

RED HAT :: CHICAGO :: 2009

SUMMIT

Open Source Video - A Guide to Free Self-hosted Online Video Apps

Leah Belsky
Kaltura
Sept 2009

presented by



Online Video Solutions For Any Site

The Only Open Source Solution. Extendable. Interactive. Secure. Lowest Cost.

Publish

Engage

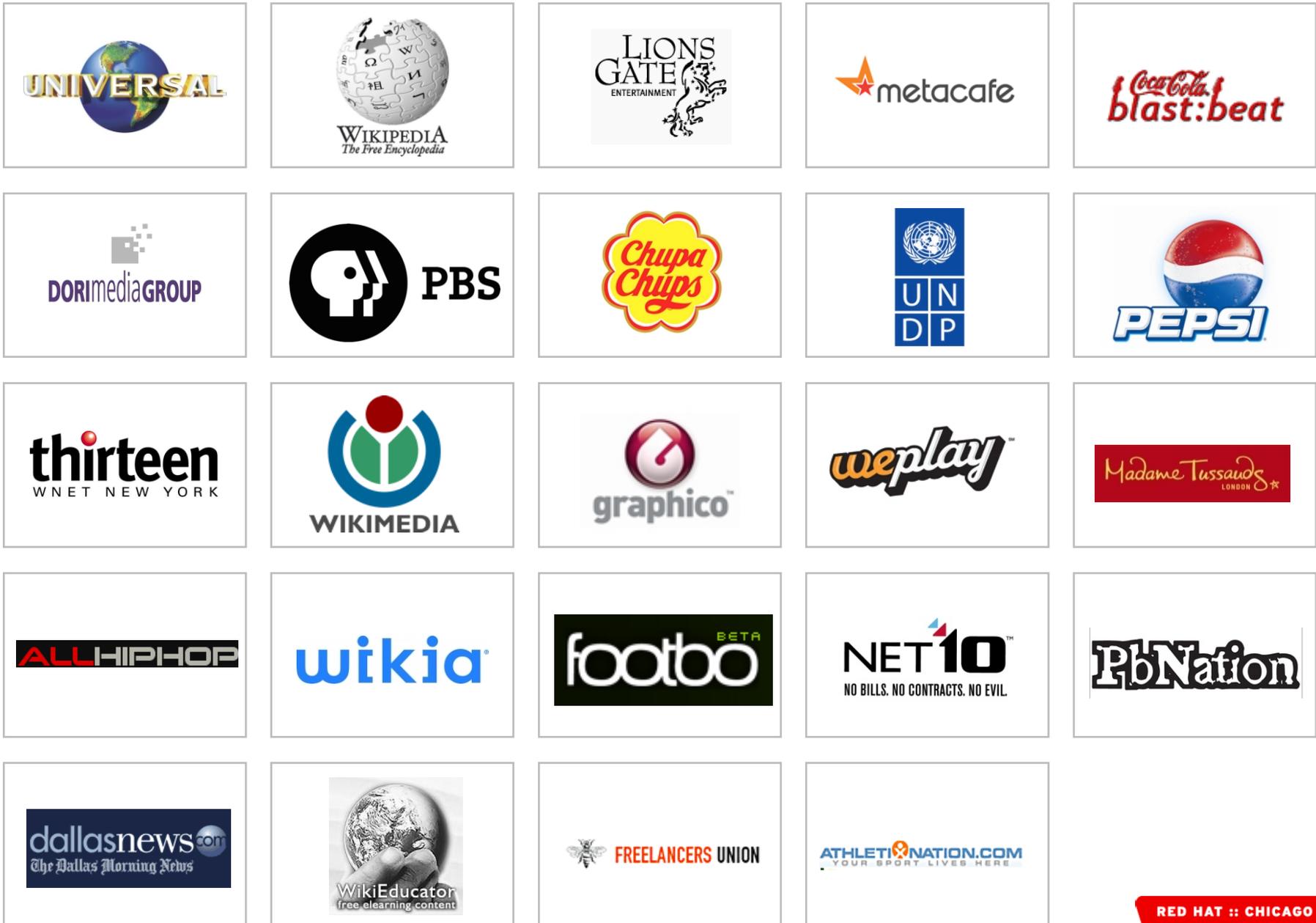


Manage



Over 30,000 sites within less than one year!

