



Educational Video – the Australian Landscape July 2007

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Our Focus

“Resources to make our video content
available via the network and in context
with our community.”

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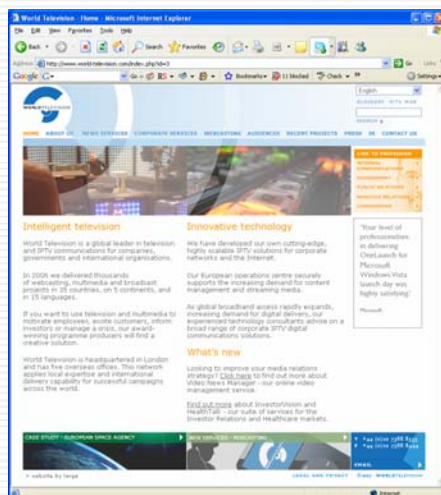
Agenda

- **Background**
 - About Me
 - AARNet's Apps and Services
 - Our Approach
- **Engage**
- **Assess**
- **Support**
- **Your help**

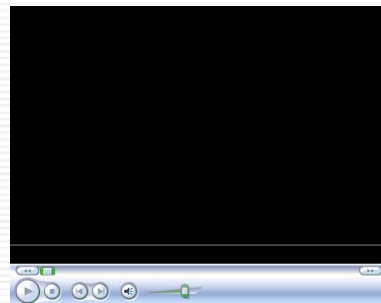
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Background



World Television – delivered live broadcasts and communications solutions for blue chips.

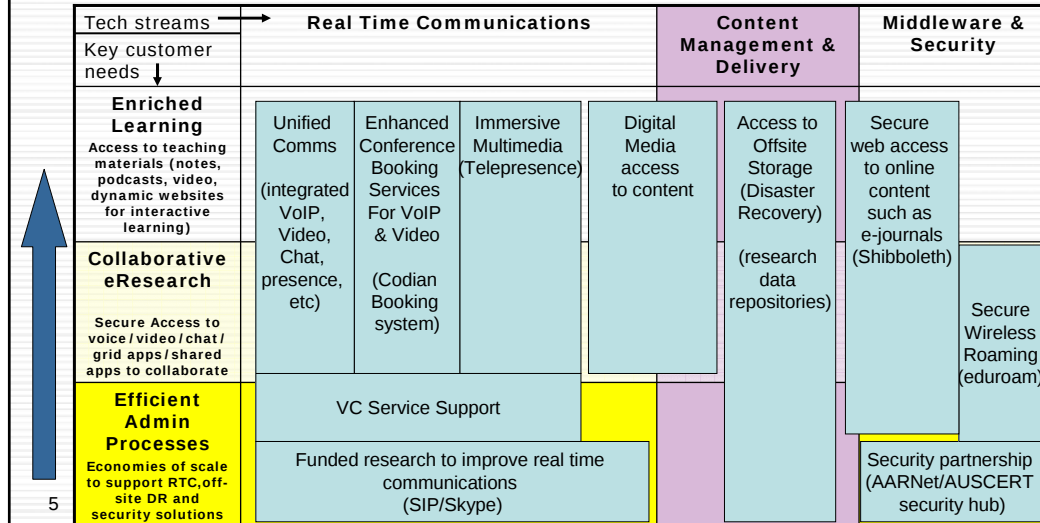


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Aarnet's Apps & Services

- Planned initiatives to 2010 are focussed on meeting customer needs for enhanced learning, collaborative eResearch and efficient administrative processes.



Our Approach

- Engage** community – build collaboration and determine needs.
- Lead in technology **assessments** – identify new tech trends for potential A&R use.
- Provide advice guidance and **support** to community – education.

Mantra - "Provide opportunities that users otherwise wouldn't have"

Agenda

- **Background**
- **Engage**
 - Needs Analysis
 - What we found
 - What already know
 - The new community model
- **Assess**
- **Support**
- **Your help**

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Engage

Needs Analysis - Our approach

1. Find key individuals via:
 - Historical documents
 - Mailing Lists
 - Word of mouth contacts (progressive acquisition)
 - Institutional websites
2. Chat about:
 - Previous expectations
 - Current initiatives
 - Potential collaborative opportunities
3. Next - conduct a survey?

