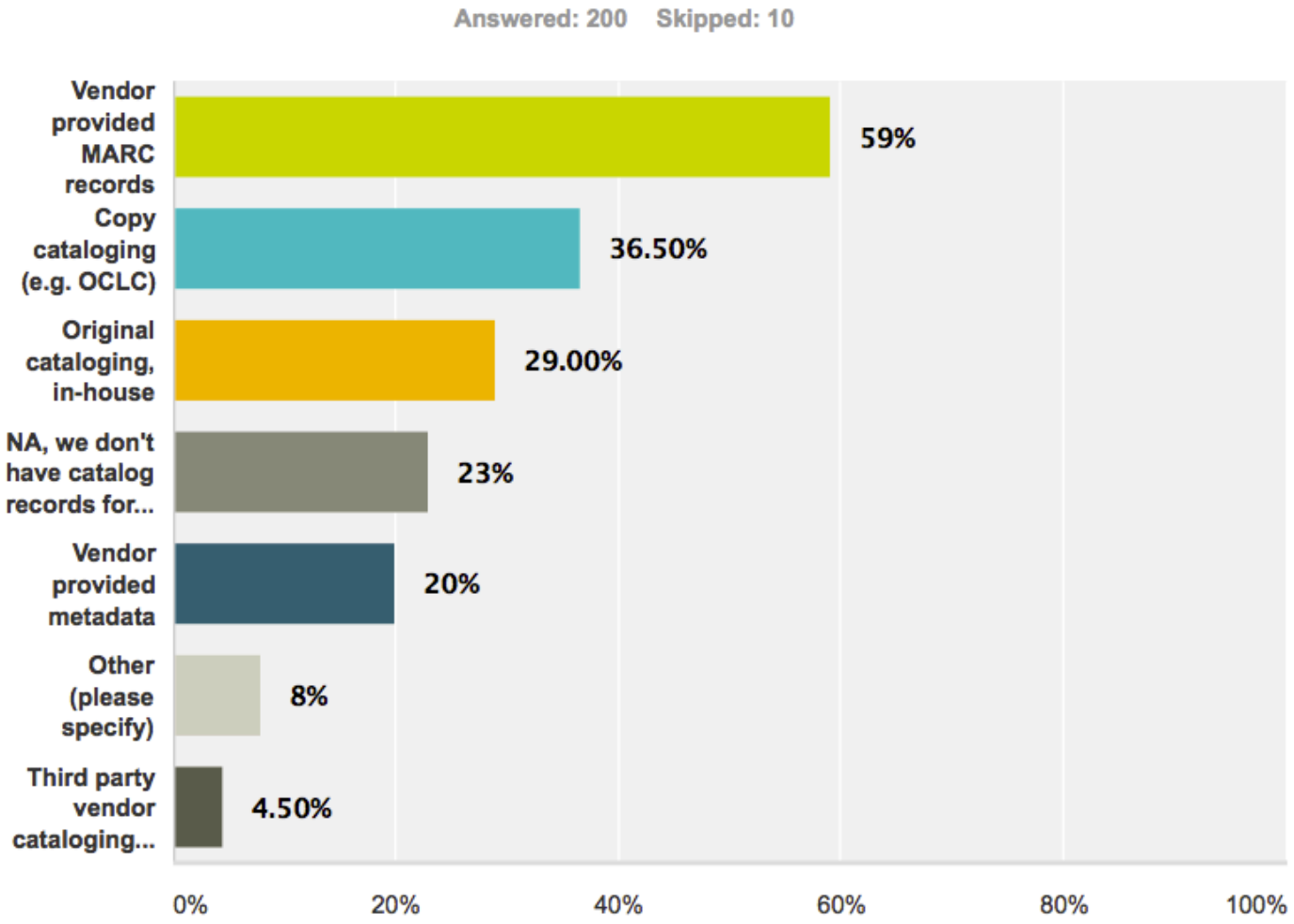
TITLE LEVEL CATALOG RECORDS



TITLE LEVEL CATALOG RECORDS



CATALOG RECORD SOURCES



TECHNICAL INFRASTRUCTURE