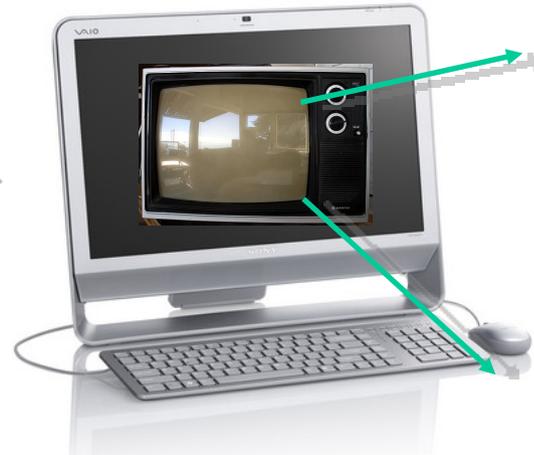
Customers



Unique Proposition

- **Self-Hosted software:** most affordable & secure
 - Community Edition: a free, community-supported platform
 - Enterprise Edition: with paid Kaltura support & maintenance
- **Software as a Service:** lowest price
- **YOU own the code:** no lock in
- Most flexible to integrate and to enhance
- Most rapid pace of innovation
- Most engaging features (user uploads & remixes)

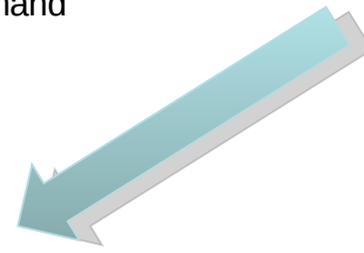
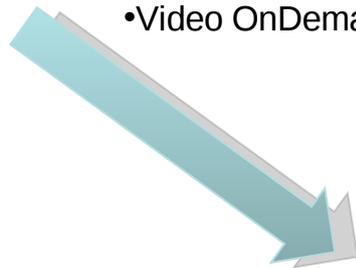
Video 1.0 vs. Video 2.0



- Films
- Television Programming
- Live Events
- Advertisements
- Video OnDemand

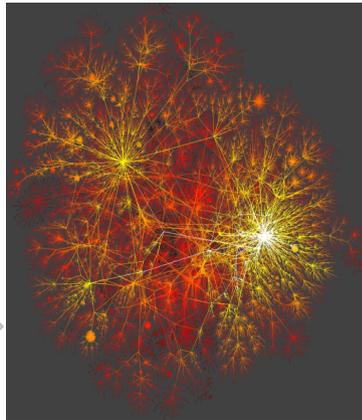
- Films
- Television Programming
- Live Events
- Advertisements
- Video OnDemand

- Webisodes
- Democratization Programming



Broadcast Model Online
(Video Repurposed for the Web)

Video 1.0 vs. Video 2.0



- Film
- Television Programming
- Advertisements
- Interactive Applications
- Contests
- Sweepstakes
- Two-way video communication
- Corporate Communication
- Video Sharing
- Lead Generation

- Schedules
- Webisodes
- Video OnDemand
- Democratized Programming
- Community Building
- SEO
- Mash-Up + Remixing
- Syndication
- Video Ad Products
- Non-traditional advertising



