

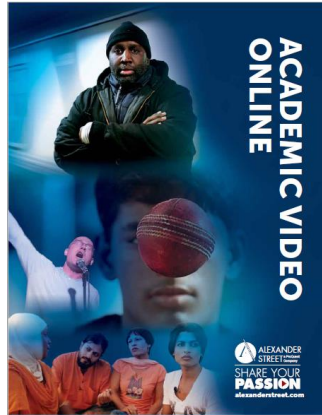
ALEXANDER STREET

**PASSIONATE ABOUT VIDEO:
65,000+ FILMS AND GROWING**

One place for all your video needs

What you need... the way you need it

- Subscription-to-Own/ Aggregated Content



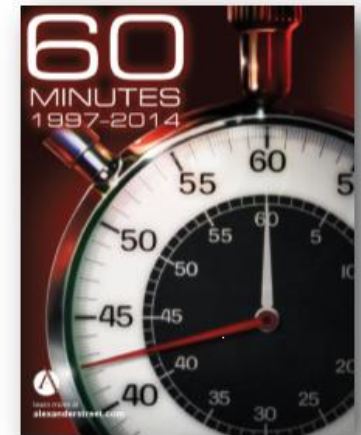
- Patron-Driven Acquisition (PDA)



- Curated Collections



- Single Titles



Something for everyone



Anthropology



Arts



Business



Counselling
& Therapy



Film &
Cinema Studies



History



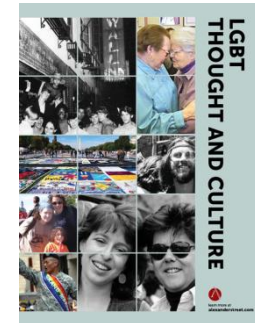
Music &
Dance



News &
Current Affairs



Science



Social Sciences

Alexander Street video—**exclusive titles**

THOUSANDS are streaming to you
only from Alexander Street!

60 MINUTES

BroadwayHD

Milestone Films

Pragda Films

Docuseek2

Filmakers Library

Tony Brown's Journal

Stanley Milgram experiments

ASCD

Berkeley Media

Zeitgeist Films

Black Panthers

Microtraining Associates

hundreds and hundreds more!

Alexander Street video—two easy ways

Patron-Driven Acquisition (PDA)—34,000 films and continually growing. Lots of free views. Pay only for what patrons watch four times or more. No upfront cost.

Academic Video Online—62,000 films and continually growing. A predictable annual subscription cost. Unlimited use. You get the cost back in full at the end of the year—as a credit for perpetual ownership of your choice of films!

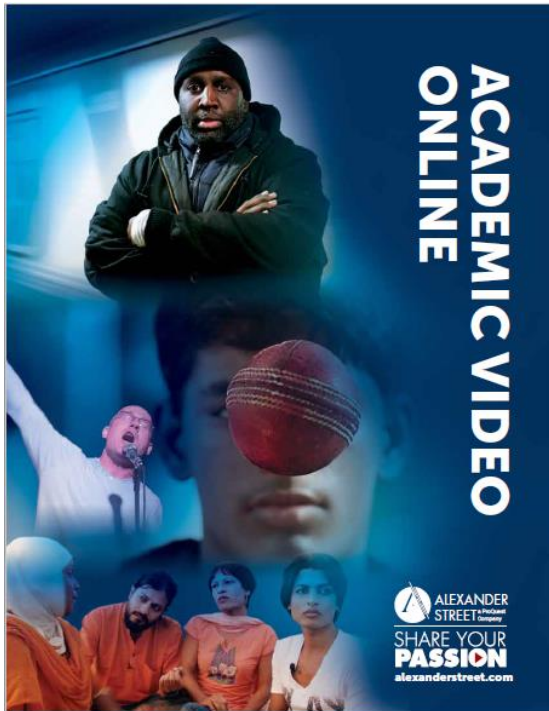
**ALEXANDER STREET VIDEO—
AN EASY WAY:**

