

kanopy

Films that matter

Give Your Patrons Anytime Access to Films that Entertain, Educate & Inspire

During the last several years, there has been a spike in streaming video demand.

Streaming video is here to stay

The pandemic sparked a significant spike in streaming video demand. **More than 80% of U.S. households** now subscribe to at least one paid streaming video service, **up from 73%** pre-COVID.* In response to this trend, **47% of public libraries** that participated in a recent Kanopy survey say they are **increasing their budgets** for streaming video in 2021 and **71% expect an increase** over the next three years.**

We're here to help

Kanopy helps libraries keep pace with this demand through a combination of **more than 30,000 diverse and inclusive films**, a pay-per-use model with flexible pricing, a user-friendly interface, and our Marketing and Programming support.

"Kanopy is the best product I have ever purchased for the Library: quality films and programs at a very reasonable price. And, the big bonus is that it is so easy to use! Thank you, Kanopy, for a superior streaming service and for being so easy to work with."

— **Deborah Hersh**

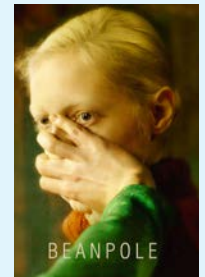
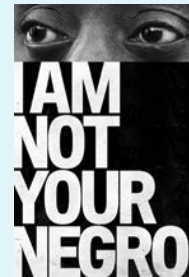
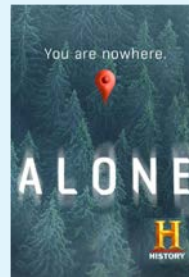
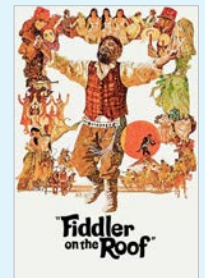
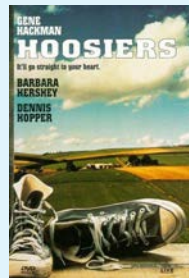
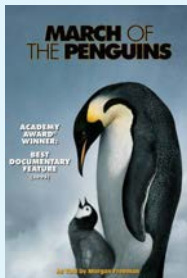
MLS – Reference and Adult Services,
Northborough Free Library

* Retrieved from www.mediaplaynews.com/survey-80-of-u-s-consumers-subscribe-to-at-least-one-paid-streaming-video-service-post-covid-19/

** Streaming Video Trends in Public Libraries, Kanopy, October 2020

There's something for everyone

From Hollywood blockbusters to early silent-era, short films, educational documentaries, and must-watch series, **Kanopy has something for every patron.** Children and their parents can enjoy Kanopy Kids with a generous viewing period and parental controls. Lifelong learners can enjoy full sets of lectures on The Great Courses. Librarians and patrons alike benefit from complimentary “credit-free” films that Kanopy subsidizes each month. **This program results in more than \$180,000 in free credits** for our library customers per year combined.



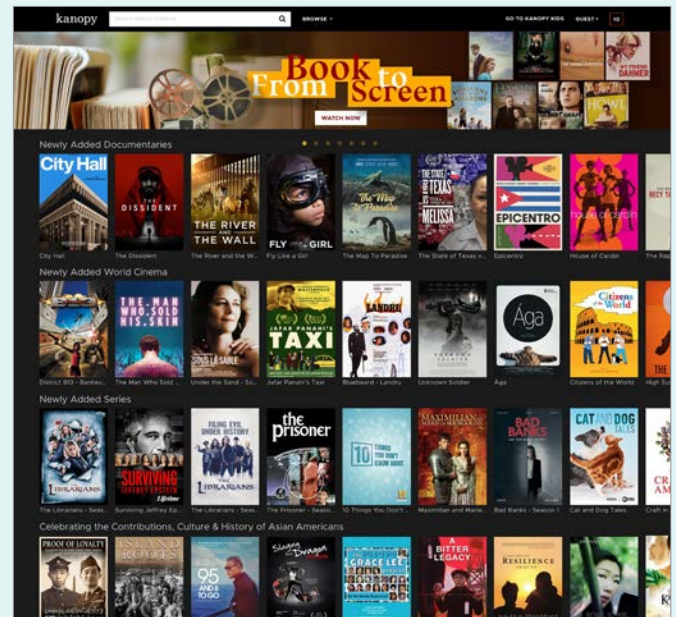
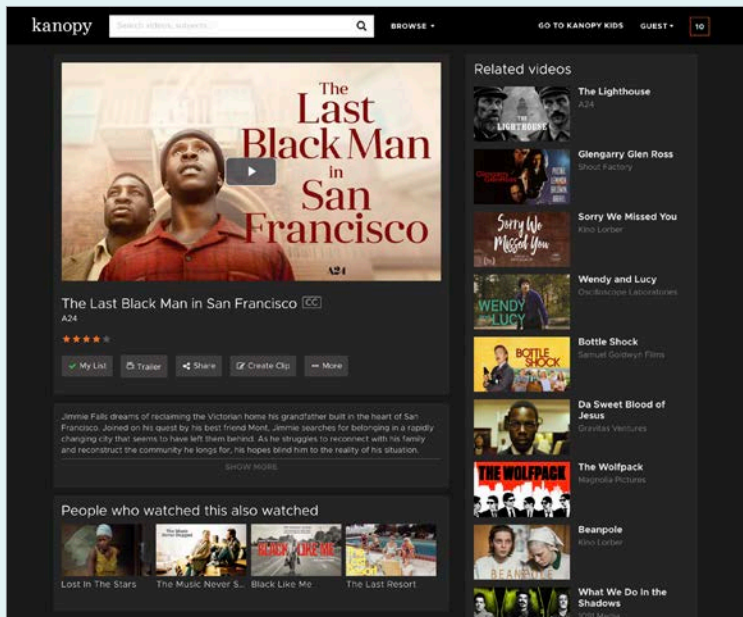
Meet some of our suppliers



Intuitive User Experience

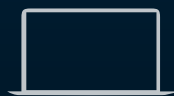
The Kanopy platform is elegant and easy for all ages to use.

