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Managing Expectations: Can I Get this Video Online?

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Managing Expectations

Can I Get This Video Online?

Florida International University

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Florida Library Association Annual Conference, Orlando, FL

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Libraries

Introduction



“Risk Tolerance”



(<https://www.insidehighered.com>)



Stream Away

Submitted by Steve Kolowich on October 5, 2011 - 3:00am

A federal judge on Monday threw out a lawsuit by an educational media trade group and one of its constituents against the University of California over the legality of streaming copyrighted videos on secure course websites.

While the case was dismissed largely on technical grounds, U.S. District Court Judge Consuelo B. Marshall indicated that streaming a copyrighted work on a secure website is no different from holding a screening in a classroom.

Source URL: <http://www.chronicle.com/article/2-Universities-Under-the-Legal/127688/>

Source URL:

https://www.insidehighered.com/news/2011/10/05/judge_dismisses_ucla_videostreaming_copyright_lawsuit?width=775&height=500&iframe=true



From a trickle to a stream...

Date Requested	Title	Author
3/29/2016	Lego Movie [Streaming Video]	
3/7/2016	NO FIRE ZONE (streaming video)	Macrae, Callum (director)
3/2/2016	Therapy talks. Non voluntary clients: Helping clients who dont want your help [Streaming Video]	
2/4/2016	Memento	Nolan, Christopher (Director)
1/25/2016	Middle Passage	Deslauriers, Guy (director)
1/23/2016	In Defence of Food	Schwarz, Michael (director)
1/11/2016	Little Buddha	Bertolucci, Bernardo (director)
1/11/2016	Compassion in exile : the story of the 14th Dalai Lama	
1/6/2016	When the Last Sword is Drawn	Directed by Yojiro Takita
1/6/2016	Twilight Samurai Directed by Yoji Yamada	Yamada, Yoji (director)
1/6/2016	Sea is Watching [Streaming video]	Kumai, Kei (director)
1/6/2016	47 Ronin	Directed by Ichikawa Kon
1/6/2016	47 Ronin	Ichikawa Kon (director)



A variety of models, rights and terms

- Direct to consumer, not available to libraries
 - Amazon Video, Google Play, YouTube, iTunes, Netflix, HBO NOW, etc.
- Limited to a specific course, group of people or single showing
- Education Use
 - Classroom or individual viewing only
- Public performance rights



Florida International University

- Large, public research university
- Student headcount around 52,000
 - (FTE around 30,000)
- 2020 goal of 30:30:40
 - 30% FTF
 - 30% hybrid
 - 40% online

