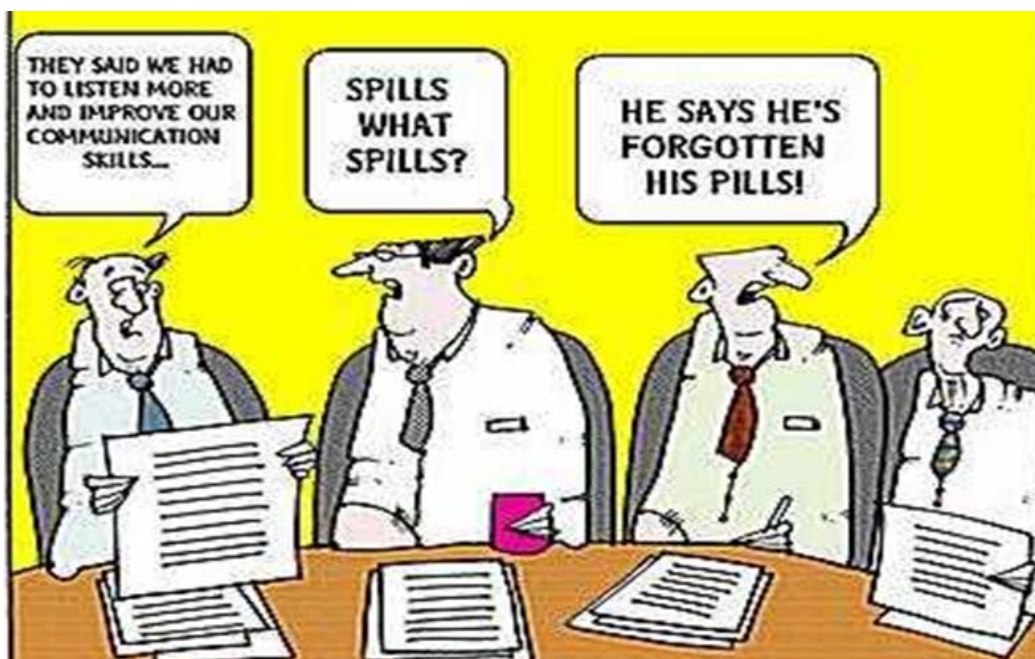


Video Streaming in Education & Beyond

Presented by Ty Mullens
Content Bank Australia and
Webcastcloud.com.au

Chinese Whispers



Best of breed solutions

- ☐ Telepresence
- ☐ Video Conferencing
- ☐ Web Casting
- ☐ Web Conferencing
- ☐ Managed Services



 Providing communication to the most remote places

 Find out how we are improving office to office communications

 Delivering Streaming solutions to solve our daily communication needs

webcastcloud

enterprise webcasting, streaming services and events

[mediasite](#) [solutions](#) [services](#) [showcase](#) [support](#) [contact](#)



Reach *your* audience
anywhere
on any device with

webcastcloud
eventservices

deliver your **Live and OnDemand** video with

go **hybrid** with **webcastcloud's event**

news & events



Mediasite History and Investment

over \$30 million in R&D-



internal and external research for MULTIPLE MEDIA - SITES

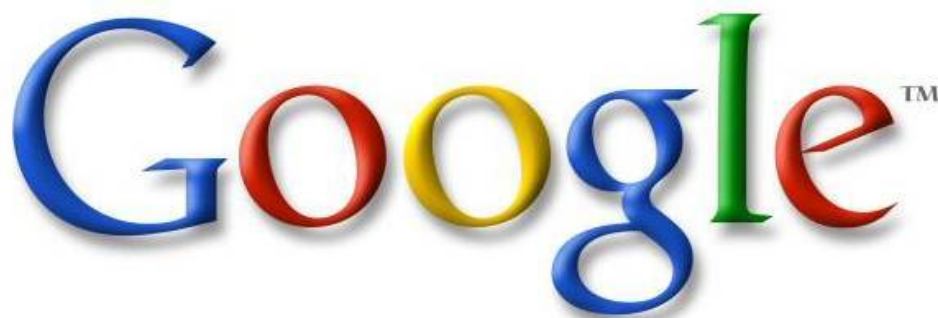
- mid-90s Carnegie Mellon university spawned
- last 10+ years- sonic foundry continues advancements core capabilities
- OCR, speech, contextual search
- unstructured video Multi-Modal analysis
- automated indexing and meta-tagging