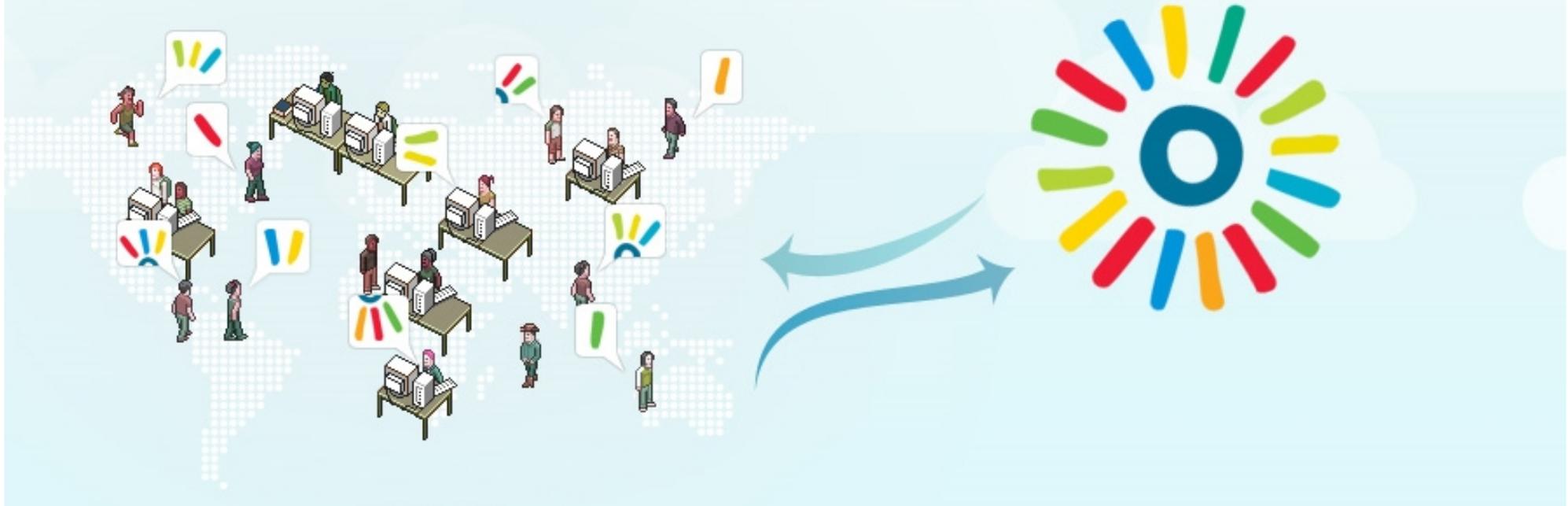
Kaltura.org vis-à-vis Kaltura.com

Kaltura.org

Free community-supported projects: Widgets, Applications etc...

Kaltura.com

Hosted Video applications with support services



Video Management System

Kaltura Management Console

Content Application Studio Account

Entries Moderation Playlist Upload

Search Filter: In Name Tags [Show Additional Filters](#)

Thumbnail	Name	Type	Player Loads	Plays	Created At	Admin Tags	Tags	Moderation Status	Preview
	903_dfla-ty	Video	53	21	10-Jun 16:53		test	Approved	Preview & Edit
	times square - ada	Video	473	286	20-May 12:41		atarim	Approved	Preview & Edit
	Skateboarding Doa	Video	96	59	14-May 12:41		tilman, skateboz	Approved	Preview & Edit
	הולדת 31 לח ארי - 1	Video	2	0	07-May 17:27	avoda, kvri	Approved	Preview & Edit
	הולדת 31 לח ארי - 1	Video	35	15	07-May 17:26	avoda, kvri	Approved	Preview & Edit
	Bonjour Paris técol	Video	18	10	07-May 17:16		tudio jrusalem	Approved	Preview & Edit
	Loas - Boaz doina	Video	150	109	05-May 16:53		boaz, telem, laos	Approved	Preview & Edit
	הצגת - 05053098	Video	0	0	05-May 16:53		* * * * *	Approved	Preview & Edit
	Jolo	Image	17	1	25-Apr 1:23		dog, fox, terrier, j	Approved	Preview & Edit
	Zonkei	Image	7	0	25-Apr 1:23		tula, akita	Approved	Preview & Edit

1 2 3 4 5 Next

Create New Player

Template

Features List

- Play Control
 - share [options](#)
 - related ticker (button) [options](#)
 - download [options](#)
 - flag as inappropriate [options](#)
 - show credits [options](#)
 - replay [options](#)
 - capture thumbnail [options](#)
 - custom button 1 [options](#)
- Viral & Distribution
- UGC
- Date Layers
- Custom Buttons & Admin

Style & Color

Monitization

Preview

Player Size 250 x 360 Search

Next Style »

Kaltura Management Console

Content Application Studio Account Reports

Users & Community

Date Range: Last Week Dates: Mon Jan 19 2009 To: Mon Jan 19 2009

Top Contributors

Map Overlay

Top Syndicators

Average Minutes Viewed

Syndicating sites sent 500 plays from 17 websites

Plays	Unique Plays	Minutes viewed	Avg. View time	player loads	Play through ratio
500	450	750	00:01:30	5000	10%

