

kanopy

Films that matter

Public Library

# Town Hall

Australia & New Zealand  
NOV 2024

An *OverDrive* company



## MEET THE SPEAKERS



**Jason Tyrrell**

Executive Vice President, Content



**Wendy Chamberlain**

Senior Manager, Content Programming



**Jamie Parmelee**

Product Owner I



**Julianne Tobin**

Account Manager II



**Katie Blackman**

Team Lead, Training



For questions during the presentation, please use the **Q&A feature** and our account representatives will answer as time permits



The chat feature will be available for discussion, but will not be monitored by Kanopy



Recordings of this event will be sent tomorrow



LIVE POLL

**Do you currently offer Kanopy  
at your library?**

Yes

Not yet

Unsure

# AGENDA



**Intro**



**Content Update**



**Program Offerings**



**Product Update**



**Marketing**



**Q&A**



“

**The only thing that you  
absolutely have to know, is  
the location of the library.**

– Albert Einstein



# OverDrive® Originals

Available Now!



Coming Soon!

# BANNED



# TOGETHER

## THE FIGHT AGAINST CENSORSHIP



# Credits to **Tickets** One Year Later



The change helped to increase access to content while providing better cost certainty for your library. With a year under our belt, let's look at what we've learned:

## **\$1 or less**

### **Average cost per play**

After the play credit update, libraries saw a decrease in cost per play.

## **Avg. 27% increase**

### **In plays over last year**

With making it clearer to the user what titles/what tickets, libraries also saw an increase in plays.

## **↑ Increased**

### **Patron engagement**

The update increased patron engagement without exceeding budgets.

# Company Update

We're committed to providing **video, audiobooks, and ebooks** to delight and support every user through Kanopy and Libby

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To further this mission, we've integrated and expanded our Content teams to serve you better

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As one unit, we're exploring how film, ebooks, and audiobooks together can enhance user engagement with your library



Libby.

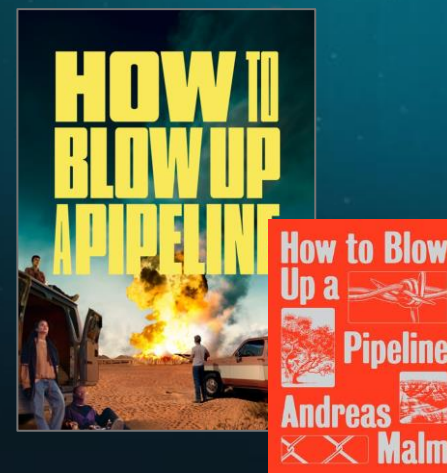
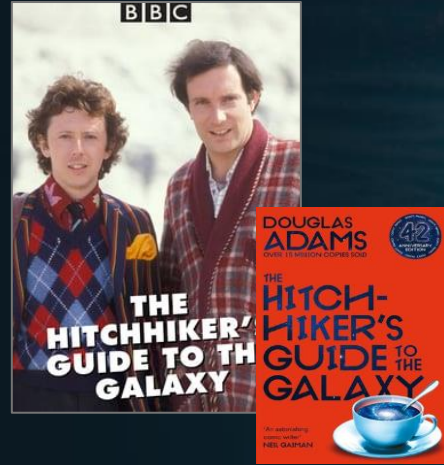
kanopy

*How to Blow Up a Pipeline*





# From Book to Screen



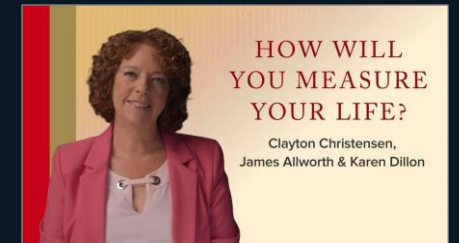
Access varies by country and title availability



# New Content Partners



Free for libraries, ticket free for patrons!



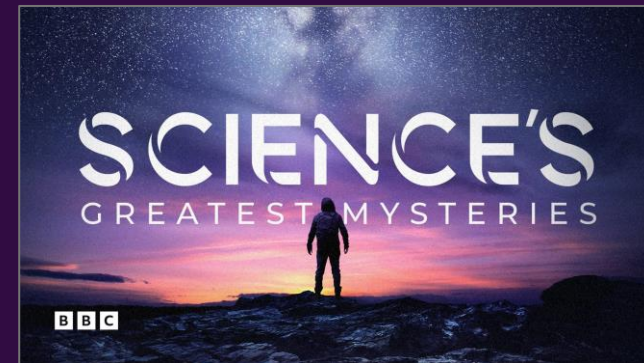
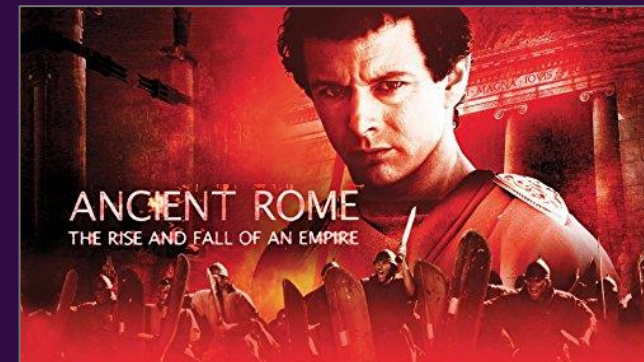
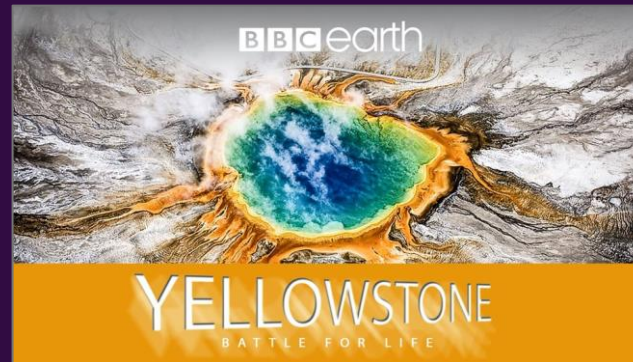
Access varies by country and title availability



# BBC STUDIOS

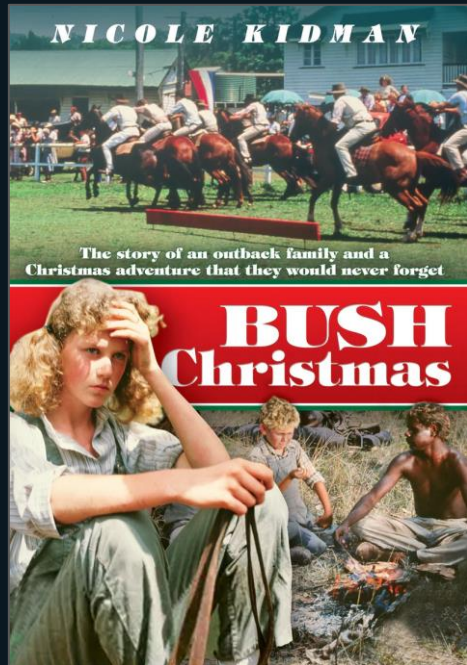
Starting with 20 non-fiction series in January 2025

We'll be adding more throughout the year!





