

The image features a complex abstract design. On the left, there are vertical bars of blue and black. A large red square is positioned in the upper left. The central text 'online entertainment services' is set against a black background. To the right, a large yellow and grey halftone pattern contains the text 'BEHIND THE MUSIC'. The bottom right corner is a solid orange rectangle.

**online
entertainment
services**

**BEHIND
THE
MUSIC**

So Much To Say

* Outline *

- Introduction
- Background
- Survey results
- Review of current services
- Future trends & issues
- Conclusion
- BOF



For Those About To Rock (We Salute You)

* Introduction *

- ResNet Applied Research Group

- Carol Anderer, University of Delaware

- Kevin Bullard, University of North Carolina at Greensboro

- Dave Futey, Stanford University

- Jan Gerenstein, Northern Illinois University

- Kevin Guidry, Sewanee: The University of the South

- Clifton Pee, Azusa Pacific University

- Disclaimer

When The Levee Breaks

* Background *

- ResNet 2005 Survey
- EDUCAUSE Core Data Service
- DMCA takedown notices / lawsuits
- P2P woes / bandwidth
- Congressional hearings

Serious Business

* Methodology *

- Survey is a “snapshot in time”
- Population / 73 schools identified / 31 respondents
- Why these services? Why not iTunes?
- SurveyMonkey

Everybody Knows My Name

* Survey Respondents *

- Adelphi University
- Alfred State College
- Bridgewater State College
- Eastern Michigan University
- Frostburg State University
- Goucher College
- Hampton University
- Henderson State University
- La Salle University
- Loyola College
- Marietta College
- Middlebury College
- Missouri State University
- North Carolina State University at Raleigh
- Northern Illinois University
- Pace University
- Rutgers University
- Seton Hall University
- Thomas College
- Trinity University
- Tufts University
- University of California - Irvine
- University of Denver
- University of Maryland, College Park
- University of Missouri - Columbia
- University of Tennessee
- University of Washington
- University of Wisconsin - Eau Claire
- Vanderbilt University
- Wesleyan University
- Western Carolina University



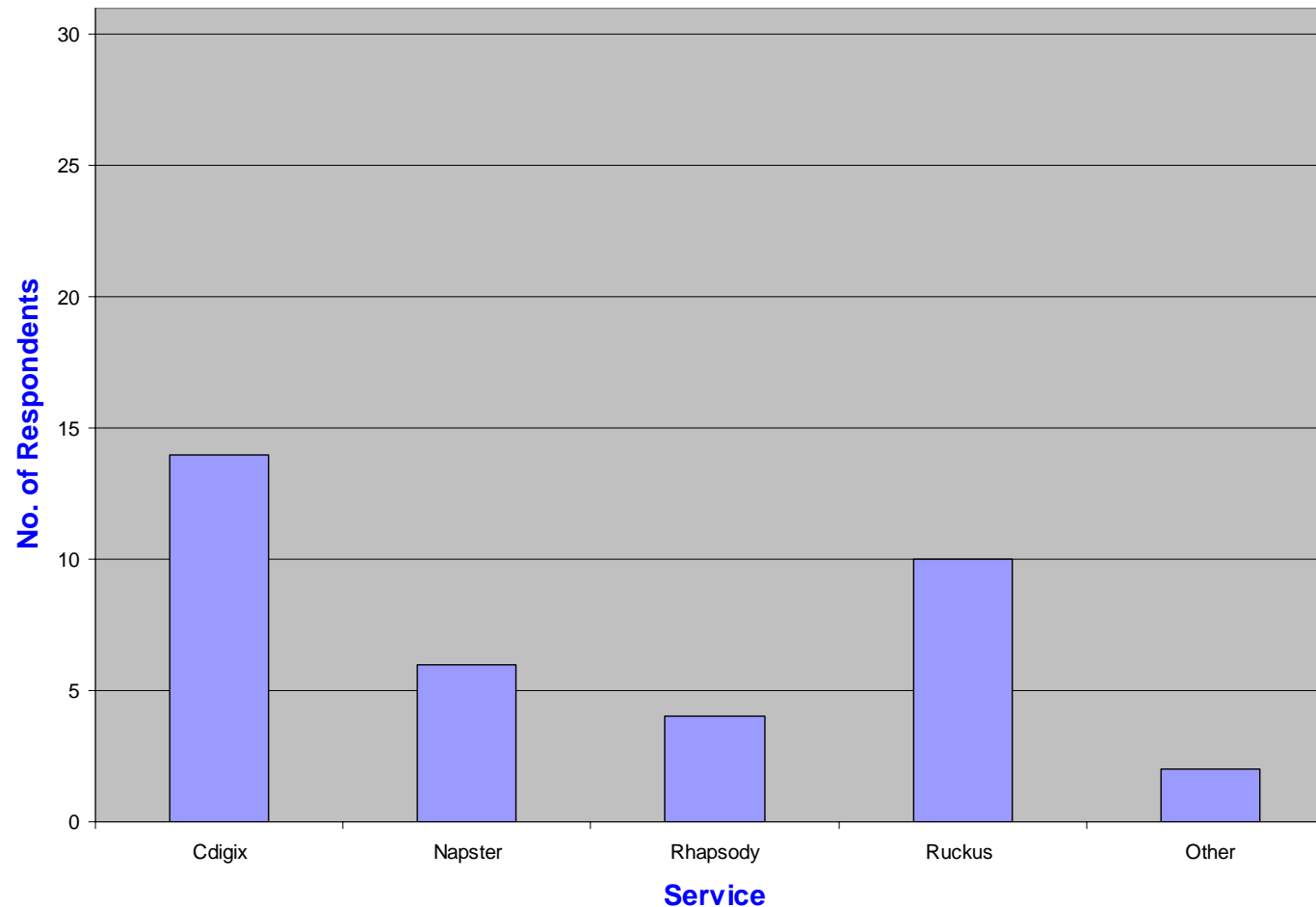
Is There Something I Should Know

* Survey Results *

- Survey was developed in November
- Survey was administered in February
- The landscape changes almost daily!
 - The numbers game
 - The political landscape
 - Competition among the players
 - The shifting sands of service offerings