Syndicator	Plays	Unique Plays	Minutes Viewed	Avg. View time	Player Loads	Load to play ratio
Facebook.com	120	100	1,245	00:01:23	240	50%
Myspace.com	120	100	1,245	00:01:23	240	50%
WordPress.org	120	100	1,245	00:01:23	240	50%
Blogger.com	120	100	1,245	00:01:23	240	50%
Mashable.com	120	100	1,245	00:01:23	240	50%
vccafe.com	120	100	1,245	00:01:23	240	50%

Back 1 2 3 4 5 6 7 Next | Rows in page 10

Kaltura Management Console

Content Application Studio Account Reports

Users & Community

Date Range: Last Week Dates: Mon Jan 19 2009 To: Mon Jan 19 2009

Top Content

Content dropoff

Content interactions

Content Contribution

Search Filter: Blog In: Name Tags Admin Tags

Plays Reached 25% Reached 50% Reached 75% Reached 100%

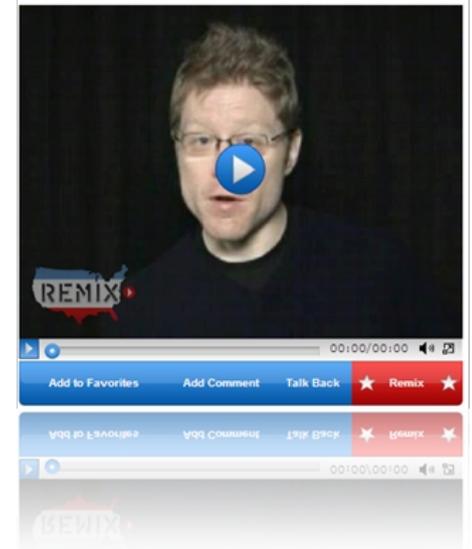
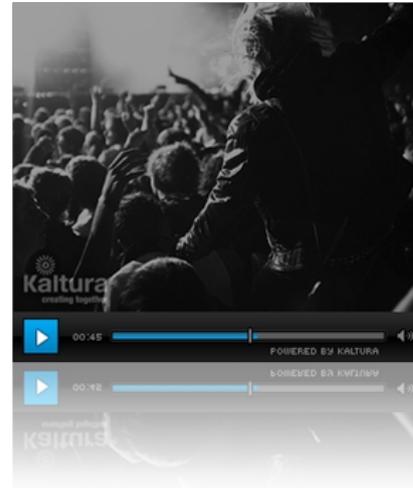
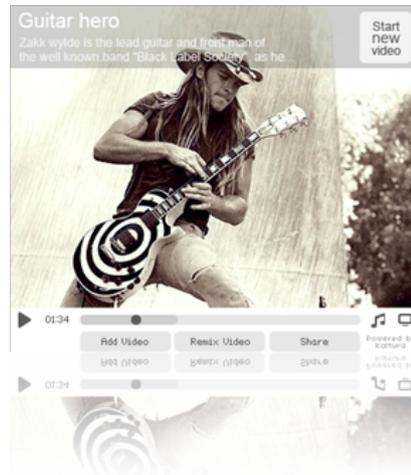
120 Videos containing "amor amor" had 6% average playthrough

Plays	25% Play	50% Play	75% Play	100% Play	Play through ratio
500	420	300	150	30	6%

Video	Plays	25% Play	50% Play	75% Play	100% Play	Play through ratio
Video 1	120	100	70	50	32	26.6%
Video 2	120	100	70	50	32	26.6%
Video 3	120	100	70	50	32	26.6%
Video 4	120	100	70	50	32	26.6%
Video 5	120	100	70	50	32	26.6%
Video 6	120	100	70	50	32	26.6%

