Rich Media in Education – Integrating Online Video in and outside the classroom

The future of video in education

Cindy Yates, Managing Director EDU
Today’s Agenda

- Overview & Challenges of current landscape of Rich Media in Education
- Kaltura company overview
- Product highlights
  - Kaltura Management Console (“KMC”)
  - Use case examples
  - MediaSpace (campus “YouTube”)
  - LMS integrations
  - Mobile Solutions
- Product Demonstration
- Questions
Some facts surrounding today’s educational environment

- 25% - the numbers of instructors surveyed in early 2011 who have or will have lecture capture capabilities by year end
- 82% - the number of students responding positively that they would pay more to attend a school using the latest educational technology for instruction
- 42 – the number of hours of video uploaded per minute into YouTube
- 25% - percentage of consumer internet traffic comprised by video
- 70+% - percentage of students whose institutional selection process was partially based on the technological adequacy of the campus
# Sample Customers

## Publishers

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<td>INSURANCE</td>
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## Advertisers
## Sample Customers

### Education
- Harvard University
- PEARSON
- Cornell University
- University of New Hampshire
- University of Virginia
- UNC Charlotte
- UBC
- VSB Vancouver School Board
- 2tor
- Desire2Learn

### Enterprise
- Texas Instruments
- Bank of America
- Best Buy
- Autodesk
- Autodesk

### Resellers
- mZinga
- mindtouch
- nacamar
- T3M
Video Challenges

- analytics
- annotation
- engagement
- ingestion
- Silverlight
- social
- images
- flash
- white-label
- management
- security
- access control
- audio
- synchronization
- html5
- UGC
- rating
- reports
- RTMP
- mobile
- Workflows
- publish
- transcoding
- SEO
- long-form
- metadata
- feeds
- integration
- download
- targeting
- restrictions
- subtitles
- MRSS
- Live
- progressive
- delivery
- moderation
- CD
- thumbnail
- VOD
- HTTP
- portability
- translation
- scheduling
- playlist
- adaptive
- related
- encryption
- webcam
- related
- tags
- translation
- translation
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- scheduling
Why we are the Leader in Education

- Open Source Model = rapid innovation
- Core Platform w/ Dedicated Applications on top
- Turnkey support for campus applications – LMS, CMS, blogs
- Support for latest Mobile devices – iPad, Android
- Deep Investment in Education
  - 508 Compliance
  - Advanced Captioning
  - SSO Frameworks
  - Advanced Video Tools
  - LDAP/Shibbolet/Single sign on
- Lecture capture integrations
- Any user, any device, anywhere
- Pace of innovation – over 55 in-house engrs. + community
Video in Education

Video Use Cases for Education

- Distance Education
- Clubs Athletics Alumni
- Learning Management System
- Campus YouTube
- Lecture Capture
- Libraries, Research, Preservation
- Campus Websites and Live Events

Kaltura Video Solutions

- Fully Integrated Video and Rich Media Solutions
  - Integrated in Blackboard, Moodle, Sakai, Desire2Learn
  - Integration with lecture capture systems
- Remote authoring and publishing tools
  - Webcam integration
  - Video/PPT widget
- Video Portal - Private “YouTube” for the University
- Digital Asset Management environment
- Interactive media tools for marketing
- Flexible APIs for custom integrations
- Full Source Code Access
Key Education Use Cases

- Video for Teaching and Learning
  - Increase student engagement and retention
  - Support diverse learning styles
  - Streamline course creation

- Video for Distance Education
  - Reduce costs of class delivery
  - Enable interactive assignments and build community

- Video for Libraries & Campus Media Teams
  - Enable discovery, use, and display of legacy media
  - Streamline video authoring and distribution

- Video for Marketing, Admissions, and Alumni
  - Enable deeper engagement from prospective students and alumni
  - Communicate school branding and messaging more effectively
  - Enable sharing and collaboration across broader community
Using Video in Education

- Video Projects
- Lecture capture management
- Video Blogs
- Online instructional video already available for free (YouTube, KhanAcademy)
- Digital storytelling
- Highlights from live streams
- Cue points for quizzing
- Assign bilingual captions
- Library video repositories management
- Live event content
- Video research
Introduction & Overview