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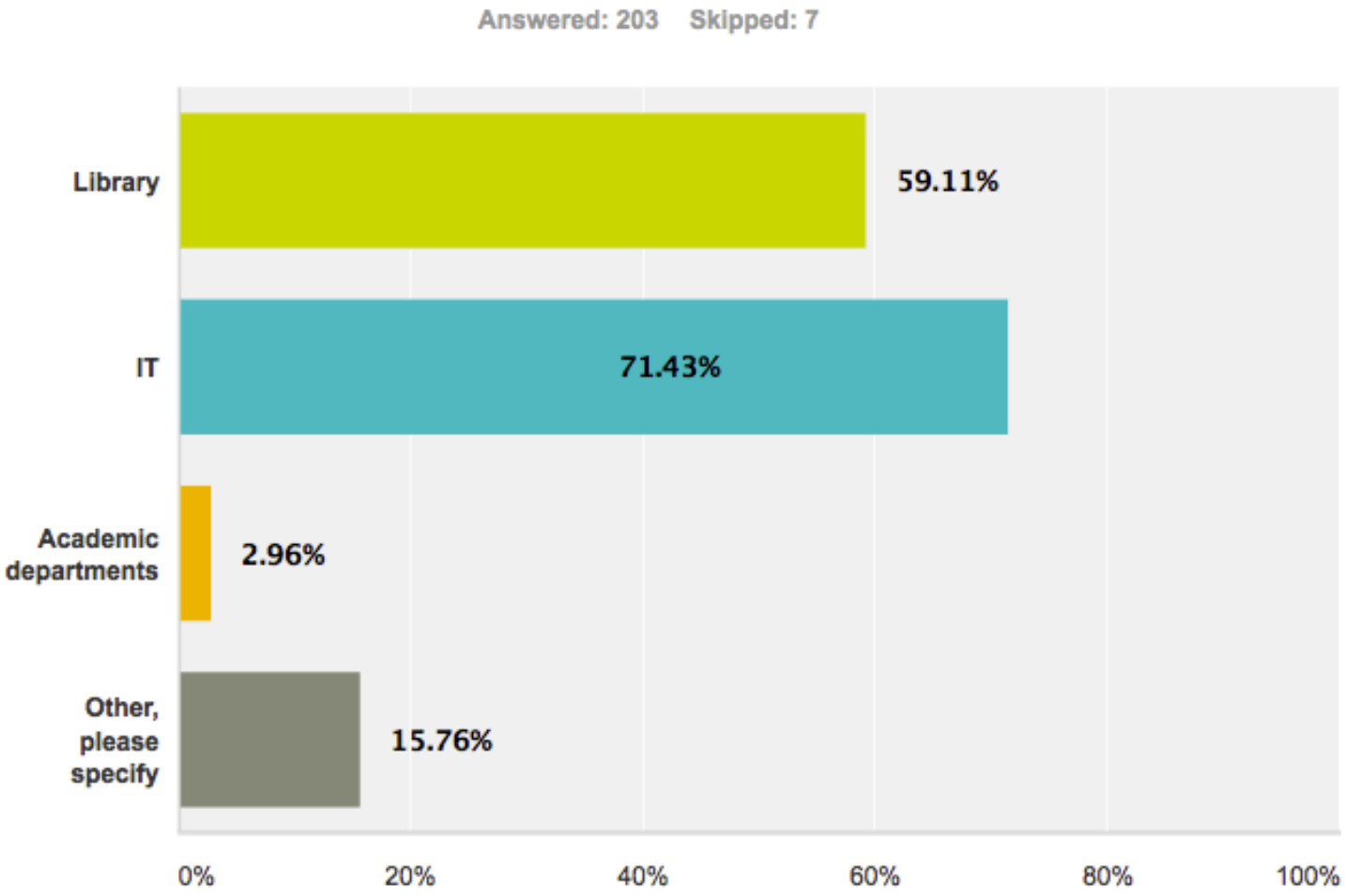
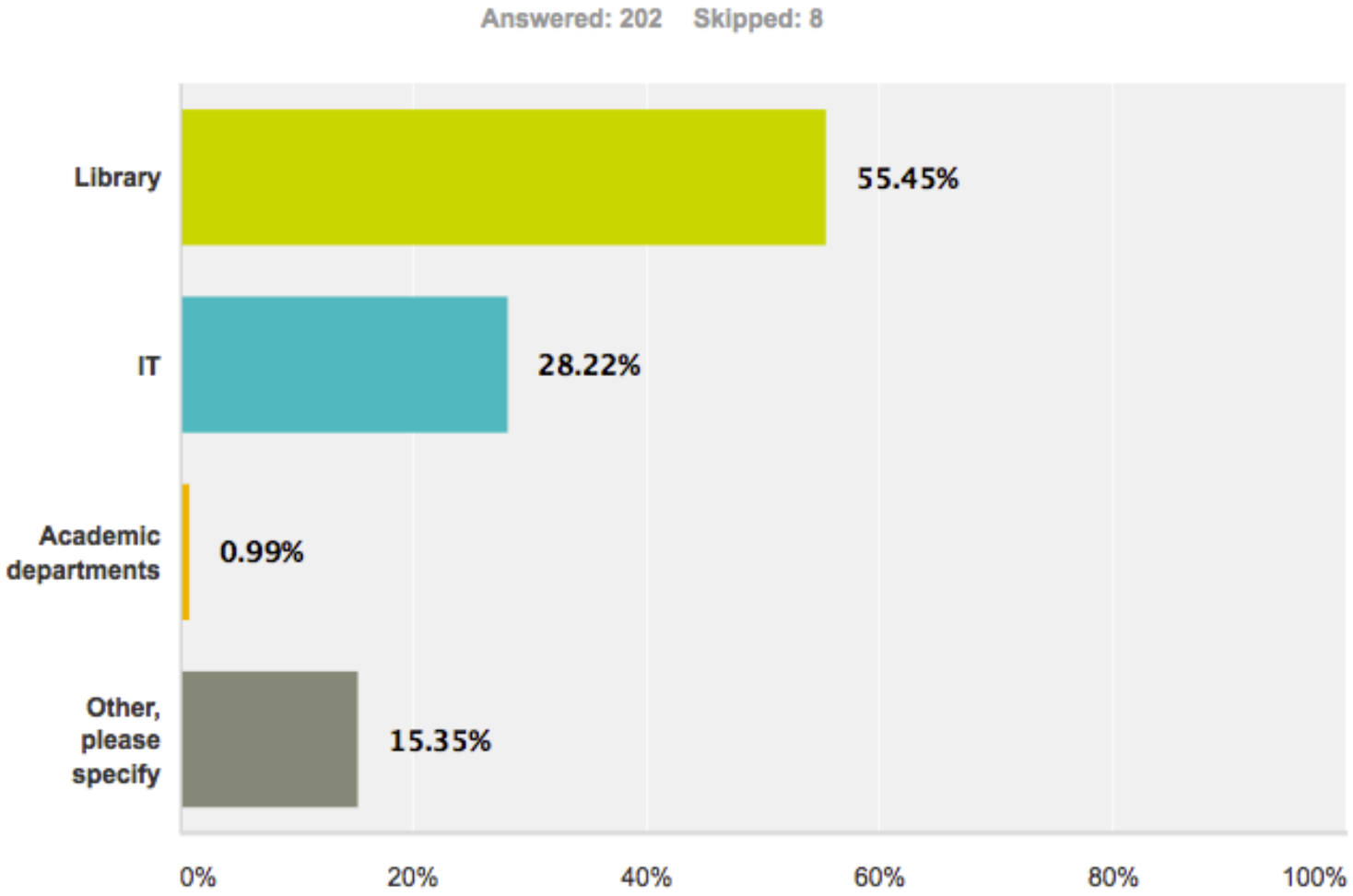
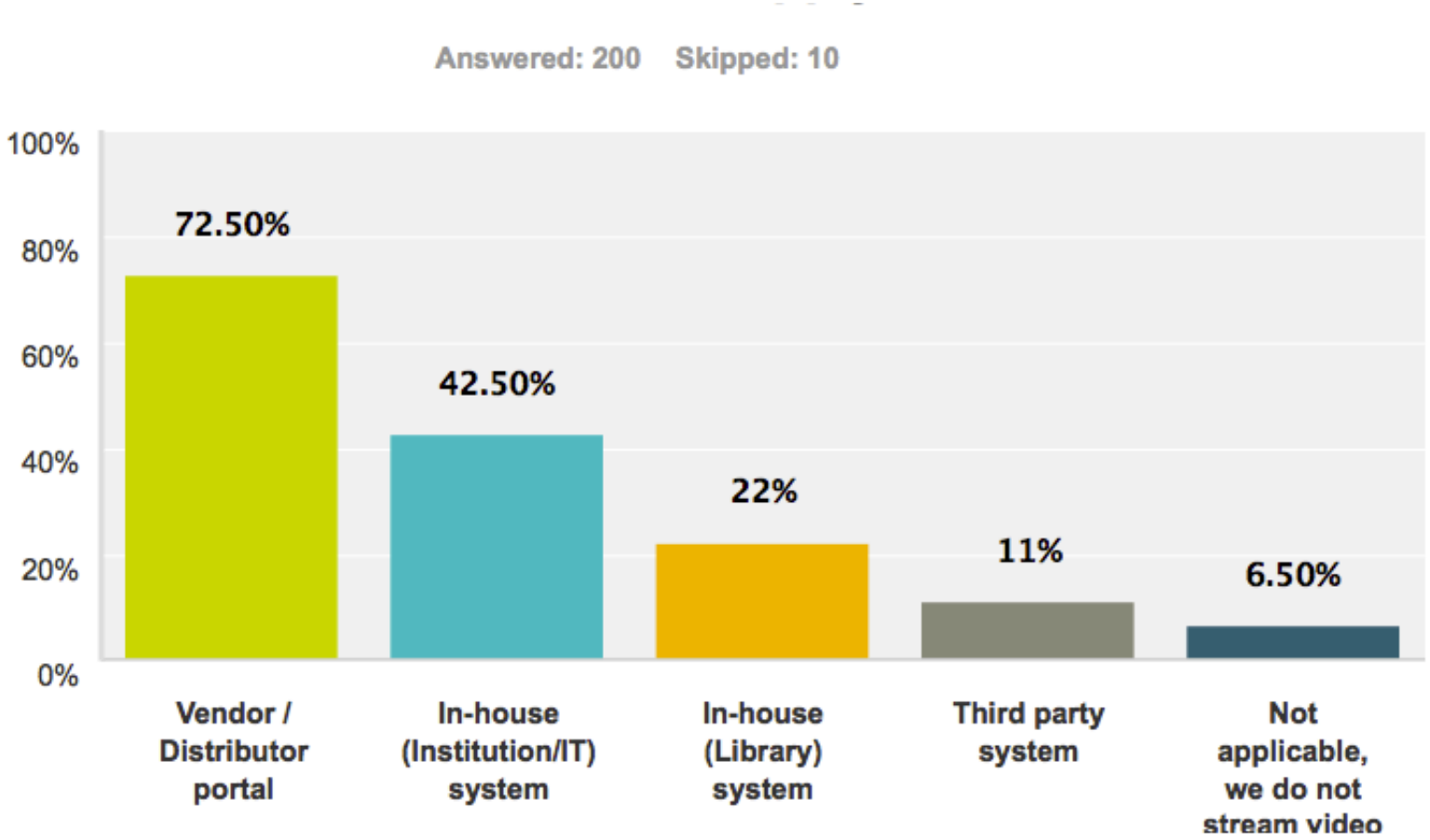