The Choice is Yours

* Service(s) in Use *



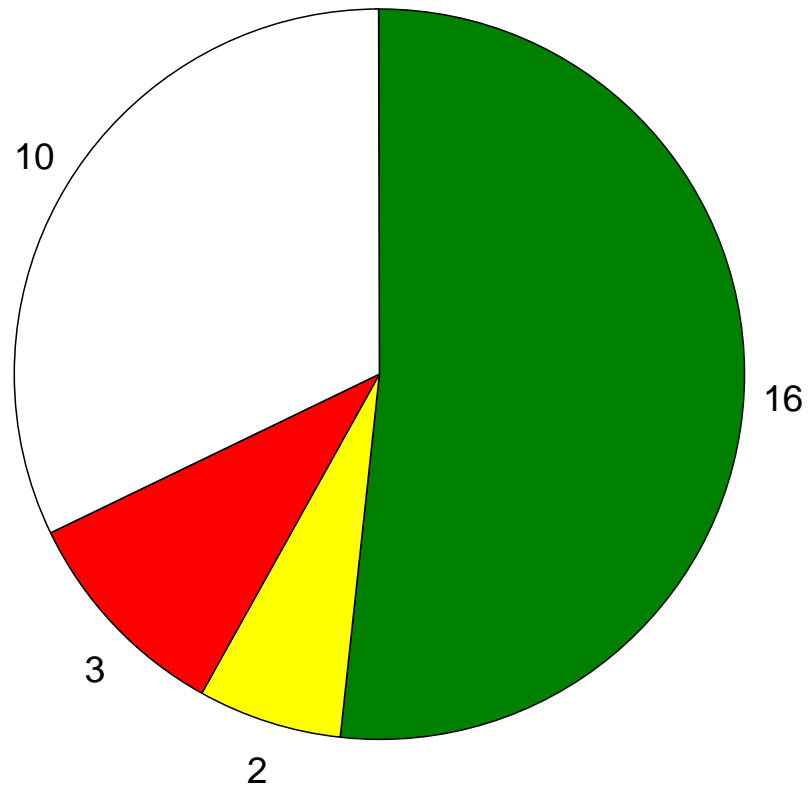
Q7 - Which service(s) is your institution employing? (Choose all that apply)
(N=31)

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...Baby One More Time

* Contract Renewals *



■ Yes

■ No - changing services

■ No - ceasing service

□ Undecided

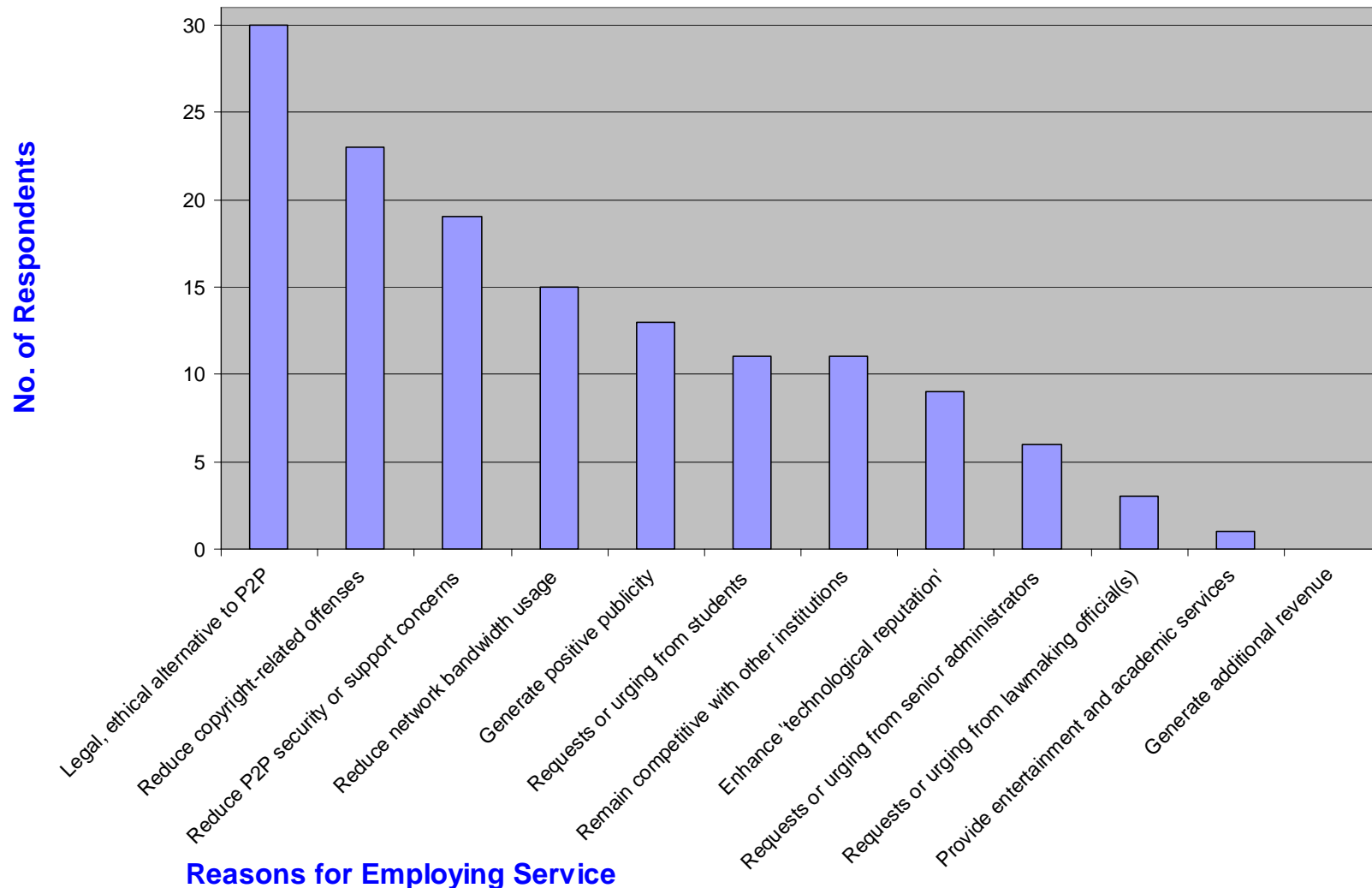
Q10 - Does your institution plan on renewing its commitment to the current primary entertainment service (contract term, semester, year, etc.)? (Choose one) (N=31)

