

# Give Your Patrons Anytime Access to Films that Entertain, Educate & Inspire

During the last several years, there has been a spike in streaming video demand.

## Streaming video is here to stay

The pandemic sparked a significant spike in streaming video demand. **More than 80% of U.S. households** now subscribe to at least one paid streaming video service, **up from 73%** pre-COVID.\* In response to this trend, **47% of public libraries** that participated in a recent Kanopy survey say they are **increasing their budgets** for streaming video in 2021 and **71% expect an increase** over the next three years.\*\*

## We're here to help

Kanopy helps libraries keep pace with this demand through a combination of **more than 30,000 diverse and inclusive films**, a pay-per-use model with flexible pricing, a user-friendly interface, and our Marketing and Programming support.

*“Kanopy is the best product I have ever purchased for the Library: quality films and programs at a very reasonable price. And, the big bonus is that it is so easy to use! Thank you, Kanopy, for a superior streaming service and for being so easy to work with.”*

— Deborah Hersh

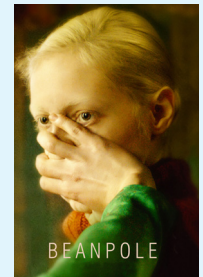
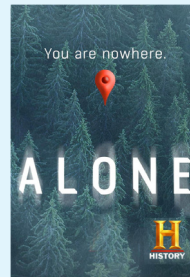
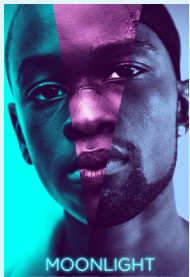
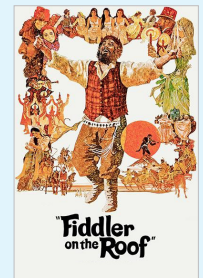
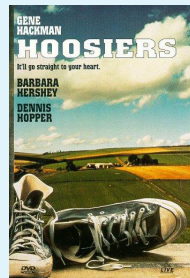
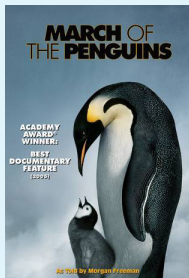
MLS – Reference and Adult Services,  
Northborough Free Library

\* Retrieved from [www.mediaplaynews.com/survey-80-of-u-s-consumers-subscribe-to-at-least-one-paid-streaming-video-service-post-covid-19/](http://www.mediaplaynews.com/survey-80-of-u-s-consumers-subscribe-to-at-least-one-paid-streaming-video-service-post-covid-19/)

\*\* Streaming Video Trends in Public Libraries, Kanopy, October 2020

## There's something for everyone

From Hollywood blockbusters to early silent-era, short films, educational documentaries, and must-watch series, **Kanopy has something for every patron.** Children and their parents can enjoy Kanopy Kids with a generous viewing period and parental controls. Lifelong learners can enjoy full sets of lectures on The Great Courses. Librarians and patrons alike benefit from complimentary “ticket-free” films that Kanopy subsidizes each month. **This program results in more than \$180,000 in free tickets** for our library customers per year combined.



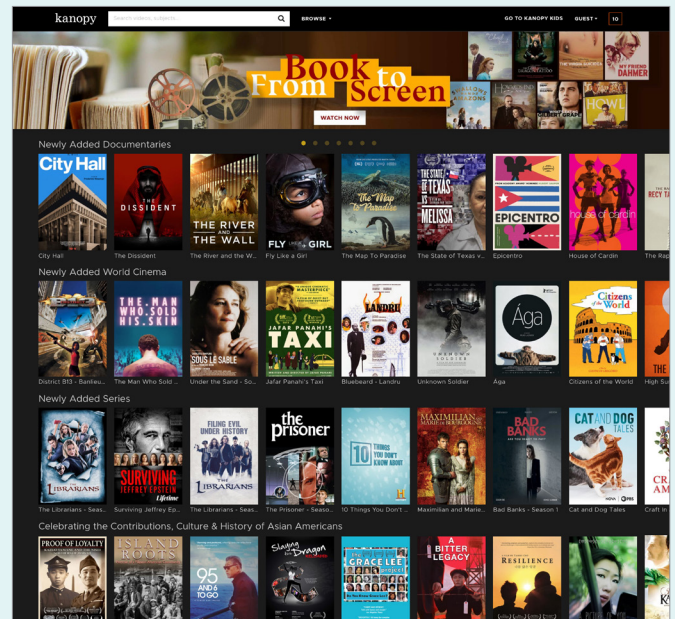
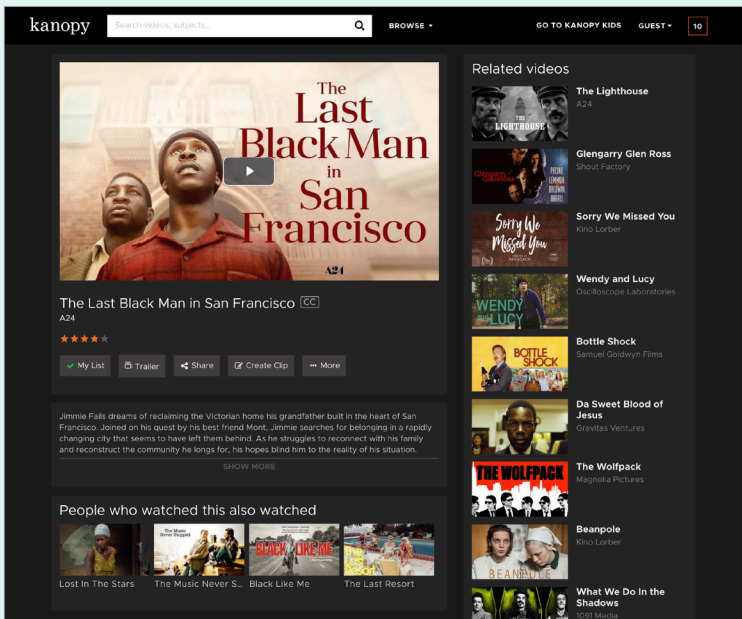
## Meet some of our suppliers