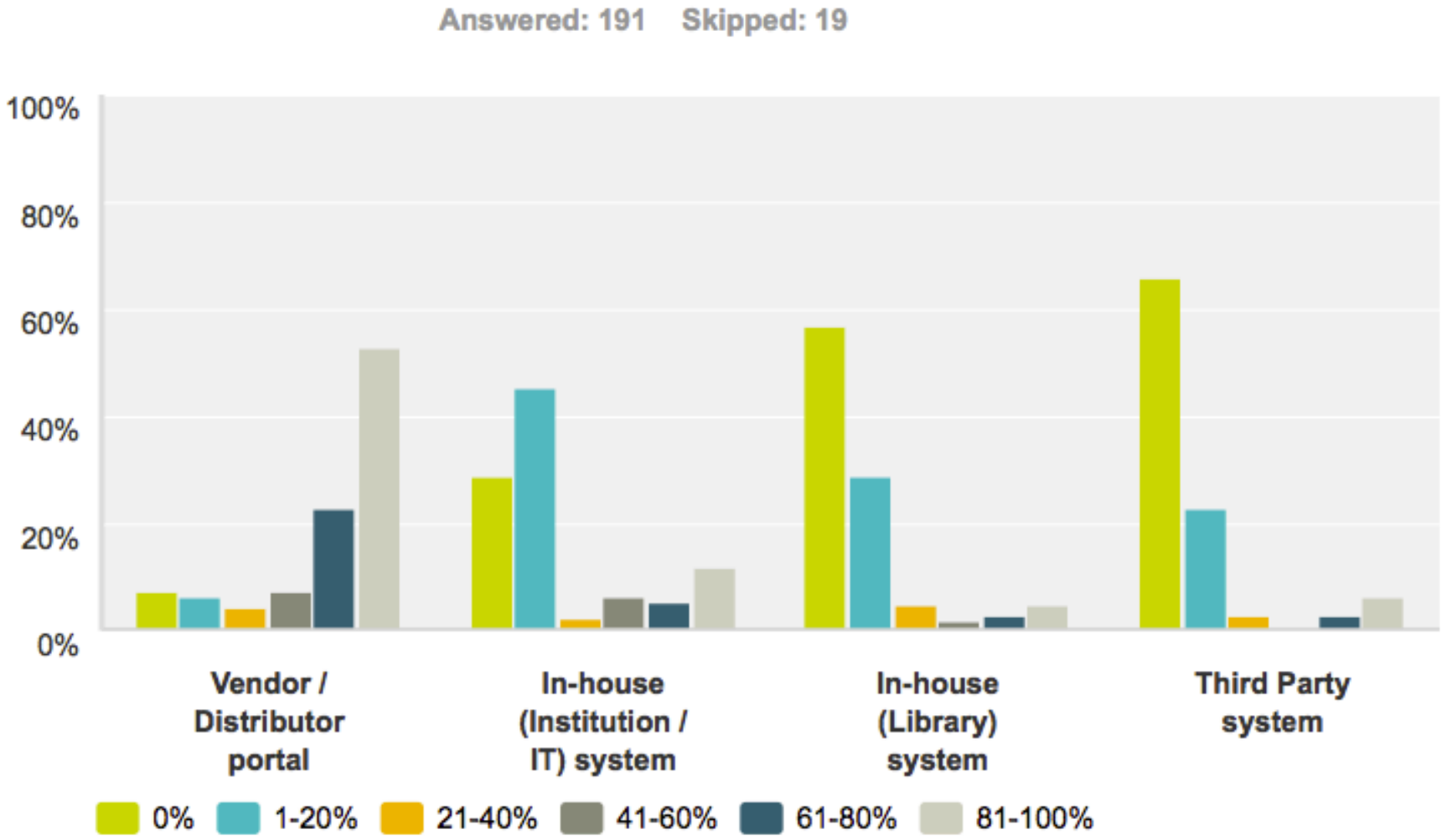
PRIMARY RESPONSIBILITY FOR INFRASTRUCTURE