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Tell Me What's The Reason

* Why They Do It *



Reasons for Employing Service

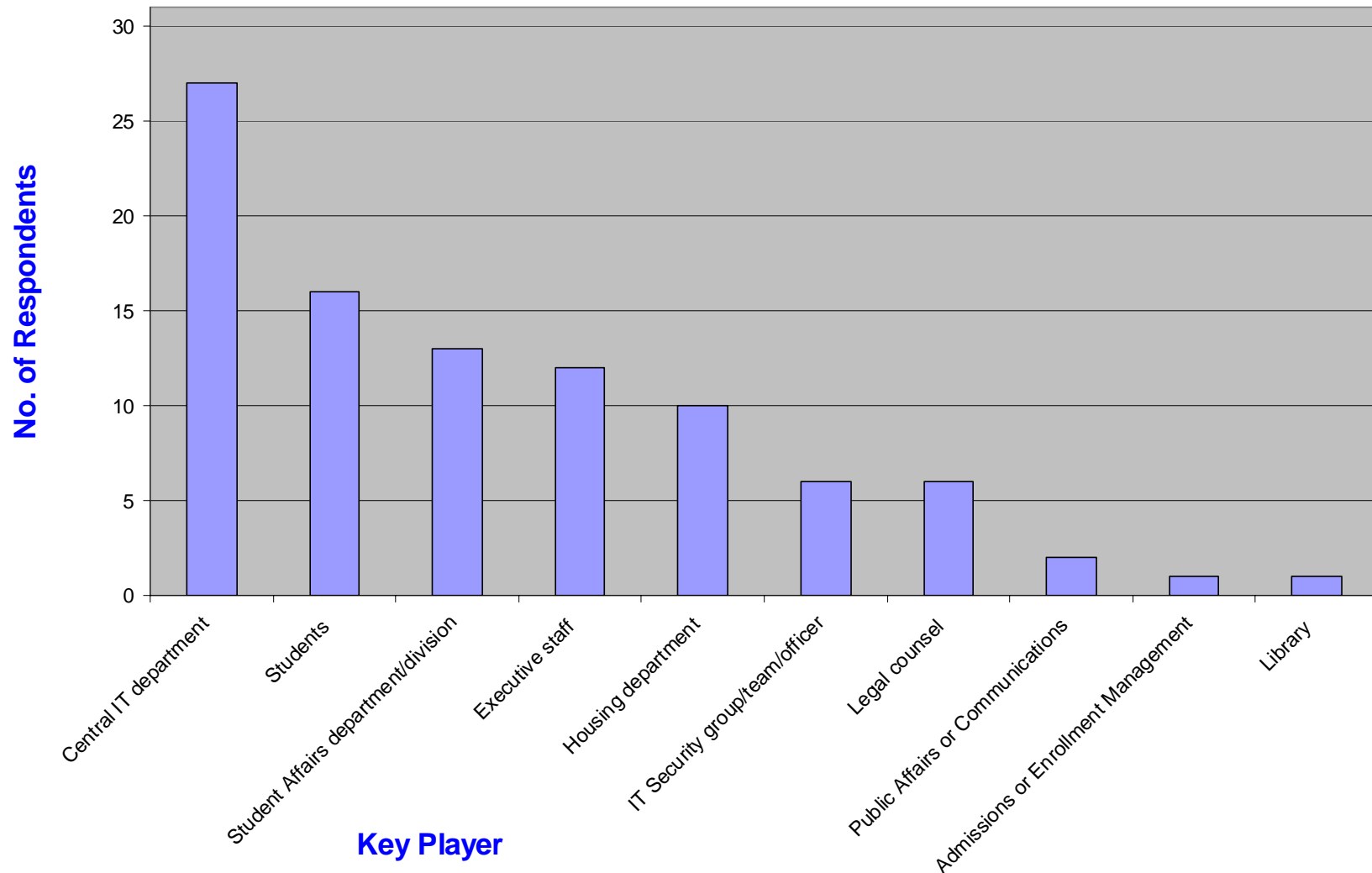
Q18 - In your professional opinion and to the best of your knowledge, why is your institution employing an entertainment service? (Choose all that apply) (N=31)