# Christmas in Australia & New Zealand

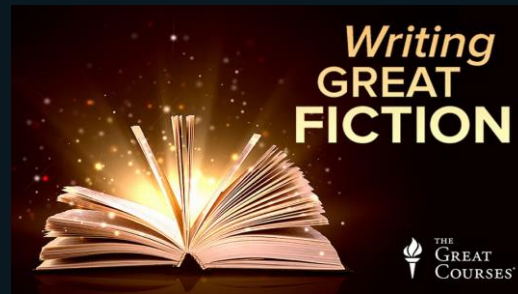


More **Scary** than Merry





## Literature & Writing



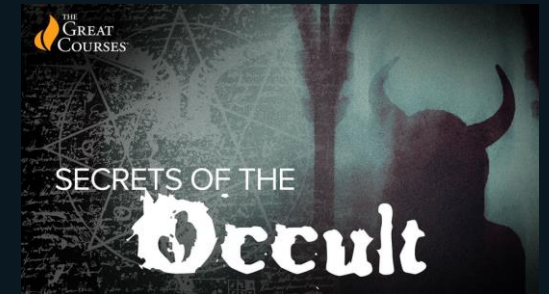
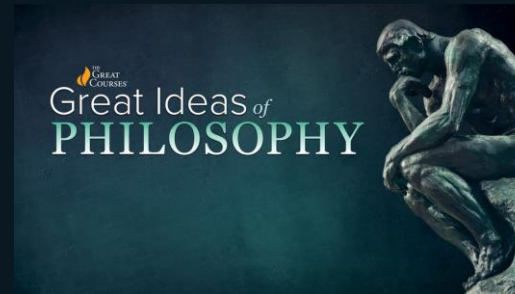
## Digital Media Today



## World Travel



## Most Popular





## LIVE POLL

# What new and coming content are you most excited about?

(select all that apply)

From Book to  
Screen

NASA

LIT Videobooks

BBC Nonfiction

Christmas movies

Great Courses

# Kanopy for the **Public Library**



OUR FLAGSHIP

## Pay Per Use program

Provides access to **over 31,000** films and TV series.

Give your patrons variety and choice and pay only for what is checked out.

Customisable to fit your budget and patron needs.



## kanopy **PLUS**

Public Library Unlimited Subscriptions

Select from 7 themed Packs as well as **kanopy kids**



Favourites



Easy Watching



Diversity



World Cinema



British Cinema & TV



Episodic Titles



Documentaries

One flat yearly fee with *unlimited* patron access to the films and TV series in each pack.

**100-300 popular shows/films per pack: always available!**

**Any titles previously PPU become available with unlimited use.**

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# Additional on-demand content offerings from OverDrive

We offer much more than streaming video in an on-demand model.



Visit [OverDrive Marketplace](#)



Talk to your Account Manager

## Libby Extras

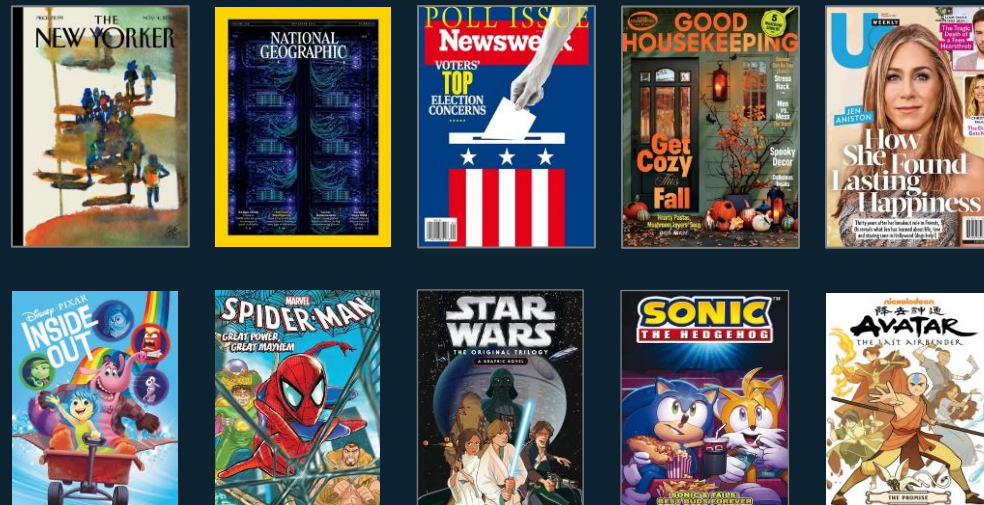
Engage your community with content that entertains, educates, and provides unique digital experiences.



[Learn More](#)

## OverDrive Magazines & All Access Comics

Offer your readers popular magazines, comics, and graphic novels.

