

# Video Streaming Tips & Learnings

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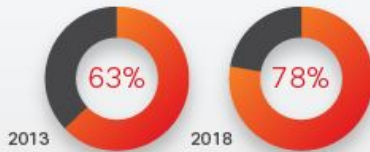


# Video market share

## Global Residential Service Adoption Trends



By 2018, **Online Video** will have 1.9 billion users, ranking as the **highest penetrated residential Internet service**.



**Online Video** will be the **fastest growing residential Internet service** from 2013 to 2018. ▲ 9.7% CAGR



By 2018, there will be 1.5 billion **digital TV households** (86% of TV households).



**Video-on-Demand (VoD)** will be the **fastest growing digital television service**, growing from 306 million subscribers in 2013 to 451 million by 2018. ▲ 8.1% CAGR



By 2018, there will be 198 million **Time-delayed TV subscribers**, reaching 13% of digital TV households.



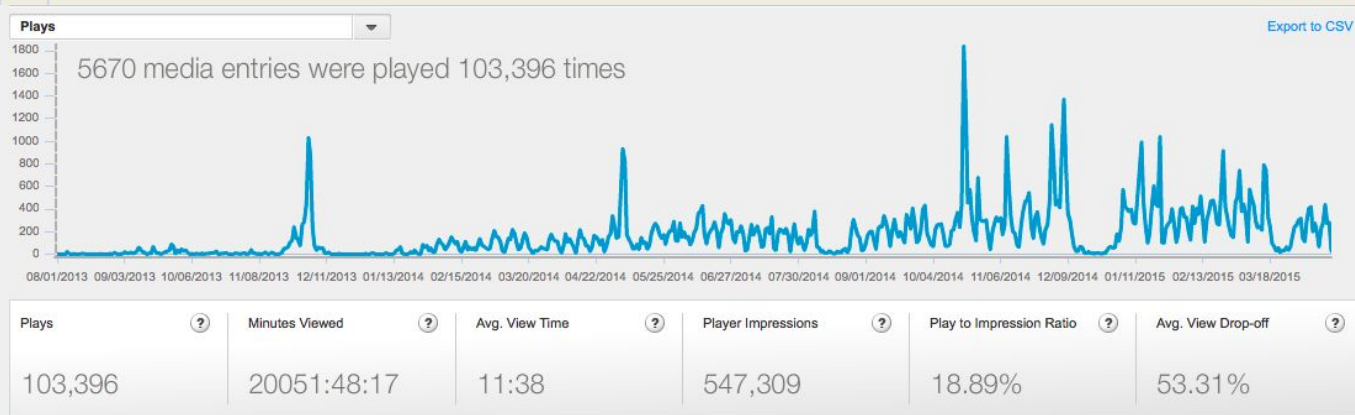
The average household will have **3.7 devices/connections** by 2018.

**Video Use and  
Higher Education:  
Options for the Future**

“The educational use of video on campus is accelerating rapidly in departments across all disciplines -from arts, humanities, and sciences to professional and vocational curricula.”

# Video Streaming

Miami & Kaltura stats: Aug 2013 - April 2015



Platform	Plays	Minutes Viewed	Avg. View Time	Player Impressions	Play to Impression Ratio
COMPUTER	99,567	19013:24:11	11:27	533,787	18.65%
MOBILE	1,797	493:44:46	16:29	6,299	28.53%
TABLET	1,738	472:07:15	16:17	5,473	31.75%
UNKNOWN	269	62:33:32	13:57	1,680	16.00%
GAME CONSOLE	14	07:20:40	31:28	14	100.00%
DMR	1	01:00:03	01:00:03	1	100.00%

# Kaltura & library platforms



## Miami Stories Oral History Collection

A University Bicentennial legacy project that recollects the Miami experience.

Browse this collection

Search  [Search](#) [Advanced Search](#)

Home » Miami Stories Oral History Collection » Student Affairs Administrators (1959-2006) interview, October 2006.

Reference URL  Share

### Student Affairs Administrators (1959-2006) interview, October 2006.

[View Description](#)

Link  Text



## Scholarly Commons @ MU

[Home](#) / [Research Centers](#) / [Center for American and World Cultures](#)

### Stephen Lewis Talk

#### Center for American and World Cultures (CAWC)

Lecture Series Digital Archive

The Lecture Series Digital Archive is a joint initiative between Center for American and World Cultures and the Miami University Libraries' Center for Digital Scholarship.

Date  
2008-01-24

Author  
Lewis, Stephen

Metadata  
[Show full item record](#)

A talk by Stephen Lewis

URI  
<http://hdl.handle.net/2374.MIA/5025>



WORDPRESS



DSpace



omeka

# Kaltura & library platforms

The screenshot shows the CONTENTdm Project Client interface. The main window displays a table with columns: Thumbnail, Section, Title, Description, Provenance, Full Title, Author, Publisher, Contributors, Date, Format, Identifier, Language, Resource type, Date.digital, and Collec. The table is currently empty. A dialog box titled "Add URL" is open in the center, containing the following text:

Add a URL or create a blank metadata record with no associated item by adding a null item.