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Who Decides

* The Decision Makers *



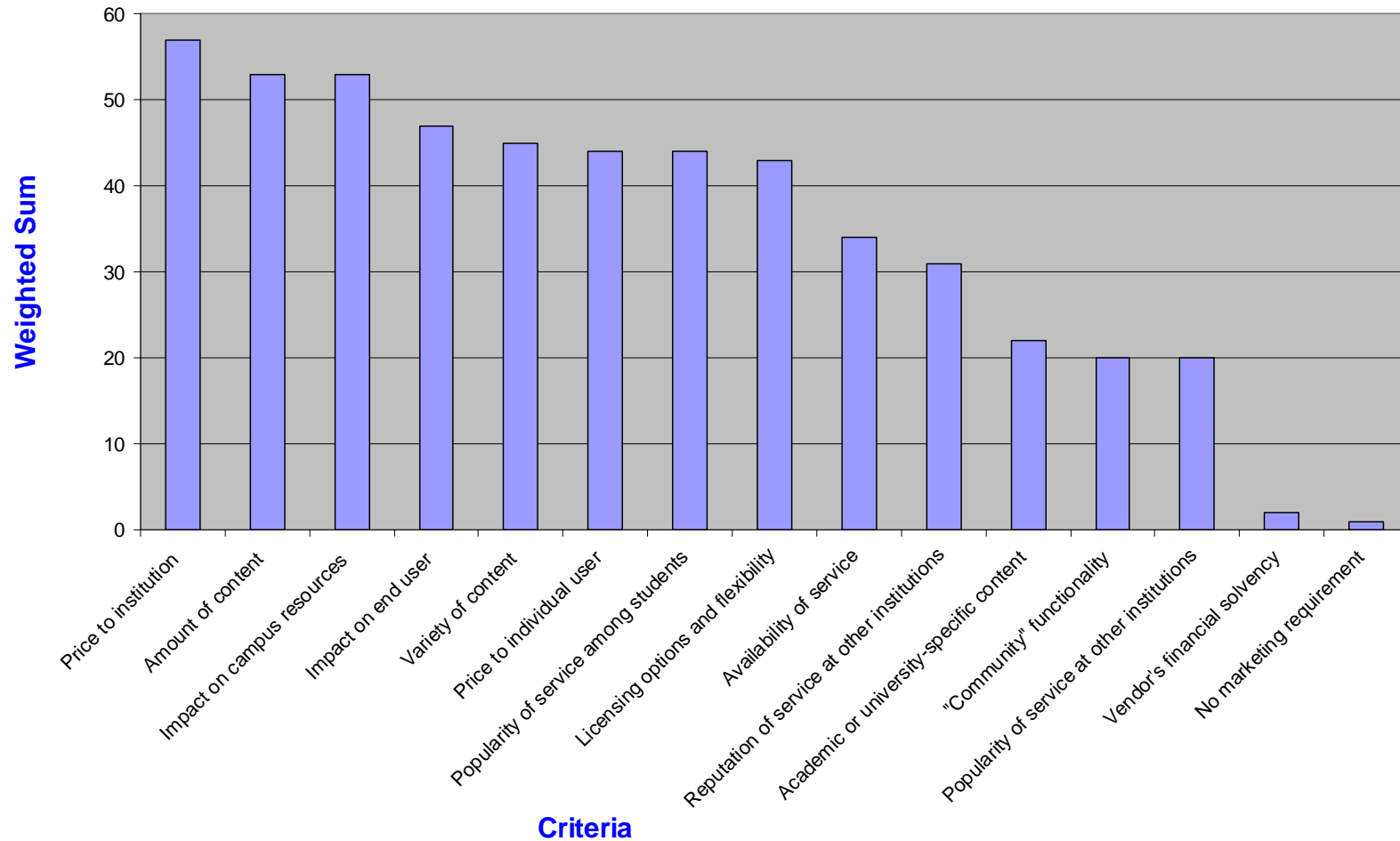
Q13 - Who played a significant role in deciding to initially pursue, evaluate, or employ an entertainment service? (Choose all that apply) (N=31)

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Can't Buy Me Love

* Criteria for Choosing *



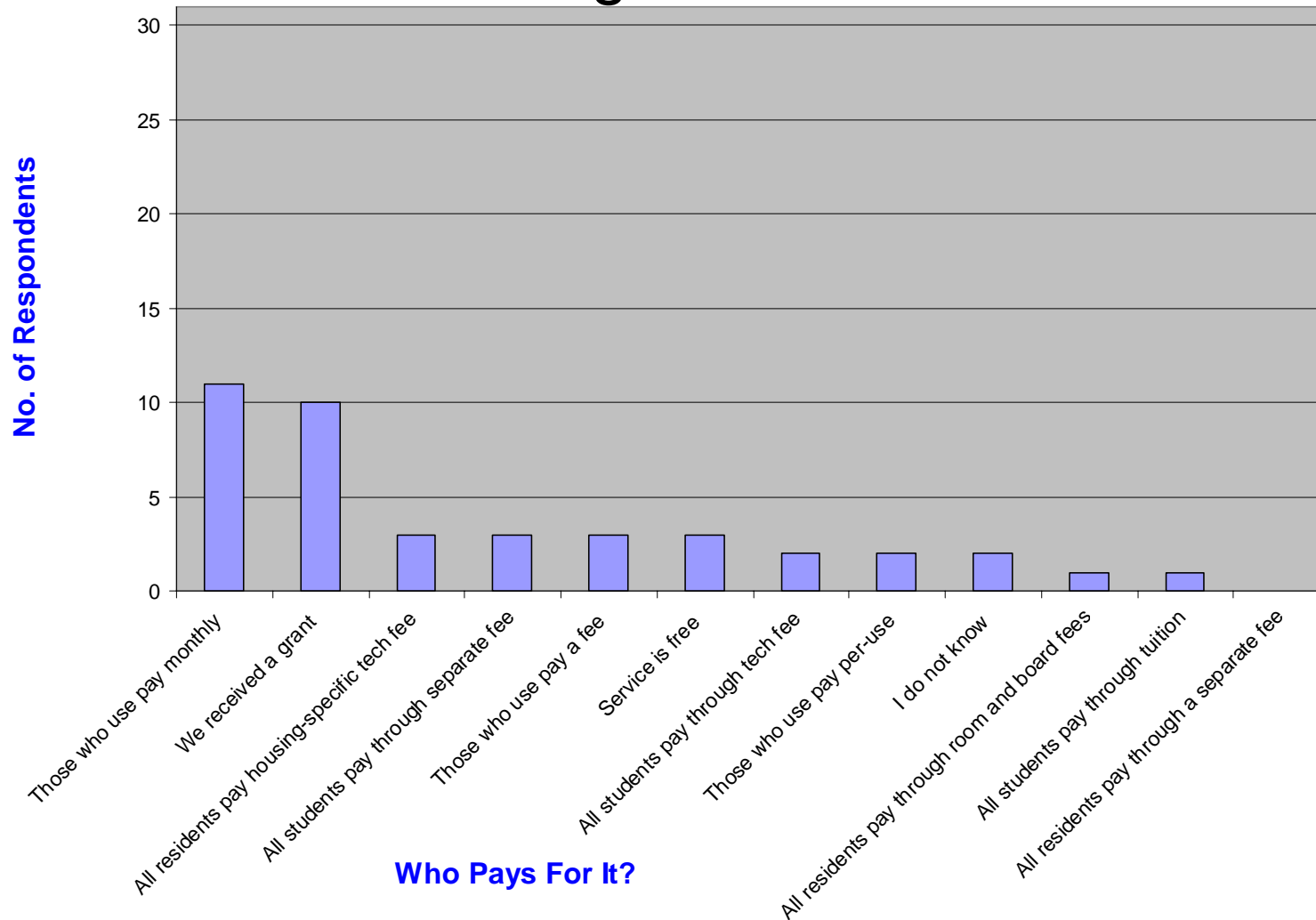
Q11 - How important were the following criteria in evaluating and selecting the primary entertainment service (as opposed to other services available)? (N=30)

