

Swank Digital Campus

Streaming Video Subscriptions

Preview Date: 11 November 2016

Recommendation	Comprehensive Review Recommended
----------------	----------------------------------

Owned by Swank Motion Pictures, Inc., Swank Digital Campus is intended for educators who want to supplement their teaching with films in their face-to-face or online class. Swank Digital Campus has exclusive rights to 20,000 films from most major Hollywood studios, except 21st Century Fox and Disney. With a free app downloadable from iTunes or Google Play, films are accessible on mobile devices, such as smartphones and tablets.

Method

Two reviewers spent a combined total of twenty hours examining Swank Digital Campus' demo site and user interface, reading relevant reviews and vendor materials. Due to the fact that the demo site restricted viewing to one or two minute segments of films and documentaries, the reviewers are not able to comment on some aspects of this product such as playback quality for full-length feature films.

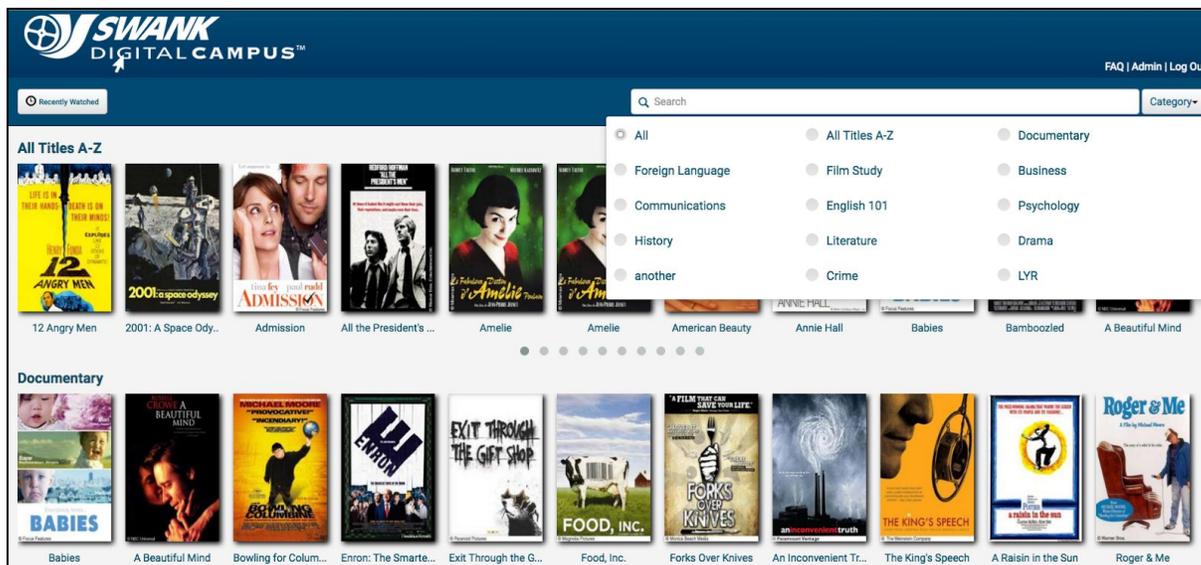
Preview

- **Content**

Swank Digital Campus is a streaming video service providing digital access to theatrical films and movies for non-theatrical settings (educational institutions such as colleges and universities, K-12 schools, and libraries). The Swank Digital Campus collection includes up to twenty thousand films from every major Hollywood studio with the exception of 21st Century Fox and Disney as well as a collection of about four hundred foreign films. Libraries or other institutions subscribing to this service can select titles they wish to license. The license comes with public performance rights which allow for various access of viewing, including viewing by a single student, viewing in a classroom setting, or screenings of films for an entire campus. There is unlimited access to films from on and off-campus.
- **Interface**

A link to the Digital Campus landing page takes a user to an attractive-looking page with thumbnail images of movies. Users can browse through an A-to-Z listing of all titles held in the library collection or browse film titles by genre, by category (Crime, Documentary,

Drama, Foreign Films) or by academic subject (business, communications, psychology, literature, etc.) The search box provided allows users to search by title, but advanced searching (which would permit users to search by multiple fields) is not available. The interface seems to be geared toward known-item searches. Users will also find that there is no citation tool provided.



MARC records that have been added to a library's catalog include a link that can be used to access the title directly.

- **Accessibility**

Because this is a streaming video product, the reviewers determined the extent of closed-captioned content to evaluate this product on accessibility. According to the vendor, most popular titles are closed-captioned, and if a film is not closed-captioned, captions can be added within a two-week period. The FAQ in the database states that closed-captioning can be turned on by clicking on the gear icon on the lower right-hand corner of the video player. However, the reviewers who were using the demo version of this platform were not able to locate the gear icon mentioned.

- **Support**

Films that are added to an institution's account can be accessed through a link or HTML code that can be embedded in a web page or Learning Management System (LMS). Swank Digital Campus' license requires access via IP authentication or any password-protected environment such as an LMS like Blackboard, Canvas or Moodle. MARC records for individual film titles can be added to a library's ILS, but to date, the service provides MARC records for only about 300 of the titles in the Digital Campus collection. Records can be customized by the vendor on request and statistics on use are generated by Google Analytics.

In terms of end user technical requirements, Digital Campus users can view films on PCs that have operating systems [currently supported by Microsoft](#). Supported browsers include Internet Explorer/Microsoft Edge, Google Chrome, and Firefox. Mac users must have a currently supported Apple operating system (plus the 2 previous versions). Digital Campus content can be played on a mobile device using the Swank Media Player download available for free through the Apple iTunes or Google Play store. This platform makes films accessible on mobile devices such as smartphones and tablets.

Although Swank provides no direct technical support for end users, it does offer on-campus and webinar demonstrations for professors, librarians, or campus IT personnel.

- Cost and terms of use

The cost for subscribing to this product is determined by two factors: the number of film titles selected and the institution's student FTE. Current pricing offered to libraries through the Consortium includes a discount for multi-year subscriptions. For more details on pricing, see the Consortium offers page. The price is comparable to subscription costs for similar streaming services (including Films on Demand and Ambrose Digital).

Recommendation

Swank Digital Campus may be a worthwhile investment if your institution has a demand for popular films as a means to enhance student learning, whether in a face-to-face class or in an LMS environment provided that the films are closed-captioned. The reviewers encourage you to compare Swank with other another streaming video product such as Criterion Pictures before making your final decision.

Other Reviews

Golderman, Gail, and Bruce Connolly. "Digital Campus." *Library Journal* 136.17 (2011): 111. *Academic Search Premier*. Web. 24 Oct. 2016.

Rovira Hazlett, Denice. "Spotlight." *Library Journal* 140.17 (2015): 46-49. *Academic Search Premier*. Web. 24 Oct. 2016.

Tweet, Andrew. "Swank Digital Campus." *Charleston Advisor* 17.2 (2015): 42-46. *Library, Information Science & Technology Abstracts*. Web. 24 Oct. 2016.