I Stream, You Stream

Streaming Experiences for 2CUL

Presented by
Jesse Koennecke, Head, Electronic Resources @ Cornell University Library
Susan Marcin, Head of E-Resources Mgmt: Technologies & User Experience @ Columbia University Libraries

What is Streaming

stream·ing
/ˈstrēmiNG/ 🔊

noun

1. a method of relaying data (esp. video and audio material) over a computer network as a steady continuous stream, allowing playback to proceed while subsequent data is being received.

Streaming environment

What do we use it for?

- Collection building
- Course use
- Entertainment

How do we obtain streaming media?

- Database subscription or purchase
- Hosted rental or purchase
- Locally encoded and hosted files

Subscription Databases

Large Packages

Typical library access
- MARC Records
- IP Authentication
- Remote Access

Relatively low effort per item

License Terms - Database

5. RESTRICTIONS: The Customer may not decompile or reverse engineer the Product(s); modify or create a derivative work; remove, obscure, or modify copyright notices; sell, distribute, or commercially exploit the Product(s); or transfer, assign, or sublicense this license. **Access to a stream of video recordings in the Product(s) may be only via the Customer's network to Authorized Users; and Customer may not allow users to download the streaming videos or otherwise make copies**

http://alexanderstreet.com/support-center/license-info

Hosted Rental or Purchase

Often Title by Title

Specific Restrictions
- ○ Course use
- ○ Limited term

Higher effort per item

Swank Motion Pictures, Inc.

FILMS ON DEMAND
DIGITAL EDUCATIONAL VIDEO

License Terms - Swank

Swank hereby grants to University a non-exclusive, non-transferable, worldwide license to electronically stream and display online to University's Authorized Users the motion picture titles listed in this agreement, which shall be used solely for University's educational and non-theatrical purposes, subject to the terms and conditions of the original Agreement. **University shall restrict access to any electronic streaming and online display of the Licensed Titles to only those students, faculty, staff and other University-authorized users who are authenticated by University's Classes* via course management system as registered under an associated course.**

The streaming license provided for motion pictures is for non-theatrical private showings only. Screenings are intended for individual use only and cannot be open to the public or advertised through media such as radio, television or newspaper. Films may not be duplicated, copied, modified, or captured in any permanent way by your use of computer or digital recording device. If either of the policies above is violated, all bookings will be canceled WITHOUT notice.

Locally Encoded and Hosted

Various vendors

Involves:
- Purchase DVD
- Rip content
- Host securely

Highest effort per item

Edward M. Corrado
@ecorrado
Following

Tracy Mitrano: One key word to remember with streaming and e-reserves: Authentication, authentication, authentication. #enug2012

↩ Reply   ⇄ Retweet   ★ Favorite   ••• More

6:15 AM - Oct 18, 2012

Reply to @ecorrado

Terms Vary

○

- Length of term
  - 3 years
  - life of the file

- File types

- Breadth of access
  - Course use only
  - Campus-wide

Streaming Terms

A three-year streaming license from the date of the invoice is included with the

purchase. License is limited to a single secure server with a password protected

connection. Rights must be properly limited to users affiliated with your organization.

Streaming rights can be renegotiated once lapsed.

Streaming Terms

…stream the digital content into no more than one course per academic term.

…Asynchronous digital streaming license for the life of the format.

Public Performance Rights

Purchase effectively means lease for the life of the videotape, videodisc or film print

The lease includes public performance rights by the acquiring institution for non-paying audiences only on campus or school grounds. This does not include showing the film on television or online.

Often limited to groups of 30 or 50.

Netflix - Terms of Use

Unless otherwise specified, the Netflix service, and any content viewed through our service, are for **your personal** and non-commercial use only and we grant you a limited, non exclusive, non transferable, license to access the Netflix service for that purpose. Except for the foregoing limited license, no right, title or interest shall be transferred to you.

