

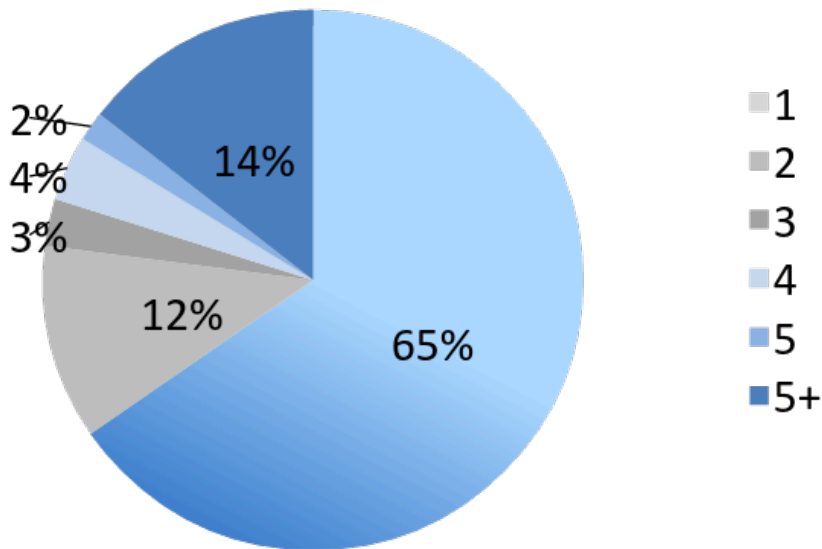
How Shall We Report ROI on Video? Can We?

- 1. Usage: COUNTER, Stats, etc.**
- 2. Usage: Altmetrics ...**
- 3. Impact: One View, 500 Students?**
- 4. Long-tail: Who Decides When a View Is No Longer a View Worth Paying For?**

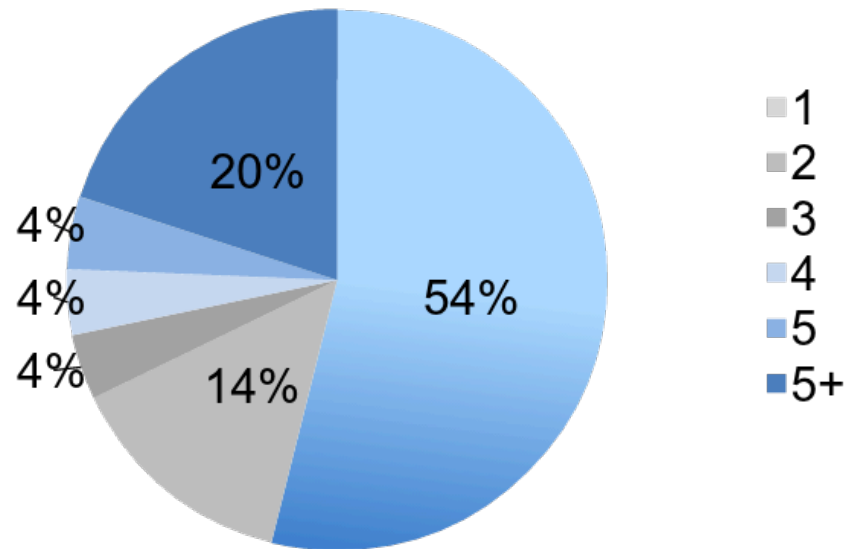
We Buy Only What We Use A Lot

% of films watched by number of plays (in a prescribed window ...)

