



# CIRCULATING ROKU DEVICES WITH PREMIUM SUBSCRIPTIONS

Bringing Streaming Services to a Public Library Population

# WHO AM I?



Jeff Reid  
Collection Development  
Librarian



Dayton Metro Library

Public Library in Montgomery County, OH

533,892 Population

17 branches, 1 Main Library,  
1 Ops Center

\$29.8 million revenue in 2020

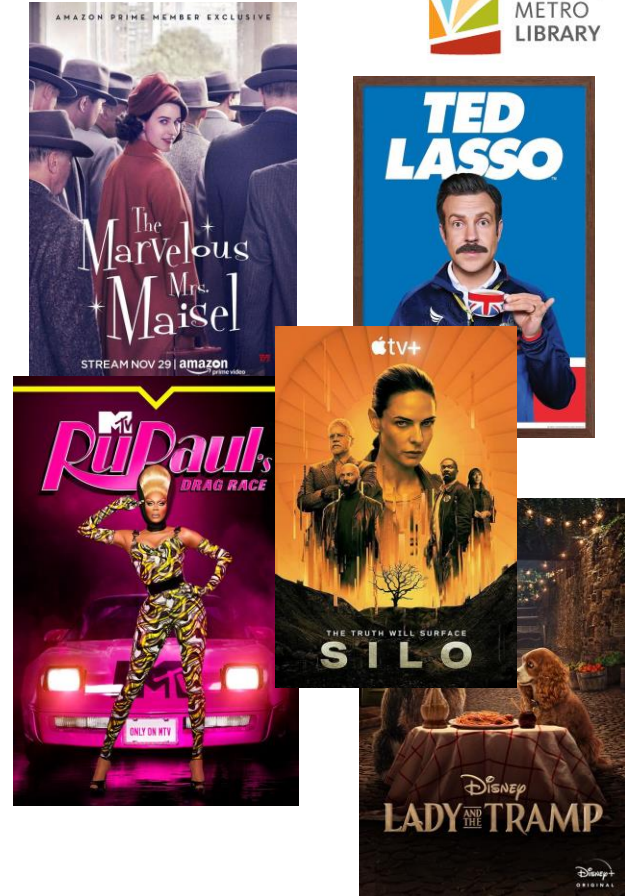
\$3.5 million materials budget in 2020

Persons in Poverty: 15.2%



# WHY STREAMING?

- New Content
  - Exclusive to these streaming services
  - Cannot be offered on physical media
  - Cannot be offered by traditional library streaming services
    - Kanopy
    - Hoopla
  - Titles that patrons are actively asking the library to provide



# WHY STREAMING?

- Old Content
  - Seasons of TV shows and movies that are out of print on physical media
  - Complete offerings of franchise films
  - Complete runs of classic and modern TV shows
  - Titles that cannot be offered in any other format
  - Titles that are difficult to get even with ILL



# WHY ROKU?

- There are several streaming dongles on the market
- Amazon, Apple, and Google have them for sale
- Roku is an independent media company
  - Other companies are in multiple digital spaces, causing friction between companies that spill over into the streaming realm
  - Roku only has an ad-supported streaming channel – they are Switzerland
  - Every app is available on Roku, not every device has The Roku Channel
- Amazon, Apple, and Google have had squabbles with other corporations and have restricted others' streaming channels from their devices
- Roku has never done this
  - They are the more stable and historically trustworthy platform
- At \$40 base each, the Roku Express 4K+ devices were the right price



# NO PASSWORD SHARING



- Before circulation, each Roku device is logged into a single premium streaming subscription
- Patrons and frontline staff are never given user names or passwords
- Dayton Metro Library circulates physical objects that come with apps that are logged into premium streaming accounts
- If an app gets logged off of or reset in some way, the only way to fix it is to send it to our Collection Development team who has access to this information
- We believe this is in line with the Terms of Service for each company
  - No one has told us otherwise in 2 years



# CIRCULATION

- Roku devices are circulated in transparent VHS cases
- Two VHS cases are taped together to give the Roku device, remote, cords, AC adaptor, and batteries room to fit
  - We had to take batteries out of the remotes to make sure the remotes weren't continuously firing inside the cases
- Transparent wraps are made in-house to fit inside the cases and give a uniform look
- Our security team expressed a need for transparency so branch staff could easily see if the pieces were missing
- As of March 4, 2024 the combined checkouts for this collection were 6,524 in two years
- There was no promotion for this collection by the library





