

Online Video Checklist

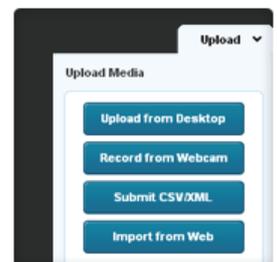
Ten capabilities Educational Institutions should look for when selecting an educational video platform

Rich media management and online publishing is becoming a core part of the modern day educational institution – from teaching and learning, video assignments, and management of lecture capture content to digital libraries, public communications, recruitment, alumni relations and live events. Students, instructors, staff and the community around the campus are all more technology savvy than ever before and educational institutions need to provide them with an environment that keeps up with the latest advances in the way people connect, share and communicate.

Many educational institutions are finding it hard to navigate through all the rapidly evolving technologies involved in the online video world, such as content capture, upload, transcoding, media management, publishing, syndication, playback, permissioning, security and analytics. This is further complicated by the need to integrate effectively into existing tools implemented already in each institution for teaching and learning, internal communications, public relations, library collection management and more.

There are many services that aim to simplify the workflow and it can be daunting to identify the right one for you. If you are an educational institution looking to create, revamp or enhance your online media strategy, we recommend you take the following core capabilities into account when evaluating the various providers in the market:

1. **Create a central media hub:** in order to avoid silo implementations of media platforms, choose a solution that effectively supports multiple types of input and output. Inputs include recorded classes, student projects, informational content, lectures, events, videos for admissions, alumni and athletics sites, library collections, student life/community, and more. Such media could be uploaded manually, in batch or via an API. It should support all rich media files, including videos, images and audio and make the content available for viewing and searching from within different learning and social applications.



2. **Manage content and metadata effectively:** As your media collection grows, you need an effective way to organize the media so that relevant content is easily accessible to end users. The solution must allow grouping of content into meaningful categories, support sort and search, and preferably extend the search beyond basic metadata into custom metadata and in-video search for transcribed content.

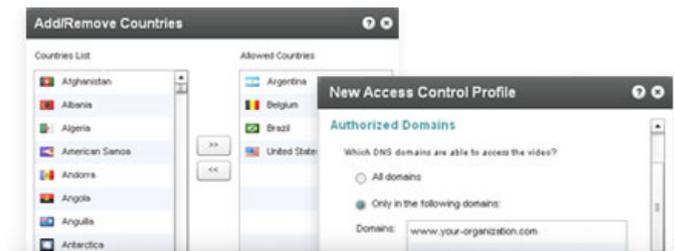
3. **Reach anyone, anywhere:** a growing percentage of viewers now access the internet from smartphones and tablets. Regardless of the device they choose, viewers expect their viewing experience to be perfect, and this is also true for users with disabilities. Make sure your platform of choice supports your target devices, can automatically detect and adapt the encoding, page layout, navigation and playback experience accordingly, and is prepared to quickly support new technologies as they are adopted by the market. Make sure it supports captions and an ADA compliant playback experience out of the box.



4. Integrate into existing systems and flows, as well as future systems: many educational institutions have already invested substantial resources in developing and procuring technologies to manage their users and content, capture lectures, stream live events, manage courses online (LMS), access drop folders, publish content, feed third parties, and more. Rather than having to adapt and re-train your users, look for a solution that integrates seamlessly with the systems you already have in place and supports your current workflows. But then what happens if the solution doesn't do everything you need? What happens if you require new functionality in the future? Look for solutions with extensive APIs and a plug-in architecture that will allow you to extend the platform with new features on your own. Also, make sure to look for platforms with an extensive partner ecosystem, which provides an easy way to add features and functionality that may not be part of the core product.



5. Support security and governance: as an educational institution, you are trying to balance between connectivity and ease of use on one hand, and security and governance on the other. Make sure your platform can restrict access to only those users allowed to view each piece of content. The platform should provide varying levels of access control as well as complete digital rights management. The system must support different methods of user authentication, including single-sign-on with your existing user authentication systems and creation of groups with access permissions to specific content. The solution should support entitlements and moderation to allow control of content upload and publishing.



6. Easy-to-use user interface: a video platform must provide intuitive user experience. Users should be able to easily understand how to include rich media in their work, whether it is an instructor posting videos to their blog, a student uploading video assignments, a librarian categorizing media collections, or an admission site manager uploading testimonials to their website – all users should be able to start using videos without extensive training.

7. Video authoring tools: while publishing existing content is a major use case for educational institutions, a substantial amount of content will be generated by the users. To that end, you should choose a solution with a host of video authoring tools to support user generate content. Allow your users to create content using webcam recording, screen recording, synchronizing videos with presentations and more. Offer your users simple and powerful editing tools such as trimming and clipping to allow them to create relevant content out of longer videos. And of course make sure to provide users with extensive social tools for sharing and collaborating with their content.

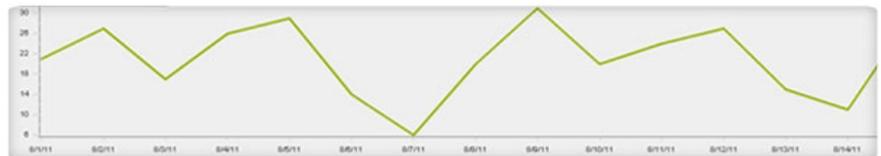


8. Syndicate content, publish and distribute: feeding your content to third party platforms and partners such as iTunes U or YouTube™ and creating RSS feeds of your content allows you to reach a greater audience. Feeding content to other applications often requires adhering to very specific media and metadata formats. A solution must be flexible enough to support different formats and ensure that a media package is delivered to each partner site with everything required - this should all be available to you at the click of the button.



Distributor	Start Date	End Date	Submission Status	Action Available
YouTube	08/29/2011		Distributing	
Hulu	08/29/2011		Ready for Distribution	<input type="button" value="Distribute"/>
TV.com	08/29/2011		Ready for Distribution	<input type="button" value="Distribute"/>

9. Analytics and metrics: the solution you choose should allow you to answer a wide variety of questions using relevant reports. Choose a solution that allows you to track not only your storage and bandwidth usage, but also monitor content on the individual user level, and for each piece of content. For example, discover which videos are mostly viewed on an admissions portal. Track individual students' viewing of videos in courses and correlate that with their overall performance.



10. Performance, scalability and stability: How responsive is the system? Do you have to wait in a long queue for your assets to transcode while other customers' files are being processed? Does the application load quickly? Are assets and data retrieved efficiently? Do players load fast? Users are easily frustrated by unresponsive and slow sites - make sure your platform's applications and players are responsive. As you increase in volume or viewers, can the system scale to your needs? If it handles multiple customers on the same platform, is it able to handle the spikes in usage from other customers without affecting you? Look for platforms deployed with high availability architecture, and complete failover and redundancy for all infrastructure components.

Kaltura has been working with hundreds of educational institutions helping them navigate the multitude of options for addressing these requirements. The points above demonstrate some of the core capabilities to consider, however a long list of specific features and functionalities should be checked as well - specific transcoding methodologies, delivery protocols, video player functionality, LMS integration support and many more. Kaltura's platform has been transforming the way millions of students and teachers learn and communicate with video, providing next generation education technology that is more interactive and social, enabling teaching and learning everywhere. Kaltura's platform covers the entire educational life cycle, allowing institutions to engage students from admissions, through teaching and learning, research, community and sports, and alumni relations. For more information, and to consult with our team of video experts regarding your specific needs, contact us at <http://corp.kaltura.com/company/contact-us>

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