Video Streaming
Tips & Learnings

Elias Tzoc, Digital Initiatives Librarian
Marcus Ladd, Special Collections Digital Librarian
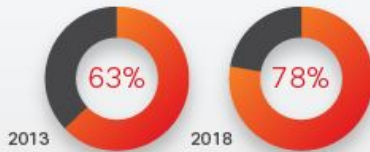
MIAMI UNIVERSITY
OXFORD, OH • EST. 1809

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**.

63% 2013 **78%** 2018

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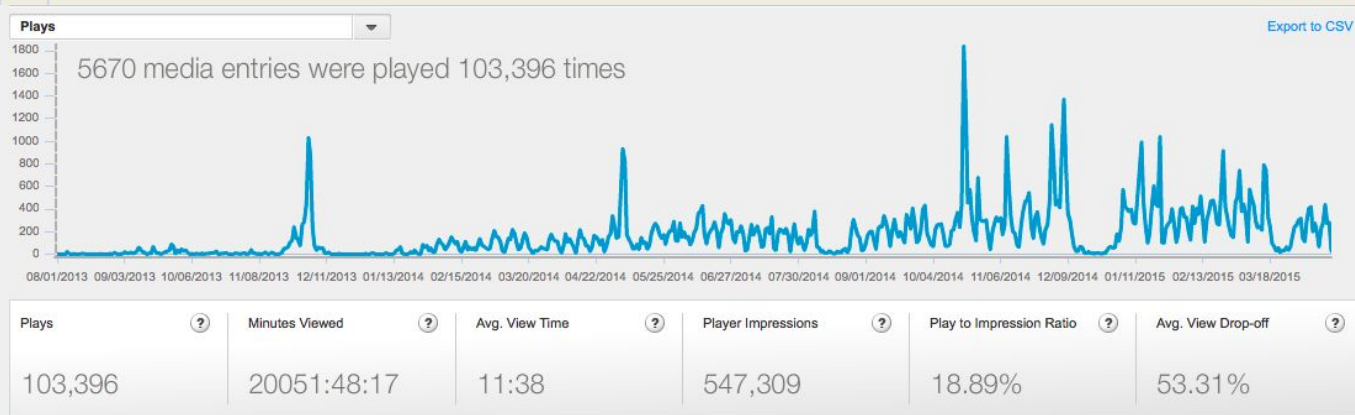
The average household will have **3.7 devices/connections** by 2018.

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

Plays					
5670 media entries were played 103,396 times					Export to CSV

Plays	Minutes Viewed	Avg. View Time	Player Impressions	Play to Impression Ratio	Avg. View Drop-off
103,396	20051:48:17	11:38	547,309	18.89%	53.31%

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

Kaltura & library platforms

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```php
$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_i
d=<?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

```javascript
// 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>");
}
```

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

Doctorate image attribution: Swampyank at en.wikipedia
(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
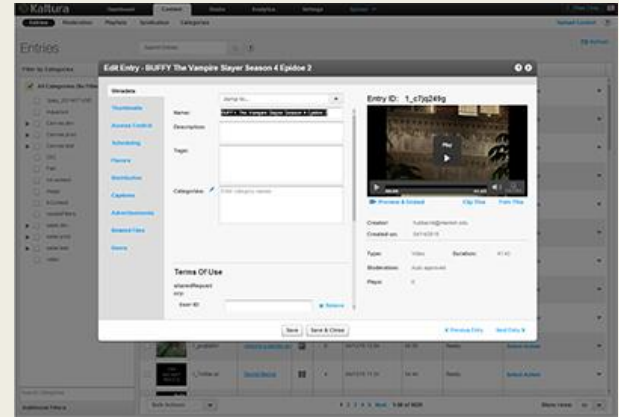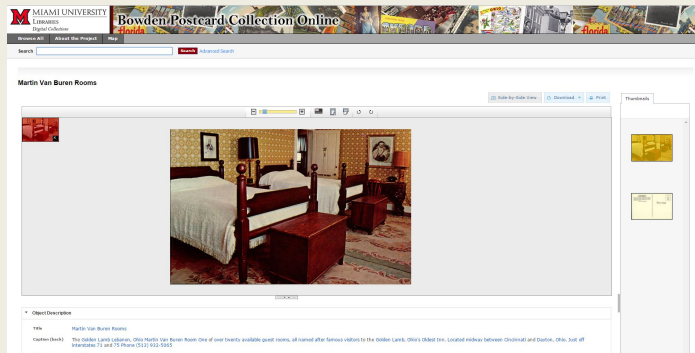
TEACH Act vs. Fair Use

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...

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?

Elias Tzoc tzoce@MiamiOH.edu
Marcus Ladd laddmm@MiamiOH.edu