

FILMS ON DEMAND

CONTENT UPDATE 2024

Sharon Golan

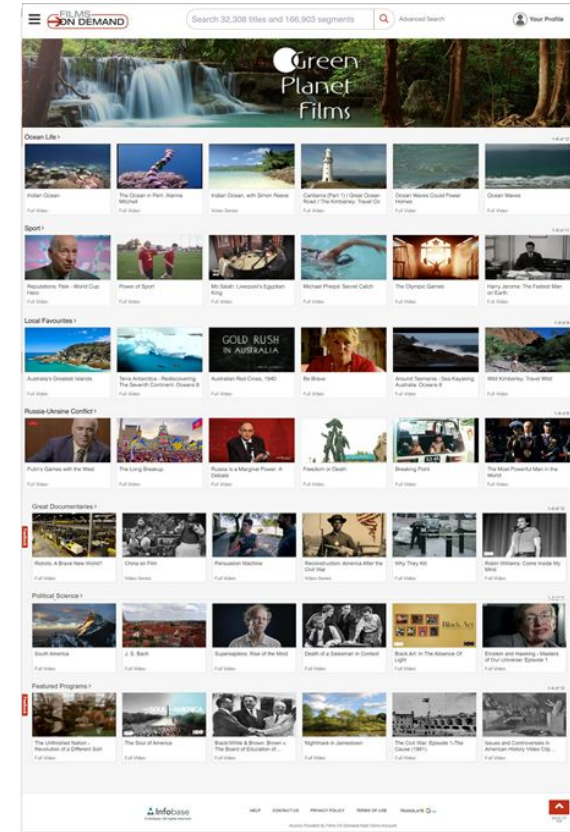
Director of Content Licensing

January 30, 2024



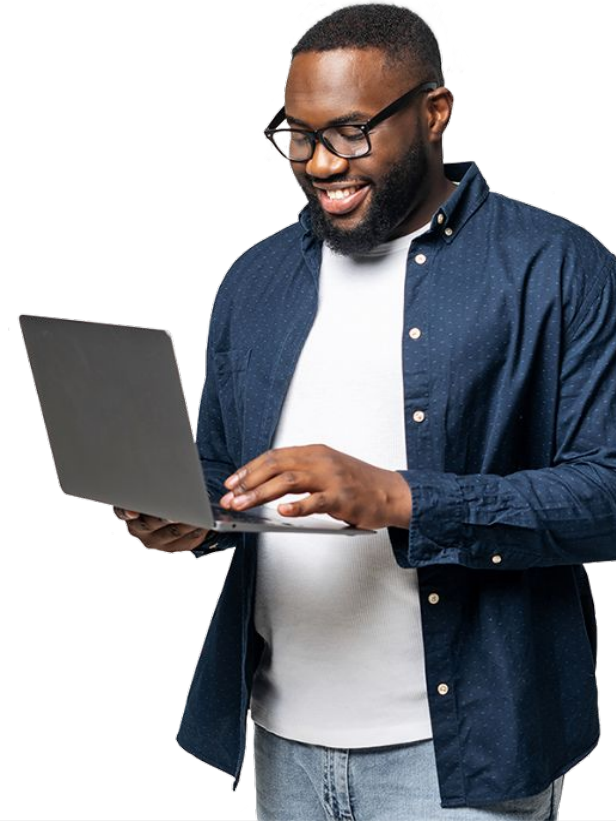
AGENDA

- Insight into our acquisition strategy & curation initiative
- Clarity on discontinuing titles
- How to submit feedback/requests
- Highlights from 2023
- What to look forward to in 2024



ACQUISITION PROCESS: OVERALL STRATEGY

- Educational content Curricular & instructional
- Focus on different areas of the curriculum each year - Areas of strength and/or growth areas
- License newer copyrights - Last 5 years
- Drive value - Monitoring metrics for data-driven decisions



