



Kanopy Streaming Video Service Database Review Three-Year Performance Review (2023-2025)

Kanopy Annual Investment: \$18,000 (funded by the OWWL Library System)
Service Annual Renewal: December 2025

Summary

Kanopy has demonstrated strong user engagement and consistent usage patterns since its launch in September 2023. Despite a 12.5% cost increase in 2025 (\$16,000 to \$18,000), the service shows improved engagement metrics and cost-effectiveness. The platform has established itself as a valuable resource with steady monthly usage and improving user behavior patterns.

Service Overview

- **Launch Date:** September 2023
 - **Service Type:** Year-to-year streaming video through OverDrive
 - **Cost Structure:**
 - 2023-2024: \$16,000/year
 - 2025: \$18,000/year (12.5% increase)
 - **Data Period:** September 2023 - June 2025 (22 months)
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Usage Analytics

Overall Performance Metrics

Total Usage (September 2023 - June 2025):

- **Total Visits:** 57,023
- **Total Pages:** 73,695
- **Total Plays:** 12,066
- **Total Minutes:** 311,395 (5,190 hours)
- **Average Pages/Visit:** 1.29
- **Average Plays/Visit:** 0.21

Year-over-Year Analysis

2023 (Sept-Dec, 4 months)

- Total Visits: 20,086
- Monthly Average: 5,022 visits
- Total Plays: 2,229
- Total Minutes: 46,682
- Cost per Play: \$7.18
- Cost per Hour: \$20.58

2024 (Full Year)

- Total Visits: 38,705
- Monthly Average: 3,226 visits
- Total Plays: 8,509
- Total Minutes: 190,445
- Cost per Play: \$1.88
- Cost per Hour: \$5.05

2025 (Jan-June, 6 months)

- Total Visits: 18,318
- Monthly Average: 3,053 visits
- Total Plays: 5,094
- Total Minutes: 126,042
- Projected Annual Cost per Play: \$1.77
- Projected Annual Cost per Hour: \$4.29

Trend Analysis

Usage Patterns

Seasonal Trends:

- Initial launch period (Sept-Oct 2023) showed exceptionally high usage

- November-December patterns suggest lower usage during holiday periods
- Spring months (March-May) consistently show strong engagement
- February 2025 marked the highest single-month play count (1,044)

Engagement Quality Improvements:

- Pages per visit increased from 1.19 (2023 avg) to 1.35 (2024 avg) to 1.47 (2025 avg)
- Plays per visit improved from 0.11 (2023 avg) to 0.21 (2024 avg) to 0.30 (2025 avg)
- Average viewing time per play increased from 10.4 minutes (2023) to 22.4 minutes (2024) to 24.7 minutes (2025)

Monthly Performance Highlights

Best Performing Months:

1. October 2023: 8,844 visits, 919 plays
2. January 2024: 5,123 visits, 909 plays
3. March 2025: 2,751 visits, 1,046 plays (highest plays-to-visits ratio)

User Engagement Trends:

- 2023: Users averaged 1 page view per visit, minimal video plays
- 2024: Steady improvement in engagement depth
- 2025: Significant jump in content consumption (38% more plays per visit than 2024)

Cost-Effectiveness Analysis

Return on Investment

Cost per Usage Metrics (Annualized):

Year	Cost per Visit	Cost per Play	Cost per Hour
2023	\$3.19	\$7.18	\$20.58
2024	\$0.41	\$1.88	\$5.05
2025*	\$0.49	\$1.77	\$4.29

**2025 figures are projected based on 6-month data*

Value Proposition:

- Cost per hour of content consumed has decreased 79% since launch
- Despite 12.5% price increase, cost-effectiveness continues to improve
- Each dollar now generates approximately 17 hours of viewing time

User Behavior Insights

Engagement Depth

- **2023:** Users primarily browsed (1.19 pages/visit) with minimal video consumption
- **2024:** Established browsing patterns with moderate engagement (1.35 pages/visit)
- **2025:** Strong content engagement (1.47 pages/visit, 0.30 plays/visit)

Content Consumption

- Average video length appears to be 20-25 minutes based on minutes/plays ratio
- Users are increasingly likely to complete videos (longer average viewing times)
- Browse-to-play conversion rate has tripled since launch

Strengths and Opportunities

Strengths

- Consistent monthly usage with 3,000+ visits per month
- Improving user engagement metrics year-over-year
- Strong cost-effectiveness despite price increases
- Established user base with predictable usage patterns

Areas for Growth

- November 2024 shows data anomaly (0.018 plays/visit vs. typical 0.18-0.30)
- Potential to increase average monthly visits closer to launch levels
- Opportunity to leverage seasonal trends for targeted promotion

System-Wide Strategy

Short-term (2025)

1. **Monitor Usage Trends:** Track whether current engagement improvements continue
2. **Seasonal Programming:** Develop targeted content promotion during traditionally slower months (position at System could create this content)
3. **User Education:** Implement tutorials to help new users discover content more effectively

Long-term (2026 and beyond)

1. **Cost Justification:** Current metrics support renewal despite increase to cost
 2. **Usage Goals:** Target 3,500+ monthly visits to maximize ROI
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Conclusion

Kanopy has successfully established itself as a valuable library resource with strong user engagement and improving cost-effectiveness. The service demonstrates excellent value at \$18,000 annually, with users consuming over 5,000 hours of content and showing increasingly engaged behavior patterns. The upward trend in engagement quality, combined with consistent usage levels, supports continued investment in this platform.

I believe OWWL Library System should review this as the service demonstrates strong ROI and improving user engagement metrics that justify the increased cost.