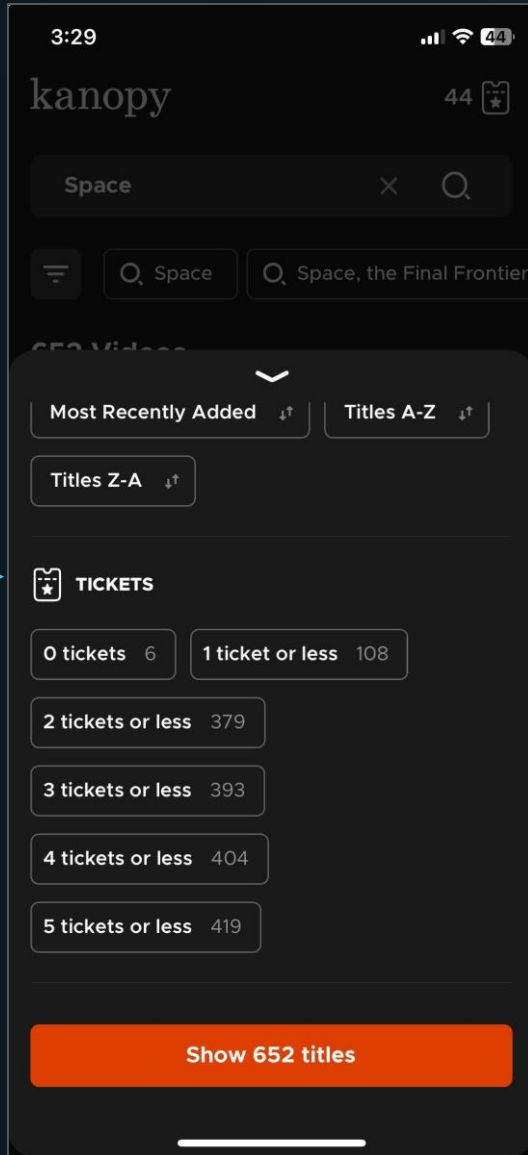


[Learn More](#)



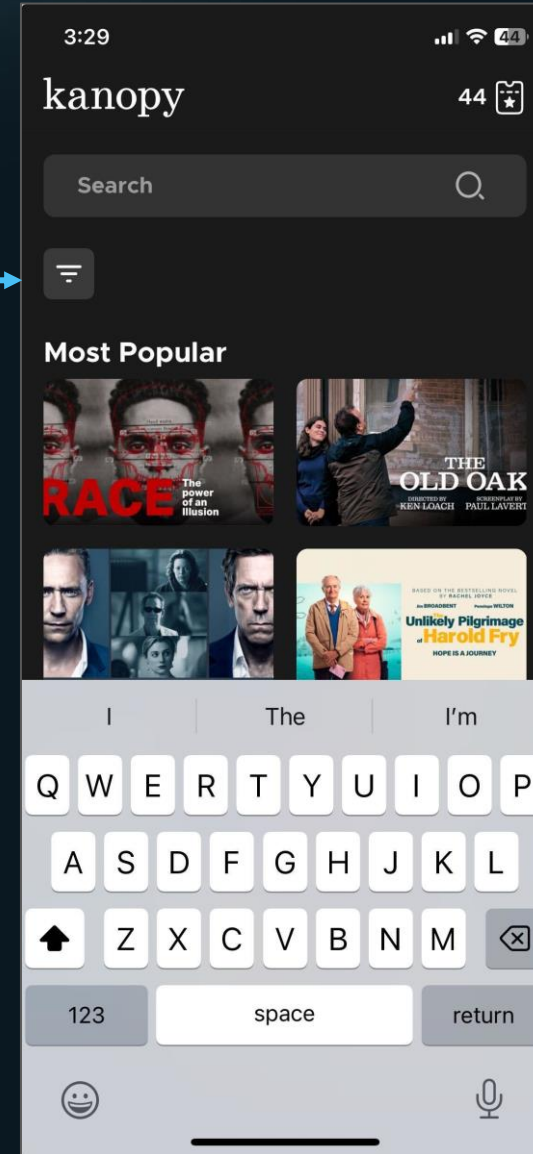


# Filters



Filters by tickets

Filtering with no search term:

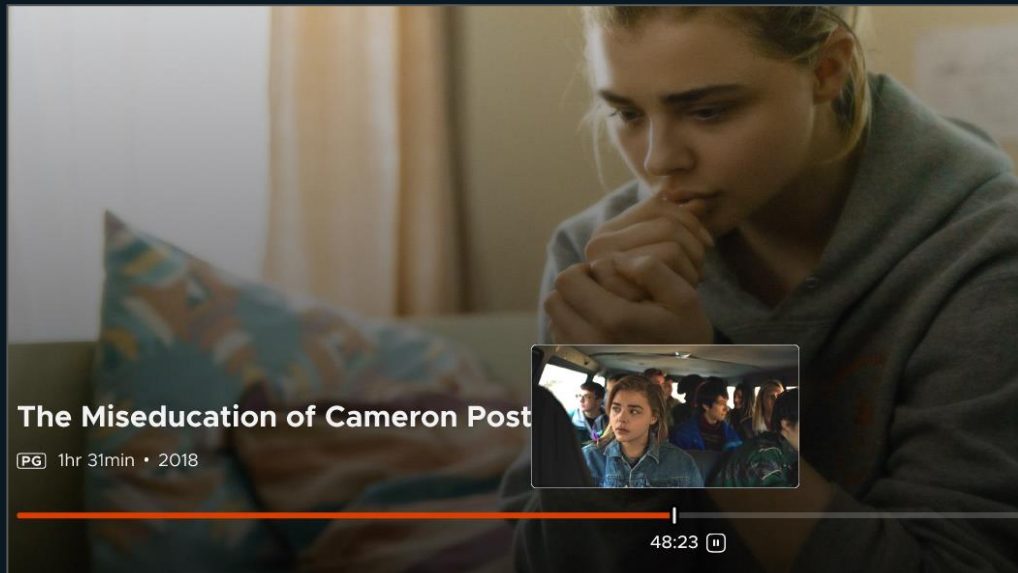
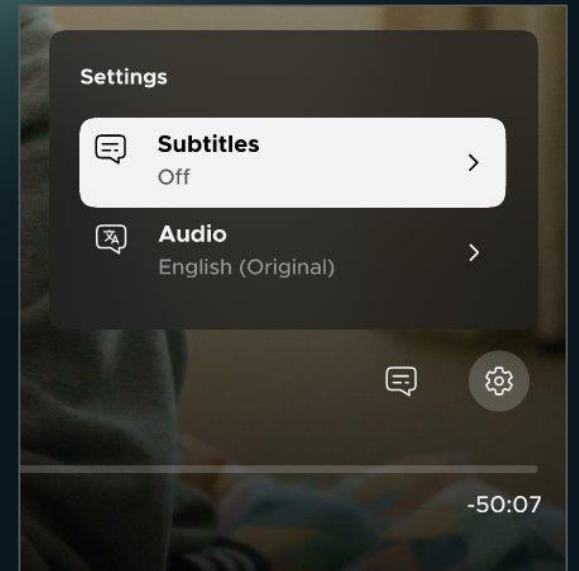


