WE’LL DO IT LIVE!
BUILDING ACCESS TO VIDEO CONTENT BASED ON FREEDOMS OF USE

George A. Smathers Libraries
University of Florida

Christine Fruin, Trey Shelton,
Allison Jai O’Dell, & Aimee Barrett
INTRODUCTION

COPYRIGHT AND VIDEO & WHY WE DID THIS PROJECT

Christine Fruin

@CampusCopyright

http://ufdc.ufl.edu/UF00090852/00001?search=sabia&n=dloc
The Question – Can I Show this Film in Class or on Campus?

- Common query received by reference staff and scholarly communications librarian

- Copyright law
  - Section 110(1) – exception for showing films in class
  - Fair Use/TEACH Act – exceptions for showing films to online classes otherwise streaming license
  - Public Performance – showings outside of instruction or personal contexts – requires license

- DVD purchases by library – was public performance license also acquired? How is this tracked/communicated?
The Project: Educating, Tracking, Communicating

- **Educating**
  - Created web site ([http://guides.uflib.ufl.edu/copyright/video](http://guides.uflib.ufl.edu/copyright/video)) and brochure to educate patrons
  - Staff training on copyright including understanding common license/terms of use language used by vendors – know what you’re paying for!

- **Tracking**
  - Created series of rights statements to be applied to each DVD purchase in order to better track licenses acquired and $$ spent on licenses

- **Communicating**
The Rights Statements

- This film is free of copyright and other restrictions and may be shown or digitized without additional permission or license.

- Public performance rights were purchased with this film. This film may be shown so long as no admission is charged and the film is shown on the University of Florida campus.

- Public performance rights were purchased with this film. This film may be shown publicly for educational or non-commercial (no admission fee charged) purposes.

- This film may be used for personal or classroom teaching only. No public performance or streaming of this film without license or permission. Please consult with your library liaison for more information on the availability of licensing.
Acquiring Rights

PPR Collection

- Rights included w/ DVD purchase
- Rights licensed w/ Streaming Video Collections
DVD Suppliers

Rights included w/ purchase of DVD

Includes Purchases from:
- Bullfrog
- Dedalus Films
- Vault/Facts on File
- Filmmakers Library (Now Academic Video Store/Alexander Street Press)
- Films for the Humanities and Science
- New Day Films
- Ruth Diskin Films
- Women Make Movies
- 60+ other distributors
- 60+ independent filmmakers
Streaming Suppliers

Includes:
• Kanopy PDA Plan
• Docuseek2 EBA Plan

Rights licensed w/ Streaming Video Collections
DVD Collection

- 9,384 DVDs purchased 2005-2016
  - $498,440 spent
- 1,181 PPR DVDs purchased 2005-2016
  - $241,429 spend on PPR DVDs

**Number of DVD's**

- No PPR: 88%
- PPR (On-Campus): 9%
- PPR (Educational/Non-Commercial): 3%

**Cost of DVDs**

- No PPR: 51%
- PPR (On-Campus): 39%
- PPR (Educational/Non-Commercial): 10%
DVD Collection

- PPR DVD’s make up ~10% of Smathers Libraries DVD collection
Streaming Collection

- 17,822 PPR Streaming Videos via DDA & EBA Plans
- $40,000+ Spent between 2015-2016
UF Video Spend 2005-2016

- Streaming (EBA/PDA)
- Streaming (Single Titles)
- Streaming (Packages)
- PPR (Educational/Non-Commercial)
- PPR (On-Campus)
- No PPR
UF Videos by Type 2005-2016

Chart Title

- Streaming (EBA/PDA)
- Streaming (Single Titles)
- Streaming (Packages)
- PPR (Educational/Non-Commercial)
- PPR (On-Campus)
- No PPR
PPR Collection

- Streaming video packages/plans can quickly build PPR collections
  - Most licensing options 1- or 3-year licenses
  - Perpetual Options (Life of File) are available from some providers
  - Majority of distributors don’t offer PPR

- PPR DVDs are more time consuming
  - Higher per-title up-front costs
  - Processing/storage/replacement costs are higher
  - DVD may be only format option in many cases
WORKFLOW

Aimee Barrett
@LIBRARYNOMAD

Image: http://ufdc.ufl.edu/UF00090556/00001?n=dloc
Workflow
From Acquisitions to Cataloging

- Step 1: A DVD or streaming video is requested for purchase by the subject librarian.
- Step 2: Acquisitions staff determine PPR for the title using a Vendor PPR Matrix.
- Step 3: Upon purchase, notes are entered into the order record to identify those with included PPR.
# Vendor PPR Matrix Examples