Add URL

URL:

Add null item

Buttons: Add, Cancel

At the bottom of the main window, there is a status bar with the text: "Last upload finished Friday, April 24, 2015 10:47:18 AM show details" on the left and "Project Client is up to date" on the right.

This is a close-up of the "Add URL" dialog box. It features a title bar with the text "Add URL" and a close button (X). The main content area contains the following text:

Add a URL or create a blank metadata record with no associated item by adding a null item.

Add URL

URL:

Add null item

Buttons: Add, Cancel

# Kaltura & library platforms

```
$htmlFile = $parent->itemLinkUrl;
$path_parts = pathinfo($htmlFile);
// echo $htmlFile; e.g. http://digital.lib.miamioh.edu/msv00064/1_wihhntcy
$temp_url = substr($htmlFile, 31);
//echo $temp_url; e.g. msv00064/1_wihhntcy
$pos = strpos($temp_url, '/');
//echo $pos+1;
$cdm_video_id = substr($temp_url, 0, $pos);
//echo $cdm_video_id;

//kalturaID
$video_id = substr($temp_url, $pos+1);
//echo 'Kaltura-ID: ' . $video_id;
?>
<iframe src="http://cdnapi.kaltura.com/p/886232/sp/88623200/embedIframeJs/uiconf_id/1
5613012/partner_id/886232?iframeembed=true&playerId=kaltura_player_1375801859&entry_id=
<?php echo $video_id;?>" width="480" height="384" allowfullscreen webkitallowfullsc
reen mozAllowFullScreen frameborder="0" style="width: 480px; height: 384px;" itemprop
="video" itemscope itemtype="http://schema.org/VideoObject">
</iframe>
```

## CONTENTdm 6.x

../viewers/ShowLink.php

## DSpace 5.x

../scripts/tweaks.js

```
// check if item is an mp4 file
//var htmlStr = $(".file-metadata div span:eq(1)").html();
var htmlStr = $(".item-page-field-wrapper div:eq(0)").html();
// alert(htmlStr);
if (htmlStr.indexOf("mp4") >= 0) {
// alert('this is an mp4 file');
var kaltura_id = $(".meta[name='DCTERMS.isVersionOf']").attr("content");
// alert(kaltura_id);

$(".col-sm-4").css({"width": "60%"});
$(".col-sm-8").css({"width": "40%"});

$(".item-page-field-wrapper div:eq(0)").hide();
$(".item-page-field-wrapper h5:eq(0)").hide();

// replace video DIV with Kaltura code
var htmlStr = $(".thumbnail").replaceWith("<div id='kaltura_player_1376426656' style='width:
400px; height: 300px;' itemprop='video' itemscope itemtype='http://schema.org/VideoObject'><
/div><script src='http://cdnapi.kaltura.com/p/886232/sp/88623200/embedIframeJs/uiconf_id/1611
5322/partner_id/886232?autoembed=true&entry_id=" + kaltura_id + "&playerId=kaltura_player_137
6426656&cache_st=1376426656&width=400&height=333&flashvars[streamerType]=auto'></script>");
}
```

# NEW lesson: captioning

## Four reasons/benefits:

- complying with accessibility requirements
- improving videos with poor quality audio
- making videos text searchable
- increasing comprehension

has to be made between a boy going to school and a girl going to school it is almost inevitably the boys but the whole business of all these primary school aged kids not going to school, it's so painful. And do you know why the bulk of them don't go to school? They **can't** go to school because they **can't** afford the school fees. Most of us **don't** ever think of the payment of fees in North America for primary or secondary school. In Africa, there is not a single country, 53 sub-Saharan African countries, not one of them has free secondary education as a matter of urgent and implemented public policy, not one. And while there are in increasing number who have removed the fees for primary school, there are many countries that still require fees and these kids **can't** afford it. They **can't** afford the fees, they **can't** afford the uniforms, they **can't** afford the textbooks, they **can't** afford parent teacher association fees, they **can't** afford the examination fee. And although I am by and large a fairly moderate and amiable fellow I'm really gentle and restrained, I'm just excited by having an audience. I'm a social democrat so I usually speak to mass meetings of 3 and 4, 5. This is colossal. But let me indulge myself in a little spasm for the moment. There **didn't** use to be fees for elementary school. The fees for elementary school come courtesy of the international financial institutions, of the World Bank and the International Monetary Fund. You see in the 1980s and the 1990s the international financial institutions decided to impose upon Africa and many other developing countries what were called structural adjustment programs. Lunatic, economic programs imposed on African countries which may have

3PlayMedia

University Libraries

My Files Upload Media

From Computer From Links Linked Account FTP Settings

My Kaltura Account Settings Upload (0)