Product Update

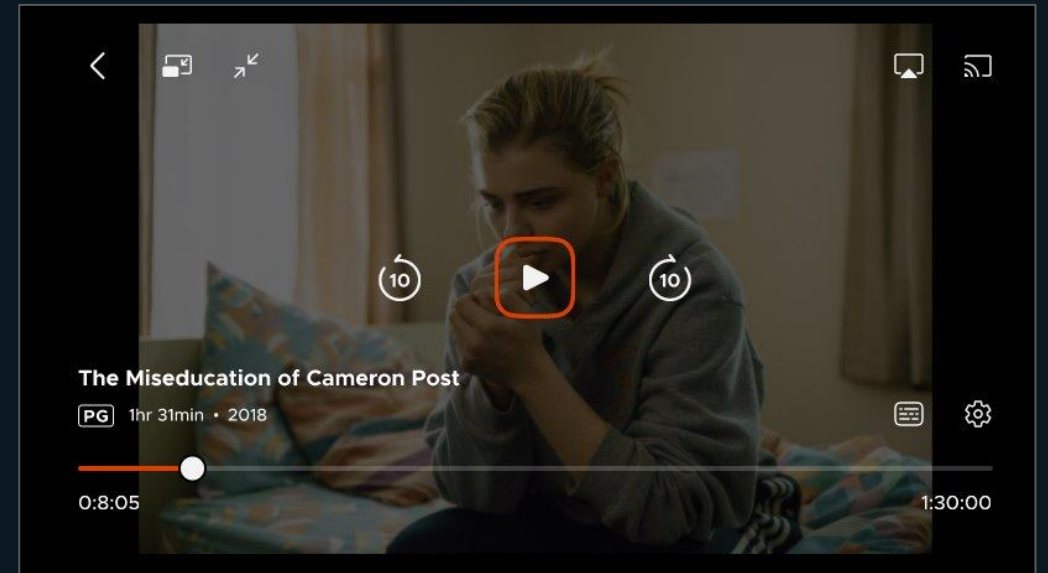


# Video Player Improvements

New subtitles/audio tracks menu



Thumbnail images on Roku



Improved video controls (mobile pictured)



# "My Libraries" page

Web



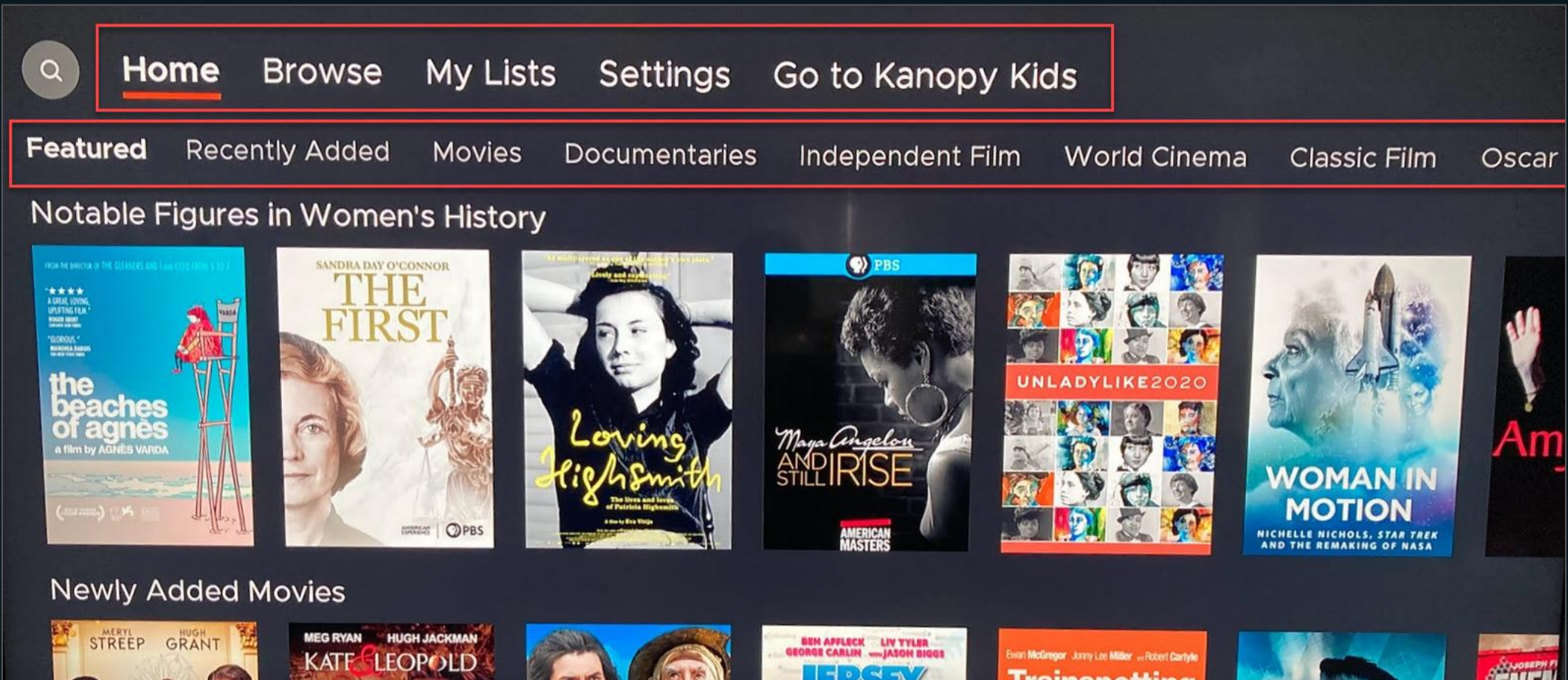
The screenshot shows the 'My Account' page with a 'My Libraries' tab selected. Under 'Ready to use', several libraries are listed, including 'Kanopy Demo Public Library' which is highlighted with a red box and marked as 'Default'. Under 'Action required', several libraries are listed with a red warning message: 'Re-enter your login information. If you still have trouble, reach out to your library.'

Android mobile



The screenshot shows the 'My Libraries' page on an Android mobile device. The top bar shows 'My Libraries' and '44' with a star icon. A list of libraries is displayed, including 'Kanopy Demo Public Library' which is highlighted with a red dot. Below the list is an orange 'Add Library' button. At the bottom, there is a navigation bar with icons for Home, Browse, Search, My Lists, and More.

