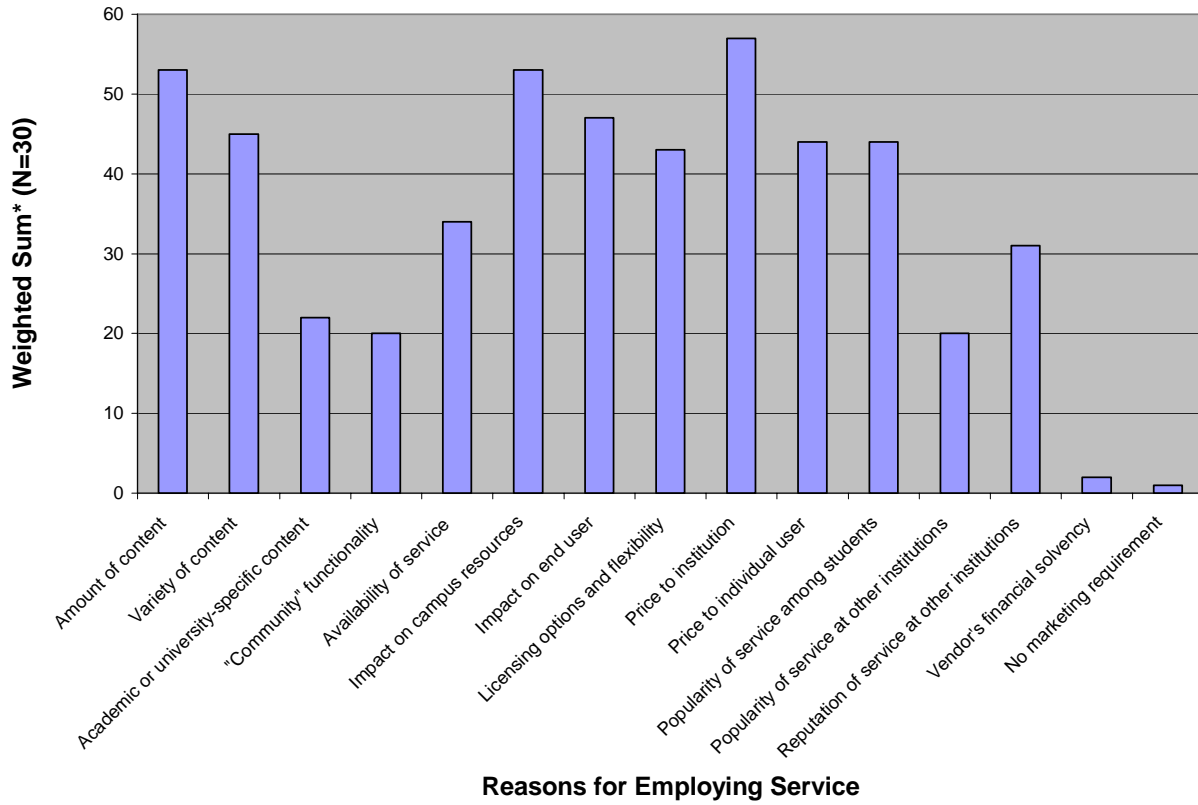


11. How important were the following criteria in evaluating and selecting the primary entertainment service (as opposed to other services available)?

| | Very Important | Important | Not Important |
|---|-----------------------|-----------------------|-----------------------|
| Amount of content offered (number of songs, albums, movies, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Variety of content offered (music, movies, radio, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ability to offer academic or university-specific content via service | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| "Community" functionality | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Availability of service (at time of evaluation, in geographic area, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Impact on campus resources - ease of installation and support (integration into campus network, required hardware and expertise, customer support provided by service provider, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Impact on end user - ease of use (support of multiple computer operating systems, quality customer support provided by service, easy-to-use client, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Licensing options and flexibility of service (type of DRM used, transferability of content, etc.) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price to institution | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price to individual user | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Popularity of service among students | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Popularity of service at other institutions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Reputation of service at other institutions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



