Video Streaming
Tips & Learnings

Elias Tzoc, Digital Initiatives Librarian
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“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

5670 media entries were played 103,396 times

<table>
<thead>
<tr>
<th>Plays</th>
<th>Minutes Viewed</th>
<th>Avg. View Time</th>
<th>Player Impressions</th>
<th>Play to Impression Ratio</th>
<th>Avg. View Drop-off</th>
</tr>
</thead>
<tbody>
<tr>
<td>103,396</td>
<td>20051:48:17</td>
<td>11:38</td>
<td>547,309</td>
<td>18.89%</td>
<td>53.31%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Platform</th>
<th>Plays</th>
<th>Minutes Viewed</th>
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</tr>
</thead>
<tbody>
<tr>
<td>COMPUTER</td>
<td>99,567</td>
<td>16013:24:11</td>
<td>11:27</td>
<td>533,787</td>
<td>18.65%</td>
<td></td>
</tr>
<tr>
<td>MOBILE</td>
<td>1,797</td>
<td>493:44:46</td>
<td>15:29</td>
<td>6,259</td>
<td>23.53%</td>
<td></td>
</tr>
<tr>
<td>TABLET</td>
<td>1,728</td>
<td>472:07:15</td>
<td>16:17</td>
<td>5,473</td>
<td>31.75%</td>
<td></td>
</tr>
<tr>
<td>UNKNOWN</td>
<td>209</td>
<td>82:33:32</td>
<td>13:57</td>
<td>1,690</td>
<td>16.00%</td>
<td></td>
</tr>
<tr>
<td>GAME CONSOLE</td>
<td>14</td>
<td>07:20:40</td>
<td>31:28</td>
<td>14</td>
<td>100.00%</td>
<td></td>
</tr>
<tr>
<td>DMR</td>
<td>1</td>
<td>01:00:03</td>
<td>01:00:03</td>
<td>1</td>
<td>100.00%</td>
<td></td>
</tr>
</tbody>
</table>
Kaltura & library platforms
Kaltura & library platforms

Add URL

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

- Add URL
  - URL: digital.lib.MiamiOH.edu/football_001/1_1sdo349
- Add null Item
Kaltura & library platforms

CONTENTdm 6.x
../viewers/ShowLink.php

DSpace 5.x
../scripts/tweaks.js
NEW lesson: captioning

Four reasons/benefits:
- complying with accessibility requirements
- improving videos with poor quality audio
- making videos text searchable
- increasing comprehension
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
What does this cover

- Materials created by faculty & students
- Library digital collections
- Digitized commercial copyrighted materials
## TEACH Act vs. Fair Use

<table>
<thead>
<tr>
<th>TEACH Act</th>
<th>Fair Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designed for distance learning</td>
<td>More flexible</td>
</tr>
<tr>
<td>Sakai already allows for restricted access</td>
<td></td>
</tr>
<tr>
<td>More explicit regulations</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Not all intended uses met TEACH Act requirements</td>
<td>Faculty don’t always have time to consult guidelines</td>
</tr>
<tr>
<td>No available Terms of Use/copyright statement</td>
<td>We are not lawyers</td>
</tr>
</tbody>
</table>
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...

As creating Miami University’s digital collections policy requires without modification or qualification, the Terms of Use outlined below and acknowledge full and complete acceptance of these terms:

1. The Copyright law of the United States was enacted in 1976 and further amended by the Digital Millennium Copyright Act (1998) and the Technology, Education and Copyright Harmonization (TEACH) Act (2002). The law contains provisions that both allow and limit the use of digital media for instruction.

2. The data, images, videos, software, documentation, text, and other information in the files (hereafter, “the Materials”) contained in Miami University’s digital collections are made available subject to the limitations of copyright law and Miami University policy.

3. The Materials may be protected by copyright and/or other restrictions. Miami University and relevant third parties are the owners, including copyright.

4. At February 3, 2015, Materials as a whole require copyright information to be protected by copyright.

5. Notwithstanding the foregoing, Miami University does not warrant that use of the Materials will not infringe on the rights of third parties not owned by or affiliated with Miami University.

6. Copying or redistribution in any manner for commercial use, including commercial publication, or for personal gain is strictly prohibited.

7. Neither Miami University nor any other party involved in creating, producing, delivering or maintaining the digital collections is liable for any direct, incidental, consequential, indirect, or punitive damages arising out of your access to, use of, or inability to access, the Materials. Without limiting the foregoing, all Materials are provided “AS IS” WITHOUT A WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND/OR NON-INFRINGEMENT. Miami University assumes no responsibility, and shall not be liable for, any damages to, or viruses that may infect your computer equipment or other property as a result of use of, reliance on, or downloading of any of the Materials.

8. Miami University may at any time revise these Terms and Conditions by posting changes and such revised terms and conditions shall be effective immediately.

9. Use, of, downloading, or viewing the video content:

Miami University authorizes only the University Libraries to digitize and make available the videos for classes by digital streaming certain commercial video content to the following conditions:

1. The class is a scheduled part of the university’s course offerings.

2. The legally obtained copy is served by the University Libraries, including libraries University regional libraries.

3. The digital copy of the video content is the only copy available.

4. The materials are not among those that are specifically excluded from its coverage:


   b.5. The professor reserves or should reserve one copy.

   c. Materials, textbooks, reference books, and similar resources typically purchased individually by the students for independent study outside the classroom or class session.

   d. The professor of the course has used the content of the video as directly related to the content of the class.

   e. The content is password protected and available only to students enrolled in the class.

   f. The content will only be available to students for the duration of the course.

   g. The students are given notice that the material is protected by copyright.

   h. Neither the professor nor the student will acknowledge that reproducing and distributing any portion of the material is permitted.

   i. Remains
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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