

VALE's Digital Video Licensing Committee
Proposal to purchase Digital Video Licenses

September 15, 2008

Vale members have been taking advantage of the Films Media Group's (FMG) consortium licensing program since 2006. The program is still available for members to license any FMG title. See <http://www.fmgondemand.com/vale> for details. Beginning this year, the Digital Video Licensing Committee is recommending three additional companies. Participating member institutions will gain the ability to integrate video content "anywhere, anytime" by providing a digital solution for faculty, staff and students.

The companies are INTELECOM, BioMedia Associates and Ambrose Video Publishing. We are asking that VALE members contact Judy Avrin by **November 17, 2008** to say they are committing to one or all of the companies so that we can lock in a price for the content. The more institutions that join, the deeper the discount.

The VALE Digital Video Licensing Committee has been meeting with the Commercial Video Workgroup of NJVID, the federal grant that provides a statewide video portal and repository enabling educational and cultural institutions throughout New Jersey to digitize, archive and provide online access to their moving image material. One of the collections is commercial video which is licensed and distributed with appropriate authentication to the subscribing members. Working together, the VALE committee is negotiating licenses and the NJVID workgroup is ensuring that content is mounted on the server, stored and accessed through an interface and authenticated to its subscribers.

Attached are the three proposals from INTELECOM, BioMedia Associates and Ambrose Video Publishing. If you have questions, concerns, or other companies to consider, please contact Jane Hutchison, William Paterson University, 120d Library, Wayne, NJ (973-720-2980 or hutchisonj@wpunj.edu). For more information and a list of committee members, check out the VALE website and look under the Digital Video Licensing Committee.



2008 VALE New Jersey Proposal:

INTELECOM is pleased to submit to members of the VALE New Jersey consortium the following proposal for subscriptions to the INTELECOM Online Resources Network...a fully-hosted streaming video repository.

Subscription Options:

VALE members shall have a choice of subscription options based on the needs of their individual institutions.

Full Subscription – Unlimited access to all INTELECOM content during the license period. VALE members shall also have access to all new INTELECOM content that is added during the license period.

Per Discipline – Unlimited access to content in a select discipline(s). For example, RWJ Medical School Media Library chooses to purchase subscriptions to the Psychology and Health content collections only.

Choice of one- and three-year subscriptions based on institutional FTE. Third party-owned content may be added from time to time and shall be priced and sold separately (e.g. in addition to Full Subscription). BioMedia Associates is an example.

Introductory Offer:

A 50% discount and introductory offer shall apply to *all* VALE member subscriptions to the INTELECOM Online Resources Network through December 31, 2008.

Consortium Discount:

A standard multi-institution discount shall also be applied to all VALE member subscriptions based on the total number of VALE member subscription commitments (15%). See “Pricing” for multi-institution discount schedule.

- Free 10-day faculty trials available.
- 30-day institutional trials available upon request.

Contact

INTELECOM - Wanda Harden

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Summary of new 08/09 features that will roll out in the next few weeks:

- Ability to embed a video player into course web pages (choice of two player sizes).
- Monthly site usage statistics and reports (emailed directly to site administrators).
- Social networking features in the faculty preview area, including the ability to rate clips and post comments.

Revised core collection availability dates for you:

- US History (October)
- Biology (October). *Sold separately.*
- Environmental Science (November)
- Philosophy (February)

FAQs

Q1. What are the discounts? The VALE proposal includes a 50% introductory discount off the regular price (valid through December 31, 2008). *In addition*, if multiple institutions commit to a subscription, a multi-site discount will be applied based on the following schedule:

3-6 institutions	10%
7-10 institutions	15%
11-14 institutions	20%

Q2. How do I license and pay? You would license directly through INTELECOM and once the total number of institutions signing on is determined, then they would directly credit you an additional discount based on the above schedule. Please contact Judy Avrin at the VALE office to let her know your intent.

Q3. What content is available? In addition to the INTELECOM content that is currently available, additional INTELECOM content will be added on an ongoing basis. There will be no extra charge for additional INTELECOM content that is added if you purchase the full subscription instead of a per discipline license. For 3rd party-owned content, such as Biology (from BioMedia Associates), there is an additional charge.

Q4. What do I get? You obtain password-protected access to the learning objects – specifically, hyperlinks and embed codes - that faculty, instructional designers, course developers, and students can use in support of instruction at their campus. This is a hosted, streamed media solution similar to YouTube or Discovery Streaming. Learning objects are NOT downloadable.

Q5. What happens when NJVID hosts the INTELECOM content? Once the NJVID server is up and running with an interface and authentication, we will work with INTELECOM on an agreement to host the learning objects on the NJVID server. Access will be through the NJVID portal. The details will be worked out as the NJVID grant progresses.

Q6. Will I have access to metadata? Yes, INTELECOM can provide metadata in spreadsheet or XML format should institutions have a need for it.

See attachment 1: Excel spreadsheet for VALE FTE's and pricing.

**PROPOSAL FOR VALE MEMBERS, 2008-09
BioMEDIA ASSOCIATES**

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BioMEDIA ASSOCIATES produces instructional life science multimedia that captures the diversity and intrigue of the living world. Our programs engage students with compelling images, revealing video sequences, concise narrations, and effective instructional design that support the professor. Using new techniques of digital microscopy, animation, and photography to reveal the structure, process, and behavior of living things, we bring alive the science of life. The collection covers cell biology, biological classification, diversity, and evolution, plus marine and freshwater ecology.