# 2025 Focus on Accessibility





# MARC Records Improvements

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Records are specific to each library's collection

---

Deletion records automatically generated  
when title(s) removed or leave platform

---





LIVE POLL

## How do you currently promote Kanopy?

(select all that apply)

Email

Print Marketing

Programming

Social Media

Website

Other

N/A

Marketing



Visit **Kanopy Press website**  
for all things Marketing



Resource Center



Timely toolkits

kanopy  
**kids**

Kanopy Kids  
Materials

k

Kanopy logos



Bookmarks

**And More!**

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# Trending and timely marketing toolkits

## BBC Studios

**BBC STUDIOS**

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**List of Toolkit Items**

- General Announcements**  
Images that present the BBC Studios collection on Kanopy, sized for various social media platforms (specifically Facebook, Twitter, and...)
- Title Specific Assets**  
A set of images extracted from the larger collection that highlight specific titles.
- Suggested Copy**  
Two options that you can copy and paste into your messaging across social media and email.

## Noirvember

**NOIRVEMBER**  
A month-long film noir festival.

kanopy  
Firm that matters

**List of Toolkit Items**

- General Announcements**  
Images that present our Noirvember on Kanopy collection, sized for various...
- Title Specific Assets**  
A set of images extracted from the larger collection that highlight specific titles.
- Suggested Copy**  
Two options that you can copy and paste into your messaging across social media and email.

## Coming soon Home viewing for the holidays





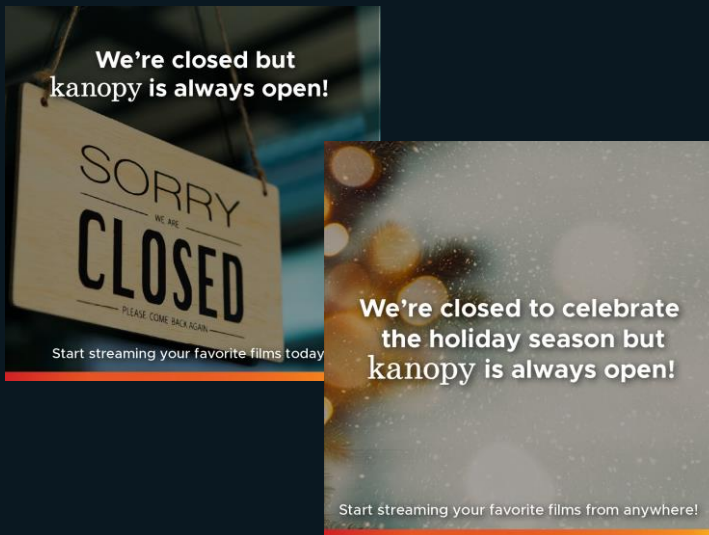


# 5 Tips for promoting Your Kanopy collection

1

Post on your website – remind patrons your digital DVDs are always available

[Download Always Open](#)



2

Post on social media – hint: you can reshare our posts

[Kanopy instagram](#)



3

Send a press release or newsletter

4

Use print marketing materials

5

Host programs, like screenings of titles with PPR



# 1 Post on **your website**

## Waimakariri Libraries (New Zealand)

Full Screen Close

← Waimakariri Public Library Academy

Kanopy – Streaming Cinematic Masterpieces Lessons

**kanopy**

Kanopy works on a play credit system. You will have 6 play credits per month, which means you can watch 6 movies or documentaries per month. Kanopy is a streaming service with access to thousands of films, documentaries, and television shows. Its selections include film festival winners, classic cinema, foreign films, and much more.

Go to Kanopy

### Recommendations

Collections librarian, Nicki, has put together some playlists of her favourite movies:

#### Books to movies

- Lion
- Brooklyn
- Serenity

#### International films

- The Bèlier Family
- Land of Mine
- Amour

#### Heart-warming

- The Hunt for the Wilderpeople
- This Beautiful Fantastic
- Hugo



## 2 Post on Social Media

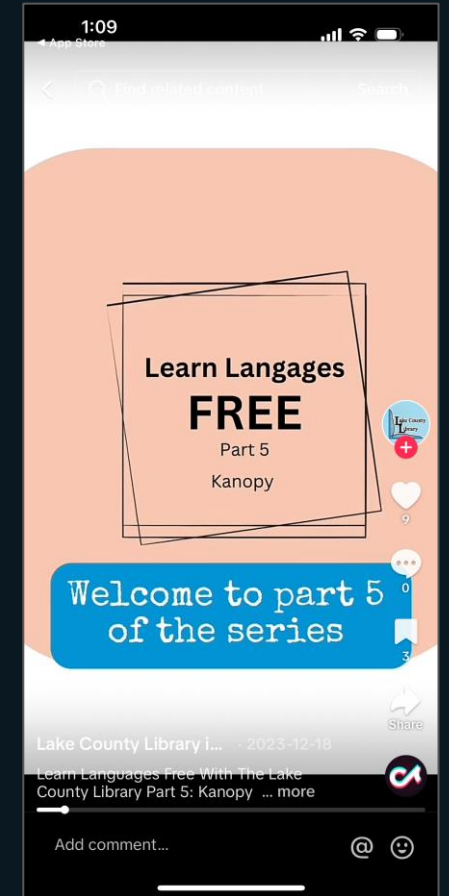
### Milwaukee Public Library (WI)



### Salt Lake City Public Library (UT)



### Lake County Library (CA)





## 2 Post on Social Media

### Jasper-Dubois Community Library (IN)

jasperduboiscountylibrary • Follow

jasperduboiscountylibrary 1w  
Stream movies for free & create a Kanopy account with your library card!  
<https://www.kanopy.com/en/jdcpl/category/60744>

No comments yet.  
Start the conversation.

5 likes  
7 days ago

Add a comment...

### Pentwater Township Library (MI)

Pentwater Township Library  
October 1 at 2:29 PM

Kanopy is now live through Pentwater Township Library.  
For an overview video on how it works, click the link on our website.

**kanopy** goes live today!  
Oct. 1st, 2024  
Instantly stream movies 24/7 from Kanopy's collection of over 31,000 popular videos, TV series, independent films, documentaries and more!  
Featuring titles from Warner Bros, MGM, BBC, Paramount Pictures, A24, History Channel, A&E, Criterion Collection, Kino Lorber, The Great Courses, among others, this vast and diverse collection has something for everyone.

**Films that matter**

**HOW IT WORKS:**  
Through Pentwater Township Library, patrons get 25 Movie Tickets each month to use to watch movies and shows on Kanopy. Most take 2 Tickets to watch.  
All you need is your library account number and 10 digit phone number as your PIN.  
Conveniently access using the Kanopy app, on your Smart TV or watch on your desktop.

