Academic Library Streaming Video Revisited

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American Library Association Annual Conference, 2016 - Orlando Florida

Introduction

- Follow-up to 2013 survey
- Investigate changes since original survey
- Collect new areas of information

Method

- Opt-in survey
- Invitations sent to listservs
- Variety of incentives – to be awarded by random drawing of respondents

Scope of Survey

The survey collected information on 14 different areas:

- Demographics
- Streaming video selection
- Funding for video acquisitions
- Streaming acquisition and licensing
- Total titles subscribed / licensed
- Total title purchased / licensed in perpetuity

- Discovery and access
- Captioning
- Format conversion / replacement
- Digitization on request
- Technical infrastructure
- Hosting
- Workflow

Demographics

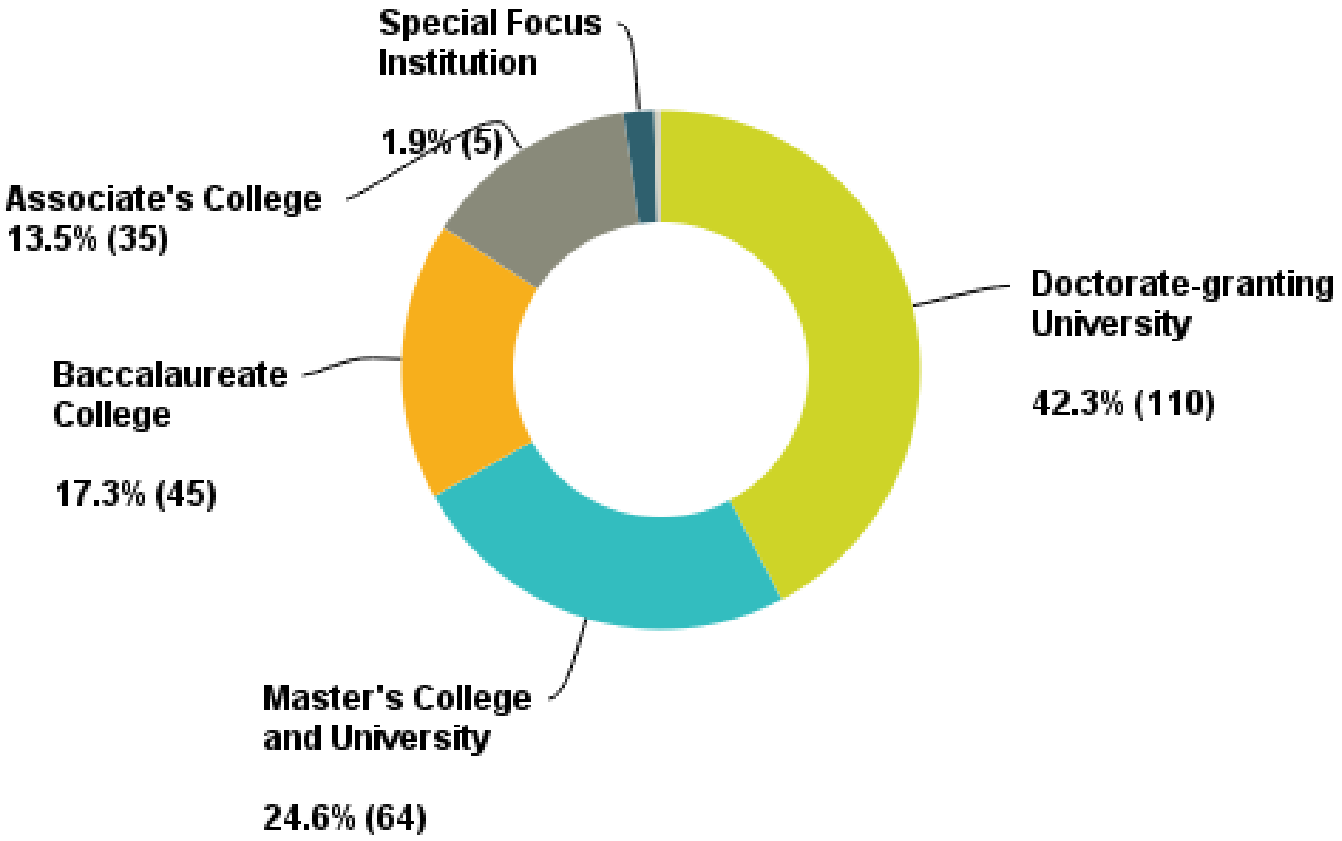
260 valid responses

Breakdown by:

- Institution type
- Enrollment
- Public/Private
- ARL

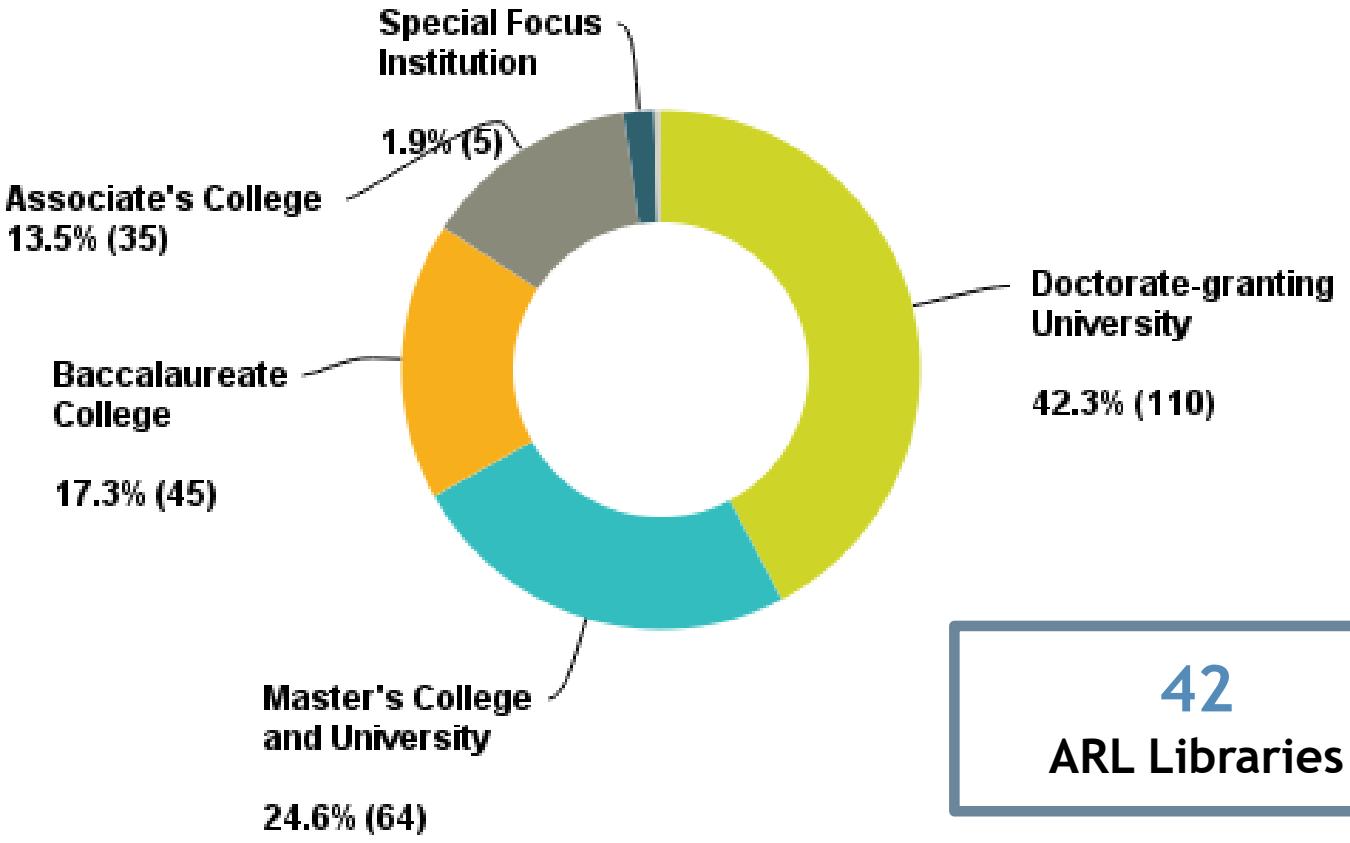
Q2 Institution Type (by Carnegie classification

Answered: 260 Skipped: 0



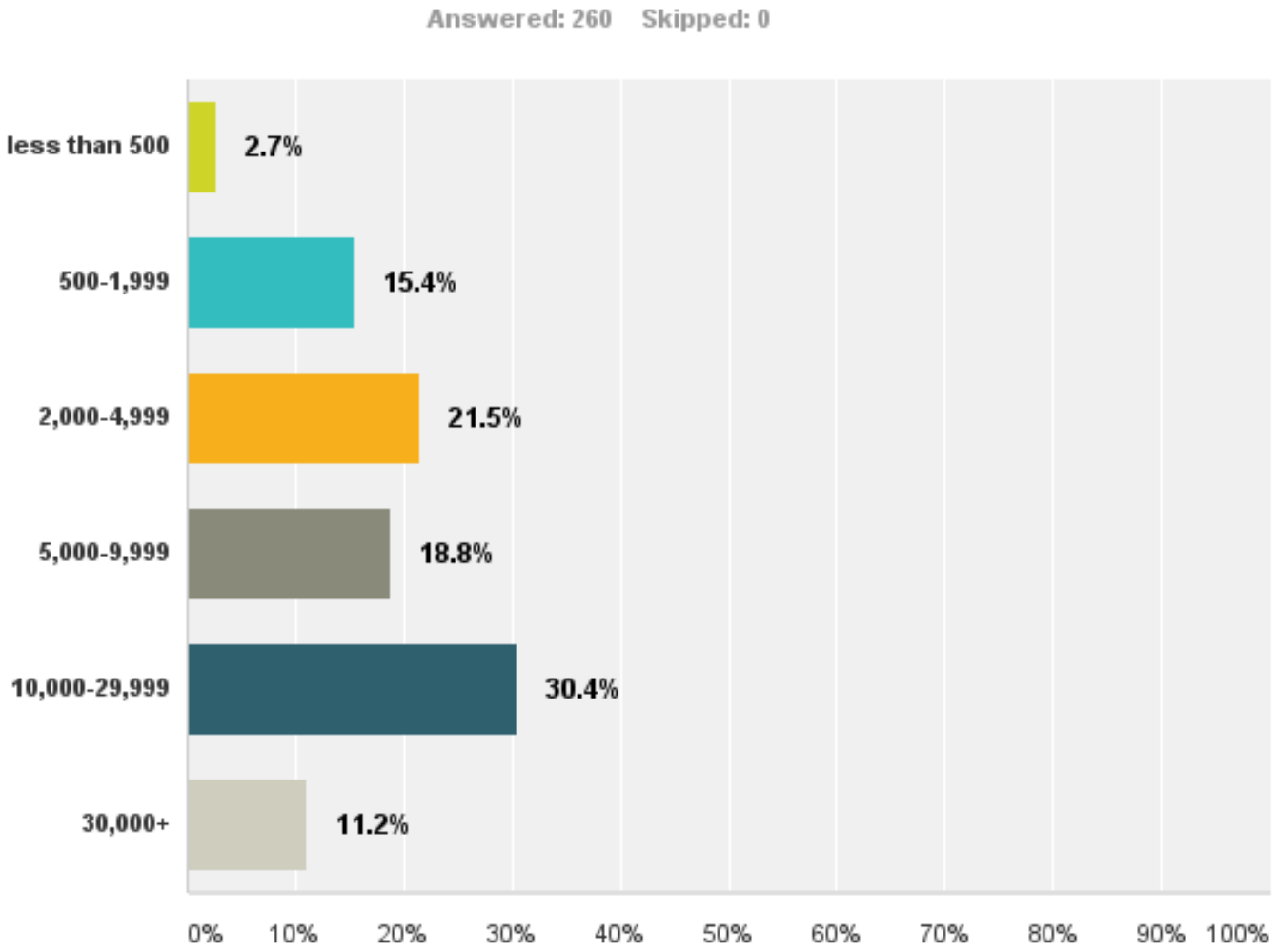
Q2 Institution Type (by Carnegie classification

Answered: 260 Skipped: 0



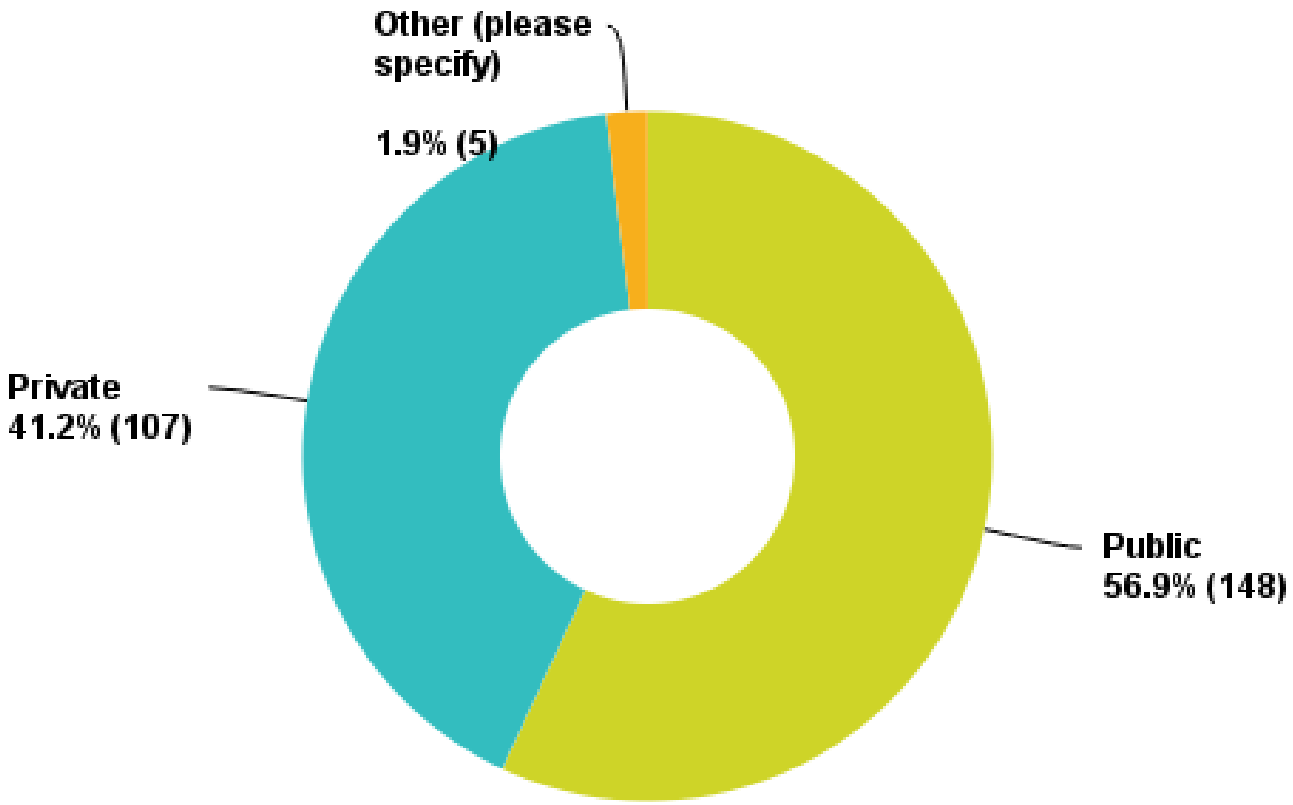
42
ARL Libraries

Q3 What is your institution's FTE enrollment?



Q4 Is your institution publicly funded or private?

Answered: 260 Skipped: 0



Q5 Does your library have a media librarian?

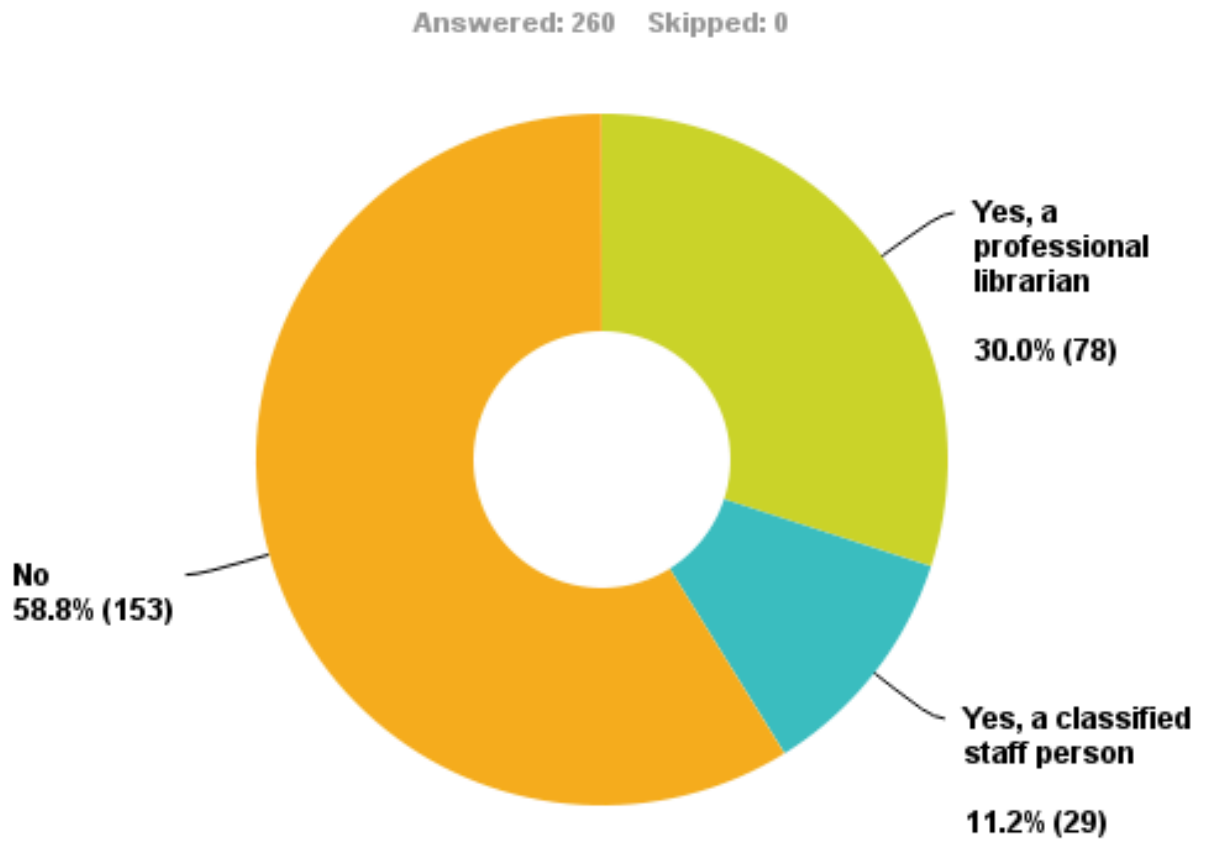
Definition of Media Librarian

…a library employee who has primary responsibility for audiovisual media in the library's collection, beyond circulation and/or maintenance of the collection.

These responsibilities may or may not include selection, licensing, cataloging, processing, production, etc.

The media librarian also may have responsibilities beyond media.

Q5 Does your library have a media librarian?



Comparison to ARL study in 1993

Brancolini, K.R. & Provine, R.E. Video collections and multimedia in ARL libraries: Changing technologies, ed. Laura A. Round. OMS Occasional Paper, (19).

Published in 1997

Responses from 68% of ARL academic libraries

60 responses

58% have one or more media librarians

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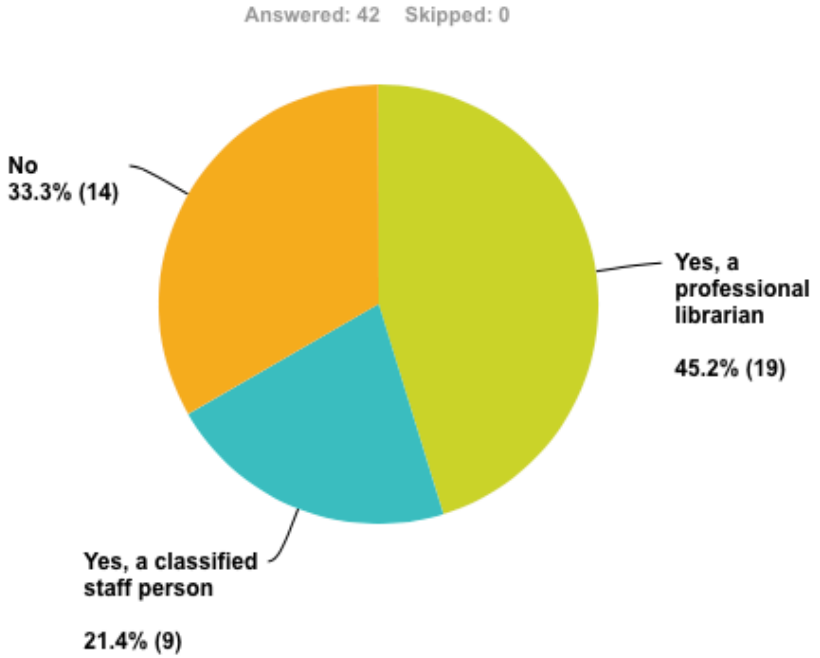
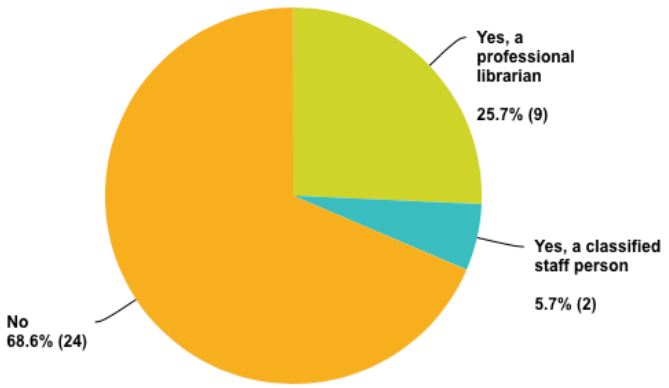


ARL 2015

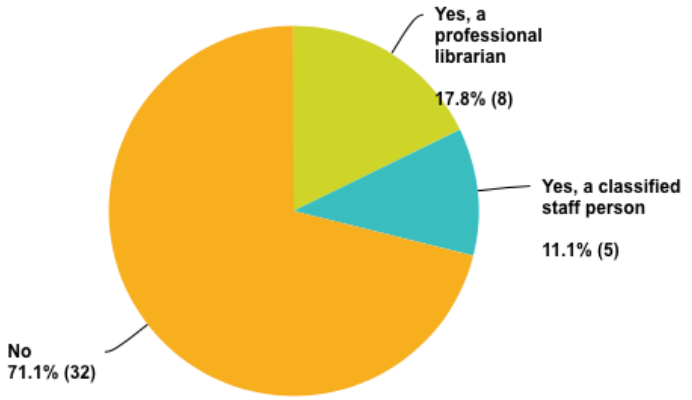
Comparison by Carnegie Classification

Answered: 35 Skipped: 0



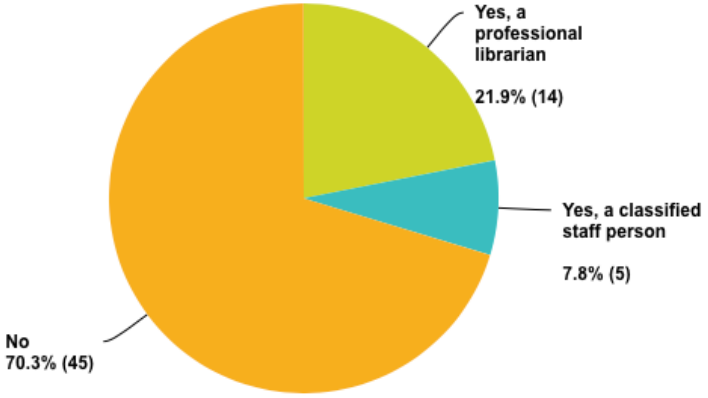
Associate

Answered: 45 Skipped: 0



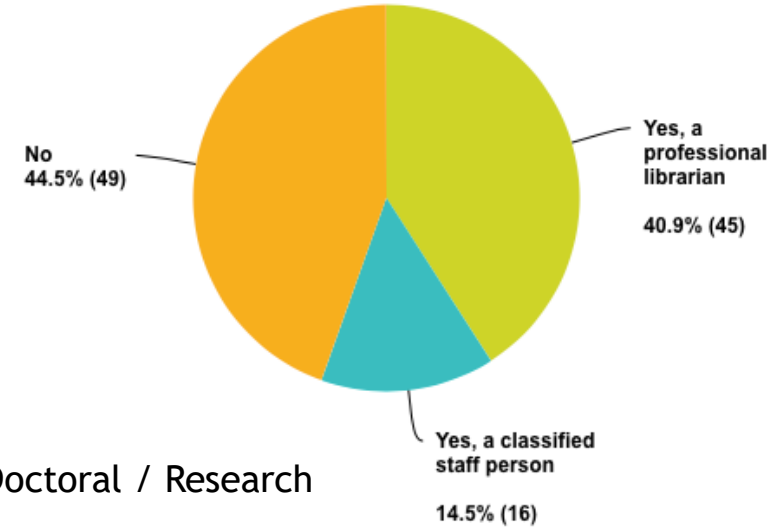
Baccalaureate

Answered: 64 Skipped: 0



Masters

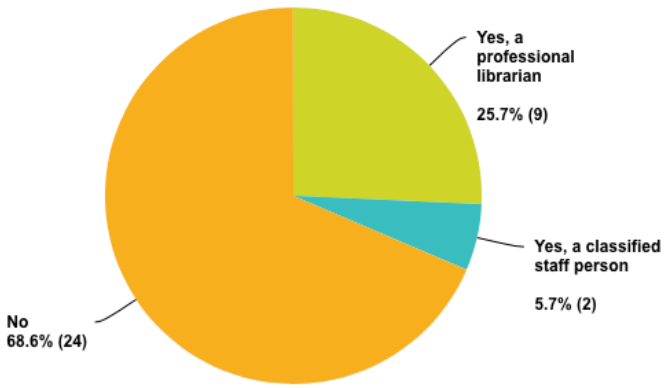
Answered: 110 Skipped: 0



Doctoral / Research

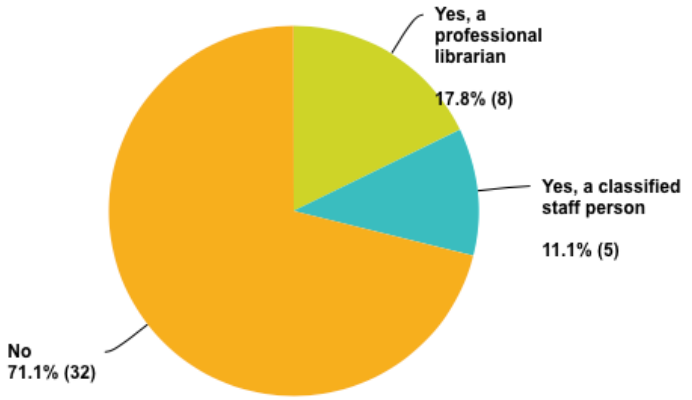
Comparison by Carnegie Classification

Answered: 35 Skipped: 0



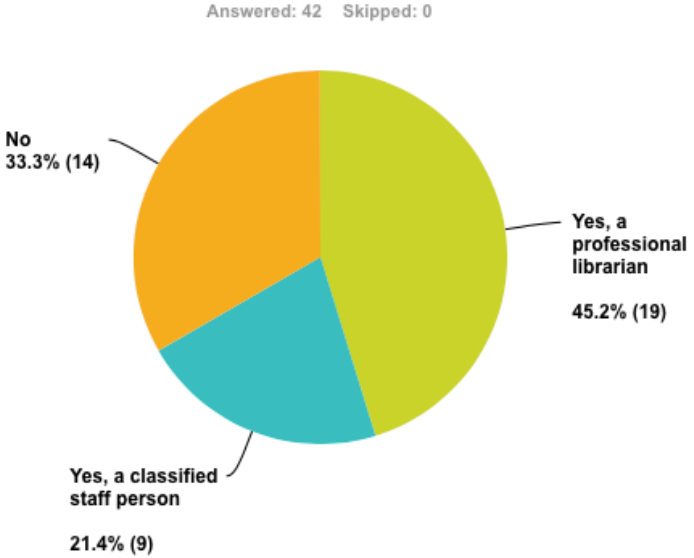
Associate

Answered: 45 Skipped: 0

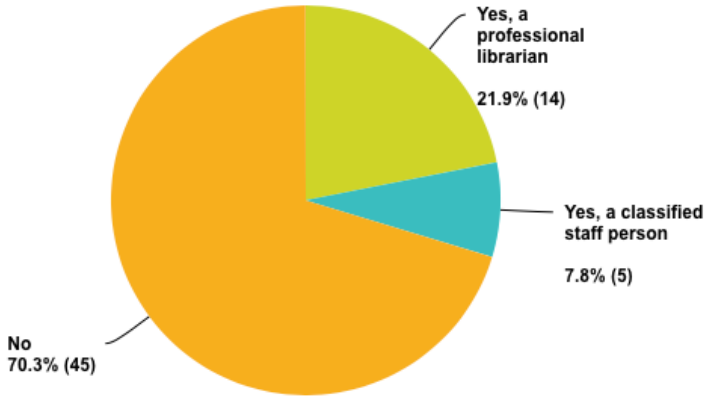


Baccalaureate

Answered: 42 Skipped: 0

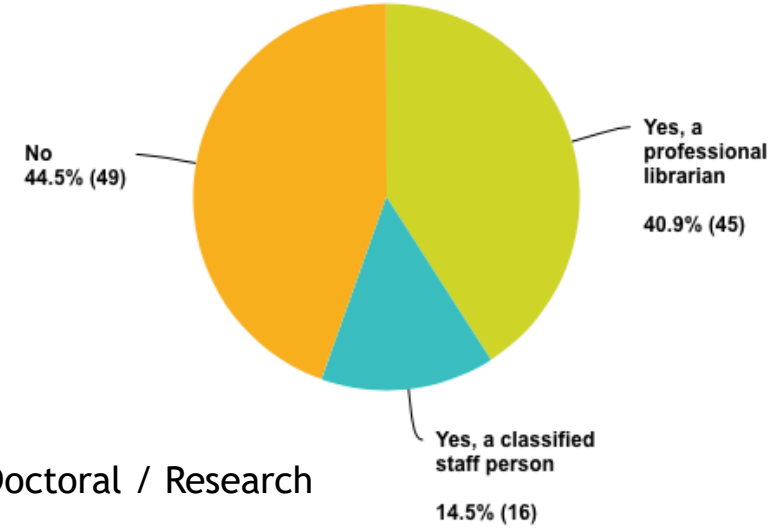


Answered: 64 Skipped: 0



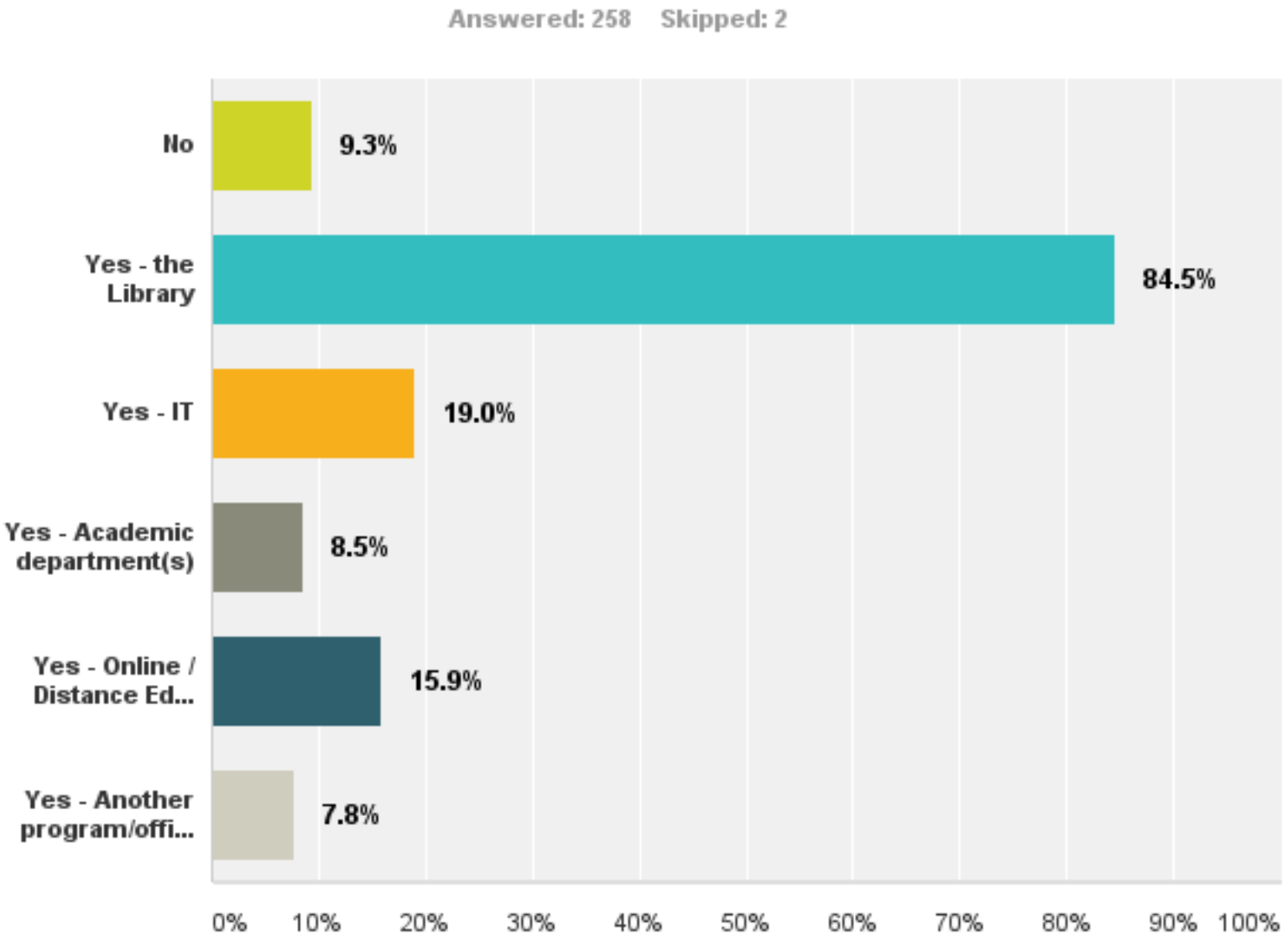
Masters

Answered: 110 Skipped: 0



Doctoral / Research

Q6 Does your institution currently provide access to streaming video?