patents

- Unique RGB Capture Technology

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Game Changer



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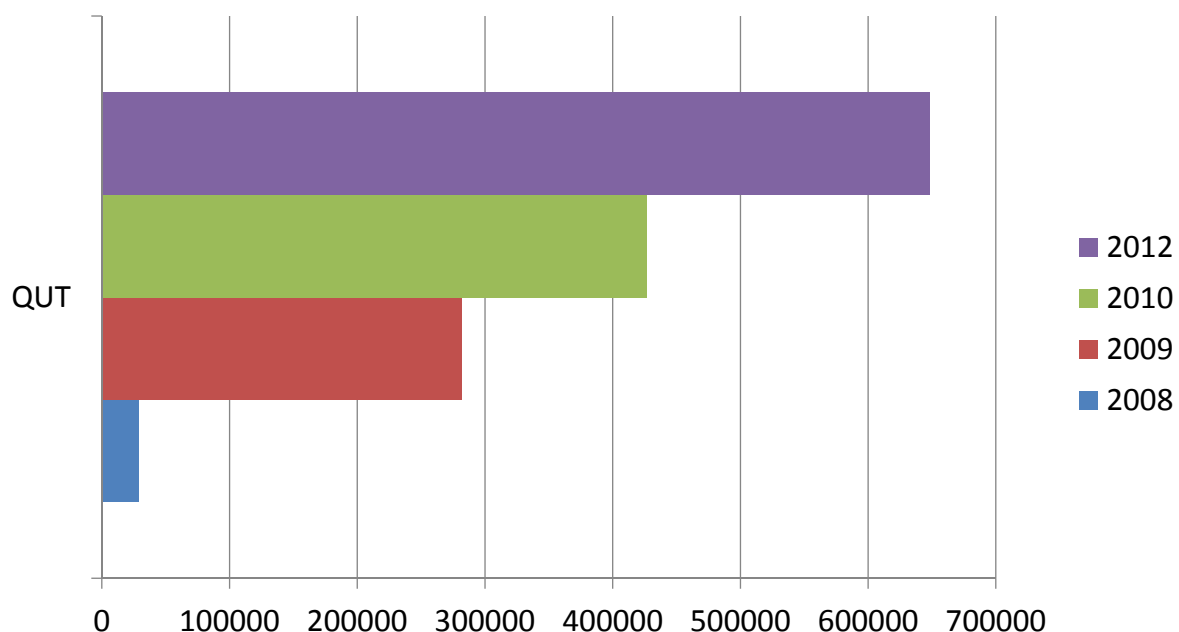
Game Changers