| | Weighted Sum* |
|---|---------------|
| Amount of content offered (number of songs, albums, movies, etc.) | 53 |
| Variety of content offered (music, movies, radio, etc.) | 45 |
| Ability to offer academic or university-specific content via service | 22 |
| "Community" functionality | 20 |
| Availability of service (at time of evaluation, in geographic area, etc.) | 34 |
| Impact on campus resources - ease of installation and support (integration into campus network, required hardware and expertise, customer support provided by service provider, etc.) | 53 |
| Impact on end user - ease of use (support of multiple computer operating systems, quality customer support provided by service, easy-to-use client, etc.) | 47 |
| Licensing options and flexibility of service (type of DRM used, transferability of content, etc.) | 43 |
| Price to institution | 57 |
| Price to individual user | 44 |
| Popularity of service among students | 44 |
| Popularity of service at other institutions | 20 |
| Reputation of service at other institutions | 31 |
| Vendor's financial solvency** | 2 |
| No marketing requirement** | 1 |

* - Each response option was weighted (Very important = 2, Important = 1, Not important = 0) and the weights for each response summed to better understand and express the relative importance of the different criteria.

** - These response options were added post-survey based on responses to Question 12.

12. Were there any other criteria used in evaluating and selecting the primary entertainment service? (Choose one)

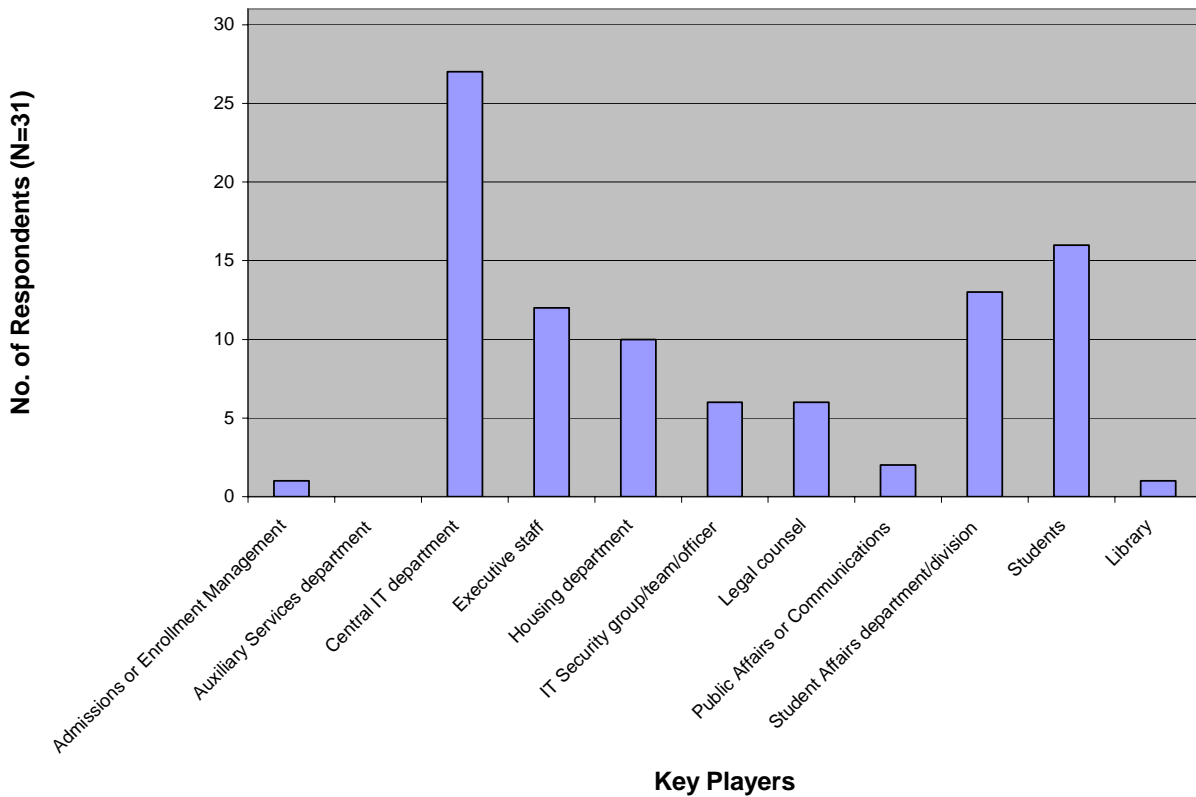
No

Yes - Please list all other criteria used and their relative importance:

11 respondents responded "Yes" and specified additional criteria. These responses were added into the responses for Question 11 as appropriate; 2 responses resulted in the creation of new response options for Question 11.