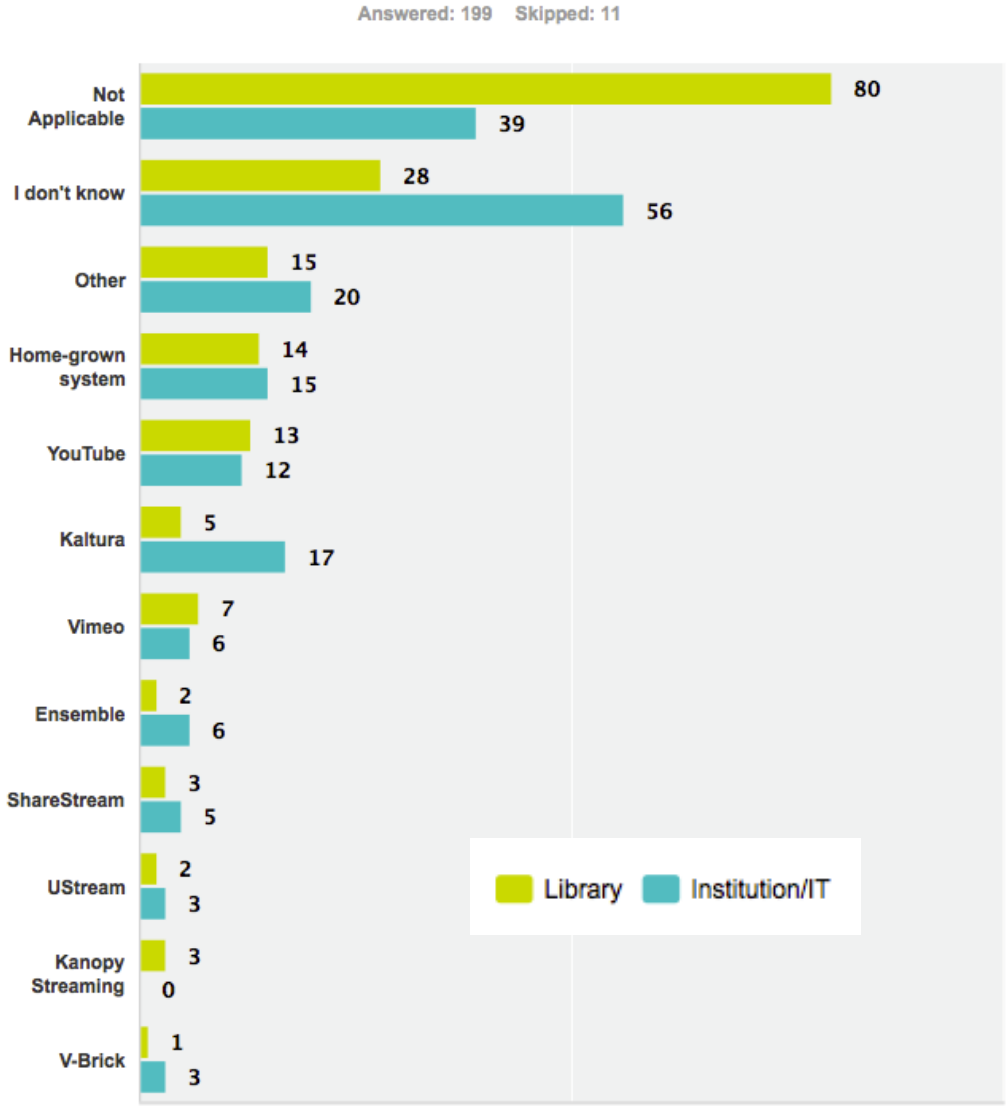
HOSTING FOR STREAMING VIDEOS



PERCENTAGE OF COLLECTION HOSTED

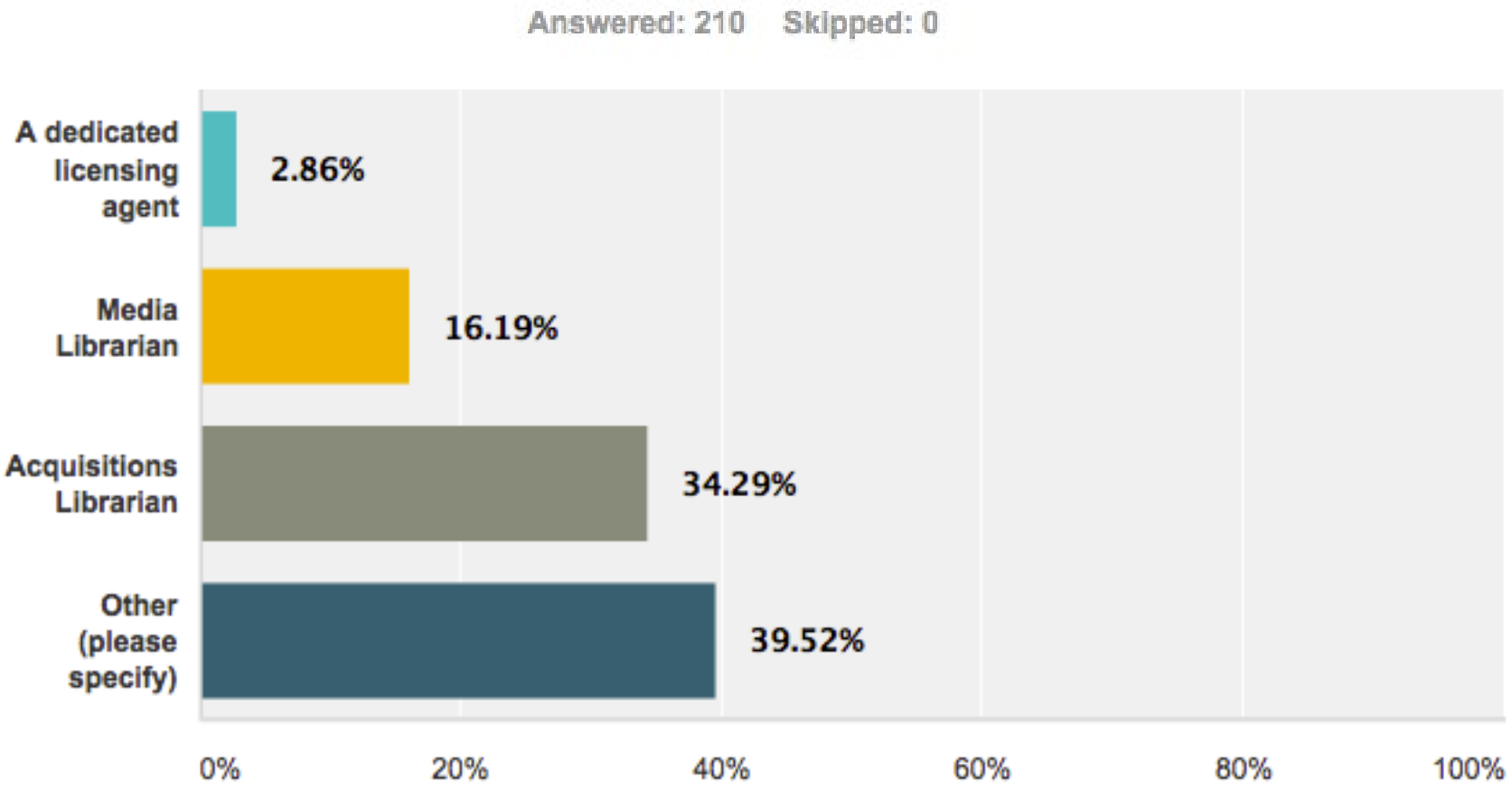


HOSTING PLATFORMS

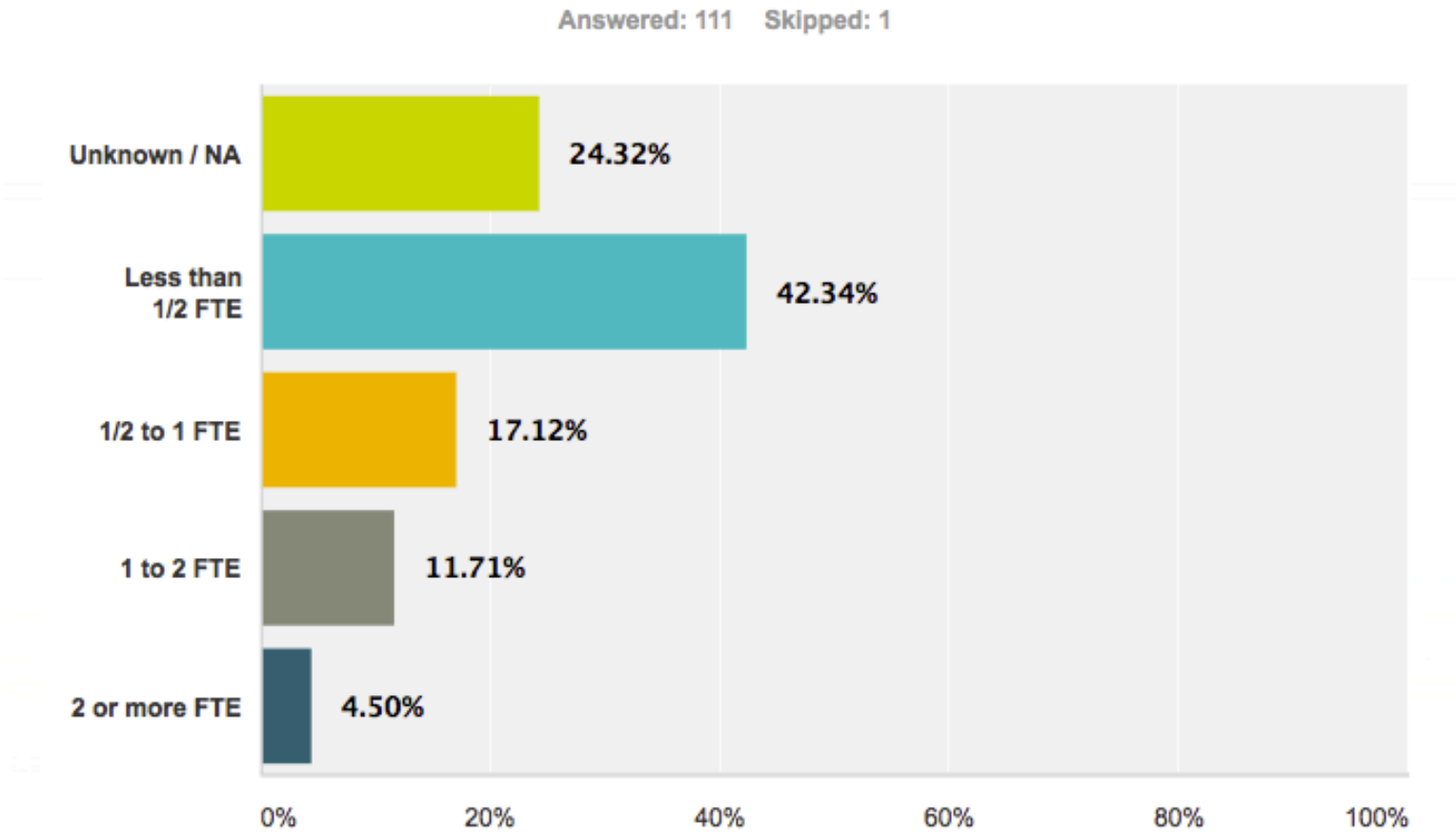


WORKLOAD

LICENSE NEGOTIATION



STAFF TIME DEVOTED TO STREAMING



HINDSIGHT

QUESTIONS NOT ASKED

- Does your library have a media librarian?
- Does your institution have a media unit separate from the library?
- What is the size of your streaming video collection?
- Do your collection development policy documents specifically address streaming video?
- You indicated you do not catalog your streaming videos. Why not?
- How satisfied are you with you with the catalog records / meta data provided by vendors?

OBSERVATIONS

- Streaming video has become a common vehicle for content delivery in academic libraries.
- Regardless of Carnegie classification libraries have primary funding, operational, and decision-making roles in providing streaming video content to their institution.
- Libraries prefer, and for the most part provide, title level access to streaming videos in their collections.
- BUT, video remains an outlier in the day-to-day treatment of content in academic libraries.
- Catalog records for streaming videos depend largely on vendors providing the records or metadata.

- There is no dominant model for acquisition of streaming videos. Subscription plans appear to be emerging as the dominant approach.
- Librarians are largely unaware of the technological infrastructure used to serve streaming video.
- Staffing needs for managing streaming videos appears to be low, but many libraries do not know what the actual staffing commitment is.