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Money

* Funding the Service *



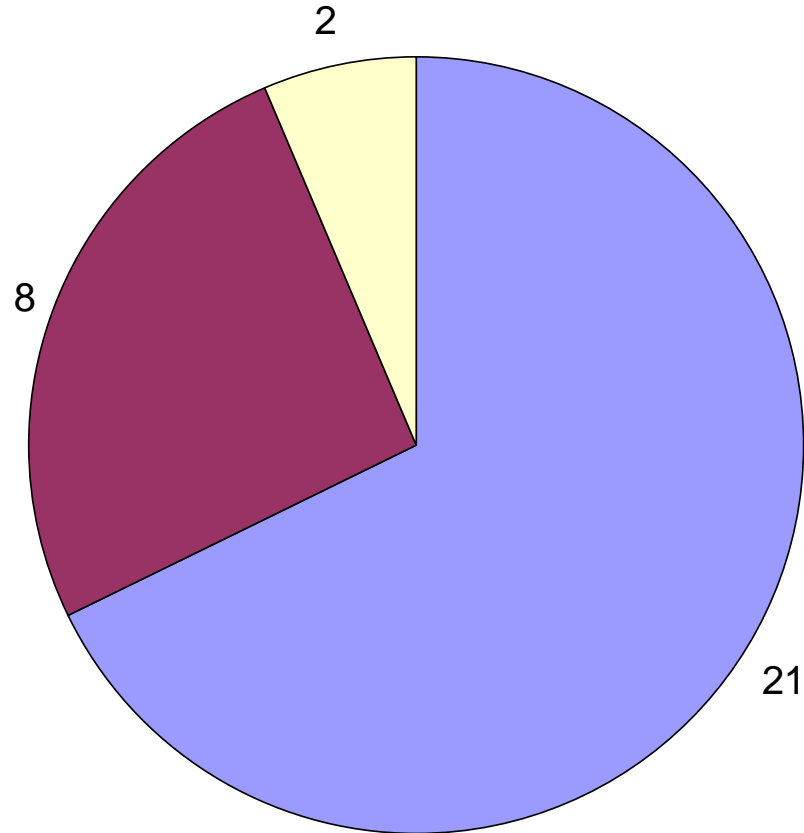
Q14 - How is the primary entertainment service being funded? (Choose all that apply) (N=31)

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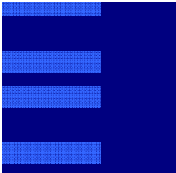
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Uphill Battle

