

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

## 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**

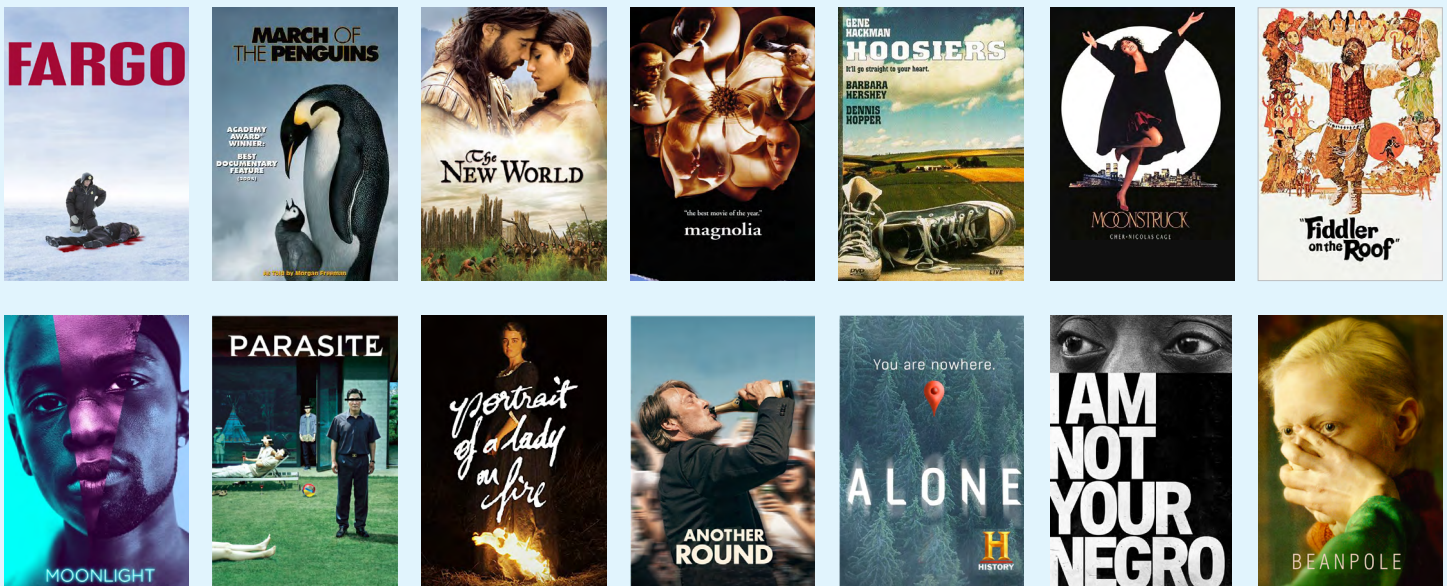
MLS – Reference and Adult Services,  
Northborough Free Library

\* 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 “credit-free” films that Kanopy subsidizes each month. **This program results in more than \$180,000 in free credits** for our library customers per year combined.