- Librarians employ multiple approaches to meet the challenges streaming video presents regarding copyright.

GUIDING DOCUMENTS

Association of Research Libraries & Center for Social Media. (January 2012). Code of best practices in fair use for academic and research libraries. Washington, DC, American University.

http://www.arl.org/pp/ppcopyright/codefairuse/

Besser, Howard et al. (December 2012) Video at risk: Strategies for preserving commercial Video Collections in Libraries. NY: NYU.

http://www.nyu.edu/tisch/preservation/research/video-risk/

Brewer, Michael & ALA Office for Information Technology Policy. (2008). Fair use evaluator.

http://librarycopyright.net/resources/fairuse/

Center for Social Media. (June 2008). Code of best practices in fair use for online Video.

http://centerforsocialmedia.org/fair-use/best-practices/code-best-practices-fair-use-online-video

Crews, Kenneth D. Fair use checklist.

http://copyright.columbia.edu

U.S. Copyright Office. Copyright law of the United States of America, Circular 92.

http://www.copyright.gov/title17/92chap1.html

U.S. Copyright Office. TEACH Act, 17 USC § 110(2).

http://www.copyright.gov/title17/92chap1.html#110

AREAS FOR ADDITIONAL RESEARCH

- Case studies for work flow and personnel demands
- Use data
- Return on Investments – cost per use
- Quality of and satisfaction with vendor-provided catalog records and meta data
- Impact of proliferation of vendor interfaces / analysis of those interfaces
- Integration of streaming video metadata with discovery tools