ACQUISITION PROCESS: ASSESSING CONTENT

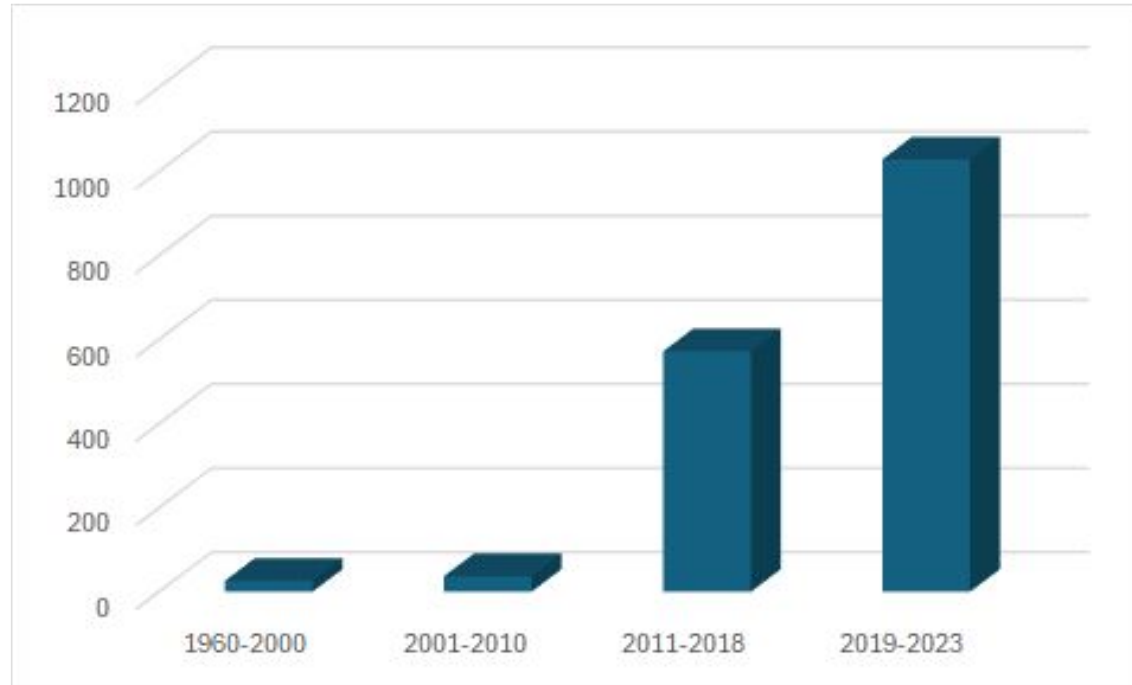
- Curricular fit - Researching syllabi
- Filling a gap - Unique perspective
- Advancing the field - Emerging topic or new perspective/research
- Usage as a predictor of value - Performance of similar programs



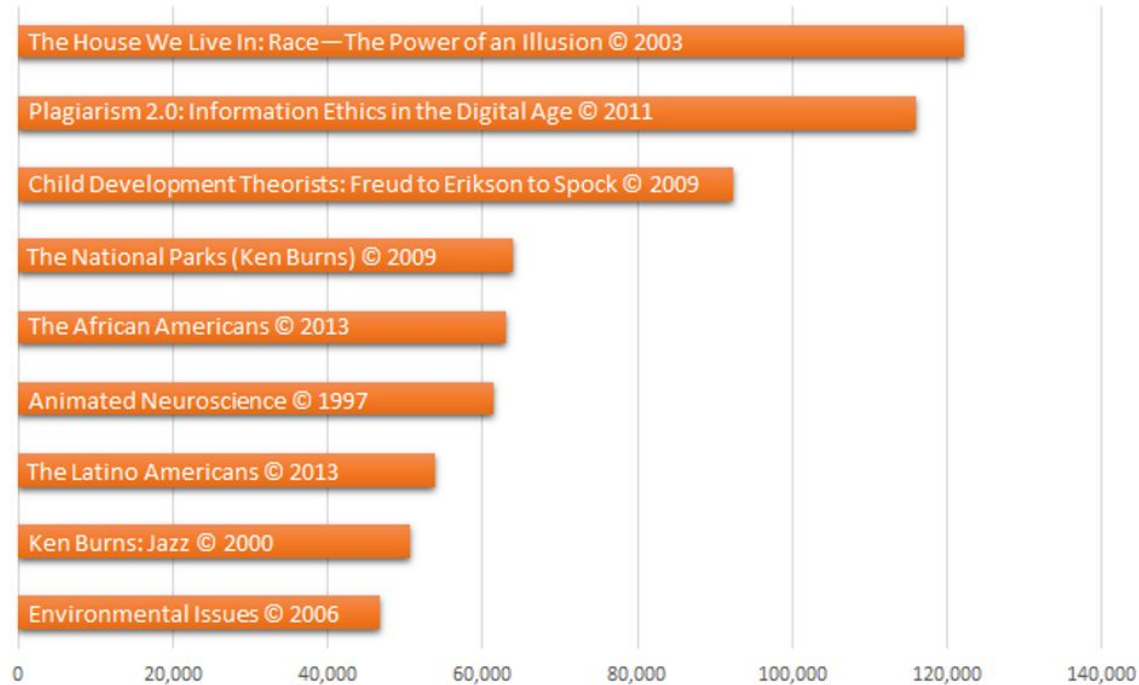
ACQUISITION PROCESS: CURRICULUM FOCUS IN 2023



