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## FROM PILOT TO PRODUCTION: VIDEO STREAMING AT INDIANA UNIVERSITY

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What began as a pilot project with selected faculty in 2006, the Video Streaming Service at Indiana University Bloomington has grown to a full-fledged production operation. We now have over 100 educational streaming videos which are available 24/7, including off-campus access. This undertaking has been a joint endeavor involving the Acquisitions Division, the Media Services Department, the Digital Library Program, and the Cataloging Division. This paper will discuss purchasing models, describe the locally-created programming to convert digital content to streaming content, and talk about the implementation of cataloging standards for this medium.

Video streaming is not a new technology. Its implementation in academic libraries, however, is not widespread. At Indiana University, we started with a pilot for large classes where viewing a film was required for the course. Overall the pilot reached a total of 800 students. During the pilot, streaming was available via on-site media reserves only as we were still working out the technology and rights for remote access. The program was very successful and was implemented on a small scale in academic year 2006-2007.

Important to a successful streaming program is to have support from the teaching faculty. In promoting the streaming service to faculty we not only inform them of this option for class instruction but we get their assistance in content selection. In fact, in 2009 we have seen an increase over 2008 in the number of titles specifically selected by faculty for classroom instruction. With assistance from the Libraries Public Relations and Marketing Office, the streaming service has been promoted on campus through electronic newsletters and email announcements.

Though the pilot program was limited to courses in the humanities and social sciences, we do acquire media in all disciplines and all subject librarians select media materials. On average, a DVD costs \$100 and streaming rights are around \$300 per title. In 2009, Films Media Group launched their "Films on Demand" service where access to as many as 6,000 titles is available streamed directly from their site. Films on Demand is available as a subscription rather than a purchase. There are smaller collections within the 6,000 title package. We subscribe to one of the smaller collections in the social sciences (around 1,000 titles). The amount of new content is welcomed by all of our users and well received by faculty.

On the Media Services website (<http://www.libraries.iub.edu/index.php?pageId=7092>) you can view a list by title of our holdings. IU students and faculty also see brief bibliographic information about the film along with a brief abstract. Streamed DVDs and videos are also fully cataloged and accessible through IUCAT. Creating dual entries on library departmental websites and in the OPAC is standard practice for all electronic resources.

To ensure we were in compliance with copyright, our program was discussed and vetted with University Counsel. They wrote a copyright policy based on the Digital Millennium Copyright Act and an advisory is displayed with each streaming film when you log on.

When we began the streaming service, there were only a handful of vendors that provided streaming files, either via an external hard drive or an MPG4 file. Consequently, we needed to develop the capability to create streaming files locally. We are fortunate to have onsite the Digital Library Program (DLP), a department that (among many other things) handles the

conversion of print formats to digital. DLP had the capability and staff to write programming software to enable us to make up the gap from vendors. The technological details and other technical information are on the DLP wiki (<https://wiki.dlib.indiana.edu/confluence/display/INF/Video+Streaming>).

We are now able to convert a DVD to a streaming file. Our preference is to have the film already streamed on an MPEG4 file. When an MPEG 4 file is not available we do the conversion which involves some hands-on, manual work. Using a software program developed by DLP, staff has to go through actions to convert the DVD into a streaming file. This is an easy process that takes about an hour per title. On the other hand, if there is an external MPEG4 file the installation is handled by DLP, a PURL is created and it is available both on and off campus. Whether we stream it locally or it is an MPEG4 file, a PURL is created so that it can be made accessible via the catalog and from the Media Services web site.

Once the Libraries' streaming service was operational, DLP applied that groundwork to implement a similar program for our Institutional Repository. The policy is that we will stream content that is currently part of our collection as a DVD or video. To date we have streamed one title, a multi-part DVD from one of the academic departments on campus. We expect this part of the Institutional Repository to grow as we make this service known to the faculty.

About the role of acquisitions; all of our streaming access, whether purchased or leased, has a license agreement to be negotiated. These licenses are similar to licenses for databases – spelling out who can use it, whether it can be used off-campus and the like. These licenses emphasize that the medium can only be used for instruction purposes and are very emphatic that they cannot be shown if admission is charged. Whatever the terms of the license may be, our preference is to negotiate perpetual access rather than fixed-term agreements. Of our primary vendors, two or three are not yet able offer perpetual streaming rights. However, they are reliable about notifying us when our lease is about to expire so we do not lose access. The fixed-term leases are for 3-5 years.

The Libraries' Team that worked on developing the service also developed a statement regarding purchasing options. As already mentioned, leasing streaming rights was the least desirable option. These are our acquisition preferences:

1. Streaming via an external vendor-supported service
2. Purchase DVD plus digital files at the same time
3. Already own DVD and purchase digital files

Incorporating the acquisition of streaming media into our workflows was a challenge in the beginning. National cataloging standards call for separate bibliographic records for the artifact (DVD or video), and for the streaming file. There were several logistical matters to address, such as:

- setting up the method to transmit the PURL from DLP to cataloging
- synchronizing the cataloging of the artifact with the installation and cataloging of the streaming file
- having the new workflow for streaming integrated into existing cataloging workflow for DVDs and videos

During the pilot, acquisitions staff had been creating brief bibliographic records. Now that we are fully operational, the new format is handled by two staff in cataloging who were already specialists in cataloging DVDs and videos. A retrospective project to fully catalog the DVDs

and videos has been completed. All titles now have full bibliographic records and the PURL is included. This permits access from either the catalog or from Media Services web site.

With more trial than error, we have created a streaming service that is well received by students and faculty. The internal workflow runs smoothly and we continue to acquire new titles at a steady rate in full knowledge that use of streaming media will continue to grow.