kanopy
An OverDrive company

PRODUCT UPDATES: PLAY CREDIT CHANGES

On November 1, 2023, the Kanopy play credit system will be replaced with a new ticket system.

What is changing?

- Instead of play credits, users will have a monthly ticket allotment.
- Each ticket represents $1 in cost to your library.
- Every title is labeled with a ticket value and viewing window.
- More flexible content pricing, including reducing the cost of some content to $1/1 ticket.
- The Great Courses will be included in the ticket system.

How are content types ticketed?

- Regular PPU: $2 per play, 2 tickets
- Major Studio: $4 per play, 4 tickets
- PLUS Packs & Kanopy Kids Subscription: Annual subscription, 0 tickets
- Kanopy Kids: Not included in the ticket system
- Shorts (Single titles with a running time of 30 min or less): $1 per play, 1 ticket
- Bingeable episodic content (including The Great Courses): Pricing, tickets, and viewing period variable based on total running time.

Why?

- Provides clearer insight into the maximum cost per patron each month.
- Better represents your library's costs.
- Easier for the users to know how many tickets they have.
- Clearer information on viewing period.

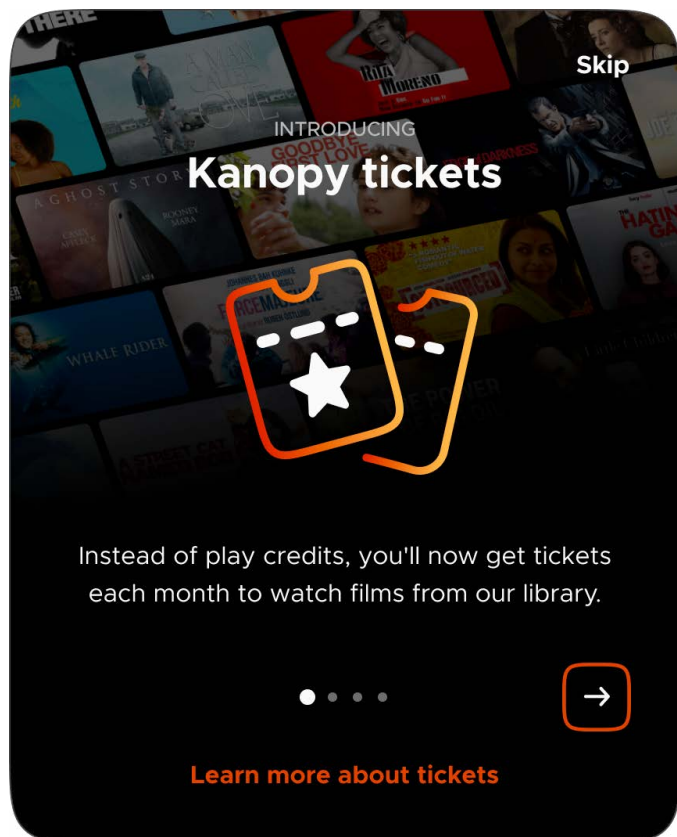| Standard Episodic Pricing*			
Running Time	Ticket Requirement	Cost to your Library	Viewing Period
2 hours or less	2	$2	3 days
2-4 hours	3	$3	3 days
4-6 hours	4	$4	7 days
6+ hours	5	$5	14 - 21 days
Please note that future pricing is subject to change.			

How many tickets will my users get?

We evaluated individual libraries' play credit settings, and accounted for content offerings at different price points. We determined the appropriate number of tickets allotted to each user to stay within your budget while ensuring patrons have enough tickets to enjoy the content your library offers each month.

If you would like to learn more about the number of tickets provided to each user or adjust the number of tickets your users receive, please contact your Account Manager.

How are patrons informed?

Users will see a pop-up on your library's Kanopy website and in the app that explains the new ticket system.

Example pop-up with link to Kanopy Help.
Final images are subject to change.

- With this update, users will see how many tickets a title will use and how long they will have to watch it before pressing play.

- Episodic content will be labeled so users know they are getting an entire bingeable season for the ticket value.

- Ticket-free content, including titles in PLUS Packs, will be labeled as 0 tickets.

Example details page showing ticket value and viewing window. Final images are subject to change.

How should I prepare my patrons?

To prepare your patrons, leverage the resources on Kanopy Help and on-demand training videos when promoting your Kanopy service. These resources will be updated to correspond with this release.

Please reach out to your Account Manager with questions.

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Films that matter