

Video Streaming Service Meets Library Patrons' Multiple Needs for Entertainment, Research, and More

Access Video On Demand Helps Ocean County Public Library Connect with Its Community

CHALLENGE

Libraries needed to find ways to support their patrons during the pandemic with remote access to a wide range of content

SOLUTION

The Ocean County Public Library's subscription to *Access Video On Demand* from Infobase ensured that its 600,000+ patrons had unlimited access to 28,000 hours of streaming video content, across hundreds of subject areas and content categories.



Library: Ocean County Public Library
Location: Ocean County, New Jersey
Coordinator of Information Services: Elizabeth Cronin
Librarian: Matt Willbergh
Point Pleasant Beach Branch

Many public libraries have struggled to support their patrons' needs with remote access to services during the pandemic. But in Ocean County, New Jersey, the library's 600,000-plus members have enjoyed unlimited access to more than 28,000 hours of carefully curated streaming video content available on any device through a service called ***Access Video On Demand***, from **Infobase**.

With this comprehensive online service, students enjoyed accessible and citable sources for their school

projects. Teachers have had an engaging resource to support remote instruction. Patrons learned new skills, such as cooking with Julia Child, or they curled up with an old Bruce Lee movie or binge-watched a series such as *Chernobyl* or *Call the Midwife* for the evening. County librarians could even put together video playlists to engage patrons with special programming.



"We definitely saw a sizable bump in usage of the service last spring," says Matt Willbergh, manager of the Point Pleasant Beach branch of Ocean County Library, the largest public library system in New Jersey by population served. "When we closed in response to the pandemic, it was a very difficult and scary time. For our patrons to still be able to access library services from home was huge."

A Powerful and Versatile Online Streaming Video Resource

Access Video On Demand's easy subscription model offers simultaneous, unlimited access to more than 44,000 videos for a single fixed cost per library system—no hidden fees and no surprises.

Access Video On Demand is a subscription-based streaming videosevice for libraries, offering simultaneous, unlimited access to a collection of more than 44,000 videos for a single fixed cost per library system.

The videos include TED Talks, how-to videos, travel and fitness programming, award-winning documentaries from filmmakers such as Ken Burns, top-quality performances spanning the arts, biographies of history makers past and present, TV shows, movies, and more. Content producers include ABC News, NBC News, CNN, PBS, A&E, HBO, the British Broadcasting Corporation (BBC), and even organizations like the American Museum of Natural History.

The *Access Video On Demand* platform includes a mobile-friendly interface and a powerful search engine and browsing function. Users can search for videos across hundreds of subject areas and content categories.

All titles come with MARC records that make the videos searchable alongside all the books and other materials in a library's collection. All titles also come with public performance rights, giving libraries the ability to hold free public screenings. An administrative portal allows librarians to run, save, and export customizable usage reports.

Libraries can create playlists to curate video collections for patrons. They can upload their own video content as well. And with closed captioning, transcription services, and full language support through Google Translate, the service is widely accessible.



Useful for Individual Patrons and Library Programs Alike

“When you’re planning library programming, it’s nice to have a source of vetted video content that you can play legally with all associated copyrights.”

Elizabeth Cronin,
coordinator of information
services, Ocean County
Library.

While *Access Video On Demand* helped Ocean County Library continue to serve patrons with access to high-quality video programming even while branches were closed during the pandemic, the library’s use of the platform actually goes back many years. In fact, Ocean County has been using the service to create or enhance special library programming for more than a decade.

For instance, library branches have shown films from the collection and hosted a discussion afterwards. An information session on the music of Buddy Holly proved to be so popular that it attracted a standing-room-only crowd.

To make a recent grant-sponsored display on the Civil War more engaging and interactive, the library system played clips from Ken Burns’ documentary on this topic on a continuous loop for patrons who visited the display.

“When you’re planning library programming, it’s nice to have a source of vetted video content that you can play legally with all associated copyrights,” says Elizabeth Cronin, coordinator of information services for Ocean County Library.

Cronin says the service has proven to be extremely popular with students and educators as well as the general public.

“When we’ve done presentations to homeschool parent groups, *Access Video On Demand* always gets a lot of interest,” she adds.

From March 2020 through March 2021, Ocean County residents accessed more than 10,000 videos through the service. PBS and BBC Learning have been the most widely accessed content providers, and history, health, and travel have been popular topics.

Access Video On Demand “is a favorite of mine,” Cronin concludes. “We really appreciate having the service.”



About *Access Video On Demand*

It's the *must-have* video resource for patrons and learners of all ages, cord cutters, DIYers, library programming, and more.

About *Access Video On Demand*

Access Video On Demand's fully responsive, mobile-friendly platform provides patrons with the content, tools, speed, and performance that today's online experience demands.

Access Video On Demand offers public libraries an expansive, patron-friendly collection of thousands of high-quality videos that complement and enhance your library's content offerings. We bring your patrons exceptional content from around the world that they may never have had the opportunity to see: from Oscar®, Emmy®, and Peabody Award-winning documentaries, to how-to programs that make life easier and richer, top-quality performances spanning the arts, biographies of history-makers past and present, a variety of TV shows and movies, homeschool and student research titles, and much more. It's the must-have video resource for patrons and learners of all ages, cord cutters, DIYers, library programming, and more.

Contact us today to learn how *Access Video On Demand* can help your library meet all your patrons needs: (800) 322-8755 or PubLibOnline@Infobase.com.

For a free trial, go to: www.infobase.com/Trial

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About Infobase

Infobase provides students, educators, librarians, patrons, and parents with the broad range of solutions they need to inspire, enable, and inform *lifelong learners*.

About Infobase

Infobase, a Centre Lane Partners portfolio company, is the esteemed provider of the Infobase Media Cloud and the Infobase Learning Cloud, which deliver award-winning multimedia reference content, online tools and technology, and training solutions to the school, academic, and public library communities.

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