

# kanopy

Films that matter

## The Demand for Streaming Video Is On the Rise

In light of the pandemic and stay-at-home requirements, academic libraries around the globe are experiencing a significant increase in demand for streaming video among students and faculty. This trend is expected to continue well past COVID. In the next three years, **54%** of academic libraries expect to increase their budgets for streaming films compared to just **4.4%** for DVDs.<sup>1</sup>

### Why streaming video?

**91%**

of faculty say including streaming video and other digital media in course materials improves student outcomes.<sup>2</sup>

**75%**

of students say lectures enhanced with streaming video and multimedia are more engaging.<sup>3</sup>

**68%**

of academic librarians believe incorporating streaming video into course assignments increases student engagement.<sup>1</sup>

<sup>1</sup> Streaming Video Trends in Academic Libraries, a Kanopy survey of more than 800 librarians conducted in Fall 2020

<sup>2</sup> Retrieved from [www.statista.com/statistics/935493/movies-watching-streaming-frequency-us-by-age](http://www.statista.com/statistics/935493/movies-watching-streaming-frequency-us-by-age)

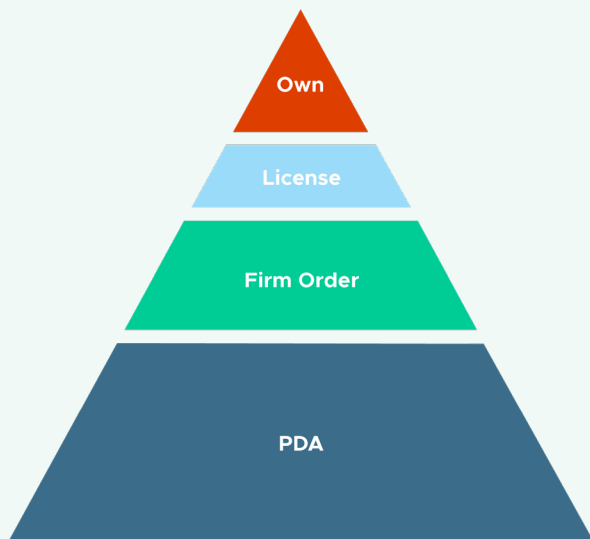
<sup>3</sup> Retrieved from [www.libraryjournal.com/?event=unlimited-digital-content-trends-in-higher-education-curriculum](http://www.libraryjournal.com/?event=unlimited-digital-content-trends-in-higher-education-curriculum)

## We Can Help You Sustain this Demand!

To help libraries keep pace with the skyrocketing demand for streaming video, we have developed new models that make films affordable on any budget. We've also revamped our pricing structure, and continue our focus on curating educational and inspirational films — including those that are diverse and inclusive — that are most likely to be used in the classroom.

## Grow Your Film Collection Strategically with Kanopy

Kanopy offers a growing selection of more than 34,000 films that educate and inspire, under flexible acquisition models that work best together for the greatest value.



**Purchase** essential titles outright from suppliers like First Run Features, Film Movement, Oscilloscope, and own them in perpetuity.

**License** affordable, curated collections from key suppliers like The Criterion Collection with unlimited access.

**Firm order** individual films and curated packages in high-use subjects like Diversity, Environment, and Social Justice, renewable each year no commitment.

Use **PDA** as your base to meet your campus needs. Choose from Open, Smart, Self-curated, and Capped. Only pay if used.

***“Kanopy films have always been popular with our faculty, and are now invaluable for remote teaching and learning.”***

Martha C. Zimmerman, Associate Dean/Director of Collection Management, SU Libraries, Salisbury University

## Introducing Smart PDA

With our newest flavor of PDA, our experts will work with you to develop a highly specialized program based on your usage trends, curricula needs, strategic plan and budget.