Attached is a proposal for the VALE to purchase the BioMEDIA Collection with all rights and updates as the programs change for 5 years.

Payment could be made annually or in one payment for a 5 year license. BioMEDIA would provide all files on a hard drive which include chaptered and full play in WMV 256, 700, 1200 and QT 256. There are PDF Teaching Guides, Image Banks, Interactive Learning Guides for VISUALIZING CELL PROCESSES and THE DOMAINS OF LIFE plus curriculum correlations for all states for those who have teacher training programs to utilize.

If you look at the pricing model, the cost ranges from \$.46 for the smallest institution to \$3,254.48 for the largest (Rutgers) for a 5 year license. You can either pay per year the annual fee or pay the 5 year cost in one lump sum. The average cost is around \$500 for a five year license.

FAQs:

Q1. What are the discounts? The discount is based on how many VALE participants purchase the titles. The attached spreadsheet gives pricing if everyone commits; however, if less commits the pricing would be higher.

Q2. How do I license and pay? Vale participants will be purchasing the 5 year license to each title in the package. VALE members would be able to purchase hard copy which is DVD today for \$6.00 per title and \$12.00 for Visualizing Cell Processes which has an additional CD and print support plus shipping and handling. You would let Judy Avrin know by November 17th if you plan to purchase. Based on the number, the price would then be locked in and you would pay BioMEDIA ASSOCIATES directly.

Q3. What do I get? You would obtain the entire full length videos and access through the chaptering function. BioMEDIA ASSOCIATES would provide the digital media files on a hard drive which include chaptered and full play in WMV 256, 700, 1200 and QT 256. Metadata is provided in an Excel spreadsheet as well as all of the guides in PDFs and curriculum correlations in Excel. *As the programs are updated, you will receive the new programs for the remaining life of the license.*

Q4. What happens when NJVID hosts the content? If you purchase before NJVID is ready to host the content, then you would pay a nominal fee to access through their hosted server in Seattle. Once NJVID hosts the content on its server, there will be an interface to access the content along with an authentication to ensure that you are licensed to access the content. Access will be through the NJVID portal. The details will be worked out as the NJVID grant progresses.

Q5. Will I have access to metadata? Yes, metadata will be available to access the content.

See attachment 2 spreadsheet for the breakdown by FTE and pricing.

Proposal to VALE members, 2008-09

Ambrose Video Publishing

Linda Hellman, Sales Representative (lhellman@optonline.net)

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About Ambrose:

Ambrose Video is a leading producer of DVDs and Digital Content for education and libraries. They have a library of over 1,000 titles that feature award-winning materials, in social studies, literature and the sciences.

The core of the collection is broadcast quality productions from the BBC, Discovery, public broadcasting, NFB and assorted independent producers. The titles range from the BBC Shakespeare Plays, Public TV's Legacy: The Origins of Civilization, to James Burke's Connection series.

"The Video Clip Company." Most of the new Ambrose Video productions are filmed in high definition, feature CC and Spanish sub-titles, and are created with short , stand-alone clips targeted to curriculum needs in environmental sciences, literature, history, geography, and the cultural diversity of our nation. Great for streaming and downloads.

"The Green Company." Note the new series on Climate Change, Meteorology and Life After Oil. Follow us while we explore the science underlying our global warming challenge.

Ambrose's goal is to provide relevant educational materials for students from middle school to college.

FAQs:

Q1. What can I purchase from the collection? Attached is a pricing model for the purchase of 100 titles. You can choose any title from the catalog. The example given is the 100 more popular Ambrose video programs at the college/university level. All programs are described on the website: www.ambrosevideo.com which features preview clips, links to free support materials and excerpts from published reviews.

Q2. What is the price? The pricing model refers to campuses. Even though one institution may have multiple campuses, it is just considered one campus. Campuses refer to individual institutions. So if Rutgers and William Paterson wanted to purchase 100 titles over 30 minutes in length, the cost would be \$7.50 per program/per year with a 5 year purchase. If 6 institutions purchased 100 titles, then the cost drops to \$5.63

per program/per year with a 5 year purchase. In addition, cost for programs less than the 100 title package is included for your review. The cost is dependent on how many institutions want to purchase titles to stream. Programs less than 30 minutes in length cost less.

You need to let Judy Avrin know by **November 17, 2008** if you want to commit so a price and be locked in. You would directly license with Ambrose and pay them through your normal invoicing.

Q3. How do I license and for how long? If institutions want perpetual rights for the BBC Shakespeare series, it is available. Again the pricing is dependent on how many want to commit. The license for most of the titles is for 1 to 5 years; however, 20 year rights are available.

Q4. What do I get? Ambrose will provide most any format you want, from MPEG, noncompressed files, hard drive and even can FTP the content. Ambrose will host the content once the new streaming site is operational, we can also use the NJVID server. The Ambrose 2.0 streaming site will be available in October, and libraries will be able to log on and try out the site soon. You have the option of acquiring digital files in the format of your choice for uploading to the NJVID server or a local server. Once the content is hosted by NJVID, an interface would be available to users along with single sign on authentication.

Metadata is provided. MARC records are obtainable from marc4media (www.marc4media.com).

See Attachment 3 for breakdown of pricing.