Google™

You Tube

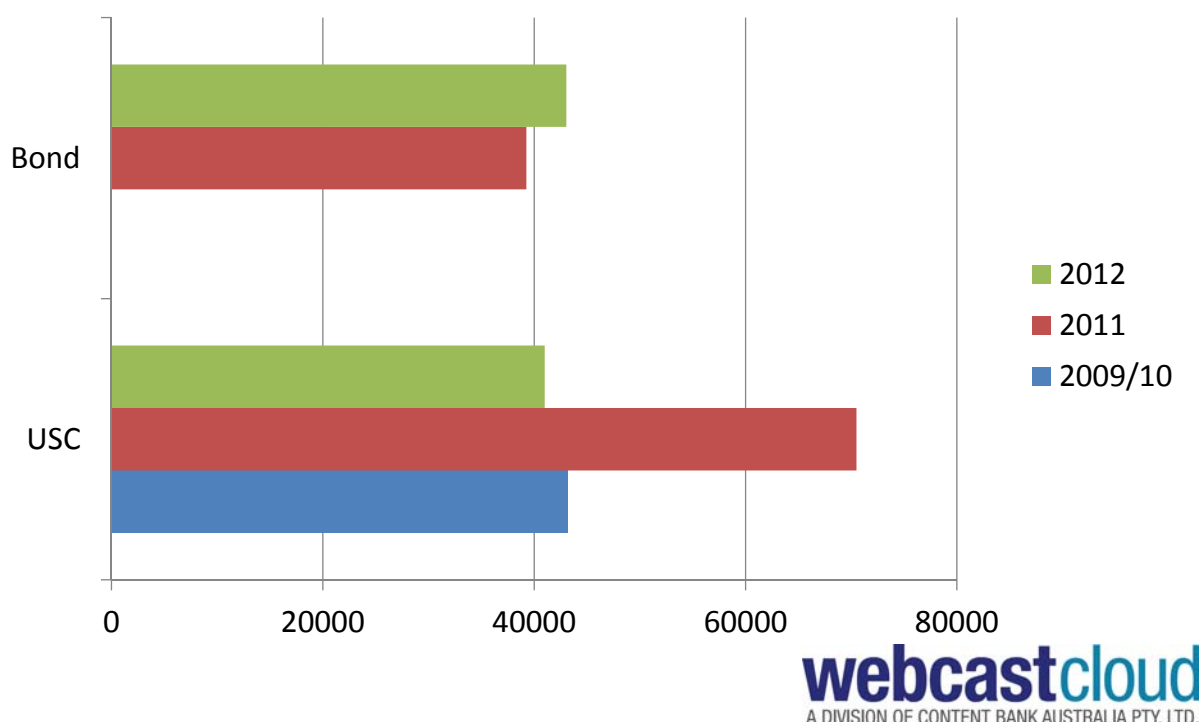
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Mediasite Viewing Trends