13. Who played a significant role in deciding to initially pursue, evaluate, or employ an entertainment service? (Choose all that apply)

- Admissions or Enrollment Management
- Auxiliary Services department
- Central IT department
- Executive staff (President, Chancellor, etc.)
- Housing department
- IT Security group/team/officer
- Legal counsel
- Public Affairs or Communications
- Student Affairs department/division
- Students (Student Government, Residence Hall Association, etc.)
- Other – Please explain:

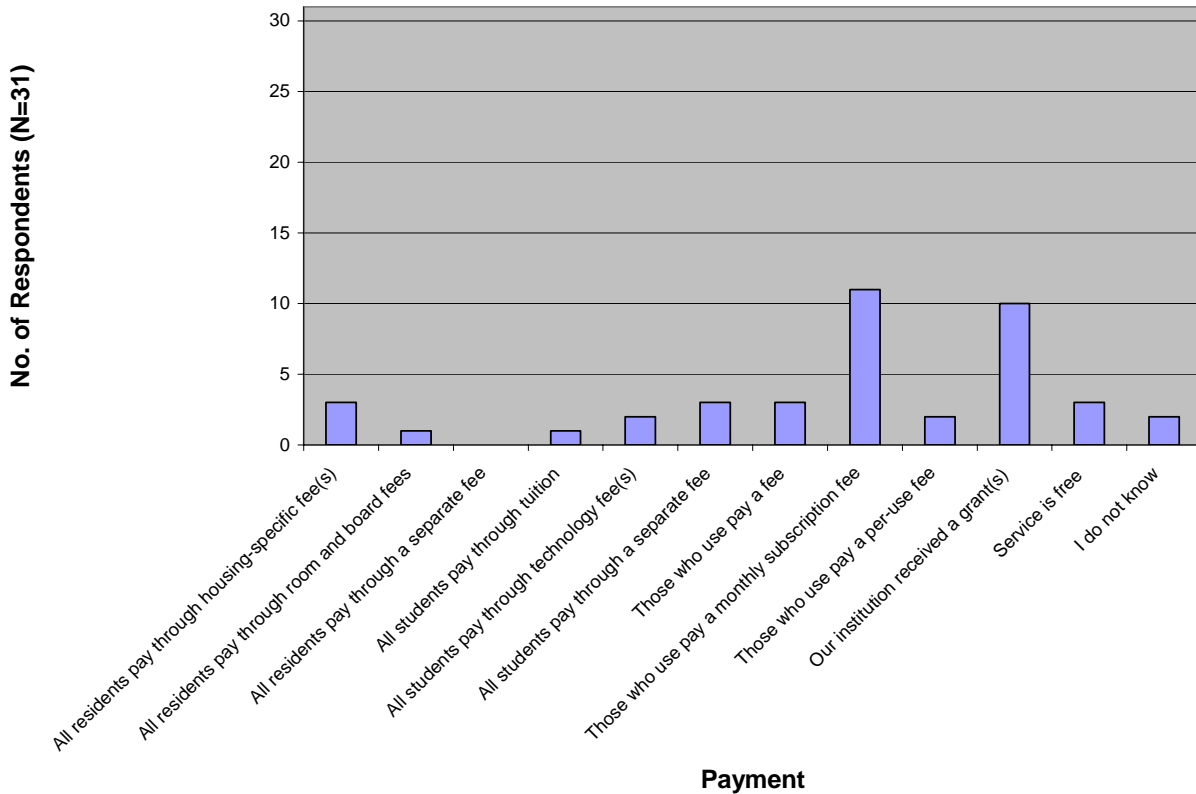


| | Count | Proportion |
|---|-------|------------|
| Admissions or Enrollment Management | 1 | 3% |
| Auxiliary Services department | 0 | 0% |
| Central IT department | 27 | 87% |
| Executive staff (President, Chancellor, etc.) | 12 | 39% |
| Housing department | 10 | 32% |
| IT Security group/team/officer | 6 | 19% |
| Legal counsel | 6 | 19% |
| Public Affairs or Communications | 2 | 6% |
| Student Affairs department/division | 13 | 42% |
| Students (Student Government, Residence Hall Association, etc.) | 16 | 52% |
| Library* | 1 | 3% |

* - 5 respondents responded with open-ended "Other" responses; all were reclassified in post-survey data analysis. 1 reclassified response resulted in the creation of the "Library" response option.