ACQUISITION PROCESS: COPYRIGHTS FOR CONTENT ADDED IN 2023



ACQUISITION PROCESS: THERE'S VALUE IN EVERGREEN PROGRAMS



ACQUISITION PROCESS: DRIVING VALUE THROUGH CURATION

Our priority: Making it easy to find the right content quickly.

How? By focusing on:

- Relevance
 - Usage
 - Age
 - Feedback
1. Front end: licensing quality content that supports instructional needs.
 2. Back end: judicious weeding.

POLL TIME



DISCONTINUING TITLES

WHAT?

Programs are removed twice a year, at the end of June and the end of December.

WHY?

License period expired & producer won't renew OR producer/distributor lost rights.

TIMINGS

3 months out: work with producers to ensure an accurate list of titles, dates & rights; 6 weeks out: 1st e-mail with titles and purchase options; 2 weeks out: 2nd e-mail notification.

NOTE: changes to the list are made throughout this period as we hear back from producers.

DISCONTINUING TITLES

OPTIONS

1

Perpetual license: rights permitting;
lasts for life of file

3

A la carte: lasts for the duration of the
license purchased (max 3 years)

2

DVD: lasts as long as the physical
media does

4

Alternative program: send request to
your sales representative

OUR CONTENT SUBMISSIONS PROCESS

How to submit a content request:

- **Contact:** Your sales representative will manage all your requests.
- **Format:** Email
- **Request Content:** Include the following information:
 - Name of the program
 - A link to the program being requested—e.g. website/IMDb—so we know we're researching the correct program
 - Class(es) the program will be used in (name, description, learning objectives)
 - Size of class(es), i.e. # of students

2023 CONTENT HIGHLIGHTS

- Added 1,657 programs to the Master Academic Collection.
- Content added across 24 core academic subjects (out of 25 subjects).
- Average of © content is 2018.
- 51,269 minutes or 855 hours of content added (\$41M value).



PREMIUM COLLECTIONS

CAREER & TECHNICAL EDUCATION (CTE)

Careers & Job Search
Computer Science & IT
Cosmetology
Family & Consumer Sciences (legacy only)
Fashion Studies
Guidance & Counseling
Technical Education
Visual & Performing Arts
Visual Communication

