YouTube is Free; Ensemble Video Costs Less for K-12
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Introduction

Ensemble Video is like an institutional YouTube with the flexibility and controls required in K12 education. There are differences between the two: YouTube is designed for consumers; Ensemble Video is designed for organizations. With YouTube transcoding is a requirement. With Ensemble Video transcoding is an option; campuses can publish high resolution content in any format, and any length. Beyond that, YouTube is free; Ensemble Video costs less for K-12.

As user-generated, video-on-demand increases across the organization, the total cost of ownership savings from Ensemble Video versus YouTube increases due to Ensemble Video's organizational framework and unique patent-pending publishing model. This paper serves as a vehicle for you to understand Ensemble Video's fundamental architecture and why it is a lower cost solution than YouTube for district-wide, user-generated video-on-demand.

Teachers, students and staff are constrained in their use of video, or they face considerable complexity and cost to move forward. Often times different departments invent local video-on-demand workflow solutions, and there is no consistency, coordination, and sharing of content and infrastructure. Institutions that do manage and publish Internet video on a regular basis find that sharing video with multiple internal departments and Web sites, and with external partners, is cumbersome and time-consuming. It often requires manually editing multiple Web pages, compromising video security,

1

sending media links to colleagues in email messages, and sometimes finding critical meta-data missing or inconsistent across multiple access points.

In school districts and school consortiums, enterprise-wide use of video-on-demand is complex and time consuming. Organizations need control over content quality and security. Different users and applications need different media formats and servers. For example, commencements and plays may be recorded using a professional DV camera and published to multiple web destinations in high resolution Windows Media Video (WMV) format. Others may use Apple's Podcast Producer 2 and encode content into H.264 to create training videos for both the desktop and mobile devices that are published to their district content management system. Still others may want to record video conferences and publish them as streaming Flash files to secure portals and share with their staff.

Video-on-demand has gone from 'being cool' to being a critical business service in educational institutions. The associated value proposition of accelerated learning, reduced cost, improved communications and increased productivity have stimulated rapidly increasing use of digital media in education. According to Paul Riismandel in an article entitled, *The Tipping Point: 2009 Education Video Year In Review, FEBRUARY/MARCH 2010 issue of Streaming Media* "Video is increasingly becoming an integral part of the fabric of educational technology. "

There is incredible opportunity here, but there are also significant challenges. Chief among them is the ability for teachers, students and staff to easily upload, catalog, publish and share user-generated rich media without bogging down IT, media support and their Websites. What institutions need is a simple, straightforward platform that enables cost-effective publishing and sharing of Internet video-on-demand content. As a result, a new kind of video management platform has emerged. It was invented at Syracuse University and it is called Ensemble Video.

The Ensemble Video Organizational Framework
Ensemble Video was designed for organizations – for groups to share with groups within organizations. Ensemble Video makes it easy for multiple departments within large organizations and school consortiums to each manage their own video libraries. Within a single implementation of Ensemble Video at least one 'organization' is defined. Within an organization any number of Ensemble Video 'departments' can be created, where each department has its own independent video library. Each department has one or more 'content administrators' who create video entries that are owned by their department and appear in the video library listing for that department.

A department content administrator may create one or more Internet Web destinations or Websites for publishing content to external constituents, and/or one or more Web sites accessible to internal viewers (e.g., a training video Web site or a Web site where organizational processes or events are documented).