Back 1 2 3 4 5 6 7 Next | Rows in page 10

Customized Players



Customized Galleries & Playlists



Advertising & Syndication

Wordcamp 2008

Post Bookmark Email

MySpace Friendster Facebook Orkut Bebo

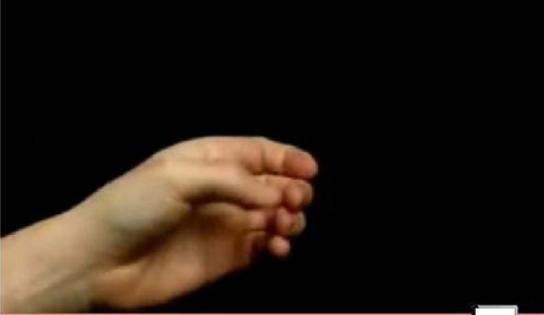
Tagged Blogger Hi5 Live Spaces Piczo

FreeWebs LiveJournal BlackPlanet myYearbook More

Embed code:

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```

12:40



eMUSIC Get 30 FREE MP3 Downloads from eMusic

00:23

A NEW ABC FAMILY ORIGINAL ONLINE SERIES



PLAIN WHITE T'S
Meet me in California

all new wednesdays

abc family
abcfamily.com

00:00



Flights to Paris

Search Discounted Airfares to Paris From 200+ Sites at Once

00:11

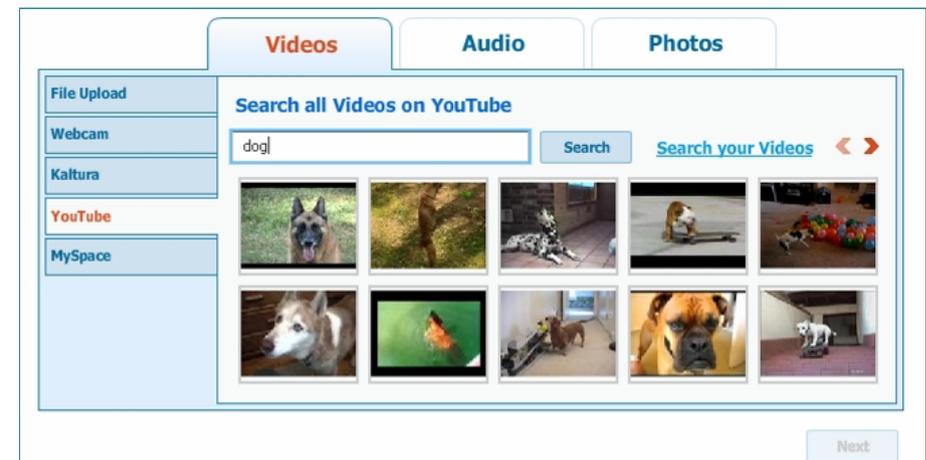
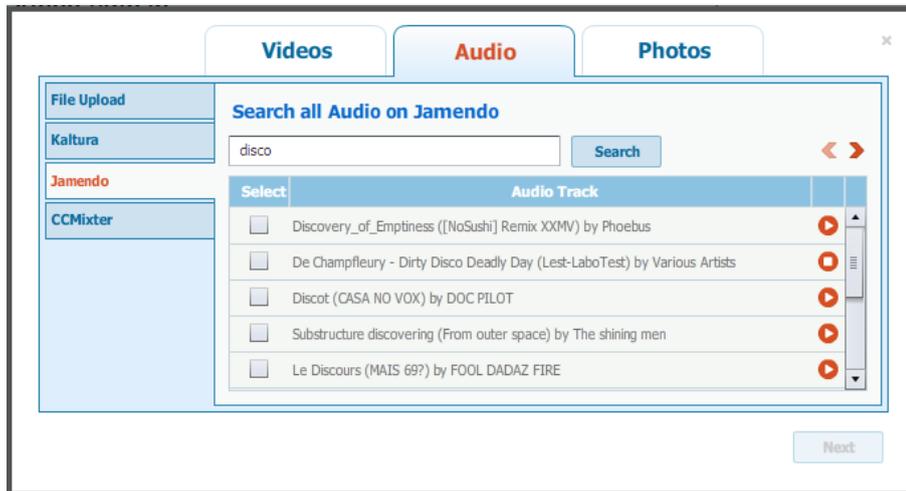
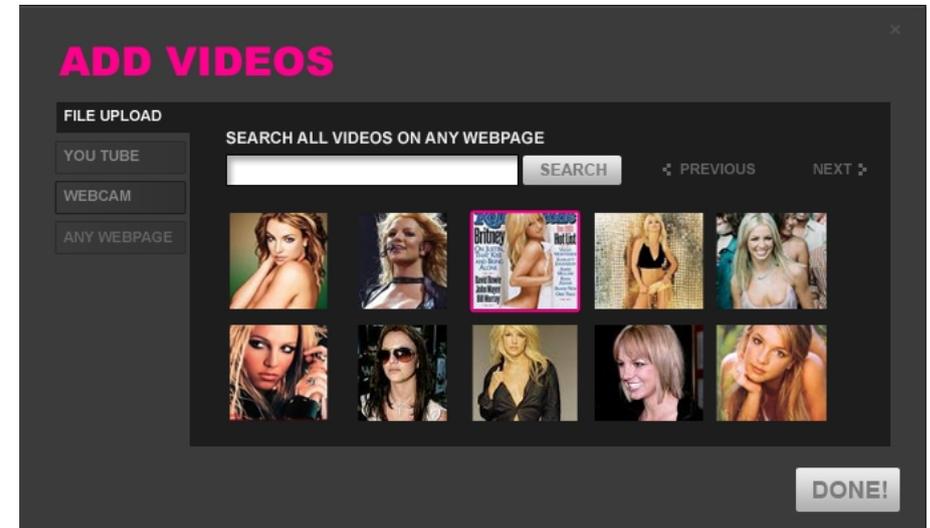
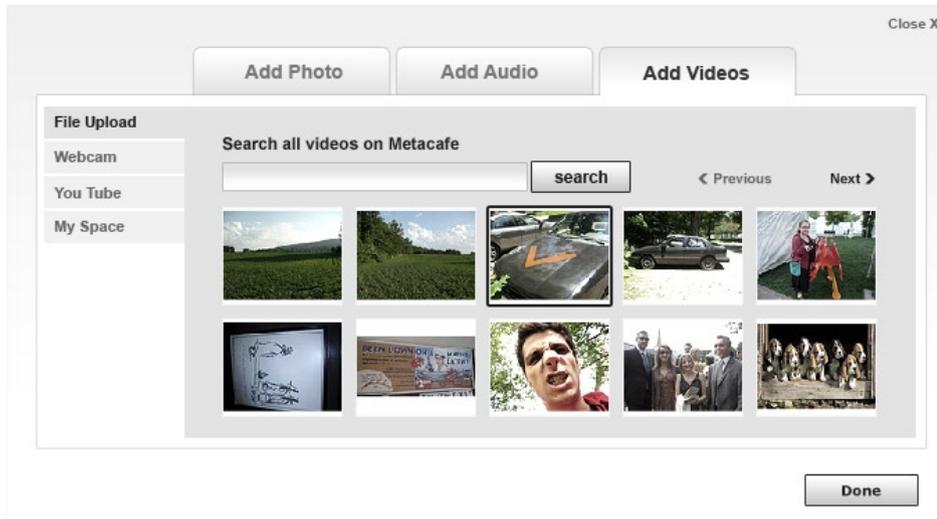


