EduTV
User Awareness Program
Informit EduTV Facebook Advertising

Informit regularly conducts Facebook advertising targeted at students of subscribing Universities. The purpose of the messaging is to make them aware of their access to Informit EduTV. We can also supply ads for you to run your own campaigns.
Informit EduTV Poster

Posters are displayed in the library, encouraging users to scan the QR code and access the Informit EduTV platform.
Informit EduTV Stickers

Stickers are to be placed on electronic resources in the library, encouraging users to find the resource via the Informit EduTV platform.

Tech specs

Components consist of:
- 14 labels/sheet
- Avery L7163 labels, 99.1 x 38.1 (mm)
Digital Advertisement

EduTV

Your online streaming resource

Access over 40,000 programs including documentaries, dramas and series.

Start streaming

Informit EduTV Traffic Driver

Advertisement is to appear on the library homepage, encouraging users to click through and access the Informit EduTV platform.
Informit EduTV Academic Staff Alert

Email sent to academic staff informing them of Informit EduTV to encourage engagement with the platform.
Library Support Email

With over 40,000 programs, Informit EduTV provides content across a range of learning areas including documentaries, drama and series.

Use the links below to access our easy-to-understand tutorials and FAQs.

- Signing in
- How to search
- Clip creation

Informit EduTV Library Staff Email

Email is to be sent to library staff informing them of Informit EduTV and providing access to helpful support documents.
Informit EduTV Demonstration Kiosk

This kiosk will feature an A1-sized poster and brochures promoting Informit EduTV inclusive of QR codes. The kiosk will feature an iPad locked to EduTV to access the platform. 

Conditions apply.

Note: The kiosk could also be set up using one of your own library computers.
EduTV Program Curation Policy

21/12/2018

EduTV is an online service that captures and stores television broadcasts for use as an educational resource. EduTV is available on subscription to education institutions that hold a Screenrights licence. The licence permits institutions to copy and communicate television and radio broadcasts for educational purposes.

Program selection
Informit records and stores around 120 programs per week from free-to-air and selected pay television channels in Australia. We select content that will be of interest to Australian educators and will support their pedagogical needs.

Informit aims to ensure a fair balance of opinion on EduTV in order to present educators with an impartial view of issues or topics.

Persistence
All programs on EduTV are available for access via persistent links for the duration of a user’s subscription. Programs are only removed for legal or technical reasons.

Program requests
EduTV customers may nominate titles for inclusion. If we have recorded and stored the program, we will post it immediately. If we have not recorded the program, we place it on a list to be recorded and posted to EduTV when it is rebroadcast.

We endeavour to capture all programs requested, subject to our capacity limitations and the educational purpose of the program.

When making a program request, please include the educational value the program will offer, for example, course name or project description.

Closed Captions
Most free-to-air programs are broadcast with closed captions. EduTV makes these available. If captions from free-to-air broadcasts are corrupt or absent, a customer may request EduTV to recreate captions free-of-charge. Other closed captions requests will be charged at a nominal rate.

Recommendations
EduTV welcomes your recommendations and comments. We encourage you to contact us with any suggestions you would like to make to Informit about EduTV.
# Request form

**Item** | **QTY**
---|---
Social media campaign advertisement/s | □
A3 Poster | □
Stickers (sheet of 14 labels) | □
Digital advertisement | □
Staff email | □
Library email | □
*Kiosk (enquiry) | □

## Shipping Details

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact name</th>
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<tbody>
<tr>
<td>Postal address</td>
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</tr>
<tr>
<td>Suburb</td>
<td>State</td>
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<tr>
<td>Phone</td>
<td>Email</td>
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</tbody>
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**Special instructions**

**Other requirements**

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**Note**: Please allow up to two weeks for items to be delivered (does not include kiosk).

Please email your request form to support.informit@rmit.edu.au