The Cash Stream: Licensing Video
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A look at licensed video streaming in support of arts teaching.

Amanda Maple
Music Librarian and Acting Head Arts and Humanities Library

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Arts and Architecture Librarian

The Pennsylvania State University
Video Resources

Streaming Video: Multi-Subject Databases

- **SWANK Motion Pictures Digital Campus (Faculty & Instructors Only)**
  SWANK Motion Pictures distributes over 18,000 movies from major Hollywood studios, which are available online in Penn State instructors for classroom teaching, via a University Libraries license with SWANK Motion Pictures.

- **Kanopy Streaming Service**
  Kanopy distributes online documentaries from a variety of filmmakers, including the Media Education Foundation. Search for specific movie titles, or browse a list of all the online documentaries licensed by the Penn State University Libraries.

- **Docuseek2 Collection**
  Docuseek2 distributes online documentaries from a variety of filmmakers, including Bullfrog Films, Collective Eye Films, Icarus Films, and Terra Nova Films. Search for specific movie titles, or browse a list of all the online documentaries licensed by the Penn State University Libraries.

- **Films on Demand (Films Media Group)**
  Films Media Group distributes online documentaries from a variety of producers, including Films for the Humanities and Sciences, A&E Television Networks, Bill Moyers, BBC, Cambridge Educational, and Open University. Search for specific movie titles, or browse a list of all the online documentaries licensed by the Penn State University Libraries.

- **PBS Video Collection**
  245 documentary films from the Public Broadcasting Service. Selected from series such as Frontline, NOVA, American Experience, and Odyssey.

- **Media Education Foundation (MEF)**
  The Media Education Foundation produces and distributes documentary films to inspire critical thinking about the social, political, and cultural impact of American mass media.

- **Filmmakers Library Online**
  Documentary films and other educational resources focused on the social, political, and cultural impact of American mass media.
Students: (Resident and Commuter) 85,252
Students: (“World Campus”) 12,242
Faculty & Staff: (Full & PT) 47,852

146,000+
Syracuse, NY = 146,000 people
Penn State = 146,000 people
Disciplines NOT taught at Penn State:

Veterinary medicine
Dentistry
a few languages
...

...?
Penn State Definition of “Arts”

“Arts” = College of Arts & Architecture
- Architecture
- Art
- Art History
- Graphic Design
- Landscape Architecture
- Music
- Theatre

“Communications” = College of Communications
- Advertising
- Film-Video and Media Studies
- Journalism
- Telecommunications
Our Major Streaming Licenses

- Kanopy Streaming
- Docuseek2
- Swank Motion Pictures
- Alexander Street Press
- Films on Demand
- ... some other, smaller collections
- ... title-by-title arrangements with other distributors & producers
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Kanopy Streaming

- distribute Media Education Foundation, New Day Films, BBC, California Newsreel, and others

- individual titles and pre-defined “collections”

- acquisitions model: license for specified duration (typically 1 or 3 years)

- MARC records available

- hosting service

- Somewhere between 385 and 876 titles at Penn State
Docuseek2

• distributes Bullfrog Films, Icarus Films, Fanlight, Terra Nova Films, and others
• individual titles or libraries can create their own “collections” if desired
• Acquisitions model: license for specified duration
• MARC records are available
• roughly 768 titles at Penn State
Swank Motion Pictures

- distribute Lionsgate, Miramax, MGM, Warner Bros., Walt Disney, United Artists, Sony Pictures, Touchstone Pictures, National Geographic, and others
- acquisition model: is license for a specified term & course
- No MARC records - but will be available with their new licensing model (by IP address)
- roughly 330 titles at Penn State
Alexander Street Press

• distribute Filmakers Library, Insight Media, Microtraining, and others

• subject-specific “collections” (Penn State has 29)

• Academic Video Store for individual titles (DVDs and digital streams)

• acquisitions models: 1-time purchase (perpetual access) or annual license

• MARC records available

• roughly 25,000 titles at Penn State
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ASP data before 2013 was not recorded in a comparable way.
Videos on Course Reserves
(mostly DVDs)

University Park (main) campus only.
Vendor Statistics

Can tell:

