

*Licensing & Streaming Commercial Videos: a Step-by-Step Process Guide
for VALE-Member Institutions and Commercial Video Distributors*

The purpose of this guide is to walk you through the steps to take once you decide to license titles offered by a commercial video distributor.

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Answer question #1 and follow the subsequent italicized instruction of your answer choice to jump to the next question in your sequence. Bracketed numbers refer to sections in the Appendix that can be consulted for additional information on that topic.

1. Are you a member of a VALE institution interested in licensing titles from a distributor, or are you a distributor offering titles to VALE member institutions?
 - a. I belong to a VALE institution interested in licensing titles – *go to question #2.*
 - b. I belong to a distributor offering titles to VALE institutions – *go to question #15.*

2. You are interested in licensing titles. What specifically are you interested in acquiring from the distributor that is offering the titles?
 - a. Only streaming rights – *go to question #3.*
 - b. Streaming rights PLUS physical media (e.g. DVD) – *go to question #13.*
 - c. Physical media only (e.g. DVD only) – *go to question #14.*

3. You are interested in licensing streaming rights to titles from a distributor. How do you plan to stream these titles to your institution?
 - a. NJVid – *go to question #4. [2]*
 - b. My institution will stream using our own streaming video server – *go to question #11*
 - c. My institution will stream using the distributor’s streaming platform. NOTE: You might want to contact the distributor first to confirm that this option is available. [3] – *go to question #12*

4. You are interested in streaming titles via NJVid. Your next step is to determine if your institution’s technical infrastructure can facilitate participation in NJVid’s commercial video streaming services. In fact, if you currently stream commercial videos via NJVid, then you *are* properly set up. Therefore, it is worth asking, do you currently stream commercially-licensed titles via NJVid?
 - a. Yes, my institution currently streams commercial titles via NJVid – *go to question #5.*
 - b. Not anymore, but my institution used to stream commercial titles via NJVid in the past – *go to question #9*
 - c. No, my institution has never streamed commercial titles via NJVid – *go to question #10*

5. Your next step is to determine whether the titles you wish to stream have already been ingested into the NJVid streaming server and repository; in other words, discover whether they are currently available to stream via NJVid. To do this, go to www.njvid.net and search the titles using the search box. Are you able to locate your titles?
 - a. Yes, I can locate all the titles I’m interested in at www.njvid.net – *go to question #6.*
 - b. I can find some of the titles but not all of them – *go to question #7*
 - c. No, NJVid does not seem to have any of the titles I’m interested in – *go to question #8*

6. Good news: all the titles you're interested in licensing have already been ingested into NJVid. This will save you a lot of time. At this point, you should contact the distributor that is offering the titles and go ahead and license them. Please request the VALE consortium rate if one exists – remind the distributor about the VALE rate if they forget! [4]

In addition, regarding the specific matter of streaming via NJVid, no further paperwork needs to be signed between the distributor, your institution, and NJEDge.Net/NJVid. If there is a misunderstanding on this point, please remind the distributor that it has already signed an NJVid Deposit and Digitization Master Agreement, [5] which permits NJEDge.Net to stream the distributor's titles to licensee-institutions such as yours via NJVid. Signing the NJVid Deposit Agreement is a one-time occurrence. If compelled, you or the distributor may contact NJEDge.Net to confirm that the distributor has signed the Agreement.

Finally, make sure to get a purchase order indicating the streaming license and an itemization of the titles you want to stream. Send both a copy of the purchase order (as proof of purchase) and the itemization to NJEDge.Net to inform them to activate the streams of the titles. [1]

NJEDge.Net will activate the streams within one business day and then contact you with the URL(s) of the streams to inform you that you may begin streaming.

