



Proposal for Licensing Videos to Stream

Submitted To: Digital Media Committee, VALE

Date Submitted: June 11, 2012

In response to the RFP of June 6, 2012, PBS Distribution is submitting the following proposal for the upcoming academic year (July 2012 – July 2013) so that its selected digital media content is available via streaming video through the VALE (Virtual Academic Library Environment) digital video portal NJVid.

Discounts provided in this proposal are for participating institutions in the Digital Media Committee of VALE. Each participating institution will be responsible for licensing titles directly from PBS Distribution, but licensed titles will be hosted and streamed from the NJVid portal.

Proposal:

PBS Distribution offers thousands of titles in our digital catalog (see attached). These titles include a digital file (in your choice of MPEG4 or Flash format) and a three-year digital rights license. Our standard digital licensing fee per title is \$400 for a 60-minute title for use at one institution. All titles include closed captioning.

For participating institutions in the VALE digital video portal program with NJVid, PBS Distribution is offering the following discount structure:

	1-5 Institutions	6-15 Institutions	16-25 Institutions	26 + Institutions
1 – 25 titles	5% discount off entire order	10% discount off entire order	20% discount off entire order	30% discount off entire order
26 titles	10% discount off entire order	20% discount off entire order	30% discount off entire order	40% discount off entire order
50 titles	20% discount off entire order	30% discount off entire order	40% discount off entire order	50% discount off entire order

Terms:

- A current catalog of digital titles and prices is attached to this proposal. The most current catalog can always be found at www.shoppbs.org/teachershop/digital. The VALE discounts indicated above will be applied to the entire order, based on prices and availability indicated in the most current catalog.
- Discounts will only be available to those institutions included on the list of intended buyers that VALE will provide to PBS Distribution no later than August 15, 2012. Buyers not on this list will not be eligible for the discounts.
- Buyers should indicate that they are an approved VALE buyer for the 2012-2013 academic year when contacting PBS Distribution to place an order. PBS Distribution will confirm that buyer is on the approved list before extending discounts.
- All buyers must sign PBS Distribution’s standard licensing agreement (see attached sample) in order to license a title.

Respectfully submitted,

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