



# Setting Up a Streaming Video Collection: A Case Study

Marilyn Nasserden

Head, Fine Arts & Visual Resources

University of Calgary Library, Calgary, Alberta, Canada



## Background

The University of Calgary Visual Resources Centre, the unit which provides interdisciplinary video (DVD, VHS and 16mm film) collections and services, came under the umbrella of the Library in October 2007.

The Library was already providing access to a variety of online resources. Library users valued and had come to expect the convenience of on demand, remote access. DVDs are a fragile medium whereas streaming video resources are more robust. They support teaching and learning by accommodating another learning style; by linking to course videos within course management software; by freeing up class time as students view on-demand videos in advance; by making it easy to locate sections of films by advancing to any point in the video at any time and through chapter indexing and the creation of playlists of clips. The vision to build streaming video collections to meet the needs of our campus users in this YouTube era was adopted.

## Streaming Video Defined

The best definition for my purposes was found on deg farrelly's LibGuide on *Streaming Video*:

*"Streaming video is a means of delivering video content to computer desktops via an Internet connection, without requiring any additional equipment for decoding or downloading. A host server delivers the file to the receiving computer. The host can be either local or remote. Multiple users can view the same video at the same time from different locations."*

*Streaming video differs from downloads in that no copy of the file is stored on the end-user's computer, so files remain relatively secure.*

*Playback requires receiving computers to have appropriate software installed. Commonly used streaming frameworks include Windows Media, RealVideo, QuickTime, and Flash. Some streaming services provide files in the end-user's choice of formats.*

*Because of the large file size for visual data streaming videos usually employ file compression. Even with compression, effective use of streaming video requires a robust, high-speed internet connection."*

## Streaming Video Options

- Digital rights to convert a DVD to a digital streaming video file format of your choosing can be acquired from most video vendors.
- Digital video files in a format of your choosing can be acquired from some video vendors for the additional cost of the file conversion.
- Flash is currently the favoured streaming video format as it is compatible with more browsers
- The above digital video files are hosted on either a local streaming server or outsourced for off-site server access, e.g. to IRIS Education, Seattle, Washington
- Access to the digital video files can be provided via:
  - a link in the Library Catalogue and/or
  - database software designed for videos (e.g. with playlists features) available from a few video vendors, e.g. MonD from Distribution Access, ARC Learn from International Tele-Film, Learn 360 from Visual Education Centre
- Subscriptions are available to an increasing number of vendor-hosted video databases, e.g. Films on Demand

## Progress to Date

- Campus bandwidth is now able to handle streaming video and our new library will offer more capacity.
- Subscriptions to five Films on Demand collections, five Alexander Street Press video databases, and Bates' Visual Guide to Physical Examination are in place.
- Streaming video is also available as part of an increasing number of other primarily textual online databases.
- Relationships have been developed with video vendors.
- Campus users have adapted easily to streaming video.
- Various stakeholders and library and IT staff are supportive of the transition and are more knowledgeable.

## Issues

- Locally hosting a streaming video collection requires additional staff, technology, and infrastructure
- Hosting needs and copyright permissions will differ depending on whether you want to stream:
  - 24/7 to the entire campus community or
  - To a specific class in real time on a closed-circuit system or
  - To a specific class on demand via Blackboard or e-Reserves or
  - To a "Video Wall" in a state-of-the-art library or museum for passerbys.
- Access and discovery:
  - Are MARC records available to load to catalogue?
  - If not, do you have staff to catalogue videos?
  - Will your one-search retrieve these?
- Public performance rights (PPR) licensing:
  - Streaming video files can cost considerably more than DVDs.
  - In perpetuity licensing is ideal if available and affordable.
  - Limited-term licenses require process to track and delete streaming files and catalogue records for videos with expired rights.
  - Acquisition of Canadian educational PPR differ from the US, where many educational videos for academic libraries are produced.
- Copyright issues around streaming video for educational use is not clear in US or Canadian laws

## Future Directions

- To develop best practice guidelines for online video in general.
- To continue to investigate new streaming video databases on the market as these are usually the most user-friendly and less-resource-intensive way to offer our users a body of streaming video content cost-effectively.
- To develop the infrastructure to locally host and provide access from the library catalogue to streaming video for titles required to support the curriculum which are not vendor-hosted.
- To increase access and discovery of streaming videos in vendor-hosted collections by:
  - Loading MARC records or cataloguing individual videos in the library catalogue, and
  - Considering the retrieval of streaming video titles in collections as we work towards a one-search system for access to the bulk of our collections.
- To consider the acquisition of streaming video database software designed to allow for the creation and sharing of playlists of clips or entire video titles for locally hosted titles.
- To promote and provide assistance in using the resources we have.

## Bibliography

De Groot, AnneMarie. *Shooting the Rapids: Adventures in Digital Streaming Video*. April 2010.

farrelly, deg. *What is streaming video?*  
<http://libguides.asu.edu/StreamingVideo>. Accessed April 15, 2010.

Sparks, Jon. *Using Streaming Video in the Academic Classroom*.  
<http://libguides.wsosu.edu/content.php?pid=82912>. Accessed April 15, 2010.

Weber, Susan. *Sink or Stream*. Fast Forward Media Showcase, AEMAC (Advanced Education Media Acquisitions Centre), Langara College, Vancouver, B.C. April 29-30, 2009.

## Upcoming Webcast

*Video in the Library: Trends and Best Practices*. Tuesday, May 4, 2:00 – 3:00 PM, EDT. For more information and to register (free), visit [www.libraryjournal.com/alexandervideo](http://www.libraryjournal.com/alexandervideo)

## For further information

Please contact [Marilyn.Nasserden@ucalgary.ca](mailto:Marilyn.Nasserden@ucalgary.ca). More information on the University of Calgary Library's video collection and services can be obtained at <http://libguides.ucalgary.ca/videos>. This poster will be posted to the University of Calgary's institutional repository, Dspace: <http://dspace.ucalgary.ca/>