1st and Only Open Source Video Platform

Video solutions for ANY site:
  - Media and entertainment
  - Enterprise
  - Education
  - Service providers

Offering both SaaS & On-prem solutions

Rich Media Management:
  - Video, Audio, Photos, slides, etc.
Kaltura Cross-Campus Media Suite

Key Components:
- Core Platform w/ Kaltura Management Console
  - Hosted or Self-Hosted
- Learning Management System Extensions - Blackboard
- Kaltura MediaSpace™ - a campus "YouTube" or Media Destination Site
- Content Management System Extensions
  - Wordpress, Drupal, Joomla, Sharepoint

Additional Tools:
- Online editing, live Streaming, mobile, iPad, and HTML5 support
- Integration into SSO and LDAP environments
- Video-PPT Slide Sync, 508 Compliant Player, and Subtitling
Key Application: Kaltura MediaSpace™

### Use Cases:
- Campus YouTube
- Lecture Capture distribution portal
- Library / Course E-Reserves
- Teaching & Learning – video assignments
- Public Communications & Marketing
- Basic Media Management
- Live events

### Key Features
- Mobile Delivery
- AD / SSO
- 508 Complaint
- Advanced Authoring: webcam recording, video-ppt, video annotation, Camtasia integration
Media in the LMS – Integration Points

- Media on the landing page
- My Media “library” for each prof. & student
- Course Media Library
- Adding Media Content to “Course Content” section (ie. resources, items)
- Video Assignments
- Video-PPT Presentations
- SSO to Kaltura Management Console
Kaltura Moodle Extension
Custom User Library, Crop Tool
Kaltura & Moodle In Action

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 UNC Charlotte
 o Video Resources: supplemental course videos
 o Video Assignments: launching this summer

 Casper College
 o Video Resources: In-the-field videos
 o Video Resources: Math lectures

 STEM Academy
 o Video Resources: CAD software tutorials
 o Video Resources: Video lectures
MIT – this leading university selected Kaltura to power video for its MIT TechTV site, the university's video-sharing site for the MIT community. [http://techtv.mit.edu/](http://techtv.mit.edu/)
University of Pennsylvania

UPen – university program that presents full lectures for students using the Kaltura platform. Content is uploaded and managed via the Kaltura Management Console.

https://www.penlnpscommons.org/node/4733/mqv (Private site)
UVA, Yale, and NYU Cross-Campus Video Solution

Kaltura
open source video

LMS

WordPress

VIDEO REMIXER

View: SELECT TOGGLE VIEWS

VIDEO AUDIO TRANSITIONS OVERLAYS EFFECTS

CUT, COPY, PASTE TO VIDEO PLAYLIST

SAVE & PUBLISH
University of Southern California

- Online Degree program for University of Southern California with full rich-media capabilities
- Full custom integration with the Moodle LMS and all program content
- UGC capabilities – uploading, commenting, etc.
- Supports course work, and student submissions
- PPT widget allowing for professors to present synchronized video and PPT slides
Columbia Business School

**Columbia Business School**: One of the leading business schools in the US, is utilizing Kaltura to power their campus websites.

**Use Case**: Public communications, recruitment, branding, and presentation of campus events and video news.

**Tools Used**: Drupal Module, API Integration, [http://www4.gsb.columbia.edu/mba/hear](http://www4.gsb.columbia.edu/mba/hear)
Recently signed EDU customers

Univ. of Fredericton
Conexao Medica Univ.
Roskilde Univ.
Bob Jones Univ.
Grace College
Ohio State
Johnson & Wales
Southwest Technical Community College
St. Catherine’s - MN
Carlow Univ.

Texas Tech. Univ.
Fashion Institute of Technology
Edison State Univ.
Metropolitan State
Westminster College
Kingsborough CC
Haywood CC
NT Dept. of Education
Univ. of South Alabama
Coming in the next release:

🎉 Fully integrated transcripts. Search across all of your media.
Video Clipping, Annotation, & Cue Points…
Mobile Support

- iPad / iPhone / Smart Phone delivery
- Custom mobile apps
- Mobile Upload
- more…
Product Demos

Kaltura Management Console (KMC)

MediaSpace™

LMS Extensions (Blackboard Building Block)

APIS & Integrations (ie. Lecture Capture, Sharepoint, etc.)