



Streaming video at a large public research university

Academic Video Online's role in creating prosperity through learning

Cross-discipline excellence in a leading institution

This preeminent R1 public research university prides itself on the value it creates for its students and wider local community. Its colleges spanning all the major academic disciplines are home to an enrollment of more than 36,000 undergraduate and graduate students, and over 2,200 top class faculty.

Furthering knowledge for the university community

There's a strong sense of excellence at the university libraries. Supporting a wide range of disciplines, the libraries are conscious of sustaining collections and services that answer everyone's needs, whether that's in areas of intense research focus or in other quite broad areas of teaching. A single integrated library system serves several locations, including a state-of-the-art science library.

“We purchased Academic Video Online during COVID. Faculty wanted streaming options, and we had serious conversations with them about what was most important. They played a pivotal role in defining the types of content and titles they valued. Academic Video Online has vetted, quality content.”

Thinking digital

We spoke to a collections librarian, who’s been at the libraries for 20 years and has seen the bulk of the digital revolution happen. “My core responsibility is to make sure the right content is accessible to users in the right way,” the librarian said. “The pandemic has reaffirmed that we were smart to think digital in the years before. Especially with video – our DVD collection wasn’t much use for teaching during COVID. **Now it’s the norm to stream video, and I doubt users will go back to DVDs in the classroom.”**

Integrating Academic Video Online: faculty lead the way

Films are assigned for the classroom. For example, film studies, foreign languages and occasionally other subject faculty give out a list of films and ask students to choose one and write a paper about it. The libraries hasten to add that they encourage faculty to tell them before they give out lists of films to students, to ensure they can supply them easily.

What the libraries want to know ultimately is whether the products they purchase support the classroom, and that’s no different with Academic Video Online. “It’s hard supporting research and teaching out of the same budget, so we want to know how many titles are seeing high usage. But it’s not just about use. It’s primarily about the purpose and **trying to address teaching needs.”**

Academic Video Online is used by researchers too, with about 10% of usage for research.

“Researchers use documentaries or interviews. For example, if you’re working on the history of school desegregation, there might be primary source interviews in documentary films.”



"A major reason we chose Academic Video Online was because the price was good, and we wanted this purchase to be sustainable."

"The advantages for users are huge"

For the libraries, **the predictability of Academic Video Online's pricing is a major benefit.** "The Academic Video Online model is good as we pay a price and get everything, rather than pay-per-view."

About Academic Video Online

Academic Video Online, the streaming video service from ProQuest, Part of Clarivate, is the most comprehensive video subscription available to libraries. It delivers more than 77,000* titles spanning the widest range of subject areas including anthropology, business, counseling, film, health, history, music, and more. More than 18,000* titles are exclusive, all at a predictable annual cost.

Curated for the educational experience, the massive depth of content and breadth of content-types (such as documentaries, feature films, demonstrations, and more) in Academic Video Online makes it a useful resource for all types of patrons, giving libraries a high return on investment.

*territorial rights may apply



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at 1-800-889-5937 or sales@proquest.com.**