



# One Stream to Rule Them All: Unifying Online Campus Video Delivery





# ABOUT

## **Columbus State Community College**

**Founded 1963 in east Columbus,**

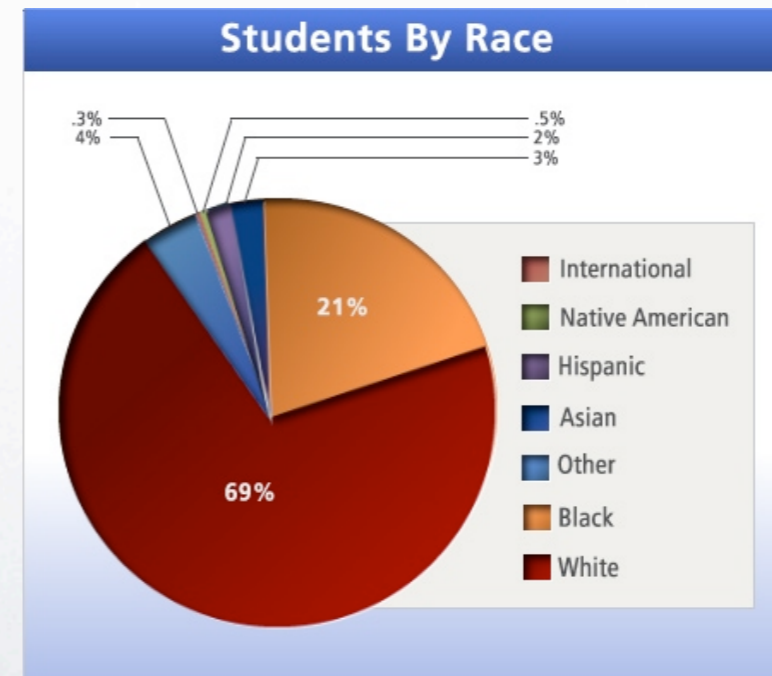
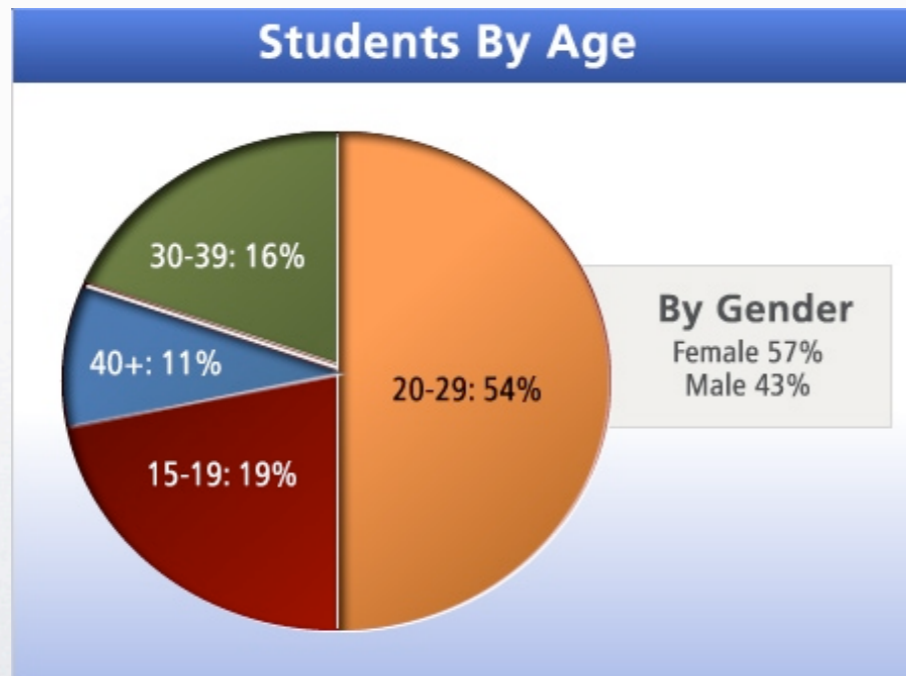
**Offering more than 120  
associate degrees or certificates**





# ABOUT

**Overall enrollment = ~31,000**  
**Online enrollment = ~12,000**



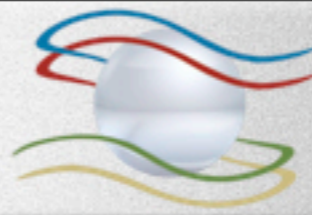


# ABOUT

# ITDL

## Instructional Technologies and Distance Learning





# ABOUT

# ITDL

Leading the way when it comes  
to creating and delivering video at CSCC



## ABOUT

# Increasing Uses



## ABOUT

- ✓ Lecture capture
- ✓ Creating supplemental materials
- ✓ Enhanced distance learning
- ✓ Delivering video feedback
- ✓ Orientations
- ✓ Creating training videos



