

# The State of Streaming Video in Professional and Scholarly Communications

STM Digital Publishing, London - December 5, 2017



# Streaming Video Survey Results

Tracy Gardner

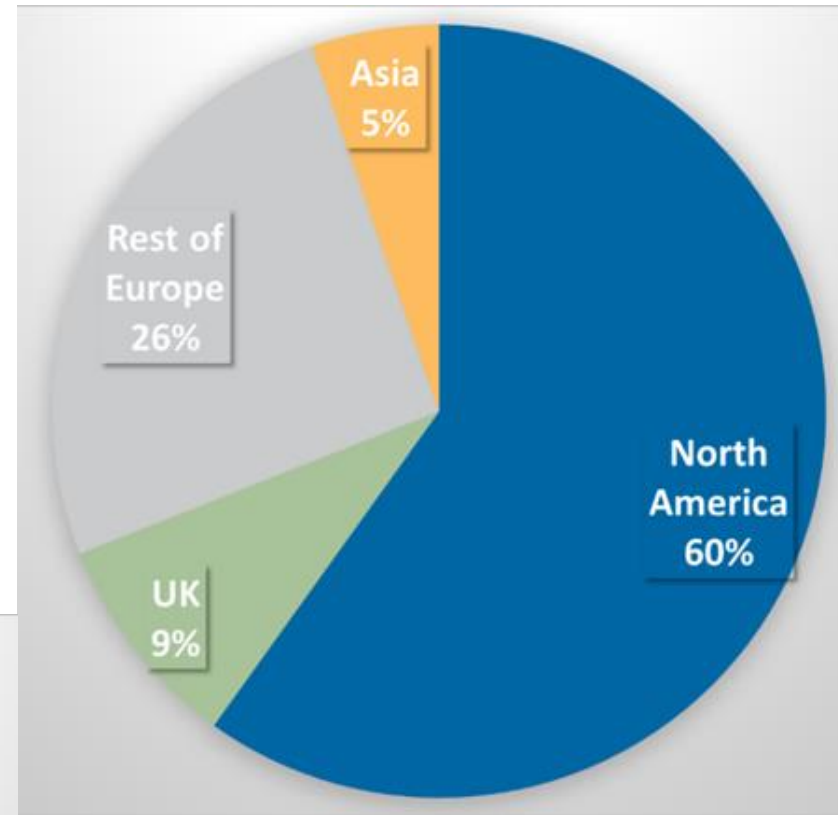
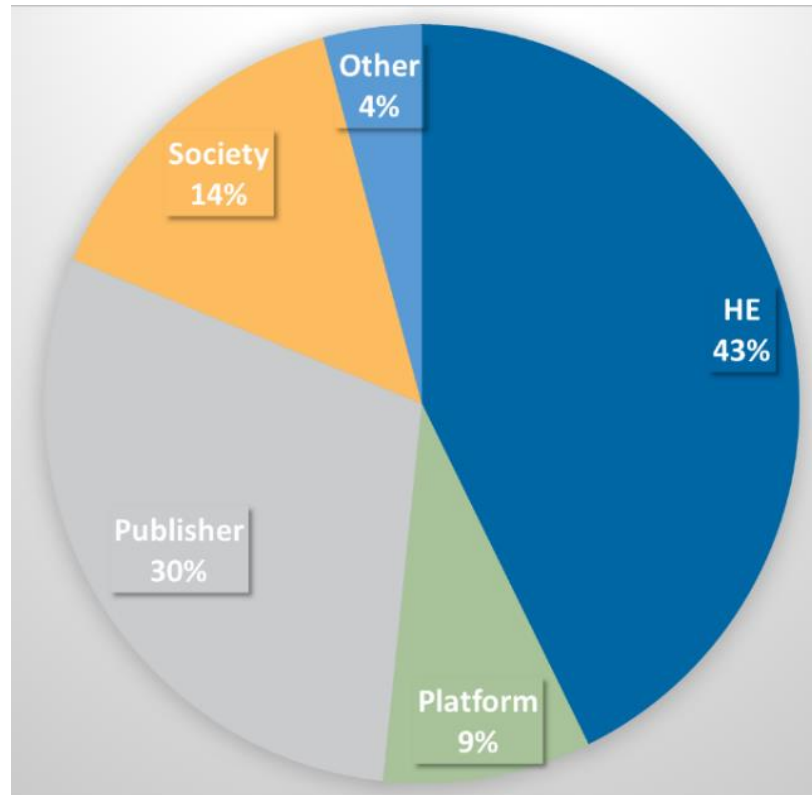
Renew Publishing Consultants