14. How is the primary entertainment service being funded? (Choose all that apply)

- All on-campus residents** pay for service through housing-specific technology or communication fee(s)
- All on-campus residents** pay for service through room and board fees
- All on-campus residents** pay for service through a separate fee (other than room and board)
- All students** pay for service through tuition
- All students** pay for service through technology or communication fee(s)
- All students** pay for this service through a separate fee (other than technology or communication fee)
- Those who opt** to use the service pay a fee
- Those who opt** to use the service pay a monthly subscription fee
- Those who opt** to use the service pay a per-use fee
- Our institution received a grant(s) which pays for some or all of the service
- I do not know
- Other – Please explain:

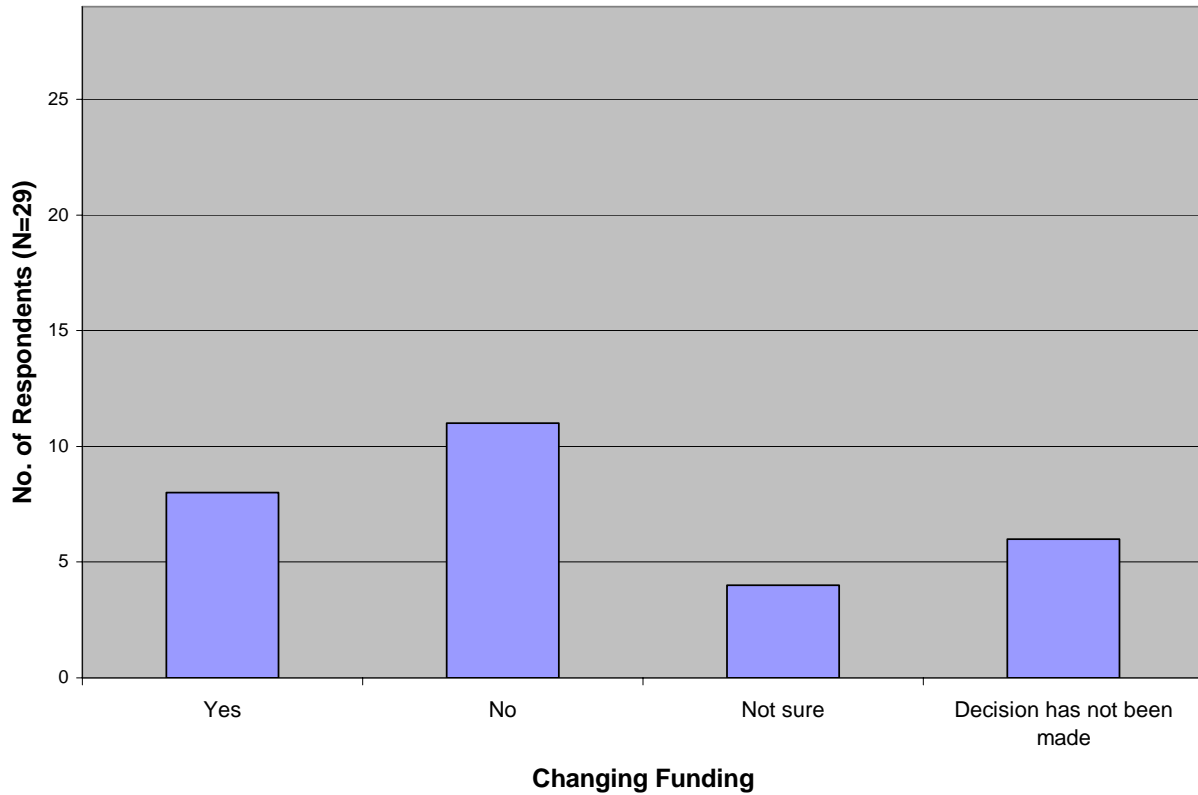


| | Count | Proportion |
|---|-------|------------|
| All on-campus residents pay for service through housing-specific technology or communication fee(s) | 3 | 10% |
| All on-campus residents pay for service through room and board fees | 1 | 3% |
| All on-campus residents pay for service through a separate fee (other than room and board) | 0 | 0% |
| All students pay for service through tuition | 1 | 3% |
| All students pay for service through technology or communication fee(s) | 2 | 6% |
| All students pay for this service through a separate fee (other than technology or communication fee) | 3 | 10% |
| Those who opt to use the service pay a fee | 3 | 10% |
| Those who opt to use the service pay a monthly subscription fee | 11 | 35% |
| Those who opt to use the service pay a per-use fee | 2 | 6% |
| Our institution received a grant(s) which pays for some or all of the service | 10 | 32% |
| Service is free* | 3 | 10% |
| I do not know* | 2 | 6% |

* - 7 respondents responded with open-ended "Other" responses; all were reclassified in post-survey data analysis. Reclassified responses resulted in the creation of the "Service is free" and "I do not know" response options.

**15. Do you expect to change the funding model in the next 1-2 years?
(Choose one)**

- Yes
- No
- Not sure
- Decision has not been made
- Other – Please explain:

