



# STREAM AND MONETISE

*On demand streaming service Kanopy allows filmmakers to control their distribution, identify and connect directly with their audience and create a sustainable business for their films, Kanopy CEO, Olivia Humphrey says.*

**O**n demand streaming service Kanopy has a distribution model which gives the majority share of each sale back to the filmmaker - at least 55 per cent return with no deductions.

The company provides students and faculty access to more than 26,000 films globally through a model where institutions only pay for films watched.

Kanopy chief executive, Olivia Humphrey, says the company provides educational institutions access to one of the largest collections of films in the world.

"Including award-winning

documentaries, training films and theatrical releases - on every topic imaginable - from large suppliers like Roadshow Entertainment, Madman Entertainment as well as small independent filmmakers," she says.

"Kanopy streams to over 2,500 educational institutions globally, including nearly all Australian and NZ University Libraries, including University of Sydney, UNSW, Monash and the University of Melbourne. In the USA, Kanopy streams to over 1,500 universities and colleges including Stanford, Harvard, Princeton and Penn State University."

Humphrey says Kanopy has a



*Kanopy chief executive, Olivia Humphrey,*

sophisticated analytics portal so filmmakers can log in to view live audience statistics.

"They can see which institutions are watching, where, what device, if students have commented or rated their films along with other rich data," she says.

"We are finding the filmmakers are using this data to better understand their audience and in turn, creating new sales and marketing opportunities for their films.

Humphrey says Filmmakers can start controlling their distribution channels better using Kanopy. They can identify and connect directly with their audience and create a sustainable business for their films, regardless of how niche their audience is.

"By having a direct relationship with their viewers, savvy filmmakers can monetise their films more effectively and sustainably - even if they only have a small audience,"

"I think the biggest challenge for Australian streaming companies is accessing content. Currently the Australian market is very fragmented and users need to subscribe to a number of different streaming platforms to access all the content they wish to watch.

"At the same time, competing with Netflix will be difficult as Netflix has a powerful position, producing their own strong content and moving away from third party productions creating a unique opportunity for Australian streaming providers to fill the gap. **i**

## SUBMIT YOUR FILM

on demand streaming video for educational institutions

**Kanopy** is an on demand streaming video service for educational institutions worldwide that provides 12 million students and faculty with access to more than 26,000 films

► **Join leading suppliers and filmmakers, including**

Madman Entertainment  
Umbrella Entertainment  
Entertainment One  
Roadshow Films

► **Filmmaker benefits**

Non-exclusive agreements  
55 - 70% returns  
No deductions  
Audience viewing dashboard

For more information on how to submit your film visit  
[www.kanopystreaming.com](http://www.kanopystreaming.com)

