trigger under PDA. We allow colleges to pull any collections out of PDA to license upfront if the usage under PDA proves the value to do so. A great example of this is UMass-Amherst, who were tracking increased viewership of the DEFA East German Cinema collection from their Foreign Language school. After seeing a number of films triggered under PDA in that collection, the library decided to license the whole collection upfront for three years as the usage had proven the ROI for that decision.

Comparing different platforms: There was an interesting example provided of this in the presentation by Illinois State University in their presentation on Kanopy at the 2014 Charleston Conference. They mentioned how they had elected to keep films in their Kanopy PDA model which they also had available on their own inhouse hosting platform, because they hypothesized that the experience of watching the films on Kanopy might be better for faculty and students and it would be interesting to see if that was reflected in the usage. This was proven — an example they used was the film “Race: the Power of an Illusion,” for which faculty immediately began using the Kanopy version rather than the inhouse hosted version.

Deciding between collections and individual titles: Many libraries are using the analytics to make important decisions between full collections of films or individual titles. For example, College of the Holy Cross had a number of films licensed from the Media Education Foundation collection that were generating a lot of use and strong feedback from faculty, and they used that information to decide to upgrade to licensing the whole collection.

Our PDA model has certainly been useful for libraries focused on ROI management — these are libraries that are going the next step and saying, “Why don’t we use the usage data of our patrons to directly drive the purchasing decisions of our library rather than just monitor and report on it?” At the 2014 Charleston Conference, UMass-Amherst and Simmons presented on their PDA model, and one of their interesting insights was that 90% of the films that were triggered under PDA had never been available on their campuses previously. To me, that identifies the challenge libraries have in predicting demand, and the analytics proves that the PDA model heightens ROI by solving that problem — that’s why you see an ROI under the PDA model that results in over 60-90% savings on a cost-per-view basis vis-a-vis all other models.

But the metrics are not just useful for comparing different video resources and acquisition models; they are also useful for comparing different resources altogether. Many libraries have strictly structured library budgets with allocations to different resources (media, books, etc) as well as models (purchases, subscriptions, etc.), and we are seeing libraries start to adapt these significantly and reallocate to keep up with the changing demands of their patrons.

**ATG:** You started Kanopy in Perth, Australia but have recently moved your headquarters to San Francisco. What prompted the move? Do you still maintain offices in Perth?

**OH:** We have been streaming into North America for over three years now and moved our headquarters here 18 months ago as the business here started growing exponentially.