* Unexpected Burdens *



■ No significant burdens ■ All significant burdens expected ■ Yes



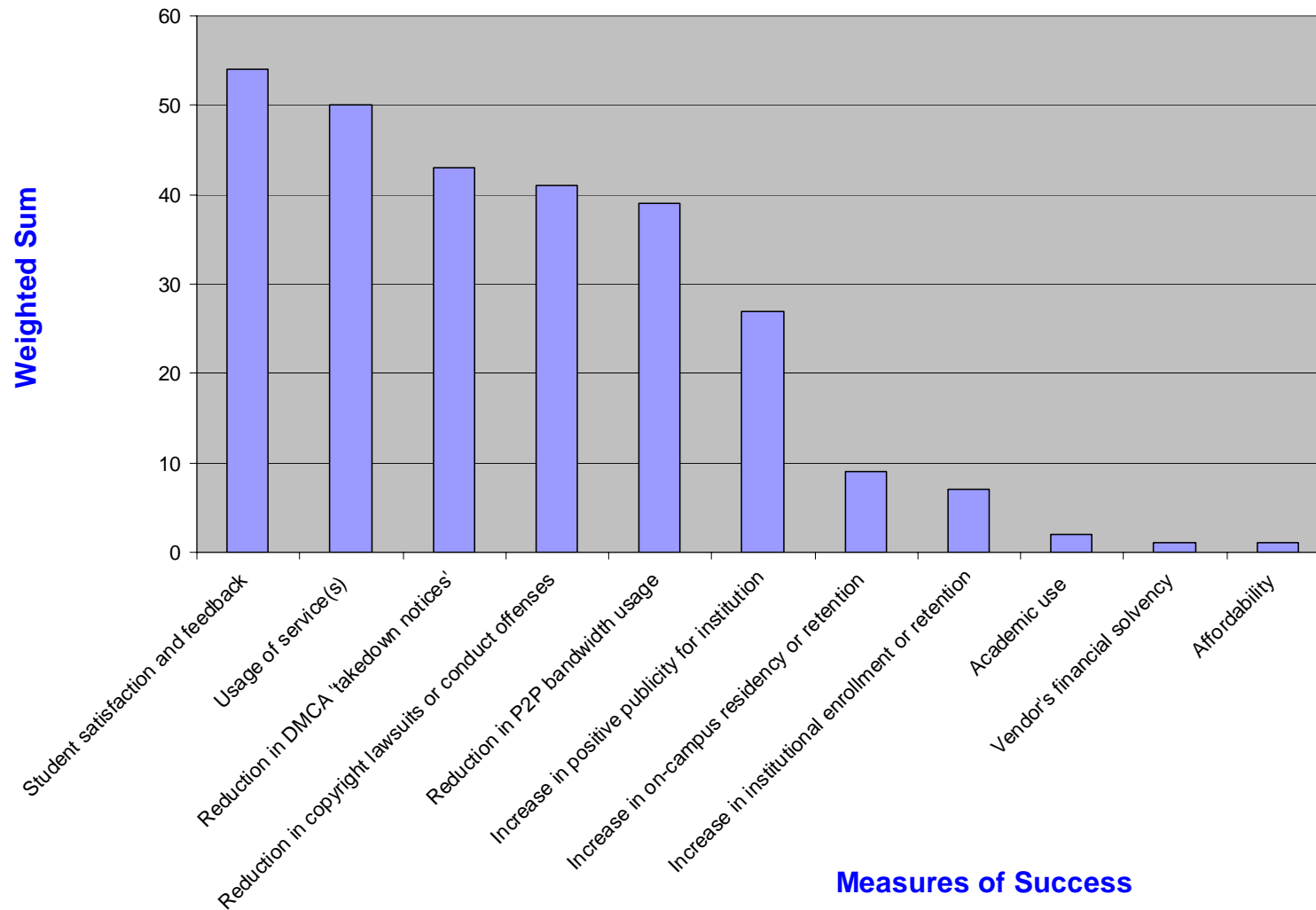
Q23 - Has implementing this service resulted in significant unexpected service or support burdens on your resources (must provide servers or other equipment, additional bandwidth, 'back end' support, significant end-user support, etc.)? (Choose one) (N=31)

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So Far, So Good...So What?

* Measurements of Success *



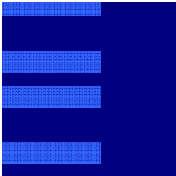
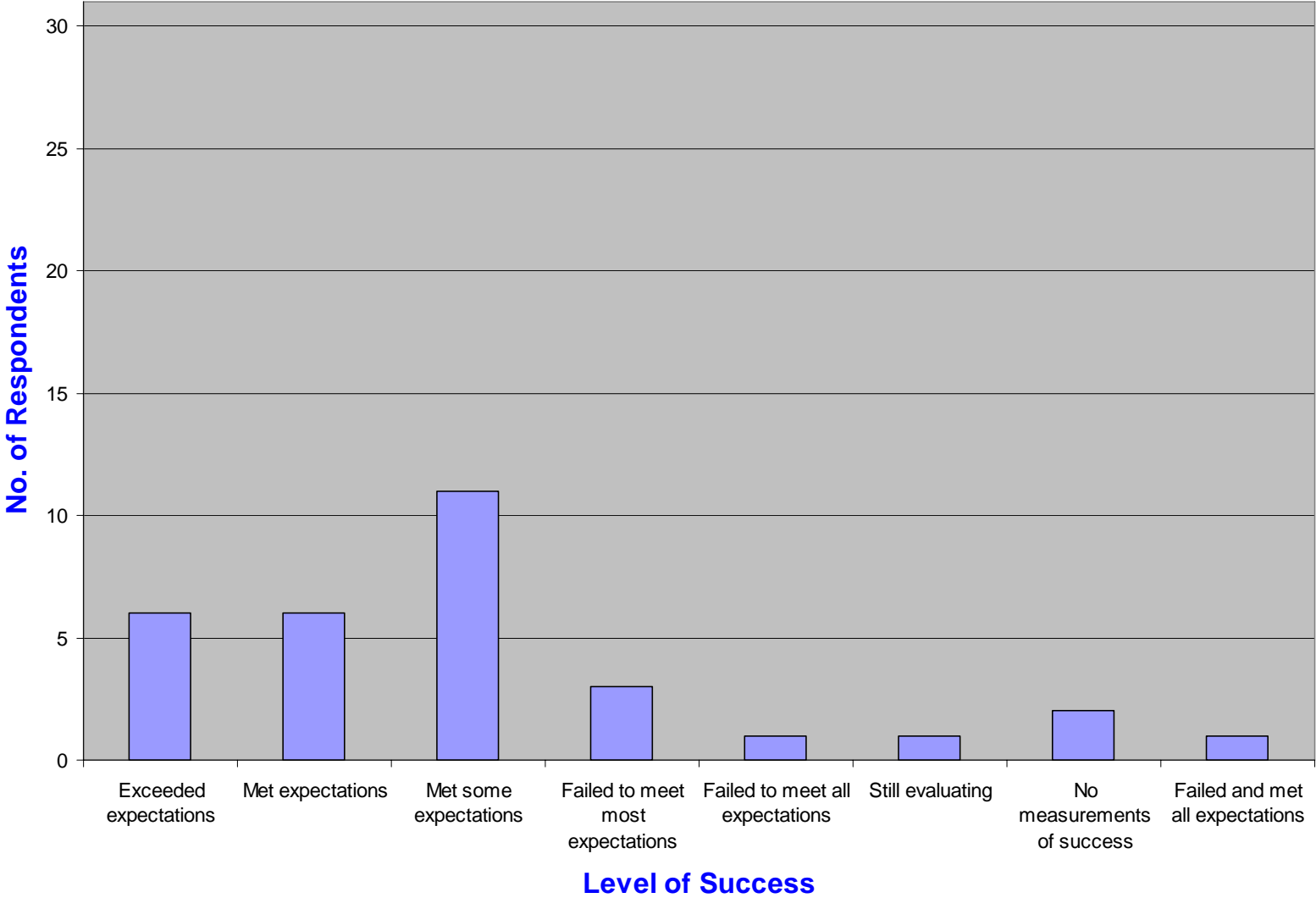
Q19 - How important will the following measures be in judging the success of the primary entertainment service? (N=31)