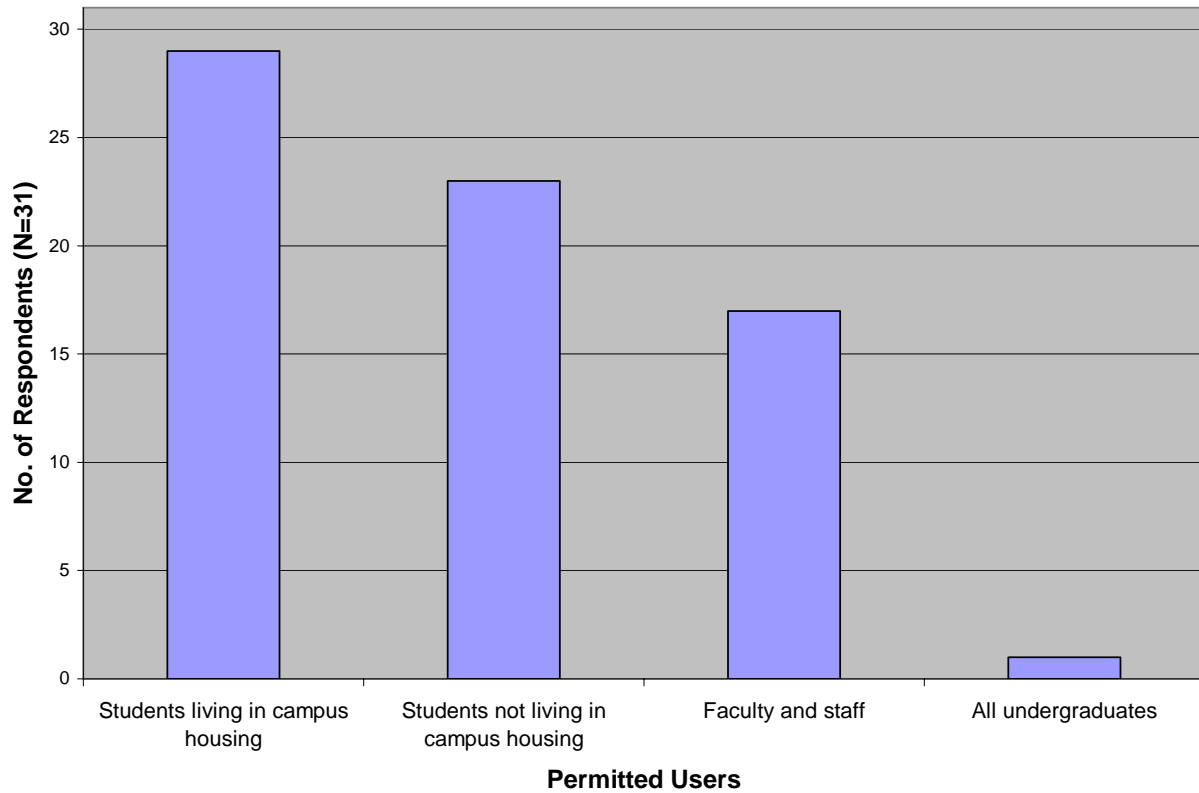


| | Count | Percentage |
|----------------------------|-------|------------|
| Yes | 8 | 26% |
| No | 11 | 35% |
| Not sure | 4 | 13% |
| Decision has not been made | 6 | 19% |

2 respondents responded with open-ended “Other” responses; both were reclassified in post-survey data analysis.

*** 16. Who has access to the primary entertainment service? (Choose all that apply)**

- Students living in institutionally-owned or –managed housing
- Students not living in institutionally-owned or –managed housing
- Faculty, staff, or other university-affiliated persons (Response added question asking if the price differs from that charged to students)