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Engage

What did we find from 1-2-1 conversations:

- Written records minimal
- You're doing what?
- Money for production scarce
- Repositories/digitisation hot topic
- Storage and distribution
- So much bad video!
- Lack of Australian unity.
- Never used our gear.
- Content rights?!?!?

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Engage

What do we already know:

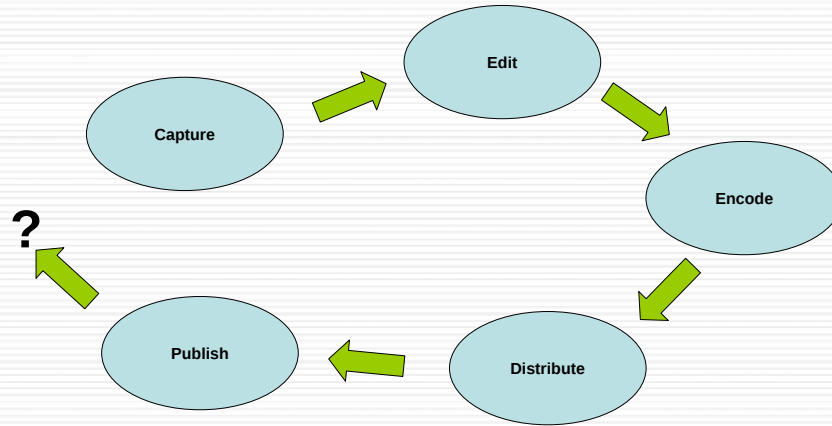
- Portals becoming social spaces
- Video on video - "producers" (QUT)
- Does production value count anymore?
- YouTube actually has some good stuff.
- Users expect content to adapt to their changing environment.
- Seamless environment integration.
- Hard to find the right thing
- Quality content producers are king

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Engage

The traditional video cycle

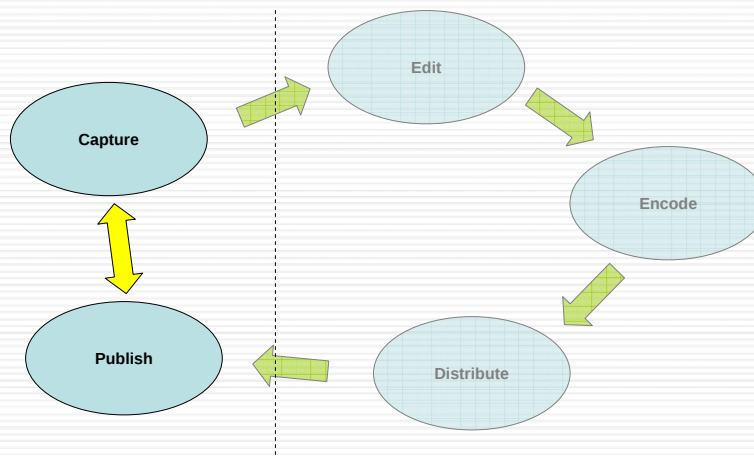


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Engage

The “community centric” video cycle



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Agenda

- Background
- Engage
- Assess
 - Context
 - What's Out There
 - What about Research Channel?
 - What's missing?
- Support
- Your help

Assess

Context

"The future of any commercial IPTV system in Australia is fundamentally hamstrung by a grossly under-resourced national broadband infrastructure. The commercial forces which might generate vast profits from this system are unwilling to underwrite the billions of dollars of investment that could turn their IPTV proposals into reality. Instead, the vacuum created by enormous audience demand for internet-delivered video programming is being filled by audience-driven solutions such as YouTube and BitTorrent. As audiences discover these new channels, the broadcasting incumbents find themselves increasingly marginalized; the audience has seized control of distribution. In this new and anarchic environment, chaos rules. It may already be too late to bring commercial IPTV to Australia."

Source: **IPTV: Order, Chaos and Anarchy**

Version: Public – no restrictions

Date of Publication: March 2007

Author: Mark D. Pesce. mark@markpesce.com

Commissioned by Professor of Media and Communications, Swinburne University and
Program Manager, Smart Internet Technology Co-operative Research Centre

Assess

Our position:

Aarnet **does not** have “a grossly under-resourced national broadband infrastructure”, but in fact has an ideal multicast environment for IPTV channels.