## ABOUT

# Increasing Users





# ABOUT

# 1,2000

Created and being delivered by Jan. 2010  
(primarily via FMS)





## ABOUT

# Environmental Considerations

✓ Ownership

✓ Ease of use

✓ Solution for now +  
Solution for future





# CREATE



TechSmith

TechSmith





# RELAY





# RELAY

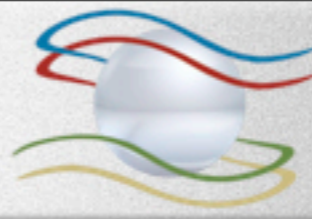
6990



# RELAY

5,2000





# RELAY

82,000





# RELAY







# DELIVER





# KALTURA

## Open-Source Video Storage, Management, and Delivery Platform

**Kaltura.org (os) vs. Kaltura.com**

**For paid editions, on-premises  
(local server) vs. SaaS (hosted)**



# KALTURA

**File-agnostic (AVI, MOV, FLV,  
MP4)  
+ HD + Webcams and Flip  
cameras**



# KALTURA

## Collecting and Ingesting Content

**One-off and bulk uploads via  
desktop app or simple Web GUI**



# KALTURA

**Customized players with  
adaptive playback (desktop,  
iPad, phones)  
+ multiple resolutions/qualities**



**KALTURA**

# **Publishing and Syndicating Content**

## **Upcoming Ohio on iTunes U**





# KALTURA

**On-premises (local) MediaSpace  
server for Web repository of  
media assets (on-campus  
YouTube)**



