

Cameo Role: Now Casting the Future of Film through the Library — Presented by Tom Humphrey (Kanopy); Amanda Maple (Pennsylvania State University) [2017 Charleston Conference Session Report]

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Abstract:

Maple described Pennsylvania State University's tradition of distance education throughout its history and today's need for providing streaming video access to the land-grant institution's faculty and students. Offering those collections resources contributes to the university strategic plan's emphasis on online education and personalized learning. She shared budget context for online content and specifically streaming video. Graphs provided a snapshot of streaming content activity for several providers, activity by faculty and discipline, user device choices, and user discovery options all of which pointed to a growing reliance on streaming video in instruction. Taking a broader market overview, Humphrey discussed several surveys covering data on media preferences, the reasons students use video, and cost per use for library subscriptions and patron driven acquisitions (PDA). The role of the library has changed over time with collections of physical media now being replaced by streaming video, with much of the content accessed by students through consumer services. Libraries can stay relevant by offering quality content that has an impact for students.

Keywords: distance education | streaming video access | conference report

Article:

***Note: Full text of article below

Cameo Role: Now Casting the Future of Film through the Library — Presented by **Tom Humphrey** (Kanopy);
Amanda Maple (Pennsylvania State University)

Reported by **Christine Fischer** (University of North Carolina at Greensboro) <cmfische@uncg.edu>

Maple described **Pennsylvania State University's** tradition of distance education throughout its history and today's need for providing streaming video access to the land-grant institution's faculty and students. Offering those collections resources contributes to the university strategic plan's emphasis on online education and personalized learning. She shared budget context for online content and specifically streaming video. Graphs provided a snapshot of streaming content activity for several providers, activity by faculty and discipline, user device choices, and user discovery options all of which pointed to a growing reliance on streaming video in instruction. Taking a broader market overview, **Humphrey** discussed several surveys covering data on media preferences, the reasons students use video, and cost per use for library subscriptions and patron driven acquisitions (PDA). The role of the library has changed over time with collections of physical media now being replaced by streaming video, with much of the content accessed by students through consumer services. Libraries can stay relevant by offering quality content that has an impact for students. 