While an Ensemble Video organization can indeed be a single organization with multiple departments created within that organization, the system is not limited to that terminology and model. An institution or a regional consortium may establish an 'organization' for each participating district, and those districts could in turn create 'departments', or video libraries, as needed within their own 'organization'.
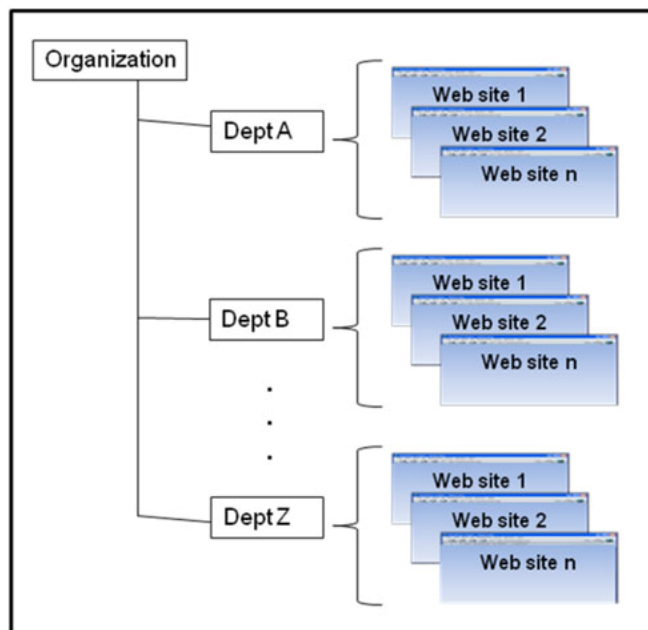
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Ensemble Video's unique permission-based sharing model allows content sharing across departments and across department Web sites. For example, Department A can give Department B permission to share content to Department A's libraries and/or Websites directly. A district may have an organization for all teachers, and then create a department for each teacher so they can manage, publish and share their own video content independently. Each teacher can then set up permission-based sharing with their colleagues in their own district or other districts within the consortium. For example, a math teacher can share a "best practices video" using a baseball diamond - to create an understanding of Pythagorean Theorem - with her colleagues at other component school districts, with a click of a mouse.

Ensemble Video's intuitive wizard-based content administrator interface is easy to learn and use. As employee-wide and student-wide usage becomes a reality, organizations will see positive cross-organizational impact due to Ensemble Video's unique sharing architecture. As more organizations realize the power of this video content collaboration, the value to the organization also increases.

The Ensemble Video Library Publishing Model vs. Using Embed Codes with YouTube
Publishing in this context, means embedding an interactive interface in a Web page that enables viewers to browse and search for video entries and access individual video entry catalog information, media links(s), and thumbnail and preview images.

Teachers, students and staff want to publish video content to a variety of internal and external Web destinations – to web content management systems, to learning management systems and public portals - all at once. With YouTube staff can copy and paste HTML code to publish videos to web-sites, but as the teachers, students and staff grow their video library and try to share hundreds and thousands of videos, the process of publishing videos like this become very manually intensive.

3

Ensemble Video takes the work out of distributing and coordinating content administration across an organization and makes it very easy to publish and securely share video content on any number of internal, external, and shared Web sites with a few clicks of a mouse. Teachers, students and staff love Ensemble Video because they have an easy-to-use GUI Web application – they log-in and easily upload their internet ready video, use a simple wizard to catalog it - edit meta data, add attachments, URLs, etc., - automatically generate thumbnail images and animation previews, and then, with the click of a mouse, publish the video content to their Web sites for viewer access.

Central IT departments love Ensemble Video because it automates and manages the workflow processes across all their campuses, can support and number of media and Web servers, and provides a single unified and searchable catalog database. Media support staff can configure Ensemble Video, and set up accounts for content administrators – and from that point forward the video workflow occurs without their intervention.

Ensemble Video offers three different mechanisms for publishing video on Web pages. Each option offers a different mix of ease of implementation and customization:

1. Quick Publish: Easy "push button" publishing – doesn't require any HTML editing, but offers minimal customization options.

2. HTML Plug-in: Requires a one-time HTML edit on the destination Web site; offers some limited customization options. Refer to the Version 3 Content Administrator User Guide for more information: http://ensemblevideo.com/resources/documents.aspx).