### How it works:



Identify your Kanopy budget alongside Account Manager



Work with your collection by establishing:

- > Open PDA titles
- > Mediated titles
- > Excluded titles



Monitor your daily performance and curation as needed

***“Kanopy’s Smart PDA is a game-changer. Kanopy’s team understands our specific usage across the curriculum and is working with us to develop a strategic PDA program that anticipates usage trends both short and long-term. We can also now rest assured that we will never go over budget with the ability to set a cap on triggered titles.”***

Anne Cerstvik Nolan, MLS, Collection Strategist - Licensing and Assessment at Brown University Library

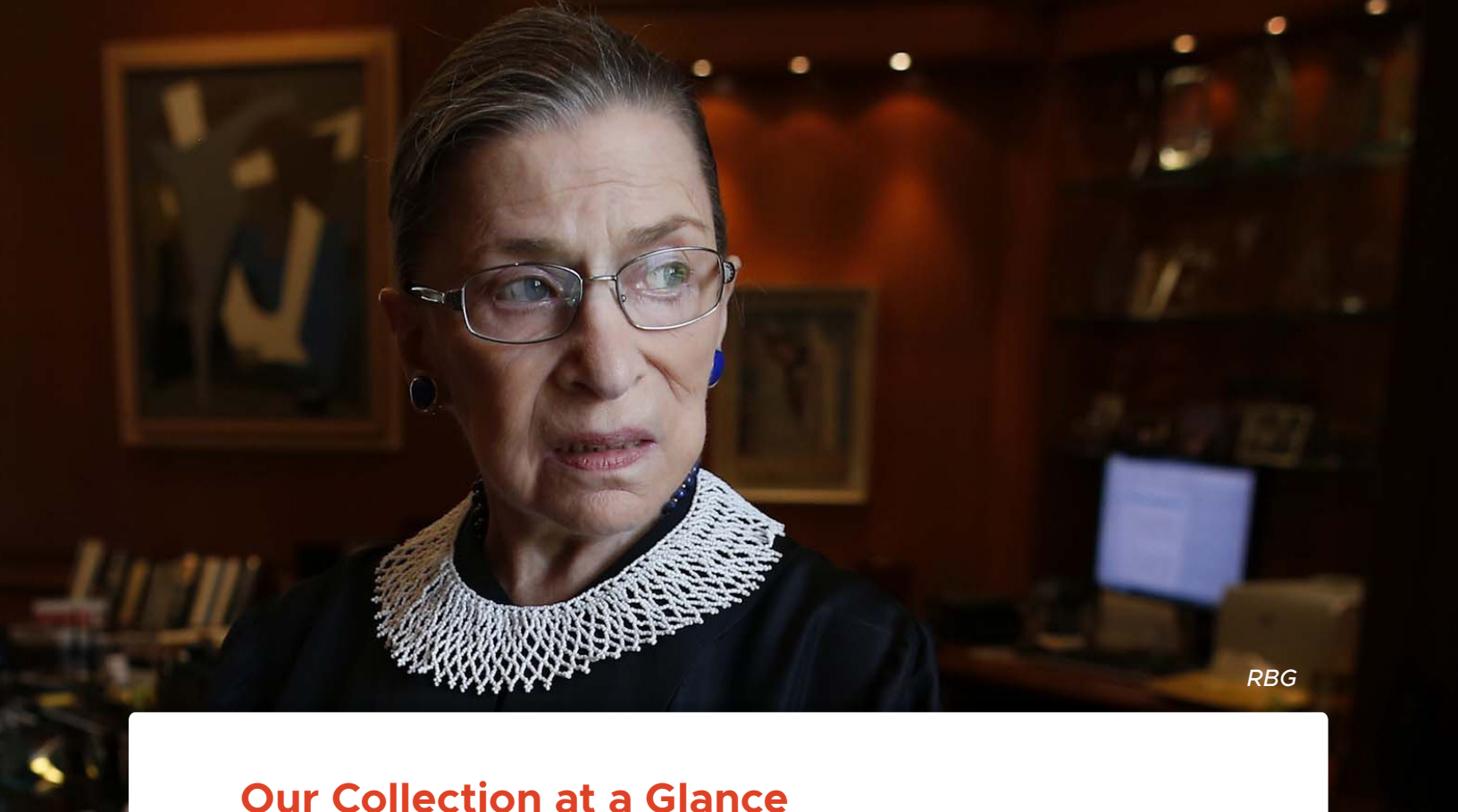


## Variable Pricing, Only on Kanopy

Kanopy assessed our entire collection for academic value, length and supplier and priced each film accordingly. We are the only streaming video supplier to offer this “variable pricing.”