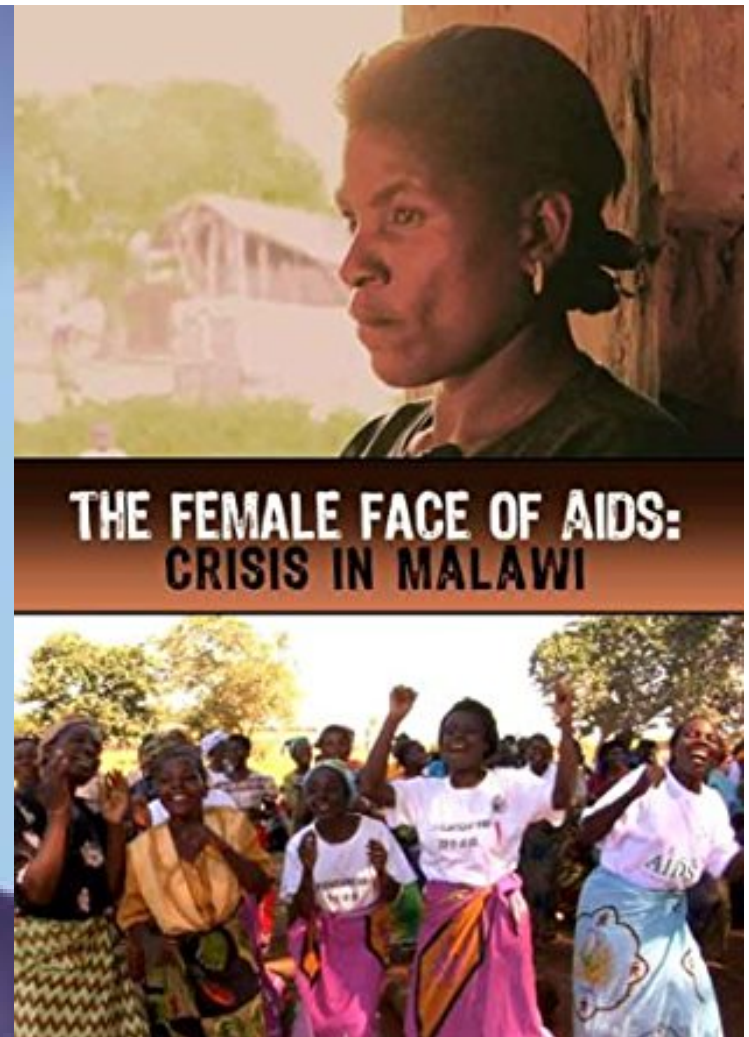
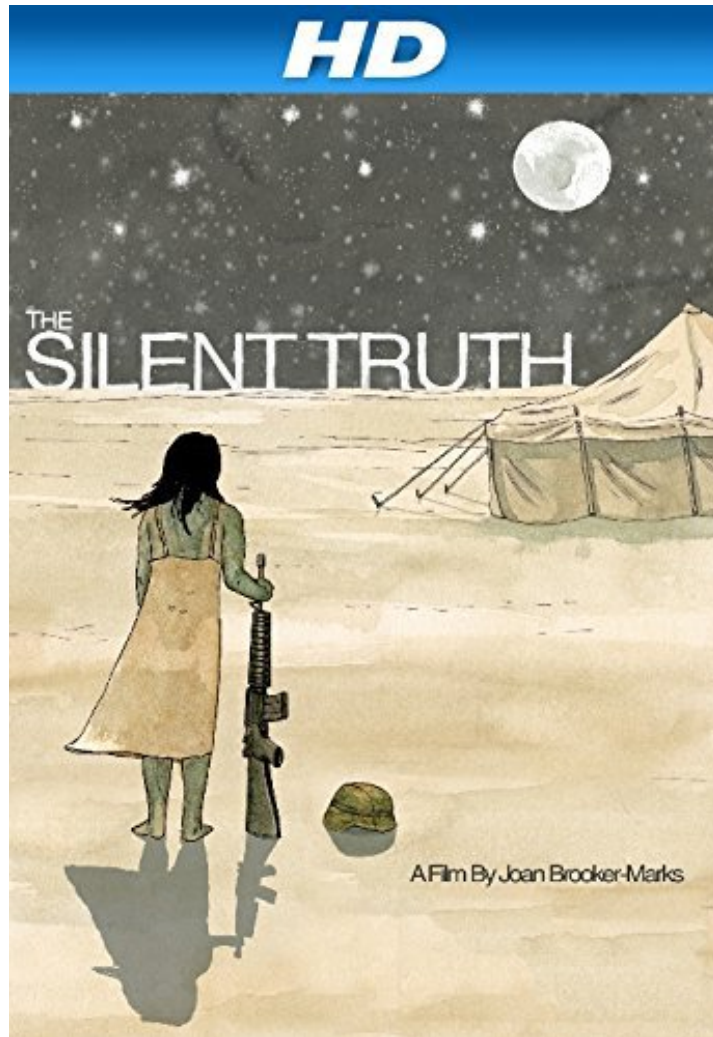


Library collection

	Physical	Electronic
Books (title count)	1,105,438	231,761
Databases		710
Media	352,756	39,631
Serials	51,524	104,615

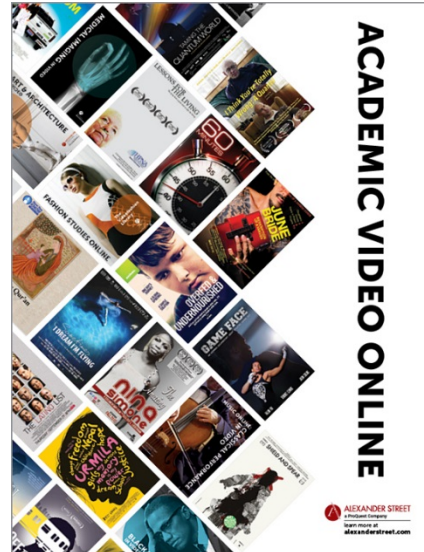
[numbers reported on ACRL Survey for 2015-2016]

Streaming at FIU



Streaming at FIU - purchase

- Collections, individual titles
 - Alexander Street Press
 - Ambrose
 - Docuseek2
 - Films On Demand
 - ro*co
 - Women Make Movies



- Build by Choice
 - Alexander Street Press *Academic Video Online* subscription with perpetual rights to films selected at end of subscription term

