Kanopy: Olivia Humphrey

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OLIVIA HUMPHREY
FOUNDER OF KANOPY

GIANG NGUYEN
MDIA4911
Background

- An Australian native
- Psychology Degree from University of New Southwales
- Founded Kanopy in 2008, brought Kanopy to America in 2012
- Filmlover who “didn’t know where to watch”.
Business model

- “Netflix of the Education Sector”
- Offer films (arthouse, cult-classics, documentaries..) and educational content for schools, libraries and institutions (Criterion Collection, PBS, Universal Paramount)
- Curate content by working with independent filmmakers, aggregators and distributors; analyze user’s data in a transparent manner
- TVOD (Transactional Video on Demand):
  - Pay-per-view (public library): each “play” = 2$ charge
  - Patron-driven (educational sector): 3 viewings (>30 sec) triggers a 1-year license (150$/title)
  - Content owners get half the profit
Management philosophy

The Investor

- Pursue a higher purpose
- Operate sustainably
- Benefit the community
- Develop continuously

- “To have Kanopy in every country in the world, connecting students and faculty from all cultures and backgrounds with the magic of film.”

- “If we trigger film X at Harvard, year one, it's invariably going to trigger year two, year three, year four, with eight years of streaming. So that one film in that one institution gives them sustainable revenue, and because of this model the life cycle of the film increases.”

- “We must forge a sustainable economy for educational filmmakers, to ensure they can continue to produce videos that teach, inspire, challenge and engage the next generation of students.”
Challenges and Solutions

- **Australian vs. American market:**
  - Australia: Strong free-to-air TV stations, govt. regulations that affect cable & streaming
  - America: “Re-educate the market” (bulk vs. patron driven)

- Narrow scope of audience compared to mainstream media (user data and good licensing team)

- Is the Kanopy model really sustainable?
Chronology

- **1999**: Humphrey joined BBC Worldwide in London.
- **2002**: Humphrey did event marketing for the Disney Channel for a year.
- **2002**: Humphrey worked in customer service at Austar Entertainment, a broadcasting company in Australia.
- **2004**: Humphrey joined Village Roadshow Entertainment Group, a feature film distributor.
- **2008**: Humphrey founded Kanopy.
- **2013**: Humphrey moved Kanopy’s headquarter to San Francisco.
- **2017**: Humphrey expanded Kanopy’s offer of streaming model to public libraries.
- **2019**: Kevin Sayar became Kanopy’s CEO as Humphrey and her family moved back to Australia. Humphrey continued to serve as Kanopy’s Non-Executive Director of the Board.
Future for Kanopy

New Yorkers Are About to Lose the Best Kept Secret in Movie Streaming

Kanopy films are still available at BGSU, but access has changed. On August 7, 2019 BGSU Libraries started mediating all new leases for Kanopy films using the Kanopy request form. We took this step in response to dramatically escalating costs, which have risen at an unsustainable rate since we started providing access to Kanopy in 2016. Going forward, you will need to make a request to access new Kanopy titles.