END

7. There is good news and bad news, but first things first: Contact the distributor offering the titles you're interested in and go ahead and license them. Please request the VALE consortium rate if one exists – remind the distributor about the VALE rate if they forget! [4]

In addition, regarding the specific matter of streaming via NJVid, no further paperwork needs to be signed between the distributor, your institution, and NJEDge.Net/NJVid. If there is a misunderstanding on this point, please remind the distributor that it has already signed an NJVid Deposit and Digitization Master Agreement, [5] which permits NJEDge.Net to stream the distributor's titles to licensee-institutions such as yours via NJVid. Signing the NJVid Deposit Agreement is a one-time occurrence. If compelled, you or the distributor may contact NJEDge.Net to confirm that the distributor has signed the Agreement.

You should be able to start streaming the titles already on NJVid relatively quickly. Make sure to get a purchase order indicating the streaming license and an itemization of the titles you want to stream. Send both a copy of the purchase order (as proof of purchase) and the itemization to NJEDge.Net to inform them to activate the streams of the titles already on NJVid. [1]

NJEDge.Net will activate the streams within one business day and then contact you with the URL(s) of the streams to inform you that you may begin streaming.

Unfortunately it will take a bit longer to activate the streams of the titles not already on NJVid. You may contact NJEDge.Net to inform them to work with the distributor to devise a plan for acquiring the titles you want to stream. NJEDge.Net needs the titles in one way or another so that they can convert them to digital files (if they aren't already so) and upload them to the NJVid server and repository.

For example, if you already have DVD copies of the titles you want to stream, you might consider lending the DVDs to NJEDge.Net to convert to streaming files. Alternatively, the distributor itself might prefer to deliver copies of the titles directly to NJEDge.Net. Once NJEDge.Net acquires the media, NJEDge.Net should be able to convert and upload the titles to NJVid within a reasonable amount of time and activate the streams. NJEDge.Net will contact you with the URL(s) of the streams once they are created.

END

8. Unfortunately, since none of your titles is already on NJVid, it might take some time to get them there. You should contact the distributor and ask if they are aware of NJVid and its services. Explain why you want to use NJVid to stream their titles and, if the distributor is unaware of the usefulness of NJVid, you could explain why it is in the distributor's best interest to participate in NJVid (e.g. increased market exposure of the distributor's offerings, less overhead pertaining to distribution of their titles within New Jersey, etc.). Once the distributor is comfortable with the idea of your institution streaming their titles via NJVid, have them fill out and sign the NJVid Deposit and Digitization Master Agreement, which functions as a legal instrument requiring only a one-time signing wherein the distributor grants NJEDge.Net permission to acquire and ingest the distributor's titles into NJVid and stream them to licensees of those titles, such as your institution. Once the distributor fills out and signs the Agreement, they should mail or fax it to NJEDge.Net for completion. [1]

[Click HERE to download the NJVid Deposit and Digitization Master Agreement.](#)

At this point, you should contact the distributor that is offering the titles and go ahead and license them. Please request the VALE consortium rate if one exists – remind the distributor about the VALE rate if they forget! [4]

With the Deposit Agreement out of the way and licensing complete, you are now free to contact NJEDge.Net to inform them to work with the distributor to devise a plan for acquiring the titles you want to stream. NJEDge.Net needs the titles in one way or another so that they can convert them to digital files (if they aren't already so) and upload them to the NJVid server and repository.

For example, if you already have DVD copies of the titles you want to stream, you might consider lending the DVD(s) to NJEDGE.Net to convert to streaming files. Alternatively, the distributor itself might want to deliver copies of the titles directly to NJEDGE.Net.

While this process plays out, make sure to get a purchase order indicating the streaming license and an itemization of the titles you want to stream. Send both a copy of the purchase order (as proof of purchase) and the itemization to NJEDGE.Net to inform them to activate the streams of the titles once they are created. [1]

Once NJEDGE.Net acquires the media, NJEDGE.Net should be able to convert and upload the titles to NJVid within a reasonable amount of time and activate the streams. NJEDGE.Net will contact you with the URL(s) of the streams once they are created.