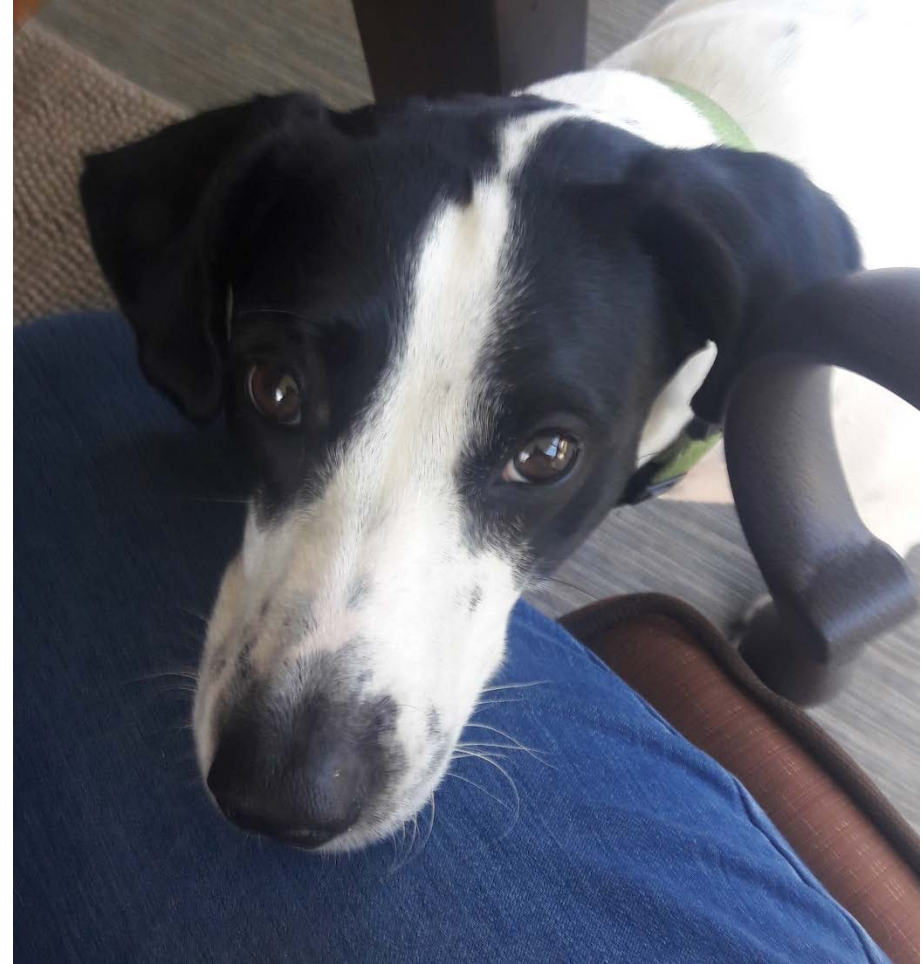
Streaming at FIU - subscription

- 1, 3, 5 years
- Collections, individual titles
 - Alexander Street Press
 - Digitalia
 - Film Platform
 - Films On Demand
 - Kanopy (MEF)
 - Swank
- DDA
 - Kanopy