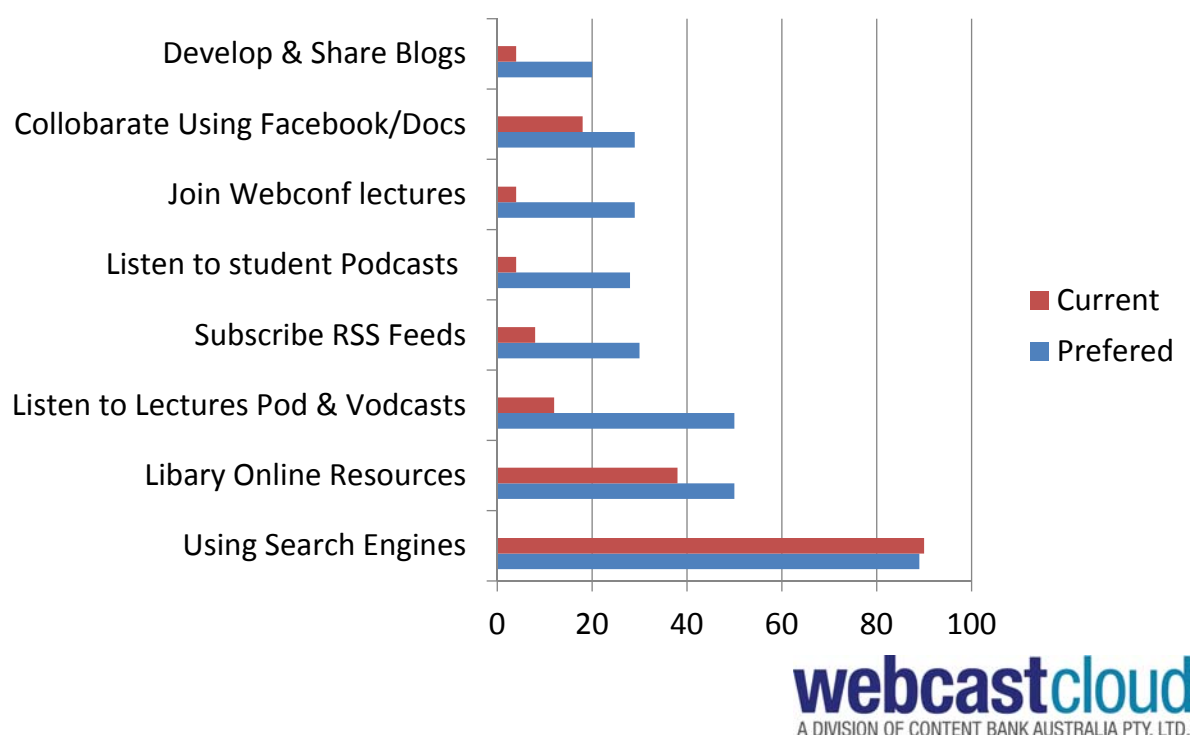


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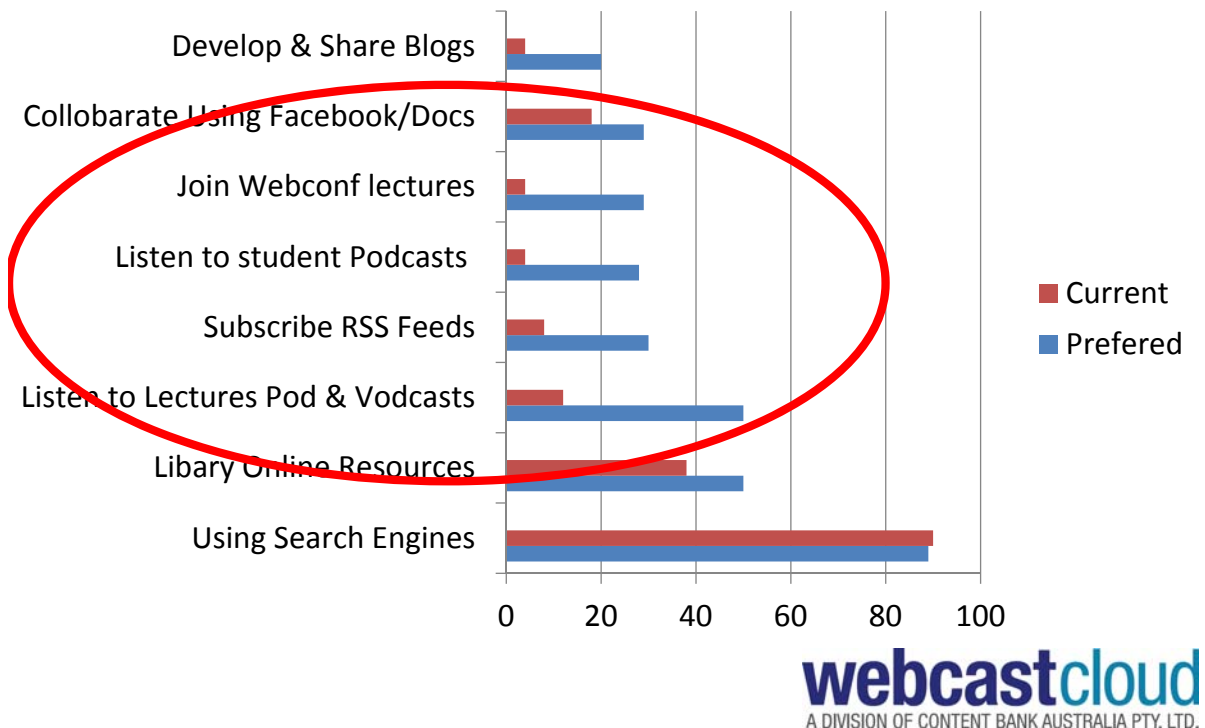
Mediasite Viewing Trends



Students Current/Preferred Involvement in Course Learning Activities that Use technologies