## Meet some of our suppliers

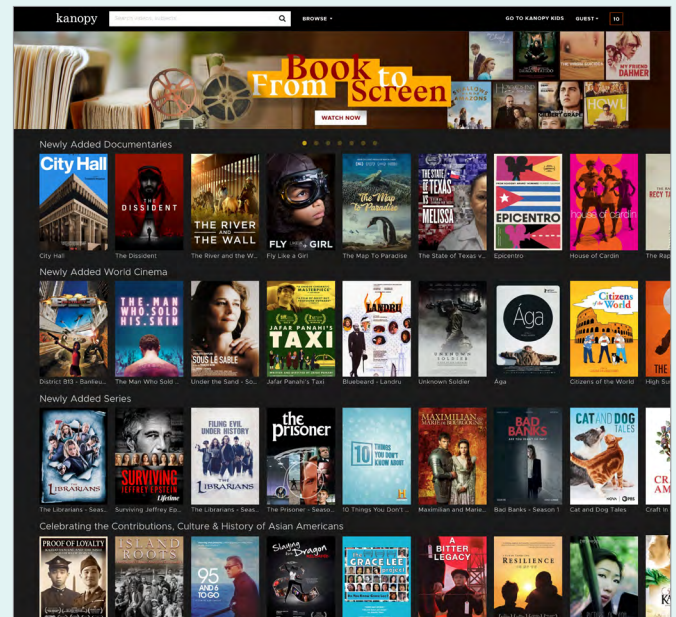
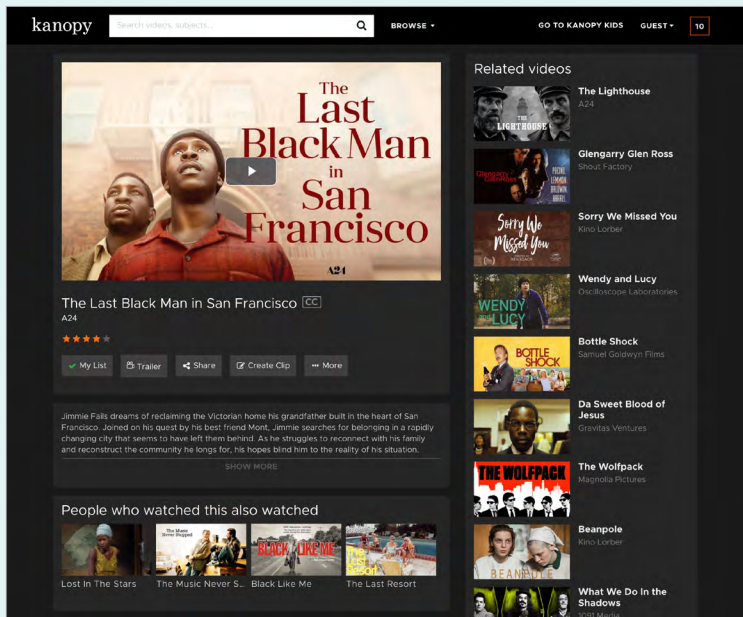




## Intuitive User Experience

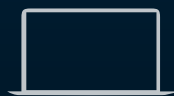
The Kanopy platform is elegant and easy for all ages to use.

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

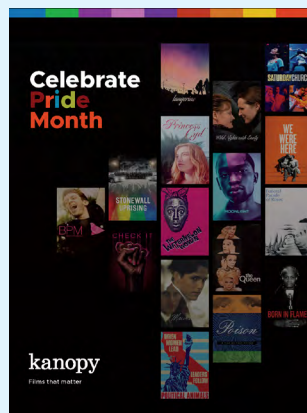
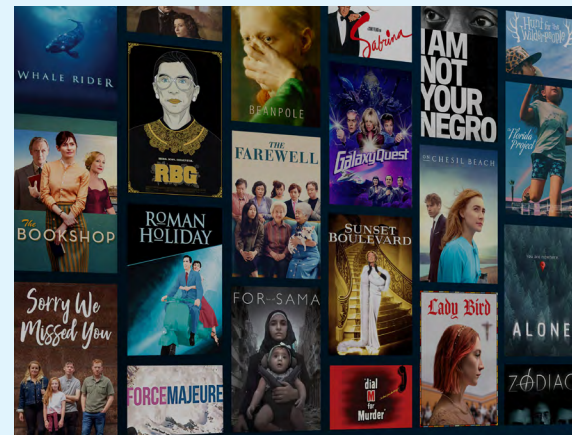
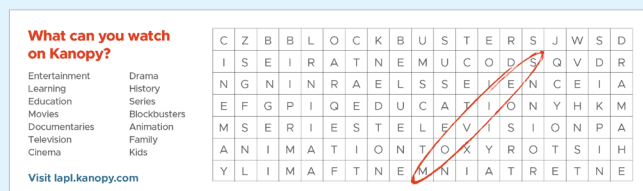
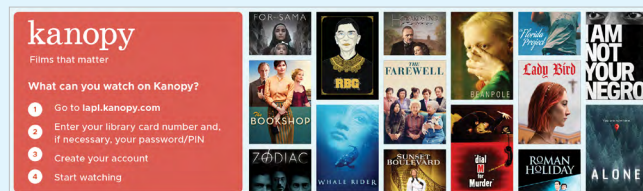
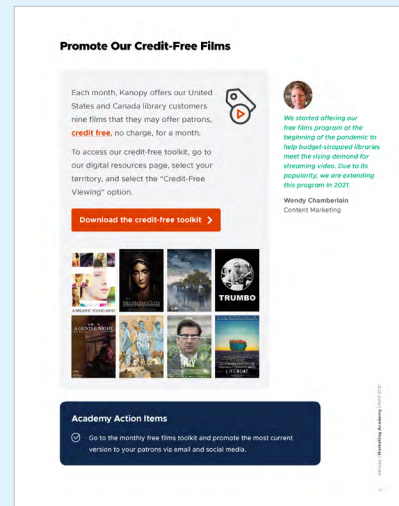
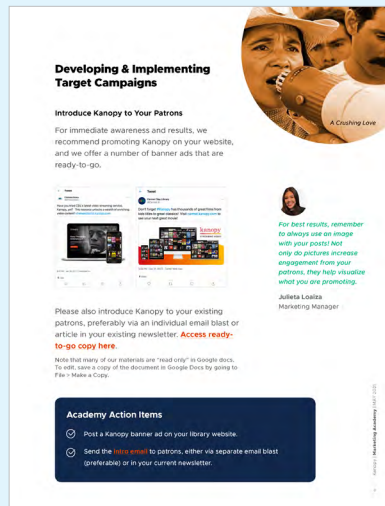
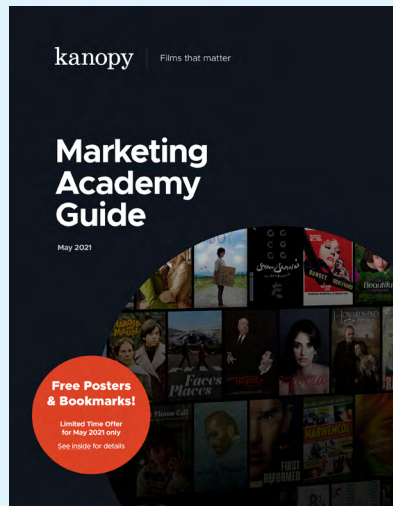
ROKU

