A Stream or a River?

Susan Weber

sweber@langara.bc.ca

Langara College

DVD
BELOVED VIDEO FORMAT
1997 – 2013

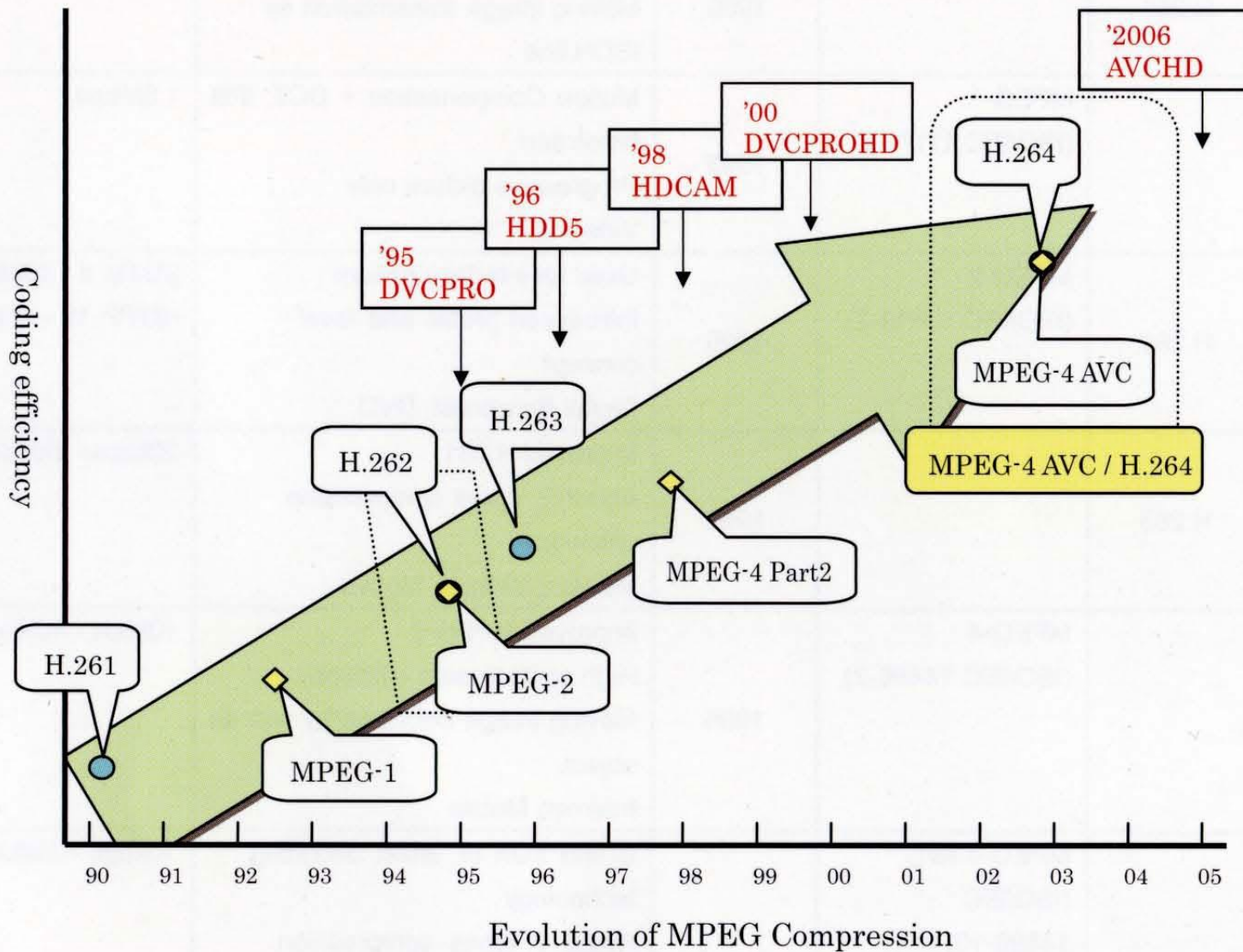# What is streamed video?
aka Digital video:

