Kanopy launched its Patron-Driven-Acquisition (PDA) model in 2012 following a successful pilot with 6 libraries globally. Our PDA program was launched in response to feedback from libraries seeking a sustainable model that would combine the convenience of a database (simple set up and administration) with the economics of individual purchases (only paying for films that are actually getting used and valued). The value proposition of the PDA program has strengthened in the years since with the significant growth in the volume of films available in streaming and increasingly diverse demand.

Today, Kanopy’s PDA is employed by thousands of libraries around the World. Kanopy currently offers over 26,000 films from more than 800 leading producers such as Criterion Collection, Media Education Foundation, The Video Project, New Day Films, The Great Courses, PBS, California Newsreel, Kino Lorber, First Run Features, and launches approximately 500 new release films every month. Kanopy’s PDA libraries are global -

- In the US, Kanopy counts over 1,500 academic libraries as PDA customers, including “Ivy League” schools (Brown, Stanford, Harvard, Cornell, Columbia, Dartmouth, UPenn), larger campuses (UMich, Illinois, Indiana, Purdue, UTexas, UNT, UFlorida SMU, UC San Diego, UNC), arts colleges (RISD, SAIC, TheBac, UArts), liberal arts colleges (Amherst, Smith, Wooster, Bowdoin), community colleges (Eastern Maine CC, Portland CC, Monroe CC, Montgomery College), and more
- In Canada, Kanopy works with over 200 PDA customers including McGill, UBC, Ryerson, New Brunswick, Ottawa, York, Guelph, Conestoga, Northern, and more
- In the United Kingdom, a wide array of libraries employ PDA including larger Universities such as Hull and Bournemouth to arts colleges such as GSA and Sotherby’s
- In Australia and New Zealand, Kanopy works with over 80% of Universities on PDA including QUT, Mebourne, UWA, Flinders, RMIT, Sydney, VUW, Auckland, Waikato, etc
- Kanopy also counts hundreds of other customers globally – from Singapore and China to Sweden and beyond – as PDA customers

Q: Why Kanopy?

Kanopy is known for the strength of the 3 components to its solution:

1) **Content**: representing the top films from the top producers – both popular producers and technical content producers. *Ensuring the right films are available that faculty and students want to watch*

2) **User interface**: offering a powerful user interface often compared to that of consumer solutions such as Netflix. *Ensuring the experience of faculty and students with the films is familiar and enjoyable*

3) **Library dashboard**: providing the most sophisticated administrative tools for libraries including usage statistics, engagement metrics, budget reports, marc record downloading, etc. *Ensuring libraries have the tools they need to most effectively manage, promote and monitor the resource*

Kutztown University’s review on Kanopy’s PDA program in Against the Grain (April 2015) rated it the #1 streaming solution on the market and noted, “Kanopy includes an incredible depth and breath of content... the interface draws the user in to want to engage with the films as opposed to [other] interfaces that are more academic in appearance... the pricing structure is simple and straightforward.”

Scott Stangroom, Head of Acquisitions at UMass-Amherst, says, "The Kanopy interface is aesthetically beautiful and intuitive to use. The Dashboard analytics display is the best I’ve encountered, allowing for easy, in-depth and meaningful usage analysis..." You can find these and more testimonials for Kanopy from many other libraries on our website: [www.kanopystreaming.com](http://www.kanopystreaming.com)
Q: Why Kanopy PDA?

The popularity of Kanopy PDA is underpinned by the fact it maintains the economics of the a-la-carte model (where you only pay for the individual films faculty need) but with a number of benefits, in that you:

- **Proactively open access to the collections upfront**: you can simply open access to any/all of our collections without having to assess demand, process, order and administer individual titles and put the power in the hands of your users to decide the films they need
- **Pay only for heavy-use films**: You pay no database fees - you simply set a budget cap and only pay if and for films triggered by use. The model works with a high threshold that requires 4 legitimate plays on a film within 12 months for it to trigger, which ensures you are only charged for high use films generating genuine course-driven value (films that trigger are watched over 105 times on average)
- **Support low use films for free**: With the high threshold above, all films watched less than 4 times during the year are free (on average 20 films are watched for free for each one film that triggers). This supports the library’s ability to meet the low use demand scenarios for films for free too (student/faculty research, in-class showings, etc)

The figures above were drawn directly from a presentation delivered by UMass (30,000 Students) and Simmons (4,000 students) at the last ALA conference. After 3 years, they both found that they have increased their return on their media spend (ROI) by over 99% under PDA and have achieved significant savings. Scott Stangroom, Head of Acquisitions at UMass wrote in a paper, “the pedagogical as well as economic value of Kanopy Streaming has proven to be virtually off the charts.” In a presentation on Kanopy PDA at the National Media Market, Ann Roll from CSU Fullerton noted, “With Kanopy PDA and other streaming databases, we generally see overall the same percentage of films watched... but with DDA, we don't need to pay for it!”