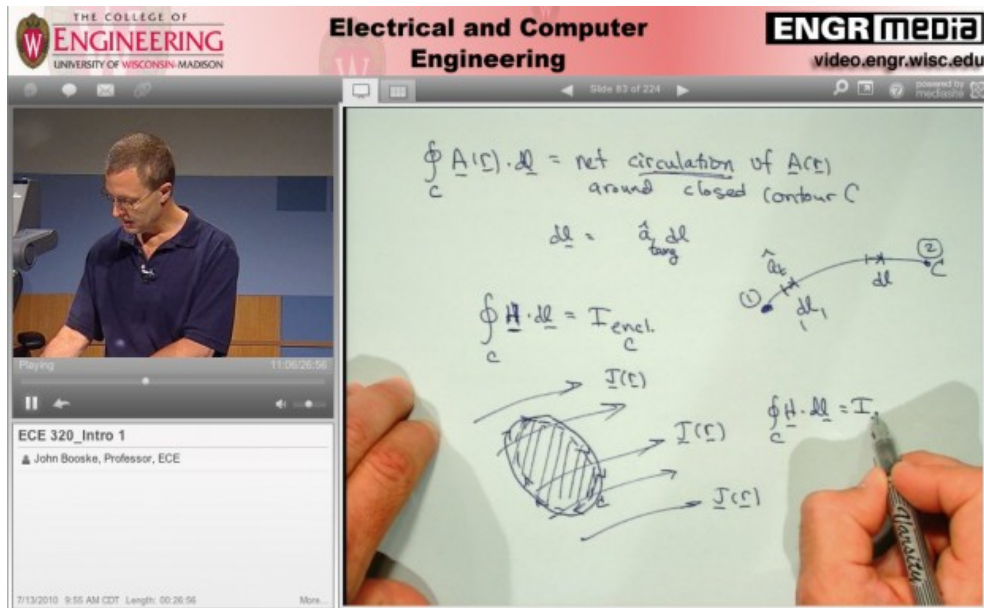
Students Current/Preferred Involvement in Course Learning Activities that Use technologies



Mediasite delivers to any devise



Mediasite Player-audio, video & data



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Social Media Landscape



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Growth of Social Tools & Technologies currently used –McKinsey report 2012

	2008	2011
• Social networks	23	50
• Video Streaming	27	38
• Blogs	29	41

- 1.9 Billion users around the globe- end of 2012
- Users -Currently 85% of entire Online Population
- 77% All Active Internal Users read Blogs

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Current Concerns & Issues- Ubiquitous Communications

- Secure Communications-across all Networks
- Multiple viewing devises
- Cost Effective & Green Infrastructure
- New- Ubiquitous Communication Services:-
accessible everywhere & at any time