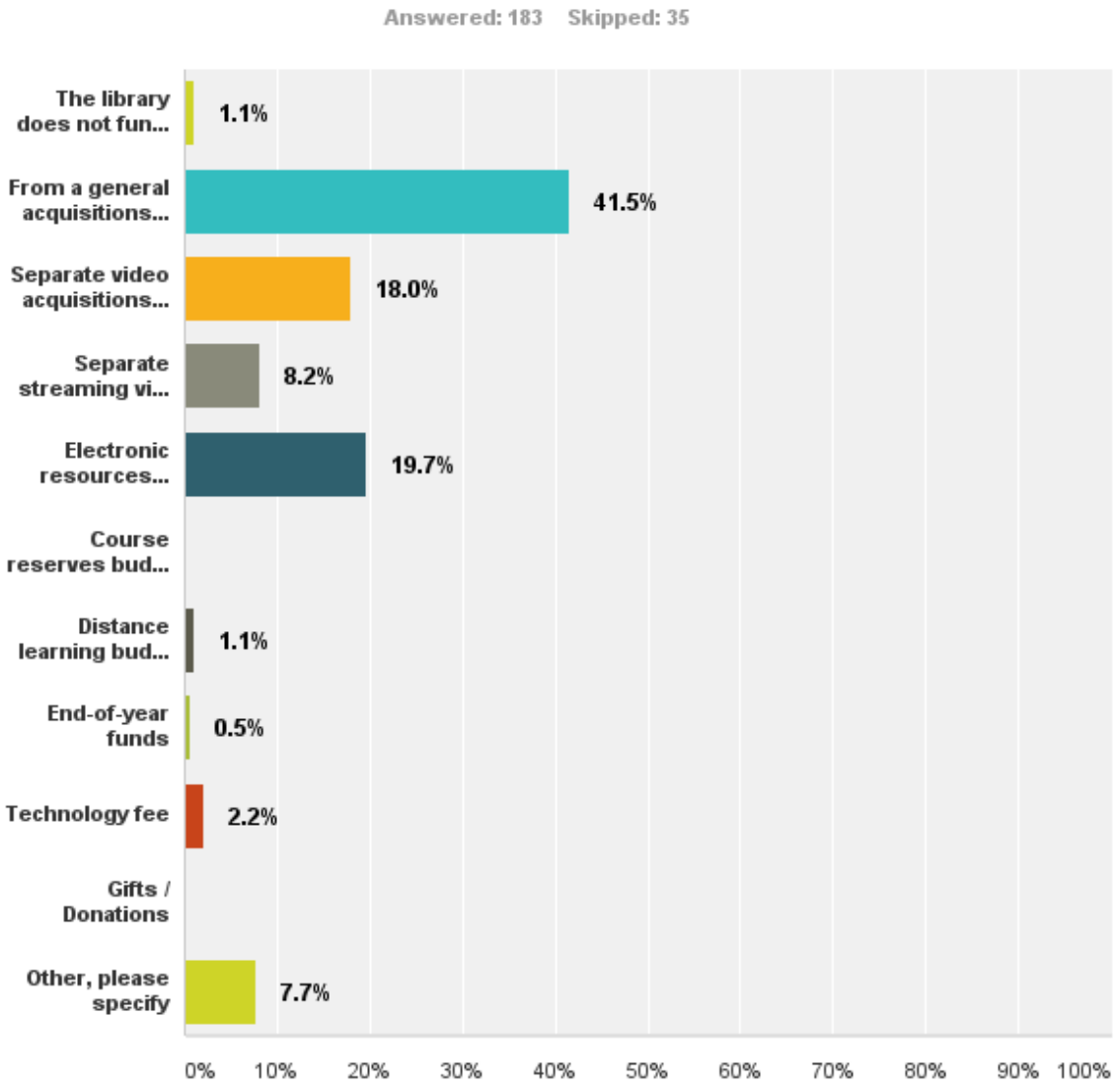
Comparison by Carnegie Classification

	2013	2015
Aggregated (all libraries)	70%	84.5%
Associate	70%	88.25%
Baccalaureate	56%	82.2%
Masters	68%	79.7%
Research / Doctoral	78%	89%
ARL Academic Libraries	92%	96.2%

2013 Question:
Does your institution stream video?

Funding & Expenditure

Q9 What is the primary funding source for your library's streaming video?



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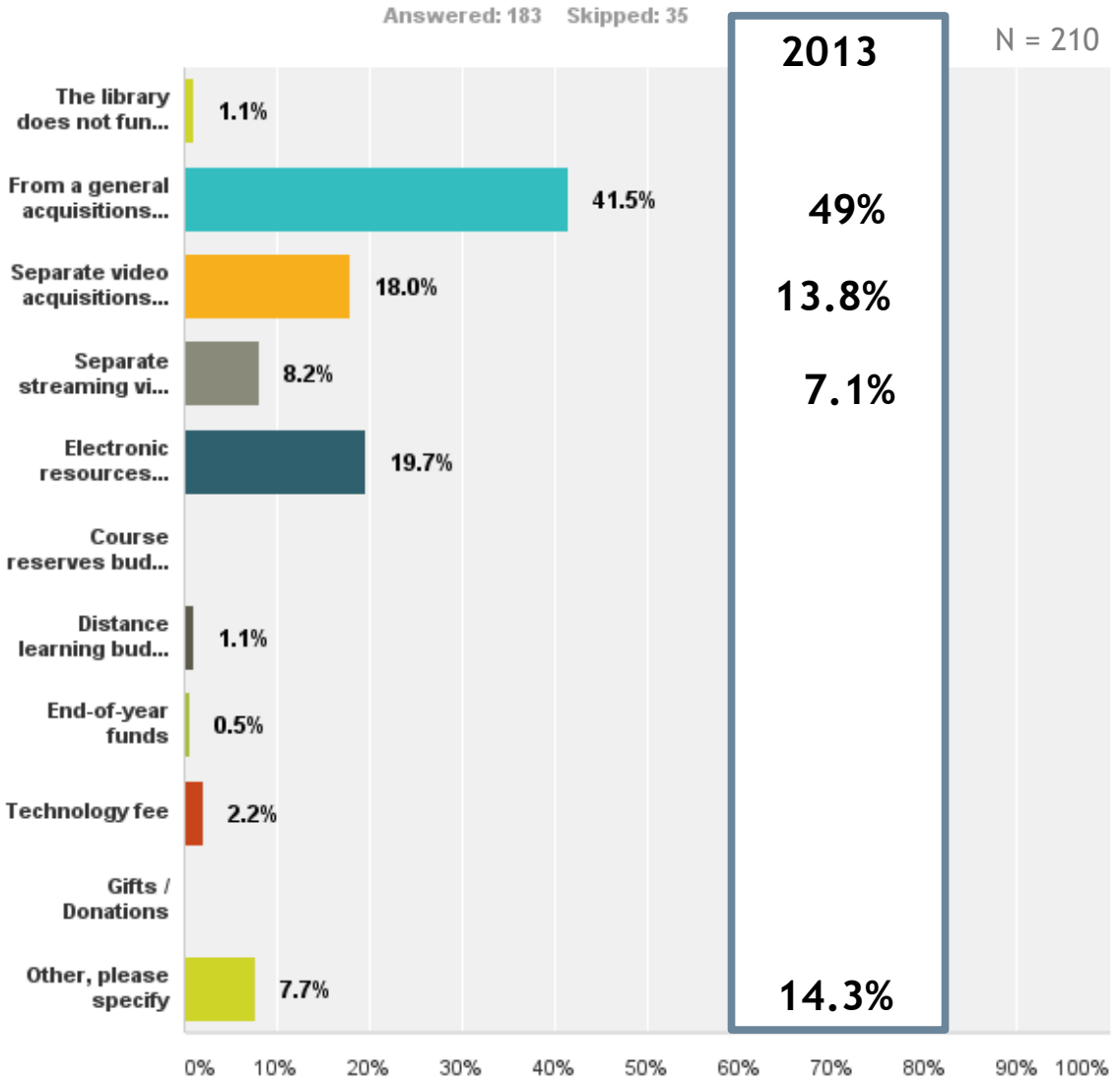

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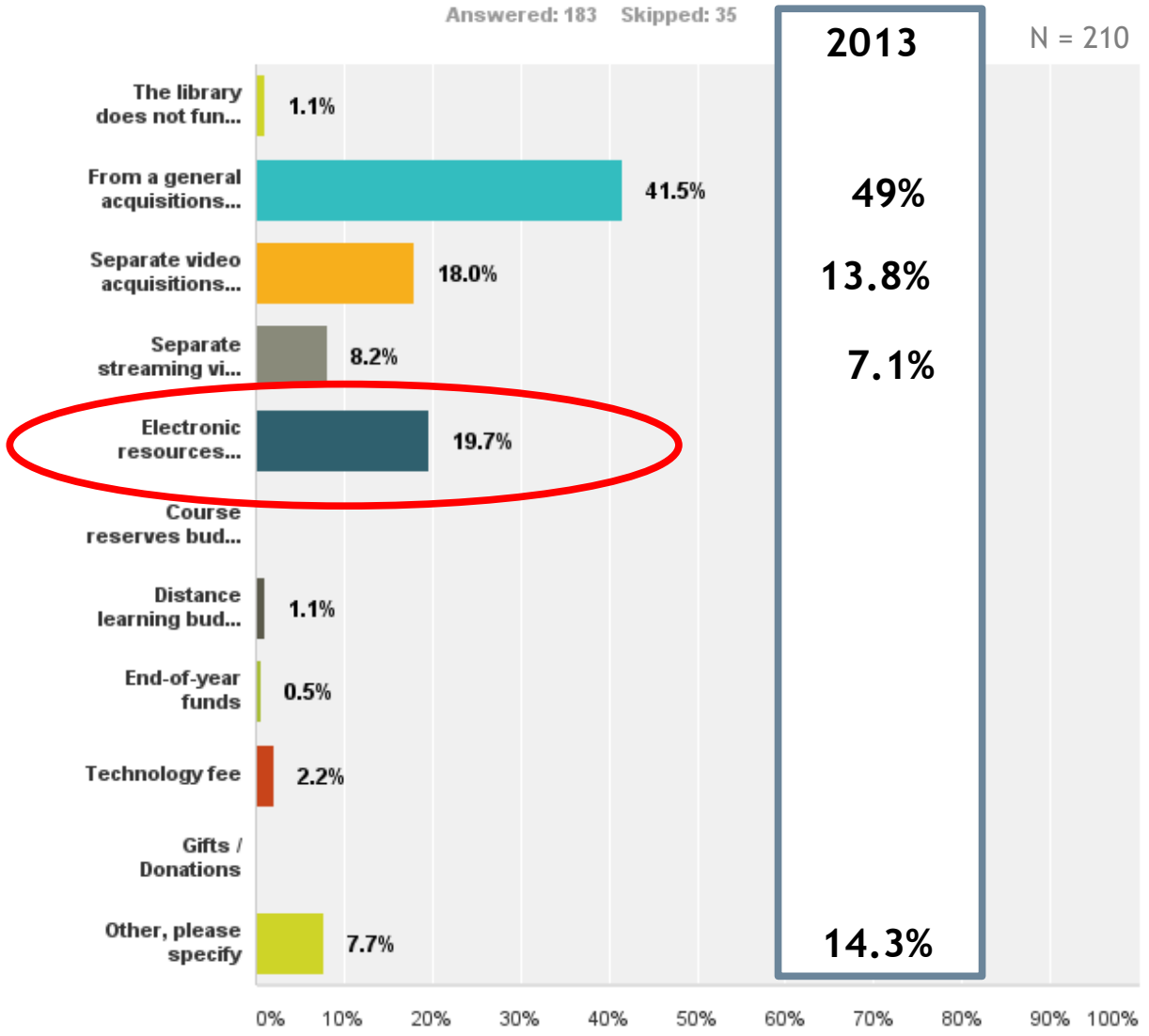
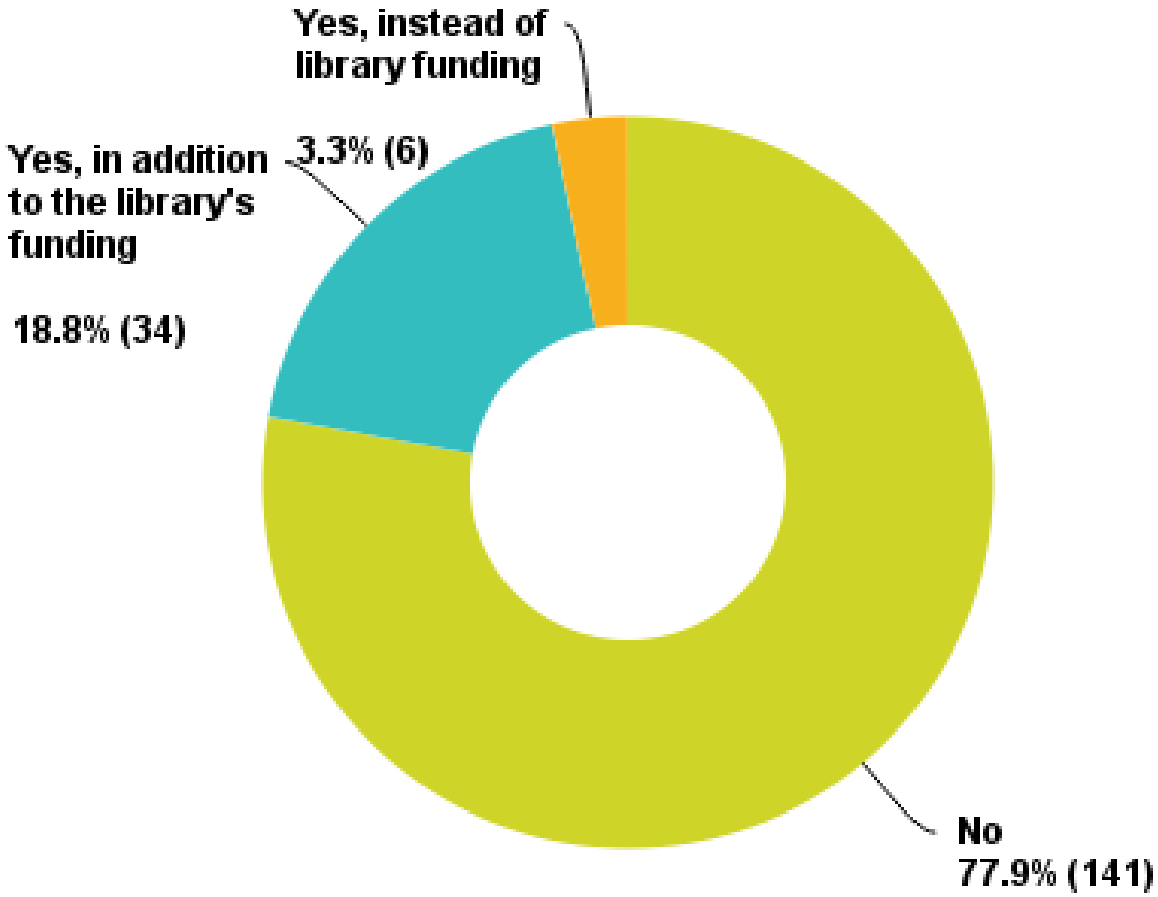


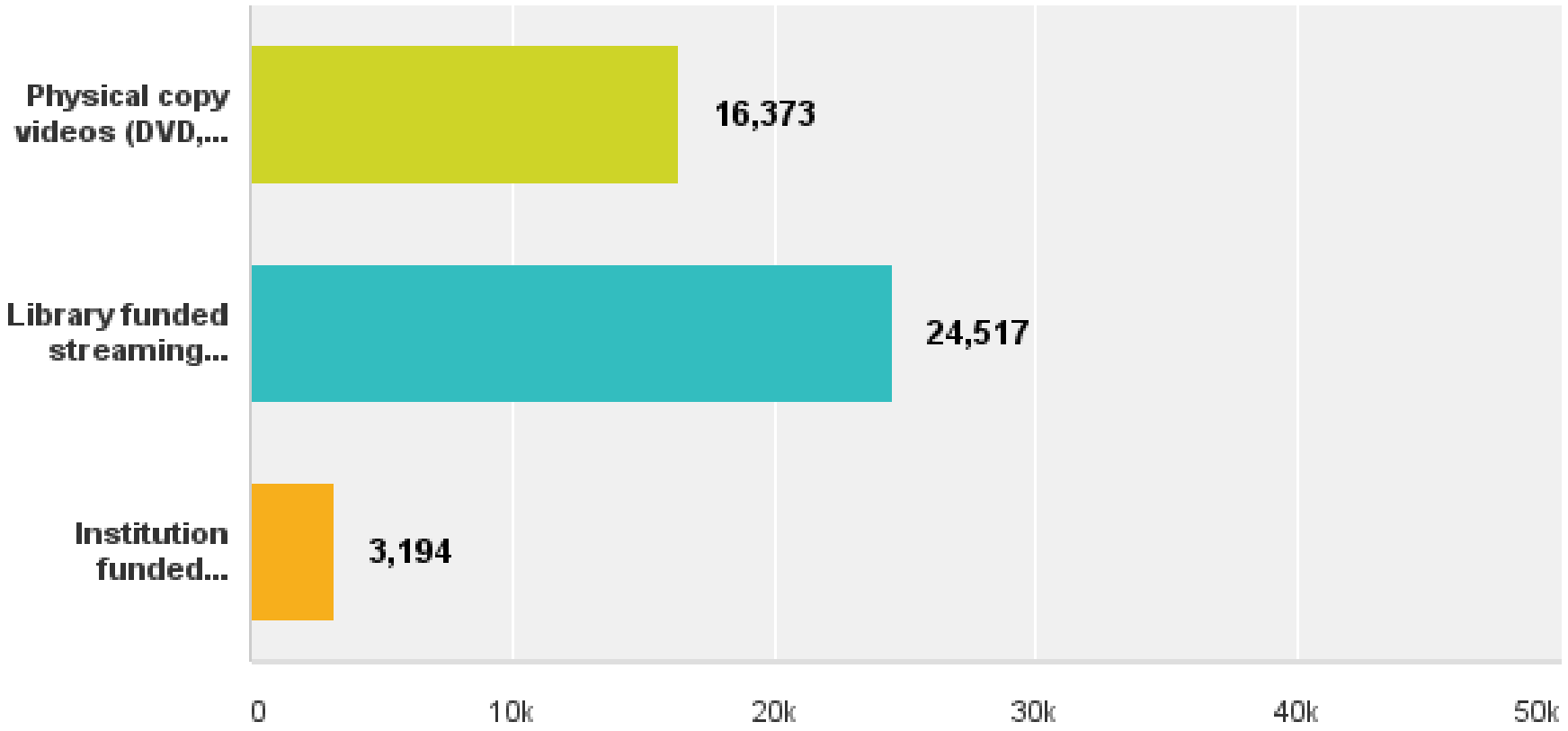
Q10 Does your institution provide funding for streaming video in addition to or instead of library funding?

Answered: 181 Skipped: 37



Q11 Approximate total video expenditures by your library and institution last fiscal year.

Answered: 150 Skipped: 68



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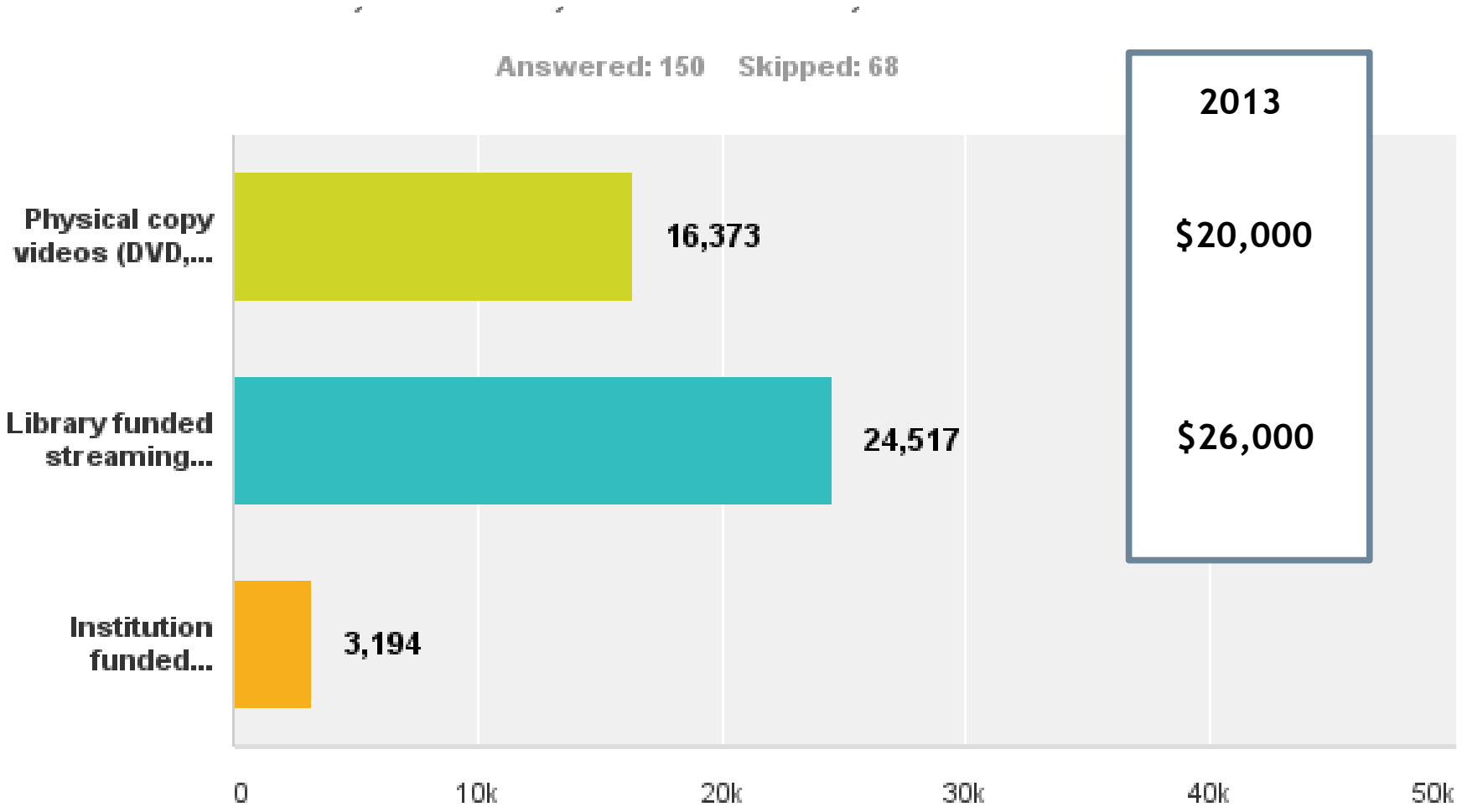
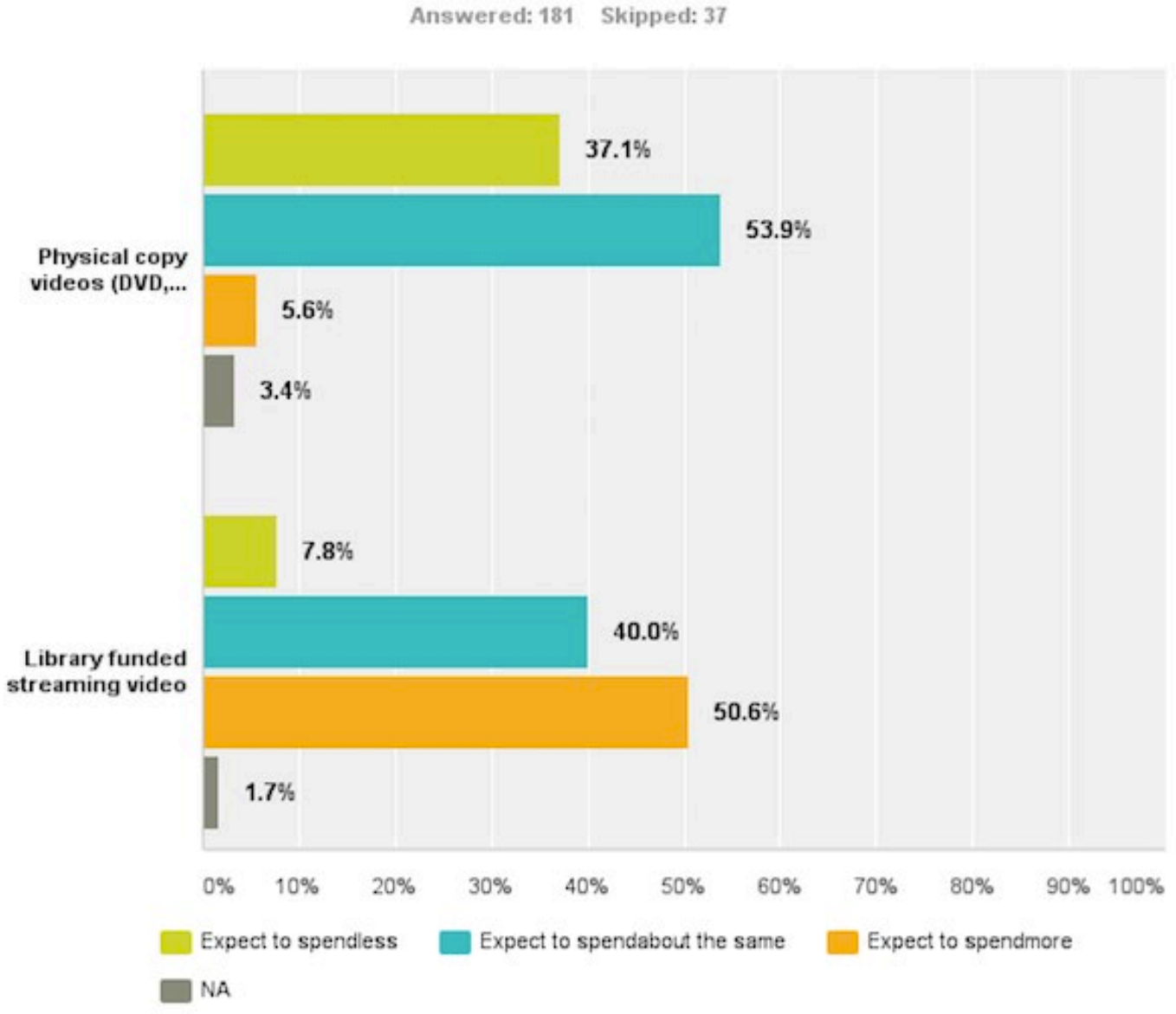


Q12 In the next fiscal year do you anticipate spending less, about the same, or more for video acquisitions?