RIP CURL
PRO SEARCH

ARICA CHILE
★ JUNE 20-JULY 21 '08

00:17

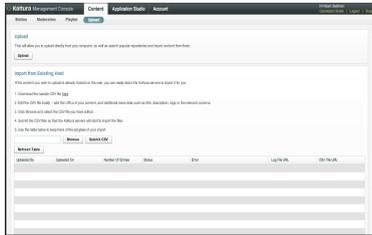
Uploading & Importing Content



Remixing



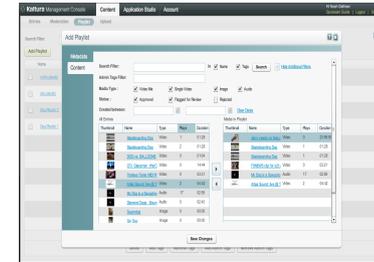
Video Application Building Blocks



INGEST
Uploader & Importer



ENHANCE
Browser Based Editor



MANAGE
Content Management



PUBLISH
Syndication



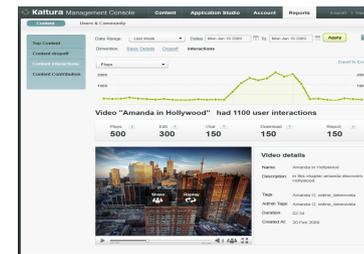
PUBLISH
Interactive Player



PUBLISH
Application Studio



MONETIZE
Advertising & e-Commerce



ANALYZE
Reporting & Analytics

CLICK A PIC!