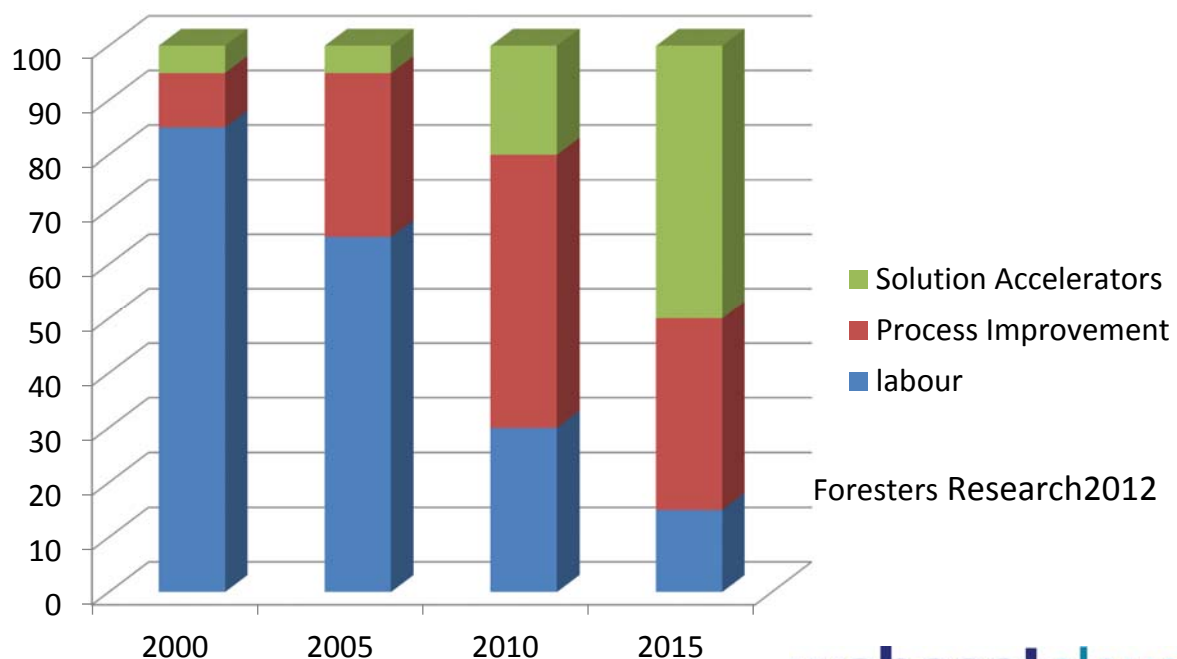
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McKinsey & Company report May 2012

- Using technologies to increase their Agility & to manage organisational complexities with new business process that may radically improve performance
- CIO need to move away from purely a cost perspective but look at productivity gains in the workplace

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Its Shift the Technology Services Value Equation



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Evolution, Revolution or Paradigm Shift

- BYOD or BYOT
- Generation Z or Gen M (Multi-Tasking generation)
- Wearable Technologies
- Ubiquitous Communication across multi Social Media Sites
- Instant Communication to all –Now!!!

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So Where to from Here



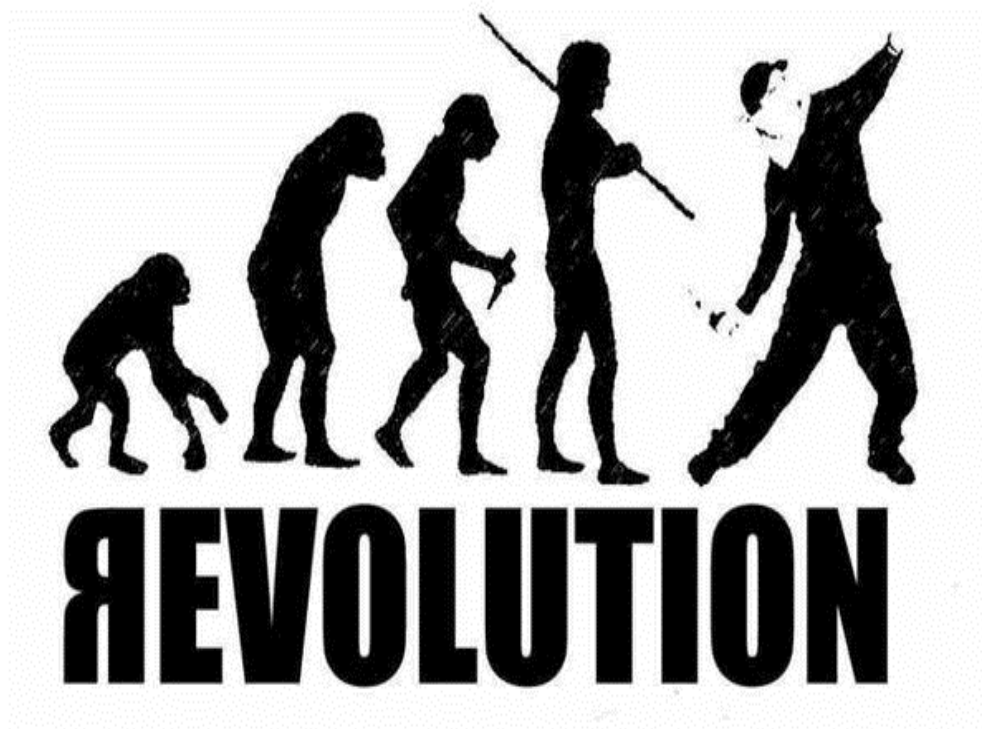
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FROST & SULLIVAN