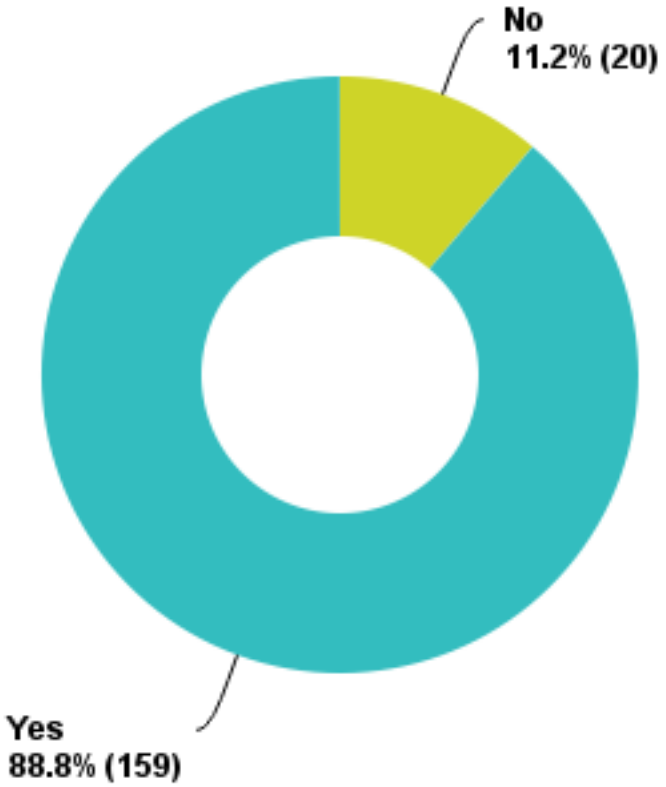
Acquisition & Licensing

Acquisition & Licensing

- Subscription *collections*
- Purchase *collections*
- Purchase *individual* titles
- Term license *individual* titles
- Term license for *course reserve*

Q13 Does your library subscribe to or term-license and streaming video collections?

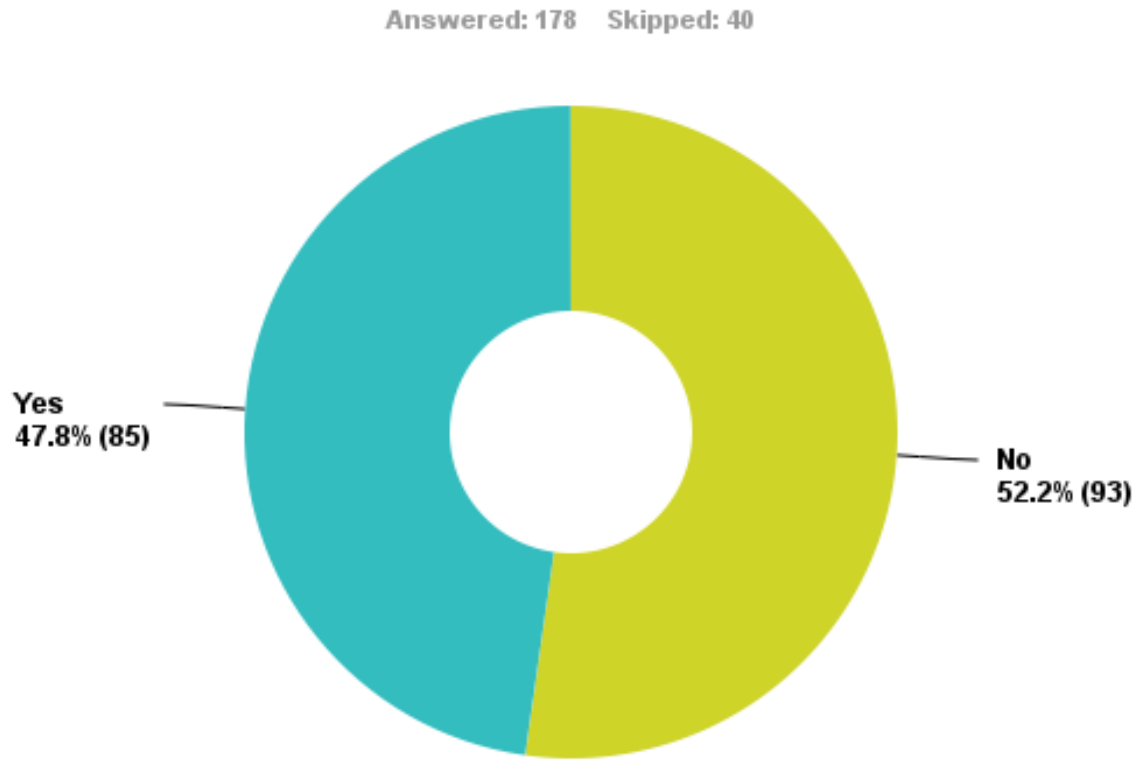
Answered: 179 Skipped: 39



Q14 Has your library purchased / licensed in perpetuity / life of file format any streaming video collections?

Answered: 179 Skipped: 39

Q15 Has your library purchased / licensed in perpetuity / for the life of the file format individual streaming titles?

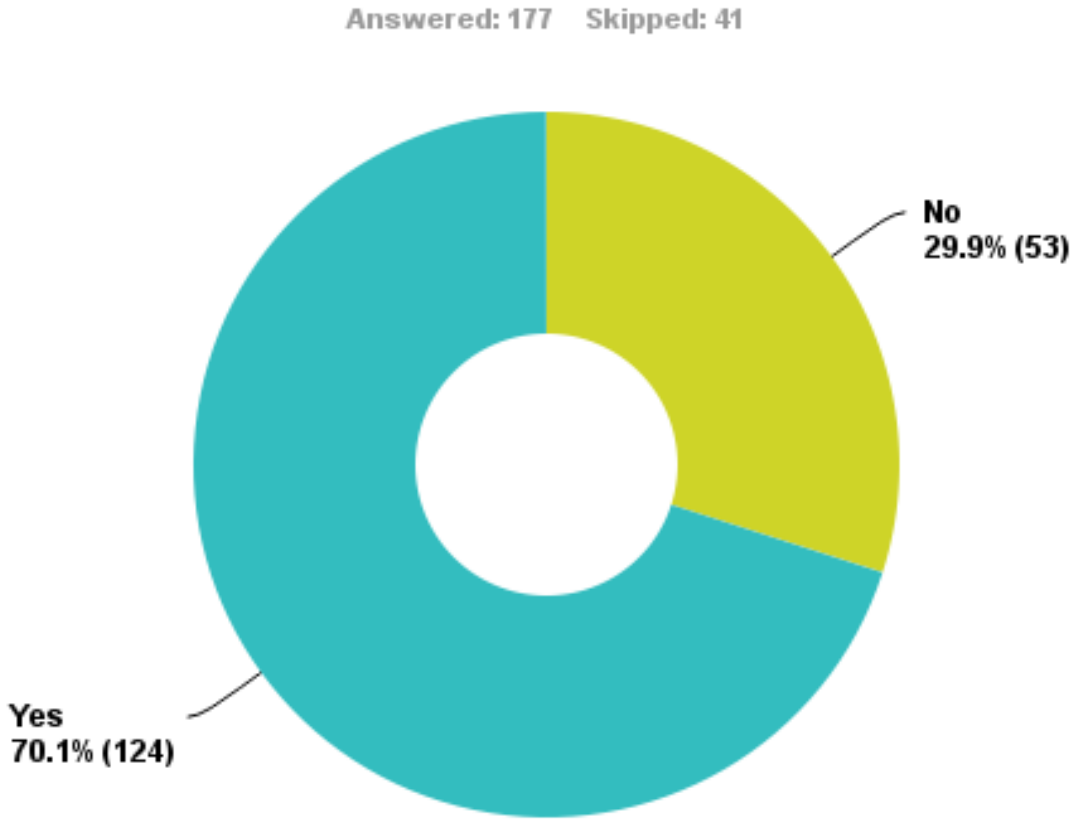


2013

Yes
47.9%

No
52.1%

Q16 Has your library term-licensed individual streaming video titles?

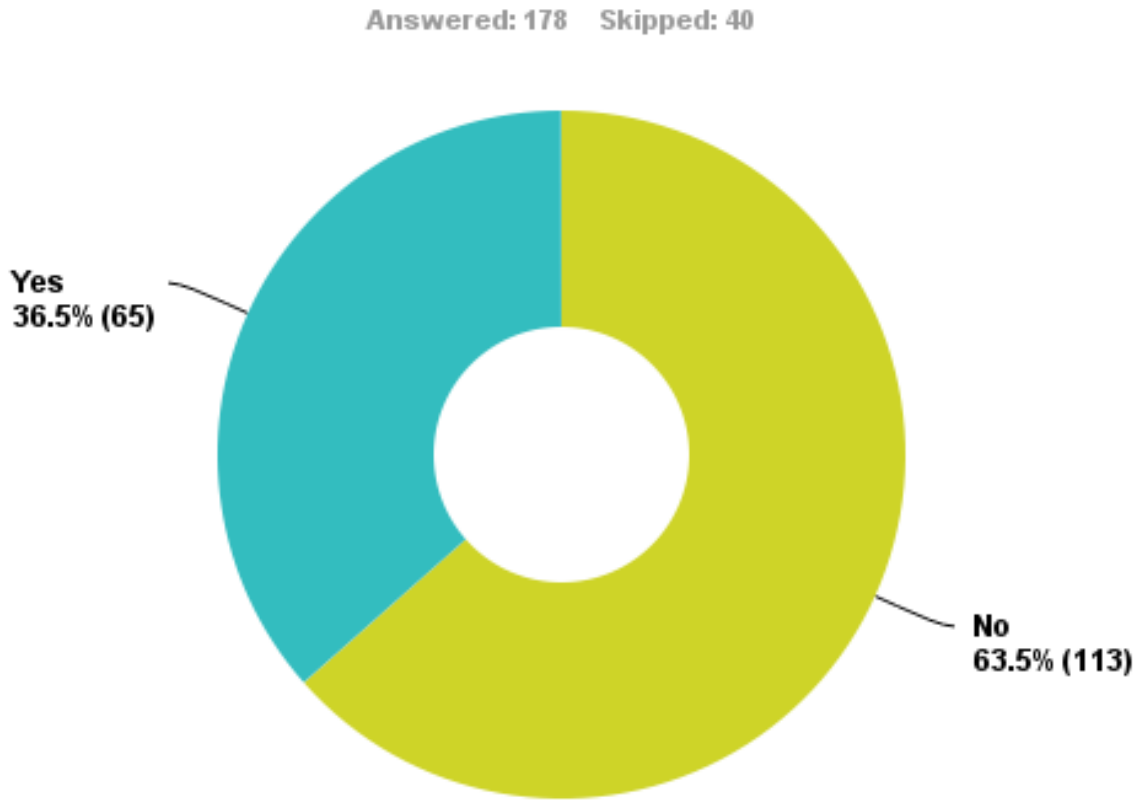


2013

Yes
28.6%

No
71.3%

Q17 Does your library license streaming videos for course reserve use?



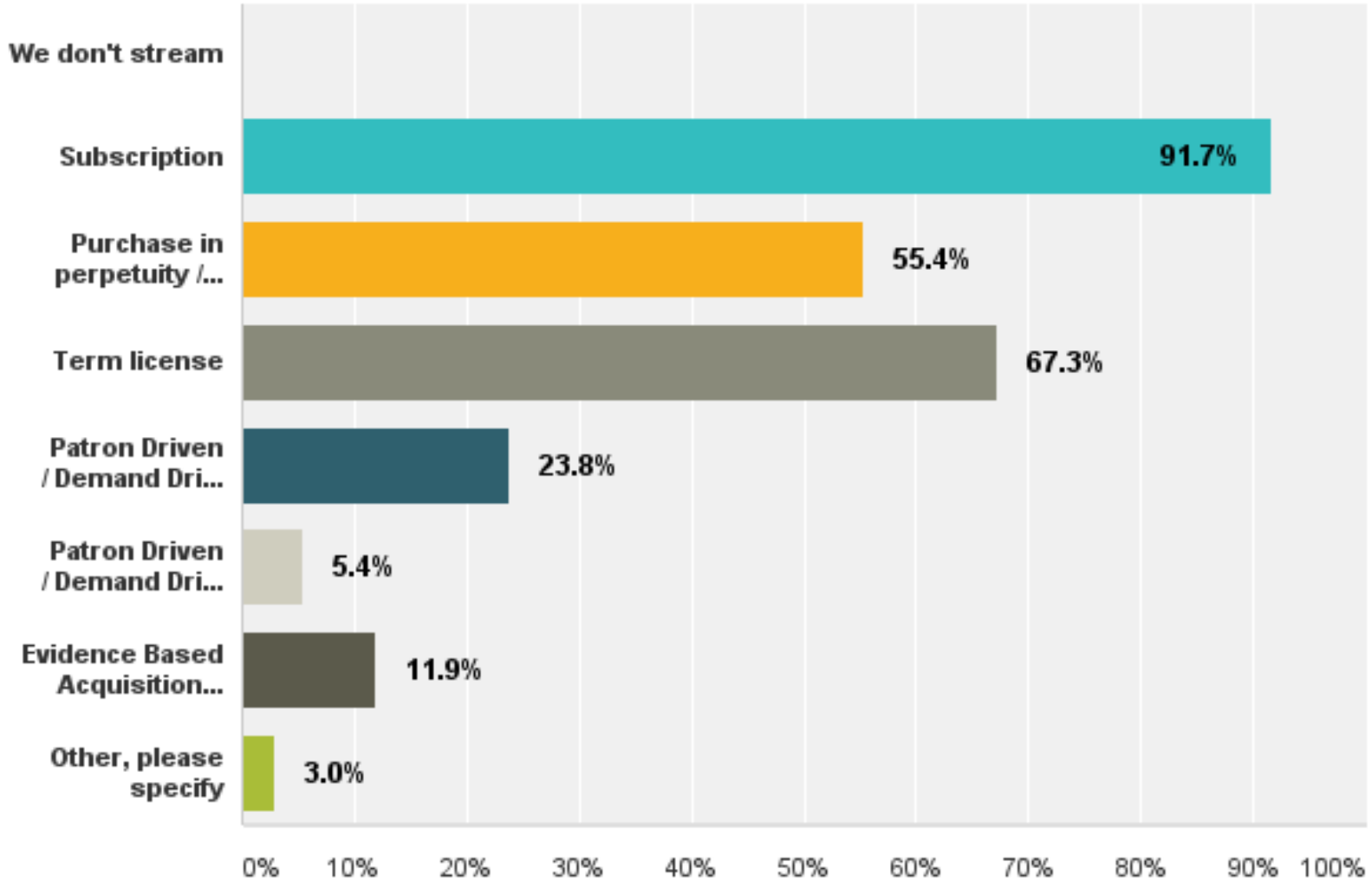
2013

Yes
29.4%

No
70.6%

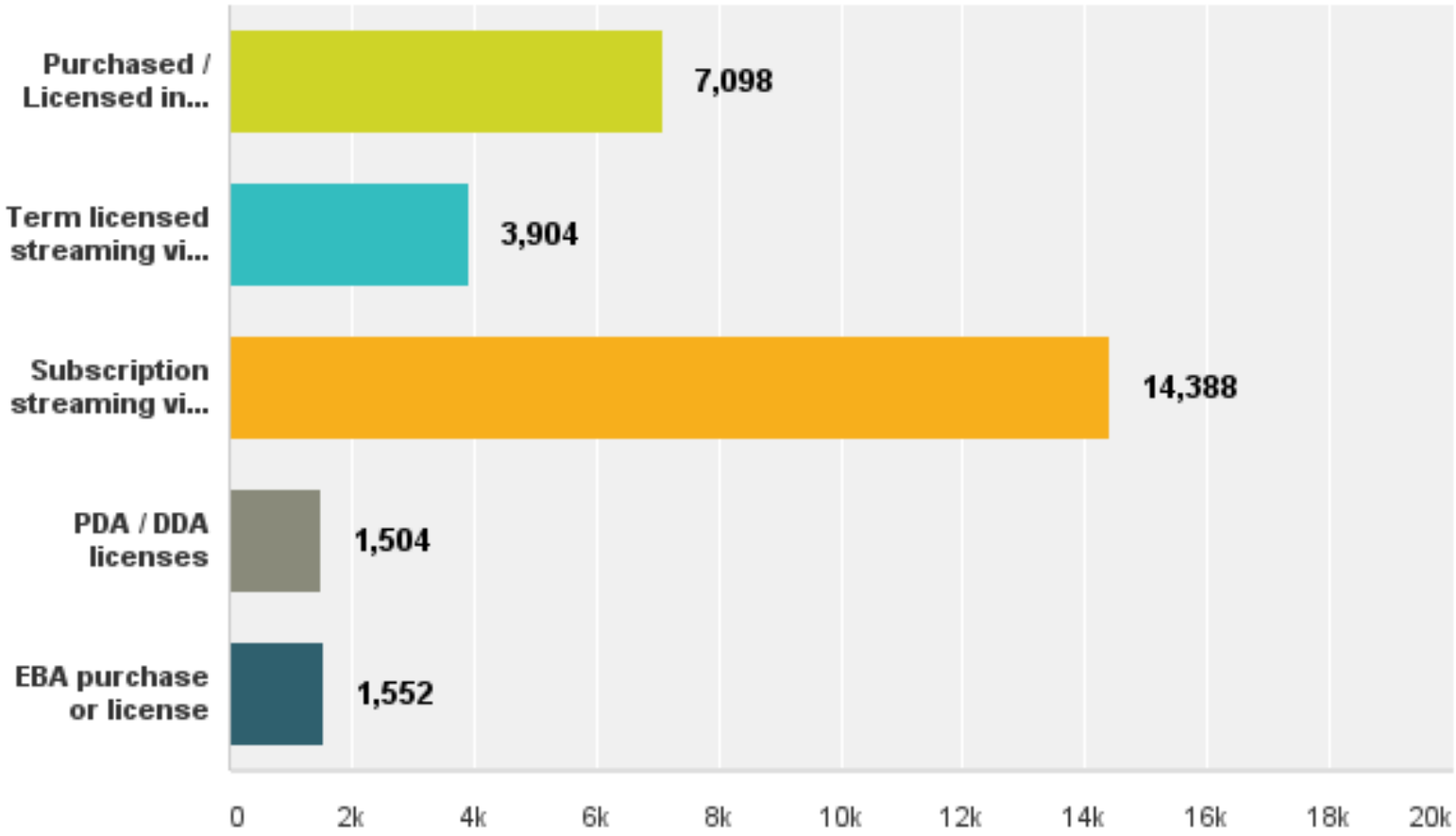
Q18 Which selection and licensing models has your library used for streaming videos in your collection?

Answered: 168 Skipped: 50



Q20 Approximate total video expenditures by your library, by licensing model, last fiscal year

Answered: 129 Skipped: 89



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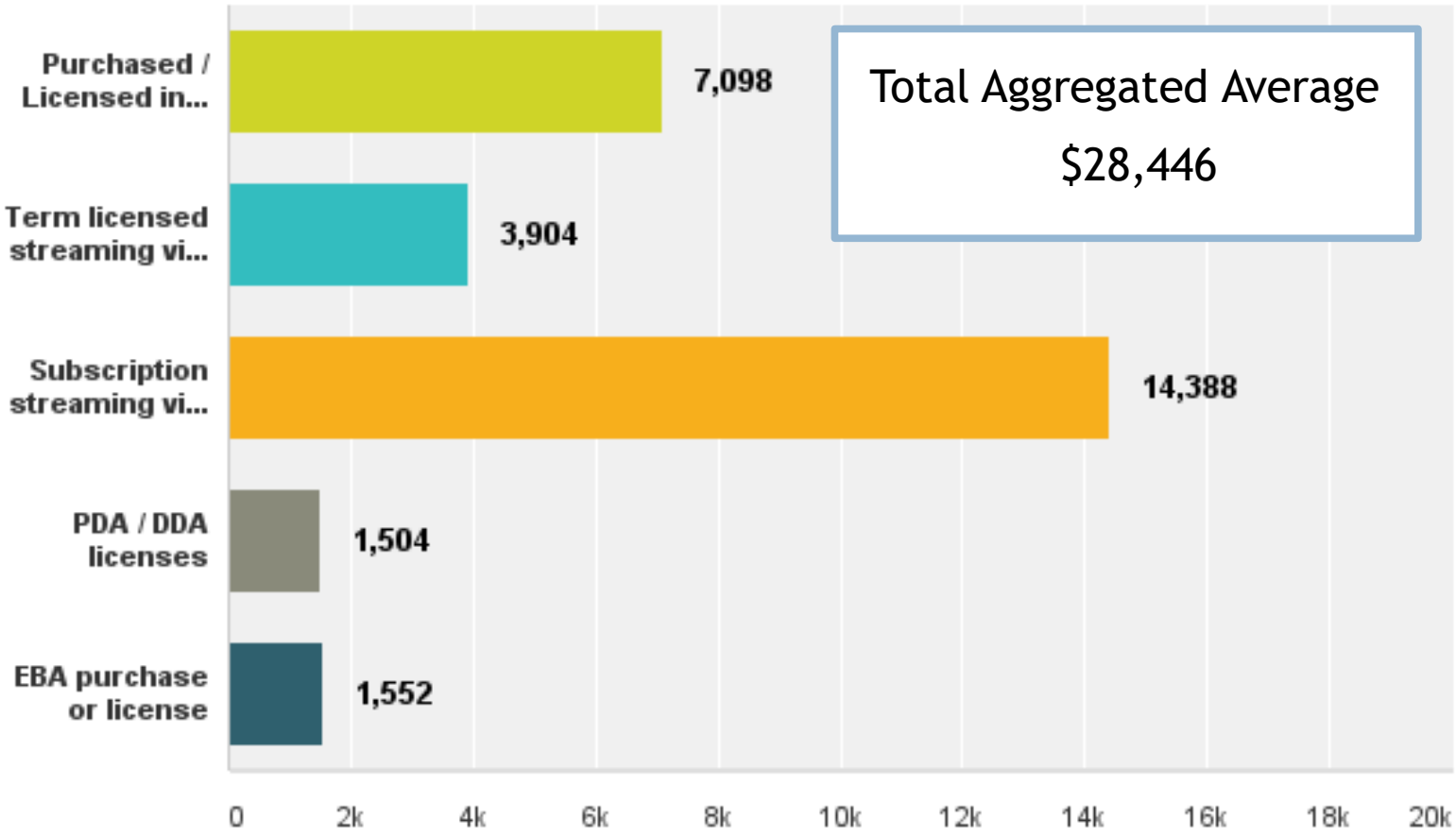

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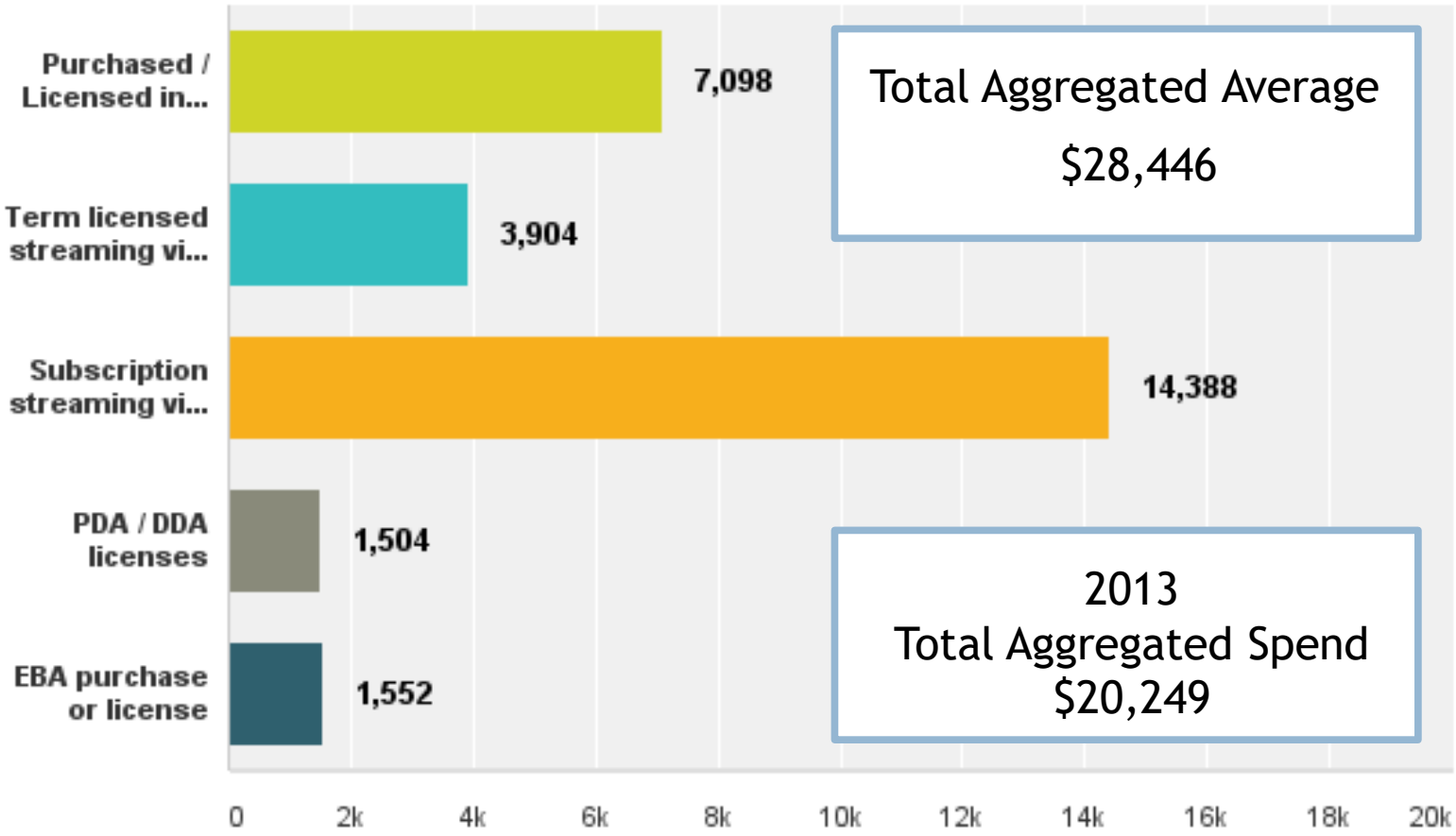
Answered: 129 Skipped: 89



