



Date June 26, 2012

RE Bullfrog Films Proposal (July 2012- July 2013)
Licensing Streaming Video to VALE Members
NJVid Commercial Video Collection Master Agreement

Attached is the Proposal from Bullfrog Films for Licensing Streaming Video to VALE Members (Virtual Academic Library Environment) in New Jersey through the statewide digital video portal NJVid. The VALE consortium is comprised of 53 higher educational institutions. NJVid is hosted by the New Jersey Higher Education Network.

The Proposal is for the academic year July 2012 to July 2013.

Each institution is responsible for licensing the respective titles from Bullfrog Films. The videos are hosted and streamed from the NJVid portal. Licensing Agreements are between Bullfrog Films and each individual institution of higher education.

Bullfrog Films price quotation:

License for life of the file format (CODEC) digital streaming rights

One site ~ list price of the DVD
2-4 sites ~ 15% discount
5-9 sites ~ 20% discount
10-19 sites ~ 30% discount
More than 20 sites ~ 40% discount

If the VALE member does not currently own the DVD, the price is \$95 for the hard copy.

For more information, please contact Elizabeth Stanley, Bullfrog Films, 800-543-3764.
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