

Online Video – What's beyond [inside] the box?





Why this talk?

- 🌈 Online Video has evolved, and video will soon be / already is – the main communication method
- 🌈 There are great many fantastic opportunities for smart technologists
- 🌈 I'm looking to partner with innovative vid-tech
- 🌈 I want you to join Kaltura :-)



- 🚦 A lot of online video
- 🚦 Used for Training, Education, Entertaining, Sales, Ensuing Trust, Setting Expectations, Connecting...
- 🚦 Consumed on: Mobile, TV, Planes, Anywhere
- 🚦 And it is... *Rapidly changing and innovating*



The great advantages of the rich-web

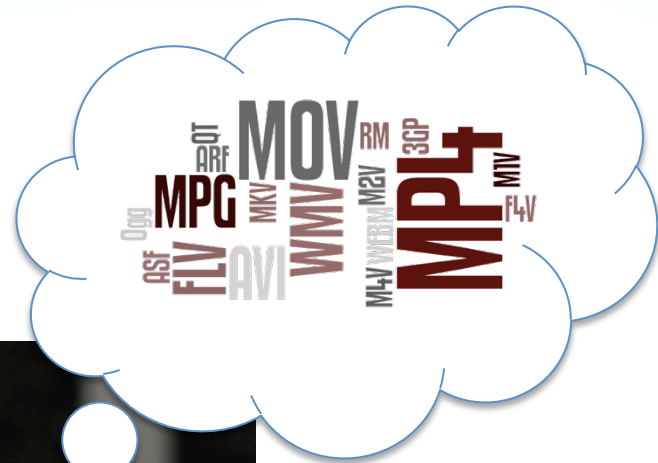
- Democratized
- Interactive
- Searchable
- Accessible
- Measureable
- Easier
- More engaging

The ugly side-effects of the rich-web

- Shorter attention span
- A lot of competition
- Too much information
- Too many 'channels'
- Not as mature as broadcast

Let's talk about what sucks...

many inputs



many more outputs



Is online video that complex ?



Best Practices For Multi-Device Transcoding







You ™ is awesome!

“Over 6 billion hours of video are watched each month on YouTube”

YouTube's top videos of All Time:

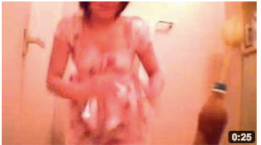





Charts > **All categories**

Most Viewed Videos All Time Play all 1 of 5

 1 PSY - GANGNAM STYLE (강남스타일) M/V by officialpsy 1,740,759,955 views	 2 Justin Bieber - Baby ft. Ludacris by JustinBieberVEVO 681,340,719 views	 3 Jennifer Lopez - On The Floor ft. Pitbull by JenniferLopezVEVO 684,270,521 views
 4 Eminem - Love The Way You Lie ft. Ri... by EminemVEVO 585,021,594 views	 5 LMFAO - Party Rock Anthem ft. Laure... by LMFAOVEVO 560,840,193 views	 6 Waka Waka (This Time for Africa) (The... by shakiraVEVO 543,380,453 views

Charts > **People & Blogs**

Most Viewed Videos All Time Play all 1 of 5

 1 An experiment by 294tv 248,629,841 views	 2 [Live HD 720p] 120715 - PSY - Gangna... by CapsuleHD20 232,983,078 views	 3 Sondaje Vesical by TTSpisapeditas 99,559,732 views
 4 Homeless Boy Steals The Talent Show by inspirationbygod 93,190,143 views	 5 LMFAO - sexy and you know it by loungebeatz 86,389,562 views	 6 Dream Massage - Stefano Antonio Serra by Stefano Antonio Serra 81,330,325 views

Are we inefficient ?

what is the gdp?	Q	About 272,000 results
how to tie a tie	Q	About 5,950,000 results
how to buy a car	Q	About 9,400,000 results
how to have sex	Q	About 13,700,000 results
how to find love	Q	About 35,100,000 results

“100 hours of video are uploaded to YouTube every minute”

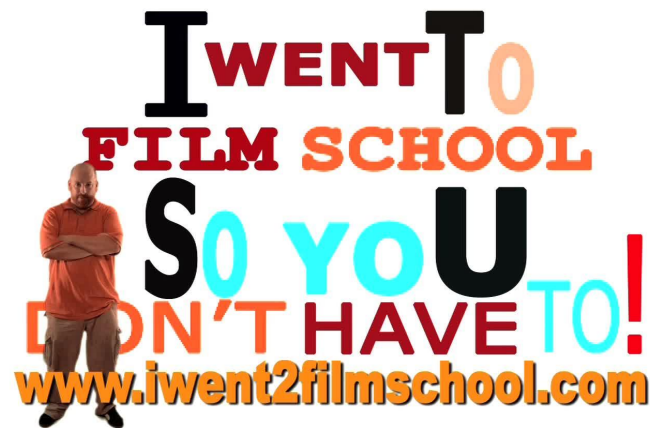
And what's awesome!

“The media industry must find ways to **cut costs** while offering consumers more choice and **participation in media experiences** while enabling profitable **new revenue streams**. For media companies that can adapt quickly, ubiquitous bandwidth and low-cost tools offer tremendous promise.”

- **Gartner**®

Producing Video is **not** Expensive

- Freely available Royalty Free Music & Sound fx
- Consumer gear is quite good. Pro gear is not so expensive either (\$3k for Canon 5D mark III).
- You can learn to be a video producer for free -



Spend budgets are slowly going up!

- Shifting 15% of Media Spend to Digital Results in a 4% Increase in Advertiser Reach Across Verticals ([link](#))
- Global Marketers Believe Online Video More Efficient Than TV ([link](#))
- Facebook may charge as much as \$2.5m a day for companies to advertise on users' homepage ([link](#))

This will come next...

We need enhanced Metadata

- 🎨 Scene detection – chapters extraction, objects
- 🎨 OCR - text from presentations & screen recordings
- 🎨 Speech to text (transcription)
 - And easy to use tools to fix the errors
- 🎨 Language analysis – topics, speakers, tags
- 🎨 Related files analysis – correlation of video and its related assets (presentation slides or documents)

We need it to be relevant

Related content analysis

- Content aware
- Contextual
- Behavioral

Personalization

- Consumption history (usage analytics)
- Social context (my friends like, I commented / liked)
- Context aware (current news, trends...)

It should be easier

- Higher quality and more stable mobile capture
- UX that encourages reliable content tagging
- Topic based clipping and sequencing tools
- Simpler, more reliable live broadcast
- Standards based peer to peer with auto archiving
- Better integrations to existing platforms

It should be accessible

- 🚦 Subtitles are not optional, it's a requirement
- 🚦 Translations are important if you go global
 - And so will be audio tracks [in some communities]
- 🚦 It's about standards driven web development
 - it's not just the player... the whole application

Built on de-facto standards

- UI is all HTML/CSS/JS based
- Flash only for fallback and only as video box

[GitHub.com/kaltura/mwEmbed](https://github.com/kaltura/mwEmbed)





**What do you think is
the future of web video ?**

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GitHub.com/kaltura