

# **LIBRARY USE OF VIDEO & AUDIO**

**ISBN 1-57440-181-5**

**Library of Congress Control Number: 2011916997**

**© Primary Research Group Inc. 2011**



## Library Use of Video & Audio

### TABLE OF CONTENTS

TABLE OF CONTENTS .....	1
LIST OF TABLES .....	2
THE QUESTIONNAIRE .....	8
SURVEY PARTICIPANTS .....	12
CHARACTERISTICS OF THE SAMPLE .....	14
SUMMARY OF MAIN FINDINGS .....	15
Chapter 1: Expenditure .....	22
Chapter 2: Services and Operations .....	44
Chapter 3: Audio Resources .....	49
Chapter 4: Classroom Capabilities .....	55
Chapter 5: Cataloging .....	56
Chapter 6: Trends in Usage .....	62
Chapter 7: Video Distribution .....	68
Chapter 8: Staffing .....	71
Chapter 9: Vendor Negotiations .....	74

## Library Use of Video & Audio

### THE QUESTIONNAIRE

1. How much did your library spend in each of the following years for videos in any format, except those produced by your library or your organization itself. We are seeking a figure for spending on DVDs, laserdiscs, cassette tapes, films, and digitized versions of video accessed through any means including television, the internet or other channels.
  - 2010
  - 2011
  - 2012 (anticipated)
2. Break down your library's spending on video between physical storage mediums such as DVDs, filmstrips, laserdiscs and digital mediums accessed online and/or streamed. The answer should be a percentage for traditional mediums and a percentage for digital mediums.
  - Traditional
  - Accessed online and/or streamed
3. About what percentage of your library's spending on audio-visual resources come from the following sources. All four sources should add up to 100%.
  - Your departmental budget for audio-visual resources
  - Contributions from non-library department to share the expense of some resources
  - Grants or Endowments
  - All other
4. Discuss how your library has or has not used streamed video. Has it heavily impacted your purchases of video in more traditional formats? If so, why or why not and what do you expect for the future?
5. Has your library reached licensing deals with any suppliers of video for them to provide digitized versions of their videos for which you have rights to use within your organization?
6. If you have reached any such deals how have you reached them, with which suppliers and do you expect to increase the use of such agreements in the future?
7. Can you offer any advice to your peers in negotiating agreements with video vendors?
8. How much has the library spent over the past three years in purchasing in a new format audio-visual materials it already has in its collection in an older format or in digitizing materials in older formats?

## Library Use of Video & Audio

9. How much has your library spent over the past three years to obtain public performance rights to any of the audio-visual materials in its collection?
10. How much has your library spent cumulatively over the past three years on restoration or preservation of any audio-visual medium in its collection?
11. How much has your library spent cumulatively over the past three years on equipment purchase and rental, outsourced services, consultants or on other costs to transform non-digital into digital resources in audio-video resources?
12. Has your organization taken any measures over the past three years to make its audio-visual collection more accessible and useful to distance learning students, or to institutional employees or library patrons who access the collection remotely? If so, what have you done to achieve this?
13. Does your library have a multimedia studio or center at which library patrons can view and edit video and learn about the use of new visual and audio mediums?
14. Describe your library's approach to teaching library patrons about new mediums such digitized video? How have you integrated it into information literacy training? What kind of equipment and software have you purchased for students?
15. Which phrase best describes your library's role in assisting instructors to integrate audio and video into their classroom regimes, in both traditional and distance learning classes? (Skip this question if your library is not actively involved in education)
  - We're an information provider but don't get involved in video production itself
  - We not only provide copyright video products but actively help faculty to develop and edit video that they find on YouTube or develop on their own or in their classes
16. Over the past three years what has been the monetary value in dollars of all losses due to theft or non-return of borrowed materials?
17. How much did your library spend on music or other audio resources such as audio-books, oral history and other audio-only items in the following years?
  - 2010
  - 2011
  - 2012 (anticipated)
18. How has your purchasing pattern of audio-only resources been impacted by procurement of online versions of audio resources? Has the library licensed any online digitized audio content and/or do you have any such plans for the future?