ACADEMIC VIDEO ONLINE

More Titles | More Exclusives | Access-to-Own

Academic Video Online

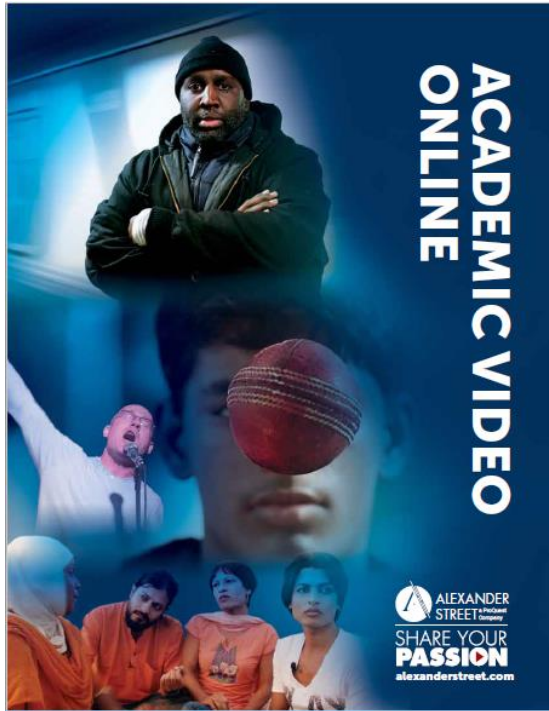
More Titles | More Exclusives | Access-to-Own



- Comprehensive package—and continually growing
- Exclusive content—thousands of films not available from any other provider
- Supports all departments
- A predictable annual cost—unlimited usage
- Best value at pennies per title per year

Academic Video Online

Access-to-Own with your choice of films
+ a free hosting service for your own content

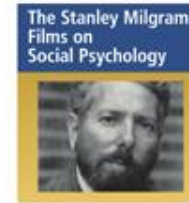


At the end of your subscription year, the library chooses content to own for **perpetual rights to your choice of titles**—tremendous ROI

You get your entire subscription payment back as credit for choosing films to own

Media Hosting Service with an upload tool and **unlimited space for hosting your own streaming media** on the Alexander Street platform—free with your subscription to *Academic Video Online*

Thousands of titles in *Academic Video Online* ONLY from Alexander Street— from great partners like these and others



Royal Anthropological Institute



Dennis O'Rourke
Cannibal Tours



Milgram experiment



Academic Video Online...

content that supports nearly all your departments

- News: 60 MINUTES, Meet the Press, more...
- Music, dance, opera
- Theatre performance
- History
- Environmental studies
- Nursing
- Business and economics
- Art and architecture
- Counseling and therapy
- Feature films
- Silent films
- World cinema

- Asian film
- Anthropology and ethnography
- Documentaries—BBC, Filmmakers Library, more...
- Black studies
- LGBT studies
- Allied health
- Criminal justice
- Education, teacher training
- Fashion studies
- Health and society
- World newsreels
- Much, much more!

ALEXANDER STREET VIDEO— ANOTHER EASY WAY

PDA (PATRON-DRIVEN ACQUISITION)

More Exclusives | More Flexibility | More Value

Why PDA?

- Access provides previews of great titles
- Pay only for what gets watched—no charges until the 4th time a title is viewed beyond 30 seconds.
- No risk—no upfront cost, and you set your spending cap
- Customized profiling – expose on the titles you want to expose by publisher and/or subject.

Why **Alexander Street** PDA?

More Exclusives | More Flexibility | More Value

- The most titles and continually growing
- Exclusive content only from Alexander Street
- Option for perpetual rights to most of the films
- New **AUTOMATIC PERPETUAL OWNERSHIP**—once you reach \$499 in total invoices over time for a title, you automatically receive perpetual rights to the film.*

14,000 PDA titles ONLY from Alexander Street



Milestone Films – Restoring and remastering important or overlooked films.



BroadwayHD™ – Great live performances now available for Alexander Street customers



Global leader content to support educational leadership and training. Thousands of exclusive titles, including demonstration videos, instruction, strategy, and analysis; plus 5,000 to 10,000 pages of facilitator's guides and full-text material

14,000 PDA titles ONLY from Alexander Street



170 titles that have won over 750 awards—in anthropology, psychology, gender studies, other areas...