However,

- On-demand, not IPTV
- Not another portal!
- Where's the niche?

Assess - What's Out There

- Metadata / asset management
 - [Digital Well](#), [DSpace](#) (based on Storage Resource Broker)
 - [Google Video](#)
 - [Lectopia](#) (UWA)
 - [Blackboard](#) (WebCT)
- Public Video sharing portals (present exponential growth)
 - [iTunesU](#)
 - [YouTube Colleges](#) (ANU)
 - [Research Channel](#)
 - [Mediasite](#)
 - [Informit \(RMIT\)](#)
 - [SciVee](#) (in beta)
- Peer to peer file sharing apps
 - [BitTorrent](#)
 - [Limewire](#)
 - [Pando](#)

*Note – differentiation is not strict.

Research Channel International



What is it?

A public portal for disseminating high quality research video content on an international scale.

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Does it suit Australian needs?

- Not Australian focused.
- Sustainable contributions dubious.
- Media handling excessive
- Digital Well – still not open source.
- High subscription costs

But is this still right for us?

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What's missing?

- Aussie T&L promotional portal for Unis with low barrier to entry.
- Public video repository for research communities.
- A&R Media Metadata aggregation management
- A sector wide understanding of content rights for distribution.

Agenda

- **Background**
- **Engage**
- **Assess**
- **Support**
 - Research Channel
 - Research1
 - AV Australia
 - Content Rights
 - Trials
 - ...and more
- **Your help**

Research Channel Australia

Our version should:

- Be distinctly Australian, with International interop.
- Probably be on-demand only
- Standardised asset and metadata management
- Be accessible from the desktop

Time frame for delivery: Progressive accessibility.

Research 1 Australia

“Research1 is a social collaboration site for research projects, similar in concept to a “YouTube for Research”. The idea is to provide both a public facing view to research projects along with private conduits for collaborating with colleagues. Along with services for uploading and accessing project audio/video on-demand, Research1 also supports access to documents, forums, blogs and wiki services. In later versions we will also include video conferencing support.

Research1 architecture is a combination of Shibboleth (authentication assurance) + Community Server (<http://communityserver.org>) + DigitalWell. Video assets uploaded into Research1 will be available both in their native format and lower bitrate proxies (Flash and/or Silverlight). Video will be transcoded as part of the upload process by Research1. It has been our intent to allow individual researchers to customize their project page and ResearchChannel will highlight projects and topics on the main portal. Thus the idea of allowing regional portals isn't outside our original design concepts. Currently our plan is to publically launch Research1 at the Educause/ResearchChannel meetings in October. We will beta testing some early adopter project collections over the summer.”

Research 1 Australia

Our regional portal should:

- Allow communities to self-regulate content
- Highlight unique Australian Research
- Again, utilise a universally adopted asset and metadata management system.
- Be accessible from the desktop.
- Have no restrictions on production quality.
- Low barrier to entry.

Time frame for delivery: you'll find out tomorrow.

University of Washington

Current position:

- The target = Research 1 Australian regional portal.
- Research 1 to promote Research Channel.
- Build contributions over time for Research Channel
- Build regional Research Channel portal based on derived critical mass.

So, watch the plenary - 9am Thursday!!

AV Australia

What is it?

“A federated set of applications and infrastructures that facilitates the secure finding, accessing, combining, distributing, display and annotation of digital audiovisual materials”

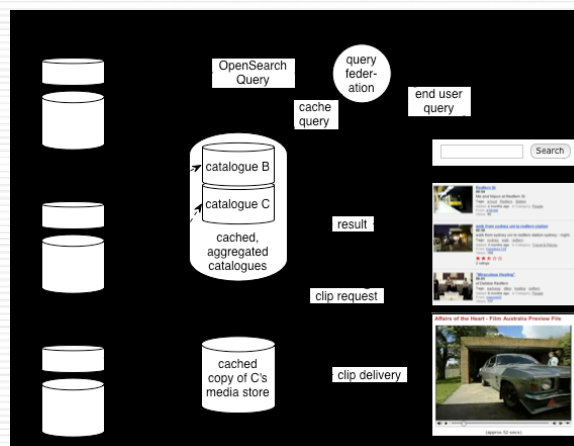
End game: To allow existing disparate media delivery systems to house unique content, and allow multiple interfaces to aggregate metadata appropriately.