Patrons can easily browse and search our selection, share suggested films with friends, create playlists, and more. Librarians benefit from programming support, group showing rights for the majority of films, and robust, intuitive administrative and reporting tools.



Streaming everywhere!

Kanopy is **available to patrons any time, anywhere** on the platform of their choice.



Desktop
Mac/PC/Linux



Apple TV



Phone
iOS/Android



Tablet
iOS



Chromecast

SAMSUNG
Smart TV

Roku

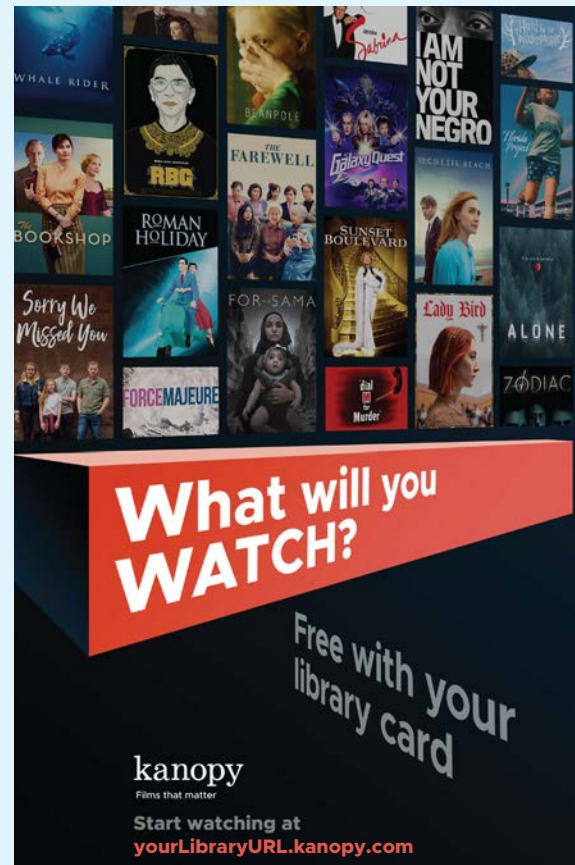
fire tv

fireTABLET

androidtv

Marketing and Programming Support

We provide helpful launch materials as well as ongoing programming and asset support for our latest major motion pictures and popular, thematic collections. Libraries can take advantage of **our Resource Center to promote usage and attract new card-holders** through plug-and-play campaigns and materials.



How does Kanopy Work?*

Kanopy works to provide libraries and patrons with the highest quality content and blockbusters within budget, we offer a **Pay-Per-Use (PPU) streaming model with unlimited and simultaneous access to our entire film catalog based on ticketing system****. Pay only for what your patrons stream, with no platform fees, no minimum payments, no annual contracts, and no time commitments. Easily control your library's costs by adjusting your budget and ticket cap per patron, per month. Additional subscription based pricing options have been incorporated as defined below:

How are content types ticketed?

Pay-Per-Use (PPU)

Regular PPU

Blockbusters from popular suppliers like Warner Brothers. Examples include *Fargo*, *March of the Penguins*, *Moonstruck*, and *Fiddler on the Roof*.

Major Studio Series

Popular full-length series from suppliers like BBC Studios. Examples include *Father Brown*, *Ripper Street*, *Dickensian*, and *Broken*.

Monthly Credit-Free Films

A selection of under-the-radar narratives, documentaries, and world cinema titles provided to customers at no cost to the library.

Shorts

Single titles with a running time of 30 minutes or less.

Episodic Content (Including the Great Courses)

A kaleidoscope of bingeable and thrilling narratives and documentaries with something for everyone: thrillers, classic theater, reality series, historical procedurals, and much more. Pricing, tickets, and viewing period variable based on total running time. See below table for details.

Standard Episodic Pricing*			
Running time	Ticket requirement	Cost to your library	Viewing period
2 hours or less	2	\$2	3 days
2-4 hours	3	\$3	3 days
4-6 hours	4	\$4	7 days
6-10 hours	5	\$5	14 days
10+ hours	5	\$5	21 days
*Please note that future pricing is subject to change.			

PLUS Packs & Kanopy Kids

PLUS Packs are Pre-curated, themed bundles with captivating, unlimited use titles that are all uniquely Kanopy. Some themes include: British Cinema & TV, Episodic Titles, Favorites, Easy Watching and others.

Kanopy Kids is a carefully curated collection of films, series, and storybooks, from suppliers like PBS Kids, Highlights, and Weston Woods. Unlimited access to the entire collection

Want to Learn More?

Sign up for a free trial or demo at www.kanopy.com.

* Some exceptions apply

** Kanopy Kids does not use the ticketing system
Ask your account representative for more details



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