In reflecting on their launch of Kanopy’s PDA program, the University of North Texas wrote: “Once we realized that access was more important to us than ownership, we created a new Access-Based Collection Development philosophy. DDA and other access-based models focus the collection on today’s user, rather than planning for a someday [perhaps never] user. We re-envisioned our collections as a service to today’s user, rather than an assemblage of items that continues to build up over time... Many librarians feel relieved about the lack of pressure to spend... We have also found that the DDA program, even when the profile is very broad, does not use as much money as we anticipated. If you begin relying more heavily on DDA, you’ll want to analyze the use data to determine what disciplines aren’t well-served...” PDA has allowed UNT to (1) improve the service offered to real students today; (2) reduce spend on unnecessary/unused resources; (3) streamline workflow to refocus librarians on campus engagement.

Q: Are there any case studies for how it works?

UMass-Amherst provided a thorough case study for the performance of their PDA program at the ALA 2015 conference. UMass launched Kanopy PDA in 2012 and set a $20,000 annual PDA budget cap (it has renewed the same cap each year since). In year 1, they used $15,000 of this and in Year 2 $17,000. The growth in budget has been driven by expanding films available, increased demand from faculty, and greater awareness over the years. Last year they saw -

- **113 films trigger** - each triggered film was watched on average 109 times
- **2,400 different films watched** (many are watched but don't trigger as they are only watched 1-3 times)
- Almost **13,500 plays** were recorded on all films
- **$16,950 of their budget** used with a ROI (or cost per play) of ~$1.27, which compared to $18.15 for their DVD collection and $264 for their other purchased streaming collections
In effect, PDA not only allowed UMass to open a large database with a breadth of popular films and collections to their faculty, it also led to (1) greater use and engagement from faculty and students compared to any of their other media resources, as well as (2) significant cost savings and a **increase in the return (ROI or cost per play) on their media spend of over 99%** by virtue of both providing a resource faculty wanted to use as well as saving on unnecessary acquisitions. With respect to UMass’ past DVD purchases, 25% of DVDs had never been checked out, 55% had been checked out less than 4 times, and over 90% had not been checked out 4+ times in a given per year – meaning they can are now saving on this spend. With respect to UMass’ past streaming purchases, less than 1% of films had been watched.

Over 40 colleges have conducted studies on Kanopy’s PDA model and presented their findings at Conferences, including Brown, Stanford, RISD, UFlorida, Kansas, UWisconsin-La Crosse, Binghamton, CSU Fullerton, University of Arkansas, UMass-Amherst, Simmons, Illinois State, Queensland University of Technology, La Trobe University, Wake Forest, UNC-Greensboro, College of Charleston, and others. A number of consistent findings have been made that not only point to the positive feedback from students and faculty, but also its use and cost performance:

**FINDING 1:** Predicting use is difficult - **90% of PDA films were never previously available.**
~90% of films that triggered were never previously available through the libraries in any format (VHS, DVD or otherwise), highlighting both the challenge for libraries in predicting demand and the opportunity for providing access to completely new resources.

**FINDING 2:** Triggered films are heavily used.
Triggered films are typically watched 100-110 times over the year on average. This suggests, in combination with feedback from faculty and engagement data (film embed, playlist date etc) that films that trigger are most typically films on reserve or being used by faculty for classwork. This is clear from the daily use profile of films at the libraries – see UMass’ below which indicates that use is primarily class-driven given the peaks during semester and lulls during holidays.

**FINDING 3:** For each film triggered, another ~17-20 are watched but not triggered.
For each film triggered (and hence invoiced), libraries will generally see another 17-20 watched but not triggered (free use). Whilst some films are getting heavily used because they are being used in class, there is also a long tail of low use films which are generally films being used by students/faculty for research purposes. Supporting this low use case for free under PDA provides huge value – currently over 50% of DVDs purchased are checked out less than 4 times during their entire shelf-life and 25% are never checked out at all, so saving on this expenditure provides great value.
FINDING 4: Huge cost savings and ROI (cost per play) is much improved than all other models.