END

9. You must determine whether your institution still has the technical infrastructure in place to support streaming via NJVid or whether it was disassembled. Since your institution used to stream via NJVid in the past but no longer does, there's a chance of either possibility. Contact your identity manager, Chief Information Officer (CIO), or – lacking other leads – NJEDGE.Net, [1] and ask them if you are still a member of the NJTrust Federation. Alternatively, you could ask if your Shibboleth server or LDAP is still connected to NJEDGE.Net's authentication and authorization service. That is essentially what it means to be an NJTrust member. You can read more about NJTrust at www.njtrust.net.

You need to be a member of NJTrust to stream commercially-licensed titles via NJVid. The good news is that you once were a member, so even if your institution's technical infrastructure is no longer sufficient, it should not be too difficult for your Information Technology staff to put it back together. Contact your identity manager, CIO, or IT department, and urge them to rejoin NJTrust, because it is a prerequisite for streaming NJVid's commercial videos. Once that process is completed, from a technical perspective, you will be ready to stream commercially-licensed titles via NJVid.

Once you are a member of NJTrust, continue to question #5.

10. Your institution needs to satisfy certain technical requirements in order to stream commercially-licensed video titles via NJVid. Typically an institution will install a Shibboleth server that will communicate with NJEDGE.Net's central Shibboleth server to facilitate the user sign-in authentication and authorization process which governs access to password protected videos, such as the commercially-licensed titles you have in mind. Usually an institution's Information Technology department enacts the necessary technical infrastructure and ensures its continuing operation. The end result of the process by which an institution establishes the technical

infrastructure needed to stream NJVid's commercial videos is known as joining NJEdge.Net's NJTrust Federation. You can read more about NJTrust at www.njtrust.net and can contact NJEdge.Net for more information. [1]

You need to be a member of NJTrust to stream commercially-licensed titles via NJVid. Contact your identity manager, CIO, or IT department, and urge them to join NJTrust, because it is a prerequisite for streaming NJVid's password-protected videos. Once that process is completed, from a technical perspective, you will be ready to stream commercially-licensed titles via NJVid.

Once you are a member of NJTrust, continue to question #5.

11. Your institution has a streaming video server of its own and, therefore, does not need access to a third party server. As a result, your next step is simply to license the titles from the distributor that offers them. As you proceed, please request the VALE consortium rate if one exists – remind the distributor about the VALE rate if they forget! [4]

Next, acquire the titles from the distributor, and load them onto your institution's streaming video server. To help you accomplish this task, some distributors will lend you a portable computer drive with files that you can upload to your server. Alternatively, if you already have hard copy versions of the titles (e.g. on DVD), you could ask the distributor for permission to digitize the hard copies and upload the resultant files to your streaming server. Make sure to get the permission in writing so that both you and the distributor are clear about your plans.

If by this point your streaming video server is not yet up and running, you should contact your Information Technology department to let them know your plans. While you negotiate a streaming license with the distributor and/or wait for them to deliver their titles to you, your IT staff could set up the server to be ready by the time you receive your order from the distributor.

Finally, you should contact your identity manager, CIO, or IT department to make sure your institution can safeguard the streaming links from open access, either via your institution's LDAP, IP address, or another method. The distributor probably will not permit you to stream their titles lacking these safeguards meant to curb theft of their intellectual property.

END

12. You should contact the distributor to confirm that it has a platform such as a Web portal from which your institution can stream. Once confirmed, go ahead and license the titles. Please request the VALE consortium rate if one exists – remind the distributor about the VALE rate if they forget! [4] All told, this process of submitting your order and having the distributor activate its streams should go quickly since it eschews physical shipments and third party involvement.

END

13. You are interested in acquiring streaming rights plus physical media, such as DVD. The steps involved in this process are similar to if you were to acquire streaming rights with no physical media supplement. The benefit of acquiring a DVD with streaming rights is that it presents a clear method for obtaining the files to stream – with the distributor’s permission you could convert the DVD to digital files to upload to the streaming server. That is, if you want to stream via NJVid or your own video server, you could ask the distributor for permission to digitize the DVD(s). Either your institution could digitize, or, if you choose to stream via NJVid, you could send the DVD(s) to NJEDge.Net to digitize. Otherwise, lacking physical media, you would have to confer with the distributor and perhaps NJEDge.Net to devise a way to obtain the files to stream. Keep these options in mind as you proceed through the next steps of the process.