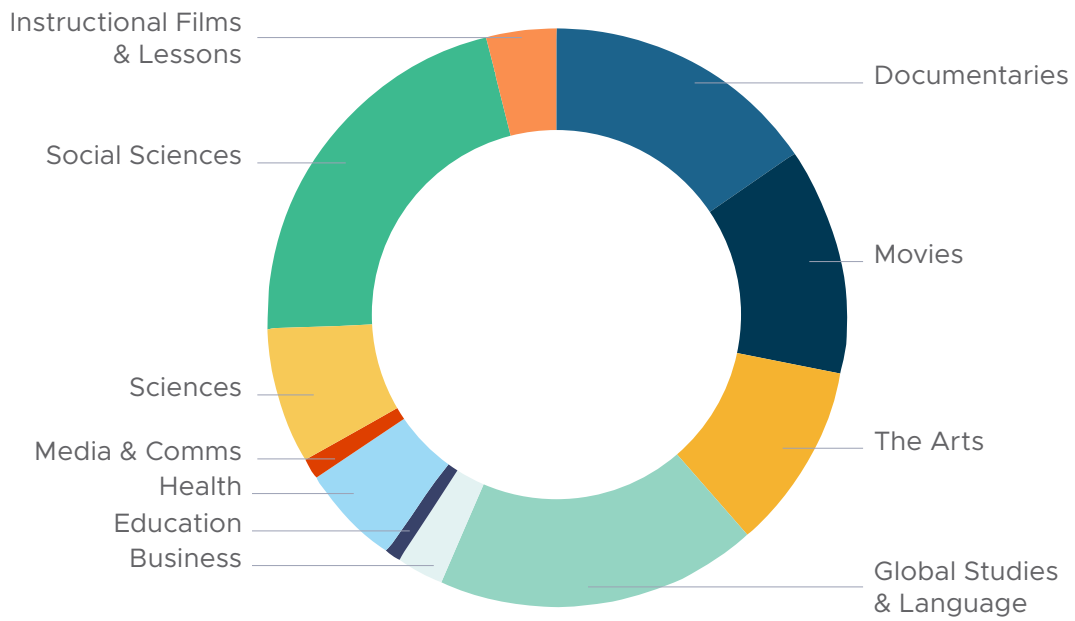
Note that the pricing tiers are not a reflection of the quality of the film, or of its viability as a tool for learning, but rather a mechanism to best provide value in the overall collection, and to expand access to content without greatly increasing expenditures.

TIER ONE	TIER TWO	TIER THREE
PRICE <b>\$150</b>	PRICE <b>\$122.50 (60 min+)</b> <b>\$112.5 (20-59 min)</b> <b>\$102.5 (1-19 min)</b>	PRICE <b>\$75</b>
CONTENT <b>Core Academic</b>	CONTENT <b>High value narratives &amp; general interest docs</b>	CONTENT <b>Older, diverse subjects/ genres; hidden gems</b>
TITLE COUNT <b>6k+</b>	TITLE COUNT <b>8k+</b>	TITLE COUNT <b>6k+</b>
% OF CATALOG <b>30%</b>	% OF CATALOG <b>40%</b>	% OF CATALOG <b>30%</b>
KEY BRANDS <b>Criterion Collection, The Great Courses, PBS, New Day, Psychotherapy.net</b>	KEY BRANDS <b>Kino Lorber, A24, First Run</b>	KEY BRANDS <b>TMW, Film Movement, Samuel Goldwyn, MVD</b>