For UMass-Amherst, cost-per-play under Kanopy’s PDA model was $1.27 after 3 years of experience. This compares to $18 for their DVD collection and $264 for their purchased streaming collections. These cost saving findings are not unique to UMass – similar findings have been grounded at all libraries who investigated this:

Q: How does the PDA model work?

There are a few simple steps to understanding how the PDA program works:

**Step 1 – Design your collection:**
You can open our entire database or select specific collections to open access to. Most libraries will typically open the full collection, being a patron driven program after all where the intention is to let your patrons decide what films are relevant.

**Step 2 – Set your budget cap:**
You can set any budget you wish for the program. In their ALA presentation, UMass noted they set an annual budget cap of $20,000, whilst Simmons commits approximately a quarter of this. Years later, their annual budgets are almost the same - the program is sustainable as the plays do not accumulate over the years (i.e. the 4 plays to trigger a film must happen within the year and they do not build up over time).

**Step 3 – Launch your collection:**
Kanopy sets your library up with a dedicated website housing your film collections. This is a vibrant user interface with powerful tools designed to engage students and faculty. We provide free marc records (and work with discovery solutions), run launch webinars, and share promotional materials.

**Step 4 – Trigger films:**

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**igure 2: The Low Use and Depreciating Value of DVDs over time, UMass-Amherst and Simmons**

**Figure 3: ROI by Acquisition Type, UMass Amherst, Simmons, La Trobe and QUT**
As films trigger, this draws down on your budget. All films are free unless they trigger, so if you get to the end of the year and no films have triggered, your library has paid nothing. Any funds remaining at year-end can simply be rolled over into the following year to continue access.

Kanopy will process triggered films at the end of each calendar Quarter (Mar, Jun, Sep, Dec). This streamlines the administration and also provides a number of months free on each license since the date of invoice (not triggering) will initiate the license. At the end of each Quarter, Kanopy will by default initiate a 1-year license for the films (all films are the same price which keeps this predictable) and send through a report and invoice to your Library. For the next year, these films can be watched unlimited times. Your library has the choice to manually upgrade any of these licenses to longer time periods (e.g. 3, 5 years, 10 years and perpetual if available from the filmmaker/distributor).

**Step 5 – Monitor & Assess value:**
Kanopy provides you with a sophisticated dashboard to closely monitor your usage and run performance reports live. Trey Shelton at UFlorida Libraries writes, “Kanopy’s administrative dashboard makes it easy for librarians to manage their account, order titles, manage PDA plans, and assess usage. Kanopy is an industry leader in providing detailed, useful analytics, which are critical to justify expenditure and show return on investment.”

![Analytics dashboard](image)

**Q: What triggers a film?**

Films must achieve a minimum of 4 plays within a 12-month period to trigger – anything less than 4 plays and the films are free. The plays do not accumulate over time, and your program is only driven by the usage in a given year – hence it is sustainable over time. In terms of what constitutes a “play”, there are two important thresholds to this:

- **Time threshold:** A film must be played for at least 30 seconds of consecutive footage to log a “PDA play”. This provides comfort in knowing that no accidental plays are being logged.
- **Session threshold:** There is a session-based restriction on the play counter too, which ensures that only one play is ever counted in a single session on the website (i.e. if someone watches the same film twice from the same browser, it will only count one play). This provides comfort in knowing no duplicate plays are being logged.

**Q: What collections can we open up under PDA?**

You can open up our entire database of films OR curate your own collection by selecting specific producers (e.g. Criterion Collection, Kino Lorber, PBS, etc) and/or subjects to include (e.g. psychology, architecture, film...
studies, etc) and/or producers. You can browse our top collections and films on our website: www.kanopystreaming.com.

Q: What if I fall short of or use up my budget?

If you reach the end of the year and have budget remaining, you can elect to roll the remaining budget over into the next year or ask for it to be remitted and turn off the PDA program. If you reach your budget before the end of the year, the Kanopy team will be in touch with you well in advance (we have your budget cap flagged in our system and monitor it closely). Inevitably, if this happens, you will seen strong use of your Kanopy website that justifies this.

At the point of hitting your budget, you will have two options: (1) top up your budget to continue access; or (2) keep the budget capped as is and switch off the live PDA program once the cap is hit. Option 2 will not cause any user issues – all triggered and licensed films (certainly the most popular films on your campus) will remain live for the continued full period of their licenses; all untriggered films will switch from “live mode” to “request mode” which means they remain discoverable (and permission access can be requested from the library) but they will not be prominently profiled on your website. Effectively this switches your library to “Mediated PDA" to ensure the process of turning on and off the program is seamless.

Please visit www.kanopystreaming.com or contact info@kanopystreaming.com

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