**kanopy** Films that matter  
What can you watch on Kanopy?  
1 Go to [pentwaterlibrary.kanopy.com](http://pentwaterlibrary.kanopy.com)  
2 Enter your library card number and, if necessary, your password/PIN  
3 Create your account  
4 Start watching

**Kanopy kids promotes empathy, critical thinking, and helps build STEM skills. Enjoy these carefully curated titles from Weston Woods, Sesame Street, Jim Henson Productions, Highlights for Children and more!**

**kids**  
Titles in Kanopy kids are free and do not use Movie Tickets to view. You may set Parental Controls so your children only see videos in the Kanopy kids section on Kanopy.

Search Kanopy **k**

Pentwater Township Library  
402 Park St.  
Pentwater, Michigan 49449 | (231) 869-8581  
<https://www.pentwaterlibrary.org/>

4

Like Comment Share



## 2 Post on Social Media

### West Liberty Public Library (IA)

**West Liberty Public Library**  
October 15 at 2:40 PM · 🌐

Kanopy offers a great selection for kids - including storybooks & storytime specials! 📖🎧

Available in English, Spanish, and Hindi, end the night with your kiddo by listening to/watching a lovely bedtime story! Director Allie and little Gwen approved! 😊

Link to Kanopy:  
<https://www.kanopy.com/en/signup>

4

Like Comment Share

### Wallingford Public Library (CT)

**Wallingford Public Library**  
October 15 at 6:30 AM · 🌐

👋 Thanks to everyone who celebrated [#HispanicHeritageMonth](#) with us during Cooking with Ana and Cumbia with Jenny and to everyone who attended our Hispanic Film Series! You can stream more movies that celebrate Latine characters and culture for free on Kanopy with your Wallingford library card: [walpublib.org/HispanicHeritageMonthKanopy](http://walpublib.org/HispanicHeritageMonthKanopy)

🗓️ And join us on Oct 25th for our big Día de Muertos celebration with [Spanish Community of Wallingford \(SCOW\)](#)! More info here: [walpublib.org/DiadeMuertos1025](http://walpublib.org/DiadeMuertos1025)

34

3 shares

Like Comment Share



# 3 Send a Press Release or Newsletter

## Texarkana Public Library (TX)

## Redland City Library (Queensland, Australia)

Sections

Texarkana Gazette  
Serving the Four States Area Established 1875

Sign In [Subscribe](#)

Today's Paper Season Pass Obits Latest Podcast LEARNS Guide Newsletters Public Notices Puzzles Jobs Classifieds Circulars [f](#) [x](#) [i](#)

### Texarkana Public Library makes films, TV, music, more available online, free of charge

May 31, 2024 at 1:46 p.m.  
by Karl Richter

[f](#) [x](#) [in](#)

A menu page from the Kanopy app shows a variety of movies available free via streaming on Friday, May 31, 2024. Kanopy is available through many public libraries, including Texarkana's. (Screen capture by Karl Richter)

TEXARKANA -- A pair of new services makes hundreds of thousands of media titles available online to anyone with a Texarkana Public Library card.

ADVERTISMENT

Continue to Download

CONTINUE

Open

Recommended for you

Early voting information

LISTEN | First to Know: Tomorrow's News Now

Cause of 2023 fire at DeKalb, Texas, arena undetermined, state concludes

Texarkana is getting an Amazon distribution center

House of Horrors delivers fright to Texarkana for 11th year

ADVERTISMENT

### New on Kanopy

Browse Kanopy TV and movies

### First 5 Forever programs



# 3 Send a Press Release or Newsletter

## Coquitlam Public Library (British Columbia, Canada)

COQUITLAM PUBLIC LIBRARY

Search: Catalogue Website

Keyword  Select Language

Borrow & Stream Services Programs & Events About Us My Account [Donate](#)

Home / About Us / Library News / Library News Details

### Your Library

Hours & Locations

Contact Us

Library News

## The Big Movie Watch

January 22, 2024

Introducing Kanopy's first Big Movie Watch, a film club you can participate in from anywhere! The inaugural film chosen is *What's Love got to do with it*, a 2022 romcom starring Lily James, Mimi Shaikh, and Iman Boujeloulah.

### Film description

*How do you find lasting love in today's world? For documentary filmmaker Zoe (Lily James), swiping right to find Mr. Right has only delivered bad dates and funny anecdotes. For her childhood friend Kazim (Shazad Latif), the answer is to opt for an assisted marriage. As Zoe films his hopeful journey to marry a stranger, she begins to wonder if she might have something to learn from a different approach to finding love.*

### How to participate

Between February 5-19, 2024, login to Kanopy to watch the selected film ticket-free. Then chat about it on the Kanopy discussion board, social media using the hashtag #bigkanopywatch, or with your own group of friends using the [discussion guide](#).

### About Kanopy

Kanopy is an online database of films, documentaries, video courses and children's content. Download the app, watch on your browser, or cast to your smart TV. Coquitlam residents with a library card get free access including 30 viewing tickets per month to spend. [Learn more](#) and [get started](#).

[Back to News Headlines](#)

## Burlington Public Library (Ontario, Canada)

myEVENTS Log in / My BPL

BURLINGTON Public Library

Search

Catalogue BPL site Events

CATALOGUE BOOKS RESOURCES PROGRAMS PARENTS SERVICES NEWS ABOUT

HOME NEWS FROM BOOKS TO KANOPY

Jul 3, 2024 [Check it Out](#)

## From Books to Kanopy

The next time you're in the mood to watch a captivating literary adaptation of an acclaimed novel, check out the exceptional movie streaming collection available through [Kanopy](#).

With your BPL card number, you unlock access to over 30,000 movies and television shows—all for FREE. Every month, BPL cardholders get 20 tickets to use as they please. The loan period varies based on the total running time, ranging from 48 hours to 21 days—perfect for binge-watching a series or savouring a movie night. Ready to get started? Read our [Kanopy tips](#).

### Novel Picks on Kanopy

We always love a great story, whether we're watching it unfold on screen or getting lost in the pages of a book—or both. Check out these modern gems and timeless classics. Enjoy!

#### EMMA

Jane Austen's beloved 1815 [classic novel](#) follows the story of 21-year-old Emma Woodhouse, a "handsome, clever, and rich"—and spoiled and headstrong—gentlewoman living in Georgian-Regency England, who greatly overestimates her matchmaking abilities. Blind to the dangers of meddling, she interferes in the romantic lives of others, setting off a chain reaction of misunderstandings and unexpected consequences.