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The Perfect Drug

* Level of Success *



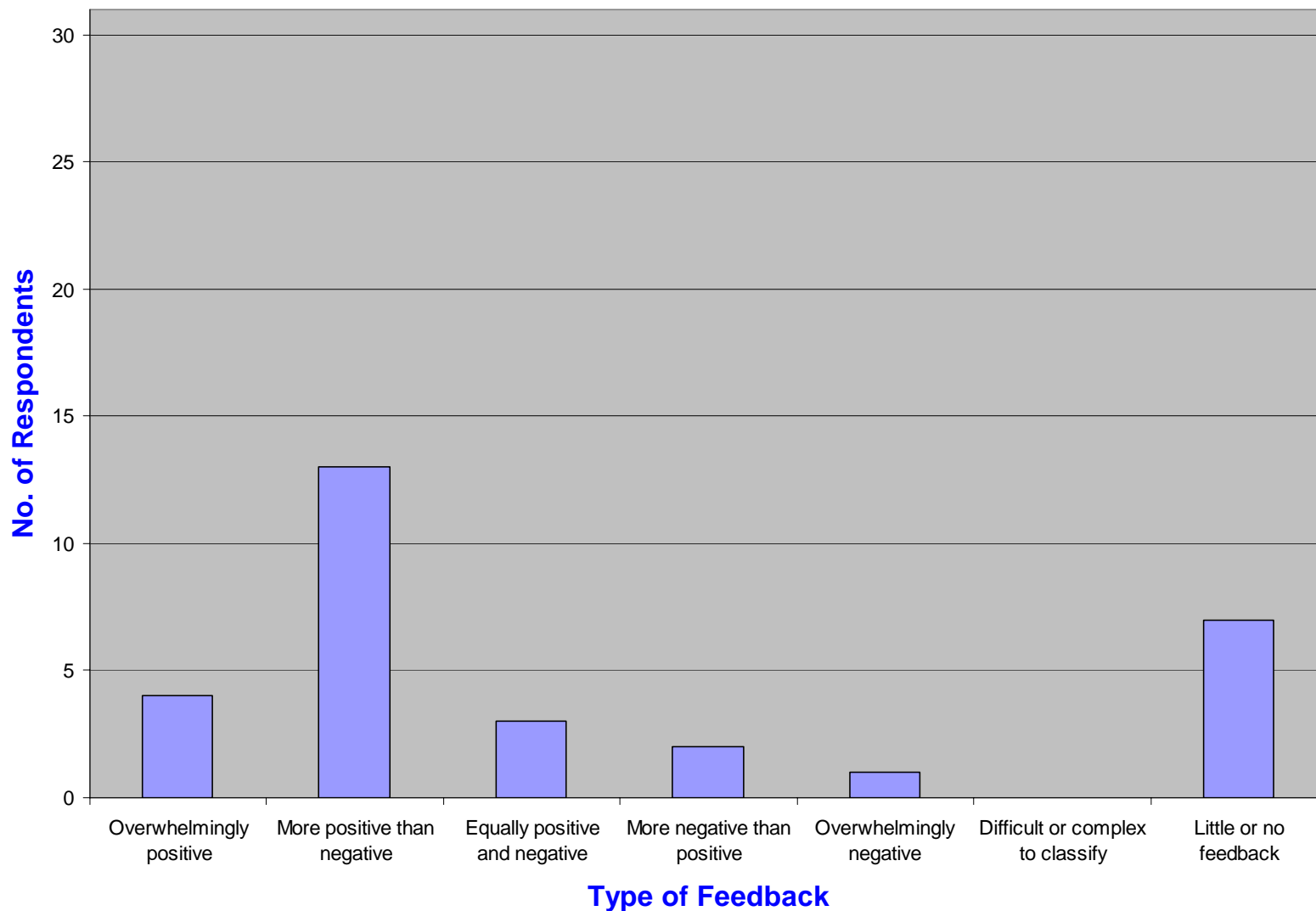
Q21 - Based on the measures above, how successful has the primary entertainment service been? (Choose one) (N=31)