QUESTIONS

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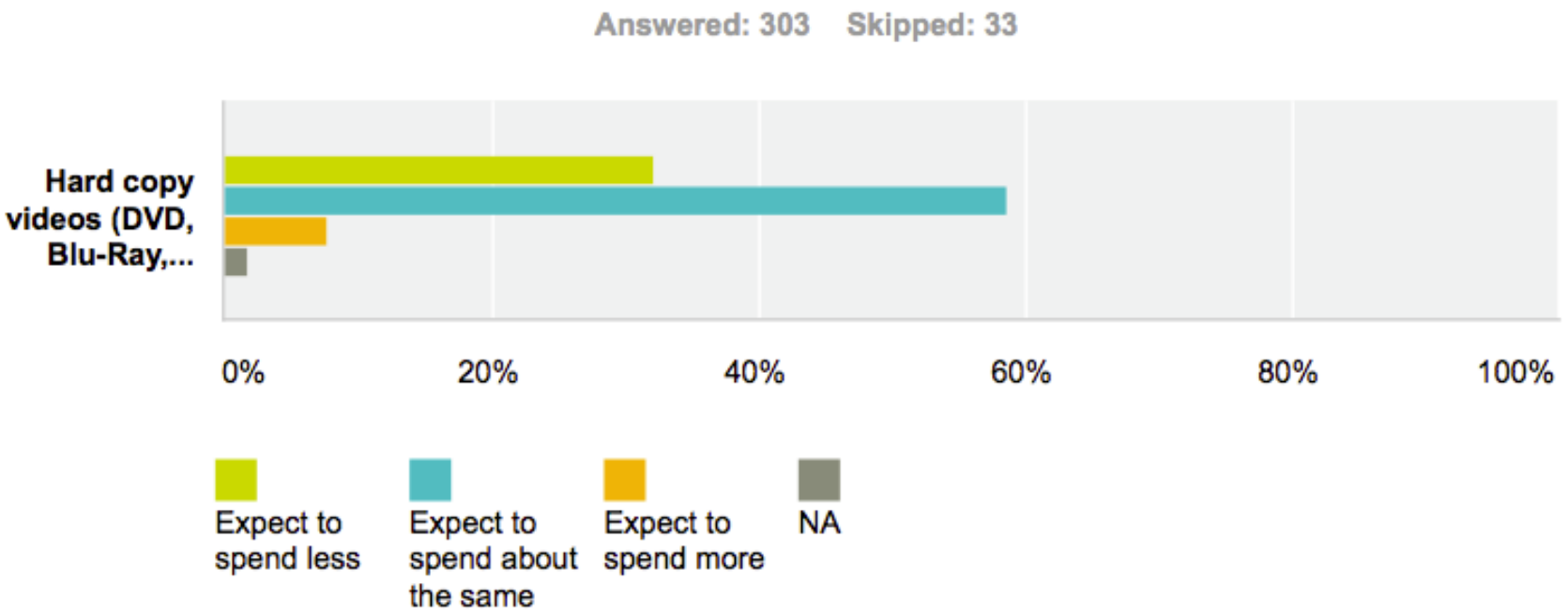
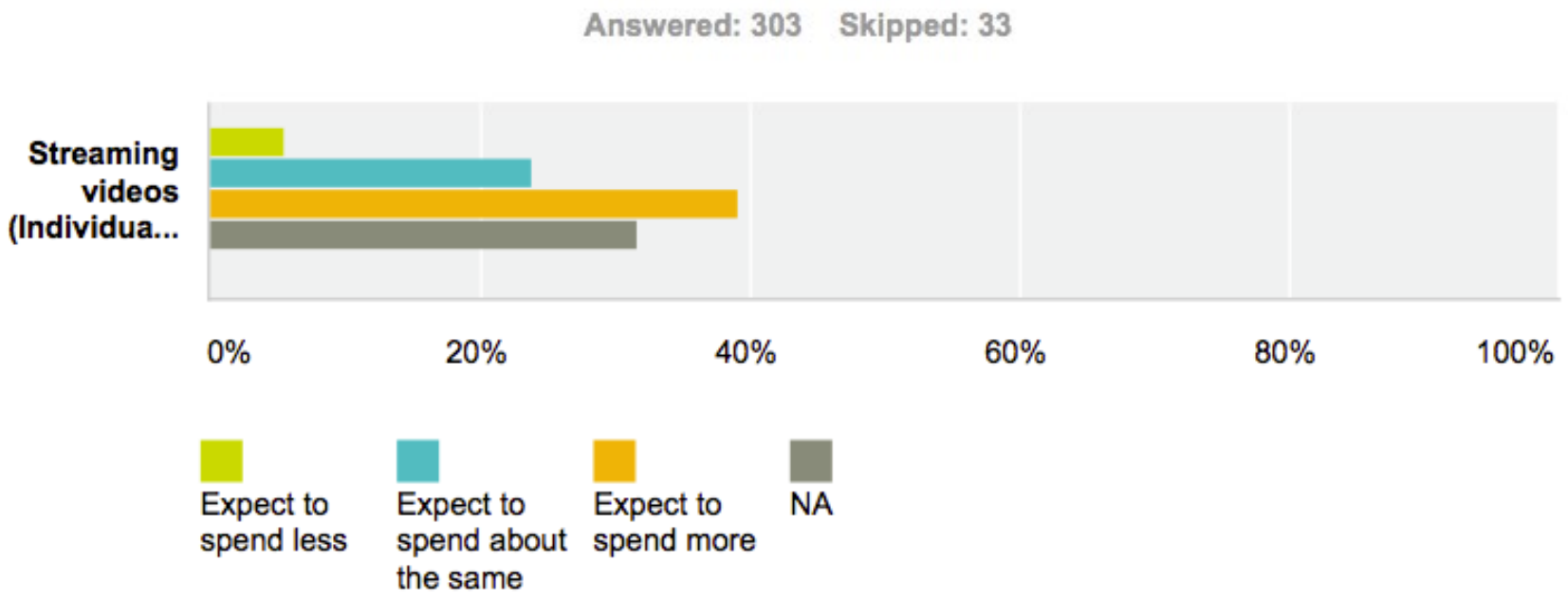
ANTICIPATED SPENDING IN NEXT FISCAL YEAR

