



## Academic Video Online: A Case Study

### University Statistics

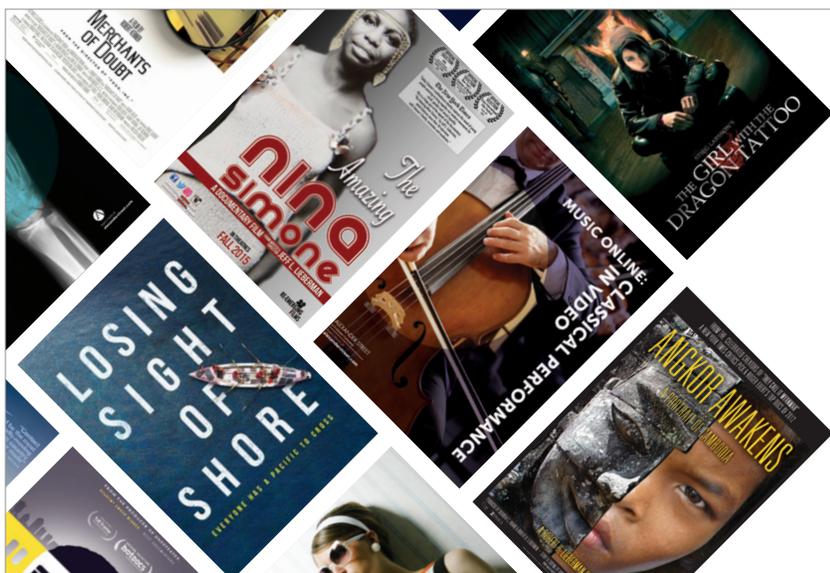
- R1 Carnegie classified
- Private university
- Located on the East coast (U.S.)
- Subscribing to Academic Video Online (AVON) since May 2017

### Why They Chose Academic Video Online (AVON)

AVON was chosen because the university librarians were interested in expanding the video streaming options available to them; in particular, they **needed more multi-disciplinary resources**. They were interested in streaming video generally and chose AVON because **they already had considerable confidence in Alexander Street products**.



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STREET**  
a ProQuest Company



“AVON is very diverse: the collection is large enough to accommodate study at all levels.”

### How They Use AVON

This university is supporting an increasing number of online-only students, but use of AVON is not confined to them. The librarians have discerned **a definite and increasing trend towards use of audio-visual products across the whole campus community** and are aware that the legacy collections “won’t hack it”.

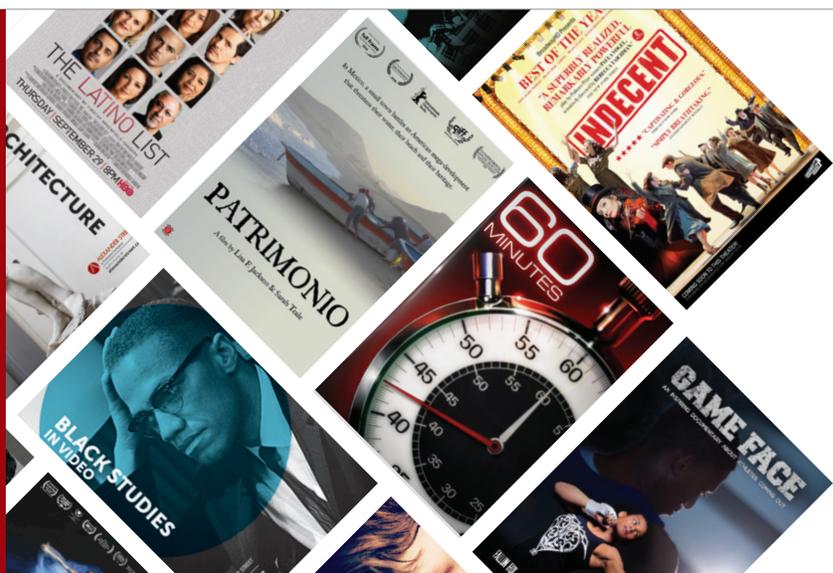
### AVON Usage

Although the library doesn’t keep detailed records of user profiles – there is more interest in broad trends than individual user analytics – the librarians believe that segregating user audiences into ‘undergraduate’ and ‘postgraduate’ can be misleading. **High usage depends much more on adoption by faculty of particular titles and sub-collections.** One of the librarians says, “**AVON is very diverse: the collection is large enough to accommodate study at all levels.**”

### Strong Platform Functionality

Currently AVON enjoys greater usage among the Humanities and Social Sciences communities, but this could change. **AVON is popular because it offers “impressive” options for the creation of lists of titles and clips from individual titles. It is user-friendly for faculty members,** which matters, “because of varying rates of adoption of new formats by faculty.” An internal project made a study of in-house video platforms and concluded that some of **AVON’s features were particularly well done.** “We were also helped by the fact that we already had some Alexander Street products on our platform and therefore some degree of familiarity with how it works.”

“Usability, accessibility, flexibility are all important to us—and, along with content, factored into our decision to subscribe to AVON.”



### Multidisciplinary, comprehensive video solution

AVON is unique in that it is the only large inter-disciplinary academic video collection with performances of music, dance, and opera, and not just documentaries. There are other collections from other vendors with performance content, but the advantage of having the content all in one place along with title-level indexing in our discovery service is valuable.

### The Flexible Business Model

Like most universities today, they have to cope with tight fiscal challenges. The flexibility of the AVON business model is therefore particularly appreciated. The librarians work hard to acquire packages that are going to be well-used and therefore provide excellent value for money – though they say that measuring expense as a ratio of use is not their only criterion, because “at times users gravitate towards a title that has developed iconic status” – there is instant brand-name recognition of certain titles. However, this in itself is helpful, as it creates confidence that they will be used.

Interested in learning more about Academic Video Online? Visit [here!](#)  
Try Academic Video Online **FREE** for 30 days!