Report 2012

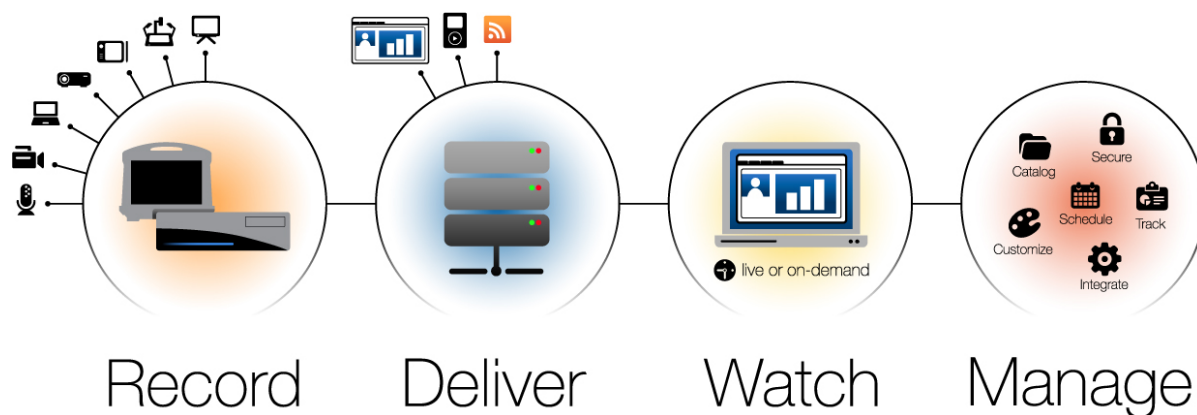
- Within 5 Years over 80% of all internet traffic will be Video
- And Video will become the new AUDIO

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Manage The Revolution



How Mediasite works

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Mediasite EX server Management Software

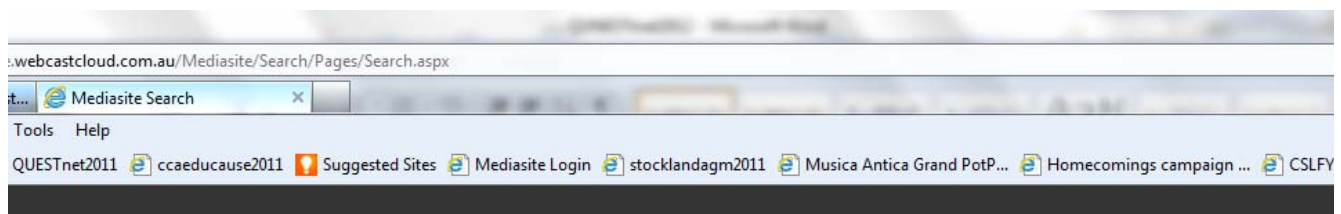


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Mediasite EX provides everything for Emerging Technologies securely

- Schedule- automated
- Catalogue- University, Faculty or both
- Secure- SSO & Content Management System
- Analyse- down to users level
- Edit- Video & Date-Cut, Fade or Dissolve, Replace, Reuse Repurpose
- Stream-Live or On-demand to PC, Mac, Linux or Mobile devise, iPad, iPhone, iPod, Blackberry & Android
- Search- Metadata & OCR within Slides