Hard Copy Video Formats



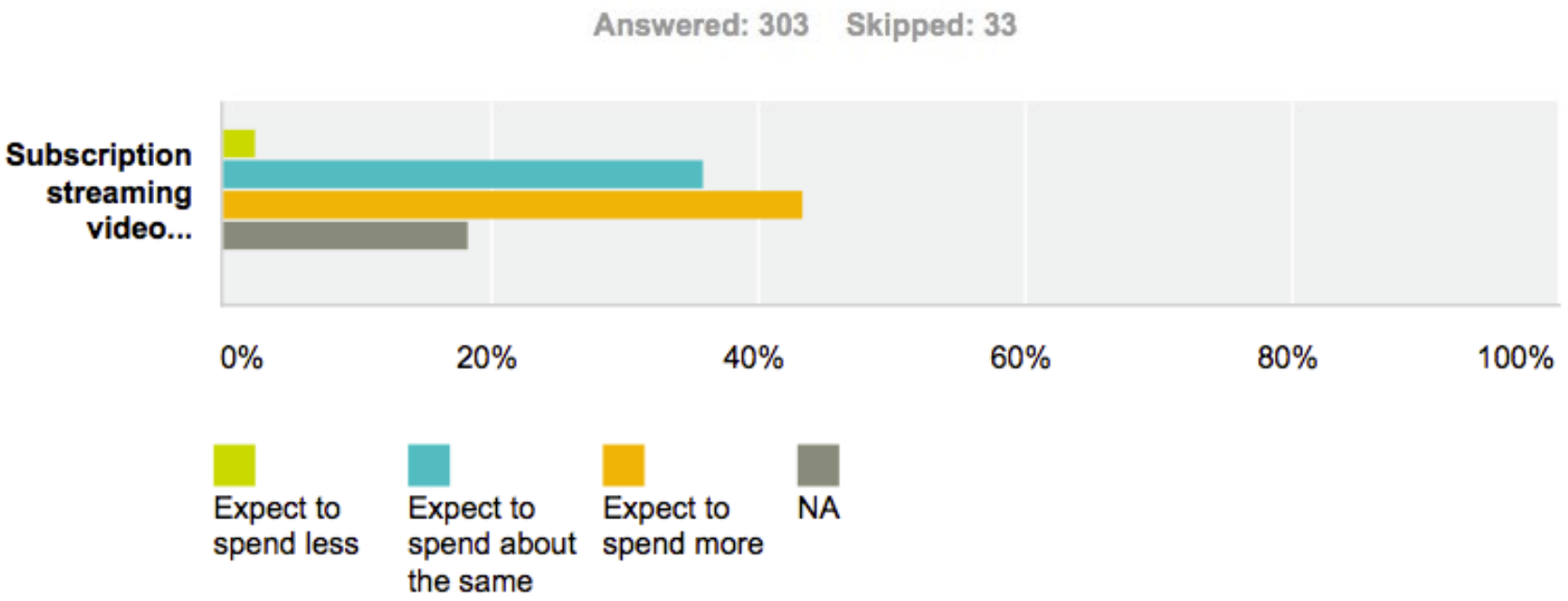
ANTICIPATED SPENDING IN NEXT FISCAL YEAR