# Intuitive User Experience

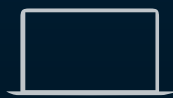
The Kanopy platform is elegant and easy for all ages to use.

Patrons can easily browse and search our selection, share suggested films with friends, create playlists, and more. Librarians benefit from programming support, group showing rights for the majority of films, and robust, intuitive administrative and reporting tools.



## Streaming everywhere!

Kanopy is available to patrons any time, anywhere on the platform of their choice.



Desktop  
Mac/PC/Linux



Apple TV



Phone  
iOS/Android



Tablet  
iOS



Chromecast

SAMSUNG  
Smart TV

ROKU

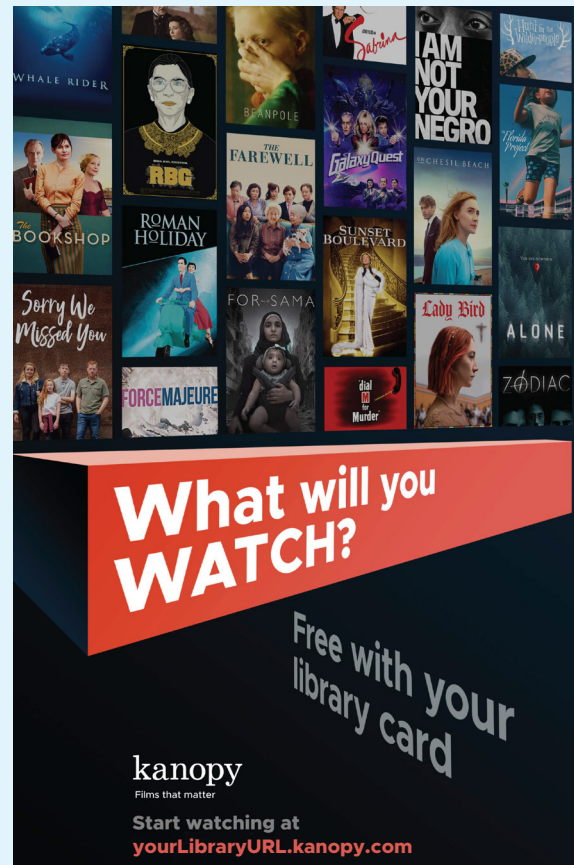
fire tv

fireTABLET

androidtv

# Marketing and Programming Support

We provide helpful launch materials as well as ongoing programming and asset support for our latest major motion pictures and popular, thematic collections. Libraries can take advantage of **our Resource Center to promote usage and attract new card-holders** through plug-and-play campaigns and materials.



## How does Kanopy Work?\*

Kanopy works to provide libraries and patrons with the highest quality content and blockbusters within budget, we offer a **Pay-Per-Use (PPU) streaming model with unlimited and simultaneous access to our entire film catalog based on ticketing system\*\***. Pay only for what your patrons stream, with no platform fees, no minimum payments, no annual contracts, and no time commitments. Easily control your library's costs by adjusting your budget and ticket cap per patron, per month. Additional subscription based pricing options have been incorporated as defined below:

## How are content types ticketed?

### Regular PPU

Blockbusters, independent films, documentaries. Examples include *Everything Everywhere All At Once*, *Past Lives*, and *The YouTube Effect*.

### Shorts

Single titles with a running time of 30 minutes or less

### Major Studio

Films from major studios such as MGM and Warner Bros. Examples include *Local Hero*, *Fiddler on the Roof*, and *West Side Story*.

### Kanopy Kids

Carefully curated collection of films, series, and storybooks, from suppliers like PBS Kids, Highlights and Weston Woods. Unlimited access to the entire collection.

### Monthly Ticket-Free Films

A selection of under-the-radar narratives, documentaries, and world cinema titles provided to customers at no cost to the library.

### Episodic Content (Including The Great Courses)

A kaleidoscope of bingeable and thrilling narratives and documentaries with something for everyone: thrillers, classic theater, reality series, historical procedurals, and much more.



**Discover the Power of Kanopy  
for Your Library!**

Sign up for a free trial today!

\* Some exceptions apply

\*\* Kanopy Kids does not use the ticketing system  
Ask your account representative for more details

