Navigating the Sustainable Stream: Academic Libraries Keeping Pace with Streaming Content Demand

Joshua Keyes
The Claremont Colleges

Elsa Loftis
Portland State University, eloftis@pdx.edu

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NAVIGATING THE SUSTAINABLE STREAM

ACADEMIC LIBRARIES KEEPING PACE WITH STREAMING CONTENT DEMAND
WHO WE ARE & WHERE WE COME FROM

JOSHUA KEYES
Collection Management Librarian
The Claremont Colleges
- 7 institutions (5 undergrad, 2 graduate)
- FTE: ~7600
- Physical DVD count: 6,302
- PDA Streaming Video: 5031 Titles

ELSANA LOFTIS
Acquisitions & Humanities Librarian
Portland State University
- FTE: 18,938
- A/V Physical Item Counts: 22,389
- Streaming A/V Item Counts: 181,911
Streaming content is more available and more in demand than ever in part due to:

- Rise in online course offerings and distance education students
- Rise in popularity of the “flipped classroom” pedagogy

Major growth in available content through more service providers
ACQUISITION TYPES

- Subscription Services
- Patron-Driven Acquisition Model (PDA)
- Mediated Access (Request Fulfillment)
- Direct orders from filmmakers, studios, distributors, etc.
  - Types of access:
    - Limited Duration Licensing
    - Perpetual Access Purchase
    - Public Performance/DSL/Streaming Licensing
PDA USER BEHAVIOR

- Users get to content directly from the site or the app at a rate of 4x more than all other referral URLs combined.
- 79% of views are on desktop computers.
- Of the 2075 films viewed in the last 12 months, 549 where “triggered”, therefore licensed and invoiced.
<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tr>
<td>Direct from Film Producer</td>
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</table>
COST PER USE

**Kanopy**
- FY19 $2.15
- FY18 $3.17
- FY17 $3.28

**Swank**
- FY19 $4.15
- FY18 $3.44
- FY17 $2.13

**AVON**
- FY19 $2.94
- FY18 $2.47
- FY17 N/A

**Films on Demand**
- FY19 $.44
- FY18 $.31
- FY17 $.15


PORTLAND STATE UNIVERSITY
Total Streaming Costs (Audio & Video)

FY17: $100,000.00
FY18: $180,000.00
FY19: $120,000.00
WHAT HAPPENED IN FY18?

- Unlimited PDA option
- Unbridled enthusiasm
- Unable to contain costs
- ...and physical DVD loans went down slightly
GETTING TO CALMER WATERS

Solutions:

- Move from PDA to Mediated Access (required heavy reliance on subject liaisons and Awareness Campaign)
- Diversify subscription packages

MAKING CHANGES? TRY TO GET THE WORD OUT

- Alert the subject liaisons, faculty
- Public notes in the catalog records about expiration (maybe some will look there?)
- Have a policy
- Track requests
- Make some concessions
THEN WHAT...?

- Evaluate the cost of the extra staff time
- **Track** activations and expirations, evaluate requests
- Turn on PDA for (one) **limited** collections and set a lower cap
- Thoughts: how often are we directing faculty and students to proprietary vendors that **we don’t do business with** (Amazon, Netflix, etc.)
TCCL - THE PROBLEM

- Increase in prominence of video as resource
- Increased demand
- Overreliance on PDA
  - Lack of understanding how the resource is being used
  - Licensing films we already have access to
- Dramatic increase in cost
TCCL - PDA STREAMING VIDEO COSTS

FY 2016-FY 2019 (Projected)

- FY16: $3,000.00
- FY17: $16,500.00
- FY18: $32,700.00
- FY19 (Projected): $64,746.00

THE CLAREMONT COLLEGES LIBRARY
PROPOSED STRATEGY

● Contain PDA costs
  ○ Assess and revise PDA pool
  ○ Mediation layer

● Targeted acquisition of subscription or perpetual access streaming collections
  ○ Alleviate PDA platform demand for overlapping titles
  ○ Lower cost per title, predictable cost curve

● Changes effective mid-October 2018
REFINING PDA POOL

PDA Pool (5031)

- Low total cost
- High sub-trigger usage

PDA (28%)

- High total cost
- High usage
- High usage with low quality of use

Mediated (53%)

- Low/no usage
- High overlap with other holdings

Removed (19%)
PRELIMINARY RESULTS – COST AND USAGE COMPARISON (FY19)

- Pre- vs post-change comparison FY19
  - (July-October 2018 vs November 2018-February 2019)
    - Substantially reduced content pool
      - 1% cost increase
      - 3% increase plays (+57 plays)
      - 4% decrease in minutes played (-2,958 minutes played)
    - Increase in requests
PRELIMINARY RESULTS – COST AND USAGE COMPARISON (FY18/19)

- November-February FY18-FY19 comparison – same period last year
  - Substantially reduced content pool
    - 20% cost increase
      - vs. projected cost increase of 98%
      - vs. July-October FY18-FY19 cost increase of 283%
    - 6% decrease in plays (-132 plays)
    - 2% decrease in minutes played (-1,253 minutes played)
FY19 PDA Cost Projections

- FY18 Actual
- FY19 Initial
- FY19 Jul-Oct
- FY19 Actual
PRELIMINARY RESULTS – REQUEST DATA

- 166 mediated requests received
  - 97 titles ordered
  - 69 not ordered
    - 81% in collection or otherwise available
    - Over $6,500 aggregate cost if all licensed
  - By requestor type
    - 33% faculty (70% ordered)
    - 65% student (52% ordered)
THINGS WE WISHED WE’D KNOWN

● Workload to monitor the PDA pool
  ○ Anomalies in PDA
  ○ Collection selection too complex?
  ○ Content additions for new and existing collections
● Issues with discovery records linking correctly
  ○ WMS “Linking key”
● PDA platform ingrained in sections of user base
  ○ Bypass the catalog
  ○ Faculty reliance on specific selections for course viewings
● Criteria for reviewing mediated requests

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NEXT STEPS

● Further revision/elimination of PDA pool
  ○ Reduce size of mediated knowledge base
● Further subscription/perpetual access additions
  ○ High overlap with PDA vendor
  ○ Fill same subject niche
● Evaluate criteria for reviewing requests
● Identify frequently used titles for course viewings
  ○ Alternative platforms or 3-year licenses
Discussion Time!

• What would you like to see change in the realm of library media streaming?
• What are some of your main challenges with streaming media?
• Budgeting and workflow: what approaches have you used so far?
• As the demand AND cost go up, what have you done that worked?
  Not worked? Lessons learned?
• Have you had issues with the sustainability of your media platform(s)?
• What is one idea that you can take home with you and why?