What's your favorite youth sports photo?

Vote 15 more times to see the Top 10

As a weplay member, every vote is a chance to win instant prizes. [Join now!](#)



Collaborative Video on Wikipedia

Polar Bears

(Texts copied from the [Polar Bears](#) Wikipedia article)

The polar bear (*Ursus maritimus*) is a bear native to the Arctic. Polar bears and Kodiak bears are the world's largest land carnivores, with most adult males weighing 300-600 kg (660-1320 lb); adult females are about half the size of males. Its fur is hollow and translucent, but usually appears as white or cream colored, thus providing the animal with effective camouflage. Its skin is actually black in color. Its thick blubber and fur insulate it against the cold. The bear has a short tail and small ears that help reduce heat loss, as well as a relatively small head and long, tapered body to streamline it for swimming.

A semi-aquatic marine mammal, the polar bear has adapted for life on a combination of land, sea, and ice, and is the apex predator within its range. It feeds mainly on seals, young walruses, and whales, although it will eat anything it can kill.

The polar bear is a vulnerable species at high risk of extinction. Zoologists and climatologists believe that the projected decreases in the polar sea ice due to global warming will reduce their population by two thirds by mid-century. Local long-term studies show that 7 out of 19 subpopulations are declining or already severely reduced. In the USA, the Center for Biological Diversity petitioned to up-list the legal conservation status of polar bears to threatened species in 2005. This petition is still under review.

Physiology

Size and weight

Polar bears rank with the Kodiak bear as among the largest living land carnivores, and male polar bears may weigh twice as much as a Siberian tiger. Most adult males weigh 350–650 kg (770–1500+ lb) and measure 2.5–3.0 m (8.2–9.8 ft) in length. Adult females are roughly half the size of males and normally weigh 150–250 kg (330–550 lb), measuring 2–2.5 m (6.6–8.2 ft), but double their weight during pregnancy. The great difference in

Northern Ireland

All the details about Northern Ireland

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Powered by [Kaltura](#)

THE OPEN VIDEO ALLIANCE



A coalition of organizations and individuals devoted to creating and promoting **free and open** technologies, policies, and practices in online video.

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Video Creators: A Guide to Open Tools



Do you make video? Would you like to? Learn to record, edit, publish, license, and distribute your work with open tools. What makes free and open tools so wonderful is that they make creative expression accessible to more people around the world. Check out our public wiki!

[OVA wiki](#) ▶

Open Video News

[Technology Review on Open Video](#)

[Preempting Dissent — Open Sourcing
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[OVA at SXSW: Help Us Spread the Gospel!](#)

[Radio Berkman Takes On Open Video](#)

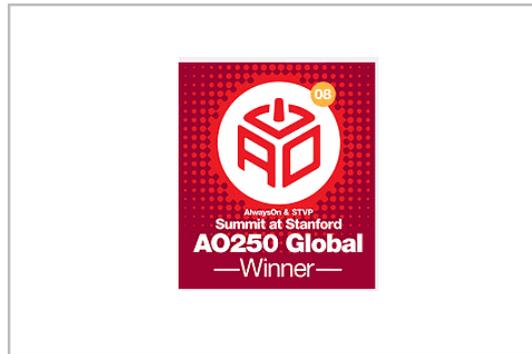
[Kaltura Community Edition, Miro 2.5
Announced!](#)

Open Video at SXSW 2010



South by Southwest (SXSW) is a set of interactive, film, and music festivals and conferences that take place every spring in Austin, Texas. It's an annual ritual for creatives and digital tastemakers, and it's a great place to spread the gospel of Open Video. If you want to see Open Video make a splash in Texas next year, please

Awards and Recognition



QuickTime ▪ and a decompressor are needed to see this picture.



Awards and Recognition

Esquire



TVWeek

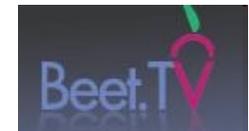


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Gartner

VentureBeat



washingtonpost.com

PCWorld



TechCrunch



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www.openvideoalliance.org