All Selected Files (0)

mul-sc Search Show 10 per page 1 2 3 4

23 files found reset

Preview	Name	Date Added	Video ID	Duration
<input type="checkbox"/>	cw-symposium-local-resources	04/07/15	1_u6dhwfbs	00:51:18
<input type="checkbox"/>	Elliot-Sperling	02/13/14	1_nn865opg	01:23:52
<input type="checkbox"/>	Stephen-Lewis (uploaded)	02/13/14	1_xt4om9wg	01:21:47
<input type="checkbox"/>	Van Jones 3	10/11/13	1_2hd22qge	01:43:10
<input type="checkbox"/>	audrey smedley	10/11/13	1_fy49dqh5	01:35:37
<input type="checkbox"/>	J.-Christopher-Kovats-Bernat	10/11/13	1_brw80pem	01:03:39
<input type="checkbox"/>	kevin bales	10/11/13	1_ts316xc8	01:28:50



# NEW lesson: captioning

## in-house vs outsourced transcription





# Planning & Policy

- Libraries' role in university Kaltura Core Team
- Questions of copyright
- Evaluation of success



# Kaltura Core Team

- Formed in spring 2014 with representatives from across the university, including IT, e-Learning, and the Libraries
- Charged with researching & developing policies for uploading & sharing media with Kaltura
- Sharing via the Kaltura Media Console as well as integration with digital collections, exhibits, and Sakai



# Libraries' Role

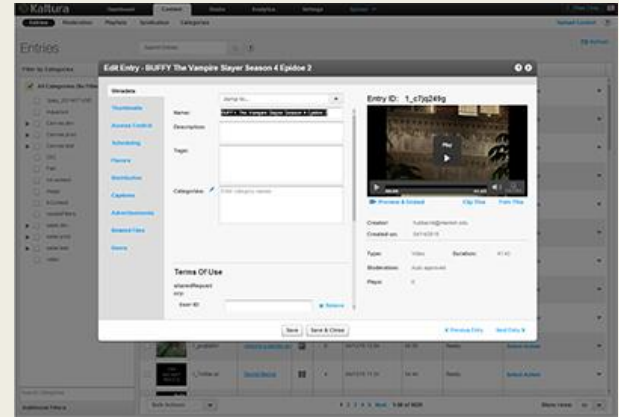
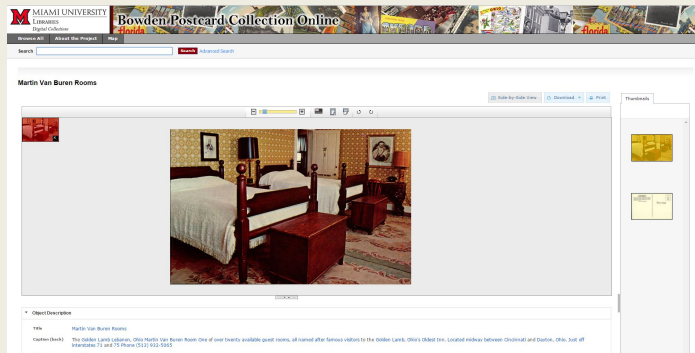
- Current primary digitizer of copyrighted material for coursework; responsible for most digital exhibits & collections on campus
- Advise on digitization of commercial films and copyright/DRM issues
- Librarians, not lawyers



Doctorate image attribution: Swampyank at en.wikipedia  
([http://commons.wikimedia.org/wiki/File:Juris\\_Doctor\\_diploma.jpg](http://commons.wikimedia.org/wiki/File:Juris_Doctor_diploma.jpg))

# What does this cover

- Materials created by faculty & students
- Library digital collections
- Digitized commercial copyrighted materials



# TEACH Act vs. Fair Use

TEACH Act	Fair Use
Designed for distance learning	More flexible
Sakai already allows for restricted access	
More explicit regulations	
Not all intended uses met TEACH Act requirements	Faculty don't always have time to consult guidelines
No available Terms of Use/copyright statement	We are not lawyers

# Copyright Subcommittee

- Created Terms of Use for digital collections & e-resources
- Modelled on OSU's Terms of Use (no need to reinvent the wheel)
- Submitted to University Counsel for legal approval (librarians, not lawyers!)

and...

*By accessing Miami University's digital collections you accept, without limitation or qualification, the Terms of Use outlined below and acknowledge full and complete acceptance of these terms.*

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4. The materials are not among those the law specifically excludes from its coverage:
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  - b. Copies the professor knows or should know are illegal.
  - c. Textbooks, **coursepacks**, electronic reserves and similar materials typically purchased individually by the students for independent review outside the classroom or class session.
5. The professor of the course has valued the content of the video as directly related to the content of the class.
6. The content is password protected and available only to students enrolled in the class.
7. The content will only be available to students for the duration of the course.
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# Evaluation of Success

- Awaiting approval of Terms of Use
- Acting under Fair Use
- Preparing for transition to new learning management system software

**Keeping the status quo?**



# Questions?

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