Streaming Course Reserves: Timeline @ Columbia UL

Summer 2012

- Streaming is coming

Fall 2012

- Some meetings to work out initial draft processes & workflows

Spring 2013

- Streaming is here

On Streaming Course Reserves

Potentially time-sensitive

Questions
- Do we own the DVD?
- Do we have active streaming rights?
- Lacking active streaming rights, can we get them?

Coordination of efforts

Multiple departments involved in streaming course reserves:

- **Reserves** receives a request to stream
- **Selector** places request for streaming or DVD+streaming
- Acquisitions: order, payment, & licensing (**E-Resources** and **Monographs**)
- **Cataloging** catalogs DVD
- **Technology** encodes the DVD, if necessary
- **Reserves** securely links to material

DRAFT Fall, 2012: Streaming + DVD Workflow

- **Reserves** receives request to stream a film
  - Checks ILS to determine if we own the DVD
  - Checks ILS to determine if we already have streaming access (e.g., Alexander Street Press)
  - Checks ERM to determine if we already have license for streaming
  - Checks individual feature film titles for streaming access from Swank
  - If streaming access is available from a record in ILS, Reserves creates link in Reserves
  - If streaming access is available from Swank, Reserves processes the order with Swank and creates link in Reserves once the url is supplied
- If the DVD is not currently held, Reserves forwards purchase request to appropriate **Selector** with course information including faculty name and course number
- If streaming access is not available from an ILS record or Swank, Reserves forwards the request for purchase to the appropriate Selector with course information including faculty name and course number
- Selector contacts distributor to determine license terms and cost

...cont.

- Selector submits order for DVD and streaming license to E-Resources via the Electronic Resource Order Form with priority one status indicated in notes
- **E-Resources** begins the order process by forwarding DVD order to MAS via email with copy to the selector
- **Monographs** orders DVD
- E-Resources requests a streaming license, reviews, and negotiates
- Monographs informs E-Resources of the Voyager Bib ID
- Monographs puts note in 900 field – "With Streaming License"
- Monographs routes DVD to Cataloging with rider marked STREAMING to indicate that this DVD was ordered with streaming license as a course reserves request
- **Cataloging** catalogues DVD

…cont.

- Cataloging routes DVD with rider marked STREAMING to Reserves
- **Reserves** receives DVD with rider marked STREAMING and flags as needed for course request and streaming license acquired
- Reserves labels DVD
- Reserves checks on course request for this DVD
- If DVD is needed less than two weeks of receipt for a class screening, Reserves will hold the DVD for professor
- Reserves will note that the film will need to be encoded after screening
- If DVD is not needed within two weeks of receipt, Reserves will route the DVD to Technology for encoding
- **Technology** will encode the film
- Technology will return DVD to Reserves and provide url
- Reserves will link the url in Course Reserves

Result: We have a DVD with streaming access in online reserves for authorized users.

Now repeat process for each title.

Streamlining Streaming

First response from various library departments:

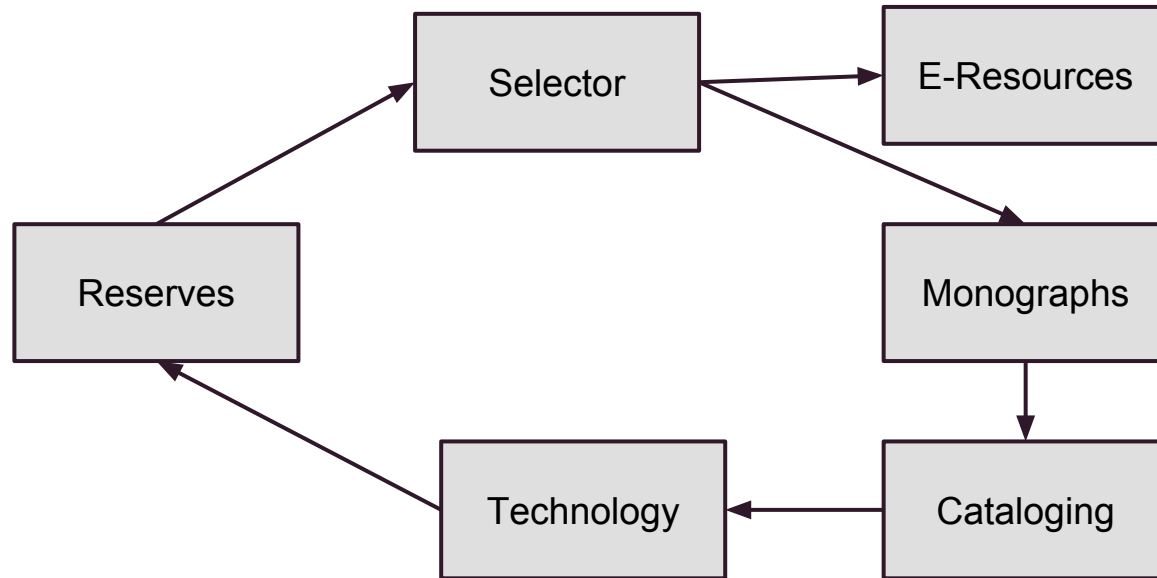- The process is time-consuming & confusing.