RBG

## Our Collection at a Glance



Program Proposal

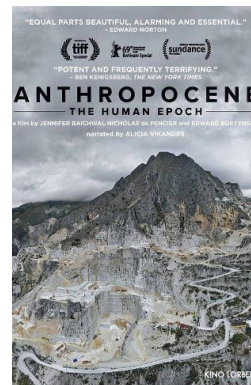
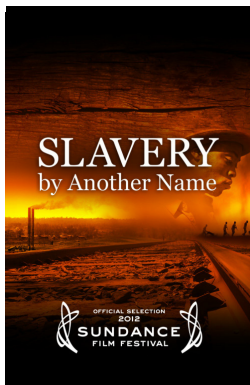
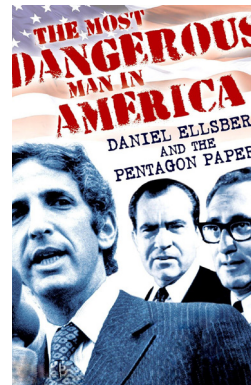
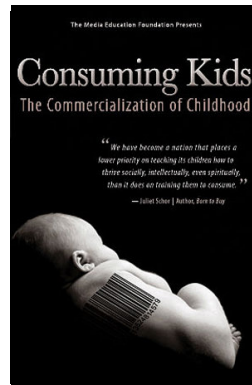
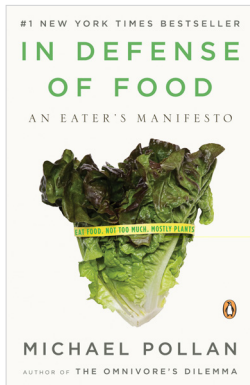
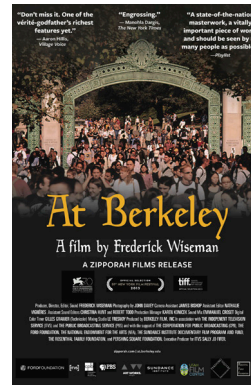
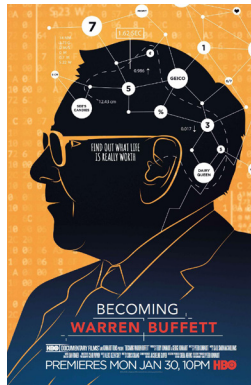
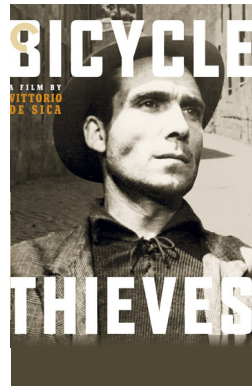
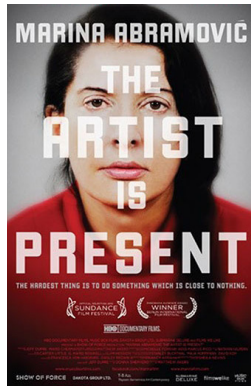
[sales@kanopy.com](mailto:sales@kanopy.com)

[www.kanopy.com](http://www.kanopy.com)

