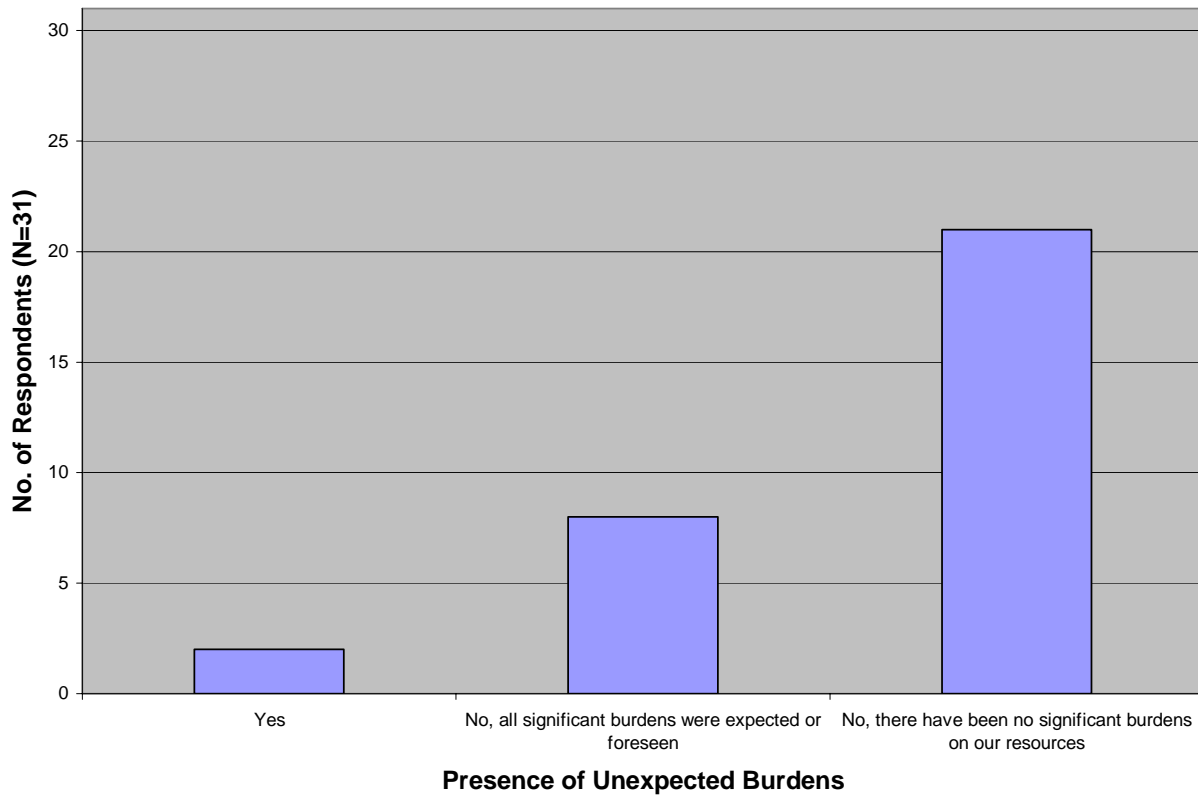


*** 23. Has implementing this service resulted in significant unexpected service or support burdens on your resources (must provide servers or other equipment, additional bandwidth, "back end" support, significant end-user support, etc.)? (Choose one)**

- Yes (Response added question asking what burdens were encountered)
- No, all significant burdens were expected or foreseen
- No, there have been no significant burdens on our resources
- Other – Please explain:



	Count	Percentage
Yes	2	6%
No, all significant burdens were expected or foreseen	8	26%
No, there have been no significant burdens on our resources	21	68%
Other	0	0%

The two institutions that responded "Yes" were asked a follow-up question to specify the unexpected burden(s). One respondent replied that the "initial setup" was an unexpected burden. The other respondent replied that there were unexpected "back end support issues" related to authentication and differing pricing plans when the service was extended to additional groups of customers.

24. What have been the greatest challenges in pursuing, evaluating, and implementing an entertainment service?

	Count	Proportion
Marketing	7	27%
Platform incompatibilities	4	15%
Changing student behavior	3	12%
Evaluation	3	12%
Implementation/billing	2	8%
Setting clear expectations of the service	2	8%

This was an open-ended question. Please see "Methodology" for details about the response coding methodology. 26 respondents replied to this question. 14 responses were unique and are not reported in the above table.

25. What have been the biggest surprises?

	Count	Proportion
Negative response	7	26%
Positive response	5	19%
Negative vendor experience	4	15%
Failure to change student behavior	2	7%
None	2	7%

This was an open-ended question. Please see "Methodology" for details about the response coding methodology. 27 respondents replied to this question. 12 responses were unique and are not reported in the above table.

26. Given the opportunity, what would your institution have done differently?

	Count	Proportion
Nothing	12	46%
Improve marketing	4	15%
Require service to provide iPod support	2	8%
Require service to provide Macintosh support	2	8%

This was an open-ended question. Please see "Methodology" for details about the response coding methodology. 26 respondents replied to this question. 6 responses were unique and are not reported in the above table.

27. What did your institution do particularly well?

	Count	Proportion
Implementation and support	4	17%
Marketing	4	17%
Vendor involvement with implementation	3	13%
Collaborative decision	3	13%
Vendor negotiation	3	13%
Evaluation of vendors	2	8%
Integration with existing systems	2	8%
Timely implementation	2	8%
Vendor evaluation	2	8%

This was an open-ended question. Please see "Methodology" for details about the response coding methodology. 24 respondents replied to this question. 5 responses were unique and are not reported in the above table.

28. 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?

	Count	Percentage
Yes	16	59%
Maybe	8	30%
No	3	11%

This was an open-ended question. Please see "Methodology" for details about the response coding methodology. 27 respondents replied to this question.