Guy Maddin (Archangel, Dracula), Peter Greenaway (The Draughtman's Contract), Atom Egoyan (Next of Kin), Derek Jarman (Blue, Caravaggio)... 150 films



40 hours of never-before-seen footage of original Black Panther members, including David Hilliard, Elaine Brown, and Fredrika Newton, and an unpublished documentary

Customize your PDA

Specialty profiles—

- *PDA Select* (films available only from Alexander Street)
- *PDA Feature Films*

And then, individual profiles you create:

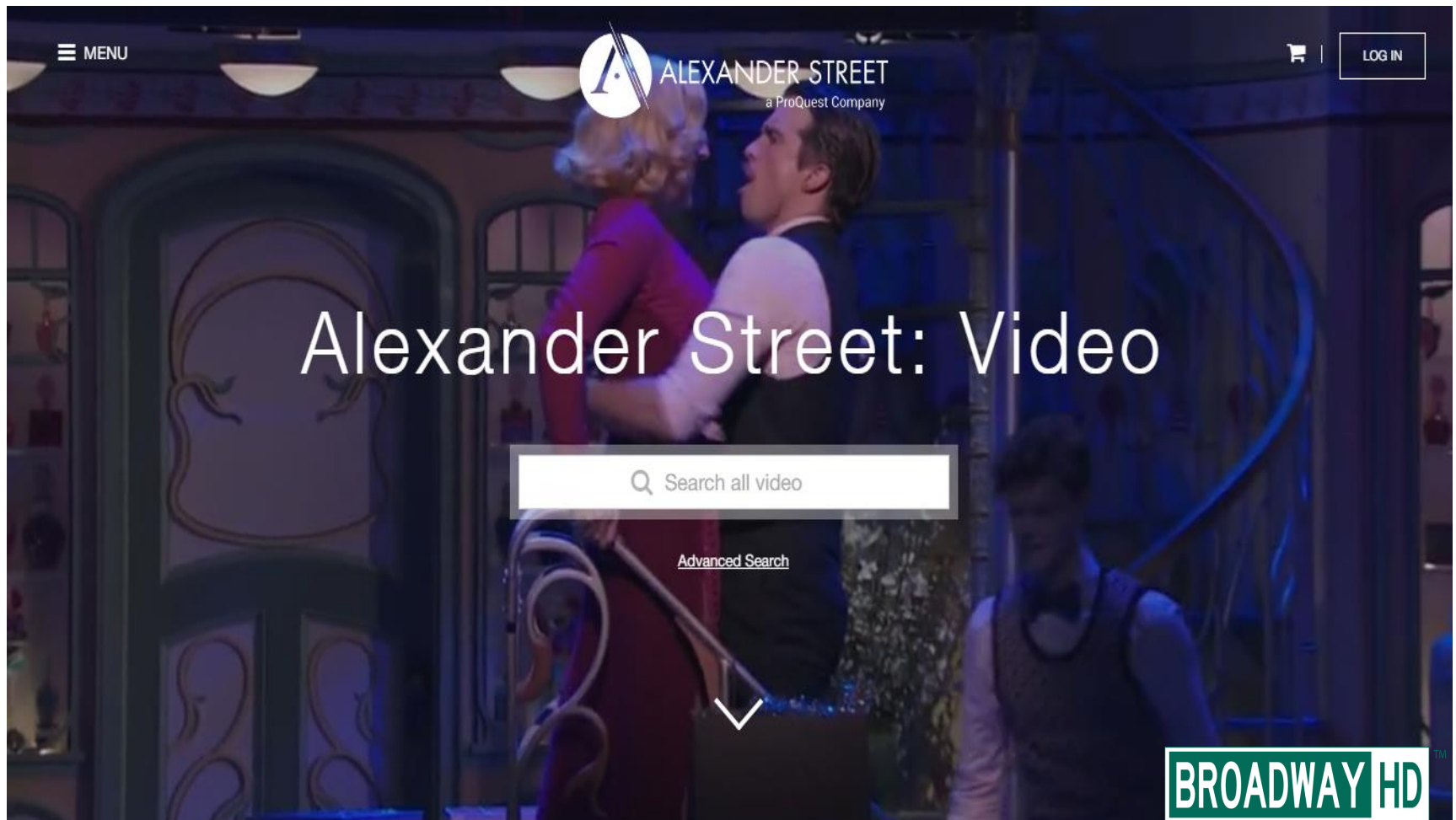
- By publisher
- By subject

Create your own profile www.alexanderstreet.com/pdacustomprofile



Simple search-page access to all your videos

...one place where users start



DISCIPLINE COLLECTIONS, ARCHIVES,
OPEN ACCESS

NEWEST AND COMING SOON