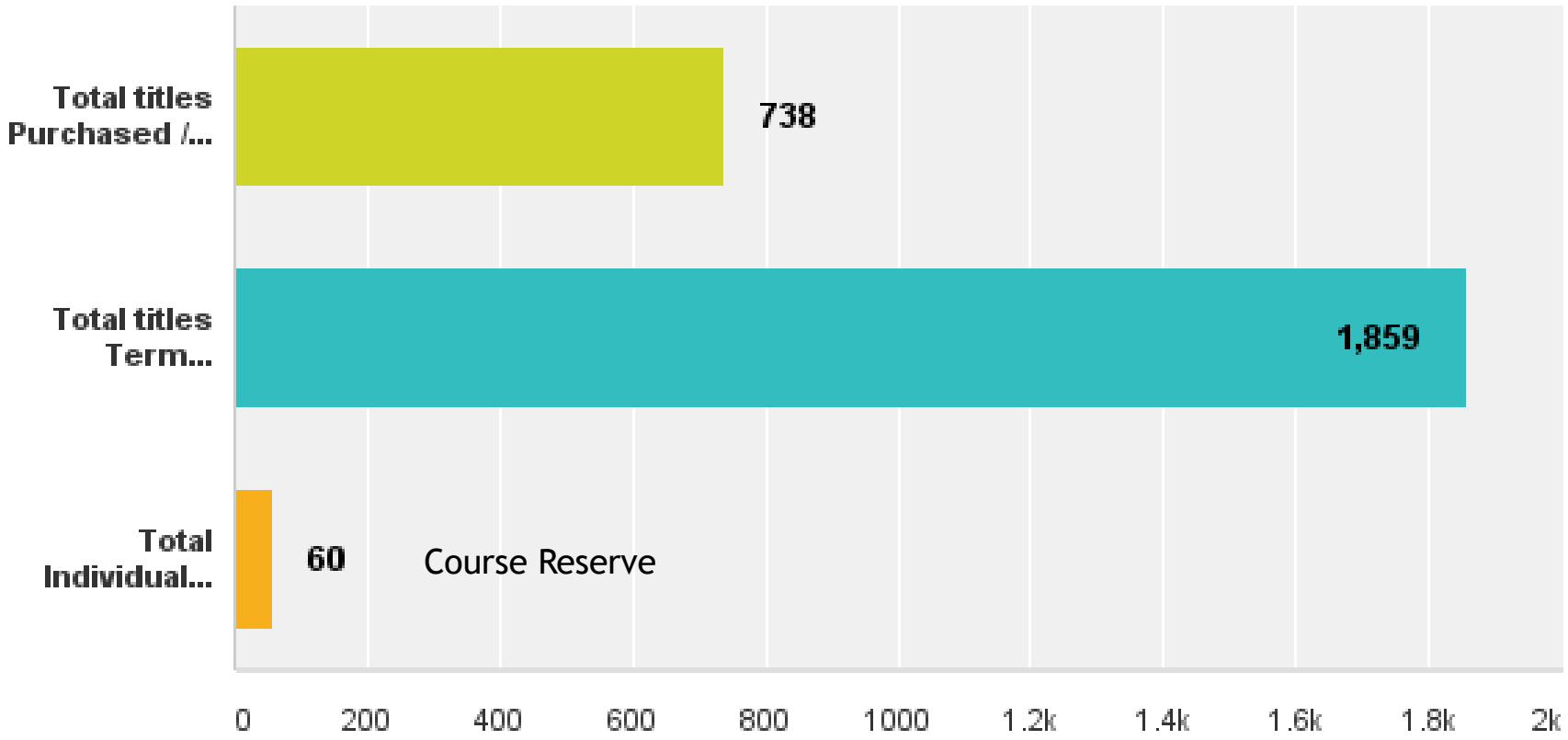
Total Aggregated Average
$28,446

2013
Total Aggregated Spend
$20,249

Collection Size

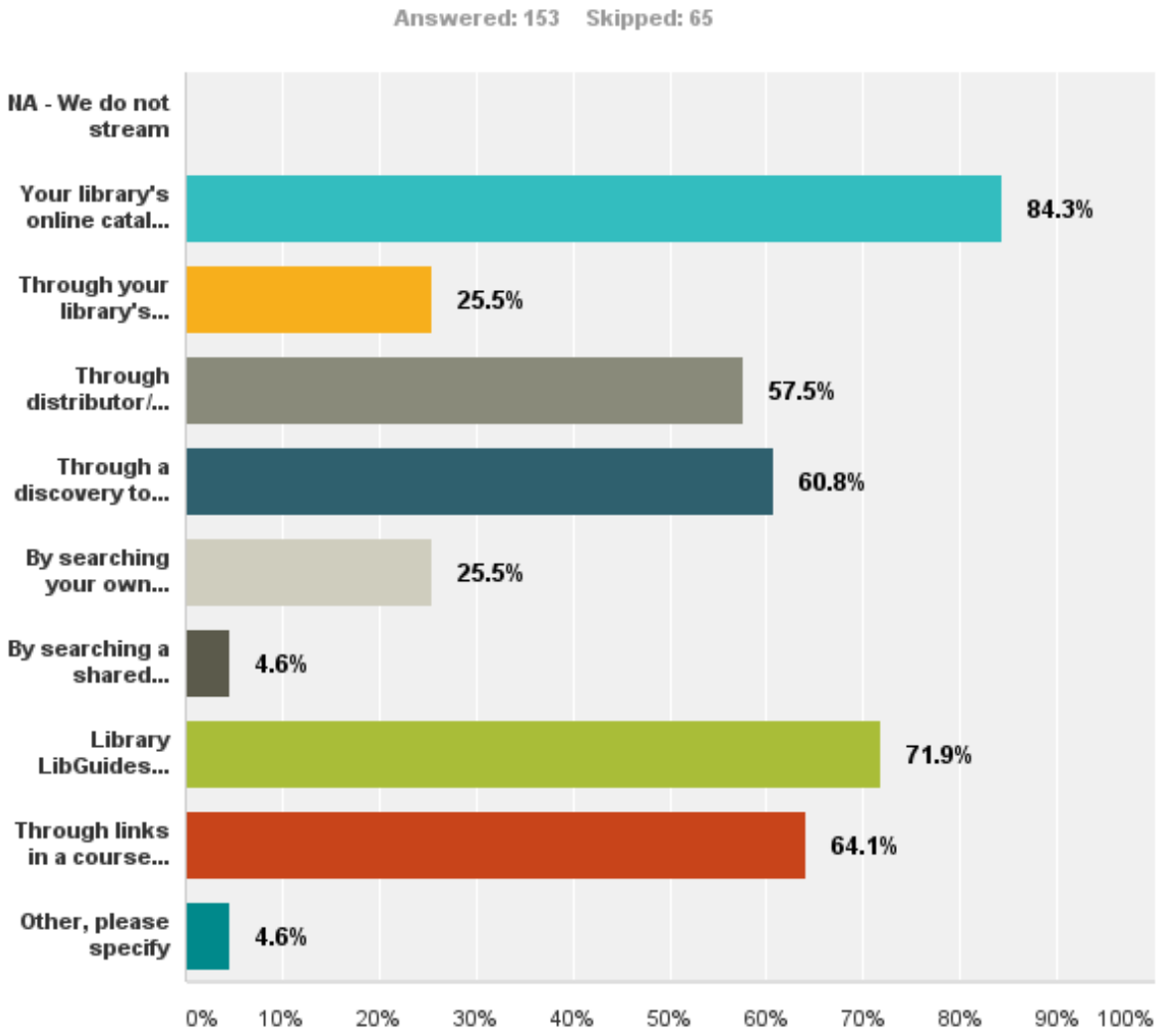
Q33 Approximate total individual streaming video titles available in your library (excluding titles in collections)

Answered: 118 Skipped: 100



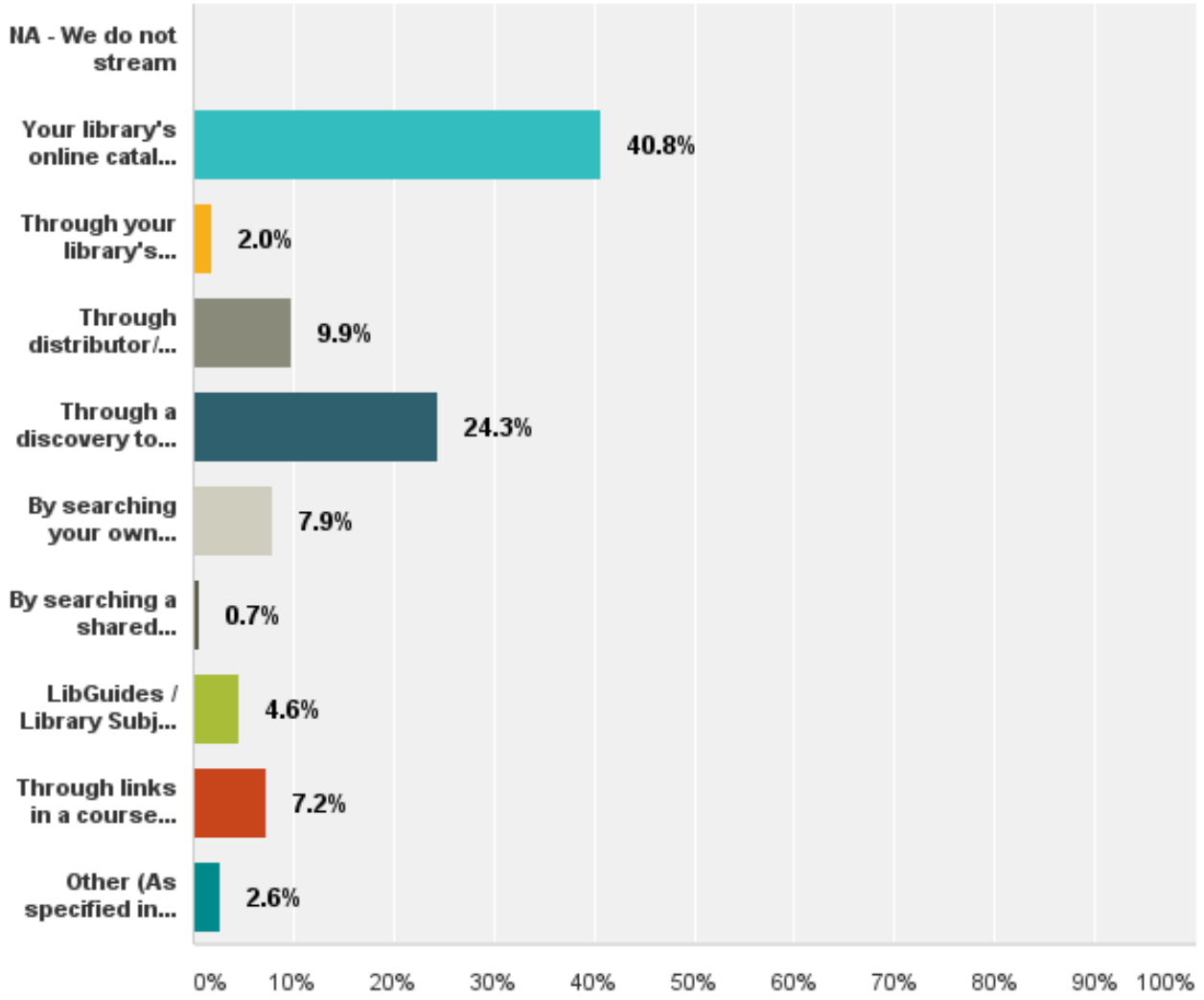
Discovery & Access

Q34 How do your users locate and access your streaming videos?



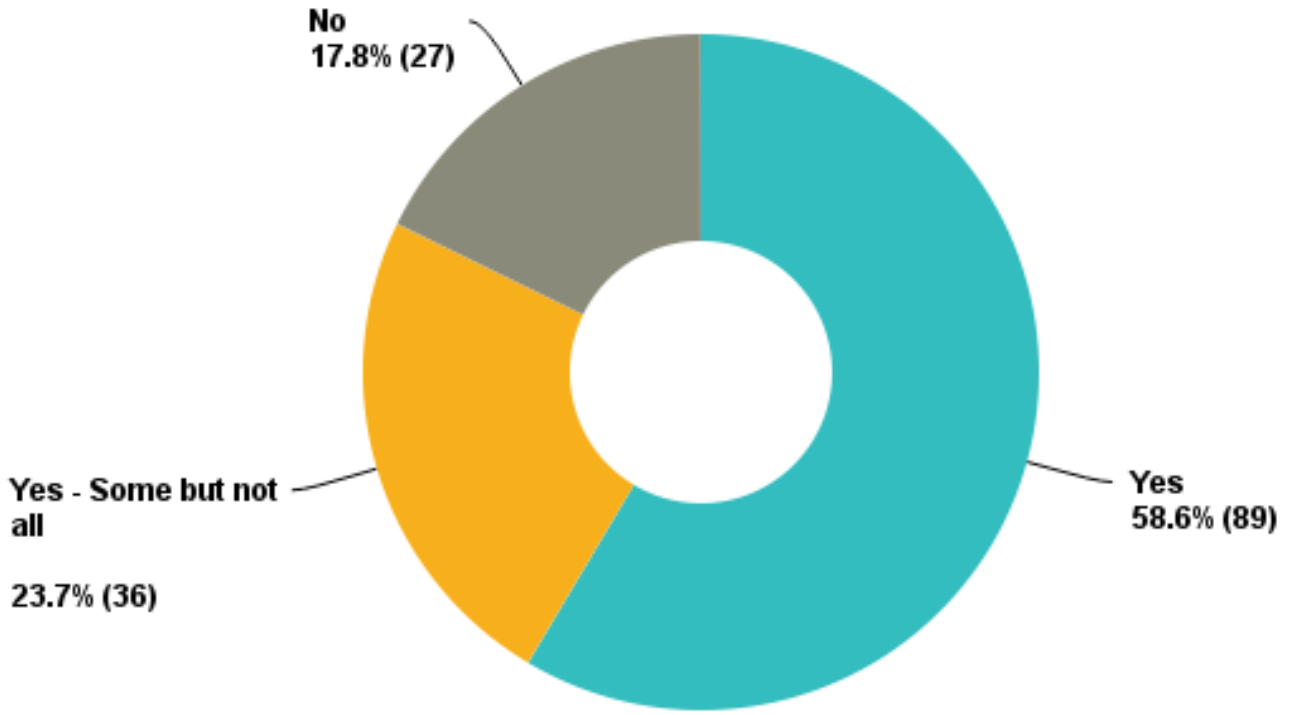
Q35 Of all the access points you provide, what is the primary access point for your streaming videos?

Answered: 152 Skipped: 66



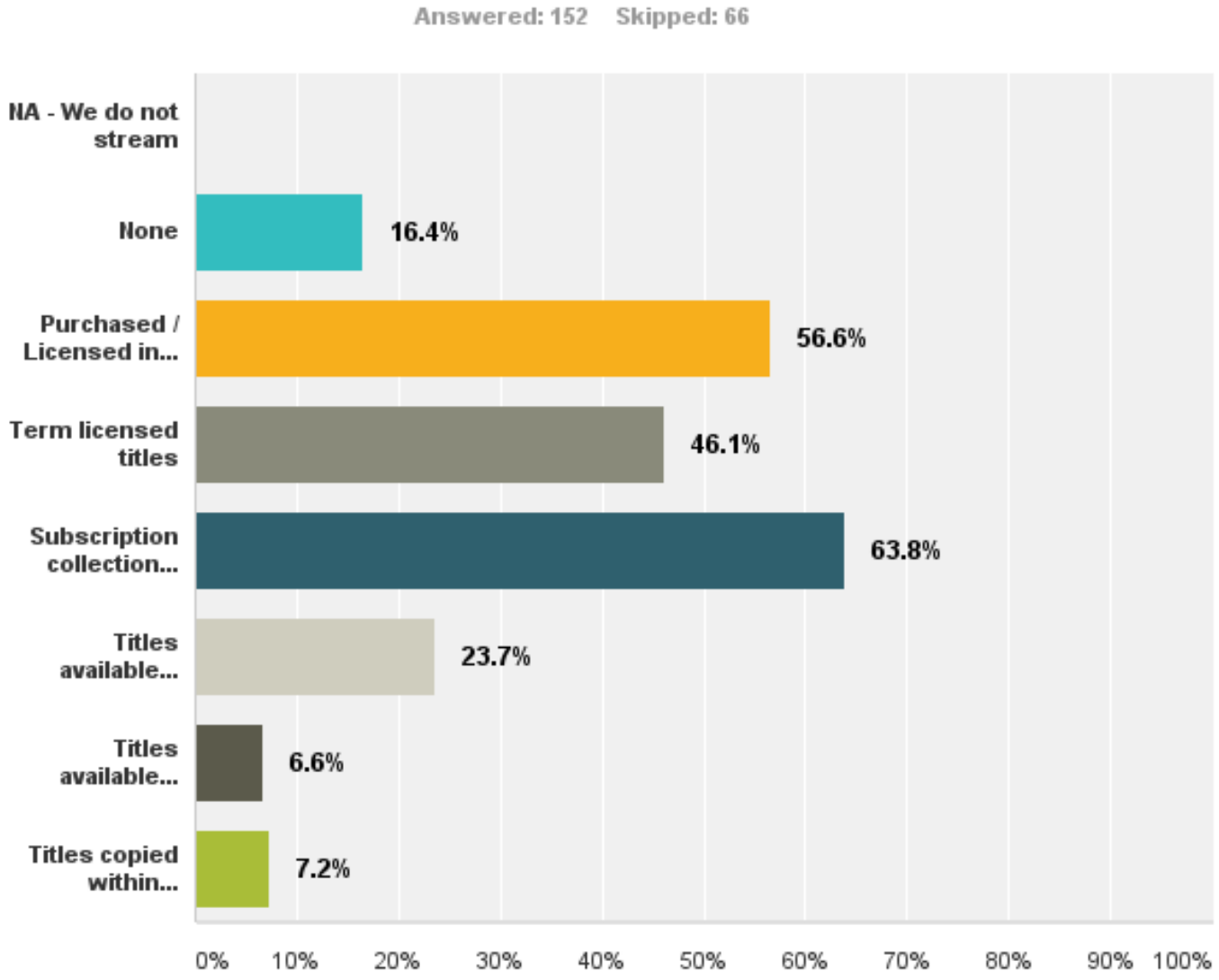
Q36 Do you catalog your streaming videos?

Answered: 152 Skipped: 66



Q37 Which of your streaming videos have (title level) catalog records?

N = 200



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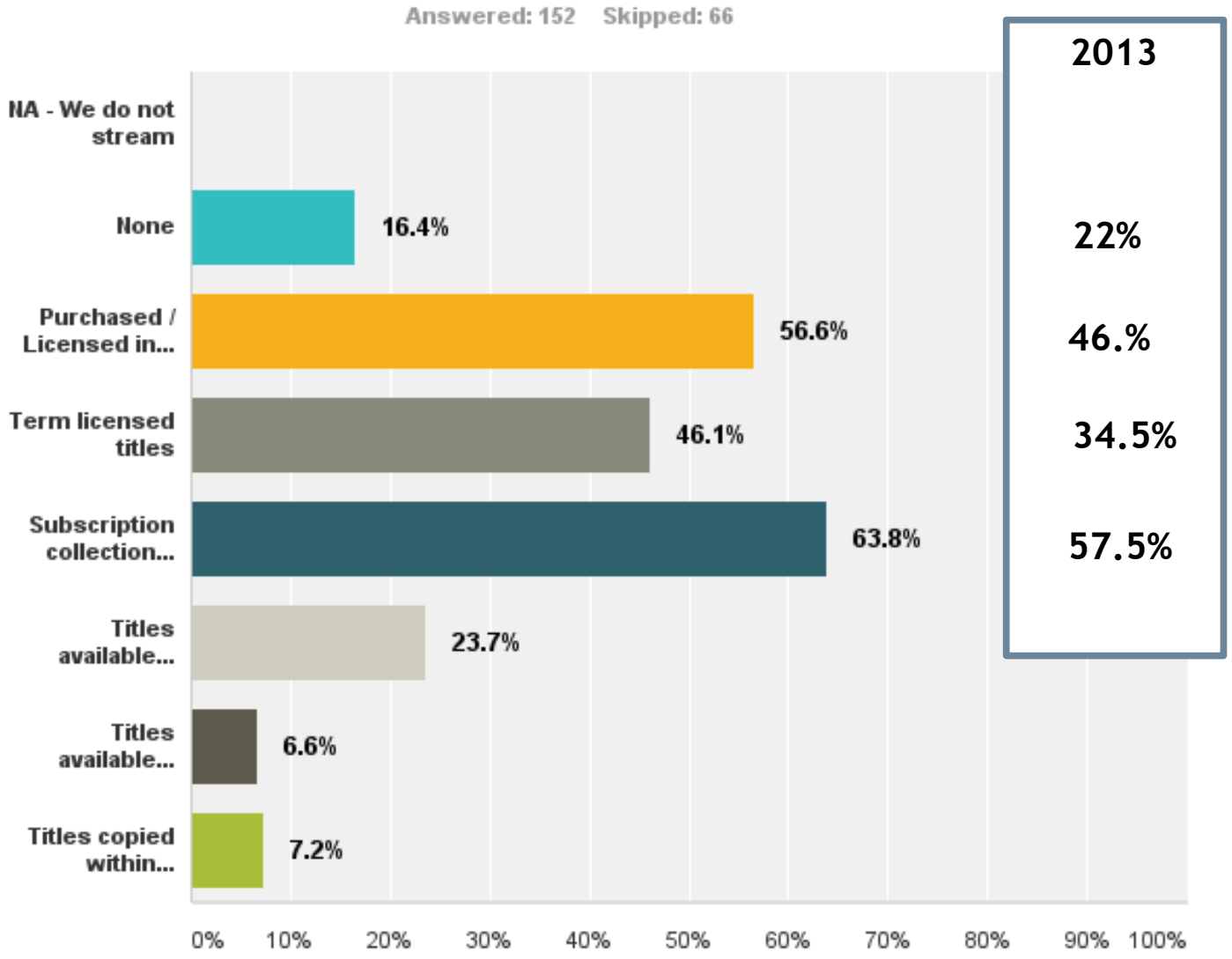
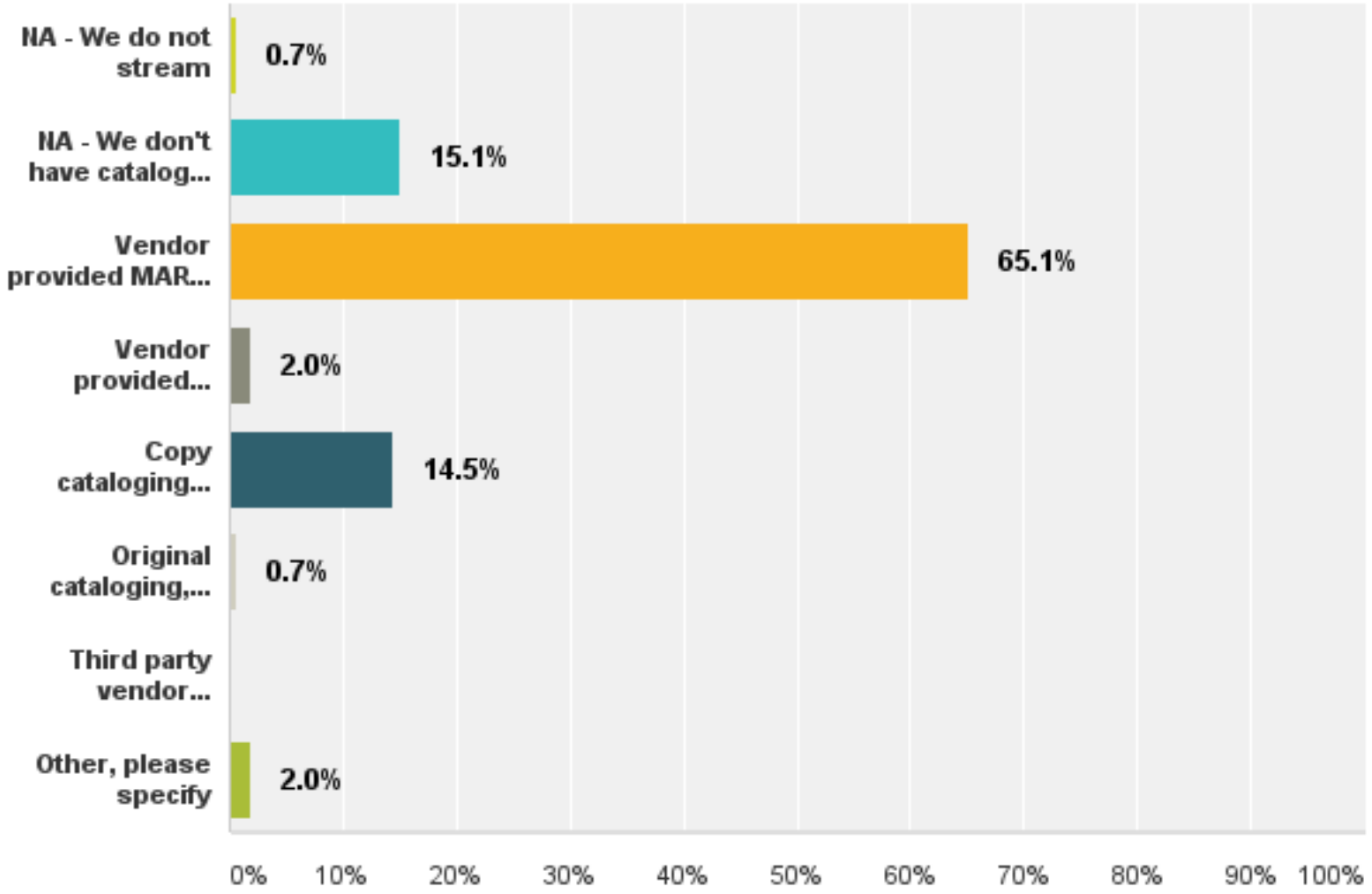


N = 200

Q38 What is the primary source of catalog records for your streaming video titles?

Answered: 152 Skipped: 66



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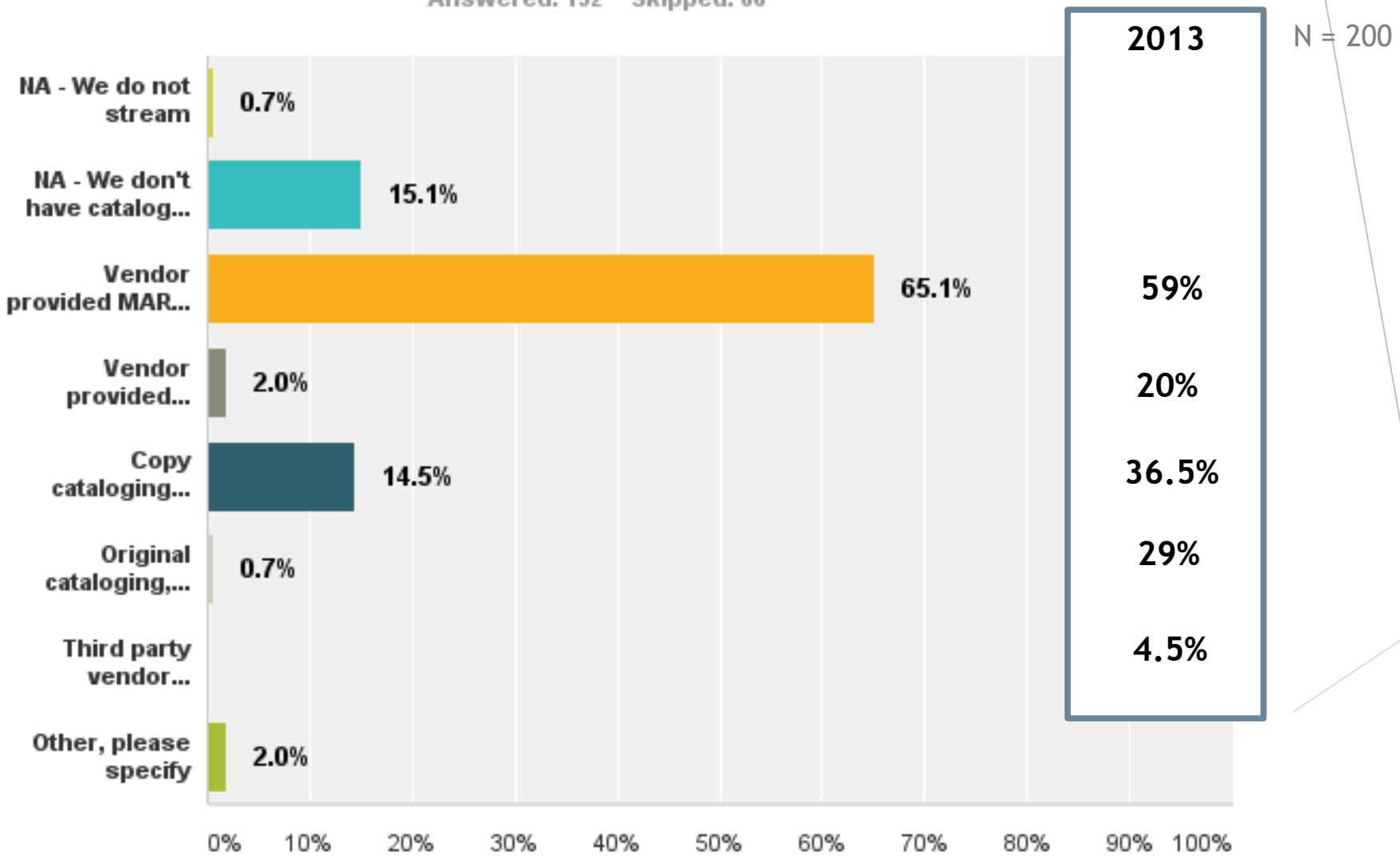
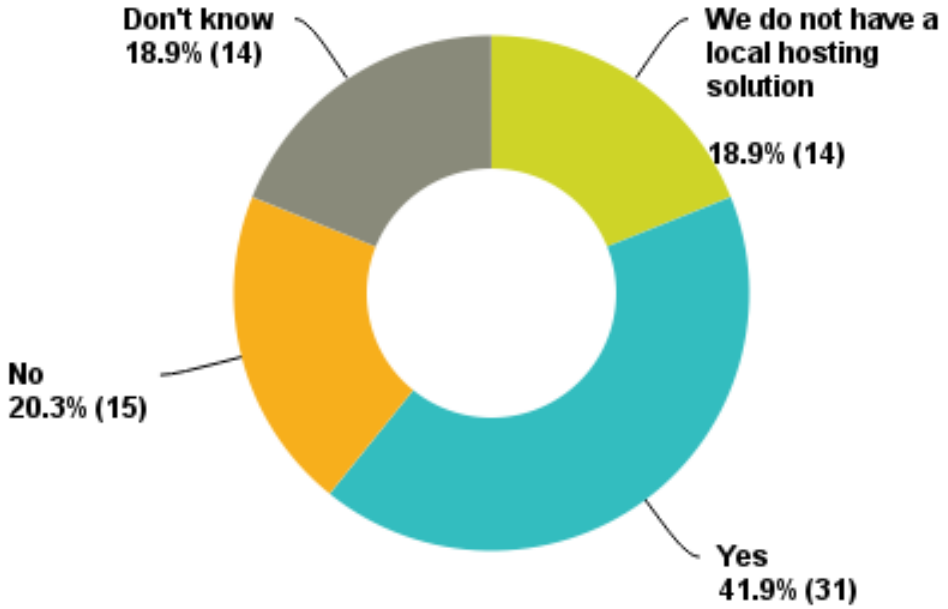
Answered: 152 Skipped: 66



Captioning

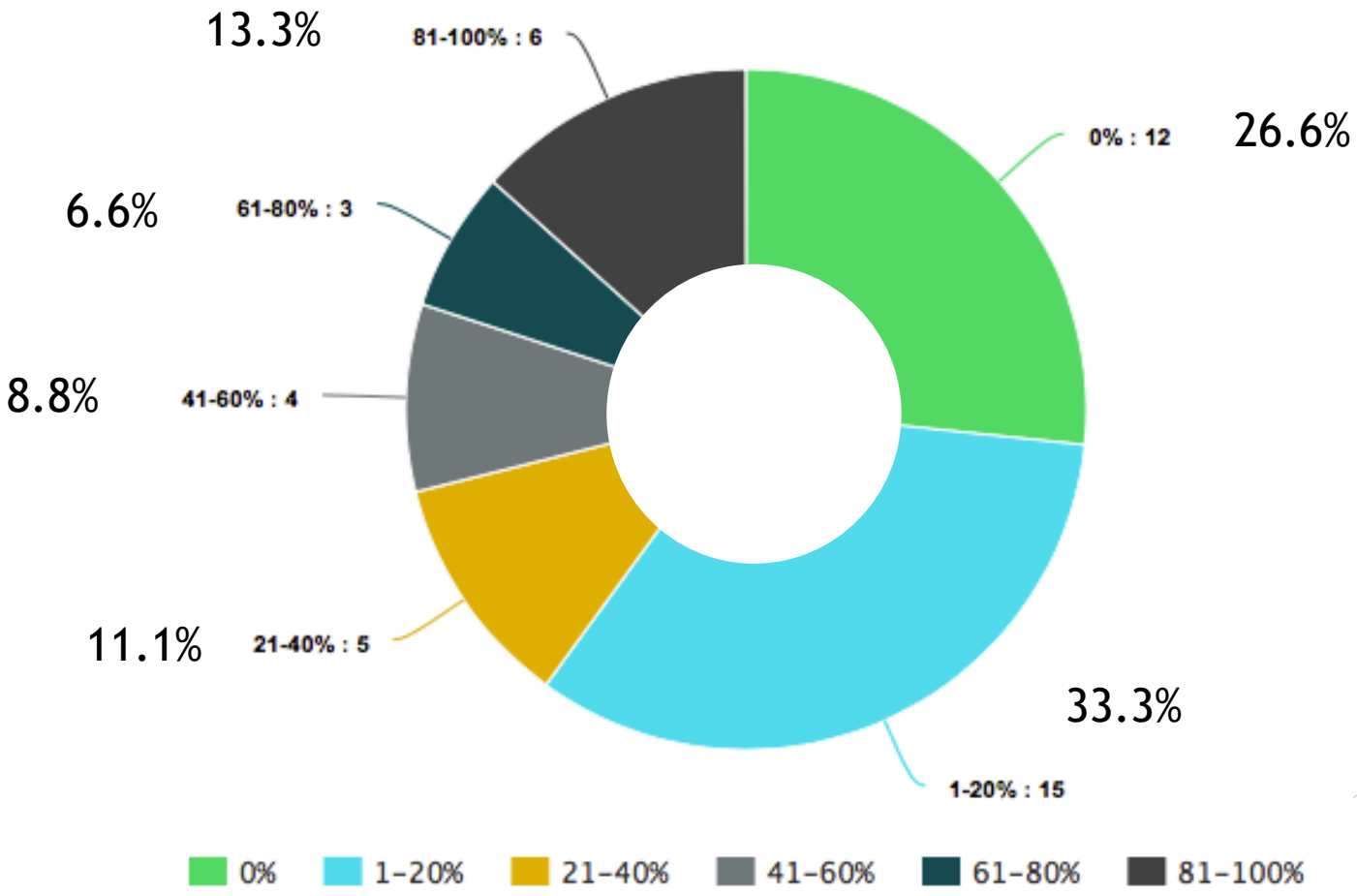
Q39 Does your local streaming video interface have the capability of attaching captions to streaming video files?