- what (what title, what database, etc.)
- when (pretty reliably)
- where (sometimes referring URL, etc.)
- how (sometimes browsers or devices)
- who (almost never)
- why (absolutely impossible)
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Mixed Approach

• vendor statistics
  – focusing on Kanopy, Docuseek2 - both title-specific
• statistics on traditional (DVD) course reserves
  – 2013 through 2015 - 355 courses for 57 programs
• data from faculty requests for Swank licenses
  – 2014 through 2016 - 299 requests
• a few case studies
  – some of Henry’s “regulars”
  – offer hints about “Why”
Mixed (and Casual) Approach

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Alphonso

PhD candidate

• teaching art education & African American studies for 5 years
• shows lots of video in class
• interrupts to discuss
• prefers streaming - less fuss - easy student review
• uses licensed & free streaming & DVDs
• uses documentaries and feature (fictional) films
Our Results:

Mostly more questions!

• about which types of video support which courses
• about the broadly interdisciplinary use of feature (fictional) films
• about the annotation and clipping tools that some vendors provide
Question 1:

Why isn’t the subject of a video a predictor of the subject of the class? (and visa versa?)
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Four most recent years of DVDs on Reserve for Courses at the Main Campus
HILCC categories used to classify videos.
Question 1:

Why isn’t the subject of a video a predictor of the subject of the class? (and visa versa?)

The 34 Swank videos requested for 10 arts classes in the 330 Swank requests. Henry selected “arts” videos subjectively – bio-pics – *Frida & Basquiat*.
Question 2:

Is there any discipline that people do not use feature (fictional) films to teach?
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- Feature Films, 826, 61%
- Documentaries, 447, 33%
- Operas, 41, 3%
- TV Shows, 12, 1%
- Plays, 12, 1%
- Concerts, 10, 1%

1350 videos (DVDs) on course reserves since January 2013 (estimate based on sample of 48%)
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Swank requests: from teachers in 50 academic programs
Question 3:

Who uses vendor-supplied “tools?”
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Cody

Instructional Multimedia Producer
E-Learning Institute
College of Arts & Architecture

- all E-LI courses stream video but 90% made in-house
- some courses assign Swank videos (link to)
- clips often used - usually from documentaries
- clips from documentaries tend to be shorter (3-5 mins.)
- clips from feature films usually longer
Question 3a:

Who uses university-supplied “tools?”

- links from Penn State’s course management system to Kanopy are related to less than 5% of the total Penn State “plays” on Kanopy
Karen

Professor of Art Education
& Henry’s Favorite Cyber-Feminist

- uses media extensively
- creates a variety of learning spaces
  - often web pages, but also gaming, social media, etc.
- tends not to use the university’s course management system
- one of her hand-built web sites is used in several of her courses and it’s URL accounts for 2.6% of Penn State’s Kanopy “plays”
Heavily Used at Penn State

Documentary Producers:

- **Media Education Foundation (from Kanopy)**
  - Mostly social sciences but popular with Art Ed
- **Bullfrog Films (from Docuseek)**
  - Lots of sustainability & environmental design
- **California Newsreel (from Kanopy)**
- **New Day Films (from Alexander Street Press)**
Heavily Used at Penn State

Some documentary titles:

The Life and Times of Sara Baartman
Killing Us Softly 4: Advertising's...Women
Tough Guise 2: Violence, Manhood...
Bittersweet Joke
Black Wave
City Life
DIRT! The Movie
Gloucester 18: Realities of Teen Pregnancy
Food Inc.
Hijacking Catastrophe: 9/11...
Not Just a Game:...
People Like Us - Social Class in America
Heavily Used at Penn State

Some feature film titles:

Gandhi (1982)
Twelve Angry Men (1957)
District 9 (2009)
Casablanca (1942)
Invictus (2009)
Dr. Strangelove (1964)
Citizen Kane (1941)
North By Northwest (1959)

Crash (2005)
Dead Poet's Society (1989)
Pan's Labyrinth (2006)
Do the Right Thing (1989)
Stand and Deliver (1988)
Taxi Driver (1976)
Vertigo (1958)
Hotel Rwanda (2004)
Artemisia (1997)
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