

# **IGNITE THE NEW AGE OF VIDEO**



**KANOPYSTREAMING.COM**

# Who we are

- Reach over **24 million students** across the globe
- **Thousands** of institutions as customers
- Offices in USA, Australia and Hong Kong
- Partnered with the world's **leading producers** and filmmakers

## press

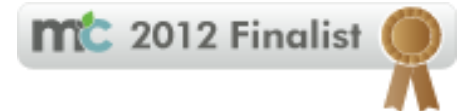
« Hope For Film  
**Truly Free Film**

*“the strongest player in the digital space targeting the education market.” – Ted Hope*

 **THE AUSTRALIAN** *“It is revolutionizing education.”*  
THE HEART OF THE NATION

**Mass.gov** *“an accelerating, high-impact business.”*

## awards



## partners



media education foundation  
documentary films. challenging media.

KINO LORBER  
incorporated

# Sustainable and Worthwhile Returns

Our commitment:

1. We will always give you the majority of every sale we make  
55% to you if we make the sale  
70% to you if you refer a sale to us
2. We promise never to sell licenses to your films in perpetuity. We only sell 1 or 3 year licenses
3. We ask for non-exclusive rights
4. We promise to never 'lump' your films in a large subject collection sale
5. We commit to striving for a sustainable economy in educational distribution

# Collaborative PDA Campaigns

Kanopy also offers a popular PDA purchase model (in addition to an upfront 1 or 3 year license sale). Customers can elect to have genre (eg Jewish Studies) or producer collections (eg First Run Feature Films) available on their video portal at no cost. Once any video has been viewed 4 times (30sec view or longer), a 1 year license is triggered.

Kanopy has a supplier outreach team dedicated to working with producers to share lists of customers that have elected to take your channel on PDA. We can then work together to organize awareness campaigns to professors and students to encourage them to watch and share the videos.

# Producer Channel

Kanopy will create a branded channel for you. Criterion Collection channel page below

The screenshot shows the Kanopy website interface for the Criterion Collection channel. At the top is the Kanopy logo and navigation links: 'How it works', 'Contact Us', 'Free Trial', a language dropdown, 'Dashboard', and 'Cart (0)'. Below this is a dark navigation bar with 'Browse Subjects', 'Browse Producers', a search bar, and a 'Search' button. The main content area has a breadcrumb trail: 'Home » Supplier channels » Criterion Collection/Janus Films'. Below the breadcrumb are 'View', 'Edit', and 'Delete' buttons. The title 'Criterion Collection/Janus Films' is displayed, followed by a 'Start your free trial now' button and the Criterion Collection logo. A paragraph describes the collection's dedication to gathering the greatest films from around the world. Below this, a section titled '21 collections from Criterion Collection/Janus Films' is shown. Three featured rows are visible: 'Recently Seen in Theaters' with four film thumbnails ('A Brief History of Time', 'A Hard Day's Night', 'The Battle of Algiers', 'Black Orpheus'), 'Silent Films from Charlie Chaplin & Harold Lloyd' with four film thumbnails ('City Lights', 'Safety Last!', 'Modern Times', 'The Freshman'), and 'International Silent Cinema' with four film thumbnails ('Pandora's Box', 'M', 'Passion of Joan of Arc', 'I Was Born, But...'). Each thumbnail includes the film title and 'from Criterion Collection/Janus Films'.

kanopy How it works Contact Us Free Trial Dashboard Cart (0)

Browse Subjects Browse Producers Search Tips Search

Home » Supplier channels » Criterion Collection/Janus Films

View Edit Delete

Criterion Collection/Janus Films

Start your free trial now

THE CRITERION COLLECTION

The Criterion Collection and Janus Films has been dedicated to gathering the greatest films from around the world and remain committed to publishing the defining moments of cinema by building a continuing series of important classic and contemporary films including the work of such masters of cinema as Renoir, Godard, Kurosawa, Cocteau, Fellini, Bergman, Tarkovsky, Hitchcock, Fuller, Lean, Lang, Dreyer, Eisenstein, Ozu, Buñuel and Powell.