# CURRENT HOLDINGS

- Launched March, 2022
- Currently have 216 Roku devices and 10 premium streaming services
  - Acorn TV (12 devices)
  - Apple TV+ (30 devices)
  - BET+ (18 devices)
  - Discovery+ (24 devices)
  - Disney+ (28 devices)
  - Hulu (18 devices)
  - Max (32 devices)
  - Paramount+ (18 devices)
  - Peacock Premium (18 devices)
  - Prime Video (18 devices)





# FREE STREAMING ADD-ONS

- Each device also has ad-supported apps or channels
  - Tubi
  - PlutoTV
  - PBS (logged into the limited free account, not the more robust Passport account)
  - PBS Kids
  - The Roku Channel
  - Kidoodle.TV
  - HappyKids
  - Filmrise
  - Freevee
  - Crackle
  - YouTube



Safe Streaming

FILMRISE

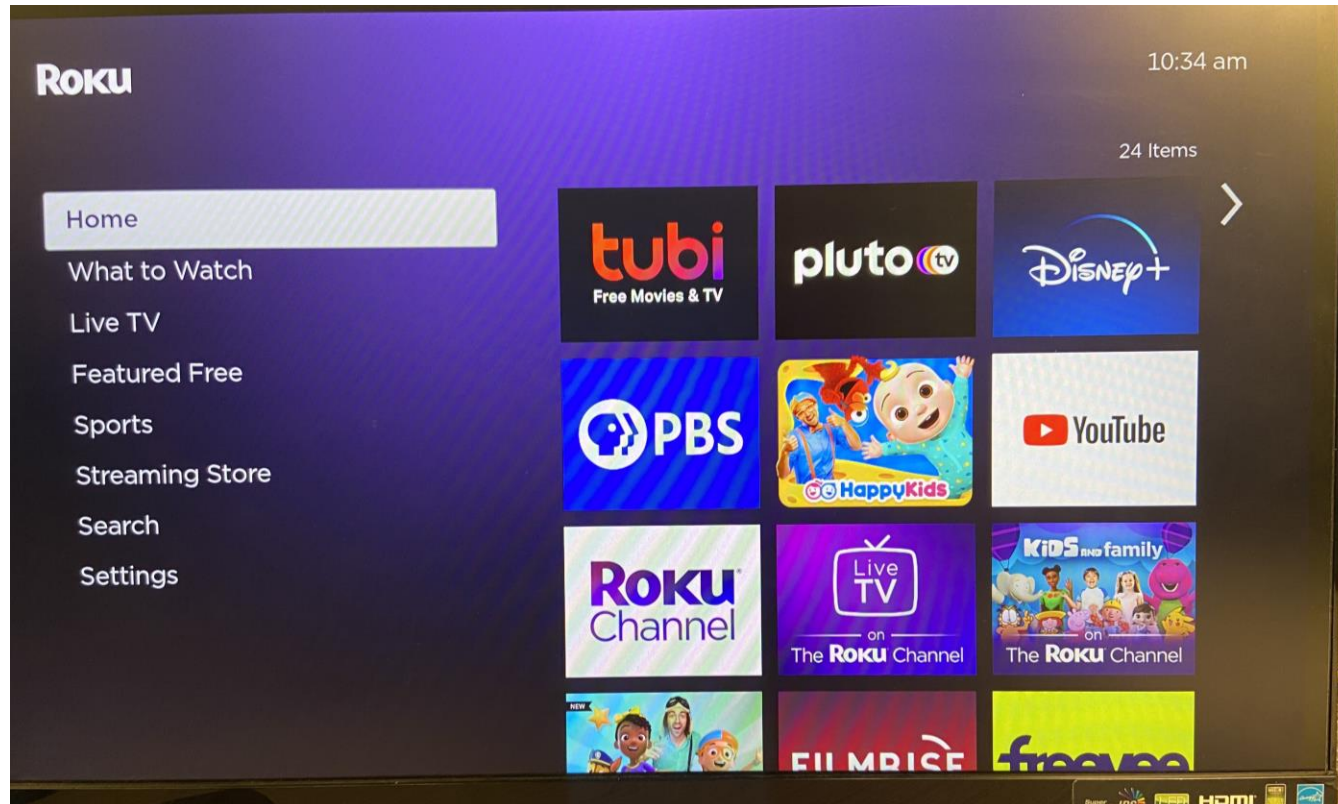


# NETFLIX?

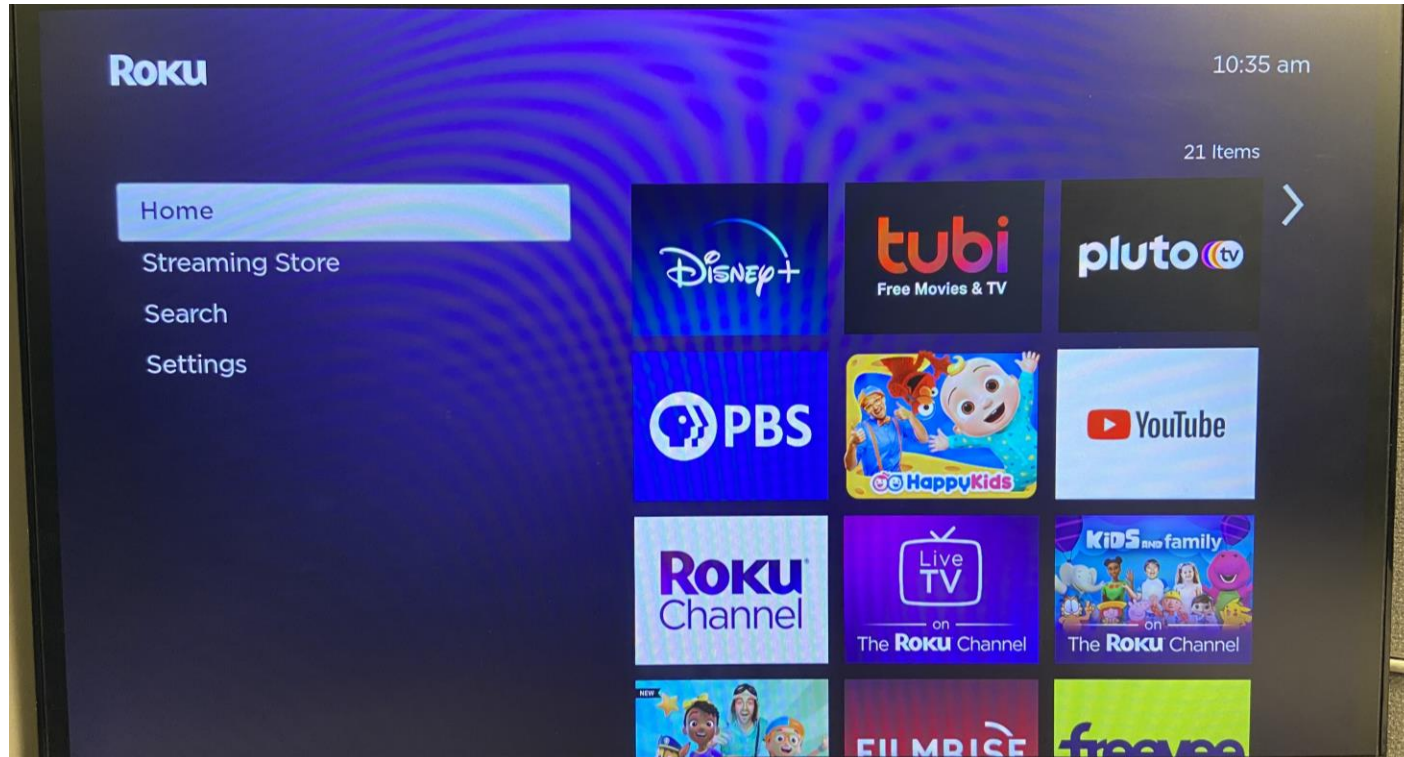
- Dayton Metro Library did circulate Netflix on our devices for the first year
- Netflix changed their streaming algorithm to dissuade password sharing
- The service became unreliable for our patrons so the Roku devices with Netflix were called back in and removed from the library system
- If other services go that same route, we will probably have to remove them as well



