

## **Digital Video Licensing Consortial Proposal**

### **February 4, 2005**

#### **Introduction**

There is great interest among librarians and media personnel in the colleges and universities of New Jersey to provide easy access to media content digitally to our users. An exploratory committee was established under the Educational Activities Task Force of NJEdge with members from William Paterson University, Montclair State University, College of St. Elizabeth, FDU, Brookdale CC, and DeVry. The interest has increased as a result of our respective faculty needing to provide media content in online and blended courses through WebCT or Blackboard. Just as database purchases need to be negotiated with vendors, so does digital media content. This proposal is to present the concept and solicit ideas on how we might work together to provide a solution for our faculty and students.

#### **Opportunity**

Media distributors are now licensing media content just like databases. Many are providing an interface so that all our respective institutions need to do is to subscribe and obtain authentication through a portal. One of the main distributors that has developed an excellent interface which allows for easy customization by faculty of video content is Films Media Group (formerly Films for the Humanities and Social Sciences). The committee received a listing of titles that are jointly owned by the colleges and universities in the state, and there are over a hundred titles commonly owned. In addition, other major media distributors are developing and offering digital licensing such as United Streaming, Annenberg/CPB, Chip Taylor Communications and WBGH.

Professional organizations are addressing this growing demand and the Consortium of College and University Media Centers have held panel discussions and presentations on this topic. There is general agreement that digital licensing needs in the realm of video present no major differences from licensing needs for information databases traditionally acquired by academic libraries. Individual institutions with media centers negotiating licenses have already taken this approach, and OhioLINK, which serves a group of more than 80 colleges and universities, has fashioned their digital video license with Films Media Group in the same way as their library database licenses.

Major vendors are clearly establishing and widely publicizing licensing options both with the producers whose material they distribute and with their customers in education and elsewhere. Smaller vendors, such as First Run/Icarus Films, are also acquiring and offering digital licensing rights, but with less publicity at the present time. Since there are a variety of digital licensing options available, it's up to us to negotiate with vendors the best possible agreement for our institutions.

#### **Media Delivery**

Technology should not be an obstacle on our respective campuses. Any member of NJEdge has developed enough bandwidth on its respective campus to accommodate either streaming in real time or downloading media for later showing. Full Marc records could appear in library on-line catalogs with a live link to the licensed media title.

#### **Proposal**

We are at a point in our social and educational development where instant access to information, "anywhere anytime," is not just attractive, but can facilitate learning as never before. We are almost at the point of making instant access easy and dependable for our most bandwidth-hungry information format, video. However, besides a good technological distribution infrastructure, we need development of content licensing schemes that suit our needs, respect intellectual property and reward its creators. We would like the opportunity to meet with you and discuss the possibility of integrating media content through licensing into the existing VALE infrastructure.