3. Simple publishing API: Requires Web developers with scripting skills in Javascript, .NET, PHP, Silverlight or some other scripting language; Supports extensive customization. Refer to our wiki for additional documentation: www.wiki.ensemblevideo.com.
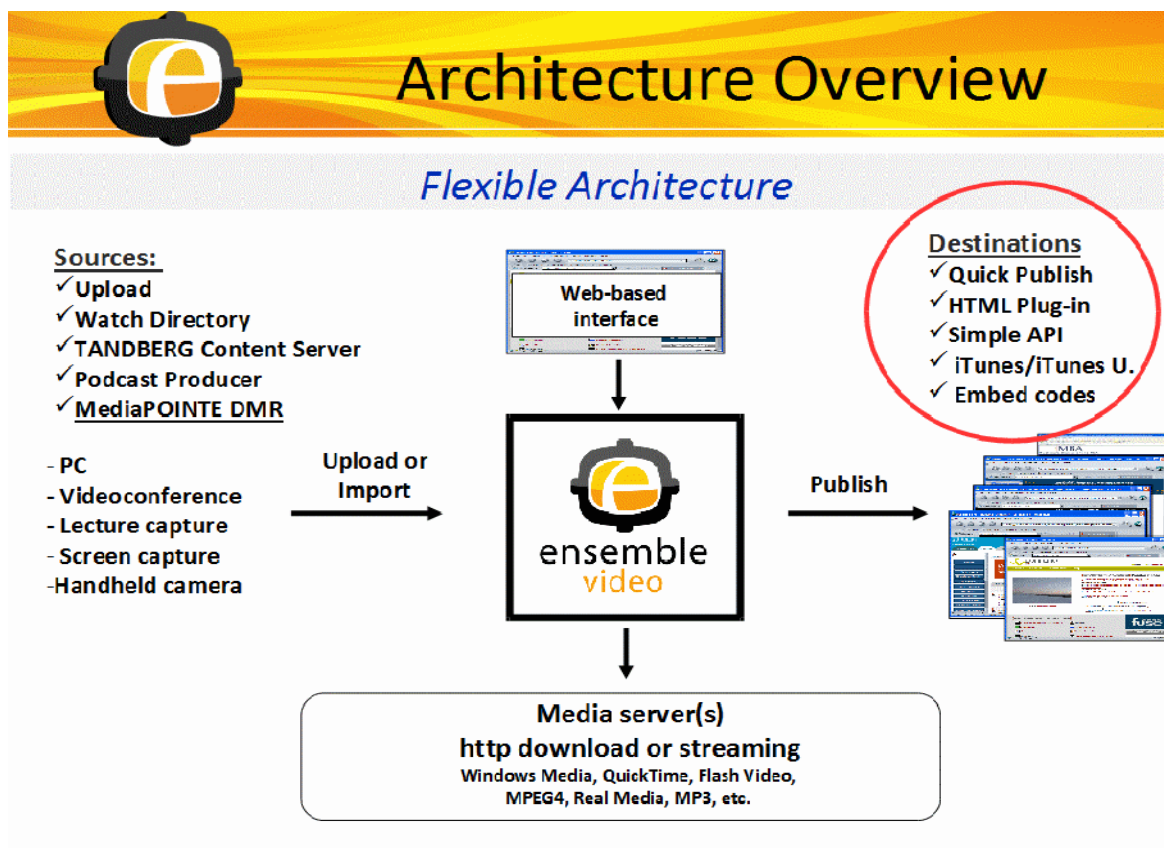
Here are some examples that highlight some of the publishing features:

From Studio 45, in the North Syracuse Central School District in New York, students at Roxboro Road Middle School broadcast their morning announcements over the new computer network in the building. It is projected through their state of the art network on to the big screen in each homeroom. And now these announcements are uploaded, cataloged, published and shared on their Ensemble Video HTML Plug in page: http://www.nscsd.org/webpages/jclayton/archive.cfm. Incidentally, Chris Nelson, the director of technology at CNS, has a model to build a studio in every school for about $1K each.

South Lewis CSD uses the Ensemble Video HTML plug-in option with the Showcase Template for their SouthLew TUBE: http://video.moric.org/southlewis, where staff, teachers and students share their videos from ceremonies and science projects to pep rallies and proms.

CNYRIC/OCM BOCES helped Fayetteville Manlius Schools use the Ensemble Video application publishing interface (API) to create a custom district website, HorneTVision that has contributions from many school departments: http://www.fmschools.org/departments.cfm?subpage=16293.

With Ensemble Video, the total cost of ownership is lower due to Ensemble Video's publishing model. In most high volume situations, the publishing savings using Ensemble Video far exceed all the costs of building and managing a video ecosystem. At Syracuse University a workflow study found Ensemble Video saved $100K versus a manual process of uploading, cataloging and publishing (i.e. with embed codes), with just 2,000 videos over two years; 80% of the savings was derived from Ensemble Video's publishing model.

Those that bear the chief responsibility for improving the efficiency and effectiveness of the institutions' internal and external communications with video-on-demand will choose Ensemble Video over YouTube for an enterprise-wide video content management platform. For more information please visit: http://www.ensemblevideo.com.

About Symphony Video
Symphony Video, Inc. provides Internet video software and services. Ensemble Video, an innovative enterprise video content management platform developed at Syracuse University, helps institutions save a great deal of money and time managing the ongoing proliferation of video assets throughout the organization. Ensemble Video is the choice platform for those organizations that value ease-of use, ease-of-support, flexibility and fast return on investment.