## Code B

<table>
<thead>
<tr>
<th>Vendor Name</th>
<th>Vendor Code</th>
<th>PPR Code</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Aladdin Distribution LLC</td>
<td>0000189322</td>
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<td>ALEXANDER STREET PRESS</td>
<td>0000075322</td>
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<td>Appalshop</td>
<td>APPAL</td>
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<td>BERKELEY MEDIA LLC</td>
<td>BERKELEY MEDIA</td>
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<td>BROKEN PENCIL PRODUCTIONS</td>
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<td>BULLFROG FILMS</td>
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<td>All titles except if home use only version purchased <a href="http://www.bullfrogfilms.com/orderinfo.html">http://www.bullfrogfilms.com/orderinfo.html</a></td>
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<tr>
<td>BULLFROG FILMS INC.</td>
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<td>All titles except if home use only version purchased <a href="http://www.bullfrogfilms.com/orderinfo.html">http://www.bullfrogfilms.com/orderinfo.html</a></td>
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<tr>
<td>BUSCA, INC.</td>
<td>0000000184</td>
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<td>CINEMA GUILD</td>
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<td>Collective Eye, Inc.</td>
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<td>Contemporary Arts Media</td>
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<td>CreateSpace</td>
<td>CREATES</td>
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<td>DAVIDSON FILMS</td>
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<td>Dedalus Films</td>
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<td>DEEPFOCUS PRODUCTIONS, INC.</td>
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<tr>
<td>DIRECT PICTURES</td>
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<tr>
<td>EIDIA HOUSE INC.</td>
<td>0000042097</td>
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<td></td>
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<tr>
<td>Facts on File, Inc. dba Vault.com</td>
<td>0000136950</td>
<td>B</td>
<td>These films are handled through Films.com and have PPR</td>
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<td>FILMMAKERS LIBRARY</td>
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<td>First Run Features</td>
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<td>Yes, for all titles</td>
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<td>GOOGLE INC.</td>
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<td>Guarango Film &amp; Video</td>
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<td>INDIE BLITZ</td>
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<td>Insound Annex</td>
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<td>Learning Seed</td>
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<td>MEDIA EDUCATION FOUNDATION</td>
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Vendor PPR Matrix Examples

Code C

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<tr>
<th>Vendor Name</th>
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<td>AMERICAS MEDIA INITIATIVE</td>
<td>AMEDIN</td>
<td>C*</td>
<td>this copy through Icarus Films - <a href="http://icarusfilms.com/ordering.html">http://icarusfilms.com/ordering.html</a></td>
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<td>ARTMATTAN PRODUCTIONS</td>
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<td><a href="http://www.africanfilm.com/ordering.htm">http://www.africanfilm.com/ordering.htm</a></td>
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<tr>
<td>DIRECT CINEMA LTD., INC.</td>
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<td>FILMS FOR THE HUMANITIES &amp; SCIENCES use 0000136690 Infobase</td>
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<td>C</td>
<td><a href="http://films.com/ecTerms.aspx">http://films.com/ecTerms.aspx</a></td>
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<td>Human Pictures Inc</td>
<td>217254</td>
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<td><a href="http://icarusfilms.com/ordering.html">http://icarusfilms.com/ordering.html</a></td>
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<tr>
<td>Icarus Films</td>
<td>ICA FILMS</td>
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</table>

PPR C - Public performance rights were purchased with this film. This film may be shown publicly for educational or non-commercial (no admission fee charged) purposes.

*Only 1 title purchased - check PPR rights before purchase.*
Workflow
From Acquisitions to Cataloging

- **Step 4:** For DVDs, once a title is received, Acquisitions staff fills in necessary PPR information on a flag which is included with the DVD and sent to Cataloging & Discovery Services staff.

- **Step 5:** Based on the flag notes, necessary PPR information is added to the bibliographic record by Cataloging staff.

- **Step 6:** For streaming videos, appropriate PPR information is added by Acquisitions staff or relayed with the title to Cataloging staff.
PPR Slip Example

**Video**

**Public Performance**

BIB#

Video Location

Initials

Circle *one viewing restriction code:

A. No known copyright restrictions (public domain)

B. Campus wide viewing rights (no admission fee)

C. Any location viewing rights (no admission fee)

D. Personal or classroom use only

*Catalogers, please run appropriate macro for PPR.
METADATA & DISCOVERY
IMPLEMENTING DIRECT ACCESS TO PUBLIC PERFORMANCE RIGHTS AND STREAMING VIDEO CONTENT

Allison Jai O’Dell
@AllisonJaiODell

FERNANDO LUJAN
ENRIQUE RAMBAL
Agustín Martínez Solares
Juan Ferrara-Edmundo Mendoza
Michel Strauss
y los Dug Dugs

UNA ALEGRE COMEDIA QUE DEMUESTRA QUE EL BUEN CINE PUEDE

Catalog Records

Rights statement

540 __ |a Public performance rights were purchased with this film. This film may be shown so long as no admission is charged and the film is shown on the University of Florida campus.

Code for everything with public performance rights = Filterable

599 __ |a UFPPR
Search for videos with public performance rights

Browse All

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<td>1. Miles from the border.</td>
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<tr>
<td>Published: 2008.</td>
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<td>UF SMATHERS, Latin America General Collection</td>
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<td>2. The Perfumed Garden.</td>
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<td>UF LIBRARY WEST DVD (2nd Floor)</td>
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<td>3. Bubbeh Lee &amp; Me.</td>
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<tr>
<td>Author: Abraham's Wilson, Andy</td>
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<tr>
<td>Published: New Day,</td>
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<td>UF LIBRARY WEST DVD (2nd Floor)</td>
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</tbody>
</table>
CHOMPIX

Browse for videos, filter by public performance rights and streaming licenses, and view access options
UDVD is currently limited to items available in the Richter Library and the Music Library.

Browse by Genre
- Drama
- Non-Fiction
- Comedy
- Horror
- Foreign
- SciFi/Fantasy
- Animation
- TV
- Music

Browse by Language
- English
- Français
- Español
- Italiano
- Deutsch
- עברית
- Português
- русский

Browse from 1900 to 2016
Find movies by the date released. See time periods (e.g., “Civil War”) instead.

Browse by Country
Russia
QUESTIONS?

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Aimee Barrett – aimbarr@uflib.ufl.edu