21 collections from Criterion Collection/Janus Films

k Recently Seen in Theaters

A Brief History of Time from Criterion Collection/Janus Films

A Hard Day's Night from Criterion Collection/Janus Films

The Battle of Algiers from Criterion Collection/Janus Films

Black Orpheus from Criterion Collection/Janus Films

k Silent Films from Charlie Chaplin & Harold Lloyd

City Lights from Criterion Collection/Janus Films

Safety Last! from Criterion Collection/Janus Films

Modern Times from Criterion Collection/Janus Films

The Freshman from Criterion Collection/Janus Films

k International Silent Cinema

Pandora's Box from Criterion Collection/Janus Films

M from Criterion Collection/Janus Films

Passion of Joan of Arc from Criterion Collection/Janus Films

I Was Born, But... from Criterion Collection/Janus Films

# Producer Digital Website Sales

You can process 1 or 3 year license sales on your own webshop. Once an order is received, it is emailed to Kanopy for processing. You then pay Kanopy 30% royalties at the end of the quarter. See below for an example of MEF's website sales for Kanopy video licenses

The screenshot displays the Media Education Foundation (MEF) website. The header features the MEF logo and tagline "documentary films. challenging media." Below the header is a navigation bar with links: HOME, VIDEO STORE, BLOG, MATERIALS & RESOURCES, DONATE, ABOUT MEF, CONTACT US. A search bar and a shopping cart icon (0 items) are also present. The main content area is titled "video store" and includes a sidebar with categories: MY ACCOUNT, SHOPPING CART, NEW RELEASES, BESTSELLERS, SPECIALS, CATEGORIES: COMMERCIALISM, GENDER, HEALTH, POLITICS, RACE, ORDERING INFORMATION, RETURNS & EXCHANGES FOR FILMMAKERS, ORDER A CATALOG, and Login. The main product featured is "FEEDING FRENZY: The Food Industry, Marketing & the Creation of a Health Crisis". It includes a video player, a description, and pricing information. The DVD pricing is \$275.00 for College and University. The discounted pricing is \$150 for High School, Comm. College, Nonprofit, and others. The streaming rights are also listed, with a 7-day rental for \$50 and a 1-year license for \$150. A "Request a Full-Length Preview" button is available. The page also includes a "ShareThis" button and a "Login" button.

**media education foundation**  
documentary films. challenging media.

HOME VIDEO STORE BLOG MATERIALS & RESOURCES DONATE ABOUT MEF CONTACT US  
SHOP BY INTEREST SHOP BY SERIES TITLES A-Z GENDER HEALTH POLITICS RACE COMMERCIALISM  
DONATE TO MEF

**video store**  
VIDEO INDEX A-Z

MY ACCOUNT  
SHOPPING CART  
NEW RELEASES  
BESTSELLERS  
SPECIALS  
CATEGORIES:  
COMMERCIALISM  
GENDER  
HEALTH  
POLITICS  
RACE  
ORDERING INFORMATION  
RETURNS & EXCHANGES  
FOR FILMMAKERS  
ORDER A CATALOG  
Login

**FEEDING FRENZY**  
The Food Industry, Marketing & the Creation of a Health Crisis

Streaming & DVD now available  
Duration: 60 min  
IDBN: 1-92369-06-7  
Date Produced: 2013  
Subtitles: English  
Filmmaker Info  
Transcript  
Awards  
Praise for the Film  
ShareThis

**DVD PRICING**  
College and University: \$275.00  
1 ADD TO CART

**DISCOUNTED PRICING**  
High School, Comm. College, Nonprofit: \$150  
Additional discounts available for individual educators, public libraries & others.  
To receive discounted pricing:  
LOGIN or CREATE AN ACCOUNT

**STREAMING RIGHTS**  
Now Available!  
All customers: 7-day: \$50 Order ►  
College/University\*: 1-year: \$150  
ADD TO CART  
I agree to the [a la carte streaming terms](#).  
College/University\*: 3-year: \$350  
ADD TO CART  
I agree to the [a la carte streaming terms](#).