## Library Use of Video & Audio

19. For your library's purchases of audio resources, about what percentage result from choices made by you or your department and what percentage result from requests from library patrons?
20. To the best of your knowledge what percentage of the classrooms in your college can receive any form of streamed or downloadable video? (Non college libraries should skip this question)
21. What percentage of DVDs, laserdiscs, filmstrips and other film mediums are cataloged in your library's collection?
22. For what percentage of each of the following resource do you have MARC records in your library catalog?
  - Videocassettes
  - Audiocassettes
  - Video DVDs
  - Links to Downloadable Video or Audio
23. If the library has videos available in streamed or downloadable formats, what percentage of these downloads are cataloged in the library catalog?
24. To what extent has use of the following items by library patrons changed over the past two years?
  - Streamed or Downloadable Video
  - DVD Video
  - DVD Audio
  - Videocassette
  - Audio Tapes
25. Does your library play any role in developing, warehousing, distributing or marketing videos made by and about your organization? If so, what role does the library play?
26. If the library plays a role in distributing videos about the library or about your parent organization, to the best of your knowledge what percentage of your video views come from?
  - Links on your website
  - Google, Bing, Yahoo and other search engine searches
  - Searches on video websites themselves
  - As a link through other internet marketing such as key words or banner ads on search engines or through ezine ads
  - Through other forms of marketing such as press releases, television, radio, etc.

## **Library Use of Video & Audio**

27. How has the use of labor at your department changed in the past three years or will it change in the next three years? Has the number of FTE positions increased or decreased or will it? Has the use of student labor changed? Have work responsibilities or how you spend staff time changed significantly or will it?
28. How have video sharing sites such as YouTube, iTunes, Vimeo and others affected how video is used at your organization? How do you use these sites in your work in audio and video?
29. Approximately what percentage of the vendors you deal with to acquire DVDs, video and audio cassettes, and licensed streamed or downloadable video or audio would you say are open to price negotiation?
30. In those cases when you have attempted price negotiation, what was the average discount, if any, that you have achieved over the past two years from the vendors initial price quote?

## SURVEY PARTICIPANTS

Alvord Public Library  
Baker College  
Bertha Voyer Memorial Library  
Bronx Community College  
Burlington Public Library  
Canada Manitoba Business Service Centre  
Center for Visual Music  
City of Toronto-Legal Division Library  
Dickinson County Library  
East Baton Rouge Parish Library  
Eastern University  
Elon University School of Law Library  
Embry-Riddle Aeronautical University, Hunt Library  
Flathead County Library System  
Gordon Library Worcester Polytechnic Institute  
Hillside Public Library  
History San Jose  
Hutchinson Community College  
Middle Tennessee State University  
Midwestern State University  
Minnesota State University, Mankato  
Mishawaka-Penn-Harris Public Library  
Montclair State University  
Montgomery County MD Circuit Court Library  
Mount Saint Mary College Library  
Muscatine Community College  
National Museum of Women in the Arts  
New York School of Interior Design  
Nicholls State University  
Northwest Vista College  
Nova Scotia College of Art & Design University  
NYC College of Technology, CUNY  
Olathe Public Library  
Open University  
Pfeiffer University  
Rochester College  
Royal Roads University  
Saint Cloud State University  
Simpson College  
The Mint Museum  
UC Berkeley, Media Resources Center, Moffitt Library,  
Univ. of San Francisco, Gleeson Library  
University of Baltimore  
University of Illinois Springfield



## **Library Use of Video & Audio**

University of North Texas Libraries  
University of Utah, Marriott Library  
Utah Valley University  
Viola Public Library  
Washington State University Vancouver  
Williamsburg Regional Library

## Library Use of Video & Audio

### CHARACTERISTICS OF THE SAMPLE

#### Type of Library or Organization

	<b>Public</b>	<b>Academic</b>	<b>Special</b>
Entire Sample	22.00%	64.00%	14.00%

#### Overall Annual Budget

	<b>Less than \$500,000</b>	<b>\$5,000 to \$1,000,000</b>	<b>\$1,000,000 to \$2,000,000</b>	<b>Over \$2,000,000</b>
Entire Sample	26.00%	22.00%	24.00%	28.00%