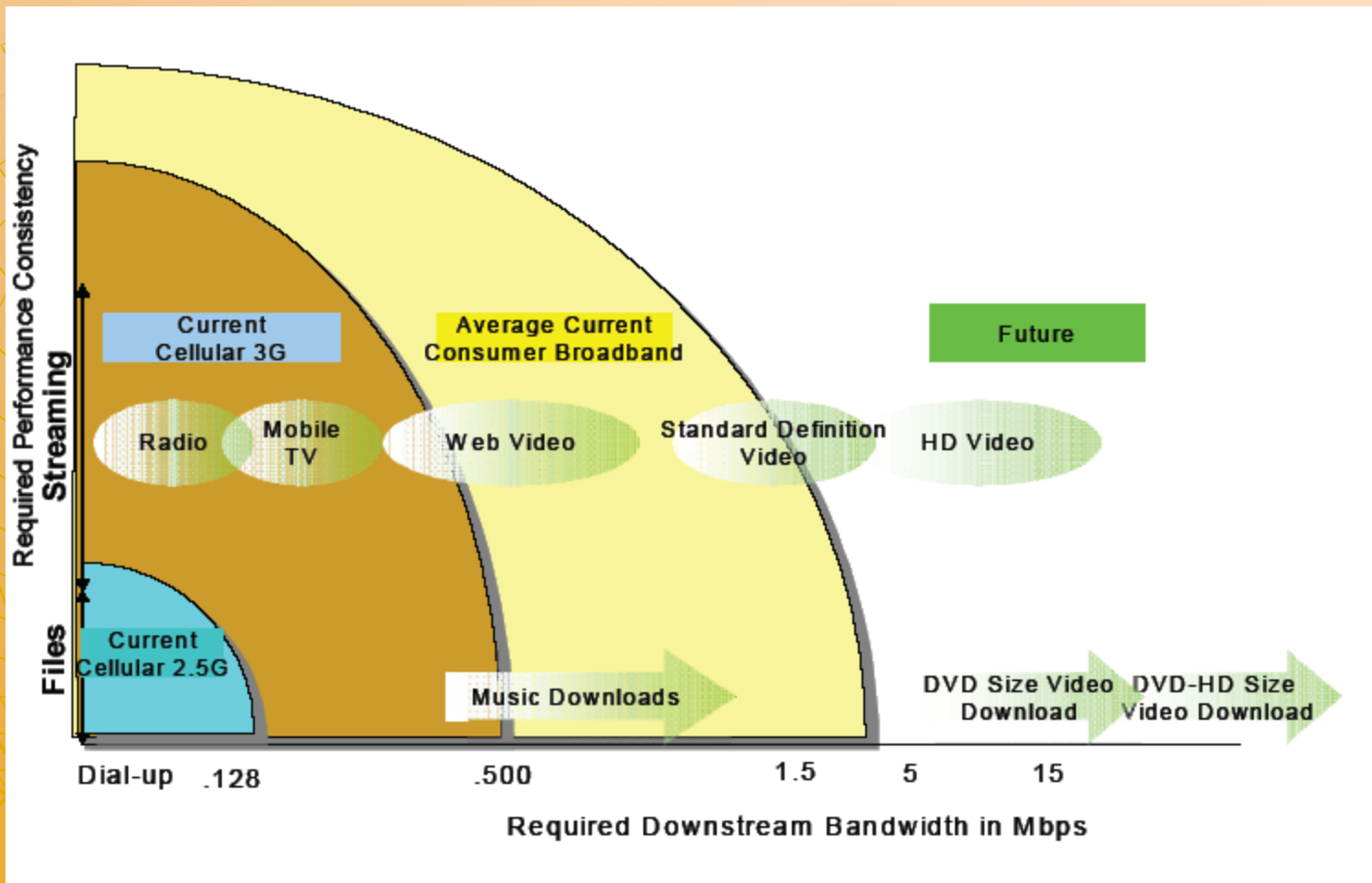A digital file, displayed using a player on a device or server

Some current players are:
- Quicktime (QT)
- Windows Media Player (WMP)
- Flash (Shockwave, SWF, FLV)

History of international standard of coding and compression system for motion picture

Evolution of MPEG Compression

Sources of digital video

Owned by institution, such as:

- in-house speaker
- ceremonies for broadcast
- lectures by faculty

Licensed from external source as individual titles or a library of titles

	Local Hosted	Vendor Hosted, *Title by Title*	Vendor hosted, *by collection*
Who chooses the content?	Local	Local	Vendor
Who provides support?	IT Dept	Vendor	Vendor
Who stores content?	IT Dept or contracted	Vendor	Vendor
Who manages server?	IT Dept or contracted	Vendor	Vendor

Choose content independently
Local hosted

Issue: Server capacity, IT support

               License management

               Time consuming acquisitions

Advantage: Customizable to needs

               Budget determines purchases

               Consistent user interface

Vendor Hosted

Most are proprietary closed content system

Issue: Continue to pay or lose it
        (Some perpetual rights available)
Cons: Can't customize search screens or
        modify search parameters
        Internet speed can affect viewing
Pros: Can usually make clips, mashups

Vendor Systems

Post-secondary content:

◆ Alexander Street Press (G. Gibson)

◆ Intelecom   (Dist. Access)

◆ Films Media Group   (McIntyre)

K-12 content:

◆ Discovery Education

◆ Learn 360 (VEC)

◆ Access Learning (Dist. Access)

Steps in Local or Vendor-hosted

1. License content
2. Requires editing & uploading to server

3. Requires IT and TS infrastructure
4. Costs fixed for term

1. License content
2. Link provided by vendor is

   imbedded in ILS or CMS(Blackboard)
3. Fast
4. Costs continue annually (serials model) or perp.

Negotiating the License

◆ Length of term

◆ Download or clip permissions

◆ Rights: perpetual or lease

◆ File management on server – downtime

◆ Temporary cache permission

Resources

◆ White paper on streamed video licensing
http://www.lib.berkeley.edu/MRC/vod08b.pdf

◆ Vendors list of digital rights
http://west.asu.edu/icdeg/digital_rights_vendors.pdf

◆ National Media Market http://nmm.net

◆ ALA Video Roundtable,
http://www.ala.org/vrt

Contact

Susan Weber

604 323-5533

Sweber(at)langara.bc.ca