



# SWANK MOVIE LICENSE SURVEY ANALYSIS

## Executive Summary

The Central Library explored purchasing a System-wide Swank movie license for all 42 member libraries in the OWWL Library System, funded by reallocating approximately \$13,000 from Central Library's non-fiction OverDrive collection. A survey was conducted with member library directors to assess interest and feasibility.

**Key findings:** While 20 of 22 respondents expressed initial interest in using a System-wide license, support declined significantly when funding mechanisms were explained. Only 4 libraries remained supportive of the OverDrive reallocation, while 18 libraries expressed concerns or uncertainty about the funding trade-off. Additionally, only 8 libraries indicated willingness to subsidize OverDrive to maintain current collection levels.

**Financial analysis reveals the proposal would not generate System-wide savings.** The per-library cost (\$310) exceeds current individual license renewal rates for most libraries. Combined with limited support for the funding mechanism and potential future cost risks, the survey results are insufficient to support proceeding with this initiative.

## Background

The Central Library is exploring purchasing a **System-wide Swank movie license** for all 42 member libraries in the OWWL Library System. Currently, approximately half of member libraries hold individual Swank licenses. The proposed System-wide license would allow every library to legally show movies from Swank-covered studios for **indoor programs only**.

To fund this license, approximately \$13,000 would be reallocated from Central Library's current **non-fiction eBook and audiobook purchases in OverDrive**. This reallocation would likely require individual libraries to contribute additional local funds to maintain current OverDrive non-fiction collection levels.

**22 member library directors completed the survey** requesting feedback on whether a System-wide movie license should be pursued. Directors who have not yet completed the survey may share feedback by contacting Ron directly.

## Participating Libraries

22 libraries participated in the survey:

1. Allens Hill Free Library
2. Bristol Library
3. Caledonia Library Association
4. Clifton Springs Library
5. Cordelia A. Greene Library
6. Dansville Public Library
7. Geneva Public Library
8. Honeoye Public Library
9. Livonia Public Library
10. Macedon Public Library
11. Ontario Public Library
12. Palmyra Community Library
13. Perry Public Library
14. Red Creek Free Library
15. Rose Free Library
16. Sodus Community Library
17. Stevens Memorial Community Library
18. Victor Farmington Library
19. Wadsworth Library
20. Warsaw Public Library
21. Williamson Public Library
22. Wood Library Association

## Survey Results

### Current License Usage

- **Current license holders:** 14 libraries
- **No current license:** 7 libraries
- **Unsure:** 1 library

### Usage frequency among current holders:

- Occasionally (3-5 times/year): 8 libraries
- Regularly (6+ times/year): 6 libraries

### Interest in System-wide License

- **Would use System-wide license:** 20 libraries
- **Unsure about using:** 2 libraries
- **Would not use:** 0 libraries

## **Impact of Funding Reallocation**

When informed the license would be funded by reducing Central Library's OverDrive non-fiction contribution:

- **"This makes me less interested"**: 7 libraries
- **"I'm unsure"**: 11 libraries
- **"This doesn't change my opinion"**: 4 libraries

## **Willingness to Subsidize OverDrive**

If non-fiction OverDrive content were reduced, libraries' willingness to contribute funds to maintain current levels:

- **"Yes"**: 8 libraries
- **"No"**: 4 libraries
- **"Unsure"**: 10 libraries

## **Programming Preferences**

### **Most requested program types:**

1. Children movie programs (popular winter/holiday breaks): 15 responses
2. Adult programs: 11 responses
3. Teen programs: 10 responses
4. Family programs: 8 responses
5. Themed movie nights: 6 responses

## **Attendance Patterns**

### **Typical program attendance:**

- 6-10 patrons: 6 libraries (most common response)
- 11-15 patrons: 5 libraries
- 16-20 patrons: 4 libraries
- 21+ patrons: 3 libraries
- 1-5 patrons: 2 libraries

## **Indoor Programming Adequacy**

- **Indoor-only coverage would be useful**: 21 libraries
- **Unsure**: 1 library

## **Financial Analysis**

## Cost Comparison

- **System-wide license cost:** ~\$13,000 annually
- **Cost per library:** ~\$310 (\$13,000 ÷ 42 libraries)
- **Current individual license renewal rates:** Most libraries pay less than \$310

**The group rate would not generate System-wide savings** as the per-library cost exceeds what most libraries currently pay for individual licenses.

## Future Cost Considerations

1. **License renewal risk:** If the System-wide license is not renewed due to Central Library Aid, libraries reverting to individual licenses cannot be guaranteed their current rates and may face higher costs.
2. **OverDrive subsidy costs:** Libraries choosing to subsidize OverDrive to maintain collection levels would likely pay more than their current individual Swank license costs, due to proportional OverDrive usage costs and upward circulation trends.

## OverDrive Collection Impact

Electronic media circulation, including non-fiction OverDrive content, shows consistent upward trends.

Reallocating \$13,000 from this collection would significantly affect offerings. Individual library contributions to offset this reallocation would be proportional to their OverDrive usage.

## Key Findings Summary

### Interest vs. Funding Reality

- **Initial interest:** 20 libraries would use a System-wide license
- **Support after funding explanation:** Only 4 libraries maintained unchanged opinions about the proposal
- **Funding concerns:** 18 libraires became less interested or unsure when reallocation discussed OverDrive

## Financial Sustainability Challenges

- **Limited subsidy willingness:** Only 8 libraries willing to subsidize OverDrive
- **Majority uncertain:** 14 libraries either unwilling (4) or unsure (10) about contributing funds
- **No cost savings:** System-wide approach would cost more per library than current individual licenses
- **Potential loss of savings:** Implementing a System-wide approach carries the risk of reduced savings, as not all libraries may opt to use movie licensing.

## Programming Value

- **High utilization among current holders:** 14 libraries already use Swank licenses regularly
- **Diverse programming needs:** Strong interest in children's, adult, and teen programming
- **Adequate coverage:** 20 libraries find indoor-only licensing sufficient for their needs

## Conclusion

Survey results reveal a significant gap between initial interest in a System-wide Swank license (20 libraries) and support for the proposed funding mechanism (4 libraries). The financial analysis indicates the proposal would not achieve cost savings for libraries within the OWWL Library System, with per-library costs exceeding current individual license rates.

**The survey results are insufficient to support proceeding with this initiative.** As this represents a significant funding decision, a majority of member library directors must favor the funding reallocation. Current data shows 18 of the responding libraires have concerns about or are uncertain regarding the proposed funding approach.

Libraries interested in Swank licensing may wish to continue with individual licenses, which offer cost advantages and flexibility without impacting System-wide OverDrive collections.