**REQUEST A FULL-LENGTH PREVIEW**  
Low-resolution previews are available upon request for purchase consideration.  
[Request a Preview](#)

\* A la carte streaming is currently only available to colleges and universities. All other customers can order 7-day rentals. High school customers, call 1.800.897.0089 to learn about subscriptions to streaming collections.



# Producer Marketing Campaigns

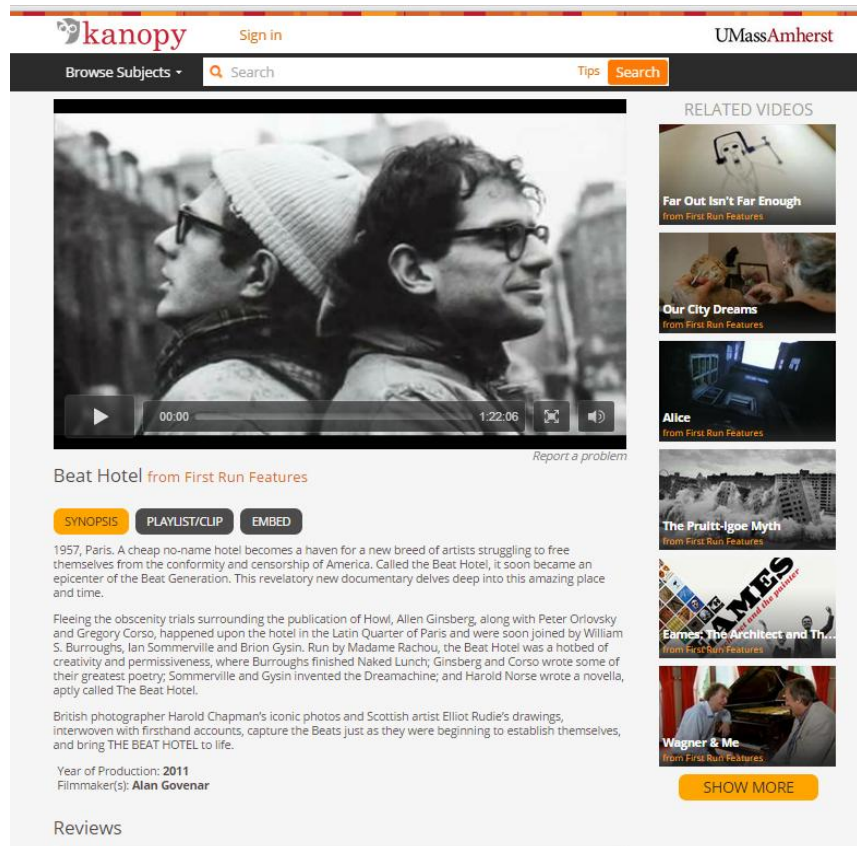
You can create your own marketing campaigns, and Kanopy will simply process any trials or orders you generate. Kanopy will manage all renewals. See below for a Stenhouse Publishers campaign currently in market generating 40 trials/day



The screenshot shows the Stenhouse Publishers website. The header includes the Stenhouse logo, a search bar, and links for 'My Account' and '0 Item(s)'. The main navigation bar lists 'Books & Videos', 'Authors', 'Free Resources', and 'About Stenhouse'. The left sidebar features a 'Streaming Stenhouse Videos' section with a 'Free 48 Hour Trial' and various subject categories like 'Classroom Management & Leadership', 'Literacy Collection', 'Small-Group and One-to-One Conferences', 'Teaching Mathematics', 'Teaching Reading', 'Teaching with Nonfiction', and 'Teaching Writing'. Below this is a 'Sign Up for Newslinks!' section with an email input field and a 'View Archive' link. The main content area is titled 'Streaming Stenhouse Videos' and features a large image of a classroom. The text below the image reads: 'A Front-Row Seat to Outstanding Teaching' and 'NEW Stenhouse Video Channel for Universities Powered by Kanopy'. It describes the video streaming service for colleges and universities, highlighting its accessibility and the quality of the content. A list of benefits is provided, including watching videos anytime, anywhere, on any device; creating clips and playlists; embedding videos into learning management systems; and access to powerful analytics. A final call to action at the bottom of the main content area says: 'Sign up for your FREE 48-hour trial to the entire Stenhouse video channel.'