# HOME SCREEN AFTER TURNING ON



# AFTER EDITING THE HOME SCREEN



# SIMULTANEOUS STREAMS

- Simultaneous streams are how many people can use one account at the same time
- The number of simultaneous streams per service are:
  - Acorn TV (4 simultaneous streams)
  - Apple TV+ (6 simultaneous streams)
  - BET+ (3 simultaneous streams)
  - Discovery+ (4 simultaneous streams)
  - Disney+ (4 simultaneous streams)
  - Hulu (2 simultaneous streams)
  - Max (4 simultaneous streams)
  - Paramount+ (3 simultaneous streams)
  - Peacock Premium (3 simultaneous streams)
  - Prime Video (3 simultaneous streams)

# EMAIL & DISTRIBUTION LISTS



- Each Roku account needs its own email address
- IT tells me that each email address needs a license
  - That costs money
- They created one real email address and 54 distribution lists that only distribute to that one email address
  - Distribution lists don't require a license
  - The real email address is `roku@daytonmetrolibrary.org`
  - The distribution lists have names like
    - `Apple01@daytonmetrolibrary.org`
    - `Apple02@daytonmetrolibrary.org`
    - `Apple03@daytonmetrolibrary.org`
    - `Disney01@daytonmetrolibrary.org` - etc



# DIGITAL SECURITY

- Roku wants you to buy services through them
- They do allow their devices to be locked down
  - No credit card is on file with any Roku account
  - All streaming services are subscribed to from the distributor's website
  - PINs are set up that are required before any patron can add their own credit card, download new apps, or start free trials
  - In nearly two years, patrons have not been able to set up new apps or give their credit cards to Roku through a library account



**ROKU** How it works ▾ What to watch ▾ Shop products ▾ Support ▾ ⓘ

Choose your PIN preferences

Create PIN

\* New PIN

\* Verify PIN

Making purchases and adding content

☒ Always require a PIN to make purchases and add items from the Channel Store.

☐ Always require a PIN to make purchases.

☐ A PIN is not required to make any purchase or add any items from the Channel Store.

[Learn more](#)



# LOCKING DIGITAL STORE FRONTS



- Prime Video and Apple TV have store fronts where customers can buy digital movies and TV shows
- These are locked on our Roku devices with PINs
  - Prime Video's PIN can be set at the Amazon webpage under your account profile
  - Apple TV's PIN is set on each Roku device individually
    - Harder and more annoying than Amazon but needs to be done
- In the nearly two years since we've loaned Roku devices, not a single dollar has been charged on library credit cards by patrons who have checked out these devices



# ACCOUNTS AND BILLINGS

- The premium streaming subscription on each Roku device is ad-free
- Whenever possible, billing is set to annual and not monthly
- Receipts, invoices, and billing histories for each account are compiled and sent to our Finance department every month
- Payments are automatic, but the credit card needs to be reconciled
- As there are no business or non-profit streaming accounts – only regular customer-facing ones – no streaming subscriptions are tax exempt



# MISSING AND OVERDUE ROKU DEVICES

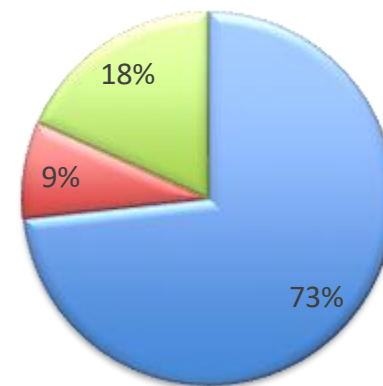


- Roku devices do go missing off shelves or overdue on library cards
- If this happens, Roku devices are remotely unlinked from their library Roku account
- This effectively bricks the device – patrons are unable to access library subscriptions and the Roku devices needs to be factory reset in order to be brought back up to library standards
- Roku devices that go missing or are lost on patron cards get replaced when possible and given the missing device's login information
- The library is never paying for subscription services for lost or missing Roku devices