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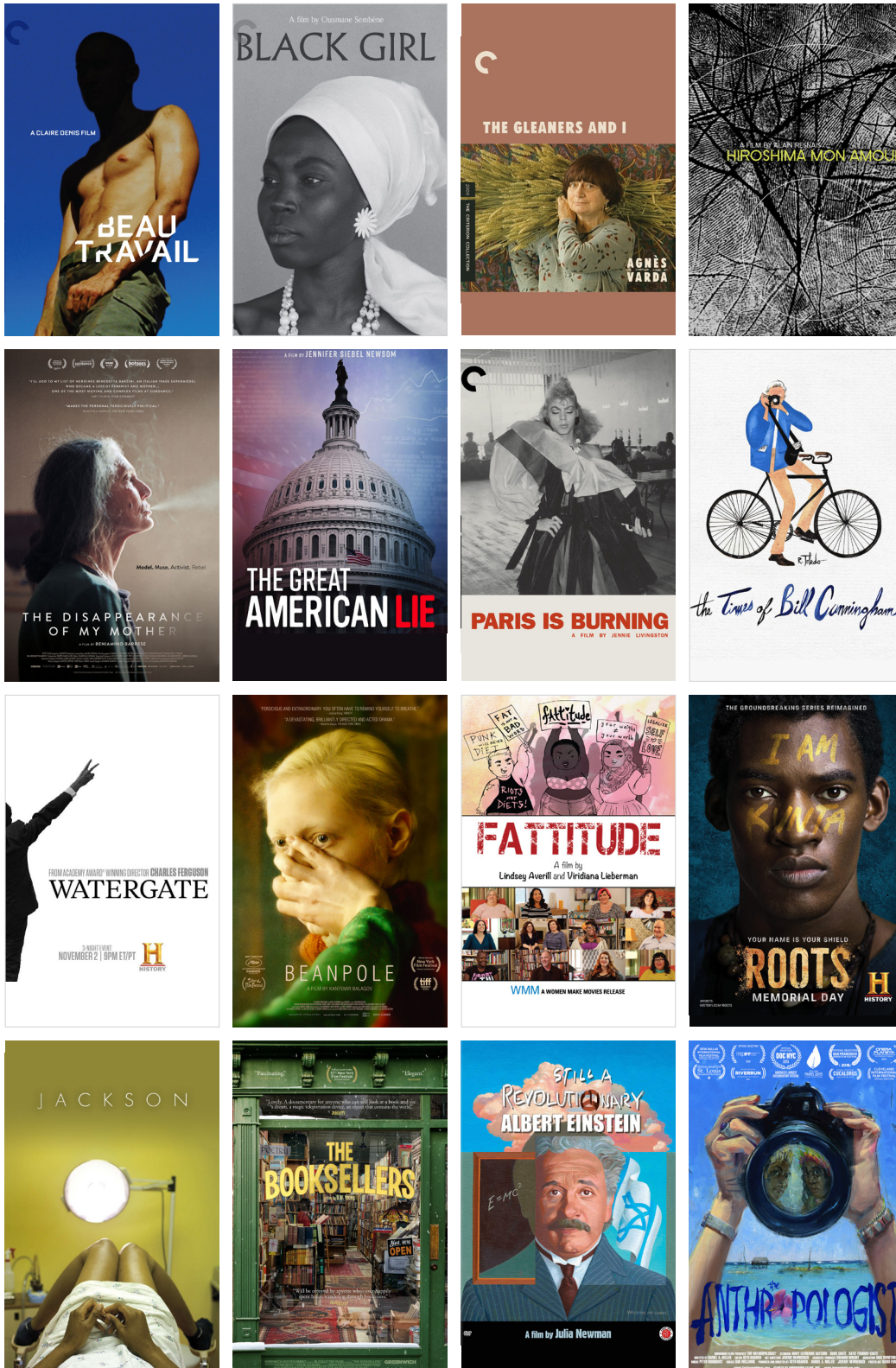
# 34,000 Films that Matter