- Other – Please explain:

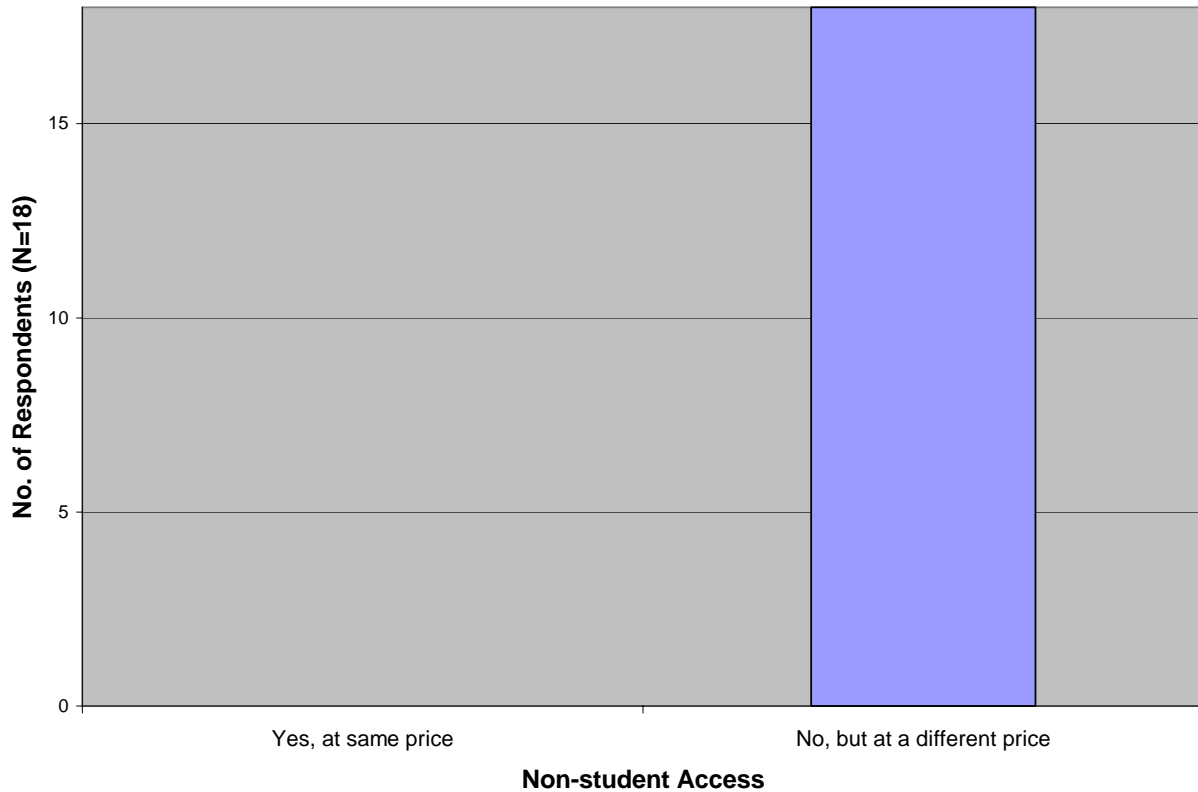


| | Count | Proportion |
|--|-------|------------|
| Students living in institutionally-owned or –managed housing | 29 | 94% |
| Students not living in institutionally-owned or –managed housing | 23 | 74% |
| Faculty, staff, or other university-affiliated persons | 17 | 55% |
| All undergraduates* | 1 | 3% |

* - 6 respondents responded with open-ended “Other” responses; all were reclassified in post-survey data analysis. Reclassified responses resulted in the creation of the “All undergraduates” response option.