# Related Videos

Kanopy's related video algorithm weighs titles by the same producer heavily, so they are often recommended by other titles from the same producer. This will increase the likelihood of your collection being played cohesively and offer the audience a logical synergy between video recommendations.



The screenshot shows the Kanopy website interface. At the top, there's a navigation bar with the Kanopy logo, a 'Sign in' link, and the 'UMassAmherst' affiliation. Below this is a search bar with a magnifying glass icon and a 'Search' button. The main content area features a large video player for 'Beat Hotel' from First Run Features. The video player shows a black and white still of two men, one wearing a beanie and glasses, the other with glasses. Below the video player, there's a synopsis, a 'PLAYLIST/CLIP' button, and an 'EMBED' button. To the right of the main video player, there's a 'RELATED VIDEOS' section with a list of recommended videos: 'Far Out Isn't Far Enough', 'Our City Dreams', 'Alice', 'The Pruitt-Igoe Myth', 'Eames: The Architect and The...', and 'Wagner & Me'. A large orange arrow points from the 'RELATED VIDEOS' section towards the main video player.

kanopy Sign in UMassAmherst

Browse Subjects Search Tips Search

Beat Hotel from First Run Features

REPORT A PROBLEM

SYNOPSIS PLAYLIST/CLIP EMBED

1957, Paris. A cheap no-name hotel becomes a haven for a new breed of artists struggling to free themselves from the conformity and censorship of America. Called the Beat Hotel, it soon became an epicenter of the Beat Generation. This revelatory new documentary delves deep into this amazing place and time.

Fleeing the obscenity trials surrounding the publication of *Howl*, Allen Ginsberg, along with Peter Orlovsky and Gregory Corso, happened upon the hotel in the Latin Quarter of Paris and were soon joined by William S. Burroughs, Ian Sommerville and Brion Gysin. Run by Madame Rachou, the Beat Hotel was a hotbed of creativity and permissiveness, where Burroughs finished *Naked Lunch*; Ginsberg and Corso wrote some of their greatest poetry; Sommerville and Gysin invented the Dreamachine; and Harold Norse wrote a novella, aptly called *The Beat Hotel*.

British photographer Harold Chapman's iconic photos and Scottish artist Elliot Rudie's drawings, interwoven with firsthand accounts, capture the Beats just as they were beginning to establish themselves, and bring THE BEAT HOTEL to life.

Year of Production: 2011  
Filmmaker(s): Alan Govenar

Reviews

RELATED VIDEOS

Far Out Isn't Far Enough  
from First Run Features

Our City Dreams  
from First Run Features

Alice  
from First Run Features

The Pruitt-Igoe Myth  
from First Run Features

Eames: The Architect and The...  
from First Run Features


Wagner & Me  
from First Run Features

SHOW MORE




# Recommend for Purchase

Any video that has not been licensed by an institution can be 'recommended for purchase' by any professor or student.

 [Sign in](#) STANFORD UNIVERSITY

[Browse Subjects ▾](#)  [Tips](#) [Search](#)

Watch this preview now



**The Revolutionary**

Recommend this video to your library

Full Name:

Email Address: \*

[Privacy Commitment](#)

[Add a reason](#)

[Recommend](#)

00:00 02:20

[Report a problem](#)


Preview of **The Revolutionary** from [Stourwater Pictures](#)

**SYNOPSIS**


Sidney Rittenberg arrived in China as a GI Chinese language expert at the end of World War II. Discharged there, he joined the Chinese Communist Party, and was an active participant in the Chinese communist revolution and its aftermath. An intimate of the Party's leadership, including Mao Zedong and Zhou Enlai, he gained prominence at the Broadcast Administration, one of the most important agencies of government. But in the convulsions of a giant country constantly reinventing itself, he twice ran afoul of the leadership, and served a total of 16 years in solitary confinement. He returned to the United States in 1980.