# MISSING AND OVERDUE ROKU DEVICES

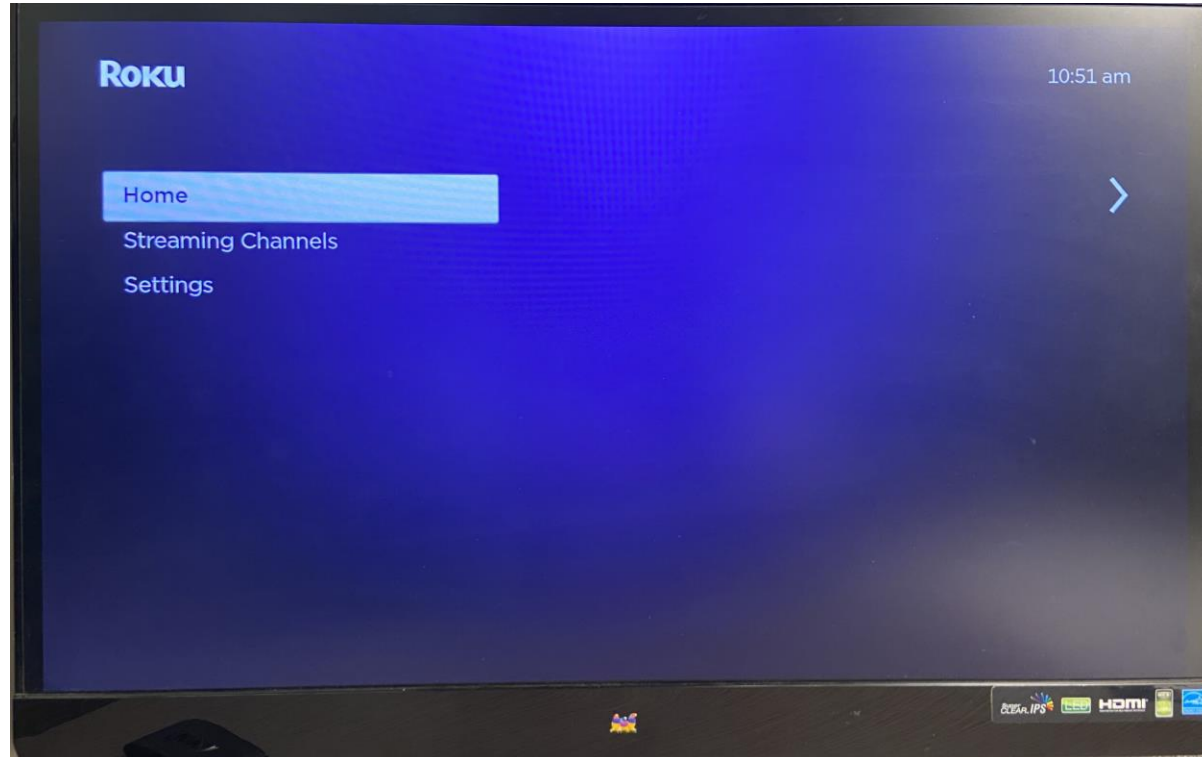
- We've had 251 Roku devices since launching the collection
  - Collection began in March, 2022
- 46 have gone Lost or Missing (green 19%)
- 21 have been withdrawn – all Netflix devices (red 8%)
- 184 are still in circulation (blue 73%)
- 16 Lost or Missing devices have been replaced
  - Challenge: time to replace the rest

## Roku Status



- In Circulation
- Withdrawn
- Lost/Missing/Claimed to Return

# UNLINKED ROKU DEVICE



# STAFF TIME

- Biggest cost of the Roku collection is staff time
  - To turn on a new Roku device takes about 40 minutes
  - To relink a Roku device after it has been unlinked due to being overdue takes about 20 minutes – usually less
  - After setup, staff devoted an average of 5.4 hours a week to collection maintenance and financial issues
  - Approximately 10 Roku devices need to be relinked a week
- Resetting Roku devices is centralized
  - The Wi-Fi at the branch level was found to have interference between the Roku devices themselves and the remotes
  - Not sharing passwords even among staff lessens the chances of password leaks
  - Keeping the passwords centralized keeps us in line with the Terms of Service of the streaming services
  - We are not password sharing in any way



# MASSIVE SPREADSHEET!

You need to keep track of everything!



	A	B	C	D	E	F	G	H	I	J	K
1	Serial Number on Device	Serial Number Online	Barcode	Roku Login	Roku Password	Roku PIN	Device Name	Premium Subscription	Subscription Login	Subscription Password	Sto
2	SOAH2240009	X0100010009	0000123312345	<a href="mailto:Acorn01@daytonmetrolibrary.org">Acorn01@daytonmetrolibrary.org</a>	123456789	1234	Acorn TV	Acorn TV	<a href="mailto:Acorn01@daytonmetrolibrary.org">Acorn01@daytonmetrolibrary.org</a>	w21s1un1un1	
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# QUESTIONS?



# CONTACT ME



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Computers in Libraries article