Answered: 74 Skipped: 1



Q40 Approximately what percentage of your locally hosted streaming videos have captions/subtitles?

N = 45



Q41 **If captions/subtitles are not provided by the vendor do you generate a caption file for locally hosted streaming videos?**

Subtitles generated?	
No	70.2%
Some titles	26.3%
All titles	3.5%

Format Conversion & Replacement

Q43 Has your library replaced or converted any of your physical copy videos with streaming format?

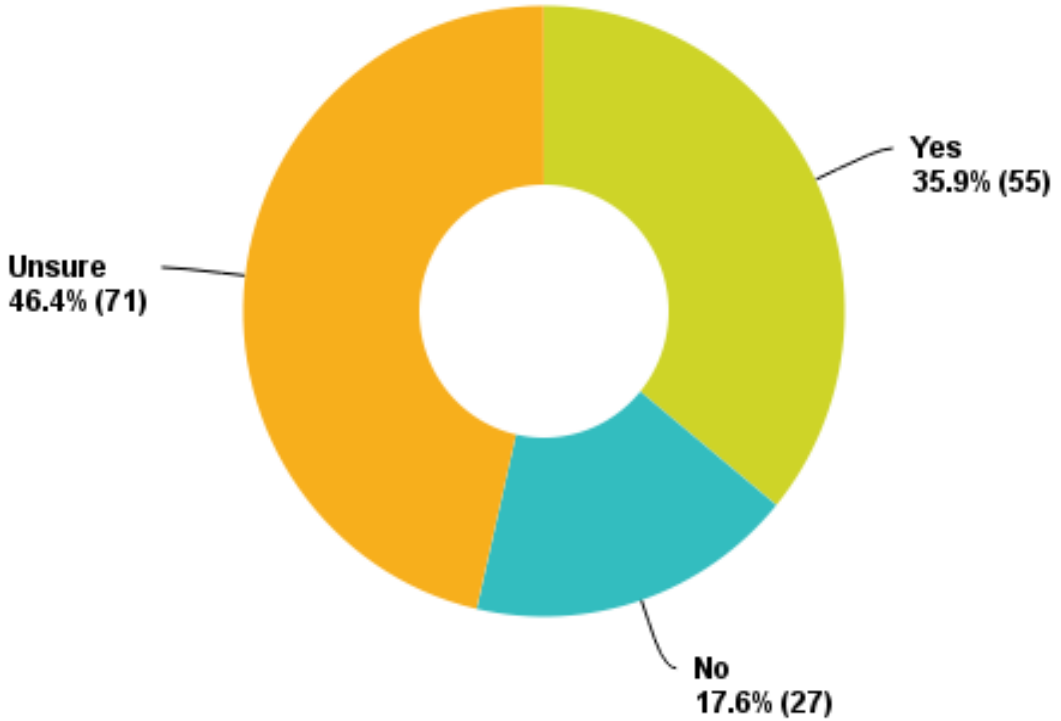
Answered: 153 Skipped: 65

2013

Yes
63.2%

No
36.8%

Q45 Do you intend to replace of convert any of your physical copy video with streaming video within the next three years?

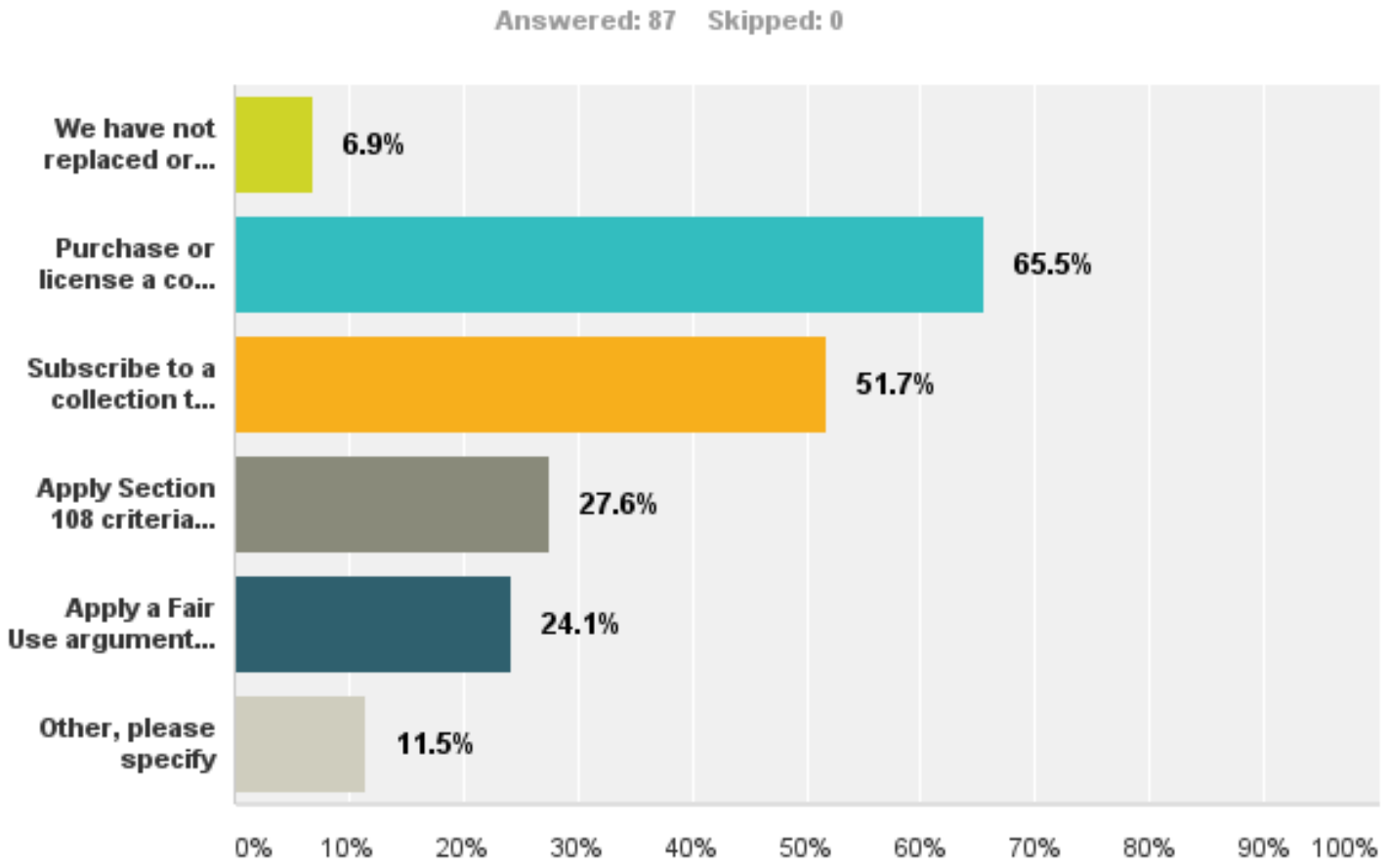


2013

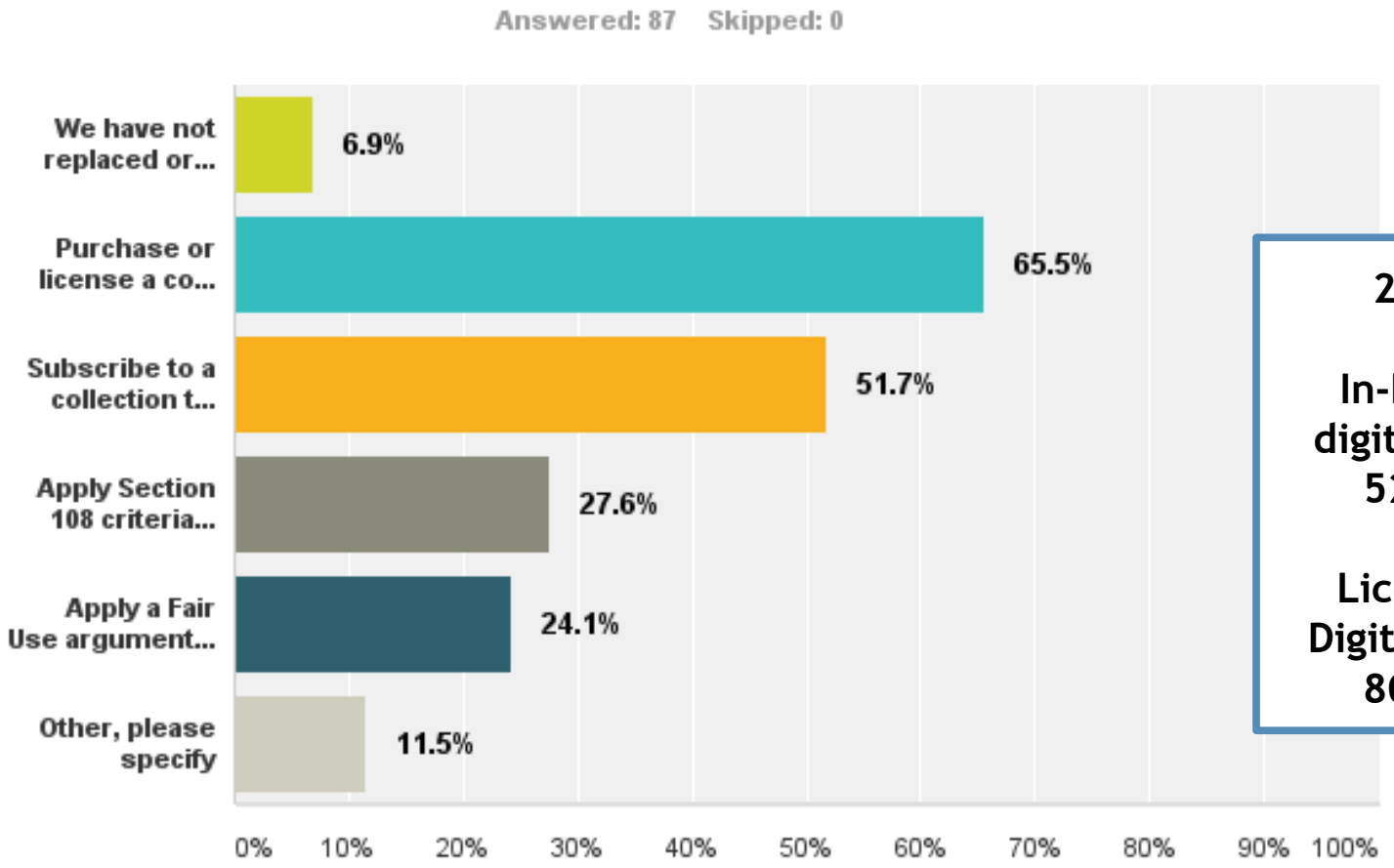
Yes
63.4%

No
36.6%

Q46 When you replaced or converted physical videos with streaming versions did you…?



Q46 When you replaced or converted physical videos with streaming versions did you…?

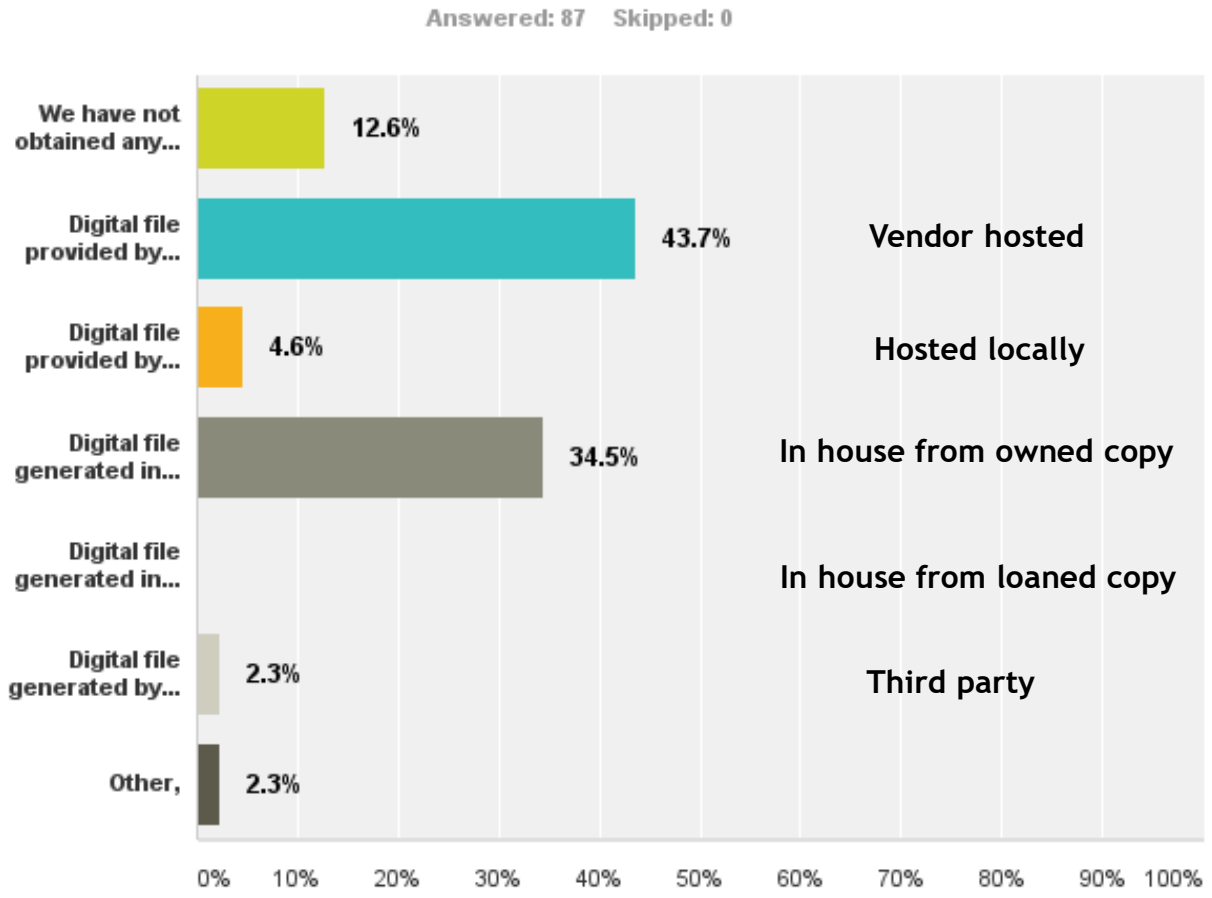


2013

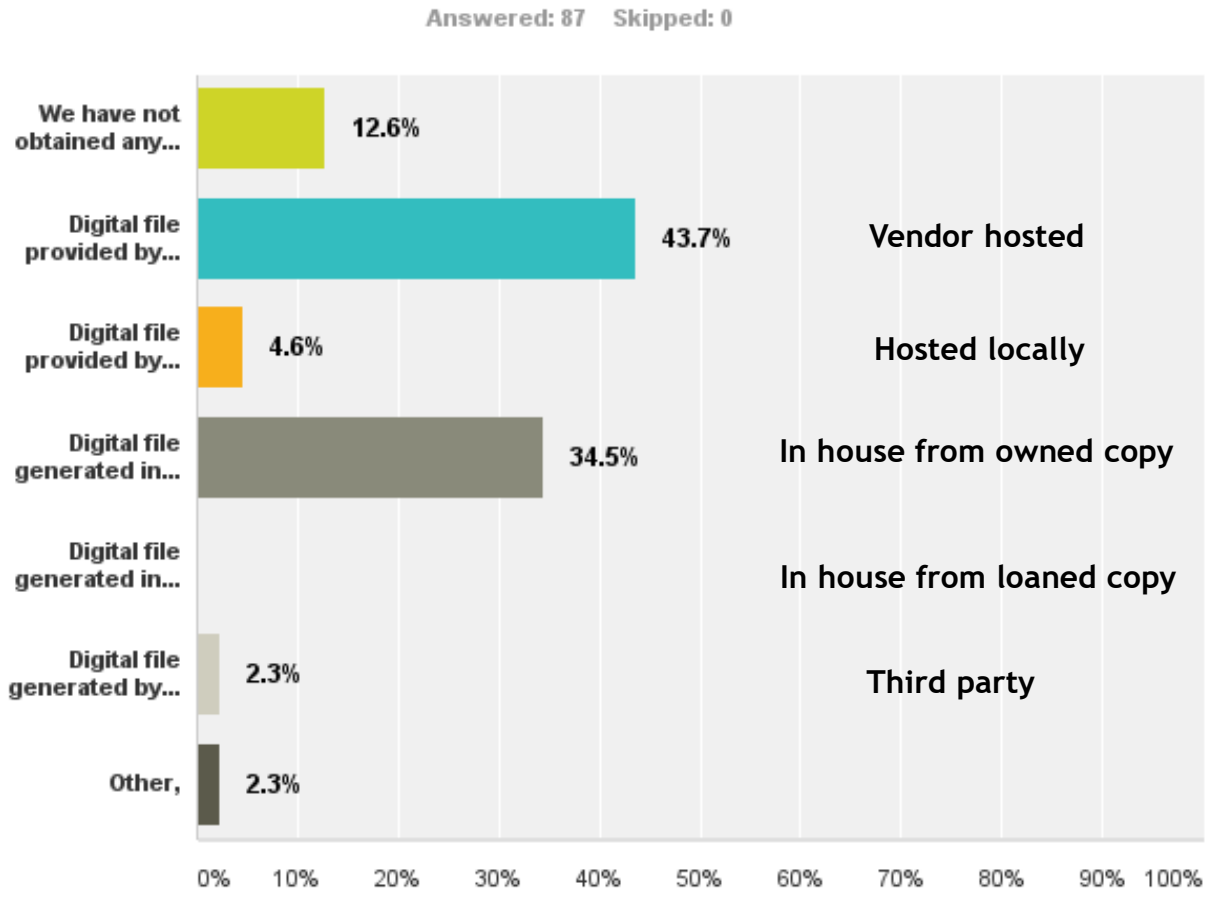
In-house digitization 52.1%

Licensed Digital copy 80.2%

Q47 What is the primary method used to obtain the streaming file for your converted physical copies?



Q47 What is the primary method used to obtain the streaming file for your converted physical copies?

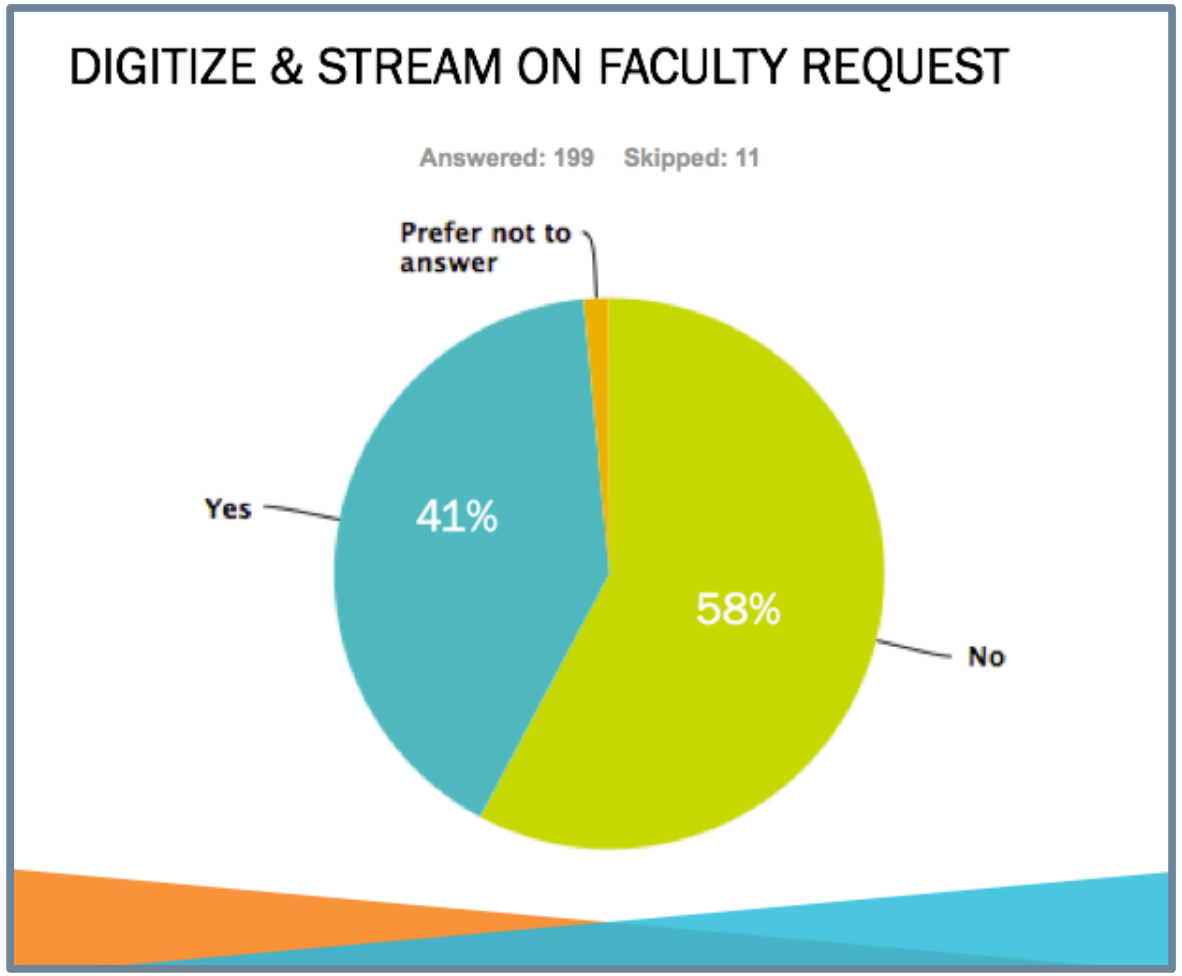


Licensed?

Digitization on Request

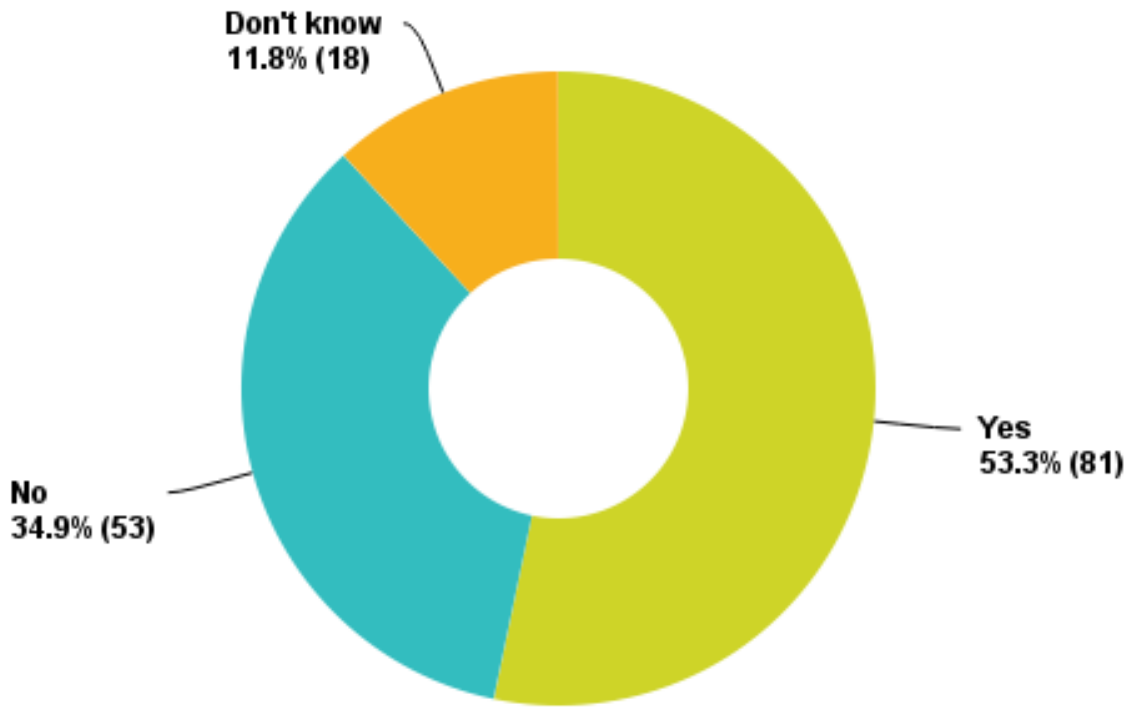
Digitization on Request

2013

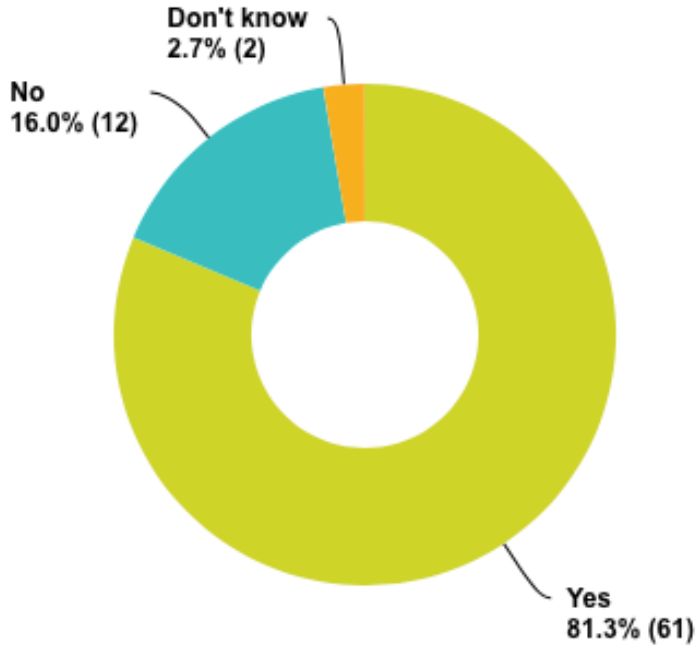


Q48 Does any unit in your institution (including the library) digitize videos for streaming on request of faculty?