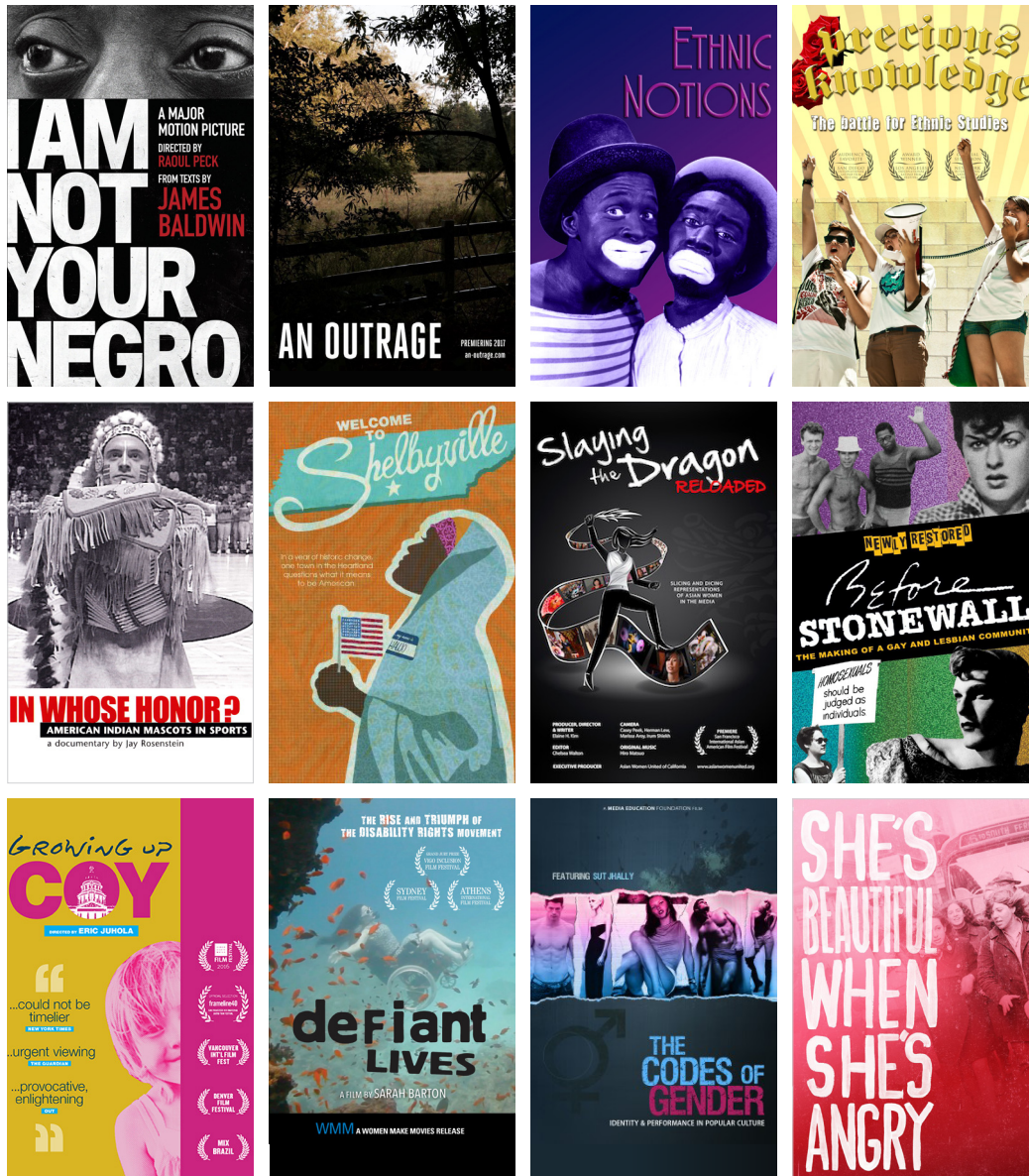
# Quality Films You Won't Find Elsewhere

Many of our films are not available on any other third-party platform.





## Diverse and Inclusive



According to a recent Kanopy survey of more than 800 academic librarians, **77.8%** say collection diversity in their streaming video collection is extremely to very important, yet just **26.2%** say they are fully meeting user needs for such content.

With Kanopy, you can assure your students have access to films that are diverse and inclusive, from African American Studies, LGBTQ+ Studies, Women's Studies, Disabilities Studies and more.





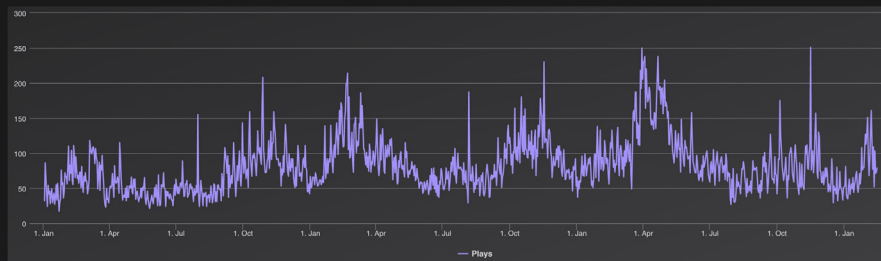
# Manage Your Collection on an Easy-to-Use Platform

Kanopy offers powerful tools for librarians including extensive dashboards, usage monitoring and budget tracking.

