

MAX VIDEO STREAMING POLICY

- PURPOSE:** The purpose of this policy is to establish standard practices that support classroom instruction and adhere to intellectual property rights outlined in US Copyright Code, especially the TEACH Act and the DMCA.
- POLICY STATEMENT:** Maxwell Library will stream media required for use in classrooms, for online courses, and as an iterative tool to augment course instruction. Media material that is not required for course content can be placed on Reserves. Streamed content is intended only for students enrolled in courses that instructors have requested such materials. **Streamed content can only be made available for student use through an approved College learning management system such as Blackboard or Moodle.** The Library prefers streaming media content it owns since library ownership includes some level of appropriate viewing rights. All other requests will be reviewed on a title-by-title basis for copyright compliance.
- The Library complies with U.S. Copyright Code and other related laws including but not limited to the Technology, Education and Copyright Harmonization Act (TEACH Act) and the Digital Millennium Copyright Act (DMCA).
- AVAILABLE TO:** The streaming media service is available to all Bridgewater State College classroom instructors, both full-time and part-time.
- VIEWING RIGHTS:** When purchasing videos or DVDs for instructional support, Maxwell Library attempts to purchase “educational use” viewing rights or its equivalent. “Educational use” is defined or described by the film distributor, vendor or individual copyright holder and is usually limited to use **only** in the classroom and **only** for instructional purposes. Items purchased with “Educational use” **cannot** be shown in venues outside of the classroom unless the instructor receives express written permission granted by the copyright holder to do so.
- NOTE:** There is no single standard for viewing rights. To view the specific rights for any visual media materials owned by the Library, consult the individual bibliographic record in the Library’s online catalog.
- GUIDELINES:**
- 1.) All videos and DVDs purchased by Maxwell Library are purchased with some level of viewing rights.
 - The content of all items owned by the Library can be streamed unless expressly prohibited by the viewing rights, law, or agreement with the copyright holder, film distributor or vendor.

- The content of all items owned by the Library can be made available for student use for an entire semester or for shorter, more specific timeframes.
 - The streamed content can be used simultaneously by an instructor for more than one class per semester and by more than one instructor for classes per semester.
- 2.) An instructor's personal copy of a video or DVD can be streamed **only once** and only for one ten-day period of time during the semester. The ten day timeframe is determined by the instructor. **NOTE:** If an instructor is the copyright holder, the Library must receive permission in writing to stream the content for more than ten days.
- Instructors are encouraged to submit requests to the Library to purchase video and DVD titles used for courses taught more than one time.
- 3.) A video or DVD purchased by another department, program or office may not have been purchased with educational viewing rights. For items that have not been purchased with the appropriate viewing rights, the Library will stream the content **only once** for one ten-day period of time.
- Departments are encouraged to submit requests to the Library to purchase video and DVD titles used for classroom instruction.
- 4.) Maxwell Library **will not** stream the content of items rented from a commercial provider such as Blockbuster or Netflix, items owned by other libraries, or when the level of viewing rights cannot be determined.

PROCEDURES:

- 1.) Please use the Max Video Streaming Request Form when requesting this service. <http://www.bridgew.edu/library/mvstremmin.cfm>
NOTE: Please allow two weeks for each request. All video and DVD items are streamed (digitized) in real time. That is, it takes 45 minutes to digitize a title with a running time of 45 minutes. If an instructor requests multiple titles, each is converted one at a time. Be aware, this is a popular service.
- 2.) Please review the guidelines BEFORE requesting this service.
- 3.) Once a title has been streamed, the instructor will be sent the corresponding URL for that title **via email**.
- 4.) The instructor is responsible for posting the URL to the class's Blackboard or Moodle site.
NOTE: Maxwell Library does not approve nor condone distribution of streamed media links via email or posting of links in any format other than a password protected Blackboard or Moodle site.
- 5.) Instructors must apprise students of copyright restrictions applicable to specific films, including but not limited to restrictions on capturing streamed content and distributing streamed content.
- 6.) All links to streamed content will be removed at the end of each semester or at the end of a specified period of time during the semester.