*** 16a. Are faculty, staff, or other university-affiliated persons permitted to access the primary entertainment service at the same price as that negotiated for students? (Choose one)**

- Yes, other university-affiliated persons can access the service for the same price as negotiated for students
- No, but other university-affiliated persons can access the service at a different price
- Other - Please explain:

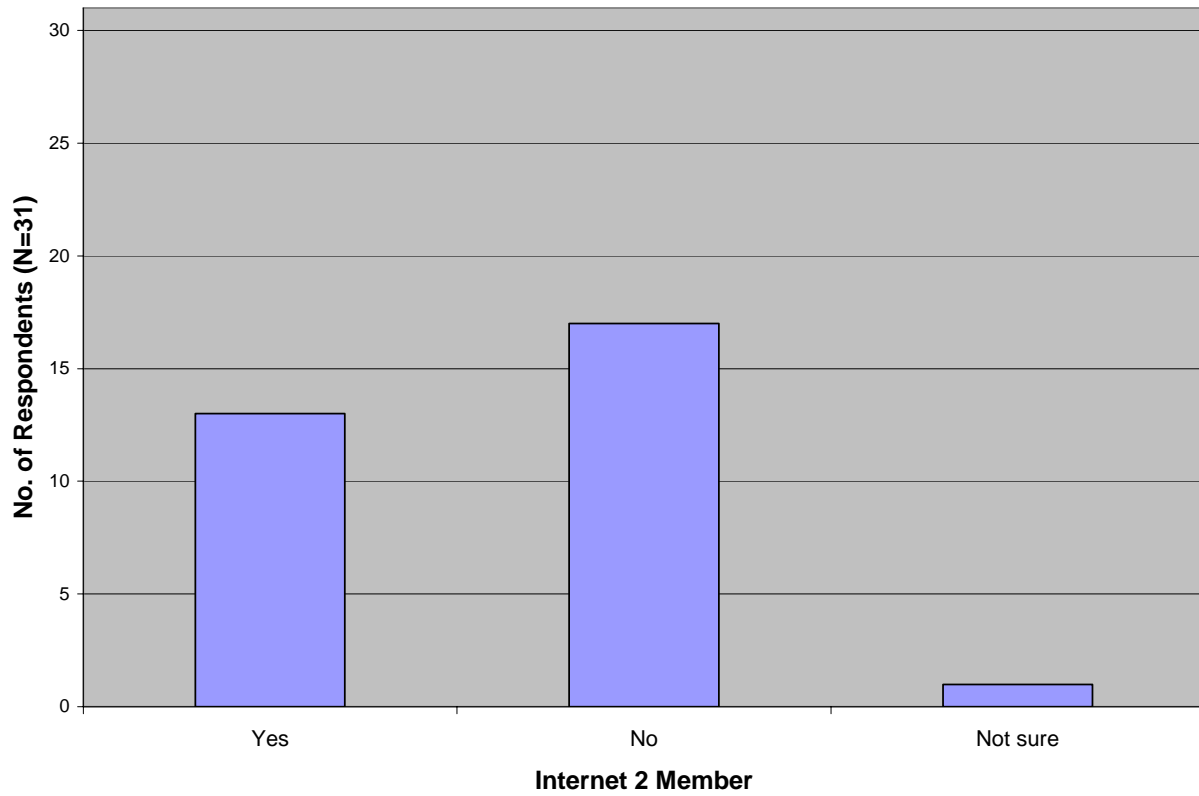


| | Count | Percentage |
|------------------------------|-------|------------|
| Yes, at same price | 0 | 0% |
| No, but at a different price | 18 | 100% |

2 respondents responded with open-ended “Other” responses; both were reclassified in post-survey data analysis.