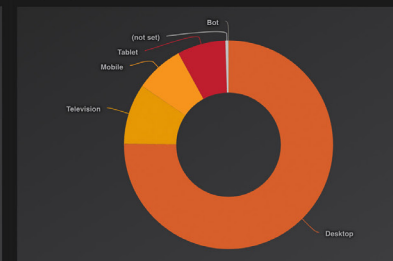
## Robust Tools for Librarians

- > Extensive Dashboard
- > Usage & Monitoring
- > Budget Tracking

Daily Activity



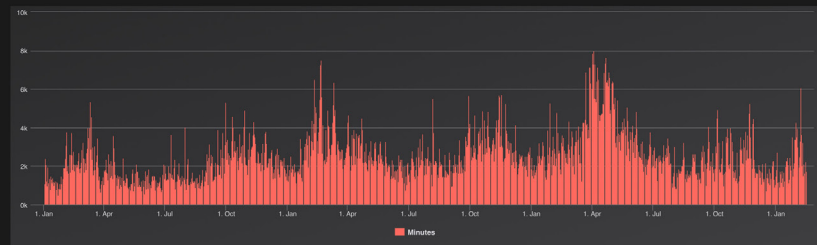
Plays by Device



Top 10 Videos

Rank	Kanopy ID	Video Title	Supplier	Pages	Plays	Mins
1	1062795	Herskovits at the Heart of Blackness	California Newsreel	191	129	4,170.42
2	2143867	His Girl Friday	NYX Channel	158	115	4,558.57
3	1066397	Race - The Power of an Illusion	California Newsreel	122	73	1,770.87
4	6324586	The Witch	A24	90	65	2,287.03
5	7085067	In the Age of AI	PBS	113	64	2,662.80
6	1241271	Out in the Night	New Day Films	62	57	1,911.37
7	1153200	Man With A Movie Camera	Flicker Alley	59	38	926.45
8	1167855	Robot Bodies and Trade-Offs	The Great Courses	48	34	500.20
9	6433845	Detroit 48202	New Day Films	45	32	1,153.92
10	1041494	Peter Elbow: On Writing	Media Education Foundation	54	29	651.53

Minutes Viewed



My Titles Title Exclusion Title Mediation Title Curation

### My Titles

A list of all Kanopy titles at your library. Filter by status, download MARC Records, or export lists to excel.

Need Help? [Check out our FAQs](#)

Export curation history

Items 1 to 100 of 24,480

Download MARC / Export to Excel

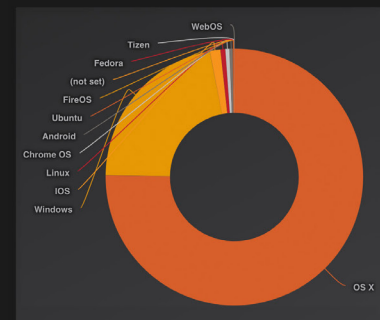
Submit

Filter by Status

Apply

Search by title

### Analytics > Operating Systems



Video Title	Status	Supplier	Year	Subjects
Peter Elbow: On Writing	Licensed upfront	Media Education Foundation	1995	Teacher Education Development, Literature
Whose Is This Song?	Licensed upfront	Documentary Educational Resources	2003	Anthropology, European/Baltic Studies
Full Circle	Licensed upfront	Documentary Educational Resources	2002	Anthropology, Indigenous Studies
Of Men and Gods (des hommes et dieux)	Licensed upfront	Documentary Educational Resources	2002	LGBT, Documentaries
In Sickness and in Wealth	Licensed upfront	California Newsreel	2008	Ethnicity & Identity, Everyday Health
When the Bough Breaks	Licensed upfront	California Newsreel	2008	Ethnicity & Identity, Everyday Health
Becoming American	Licensed upfront	California Newsreel	2008	Ethnicity & Identity, Everyday Health
Bad Sugar	Licensed upfront	California Newsreel	2008	Ethnicity & Identity, Everyday Health
Place Matters	Licensed upfront	California Newsreel	2008	Ethnicity & Identity, Everyday Health
Collateral Damage	Licensed upfront	California Newsreel	2008	Ethnicity & Identity, Everyday Health