fire tv

fireTABLET

androidtv

We provide helpful launch materials as well as ongoing programming and asset support for our latest major motion pictures and popular, thematic collections. Libraries that take advantage of **our Marketing Academy can easily promote usage and attract new card-holders** through plug-and-play campaigns, materials and tools, and live office hours with the Kanopy marketing team.



## 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 a play credit 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 play credit cap per patron, per month.

Film Type	Patron Play Credits Deducted	Viewing Period	Cost Per Unit
<b>Major Studio Movies</b> Blockbusters from popular suppliers like Warner Brothers. Examples include <i>Fargo</i> , <i>March of the Penguins</i> , <i>Moonstruck</i> , and <i>Fiddler on the Roof</i>	1 Credit per video or series	48 Hours	\$4
<b>Movies, Documentaries, and Series</b> Critically-acclaimed and festival favorite discoveries from suppliers like NEON, Kino Lorber, A24, and Samuel Goldwyn Films. Examples include <i>Moonlight</i> , <i>Memento</i> , <i>RBG</i> , and <i>I Am Not Your Negro</i>  Dramatic mini series or non-fiction series from prestige partners like PBS and HISTORY. Examples include <i>Maximilian and Marie de Bourgogne</i> , <i>Masterpiece: The Collection</i> , and <i>Ken Burns: Country Music</i>	1 Credit per video or series	72 Hours	\$2
<b>The Great Courses and Kanopy Kids</b> The Great Courses is a collection that focus on lifelong learning and personal enrichment. Examples include <i>How to Read and Understand Shakespeare</i> , <i>How to Stay Fit as You Age</i> , and <i>Money Management Skills</i> . Unlimited access per course  Kanopy Kids is a carefully curated collection of films, series, and storybooks from suppliers like PBS Kids, Highlights, and Weston Woods. Unlimited access to the entire collection	Access without play credits	30 Days	\$5
<b>Monthly Credit-Free Films</b> A selection of under the radar narratives, documentaries, and world cinema titles provided to customers at no cost to the library	0 Credits per film	72 Hours	\$0

## Want to Learn More?

Sign up for a free trial or demo at [www.kanopy.com](http://www.kanopy.com).

\* Some exceptions apply

\*\* The Great Courses and Kanopy Kids do not use the credit system  
Ask your account representative for more details



kanopy | OverDrive