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powered by mediasite

Mediasite Beyond Capture & Delivery

- **Thinking in the Box-**

In Room Lecture Capture only

Back up live Video conference classrooms



Mediasite Beyond Capture & Delivery

- **Venturing Out**

Replace ageing broadcasting & Video
Conference codecs and infrastructure

Capture remote classrooms or guest speakers

Pre recorded sessions for instructor absence



Mediasite Beyond Capture & Delivery

- **Some Innovation**

Introduce Blended learning experiences

Live broadcast - Graduation days,

Market directly to Alumni Communications

Capture Faculty/Student orientation sessions



Mediasite Beyond Capture & Delivery

- **Steady Innovation-**

Primary course delivery and Overflow rooms

Modules for Technology Orientation; faculty and students

Modules for Recruitment of students to your programs

Improve Help Desk Service & efficiencies



Mediasite Beyond Capture & Delivery

- **Steady Innovation-**

Modules to Teaches or Student orientation courses

Delivering of Bilingual courses

Mentoring & Career Path advise for community & students



Mediasite Beyond Capture & Delivery

- **Unlimited Possibilities**

Live broadcast - Music, Sports or Medical ops

Live Broadcast Events (guest speakers) embed within website-Don't use static images. Engage & interact with you audience.

Develop How To videos for interactive course activities



Mediasite Beyond Capture & Delivery

- **Unlimited Possibilities**

Corporate Communications messages

Community delivery programs linked to Social Media sites

Set up recording room – Faculty & Students

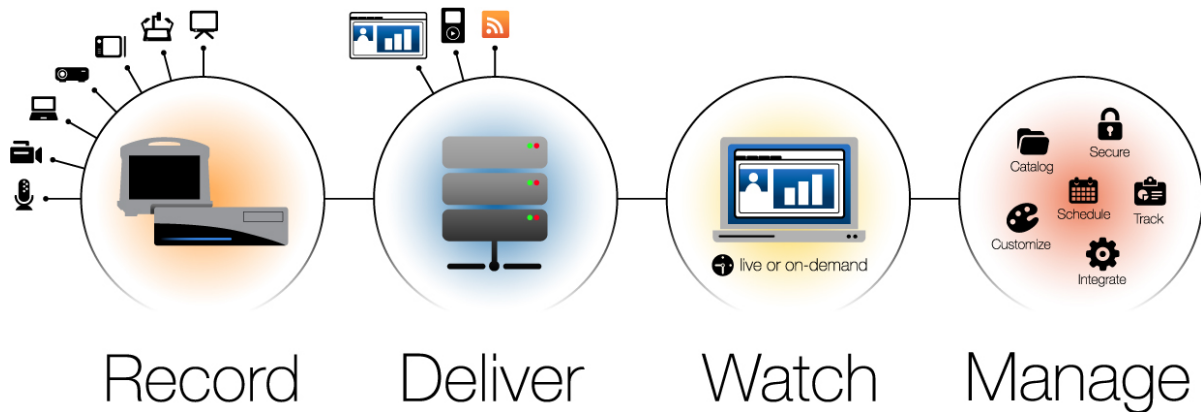


How do you Do This

- Easy Access
- Be Creative
- Make it Convenient
- Make it Accessible
- Make it Meaningful
- Make it Engaging
- Make it Consistent
- Make it fit the Pedagogy



Go Beyond with Mediasite



Thank You

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contentbank
Video Streaming & Webcasting Solutions

Contact
Ty Mullens
Tel: 1300 882 362
ty@contentbank.com.au

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Questions?

70% Market Share Top 40 Universities TRUST Mediasite

- University of **CAMBRIDGE**, **YALE** University,
(University College of LONDON), University of **OXFORD**,
CHICAGO, California Institute of Technology (**CALT**)
University, University of **PENNSYLVANIA**
HOPKINS University,
University, **DUKE** University,
University, **STANFORD** University,
University of **MICHIGAN**
University of **TOKYO**, University of **MANCHESTER** **CARNEGIE**
MELLON University, University of **TORONTO** National University of
SINGAPORE, **NORTHWESTERN** University University of **CALIFORNIA, LAX**,
University of **CALIFORNIA, BERKLEY** University of
BRITISH COLUMBIA
- UCL**
University of
COLUMBIA
JOHNS
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