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Kids Wanna Rock

* What Students Think *



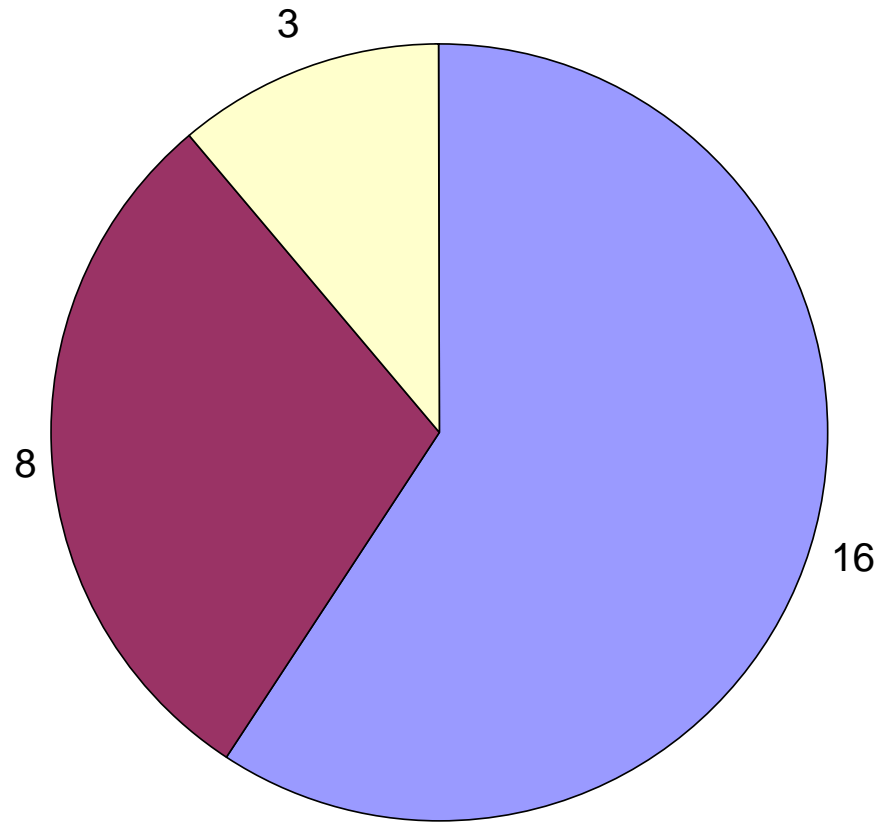
Q22 - In general, how positive or negative has the feedback from your students been? (Choose one) (N=30)

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Possibly Maybe

* What Respondents Recommend *



Q28 - Based on your experiences, the success of your service, and the satisfaction of your students and staff, would you recommend that other institutions implement a similar entertainment service? (N=27)

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Why Can't This Be Love

* The Challenges *

- Marketing (7 respondents)
 - getting the word out to students
- Platform incompatibility (4 respondents)
 - iPods and Macs
- Changing students' behavior (3 respondents)
 - students want free music
- Evaluation (3 respondents)

Q24 - What have been the greatest challenges in pursuing, evaluating, and implementing an entertainment service? (N=26)

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When Love & Hate Collide

* The Surprises *

- Negative response (7 respondents)
- Positive response (5 respondents)
- Negative vendor experience (4 respondents)

Q25 - What have been the biggest surprises? (N=27)

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We Are The Champions

* What They Did Well *

- Implementation and support (4 respondents)
- Marketing (4 respondents)
- Vendor involvement with implementation (3 respondents)
- Initial decision was collaborative (3 respondents)
- Negotiation with the vendor (3 respondents)

Won't Get Fooled Again

* What They Would Change *

- Nothing (12 respondents)
- Funding (4 respondents)
- Improve marketing (4 respondents)
- Compatibility - iPod / Mac Support (4 respondents)

Q26 - Given the opportunity, what would your institution have done differently? (N=26)

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Everybody Wants To Rule The World

* Review of Current Services *

- Researched services:
 - Cdigix, Napster, Ruckus, Rhapsody
- Other services
 - iTunes, FreshTracks, Mindawn, eMusic, MTV's Urge, and others

It Ain't Like That

* Subscribers - Then and Now *

	Nov. 2005	May 2006
Cdigix	34	42
Napster	18	15
Rhapsody	8	???
Ruckus	27	52



Nothing Compares 2 U

* Researched Services – Similarities *

- Music – 1.5 million to >2 million tracks
- Special pricing deals with affiliated schools
- Monthly subscription rates
- Portable player support for additional cost
- Purchase options
- No iPod or Mac support
- Music blogs to social networking with friends



Changes

* Researched Services – Differences *

- Cdigix and Ruckus
 - Available to anyone with an .edu e-mail
 - Tethered – DRM
 - Video subscription for an additional cost
 - Academic media options
- Napster
 - Available to anyone
 - Tethered – DRM
- Rhapsody
 - Available to anyone
 - Streaming
- Ruckus, Napster
 - Ad-based business model offers more “free” options



I Still Haven't Found What I'm Looking For

* Other Services *

- iTunes
 - Music, TV shows, music videos, podcasts
 - Featured free tracks
 - Purchase options
 - iPod friendly
- FreshTracks, Mindawn, eMusic
 - Independent music
 - Subscriptions
 - Purchase options
 - iPod friendly
- MTV's Urge
 - Subscription based, tethered, purchase options



Can't Stop This Thing We Started

* Future Trends and Issues *

- The landscape changes almost daily!
- Legal issues / congressional hearings
- What conclusions can we draw?
- Moral / ethical issues?
 - Should higher ed be involved in copyright issues at all?
 - If so, should higher ed be partnering with commercial entities?
 - Is this the best use of institutional resources?



I Can See For Miles

* In Their Own Words *

“Priced correctly, a music subscription service can be a viable, legal entertainment option for students. Expect modest success.” – Medium-sized private institution

“If the service providers can make arrangements [sic] to work with an iPod they would be more successful.” - Medium-sized private institution

“This is an emerging industry with rapidly evolving business models...so comparing functionality and ease-of-use across vendors was attempting to hit a moving target....Commercial services like Yahoo!, Rhapsody and Napster may rapidly approach a business model that can extend music services at similar cost to our students, eliminating the need for the campus to broker the service.” - Medium-sized public institution

Revolutionary Generation

* Conclusion *

- Future of ResNet research
- Thanks to Azusa Pacific
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- Results online www.resnetsymposium.org
- Further information www.educause.edu (“ResNet”)