*** 17. Is your institution an Internet2 member? (Choose one)**

- Yes (Response will add question asking if your primary service uses Internet2)
- No
- Not sure
- Other - Please explain:

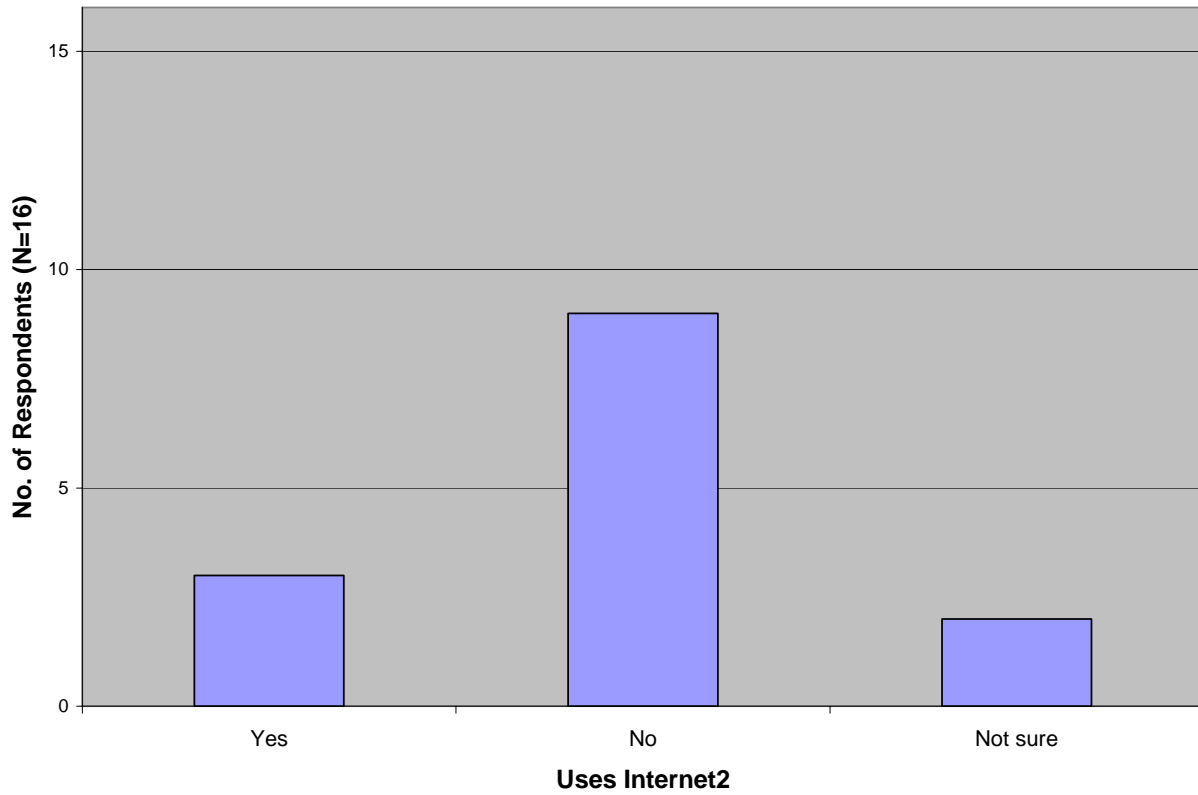


| | Count | Percentage |
|----------|-------|------------|
| Yes | 13 | 42% |
| No | 17 | 55% |
| Not sure | 1 | 3% |

2 respondents responded with open-ended "Other" responses; both were reclassified in post-survey data analysis.

**17a. Does your primary entertainment service in any way use Internet2?
(Choose one)**

- Yes
- No
- Not sure
- Other - Please explain:



| | Count | Percentage |
|----------|-------|------------|
| Yes | 3 | 21% |
| No | 9 | 64% |
| Not sure | 2 | 14% |

1 respondent responded with an open-ended “Other” response; it was reclassified in post-survey data analysis.