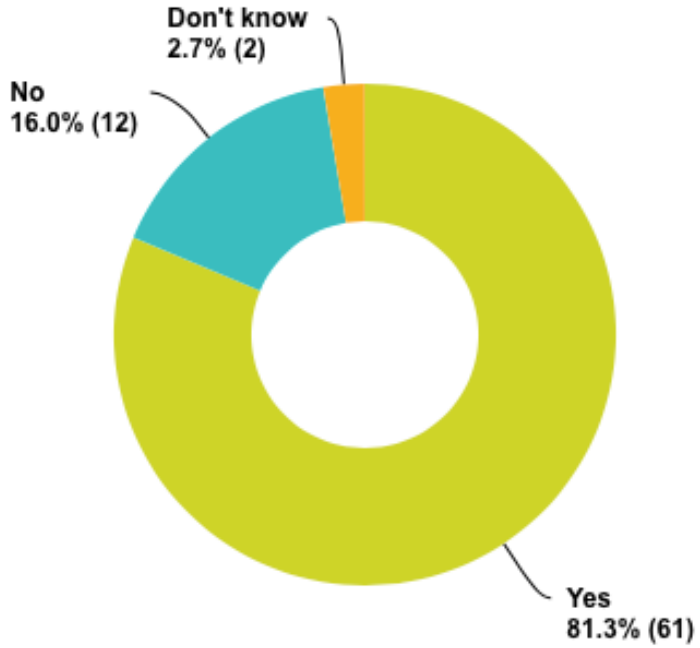
Answered: 152 Skipped: 66



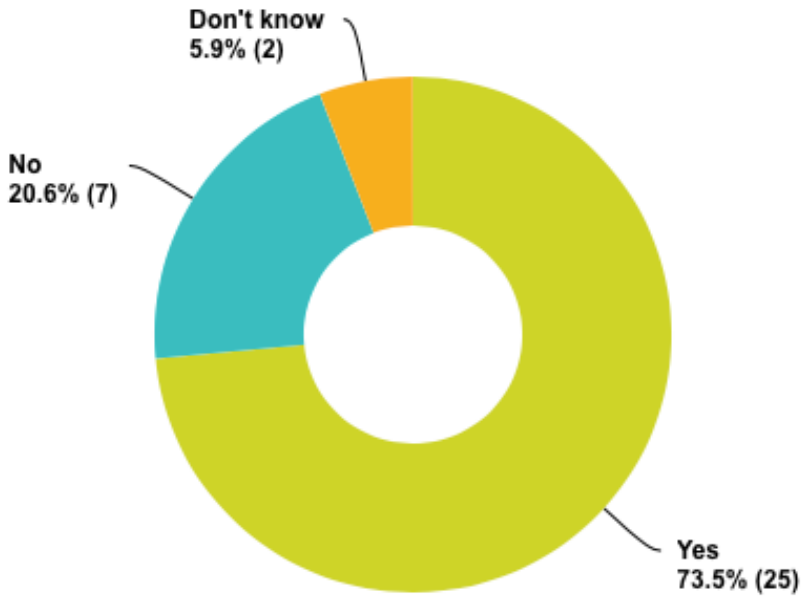
Answered: 75 Skipped: 0



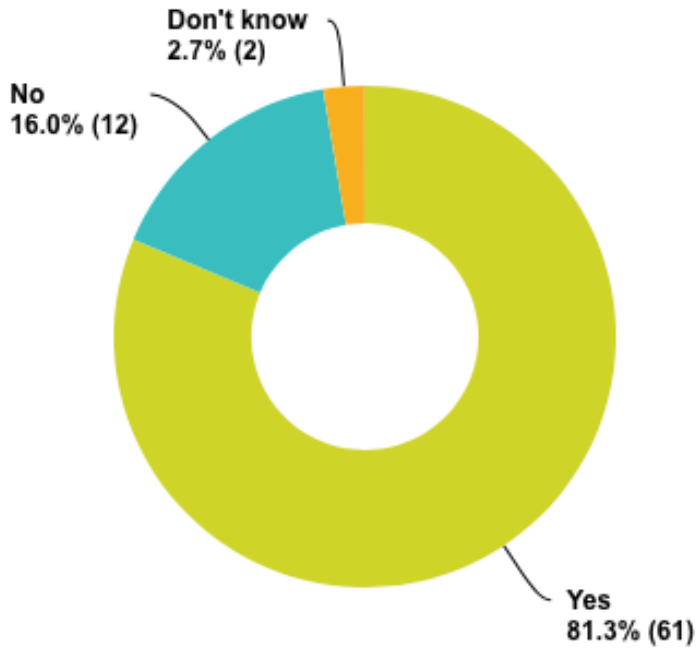
Answered: 75 Skipped: 0



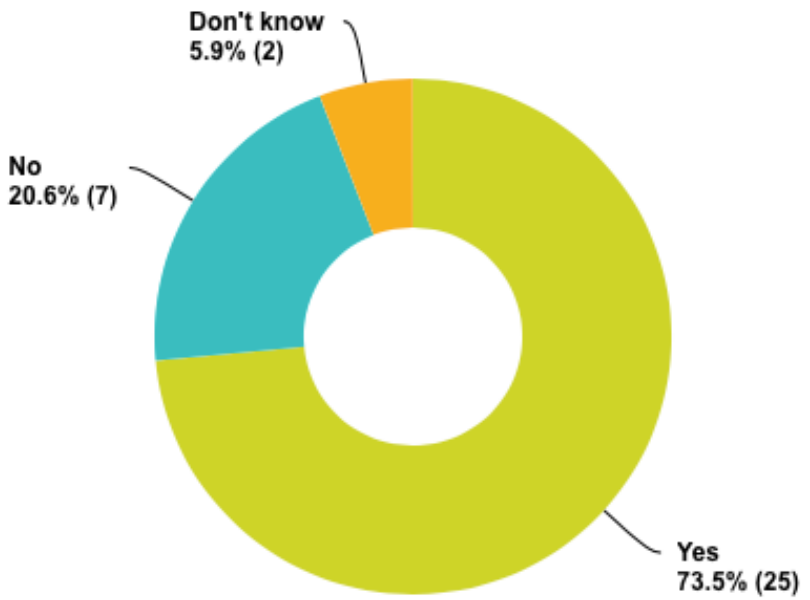
Answered: 34 Skipped: 0



Answered: 75 Skipped: 0



Answered: 34 Skipped: 0



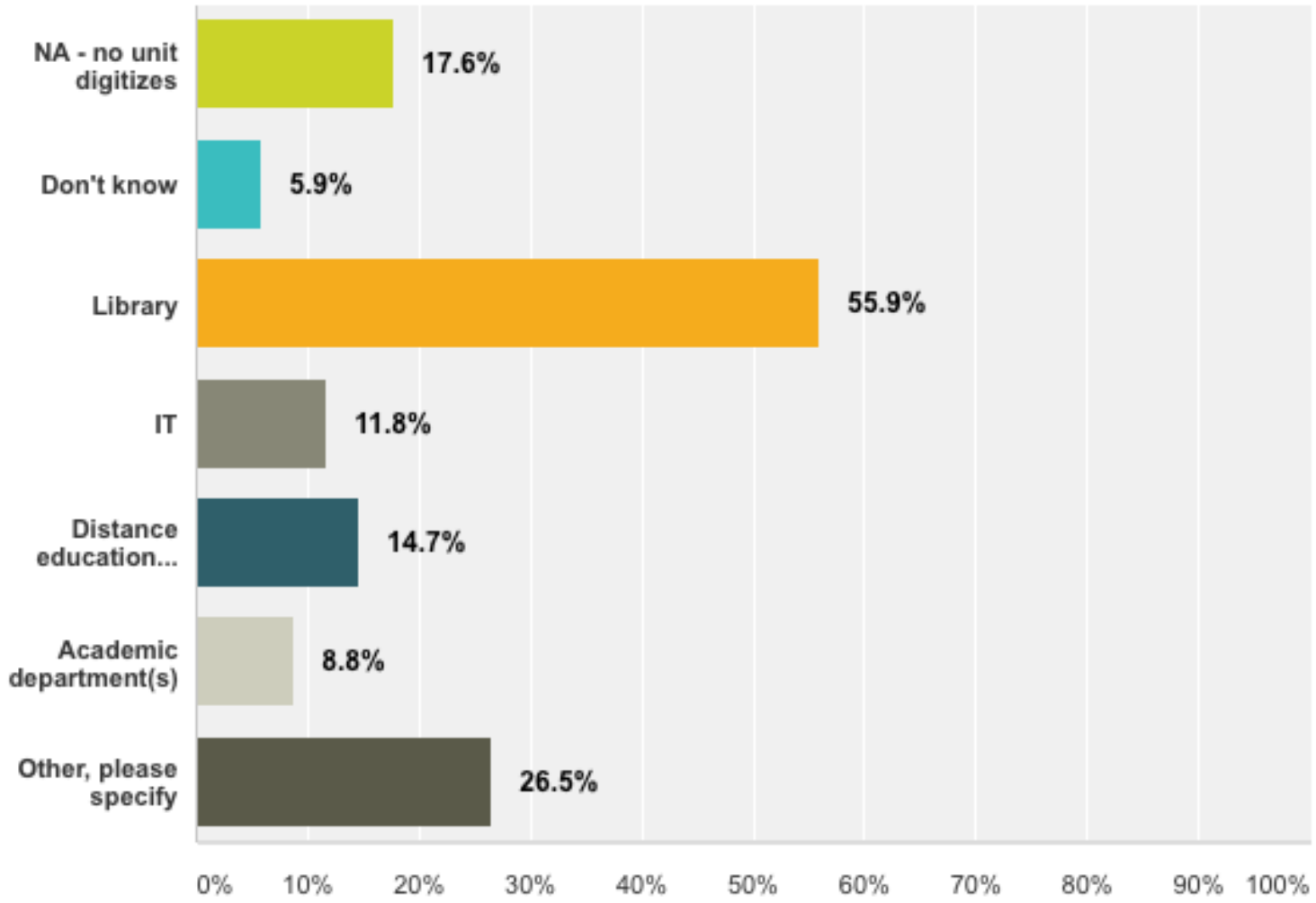
2013

Yes
41%

No
58%

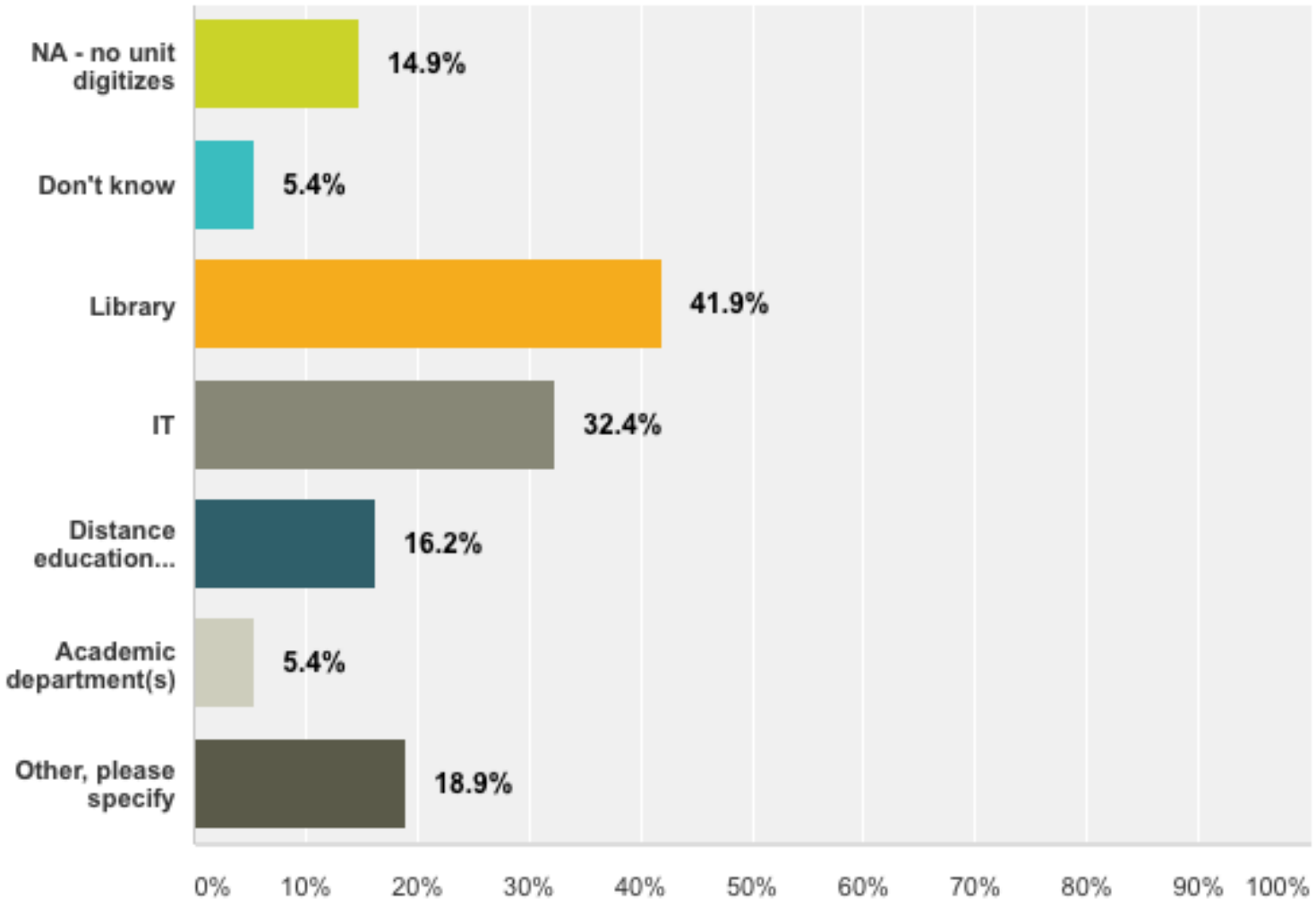
Q49 What unit(s) in your institution digitize videos for streaming on request?

Answered: 34 Skipped: 0

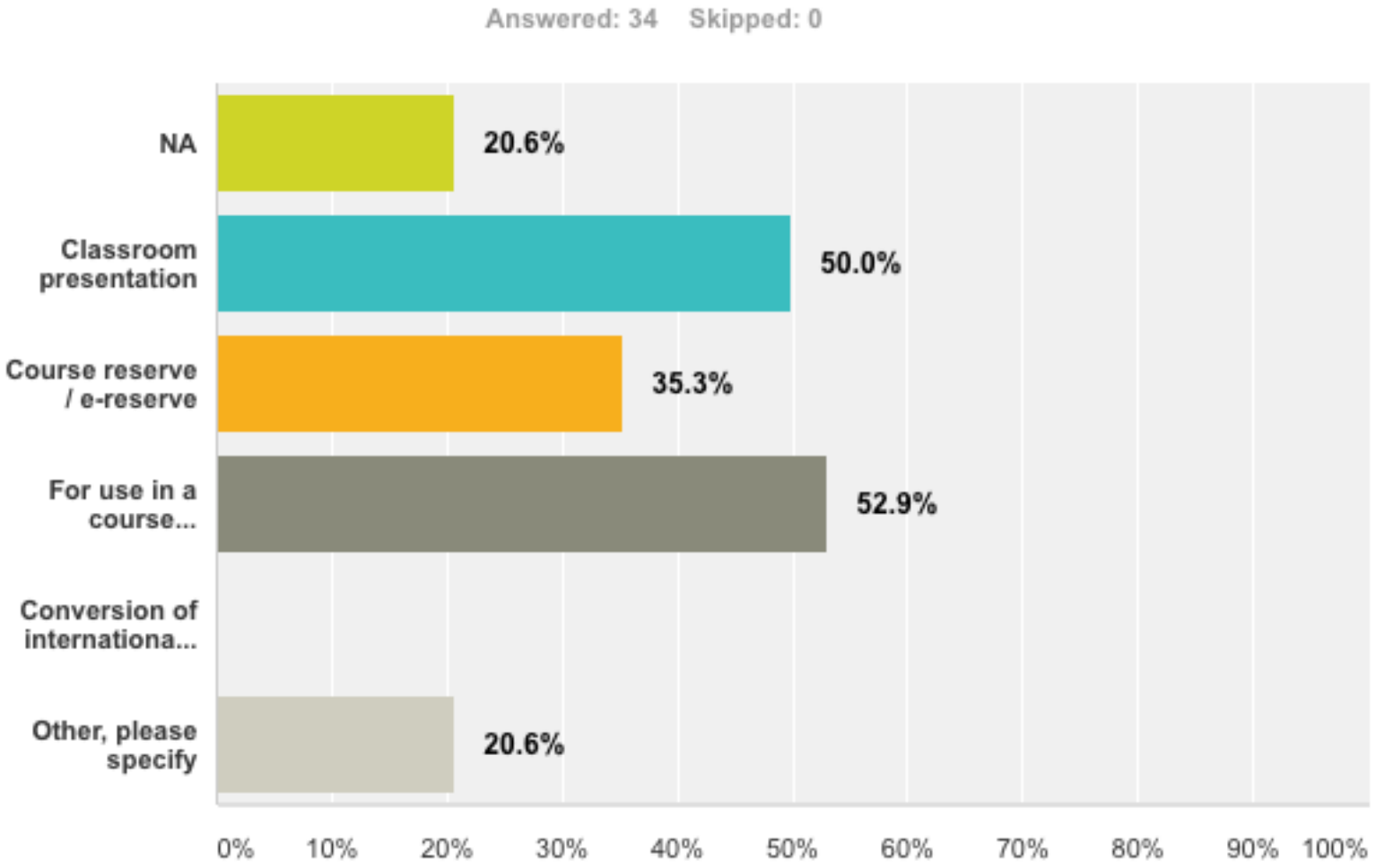


Q49 What unit(s) in your institution digitize videos for streaming on request?

Answered: 74 Skipped: 1

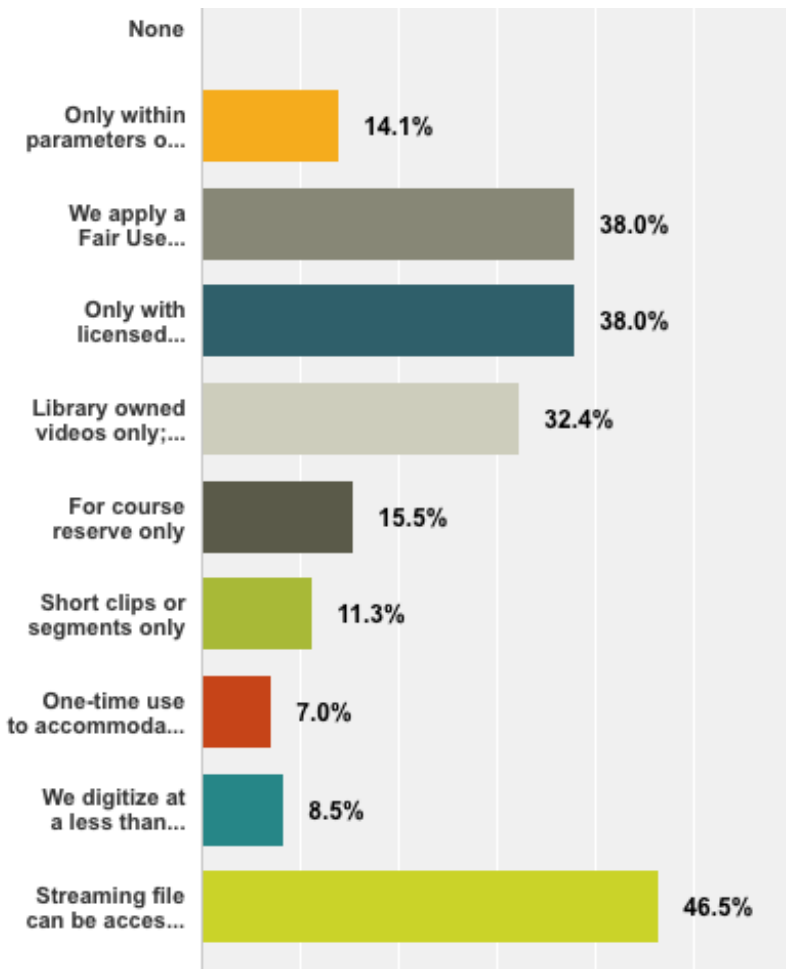


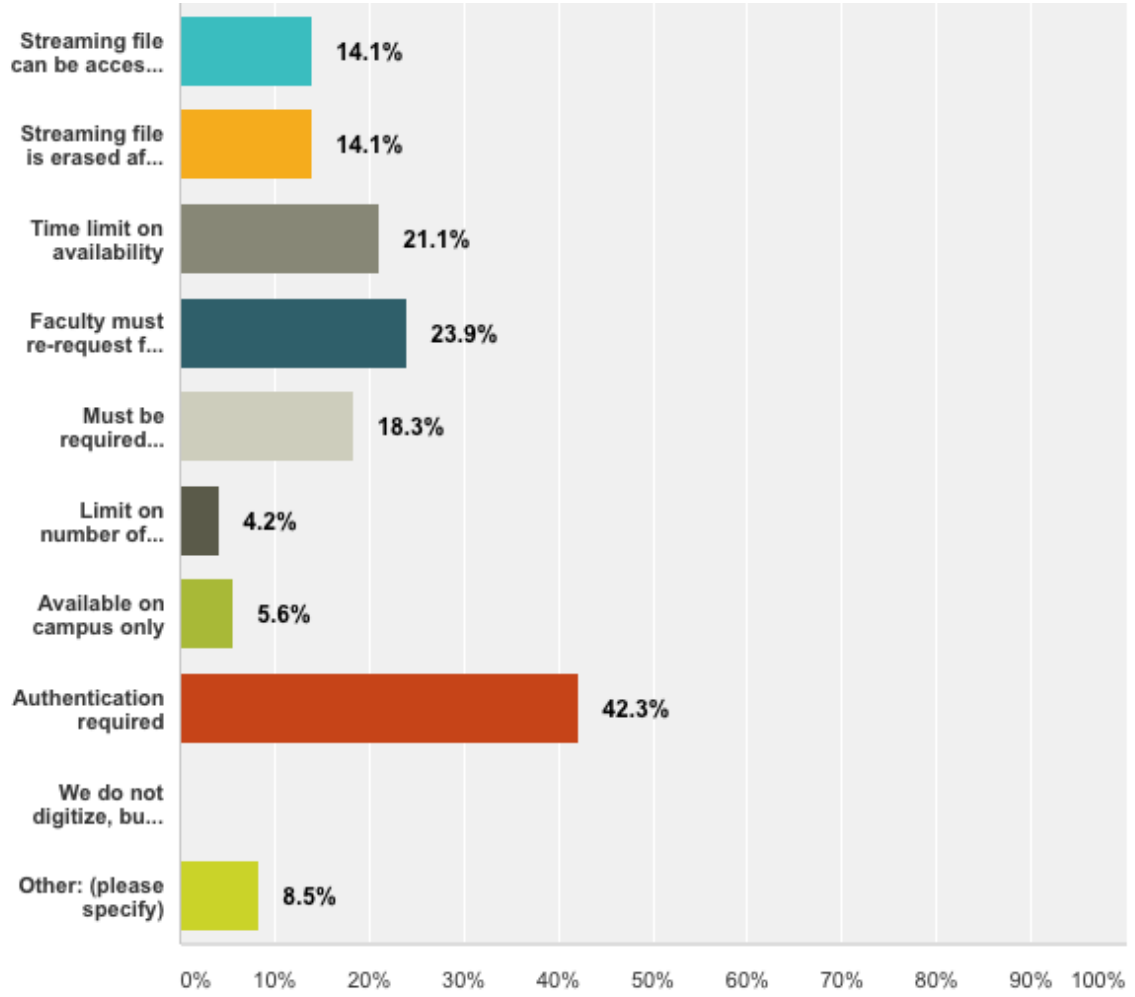
Q51 For what uses are videos digitized on request?



Q52 What limits or legal precautions do you apply when digitizing on request?

Answered: 71 Skipped: 4





Q53 Do you have written policy statements on digitization for streaming?

Answered: 77 Skipped: 4

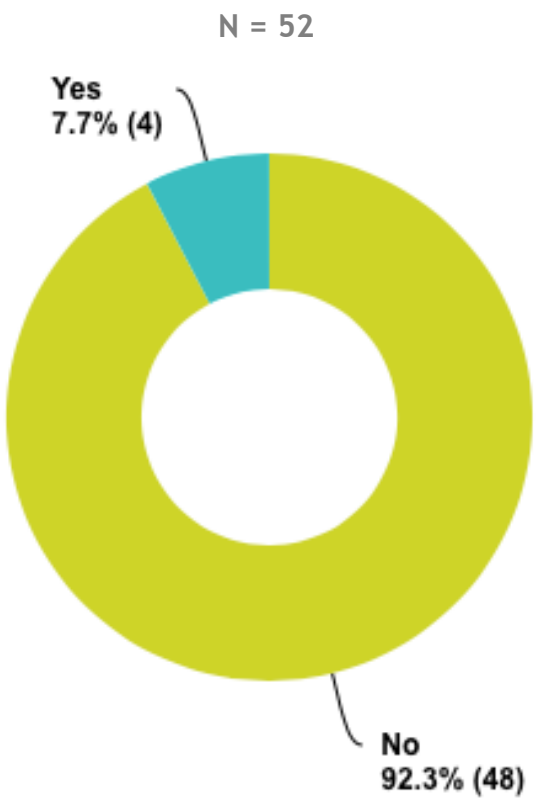
Q53 Do you have written policy statements on digitization for streaming?

Answered: 77 Skipped: 4

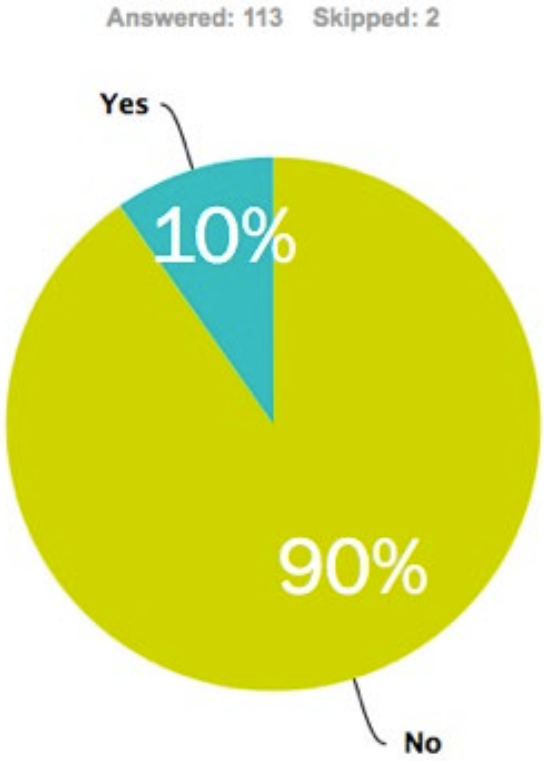
2013	
Yes	39%
No	61%

N = 80

Written policy statements for libraries that do NOT digitize on request



2015

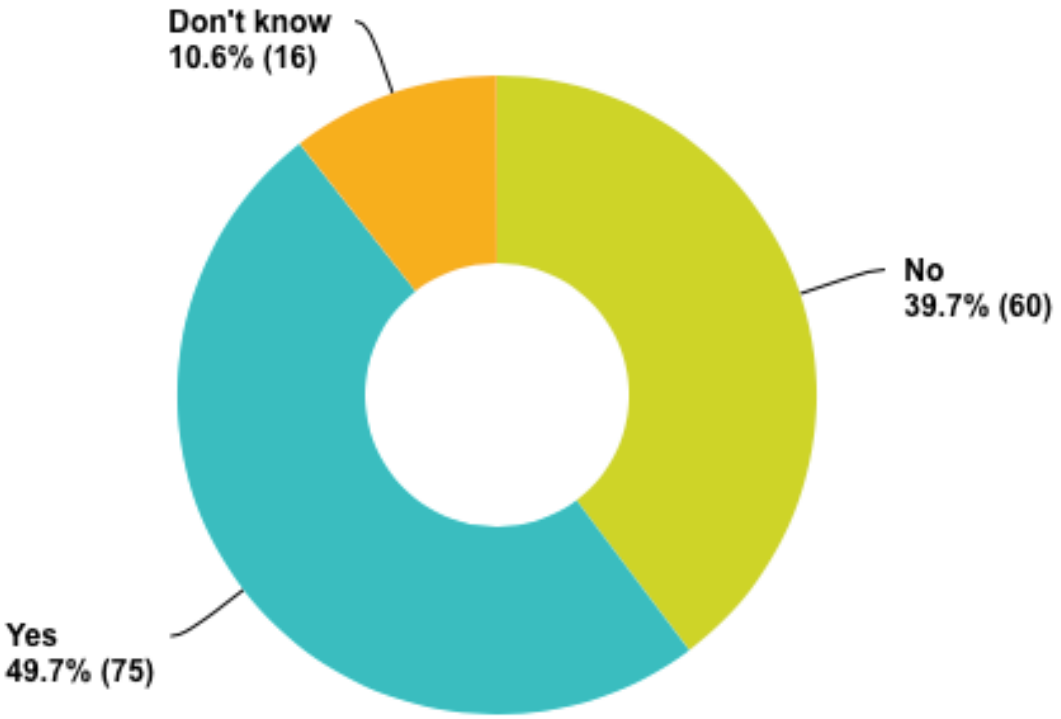


2013

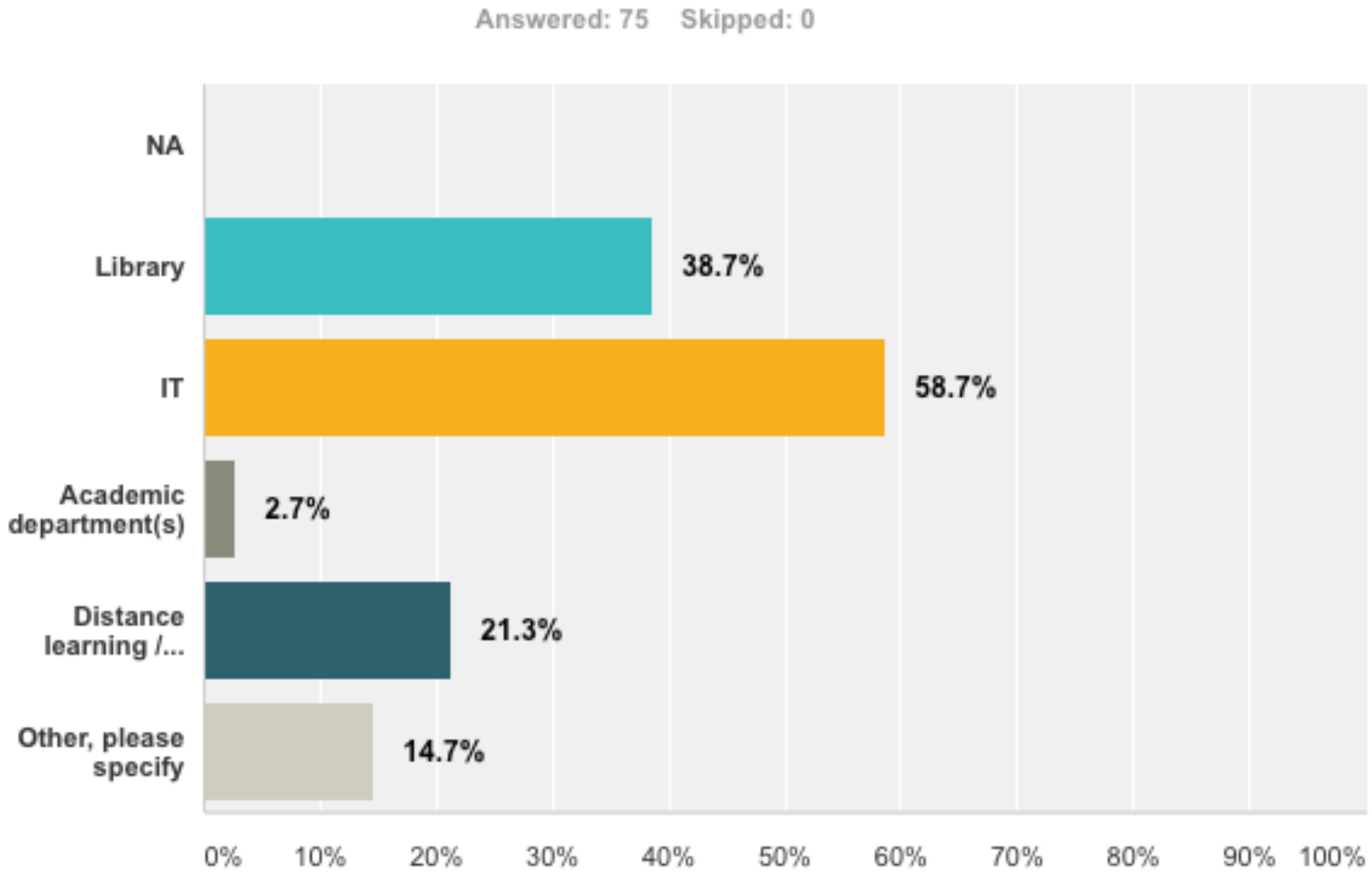
Technical Infrastructure

Q54 Does your institution (the library, IT, or any other unit) currently provide a technical infrastructure for streaming video? (A local hosting option)