Continue to question #3.

14. If you are not interested in streaming at all and only want physical copies of titles, you simply need to submit your order to the distributor and wait for the media to arrive in the mail.

During this process, please request the VALE consortium rate if one exists – remind the distributor about the VALE rate if they forget! [4]

END

15. What is your stance on permitting institutions with streaming rights to stream your titles via NJVid? [2]

- a. We already permit institutions to stream licensed titles via NJVid – *go to question #16.*
- b. Henceforth, we wish to permit institutions to stream licensed titles via NJVid – *go to question #17.*
- c. We are not interested in permitting institutions to stream licensed titles via NJVid, because we have our own streaming platform or don’t offer streaming rights – *go to question #18.*

16. Since you already permit institutions to stream your titles via NJVid, you do not need to perform any additional administrative steps. That is, you do not need to sign any documentation. Presumably you signed an [NJVid Deposit and Digitization Master Agreement](#) once in the past, which is the only document a distributor needs to sign to allow licensees to stream via NJVid. [5] If compelled, you are free to contact NJVid’s Web host and administrator, NJEDge.Net, to confirm that they have your signed copy of the NJVid Agreement on file. [1]

END

17. You need to sign an [NJVid Deposit and Digitization Master Agreement](#). [5] It is a legal instrument that you only need to sign once with which you will grant NJVid's Web host and administrator, NJEDge.Net, permission to acquire and ingest into NJVid the titles that have been licensed by VALE member institutions. Once you submit a completed NJVid Deposit Agreement to NJEDge.Net at the address below, you do not need to sign any additional documentation thenceforth. For more information, please feel free to contact NJEDge.Net. [1]

END

18. You are free to coordinate next steps with VALE institutions on your own.

END

APPENDIX

[1]

NJEDge.Net Contact Information

Name: Abhishek Hegde (NJVid Production Coordinator)

Address: 218 Central Avenue
GITC, Suite 3902
University Heights
Newark, NJ 07102

E-mail: support@nvid.net

Fax: 973-596-5499

Phone: 973-596-5637

[2]

What is NJVid?

NJVid is a centralized, third-party streaming service hosted and administered by NJEDge.Net, New Jersey's nonprofit technology consortium providing Internet connectivity and other services to many of New Jersey's colleges, universities and K-12 schools. NJVid stores your titles and only activates streams of titles to institutions that have licensed from you directly, password protected as per the industry standard. Instead of each school operating its own video server and streaming duplicate video titles, NJVid hosts single instances of each title and streams each title only to licensees so as to cut down on duplicate work across schools and provide comprehensive streaming services to institutions throughout New Jersey, some of which do not have the resources to operate their own video server. For more on NJVid, visit www.nvid.net, or contact NJEDge.Net at support@nvid.net or 973-596-5637.

[3]

Distributors with their own streaming platform, current as of 8/8/12, include:

- Alexander Street Press
- Intelcom
- Ambrose Video
- Films Media Group (i.e. Films on Demand)
- Swank

[4]

Distributor Contact Information

<http://www.valenj.org/committees/digital-media> <-- Choose "[Digital Media Distributor Contact List](#)" at this link, current as of 4/30/12.

VALE Consortium Rates

<http://www.valenj.org/committee/vale-digital-media/vale-digital-video-offerings-2012-2013> <-- Current as of 8/14/12.

If the link does not include a VALE rate for the distributor you need, that means a VALE rate was not negotiated, and you are free to negotiate your own price individually with the distributor.

[5]

NJVid Deposit and Digitization Master Agreement

<http://www.valenj.org/committees/digital-media> <-- Choose "[NJVid Commercial Video Collection Master Agreement v2.1](#)" at this link, current as of 4/3/12.