Kaltura Based Services@Cornell

<table>
<thead>
<tr>
<th>Video Platform Service</th>
<th>Video on Demand Service</th>
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<tbody>
<tr>
<td>• Campus Wide Architecture</td>
<td>• Focused Service</td>
</tr>
<tr>
<td>• For Colleges and Units</td>
<td>• For Casual Users of Online Video</td>
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<tr>
<td>• Highly Customizable</td>
<td>• Provides Easy Publishing to Various Web Presences.</td>
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Why:
- Provision Standard Online Video Workflows
- Quicken Encoding Process.
- Support Mobile & Modern Formats
- Accelerate Video Player Development
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Two Vendors for Kaltura@Cornell

Kaltura
- Cloud Service
- Content Management
- Industry Leader
- Open Source
  - Founded Open Video Alliance
  - Extensible via API

Level(3) Communications, Inc.
- Cloud Service
- Content Delivery Network
  - Global Footprint
  - Scalable
- Industry Leader
The Video Platform Service (VPS) is a highly customizable, open source system that can be used to serve a variety of needs, from internal, tightly restricted digital assets management to a “YouTube”-like service viewable by anyone in the world.

A wide variety of digital video and audio formats are currently supported.

VPS also includes options for:

- Content Monetization
- Video Search Engine Optimization
- Content Syndication & Publication
- Closed Captioning Support & Accessible Video Players
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Who’s using the Video Platform Service

<table>
<thead>
<tr>
<th>Product</th>
<th>Partner</th>
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<tbody>
<tr>
<td>Blackboard</td>
<td>Academic Technologies</td>
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<tr>
<td>CornellCast &amp; Digital Well</td>
<td>University Communications</td>
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<td>Libecast, Collections, &amp; eCommons</td>
<td>Cornell University Library</td>
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<tr>
<td>All About Birds</td>
<td>Cornell Lab of Ornithology</td>
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<tr>
<td>Video on Demand Service</td>
<td>Cornell Information Technologies</td>
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Video Platform Service Components

- **Storage & Streaming – Level(3)**
  - Content Delivery Network (CDN)
  - Storage

- **User Facing – Kaltura**
  - Campus “YouTube”
  - Campus Upload Tool
  - Blackboard Interface

- **Content Management & Administration – Kaltura**
  - Kaltura Management Console (KMC)
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Video Platform Service Management & Community

Service Management
• Extensive Self-Help
• Comprehensive Tier 1 Support & Escalation Documentation
• Leverage Cloud & VM Services
• Security & Architecture Review
• Facilitate Load & Functional Testing

Community
• Charter Member Kaltura4EDU & EDUVideo
• Organizing Kaltura Programmers SIG
• Developed Media Metadata Standards
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**For more info email cit-av@cornell.edu **

Video Platform Service Costs (Varies with Use Case)

• **Storage & Streaming (Required)**
  • Streaming with Level(3) Communications, Inc.
  • Storage with Level(3) Communications, Inc.
  • VM based Storage (Cash for Clunkers)

• **User Facing (Optional)**
  • Kaltura’s Campus “YouTube” Application
  • Kaltura Professional Services
  • Internal Development Resources

• **Content Management & Administration (Required)**
  • Kaltura Management Console (KMC)

**For more info email cit-av@cornell.edu **
Video on Demand Service

The Video on Demand (VOD) Service enables any university faculty or staff member to upload and store a small number of videos, and provides an embed code for streaming of the videos to a Web presence of their choice.

This centrally provided service is meant for short-term, occasional use.
Video on Demand Service

• In Production
• 4 Hours or 20 Source File Limit
• Open to Staff & Faculty
• Business Use Only
• CUWebAuth Authentication
• Active Directory Authorization
Video on Demand Service Costs

• FREE!
• 20 Titles
• 4 Hours of Content

Beyond this & your College/Unit may consider the Video Platform Service

https://mediaspace.video.cornell.edu/

For more info visit: http://www.it.cornell.edu/services/vod/
Thank You!

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Trisha Denesevich

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Header

• Bullet