NURSING

Core
Current Concepts &
Practices

**ALLIED
HEALTH**

PHYSICAL THERAPY

VETERINARY SCI

WORLD CINEMA

CONTENT FROM SOME OF OUR FAVORITE PRODUCERS



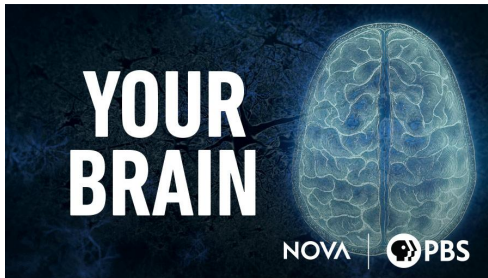
20 Days in Mariupol



The Big Payback



Age of Easy Money



Your Brain

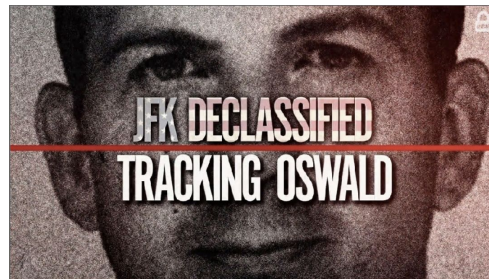


Now Hear This with Scott Yoo

CONTENT FROM SOME OF OUR FAVORITE PRODUCERS



Man vs. History



JFK Declassified



Hitler's Secret Tunnels

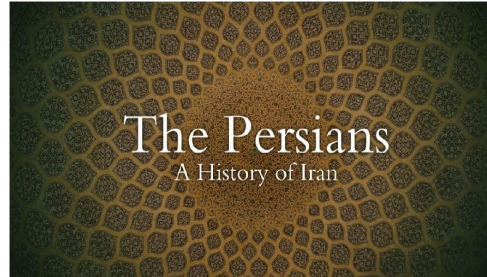


Moon Landing: The Lost Tapes

CONTENT FROM SOME OF OUR FAVORITE PRODUCERS



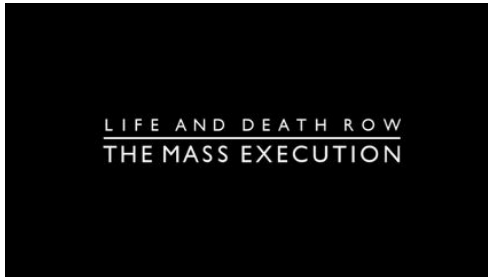
House of Saud



The Persians



Vaccine Wars

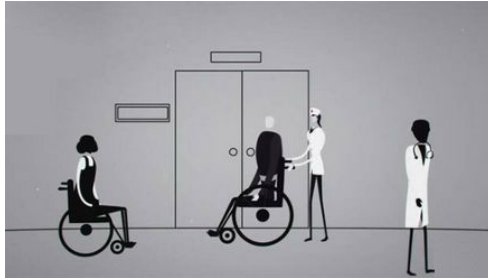


Life and Death Row: The Mass Execution



The Cult of Conspiracy: QAnon

CONTENT FROM SOME OF OUR FAVORITE PRODUCERS



What is Schizophrenia?



5 Tips to Improve Your Critical Thinking



Ugur Sahin and Özlem Türeci: Meet the Scientist Couple Driving an mRNA Vaccine Revolution



Kathryn Kolbert: The End of Roe v. Wade and What Comes Next for Reproductive Freedom

EXCLUSIVE - ONLY ON FILMS ON DEMAND



Tech Effect



Rock Legends



Mastering the Art of Information Literacy



Artificial Intelligence: The Future of Breast Cancer Detection



MOTION MASTERS

IVANHOE

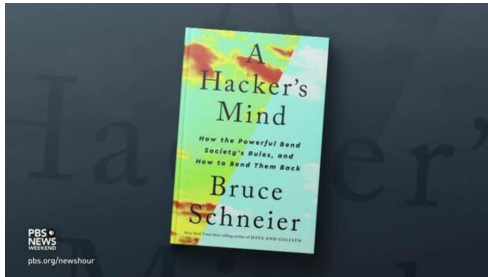
NEW PROGRAMS ON AI



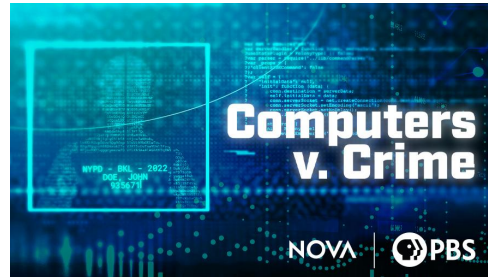
AI Art



Will ChatGPT Do More Harm than Good?



A Hacker's Mind



Computers v. Crime

2024 ROADMAP INITIATIVES

Content

- Curation
- Continued focus on newer copyrights
- Subjects: Technology; Communication; Engineering; Career Development; Biological Sciences; Education

Products & Features

- Updated Films On Demand app
- Enhanced privacy & security settings
- Additional authentication options
- WCAG 2.2
- Updating UX design





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Films On Demand Support

infobase-fod.zendesk.com