Rittenberg captivates the audience with his exceptional intellect, uncompromising honesty, and engaging personality. Over a five-year period, award-winning former-CBS journalist and China specialist, Irv Drasin, interviewed Rittenberg to produce a compelling, complex and unique understanding of the 20th century's biggest revolution. From Sid first meeting Mao in the caves of Yan'an, to his becoming famous and powerful during the Cultural Revolution, to his battling insanity in solitary, his journey and his profound insight illuminate a much greater history—a history few Chinese are aware of, let alone many Americans, told by


RELATED PREVIEWS




**Lon Marum**  
from [The Planet Spirits](#)




**Between the Devil and the Deep Blue Sea**  
from [Liquid Creations](#)




**The Return of Navajo Boy**  
from [Groundswell Educational Films](#)



**PORNLAND**  
How the Porn Industry Has Hijacked Our Sexuality  
from [Media Education Foundation](#)



**Root Hog or Die**  
from [Documentary Educational Resources](#)



# Conference Attendance

Kanopy attends nearly 20 conferences a year, including all the major library conferences where your films will be promoted.



# Marketing Collateral

Kanopy's marketing collateral which is distributed at site visits, conferences and catalog campaigns.



Enriching  
Learning  
Through the  
Magic of Film



New Kanopy  
Features

Paris, Texas  
Criterion Collection / Janus Films



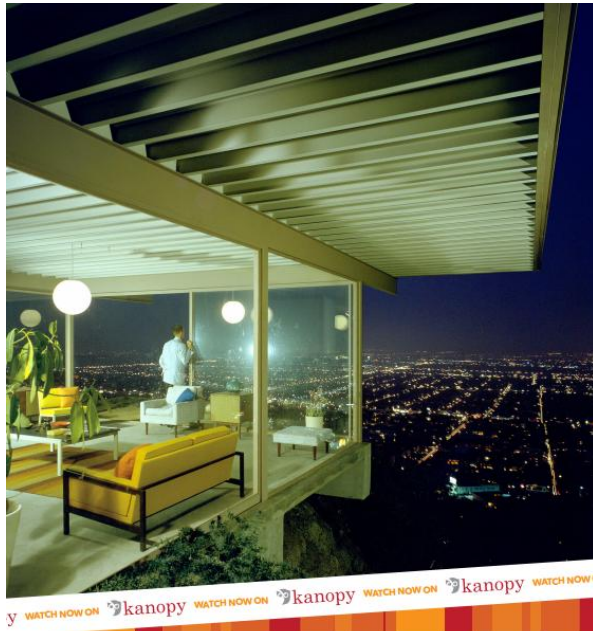
N is a Number  
Zala Films

Beat the Drum  
Z Production



# Point of Sale in Libraries

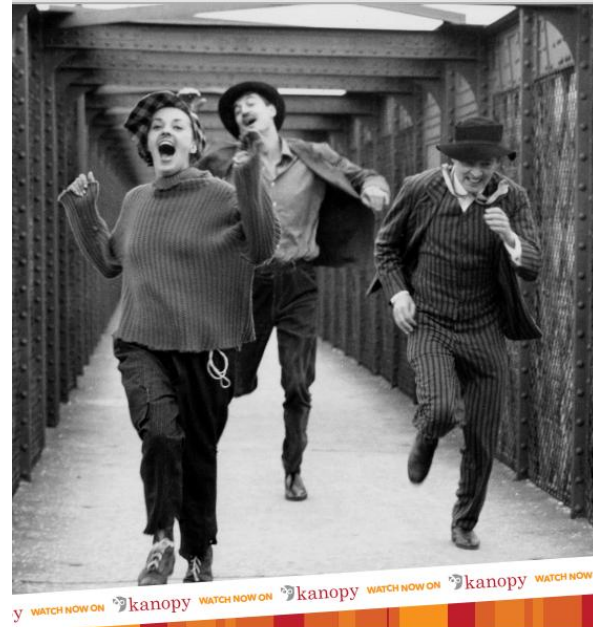
Kanopy produces POS for libraries to increase awareness of the platform on-campus.



## Visual Acoustics: The Modernism of Julius Shulman

Shulman Project Partners

Watch this great film and more at [umass.kanopystreaming.com](http://umass.kanopystreaming.com)



## Jules and Jim

Daedalus Productions, Inc.