1 2 3 4 5 6 7 8 9 - next last

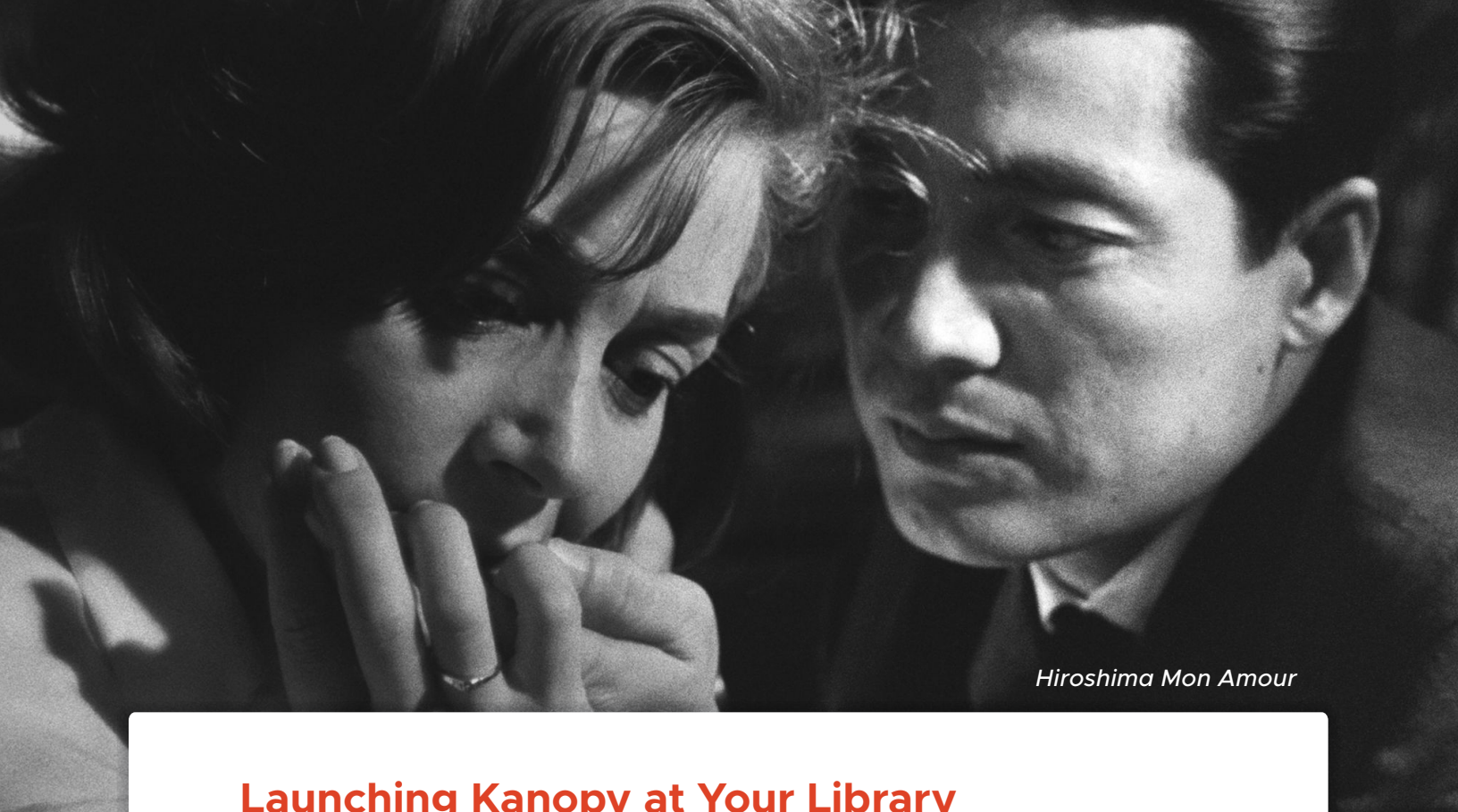


Program Proposal

sales@kanopy.com

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*Hiroshima Mon Amour*

## Launching Kanopy at Your Library

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- 1 Start Your Free Trial**

We encourage you, your colleagues and faculty to explore our content and platform, commitment free.
- 2 Design Your Program**

Work with your Account Manager to establish your budget and determine which acquisition models best meet your needs.
- 3 Load Your MARCs**

Increase usage by loading Kanopy's free MARC records that are compatible with discovery solutions.
- 4 Launch Kanopy**

We'll set your library up with a dedicated, library-branded website and provide both training and promotional tools.