

Video Trust, updated Nov 25, 2020, lorraine wochna
Webinar: November 19, 2020

I Can't Find This Title Anywhere!!!

Videotrust Webinar, Nov 19 Best Practice handout

GO TO RESOURCES

- ALWAYS CHECK YOUR OWN CATALOG!
 - NOTE: MARC RECORDS DON'T GET LOADED DAILY
- Digital Video Collections Guide
 - Scott Spicer, Media Outreach and Learning Spaces Librarian, U of Min., created a programmable search query that searches across educational distributors.
- WORLDCAT - use institutional worldcat, not public interface
- IMDB / IMDB PRO
 - The "Companies" part of imdbPro can be super helpful distributor info for theatrical, DVD, specifically for US, etc.
- JUSTWATCH.COM where films are streaming commercially, but also includes HOOPLA and KANOPY
- EDUCATIONAL STREAMING VENDORS - (should have educational licenses)
 - [Swank](#) - feature films, many distributors (college academic streaming)
 - [Kanopy](#) - Criterion Collection, various high quality distributors (Icarus, First Run, Grasshopper Film, Women Make Movies, KimStim, Bullfrog and more)
 - [AVON \(Alexander Street Press\)](#) - Film Platform, Sony Pictures Classics, Grasshopper - and more
 - Alexander Street regularly adds new titles to Academic Video Online [listed here](#)
 - [FOD \(Films on Demand\)](#) HBO, PBS, National Geo, Film Platform, California Newsreel and more
 - [Docuseek2](#), Icarus, Bullfrog, KimStim, Fanlight, First Run, Kartemquin, Film Movement, First Run Features, and more.

things everyone should know about acquiring streaming....

- Videolib is a great resources for crowdsourcing with other media librarians, and has a robust archive
- Not everything is available in streaming format or for institutional licensing
- Pay attention to a possible overlap across various providers
- Make personal contact with director (email, social media, etc.) proves to be useful in most cases (when traditional licensing is not available) (UK)
- Unless you're able to purchase a lot of DSL and perpetual licenses, streaming film is hardly ever a once and done gig.
- Enjoy the hunt!

Favorite resource for the 'tough ones'

- IMDB to locate distributor - then follow distributor
- Personal contact with directors/producers (if easily found online) (UK)
 - This can lead to interesting opportunities for collaboration / interaction between filmmakers and students! (Guest speaking for classes, etc)
- Jobbers are amazing and have amazing connections
 - Action! Media (permanently closed over the summer)
 - CD Source Inc a.k.a. The CD-AV Source Inc. (absolutely brilliant)

What are the barriers - why are some films just IMPOSSIBLE! and what would you change

- Produced exclusively for Netflix / Prime / Disney+ / etc. with no models for educational use (or very limited, in the case of Netflix)
- Production companies fold and rights become murky (e.g. Scotland, PA -- boutique production company that folded quickly without interest in maintaining rights)
- Out of production (more problematic for older titles)
- Only sold in boutique book/art shops or museum gift shops
- Unstable political environments
- Deep ingrained biases in the film consumption and distribution industry
- Recordings of live theatrical performances: few are available because of contractual agreements, especially Actors' Equity and other union regulations.

Work arounds (sometimes you can find the title.....)

- Clips instead of entire film
- Public Domain sites; ie Internet Archive
- Daily Motion (full films)
- 'Sometimes' Youtube (legal? for how long)
- Public Library (Kanopy/Hoopla) (often have access to these two streaming services)
- Netflix educational (there are about 10 titles)
- When all else fails, provide a list of films on the same or very nearly the same subject that might serve as alternatives
- Justwatch.com

Concerns

- Need to collect physical media - important
- How to find things, but where do you stop?
- We need to be working cooperatively with our vendors, finding ways to make streaming available to all economic situations (as libraries deal with budget cuts).
- Cataloging
 - Condition of MARC records (especially foreign language titles)
 - Amplified human resources required to maintain catalog