Widely adapted into film, this [1996 version](#) of Austen's witty comedy of manners stars Gwyneth Paltrow, Jeremy Northam, Toni Collette, and Ewan McGregor.

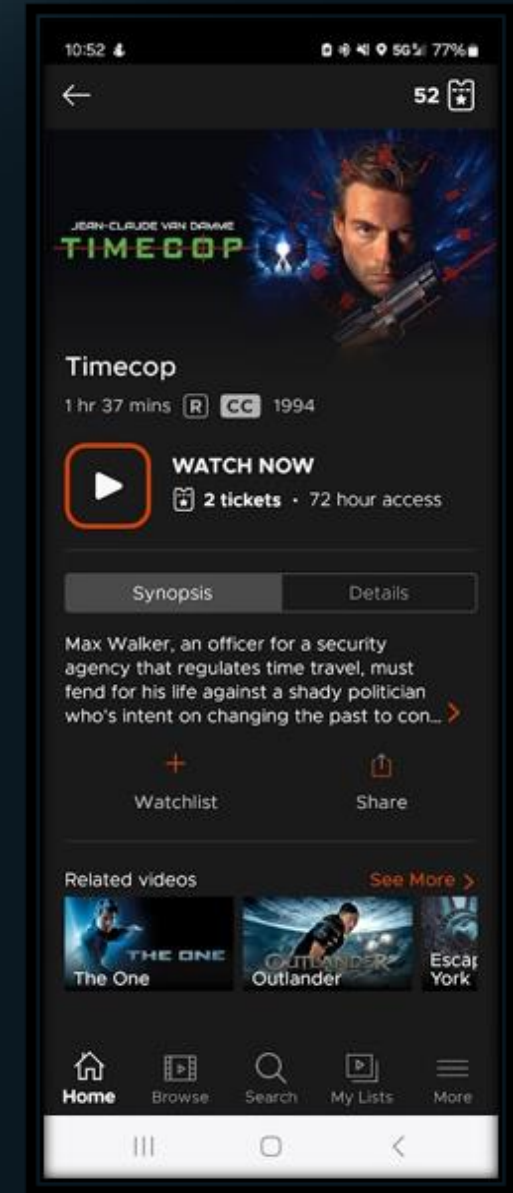
#### THE PERKS OF BEING A WALLFLOWER

A coming-of-age story that takes a sometimes heartbreaking, often hysterical, and always honest look at high school in all its glory, [The Perks of Being a Wallflower](#) is Stephen Chbosky's critically acclaimed and #1 New York Times bestseller debut novel. The story follows observant "wallflower" Charlie as he charts a course through the strange world between adolescence and adulthood. Caught between trying to live his life and trying to run from it, Charlie must learn to navigate those wild and poignant roller-coaster days



# 4 Use print marketing materials

Bibliothèque et Archives nationales du Québec (Canada)







# 5 Host Programs

## LeClaire Community Library (IA)

**Toddler Kanopy Playtime**  
 Friday, October 11  
 11:30 AM

Join Miss Ashe for a new program tailored to children ages 0-PreK! Using the library's free streaming service, Kanopy Kids, we'll be watching animated stories and other educational TV shows followed by playtime.

Friday, October 11 2024 11:30 am - 12:15 pm

- Storytime
- In Person
- Children (Ages 0-5)
- Community Room
- LeClaire Community Library  
 323 Wisconsin Street LeClaire IA 52753

[More Details](#)

## Danbury Public Library (CT)

**Learn About KANOPY the FREE App Danbury Library offers @Danbury Library**

**LEARN ABOUT LIBRARY APPS!**

HOOPLA ebooks, audiobooks and more!

KANOPY movies and television!

**Event Details**

Fri, May 24, 2024 at 2:00 PM [Add to calendar](#)

Danbury Public Library, 170 Main St, Danbury, CT, 06810

[More info here](#)

Did you know that you have free access to ebooks, audiobooks, movies, music and more with just your library card? Your Danbury Library card grants you access to several apps that provide free content right to your device of choice! Each week we'll discuss one of the main apps available at the library.

Week 1 - April 26, 2024: Libby/Overdrive

Week 2 - May 10, 2024: hoopla digital

Week 3 - May 24, 2024: Kanopy

Join us to learn how to take advantage of these apps today!

Register for the Kanopy session here: <https://danburylibrary.evanced...>

Interested Share



# The Film Library

## A Kanopy Podcast

A Kanopy-hosted podcast for film lovers. Listeners can enjoy on your library's Kanopy platform ticket-free. Also available wherever you get your podcasts.

Join hosts **Alonso Duralde** and **Daniel Thompson** as they explore the diverse universe of film and filmmaking. Each episode features a unique guest from various corners of the industry offering viewers an exclusive behind-the-scenes look at the art and craft of film.



Alonso  
Duralde



Daniel  
Thompson

[Listen to the podcast](#)

[Promote the podcast](#)



## Additional Marketing Resources

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[!\[\]\(4729e517bc6a7cd81c8025b9646574fb\_img.jpg\) Learn more about Kanopy](#)

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[!\[\]\(cbe80b694ebd74fcfe136a095b608235\_img.jpg\) Opt into emails](#)

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[!\[\]\(a03a7eb2f4046e1d3c76772003e549ea\_img.jpg\) Kanopy Getting Started webinar \(on-demand\)](#)

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[!\[\]\(cbe2492b119e39e02a1dab2af4a4b296\_img.jpg\) Kanopy how-to videos](#)

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# Chat



**What is one new Marketing strategy  
you will implement after this webinar?**



## Q&A

### **What makes Kanopy different from Libby (OverDrive) and/or Hoopla?**

Just like Libby is OverDrive's resource for digital books, audiobooks, magazines, and comics, Kanopy is OverDrive's Streaming Video-only resource. The Kanopy app can be used on phones, tablets, and other mobile devices, as well as on smart TVs and TV apps. There is also a web experience for Kanopy for use on laptops. Kanopy's public library collection includes over 31,000 films and tv shows.

Hoopla is another service libraries can offer and that experience includes several formats. Please note that Hoopla is not owned by OverDrive.



## Q&A

### **Can you tell us more about the updated episodic viewing periods?**

It will help to sustain and to continue to grow this highly popular category with quality and quantity content. Kanopy works with over 1,000 content suppliers and there is more consistency in the industry for a 7-day checkout term. This adjustment gives us more opportunity to expand the catalog of new content for your users. Also, on average, library patrons watch Kanopy series content in a 7-day, or less, window. With this update, we also expanded the 1 ticket/\$1 content from 30-minute run times to 1hr, which increases access at a lower cost to a wider range of content.