Watch this great film and more at [umass.kanopystreaming.com](http://umass.kanopystreaming.com)

 kanopy



# Filmmaker Profiles

We propose to work together on interesting initiatives to ensure videos are not lost in the collection. Our aim is to reenergize the conversation about film in education, and let the filmmaker share the magic of their films directly with their audience.

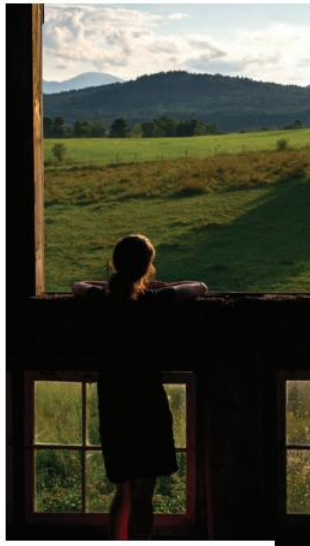


KANOPY FILMMAKER SERIES

**Beat the Drum**  
David McBrayer  
Z Productions




"I was in a taxi very late one night in Johannesburg, when an orphaned boy, only seven or eight years old, came up to my window. In an instant, the light changed and he was gone. But, I couldn't shake the image of that hungry, innocent boy alone on the streets. I made *Beat the Drum* to give a voice to the voiceless—when there's a tear in the human fabric we should all feel it. The film gives hope to a hopeless situation, it demonstrates how ignorance and fear can be overcome, and how one person can make a difference."




KANOPY FILMMAKER SERIES

**Here One Day**  
Kathy Leichter  
Two Suns Media



"*Here One Day* shows the impact of mental illness and suicide on a family—my own. The film brings people into our lives and portrays our real-life joys and challenges, tragedy and triumphs, love, loss, and recovery. It's so powerful sharing this film with others because by the end they feel like, 'Oh that could be me, or my father, sister, neighbor, colleague, patient or friend.' They see some aspect of themselves or someone they know, whether or not they have a similar story.

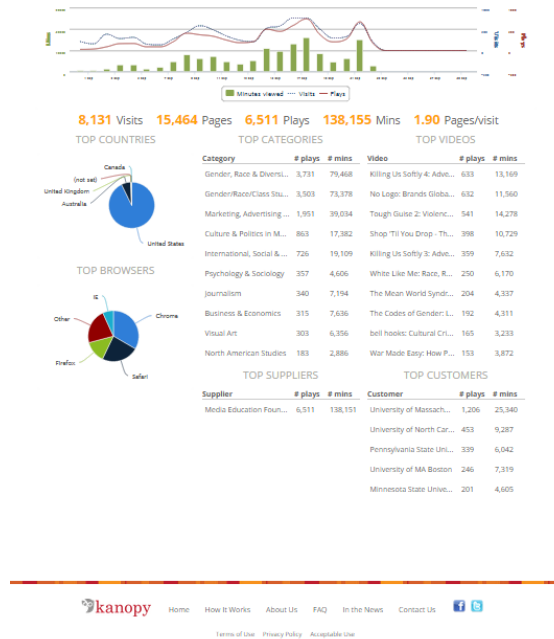
I truly believe the more we share, talk, write, and communicate about our experiences with mental illness and suicide, the generational legacies of pain and silence will weaken and the stigma that still exists will continue to melt away."



# Analytics

All your customer viewing behavior will be available to analyse on the your Kanopy Dashboard.

Kanopy is committed to supporting ongoing research in library's use and ROI for online video. We work with key libraries to support internal research and are happy to share these published papers.





# Thousands of customers including.....



Harvard University



Princeton University



DePaul University



University of  
Massachusetts



Pennsylvania State  
University



Duke University



University of Iowa



University of  
Rhode Island



Johns Hopkins  
University



University of  
Tennessee



California State  
University



Tufts University



Illinois State  
University



Syracuse University



Smith College



University of  
Wisconsin



Oklahoma State  
University



Williams College



Simmons College



University of  
Washington