Umass

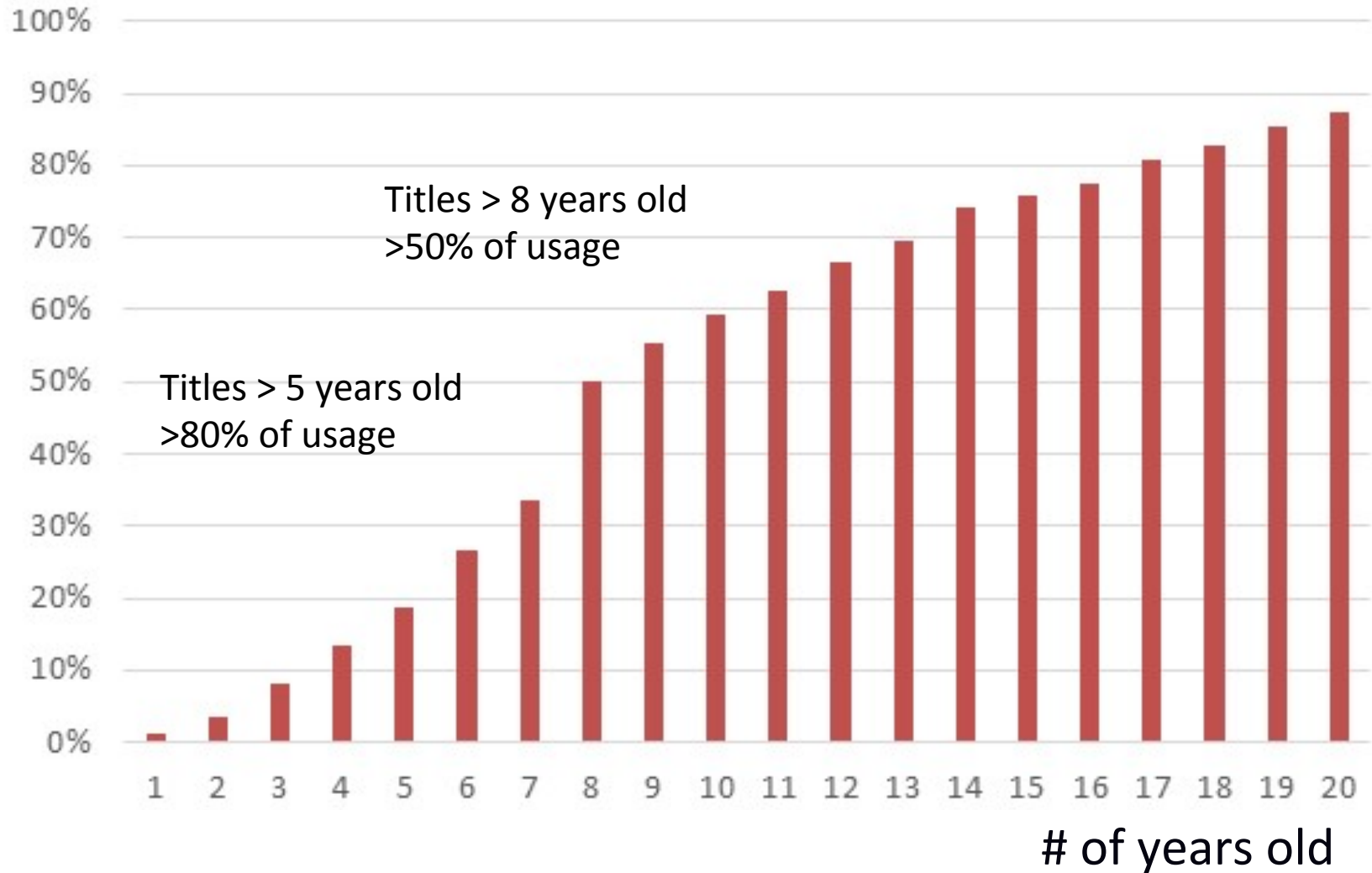


Simmons



Top quality content has lasting meaning

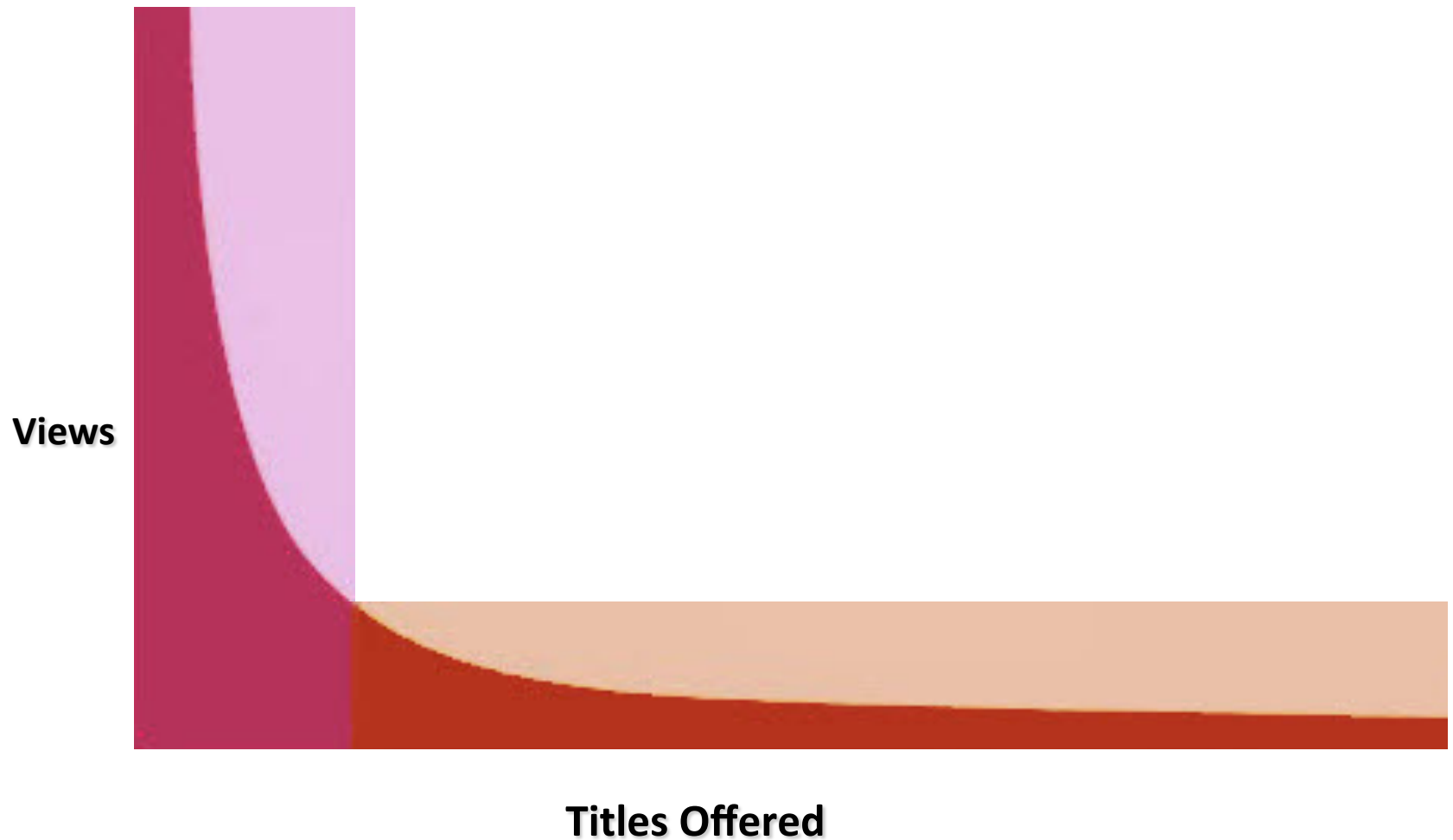
% of Usage





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The Long Tail Offers the Opportunity to Explore the Ebb and Flow of Use That Cannot Be Measured in a Short Window.





Summary: A More Nuanced View on Reporting ROI

1. Raw Usage Data Only? Develop Your Own Metrics ...
2. Know Your Faculty Using Video for In-Class Presentations
3. Remember That There is Meaningful Usage Down the Long-Tail. Know Where These Uses Are