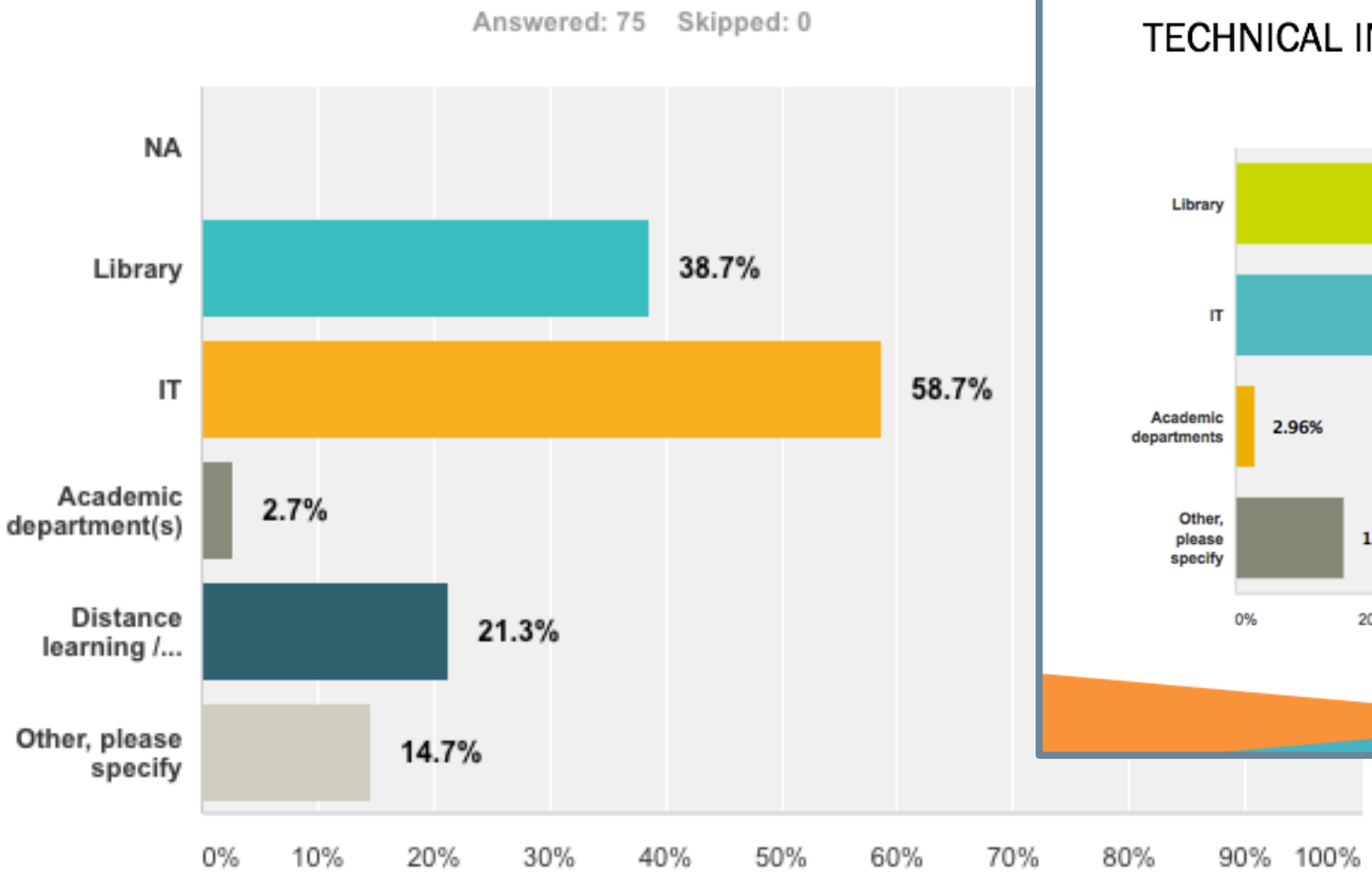
Answered: 151 Skipped: 67

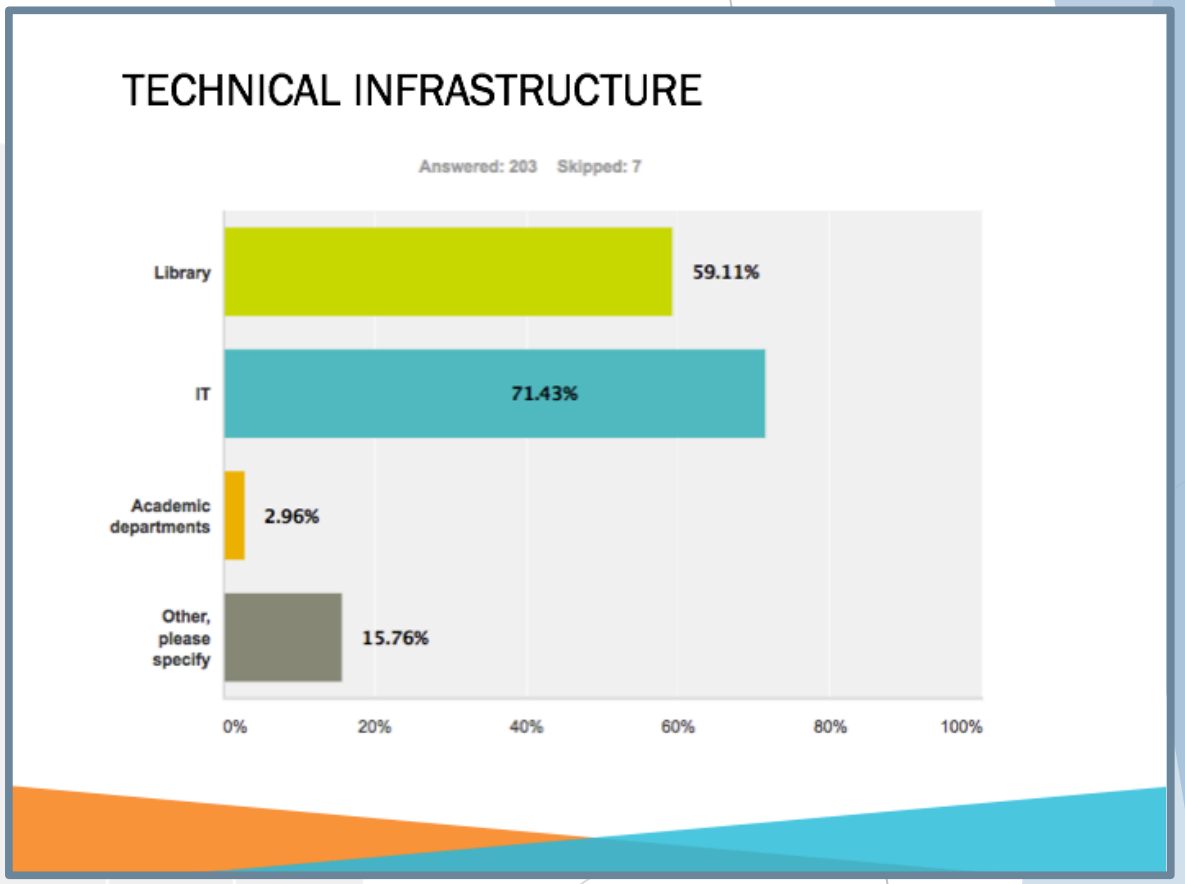


Q55 Which unit(s) in your institution provide(s) a technical infrastructure for streaming video?



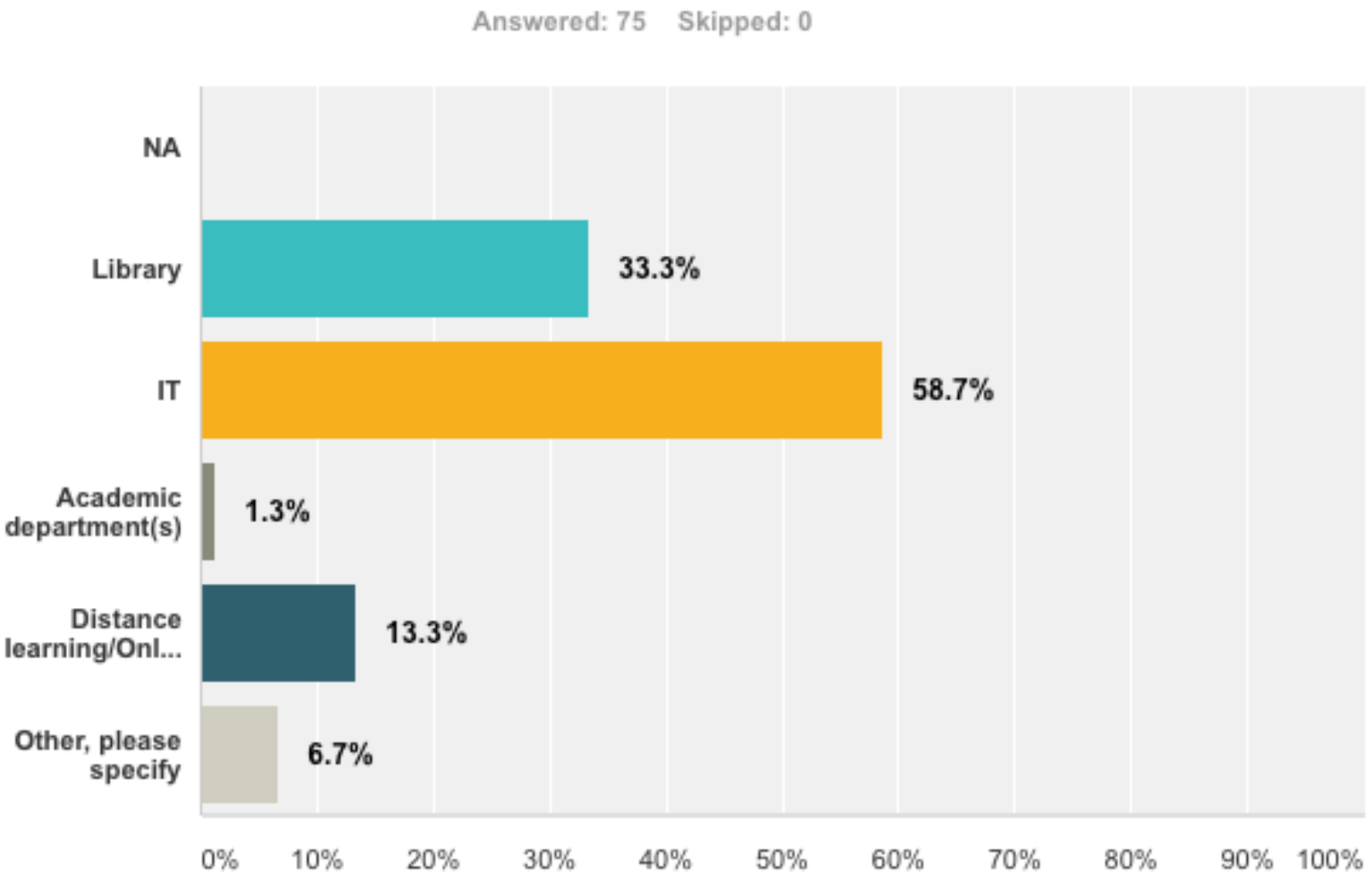
Q55 Which unit(s) in your institution provide(s) a technical infrastructure for streaming video?



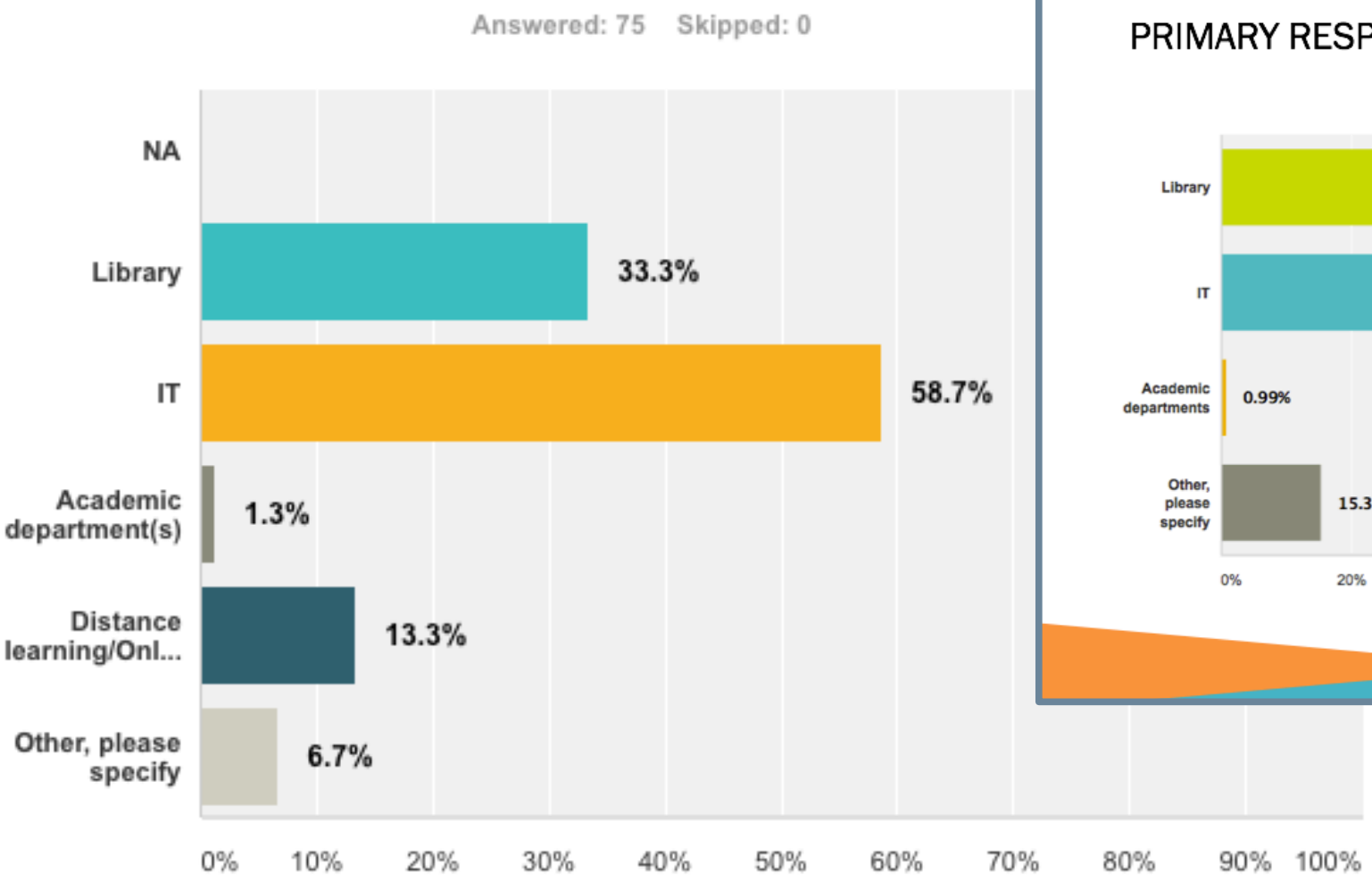


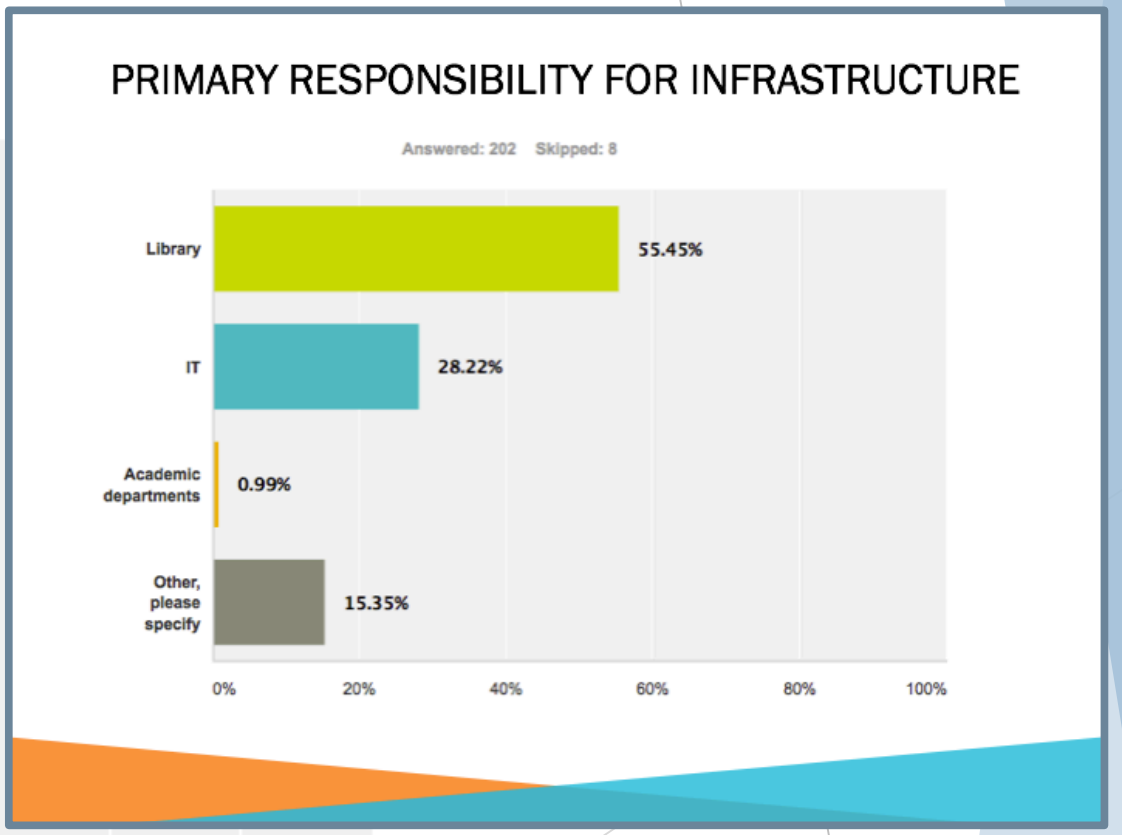
2013

Q56 Which unit in your institution has primary responsibility for the technical infrastructure for streaming video?



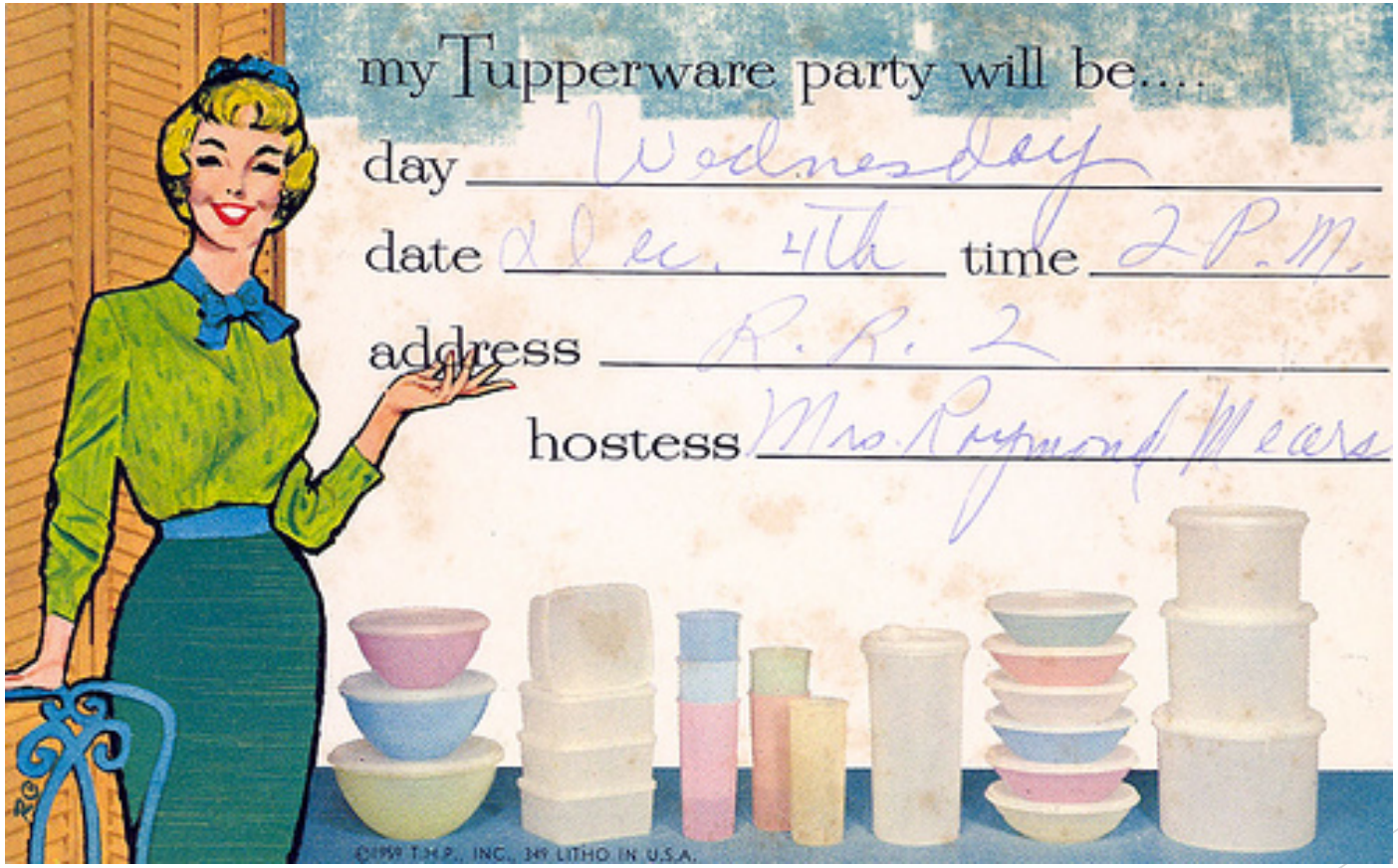
Q56 Which unit in your institution has primary responsibility for the technical infrastructure for streaming video?





Hosting

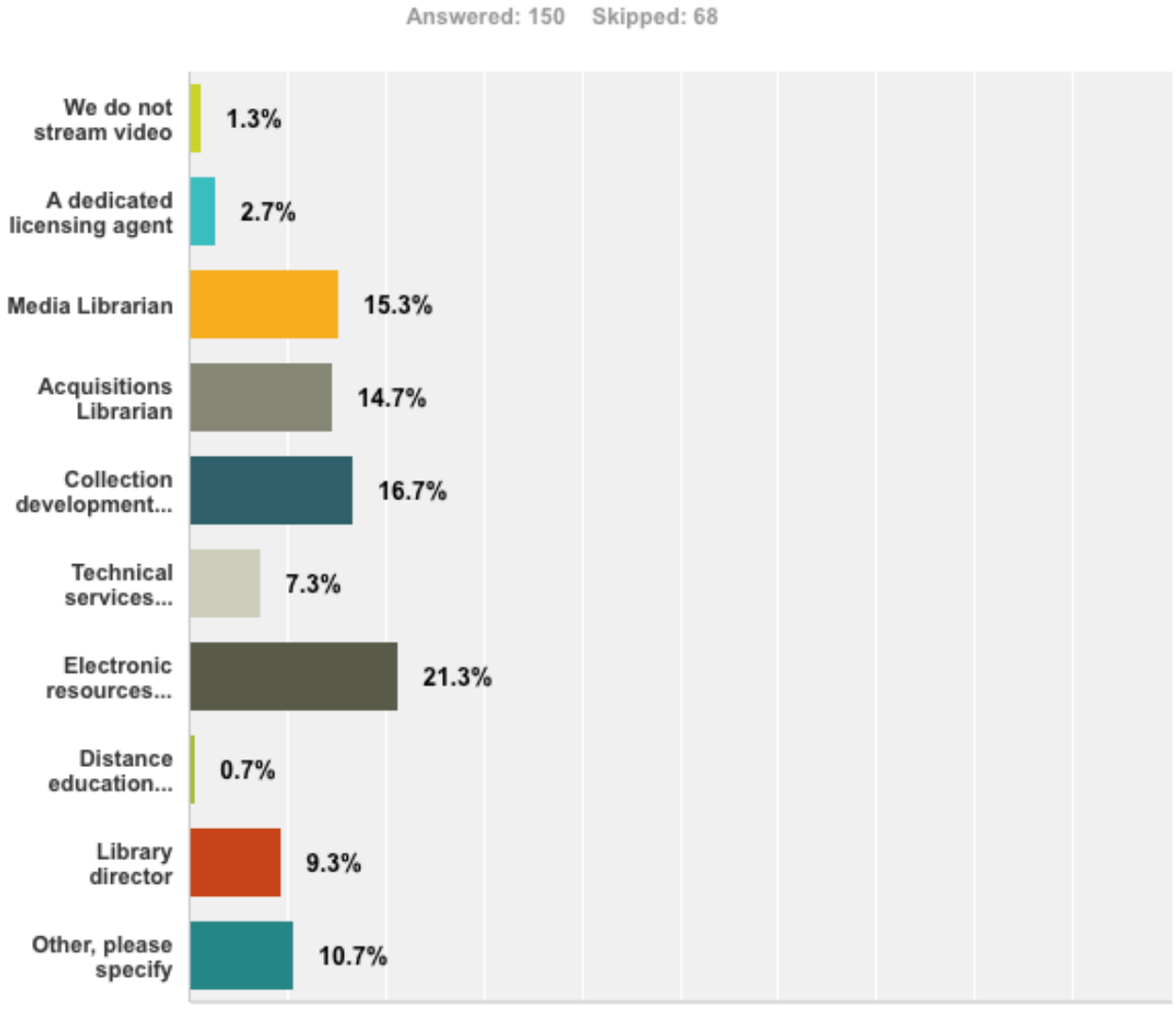
Hosting


my Tupperware party will be....
day Wednesday
date dec. 4th time 2 P.M.
address R. R. 2
hostess Mrs. Raymond Mears
©1959 T.H.P., INC., 349 LITHO IN U.S.A.

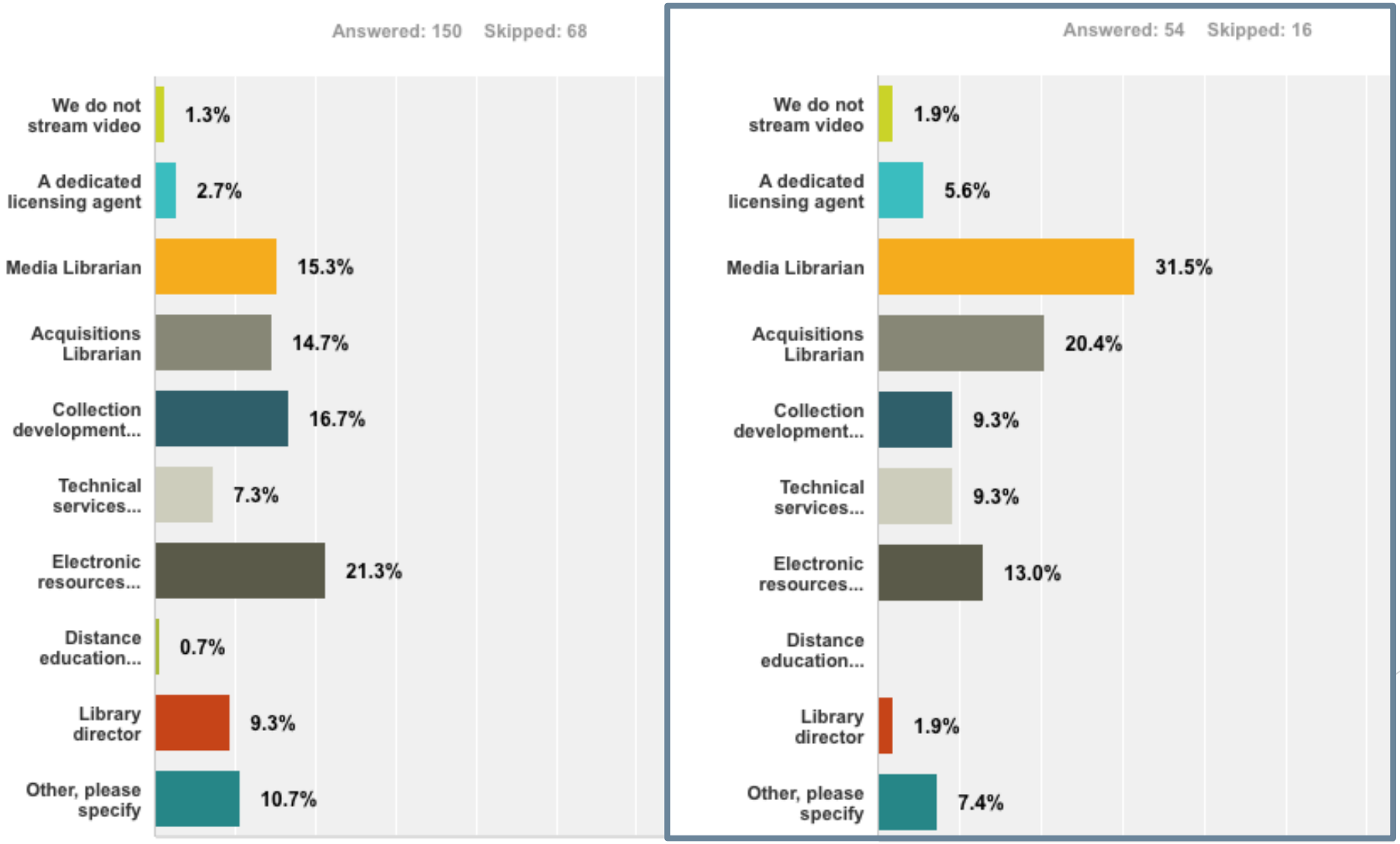
Workflow

Q60 Who in your library is primarily responsible for negotiating streaming video licenses?