How can we improve the process?

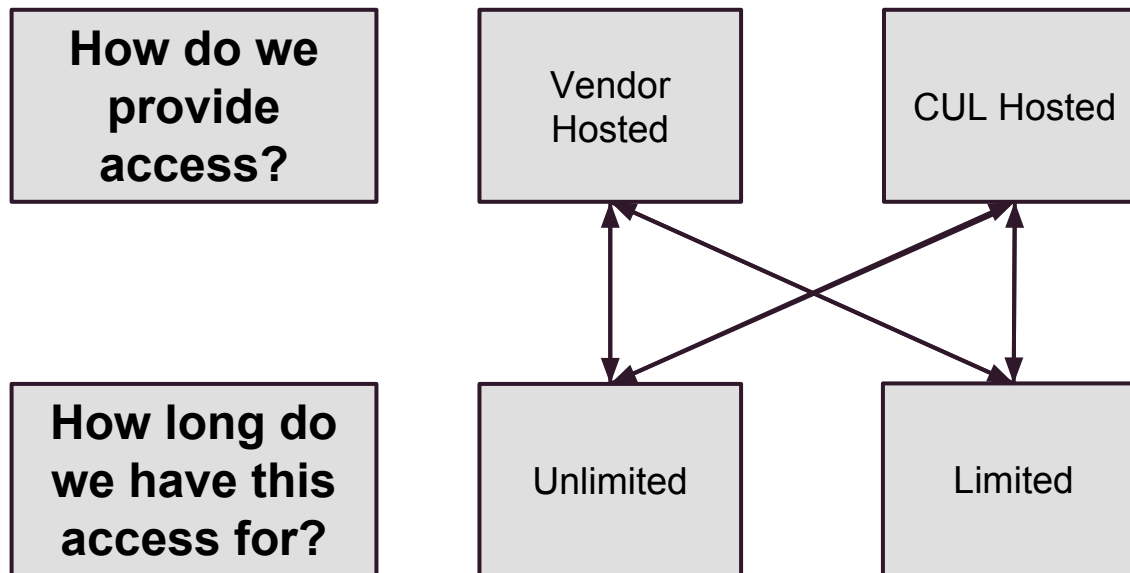Where are there bottlenecks & confusions?

Some immediate updates to workflow

- Collaborate with Web Development to redesign e-resources order form
  - Form now auto-emails Monographs & E-Resources for DVD + Streaming orders

- Publish instructions for selectors on wiki and intranet sites

- Update internal acquisitions workflow documents, as processes develop

DRAFT Fall, 2012: Streaming + DVD Workflow

How might streaming vary from other e-resources?

How do we provide access?	Vendor Hosted	CUL Hosted
How long do we have this access for?	Unlimited	Limited

How do we account for each of these access models?

