

Streaming Video Options at Moravian College for FY15

Looking for a film to stream? Consider Kanopy or Swank.

KANOPY: (<http://0-moravian.kanopystreaming.com.webpac.lvlspace.org/shomepage>)

- Kanopy is an online streaming service that offers over 30,000 films from distributors including BBC, PBS, and Media Education Foundation. Kanopy has been described as the leading distributor of online education videos.
- Kanopy uses a keyword search function. For exact title searches, please use quotation marks.
- Kanopy is self-serve. You can watch a film on Kanopy or upload a link to Blackboard by yourself (by clicking on embed)
- Kanopy films are leased for one year, once a film has been “viewed” three times. The one year begins on the date of the fourth click to view the film.
- Kanopy films are not charged to your department.

For problems uploading to Blackboard, please contact Ron Szabo:

szabor@moravian.edu

For additional questions about Kanopy, please contact Angela Cortez:

corteza@moravian.edu

SWANK: (<http://colleges.swankmp.com/>)

- Swank is the world's largest non-theatrical distributor of motion pictures for public performance. Major Hollywood movie studios including Walt Disney Pictures, Warner Bros., Sony Pictures, Lionsgate, Columbia Pictures, MGM, Tri-Star Pictures, and Touchstone Pictures have exclusively partnered with Swank. This exclusive partnership is not a guarantee that a film from any of the forementioned producers will be located on Swank or added by the producer to Swank.
- Swank uses a keyword search function. For exact title searches, please use quotation marks.
- For foreign titles, please search both the foreign language title and English title separately to determine if it is available.
- If you find a film that you would like to stream, please contact Angela Cortez corteza@moravian.edu to place an order. Please provide the film name,

course number, course title, and number of expected students enrolled (best guess is fine), and semester for which you need the film.

- Orders for SWANK titles **usually** take two weeks so it is possible to request a film for the current semester.
- All Swank films are leased for one semester only. If you need additional semesters, please notify Angela.
- Once the film is ready, Angela will send you the link to upload to Blackboard.
- Swank films are not charged to your department.
- Reeves Library has contracted for a limited number of films through Swank. Due to the technical difficulty in uploading these films to Blackboard, along with budgetary restrictions, once the current purchase allotment has been used, the Library will not be purchasing any additional licenses through Swank for the academic year ending June 2015.
- All Swank films require Silverlight software in order to stream. Silverlight can be downloaded for free from this site: <http://www.microsoft.com/getsilverlight/>
 - After installing Silverlight, computers using a Windows operating system (PCs), should use the following browsers to view the films: Firefox and Internet Explorer (Chrome does not work).
 - On the MacBook, after installing Silverlight, please use Firefox only to view the films. (Internet Explorer, Chrome, and Safari do not work).
 - *It is the responsibility of the professor to communicate the Silverlight instructions to their students.*

For problems installing Silverlight or using browsers, please contact CIT's help desk.

For problems with the link on Blackboard, please contact Ron Szabo:
szabor@moravian.edu

For additional questions about Swank, please contact Angela Cortez:
corteza@moravian.edu

Looking for a particular film not available on Kanopy or Swank?

Please contact Angela Cortez cortez@moravian.edu with the film name and course number, course title, number of expected students enrolled (best guess is fine), and semester for which you need the film.

- The library will research if streaming is currently available for the film. If it is available and in a format compatible with the College's servers, the Library will purchase the streaming rights IF there is money to cover the cost in your department's library allocation and IF the department chair approves the expenditure. The range of streaming video rights ranges from a low of \$200 to a high of \$800. Streaming rights are charged against your department's library allocation.
- If streaming is not currently available, the library director will send a permissions letter to the apparent copyright holder of the film requesting permission to upload the film to Blackboard. Copyright permissions do change between producers and/or are held by subsidiaries, so there are times when more than one permission letter is sent before permission is legally granted or denied.
- If the library does not currently own the film, the library will purchase the DVD IF there is money to cover the costs in your library's departmental allocation or your departmental budget.
- Like our college counterparts who are offering streaming video, the permissions letter indicates that we will wait 30 days from the date posted on the letter for an answer from the copyright holder.
- If the copyright holder grants permission or we have not heard back from the copyright holder after the 30 days have passed, a professor may upload the DVD to Blackboard after signing a waiver with Media Services agreeing that the professor has determined that the film falls within the Fair Use guidelines of the law.
- If we hear back from the copyright holder after the 30 days have passed, we must comply with their wishes...this may mean taking down a film already uploaded to Blackboard.
- The library will notify the professor as soon as we learn that a streaming request has been denied.
- When a streaming video request is denied, the professor may only show the film in their classroom or put it on Reeves Library reserves.

- When producers do not respond to the permissions letter, permission for streaming is assumed and this is communicated to the producer in the permissions letter.

IMPORTANT NOTE:

- Requesting permission to stream videos takes time (a minimum of 30 days). Although we hope to hear back from the copyright holder within 30 days, there are no legal restrictions placed on the copyright holder regarding timelines. Copyright holders can request additional time to consider our requests. This process cannot be legally sped up or rushed and we must comply with any requirement imposed by the copyright holder.
- Please also realize that multiple attempts and letters may be sent out to find the correct person who serves as the copyright agent within a company. This may result in a longer waiting period.
- When requesting a specific film to stream, there are no guarantees that permission will be granted and no timelines, so please plan accordingly.

If you need a film in a hurry, please consider the current offerings on Kanopy and Swank.