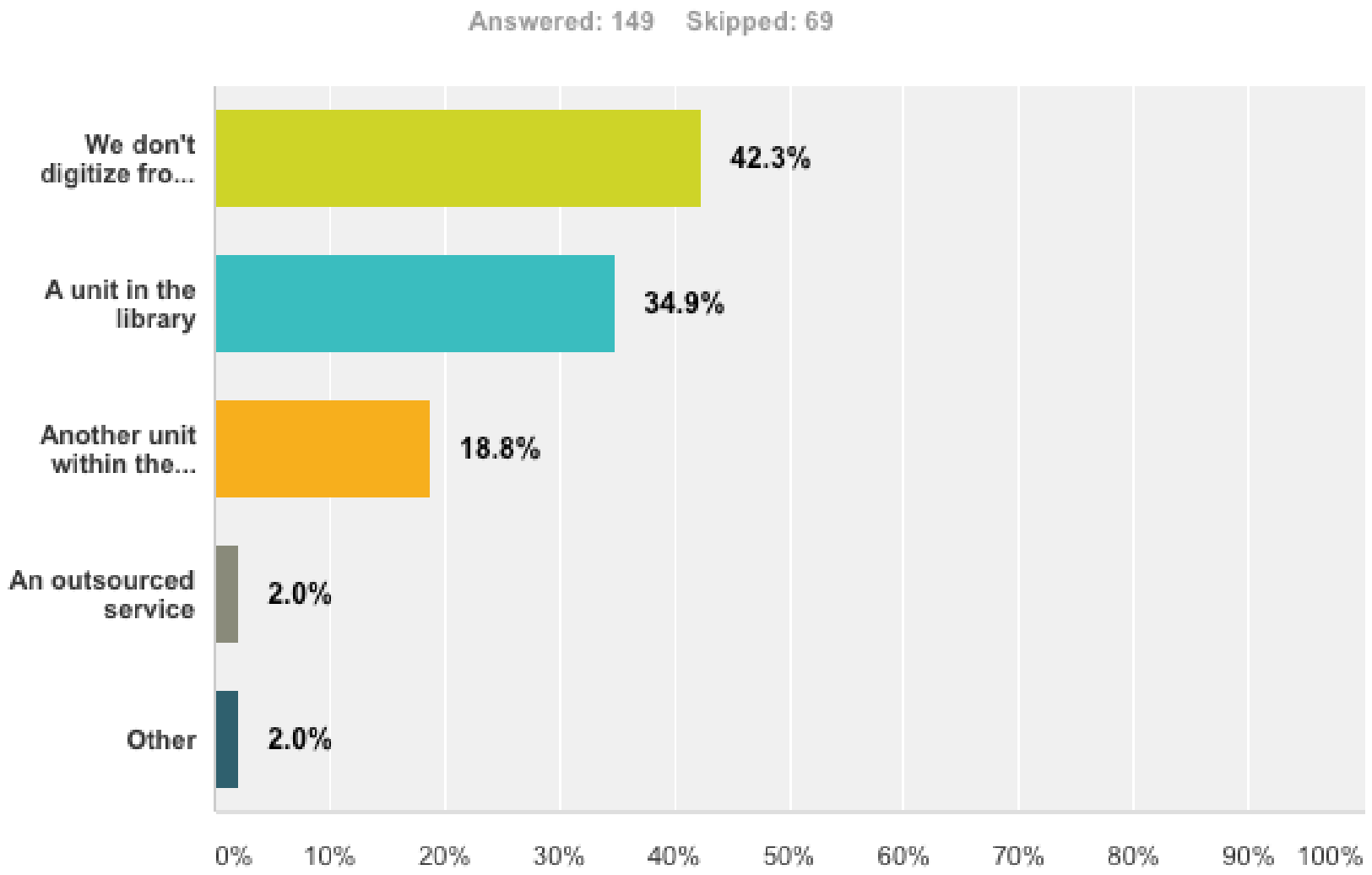
Answered: 150 Skipped: 68



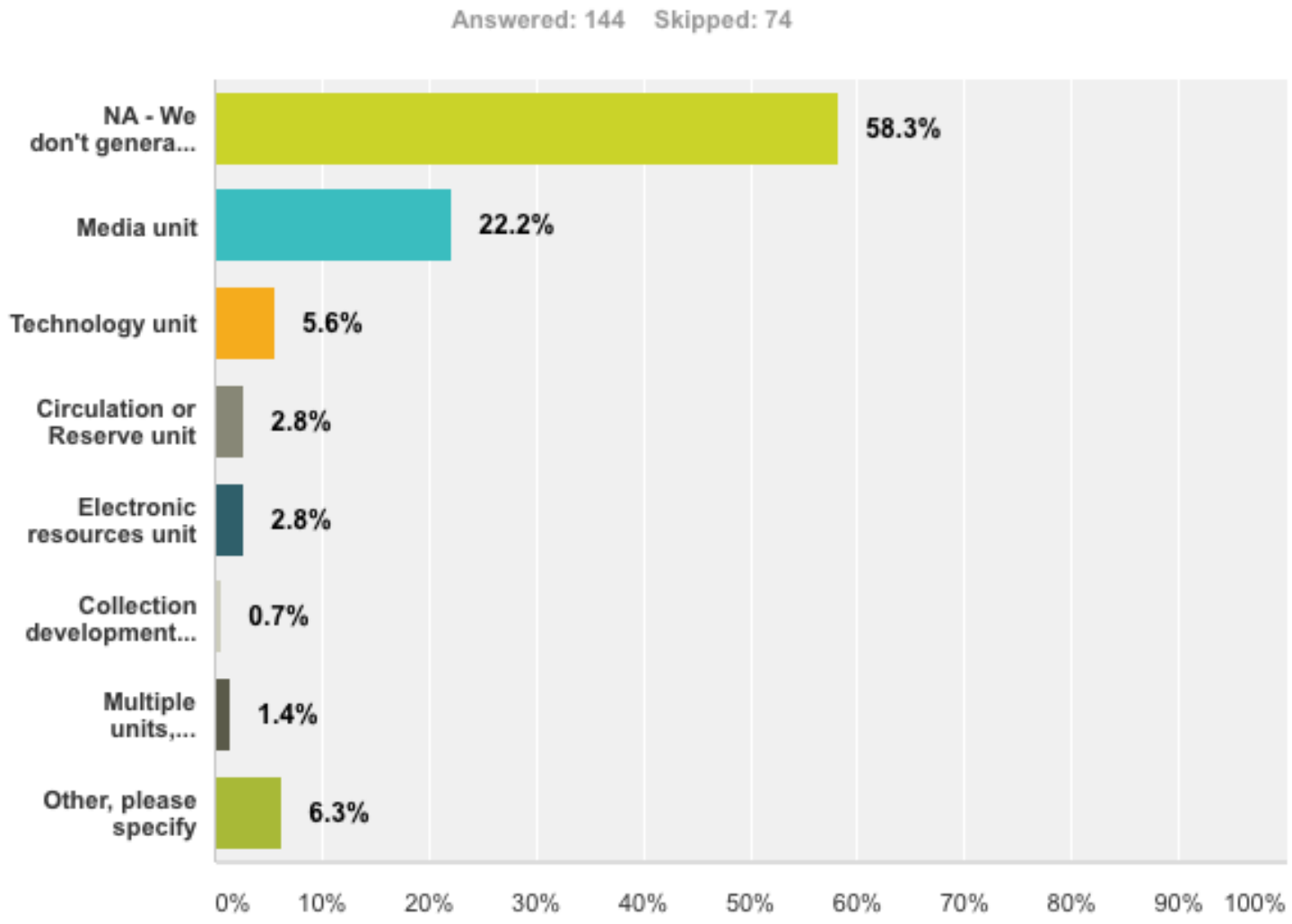
Q60 Who in your library is primarily responsible for negotiating streaming video licenses?



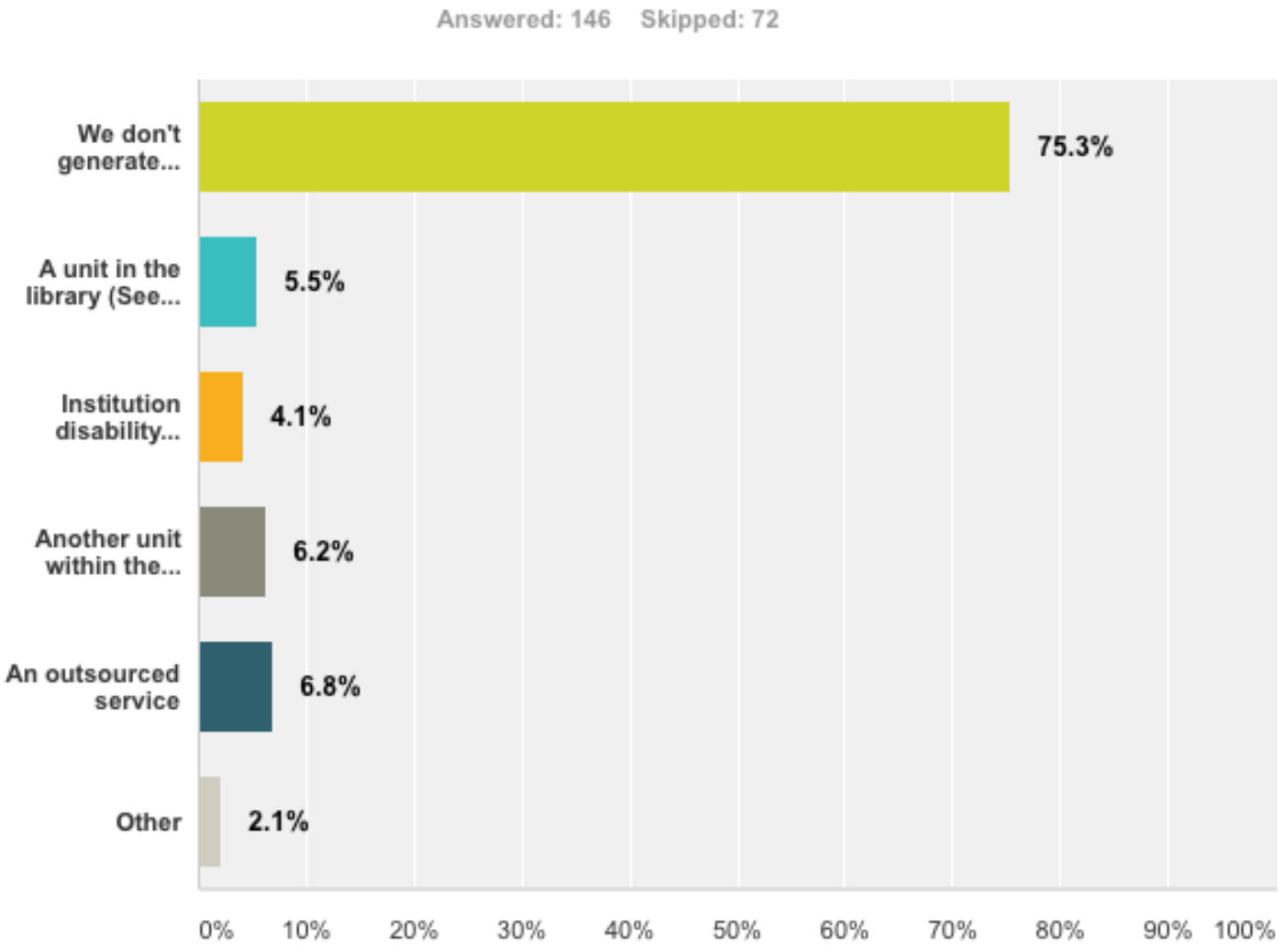
Q61 When you need to generate a digital file from a hard copy video, where does the digitization occur (usually)?



Q62 If digitization from hard copy occurs in the library, which unit usually generates the digital file?

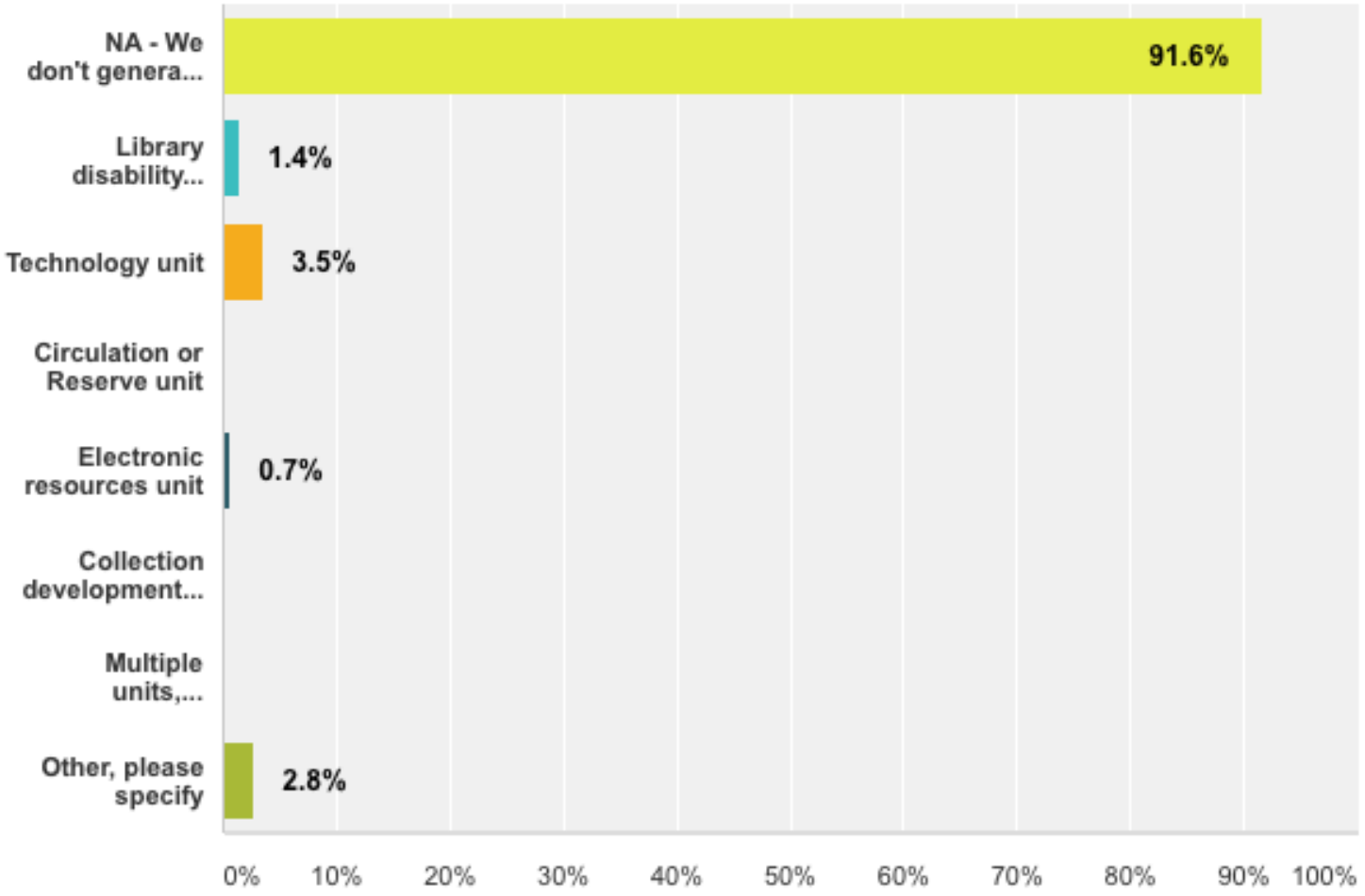


Q63 When you need to generate a caption file for a streaming video, where does the captioning occur (usually)?



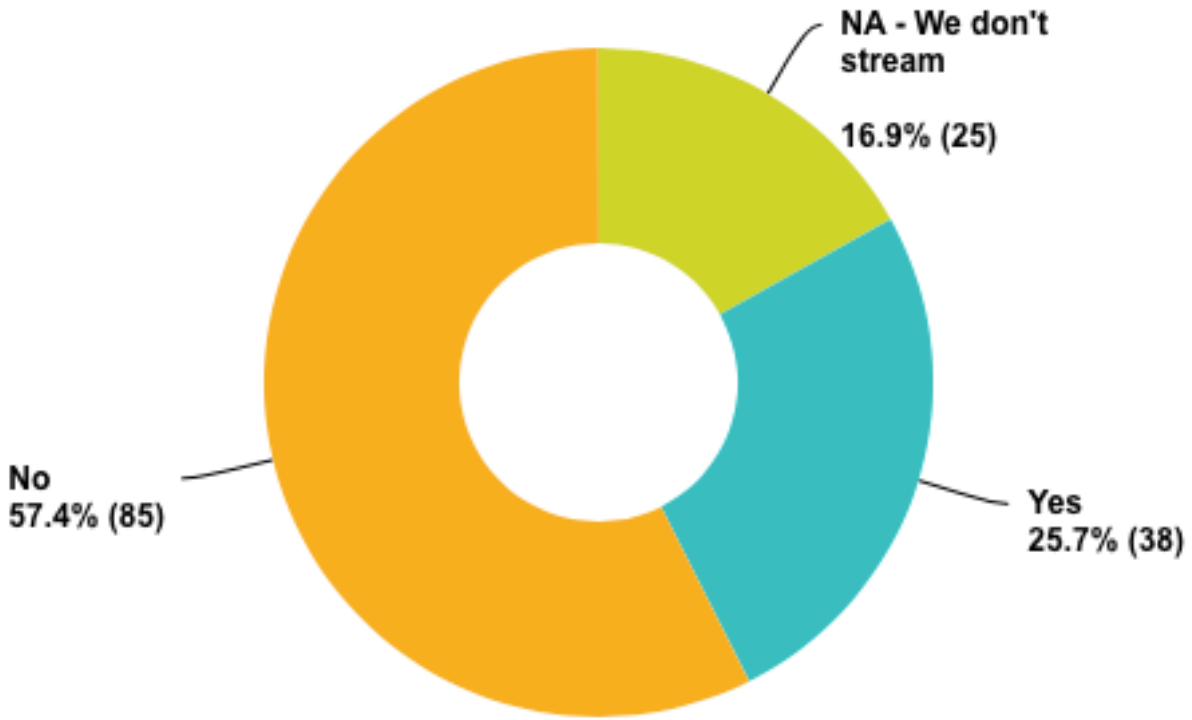
Q64 If captioning processes occur in the library, which unit generally generate the digital file?

Answered: 143 Skipped: 75

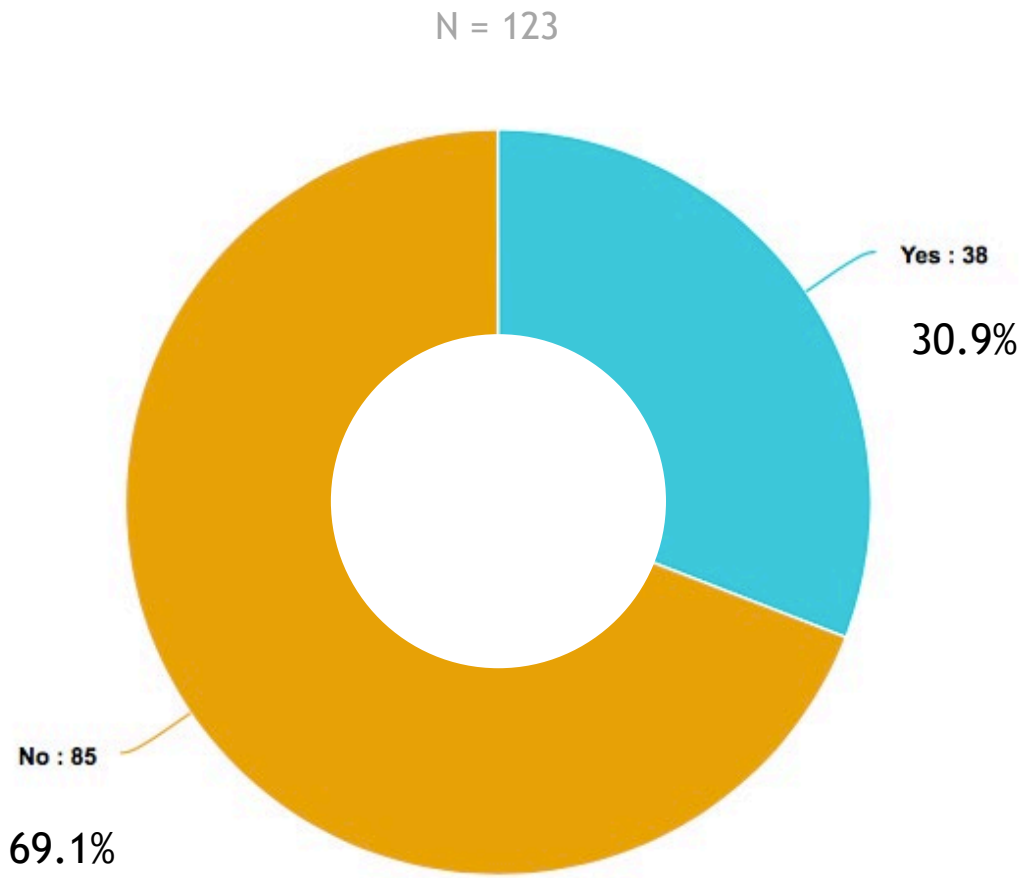


Q65 Do you have a written workflow document for handling streaming video assets?

Answered: 148 Skipped: 70

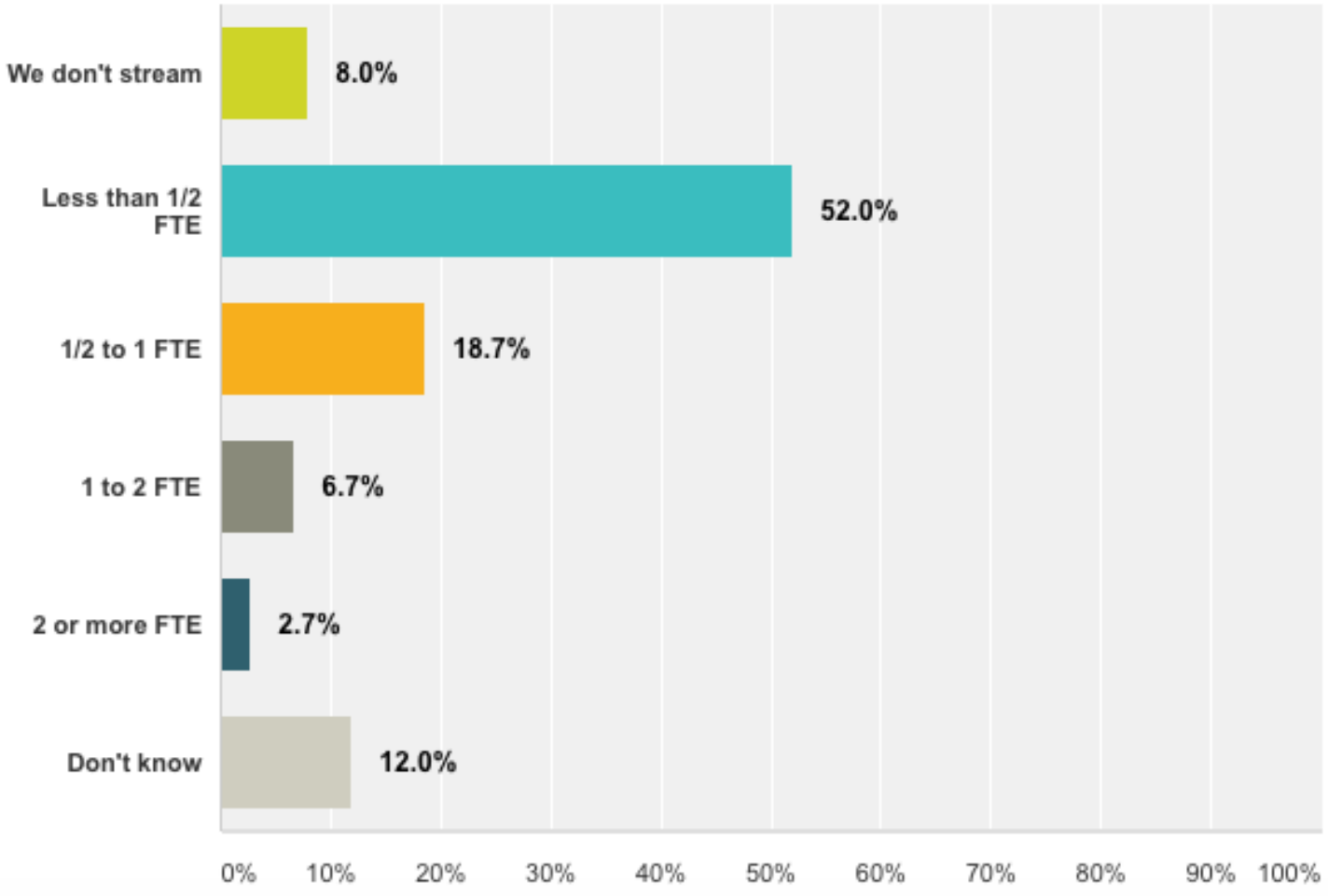


Q65 Do you have a written workflow document for handling streaming video assets?

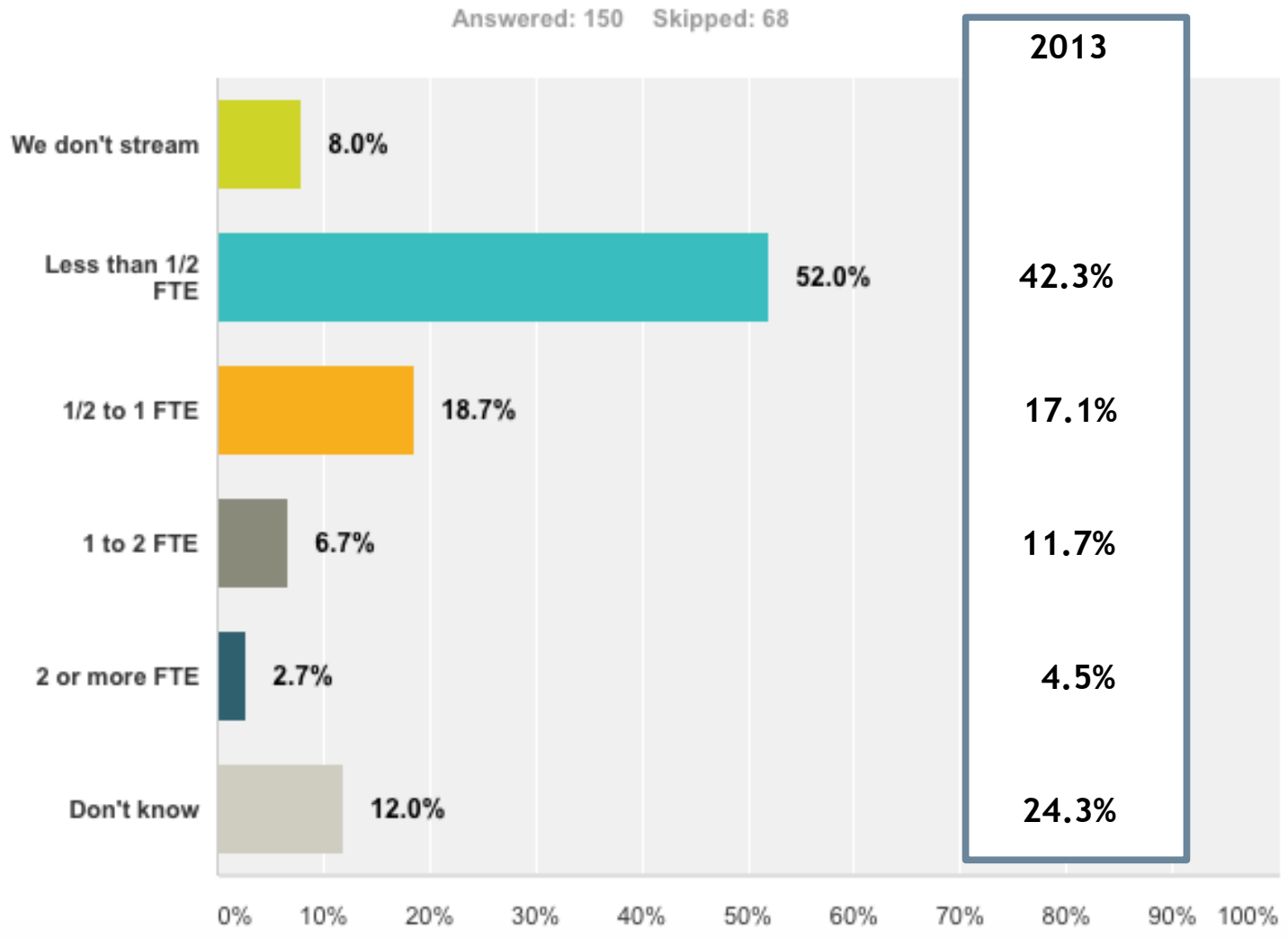


Q66 Approximately how much personnel time in your library is dedicated to licensing, digitization, ingestion, metadata and other processes for your streaming video?

Answered: 150 Skipped: 68



Q66 Approximately how much personnel time in your library is dedicated to licensing, digitization, ingestion, metadata and other processes for your streaming video?



Summary Points

- Streaming video is well established as an academic library service.
- The “vanishing” media librarian is real. This topic deserves greater investigation.
- Academic libraries are not captioning their streaming videos.
- Term licensing exceeds licensing in perpetuity; libraries hold more than twice as many term licensed titles as purchased titles
- Send?
- Cataloging of streaming video has increased

Summary Points

- In general libraries are not adding captions to their locally hosted streaming video.
- Format conversion has slowed, but continues to be handled predominantly as repurchased content.
- Digitization on request has flipped
- Libraries apply a broad range of limitations on digitization on request
- Primary responsibility for technical infrastructure has shifted from the library to IT
- There is a lack of written documentation for streaming video work flow

Questions Unasked

- Collection development policies
- Availability of a discovery layer
- Behavioral data
  - Satisfaction
- Return on investment
  - Cost per use

Access to survey info

Summary document of 2015 survey data available on written request

This presentation posted to ASU Libraries Repository

Survey instrument (2015) available in ASU Libraries Repository

https://repository.asu.edu/items/39010

Presentation on 2013 survey data available in ASU Libraries Repository

https://repository.asu.edu/items/18973

Summary of key findings from 2013 survey

farrelly, d. and Hutchison, J. (2014). Streaming video in academic libraries: Ten key findings from a national survey. *Against the Grain*, 26(6), 73-75.

https://repository.asu.edu/items/39057

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Questions?