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ITVS AND KANOPY PARTNER ON DIRECT-TO-PLATFORM DISTRIBUTION OPPORTUNITY FOR INDEPENDENT FILMMAKERS

*New Presale Model Secures
Upstream Value for Educational
and Public Library Rights,
Empowering Creators to Close
Critical Production Budget Gaps*

(SAN FRANCISCO, CA, Oct 6, 2026) — Independent Television Service (ITVS) today announced a landmark partnership with Kanopy, the premier streaming service for universities and public libraries, to provide an innovative, platform-direct distribution pathway for independent filmmakers. The collaborative initiative is designed to support selected ITVS co-productions during the crucial final stages of production, utilizing platform license fees from Kanopy to close critical budget gaps.

Under this “presale” model, Kanopy is offering to license educational and public library streaming rights directly from filmmakers, in exchange for a minimum guarantee (MG) assessed by ITVS to represent fair market value. With approximately 75 percent of ITVS co-productions historically facing funding gaps at the finishing stage, this new earning mechanism offers a direct, sustainable solution for independent creators while ensuring they participate directly in platform-generated revenue.

“At a moment when public media funding is under pressure, it's more important than ever that platforms like Kanopy step up to help fill that gap,” said Jason Tyrrell, general manager of Kanopy. “We're proud to work alongside ITVS to create a distribution model that makes these critical stories accessible to everyone through their local library and academic institutions.”

“As the public media landscape shifts and federal funding has been eliminated, ITVS will continue to champion our co-production partners,” said Lindsey Hodgson, director of distribution at ITVS. “This partnership with Kanopy is a vital opportunity to continue to innovate our distribution model, and secure new paths to revenue for our filmmakers' work, while expanding the reach of these critical documentaries made in the public interest.”

The collaboration, negotiated by Zoë Toupin, senior manager of content acquisitions at Kanopy, and Lindsey Hodgson, director of distribution at ITVS, offers dual benefits, prioritizing both filmmaker equity and unprecedented audience growth.

By securing distribution via an alternate public service platform, the partnership aims to exponentially increase INDEPENDENT LENS and ITVS audience reach nationwide. The strategy honors ITVS' dual



commitments: driving innovative distribution models that champion creator-centric revenue streams, while continuing to serve as a primary supplier of high-quality content to the educational marketplace. Notably, 28 percent of ITVS-funded projects over the past decade have been included in Kanopy's acclaimed catalog, underscoring the deep value and demand for public media content in institutional settings.

Through this strategy, ITVS continues to actively support the educational ecosystem. Co-production partners will retain their educational and public library streaming rights while proactively seeking strategic licensing opportunities. ITVS will continue to seek partnerships that center creator revenue and elevate distribution opportunities.

ABOUT ITVS

Independent Television Service (ITVS) is the largest co-producer of independent documentaries in the United States. For more than 30 years the San Francisco nonprofit has funded and partnered with documentary filmmakers to produce and distribute untold stories. ITVS incubates and co-produces these award-winning titles and premieres them on our Emmy Award-winning PBS series, INDEPENDENT LENS. ITVS titles appear on PBS, WORLD, NETA, and can be streamed on various digital platforms including the PBS app. ITVS is funded by the Corporation for Public Broadcasting, Acton Family Giving, John D. and Catherine T. MacArthur Foundation, Ford Foundation, Park Foundation, and Wyncote Foundation. For more information, visit itvs.org.

ABOUT INDEPENDENT LENS

INDEPENDENT LENS is an award-winning documentary series that fosters understanding, seeks to build empathy, and encourages a more united society. Produced by ITVS, INDEPENDENT LENS documentaries have premiered on PBS for 25 years and streamed on YouTube, helping Americans foster deeper connections between communities and themselves. From the Oscar-nominated "I Am Not Your Negro" to the Peabody-acclaimed docuseries "Philly D.A." and

the Emmy® Award-winning “The Invisible War,” INDEPENDENT LENS provides viewers with in-depth, nuanced storytelling reflecting the experiences of people from a variety of voices and communities. INDEPENDENT LENS is funded by the Corporation for Public Broadcasting, the John D. and Catherine T. MacArthur Foundation, the Ford Foundation, Acton Family Giving, Park Foundation, and Wyncote Foundation. Stream anytime on the PBS app or YouTube. Learn more at pbs.org/independentlens.

ABOUT KANOPY

Kanopy is the leading video streaming service that allows everyone to Stream Smarter with access to thousands of films for free, thanks to the generous support of public libraries or universities. Kanopy has more than 30,000 films in its catalog. Partnering with filmmakers and film and video distributors, Kanopy offers access to a wide range of engaging narratives, insightful documentaries, and riveting television and instructional content. Suppliers include BBC, Criterion, NEON, Samuel Goldwyn, HISTORY, A&E, The Great Courses, Kino Lorber, A24, and IFC Films. Kanopy’s ad-free platform is available via browser and on iOS, Android, and all major streaming devices, including Roku, Apple TV, Android TV, Amazon Fire TV, and Samsung Smart TV. OverDrive’s acquisition of Kanopy in 2021 brought together the largest catalog of premium eBooks, audiobooks, and streaming video content for thousands of public libraries, colleges, and universities. Learn more at www.kanopy.com.

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