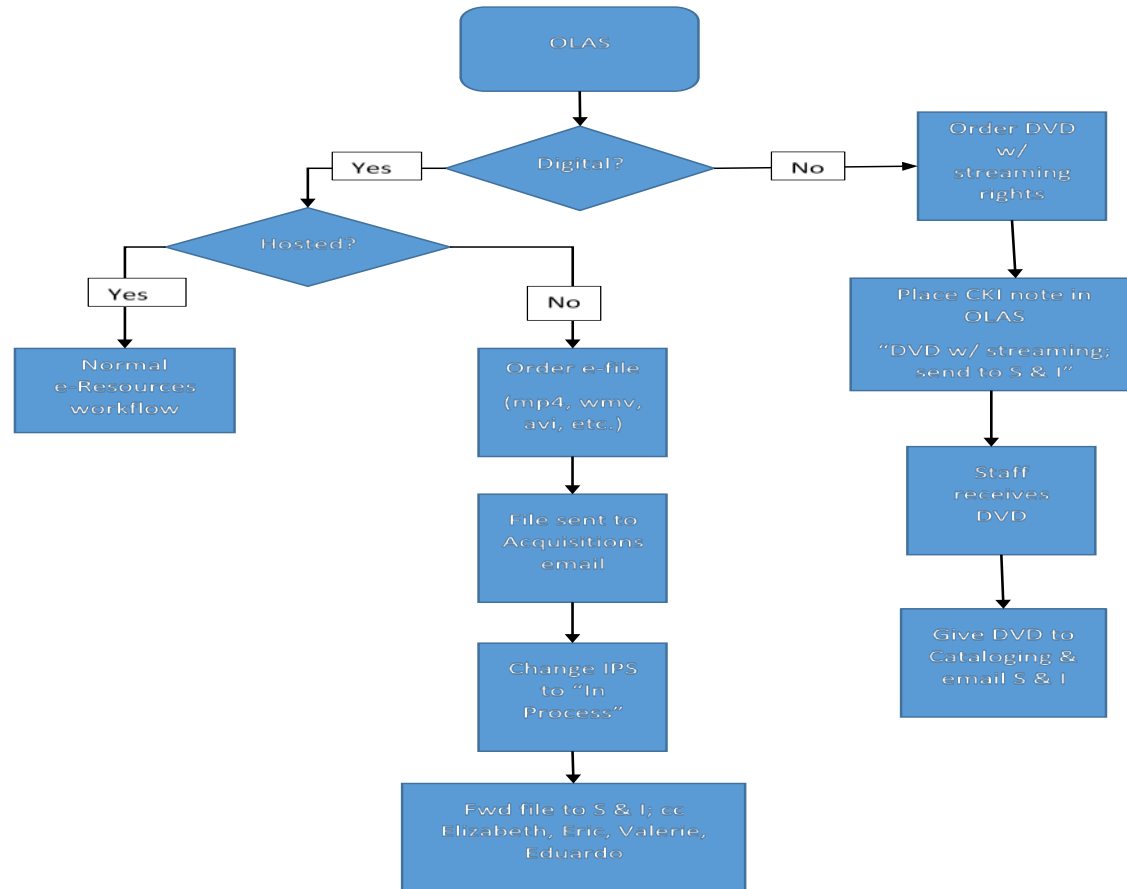


Streaming at FIU - negotiation

- No traditional acquisition sources
- Purchase or subscription
- Hosted by vendor or locally hosted



Workflow (in progress)



Ensemble players

- Liaison librarian
- Acquisitions
- Electronic resources librarian
- Serials
- Sound & Image
- Cataloging



Licensing issues

“We have had very few requests for digital educational streaming licenses so at the moment this isn’t a project at the top of our list. I’m sorry.

As for changing the text as you suggest [...] I do not have time to read and consider all the topics included in the *Technology, Education and Copyright Harmonization Act (§110(2)) of the U.S. Copyright Law*. If this law gives rights to digital streaming then we are not able to grant this.”

[personal communication, November 04, 2014]

Outreach

Encourage but forewarn!
It's a balancing act.



Up front

- Not able to get everything in streaming
- Cannot find publisher
- Publisher will not allow streaming (by us or vendors)
- Cost prohibitive
- Time
- Ethics