Access Notes

Customize streaming Bib records to include notes on streaming acquisitions, making information easier for various departments to locate:

- 5 years streaming; 2/22/2013 - 2/22/2018; IP access
- streaming for life of file; 2/26/2013 onward; encoded by Libraries

Access dates & notes in ERM

Name	Films Media Group - Digital License Agreement Films On Demand - 10/16/12-10/15/2015
Type	
Vendor License URL	

☐ Visible in Public Display

Vendor License URL Date Accessed	
Second Vendor License URL	
Local License URL	https://www1.columbia.edu/sec/cu/libraries/inside/ner/licensedata/CAU9MW.pdf

Local License URL Link

☐ Visible in Public Display

Second Local License URL	
Physical Location	
Status	
Reviewer	
Reviewer Note	
License Replaced By	
License Replaces	
Execution Date	10/19/2012
Start Date	10/16/2012
End Date	10/15/2015
Advance Notice In Days	
License Duration	1094
License Note	

Q: Title-level URLs in ILS?

Can we include title records for streaming content in the catalog?

The minotaur

Author:	Birtwistle, Harrison.
Uniform Title:	Minotaur. Libretto
Title:	The minotaur [electronic resource] / Harrison Birtwistle.
Published:	[England] : Opus Arte, c2008.
Description:	1 streaming video (ca. 148 min.)
Online Link(s):	Click here for access.
Series:	Opera in video.
Restrictions:	Access limited to subscribers
LC Subjects:	Birtwistle, Harrison. Minotaur. Operas. Minotaur (Greek mythology)--Drama.
Also Listed Under:	Harsent, David, 1942- Pappano, Antonio, 1959- Langridge, Stephen. Giraudeau, Philippe. Alexander Street Press Royal Opera House (London, England)

Holdings Information:

Location (guide):	Online
Call Number:	ERESOURCES
Status:	No information available

Notes:	Opera in 13 scenes. Libretto by David Harsent. Program notes by Rhian Samuel in English, French & German.

A: Title-level URLs in ILS

- What does the license allow?
    - Is content restricted to course or open to all authorized users?

- How long can we stream the content?
    - 1 year? 5 years? 1 semester? Perpetually?

- If streaming duration is limited, records management should be part of the planning.

- Would collection-level URLs suffice?

How else can we streamline streaming?

Possible "to do" items:

- Automate alerts for expiring licenses
- Tracking system to monitor progress across departments from initial request to streaming
- Licensing additional vendor-hosted streaming collections

Other?

ALCTS E-Forum: Streaming Media: Acquisition, Discovery, Usage Data (Aug 2013)

Acquiring, hosting, management -

- **National Media Market** (http://nmm.net) was listed as a place to determine video distributors and their streaming rights.
- For implementing a **media server**, several products were listed: Kaltura, ShareStream, Ensemble Video, Helix, Wowza, Media Amp, Avalon, and the open source solution Pomona College's Video47.
- There is a concern about **tracking** the renewal of multi-year licenses when access rights expire, particularly with locally hosted titles.
- An additional complexity is the **multiple departments** and individuals which are part of the workflow.
- The idea of using a **task management program** was brought forth.
- Usage and assessment -- A need was expressed for standardized metrics for and delivery of **streaming usage statistics**. A strong need for title level usage statistics was identified.

http://bit.ly/IG74Na

ALCTS E-Forum: Streaming Media: Acquisition, Discovery, Usage Data (Aug 2013)

Discovery

- MARC records - Title level, the collection level, or both.
  - The two common ways for title level access is via vendors supplying MARC records and via copy and original cataloging of records.
  - It was noted that there is an inconsistency in the quality of MARC records, based on the vendor supplying them.
- Databases - Streaming collections might also be cataloged as databases for discovery.
- ERMs - Some libraries track titles and/or collections in their ERM for public display.
- OpenURL link resolvers - Some streaming collections are discoverable via openURL linking, including Alexander Street Press.
- Discovery tools - Some streaming collections are discoverable search tools such as EBSCO Discovery Service or Summon

http://bit.ly/IG74Na

Questions? Comments!