VIDEO, FULL TEXT, AUDIO, AND OTHER FORMATS

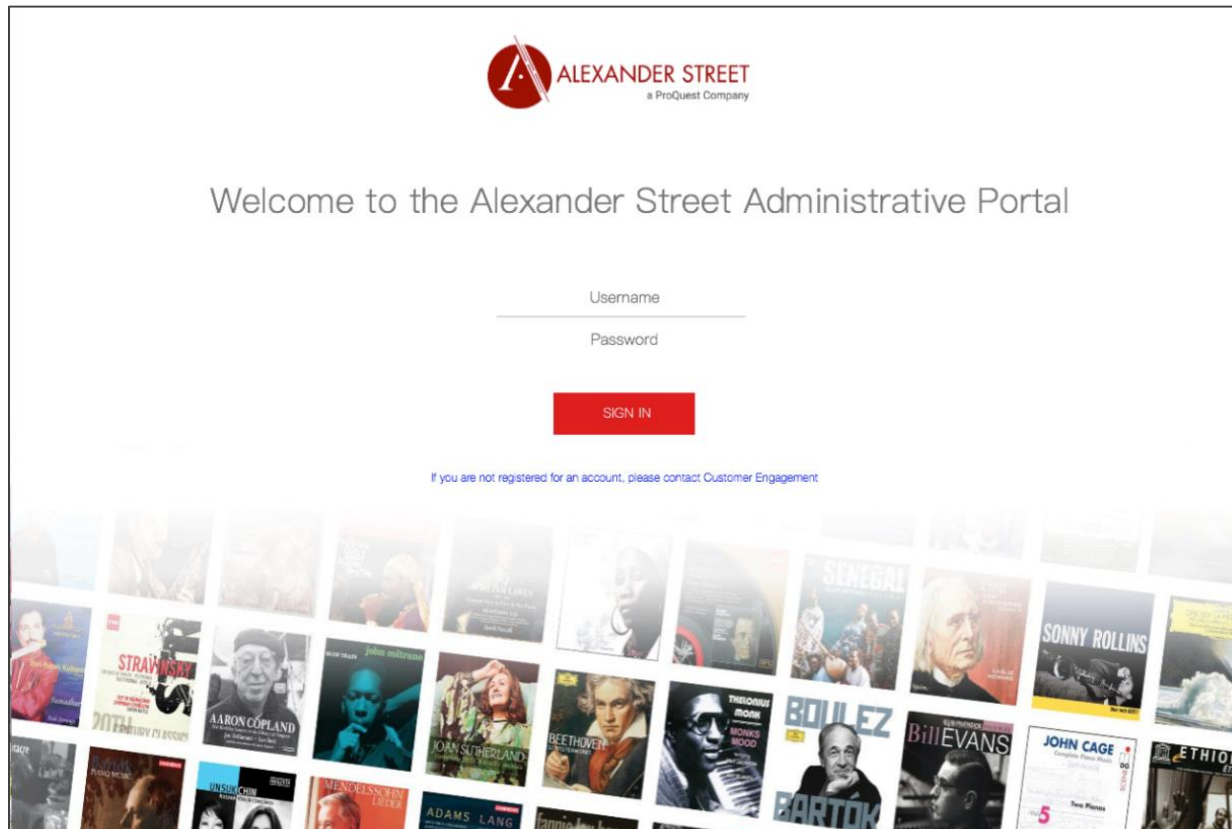
Newest and coming soon:

- *Social Work Online*
- *Human Rights Studies Online*
- *Anthropological Fieldwork Online*
- *Film Scripts Online: Volume II*
- *Disability in the Modern World: History of a Social Movement*
- *Twentieth Century Religious Thought, Vol.2: Islam*
- *Twentieth Century Religious Thought, Vol. 3: Judaism*
- *Women and Social Movements in Modern Empires since 1840*
- *Documentary Educational Resources Collections*
- *Caribbean Studies in Video: The Banyan Archive*
- *Borders and Migration Studies Online*
- *Ethnographic Video Online: Volume IV, Festivals and Archives*
- *Ethnographic Sound Archives Online*
- *Theater and Performance Design Online*
- *Music Periodicals of the 19th Century*