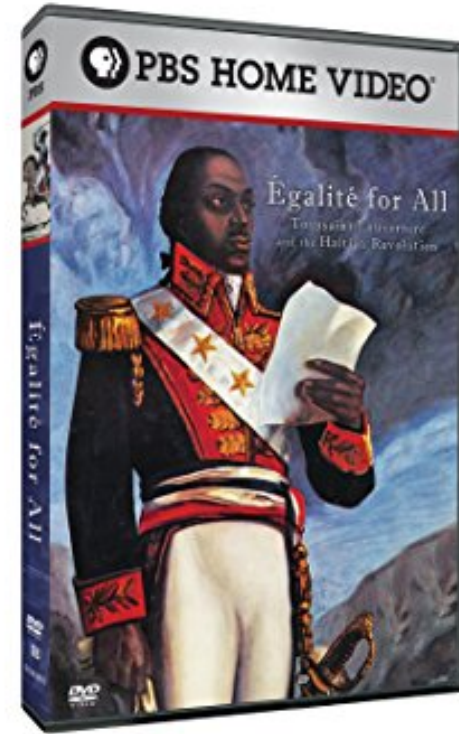


Think outside the box

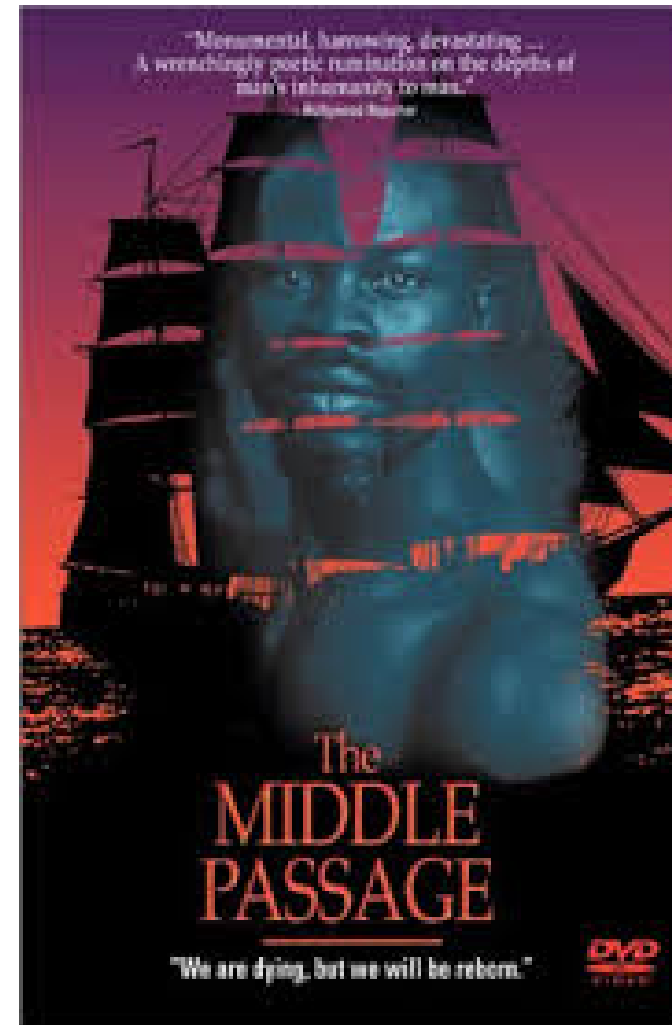
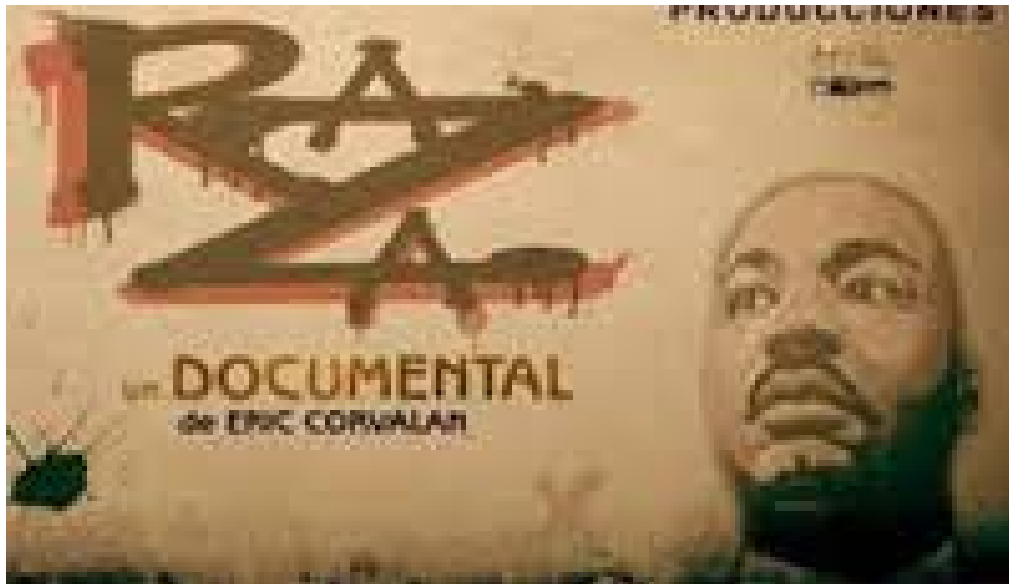
- Make it a course requirement
- Sometimes it's a disappearing act!



Case of the disappearing films



Case of the mysterious IP owners



Case of the Disney film



Still an issue...

- Accessibility
- Quality

Some resources to consider

- Academic Library Streaming Video Revisited, by deg farrelly and Jane Hutchison Surdi at American Library Association Annual Conference, 2016
 - Slideshow available at: <http://slideplayer.com/slide/10965489/>
- Farrelly, D. (2016). Digital video: Merrily, merrily, merrily, merrily wading into the stream. *Computers in Libraries*, 36(9), 4-8.
 - <http://search.proquest.com/docview/1843081344?accountid=10901>
(authentication required)
- FIU's Digital/Streaming Media & Public Performance Copyright LibGuide
 - <http://libguides.fiu.edu/copyright/media>
- Duncan, C.J. and Peterson, E.D. (2014). *Creating a Streaming Video Collection for Your Library*. Lanham, Md.: Rowman & Littlefield.

Questions & discussion

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(& thank you!)