



kanopy

Films that matter

Kanopy Ticket System

Below you will find resources to help inform your community about the Kanopy switch from Credits to Tickets.

As a refresher, the below list defines the changes taking place:

- Instead of play credits, users will have a monthly **ticket** allotment.
- Each ticket represents \$1 (£0.75) 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.
- The Great Courses will be included in the ticket system.

Website Blurbs:

Below you will find copy that can be posted on your website to inform patrons about this change. The first blurb specifically calls out the ticket update while the second blurb is more of a general overview of Kanopy.

Recent Kanopy updates

Starting November 1, 2023, the viewing experience on Kanopy will be easier than ever with the switch from play credits to tickets. With this update, you can easily see the number of tickets required and viewing period for each film next to the play button.

General blurb for explaining Kanopy:

Did you know you can watch thousands of feature films, documentaries, and bingeable series for free from our library? Get out your library card and sign up for Kanopy to get started today. Here's how it works:

1. Go to [insert library's Kanopy URL]
2. Add your library card
3. Create a Kanopy account
4. Start watching videos!

[Learn more on Kanopy Help](#)

Plus, starting November 1, 2023, each month, you'll get a set number of tickets and you can watch as many titles as our library's ticket limit allows.

From a title's details page, you will be able to easily see how many tickets are required and how long you'll have to watch it before pressing play.

Social Media Post Copy:

Beginning November 1, 2023, use the following copy to post about this update on your social media channels. Contact your Account Manager for accompanying artwork.

Post Copy:

Calling all film lovers! With the Kanopy switch from play credits to tickets, your watching experience will be even better!