Admin Portal

adminportal.alexanderstreet.com

- Usage, engagement, and impact measures
- MARC records customized to your content
- Manage your collections
- Title level usage



**New easy-access
admin portal—
access everything
from here**

Admin Portal

Patron Driven Acquisition

Evidence Based Acquisition

My Collections

Statistics

MARC Records

Uploads

Resource Center

Settings

ALEXANDER STREET
a ProQuest Company

SIGN OUT

Welcome to Alexander Street Statistics

Please select the statistics you are interested in

COUNTER
CONSISTENT CRITERIA COMMITTEE

View COUNTER4 DB1, PR1 and MR1 reports for all your Alexander Street collections

Monitor user engagement to learn about the impact Alexander Street content is having on your patron's teaching and learning.

Learn more about Alexander Street statistics

Access to usage, engagement, and impact statistics

Access your customized MARC records

Patron Driven Acquisition

Evidence Based Acquisition

My Collections

Statistics

MARC Records

Uploads

Resource Center

Settings

ALEXANDER STREET
a ProQuest Company

SIGN OUT

Alexander Street MARC Records

Please choose the MARC records you would like

All available records

October 2016

Download

By Collection

60 Minutes

Download

By Delta

All Changes

From

To

Download

Learn more about Alexander Street MARC Records

Admin Portal

ALEXANDER STREET
a ProQuest Company

SIGN OUT

Patron Driven Acquisition

Evidence Based Acquisition

My Collections

Statistics

MARC Records

Uploads

Resource Center

Settings

GEORGE MASON UNIVERSITY

User Engagement

SUMMARY PLAYBACKS ENGAGEMENT ACCESSIBILITY PATRON REPORTS

Summary

● PAGE VIEWS ● PAGE VIEWS

1000

500

JUN AUG OCT Nov 14, 2015 2016 FEB

Top 5: Playbacks by Subject Areas

● Dance ● Counseling & Therapy ● American History ● Anthropology ● Women's Studies ● All Other

Top 5: Playbacks by Collections

● VAST: Academic Video Online ● Dance in Video, Volume 1 ● Academic Video Online: Premium ● Counseling and Therapy in Video, Volume 1 ● Filmmakers Library Online, Volume 1 ● All Other

Dance in Videos 31%

At A Glance

Usage Statistics by Titles

ALL SUBJECTS YEAR TO DATE

1000

500

JUN AUG OCT Nov 14, 2015 2016 FEB APR JUN

Top 5: Playbacks by Subject Areas Total Views 51353

● Dance ● Counseling & Therapy ● American History ● Anthropology ● Women's Studies ● All Other

Top 5: Playbacks by Collections Total Views 51353

● VAST: Academic Video Online ● Dance in Video, Volume 1 ● Academic Video Online: Premium ● Counseling and Therapy in Video, Volume 1 ● Filmmakers Library Online, Volume 1 ● All Other

Dance in Videos 31%

At A Glance

Visitor Trends

1234 ASP Global 1234567

Page Views

1234 ASP Global 12345678

Subject Area Playbacks

Subjects 5 Total 1234 ASP Global 12345678

Shared 123

Cited 123

Titles Playbacks

1234 ASP Global 12345678

Extracted 123

Uploads

Titles 123 Views 1032 Shares 02 Playback Duration 876

Playlists

123

Multimedia Playbacks Duration

42%

Easy to find what you need at a glance.

Reports that dig deeper into the user engagement experience.

Support and services

- Dedicated support rep
- Free MARC records customized to your profile
- Online Support Center (teaching tools, tutorials, marketing tools)
- Training sessions (onsite, WebEx, conferences)

Need an **individual film**?

We'll find it, license it if it's available, and get it on our platform quickly for you.

"I need help finding a film"
Use our **Find my Film** service



Thank you!

Krassimira Anguelova

+359 885 01 9394

kanguelova@alexanderstreet.com