## Q&A

### **How does Kanopy determine which marketing materials to offer libraries? Do you have specific materials for Kanopy Kids?**

We create marketing materials and share them on our Kanopy Press page. The plan is to create them for the annual heritage months. We'll also be running a new editorial calendar January through September of 2025, celebrating a different genre/theme every month. We also offer dedicated Marketing resources for Kanopy Kids. Please reach out to your Account Manager if you have specific marketing needs that you'd like to discuss.

<https://press.kanopy.com/au-nz-public-libraries/>



## Q&A

### **Will the titles in the PLUS packages be changing more often?**

The titles in each PLUS pack refreshes quarterly. The next refresh will be in January. To get the most return on your investment, consider introducing PLUS packs to additional patrons to grow your audience.





## Q&A

### **Is the library able to customize curations, similar to what we can do in Libby/OverDrive?**

Custom curation is not supported at this time, but we will let you know if that changes in the future. The collections are currently updated on a regular basis by the Kanopy content team.



## Q&A

**Can we please be provided with an update on when Kanopy will be applying the Australian Classification Board ratings to content?**

We are currently working on sourcing reliable Australian Classification Board ratings for Kanopy content and plan to present those ratings to users once we have them.



## Q&A

**Are there any plans to add a section to Kanopy (both in the website and the app) where patrons can see ALL of the items that they still have time remaining on (whether they've finished watching them or not)?**

This work is not currently planned, but we appreciate hearing that it's something users want and will take this feedback into consideration when planning our roadmap.



## Q&A

### **Are there any planned updates/additions to Kanopy Analytics?**

While we are not actively working on any updates to analytics, we always welcome your feedback. If you have specific reporting needs, please reach out to your Account Manager and they'll be happy to help or pass on feedback to the Kanopy Product team.



## Q&A

**Will you ever integrate with ILS/LMS catalogs via API? If so, which ones are on the list?**

This is something we plan to explore, and we'll share additional details with partners in the future. Please stay tuned!



## Q&A

### **Are we able to block/suppress content in Kanopy?**

If you have questions about content included in your Kanopy platform, please reach out to your Account Manager.



## Q&A

**Do you allow library members from other libraries to use your Kanopy account to view content, or is it purely for your members?**

Access to Kanopy content is determined by the library's card membership and can be checked from the library's website.



## Q&A

### **What's the best way to share the amazing Kanopy service with our library patrons? What makes you stand out?**

We suggest libraries promote Kanopy to their patrons through via your library's website, email, print marketing, programming, and social media. Visit our Kanopy Press page for free marketing resources! <https://press.kanopy.com/au-nz-public-libraries/>

When promoting to your patrons, we recommend emphasizing that with Kanopy, you can watch thousands of films, TV series, documentaries, and kids programming, all on-demand and ad-free.



# Q&A: Live Questions



We'll send answers to questions we've not addressed along with the recording of this event.



## Q&A

### **Will the BBC documentaries be part of the British TV and Cinema PLUS package?**

We will have documentaries available in this package eventually. We update the packages quarterly.



## Q&A

### **Do you have many NZ magazines?**

If you have access to OverDrive Marketplace, you can browse the full collection of magazines under the Simultaneous Use section of the Shop drop-down. If not, please reach out to your Account Manager.

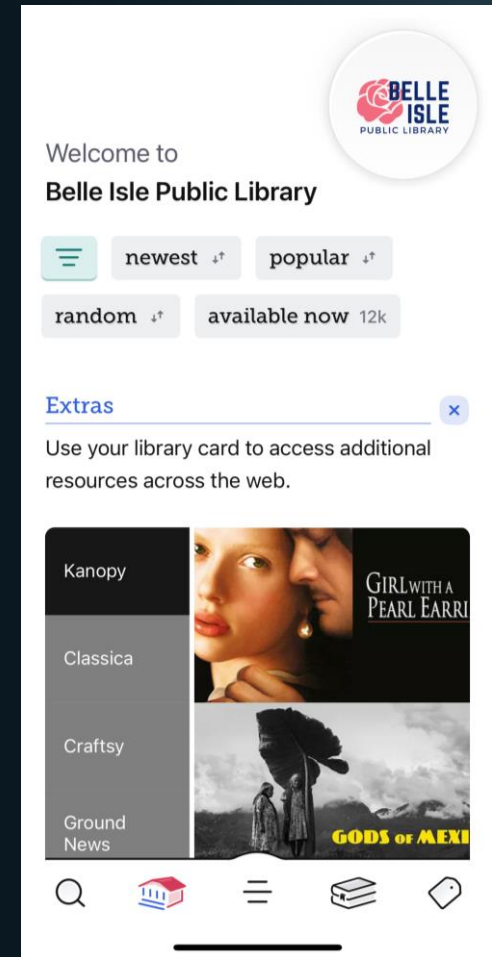
<https://marketplace.overdrive.com/Account/Login>



## Q&A

### Are there any plans to link Kanopy into the Libby app for those libraries that have both?

If your library offers Kanopy, it should appear under "Extras" on the home screen of your library's website in Libby. We're also exploring more integration options for the future.





## Q&A

**Are there training sessions for library administrators on how to access Kanopy statistics? Of interest includes how to access the magic reports, and a cost per customer report.**

We have a series of training videos for Kanopy that cover a variety of topics. Those can be found here:

<https://resources.overdrive.com/library/how-to-videos/kanopy/>

We also have this one specific to finding usage analytics:

<https://resources.overdrive.com/usage-analytics/>



## Q&A

**Can we use phrases like "watch for free" or "free of charge" in our promotion of Kanopy? Some other digital content providers don't like to see it...**

You're welcome to position it that way in your community. All of our content partners understand that their content is free of charge to patrons.



## Q&A

**Is there any way to get localised content rating on the movies? There has been discussion recently about correctly labelling digital content with M, MA etc.**

We are currently working on displaying Australian Classification Board ratings for titles, when ratings are available.



## Q&A

**When the classifications are on will we be able to limit access based on these. Eg no access to MA for under 15 members?**

At this time, there are no plans to limit content.





## LIVE POLL

# What section of today's Town Hall was most helpful to you?

(select all that apply)

Company Update

Content Update

Program Offerings

Product Update

Marketing

Q&A

# kanopy

Films that matter

## Thank you!



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