Advice from an expert, Jessica Rosner

- **Is the film currently in print on DVD/Blu ray (check release date)?**
 - The home video distributor often does NOT own streaming rights but they almost always know who does though the trick is getting that info out of them
- **If the film is NOT in release on DVD/Bluray was it in fact distributed in theaters in the US?**
 - if so check they **original New York Times review** which will have the original theatrical distributor, again they may no longer exist or not have rights but it is clue
- **foreign films never released in the US (the vast majority)**
 - Try to find a **VARIETY review which will have either or both the production company/sales agent**. In many cases this will lead to rights holder however the odds of a rights holder agreeing to a license on a film otherwise not available in the US is pretty slim and even if they may not have proper file and cost could be astronomical.
- In general keep in mind there are **a lot of reasons why a film is not available for streaming**, we know the most obvious is streaming sites like Netflix, Hulu, Amazon, Disney etc wanting total exclusivity.

Video Trust, updated Nov 25, 2020, lorraine wochna
Webinar: November 19, 2020

- However there are certainly hundreds of thousands that are not available largely because the **rights holder either can't afford**
- or **does not see enough value** in doing so.
- It is **expensive to scan a film for high res needed for streaming**, there may be rights issues involving music, story and many other things.
- Since nearly all rights holders go through 3rd party (Kanopy, Avon etc) for streaming they **lose about 50% of revenue and rarely get anything "up front" giving them very little incentive to make a film available** that they may get literally nothing or peanuts for.

SUMMARIZING THE CHAT

Google you can often find a film's official website and a way to contact there.

If it's older with no official site then the production company's site usually has a contact us form.

If that all fails then I've had some success contacting people through

Facebook Messenger or

Twitter direct messaging.

LinkedIn

faculty can be quite receptive to alternative films on the same subject

Use your public library; Hoopla, Kanopy, physical DVDs, ILL

fantastic doc called Gaming the Real World (Amazon Prime) where an architecture class used video games to collaborate with a community to re-vision public spaces

WORKING WITH NEW FILMMAKERS

Can anyone speak to the challenges with getting access to films faculty see at festivals but there's no distribution? Sometimes I contact filmmakers and they are clueless about how to provide access to libraries, and often have business partners or advisors even more clueless.

Talk to the filmmaker or their producer. If they really are at sea then this is a great opportunity to talk to them about academic/educational licensing and needs. I've had a few ask me(!) to name a price so in those cases I've sent them a couple example catalogs as well as resources for filmmakers that New Day and Women Make Movies offer.

If the film hasn't found distribution and the filmmaker cannot provide access, that's very tricky. Seconding above — filmmakers ostensibly make their films to be seen, so maybe you can broaden their understanding of libraries' needs and get them to consider the market.

Jennifer Ticknor (sent to all in email) We have created our own streaming license agreement for filmmakers/distributors who don't have their own

INTERNATIONAL DISTRIBUTION

- Vimeo channel dedicated to contemporary African cinema.
- For Russian films produced by Mosfilm, they offer MANY major films freely on YouTube, in some cases with English subtitles.

Video Trust, updated Nov 25, 2020, lorraine wochna
Webinar: November 19, 2020

- Latin American sources from SALALM: (<https://salalm.org/booksellers-2/vendorcontactinfo/> and <http://salalm-audiovisual.pbworks.com/w/page/10075396/distributors>)
- Asian Cinema: YesAsia

Useful resources

- [VIDEOLIB](#) (listserv for video librarians).
- [VIDEOLIB ARCHIVE](#)
- FMRT - FILM & MEDIA ROUNDTABLE OF ALA, <http://www.ala.org/rt/vrt>
- Guide to Streaming Video Acquisitions (ALCTS monograph)
 - https://www.amazon.com/gp/product/0838917666/ref=ppx_yo_dt_b_asin_title_o00_s00?ie=UTF8&psc=1

Producer

- [lorraine wochna](#), performing arts librarian, Ohio University

Panelists

- [Meghann Matwichuk](#), Librarian and Coordinator, Film & Video Collection, University of Delaware
- [Uri Kolodney](#), Film and Video and Hebrew, Jewish, and Israel Studies Liaison Librarian, University of Texas;
- [James Steffen](#), PhD Film & Media Studies Librarian at Emory;
- [lisa Hooper](#), Media Services at Howard-Tilton Memorial Library,
- [Jessica Rosner](#), Consultant, with 25+ years in the business booking and marketing independent and classic films, work directly with filmmakers as well as independent distributors.