

kanopy

Films that matter

Kanopy & SWAN



AGENDA



Overview



Content Update



Demo & Pricing



Consortial Offer



Q&A



A&E: Roots

Content Overview



Content at a Glance

BY THE
NUMBERS

30,000+

Titles

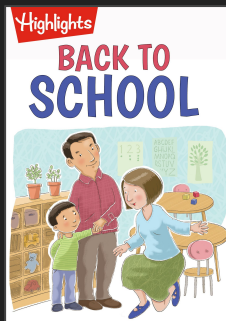
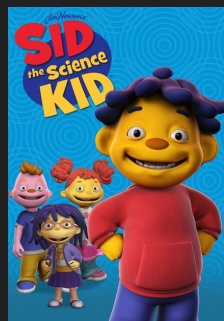
500+

Content Partners



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kanopy kids



Kanopy Kids supports early literacy, STEM skills, empathy, critical thinking and other important educational topics.

"Parents, educators and librarians know that having access to quality content is important. The educational and instructional films that Kanopy offers helps our library make sure that we meet strategic goal of supporting education and making content appropriate to all grade levels accessible wherever our patrons are."

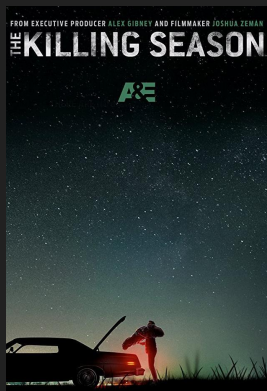
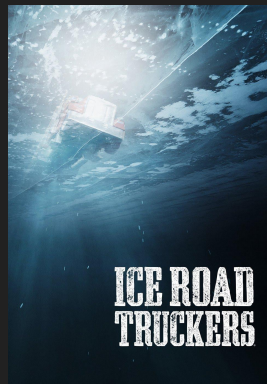
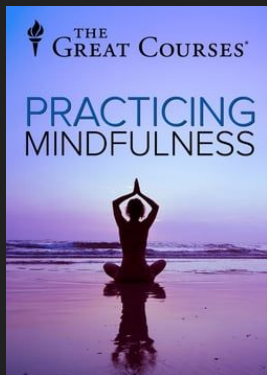
- Partner Library

Highlights



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Kanopy Series



1,000+ series supporting lifelong learning, exploration, history, mental health, and pure entertainment.

Highlight series include:

Alone

How the Earth was Made

The Librarians

The Killing Season

Frontline

How to Draw - The Great Courses

A&E *Lifetime*

THE
GREAT
COURSES

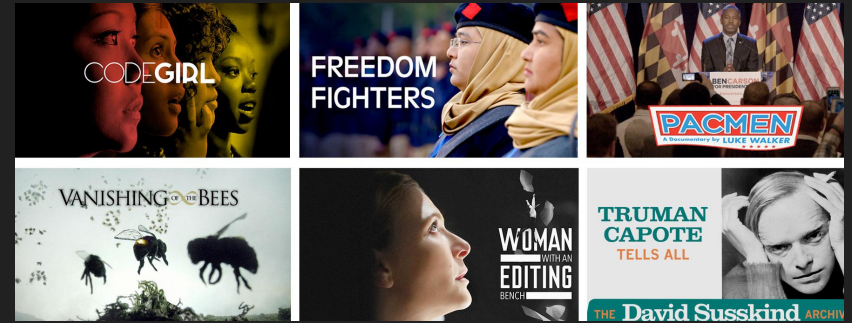
H
HISTORY



PBS

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Free Monthly Films on Us



Recent credit-free films

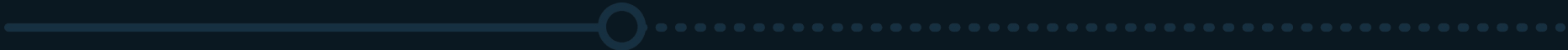
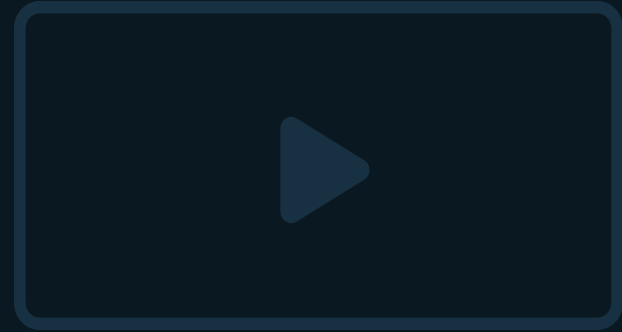
Curated by Kanopy experts

Centered around timely events & important themes

Free for your library and free for patrons

No patron turned away for lack of credits

Platform Demo



Flexible Pricing

Standard

\$2-\$4

48-72 hour rental

25k+ / 84%



Uses credits

A24



H
HISTORY

A&E



Kids

\$5

30 day access to
all kids content

2k+ / 6%



Doesn't Use credits



Great Courses

\$5

30 day access
to a series

3k+ / 10%

TGC credits

Health & Wellness
STEM
Languages
Art
History

Price/
Viewing Period

Title count/
Catalog Makeup

Credit System

Highlights

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Discount Thresholds & Commitment Levels

Definition: A commitment level is the amount of funds that a library wishes to dedicate to usage of Kanopy in one year.

Kanopy is a PPU streaming video service, so you only pay for the videos that are streamed.

Kanopy can assist in offering a suggested commitment level for your library, based on the number of active cardholders you have. However, you will choose the commitment level for your specific library.

Discount Levels for SWAN Libraries

- **5% off** all PPUs for \$10,000 in new account commitments
- **10% off** all PPUs for \$50,000 in new account commitments
- **15% off** all PPUs for \$100,000 in new account commitments

As more libraries come on board in the future and thresholds are met, the discounts go up for all Kanopy libraries!

Timeline

July 26 - August 6

SWAN posts price estimate information to the Support Site and sends out SWANcom poll for participation

August 9 - August 13

SWAN finalizes details of the contract with Kanopy

August 13 - September 1

Kanopy works with SWAN to get newly added library paperwork completed, and libraries can begin services at any time once the paperwork is complete

All paperwork for libraries launching September 1 due to Kanopy.

August 27 - September 1

Contract is finalized. All new and existing accounts begin receiving discount based on new sales threshold met.

Marketing Academy

Your marketing department “In a box”

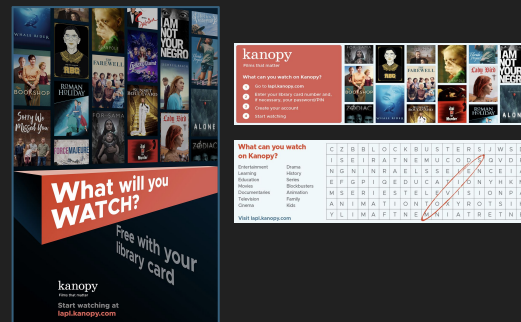
Comprehensive
“how to” guide

Robust social, PR, &
other turnkey tools

Weekly office hours
with the Kanopy
Marketing Team



- 1 Kanopy logo / representation on your website
- 2 Social media posting
- 3 Patron email, either standalone or on your newsletter.



Sign up at go.kanopy.com/marketing-academy

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Thank You!

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