**KALTURA**

# Managing and Tracking Content Reports and Analytics Module





# KALTURA

**Technical Details → Local**

**MediaSpace box is basic Apache/**

**Integration with campus LDAP**

**Campus bandwidth  
prioritization issues to ensure  
smooth delivery**



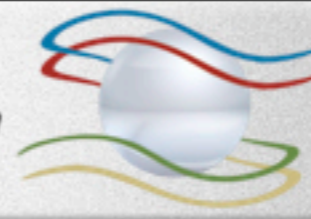
# KALTURA

**Technical Details → Cloud**

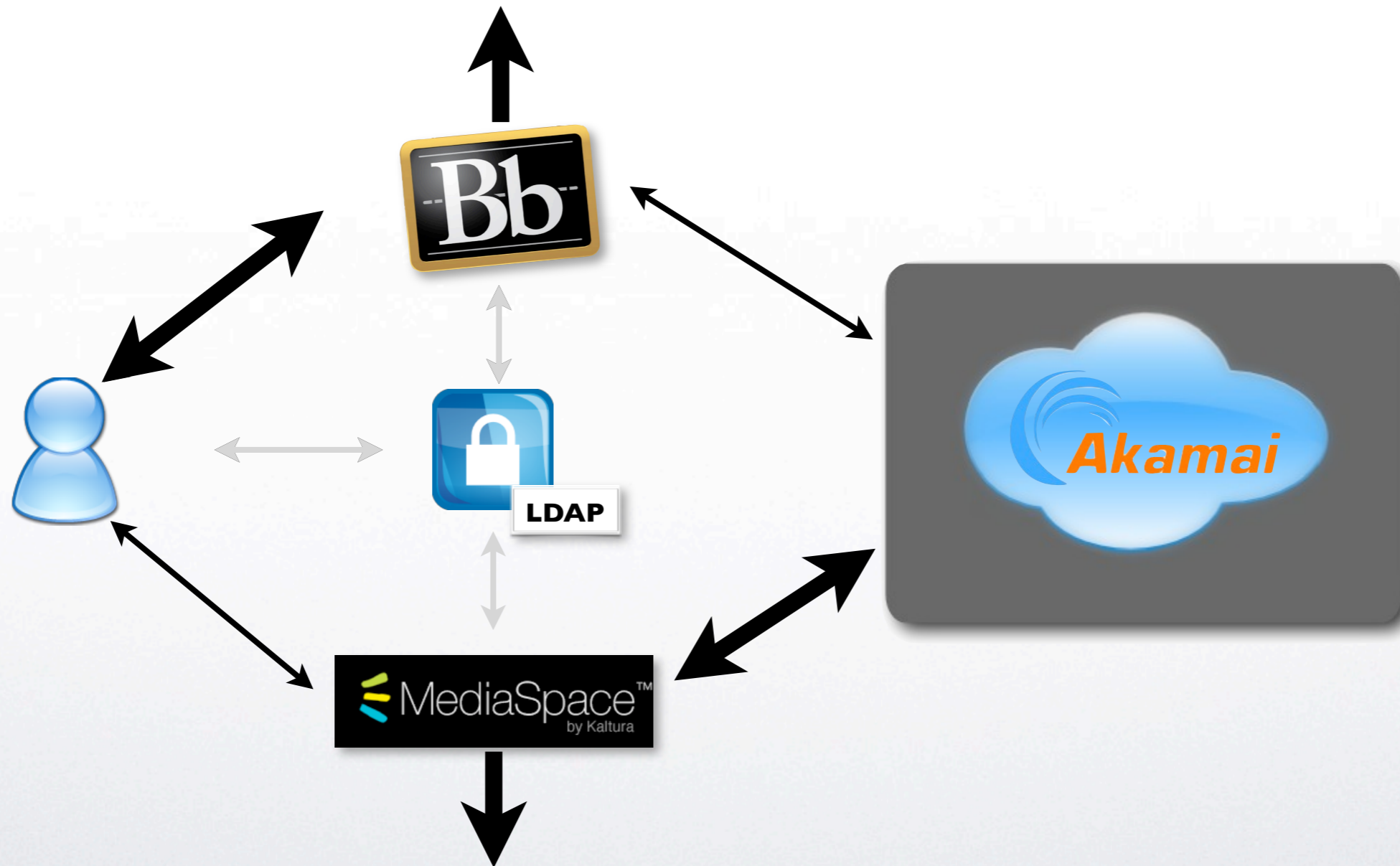
**Blackboard (embedding) hosted at**

**Kaltura content on Akamai CDN**

**Users are interacting with CSCC,  
UC, and Akamai resources in**



# SOLUTION





# SOLUTION





# SOLUTION



**Screencast is  
recorded and  
submitted to  
Relay automatically**



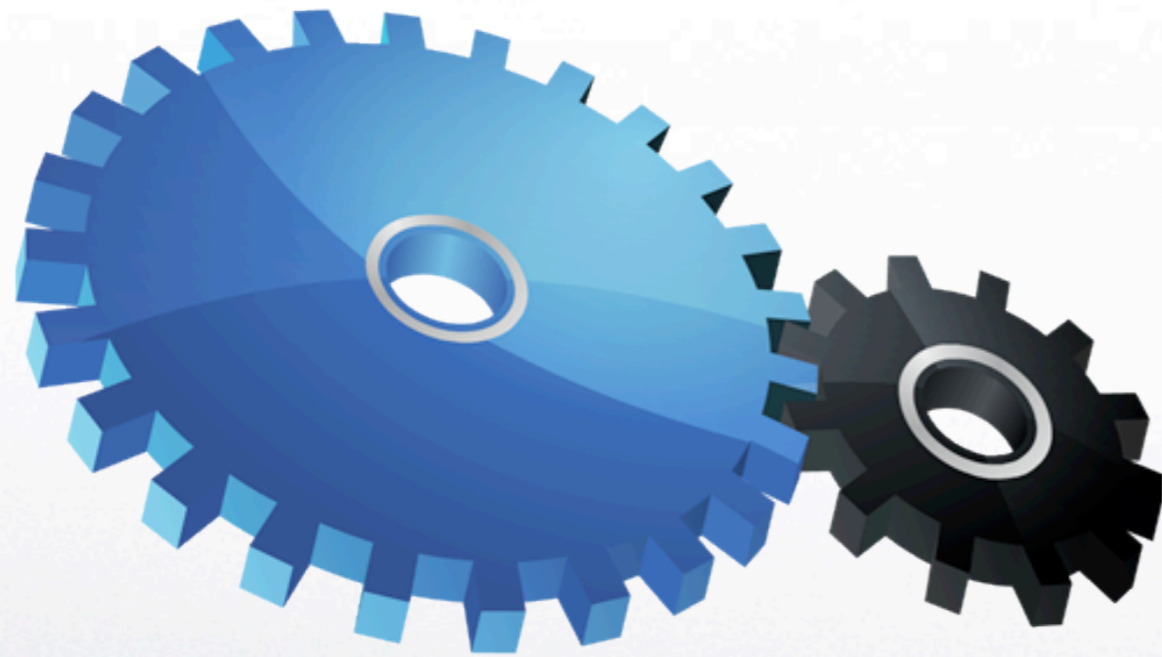
# SOLUTION



**Relay uploads HD  
MP4, MP3, and  
transcribed audio to  
Kaltura**



# SOLUTION



**Kaltura transcodes  
for adaptive bit-rate  
and dynamic delivery  
streaming**



# SOLUTION



**Academic video is made available in Blackboard via integrated Building Block (standalone players, playlists, etc.)**





# SOLUTION



**Administrative and  
marketing video is  
distributed to  
content areas on  
MediaSpace based on  
user profile from  
Relay**



**SOLUTION**

**AVAILABLE**

**FALL 2011**