Time frame for delivery: 3 years

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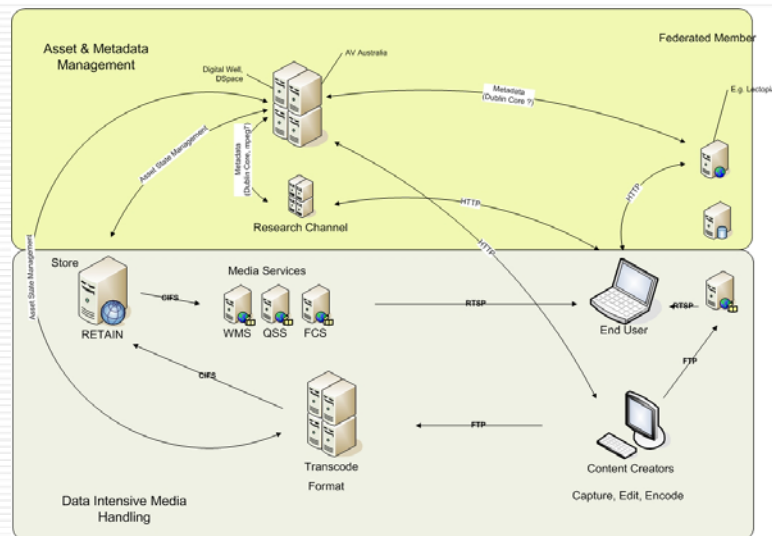
AV Australia



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Versatile Infrastructure Model



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Content Rights

And the answer is?

(see you at the BoF)

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Streaming Trials

HiDef trials where tangible outcomes may support a real use case

Currently we are able to stream via the Codian MCU, we have been able to record because Codian allow us access to the IP VCR.

We have expensive TV quality kit but we may not have the bandwidth (human) to make use of it (esp for self promotion)



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More support

- Conduct workshops
- Engage with other ARENs
- Engage with other content aggregators
- Support researchers in self promotion.
- Keep assessing needs.
- Publicise best practice.
- Middleware integration

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Agenda

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Your help

- Let us know what you're up to (engage with us)
- Identify technologies of interest (we'll help assess them)
- Tell us where you're falling down (we'll help find resources)
- Show us your content (public)

Mantra - "Provide opportunities that users otherwise wouldn't have"

- Contact me whilst you are here or at
Brett.Rosolen@arnet.edu.au

Catch us tomorrow (or anytime really..)

QUESTnet 2007 Conference Program Page - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.questnet.net.au/questnet2007/program.htm

Getting Started Latest Headlines OptusNet - Webmail ... bom.gov.au Commerce Starter Kit...

			James Cook University & Carlos Isaza Central Queensland University
5:10pm	<i>Coffee and tea for BoF attendees</i>		
5:10 - 6:00	Video Conferencing & Web Streaming Jason Bordujenko & Brett Rosolen AARNet	ENUM National Trial Kevin Sutherland & Kevin Stoeckigt AARNet	QRNO Network Architecture and Design Peter Kurtz Queensland University of Technology & Merv Connell Central Queensland University
7:00pm	<i>Conference Dinner</i>		
Friday 13 July - Conference			
	Kuranda	Mossman	Bluewater
8:30 - 8:50	<i>Registration & Coffee</i>		
8:50 - 9:30	<i>Over the Horizon: Global Networking and the Emerging R&E Environment,</i> <i>Jerry Sobieski, Mid-Atlantic Crossroads</i>		
9:30 - 10:10	<i>LHC: Big Science, Big Computing, Big Networks</i> <i>David Foster, CERN</i>		
10:10 - 10:30	<i>Morning tea</i>		

Catch us tomorrow (or anytime really..)

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http://www.questnet.net.au/questnet2007/program.htm

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Questions, Comments, Workshops Ideas?

• Brett.Rosolen@aarnet.edu.au