Streaming Videos – Individually Licensed

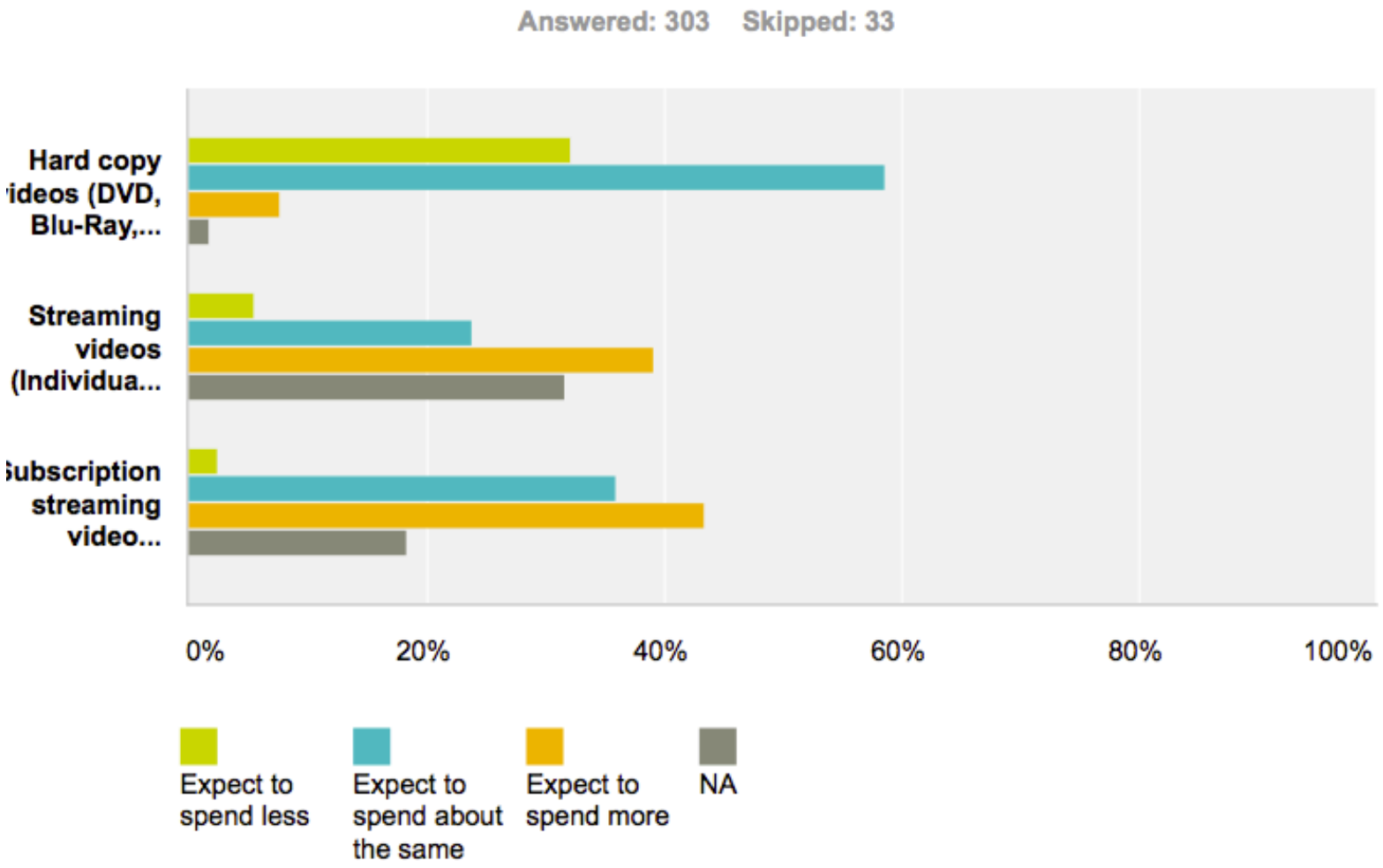


ANTICIPATED SPENDING IN NEXT FISCAL YEAR

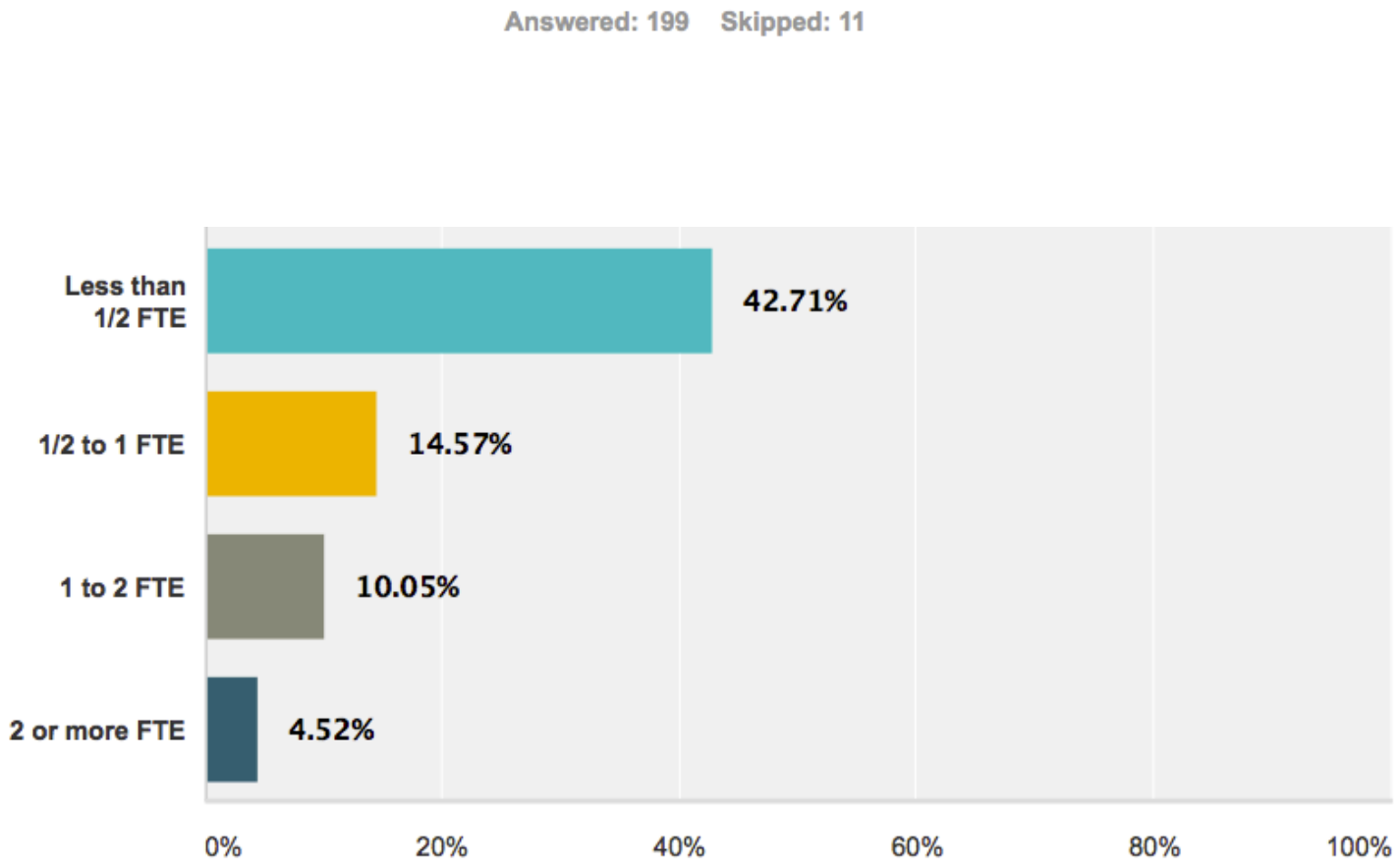
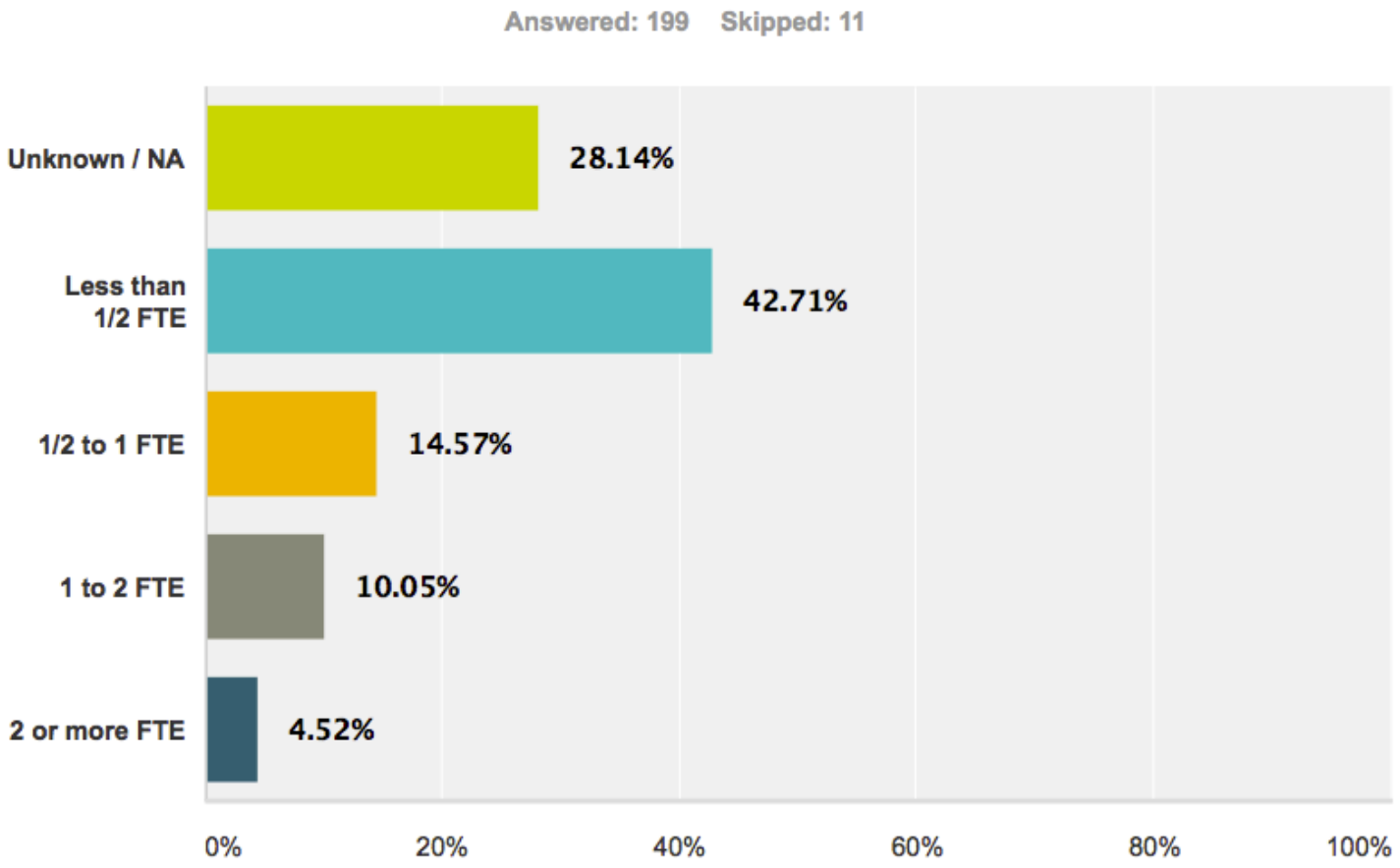
Streaming Video Subscriptions



ANTICIPATED SPENDING IN NEXT FISCAL YEAR



STAFF TIME DEVOTED TO STREAMING



STAFF TIME DEVOTED TO STREAMING