STM Digital Publishing 2017



# Survey Overview

- Survey of publishers, societies, higher education institutions
- Conducted from June to September 2017
- Supported by GVPi
- 5-minute survey
- 213 responses





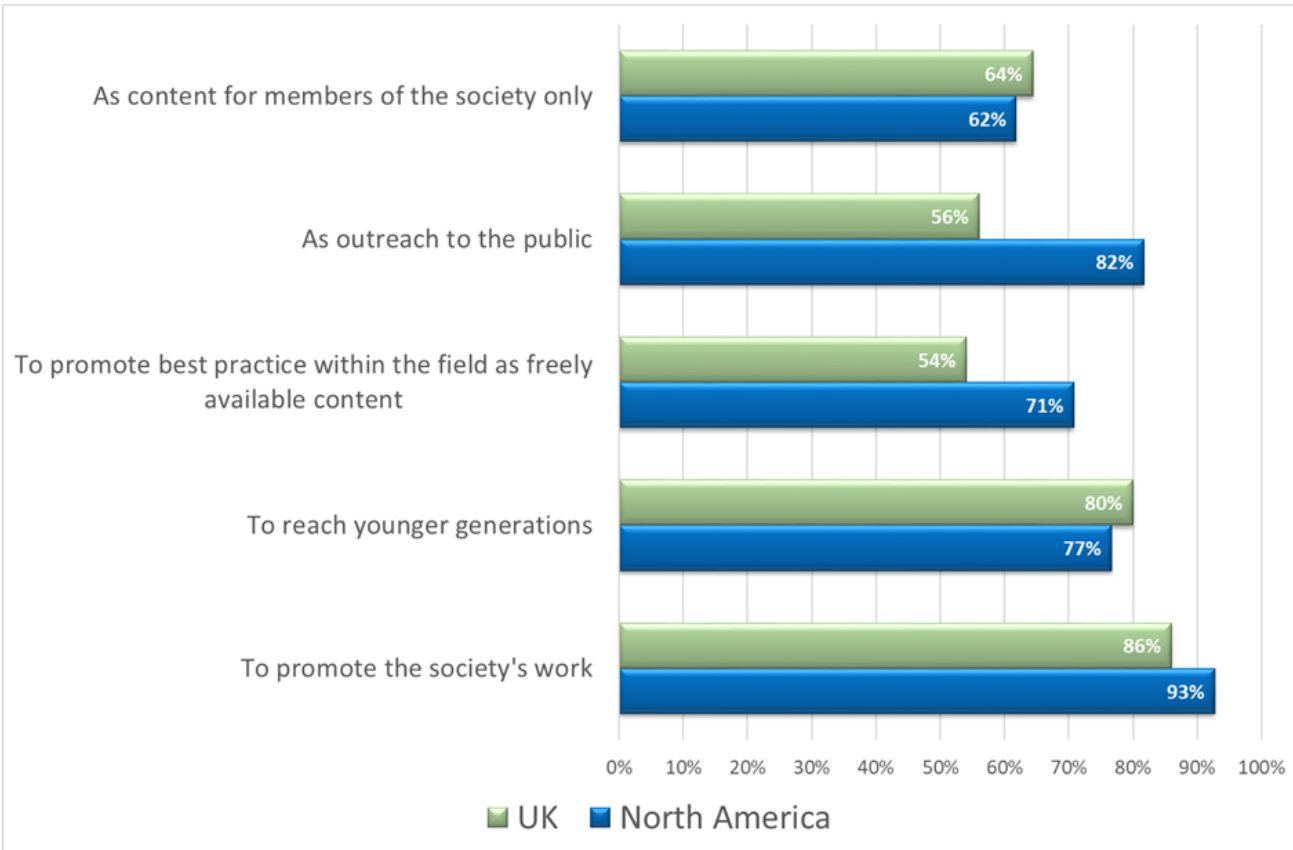
# Publishers: How is your organization using, or planning to use, video content?



- Promotion and supplementary content most important
  - This isn't new revenue, but shores up existing products
- More publishers see video as a component of products for sale than as product in their own right. Literally “multi-media” approach.



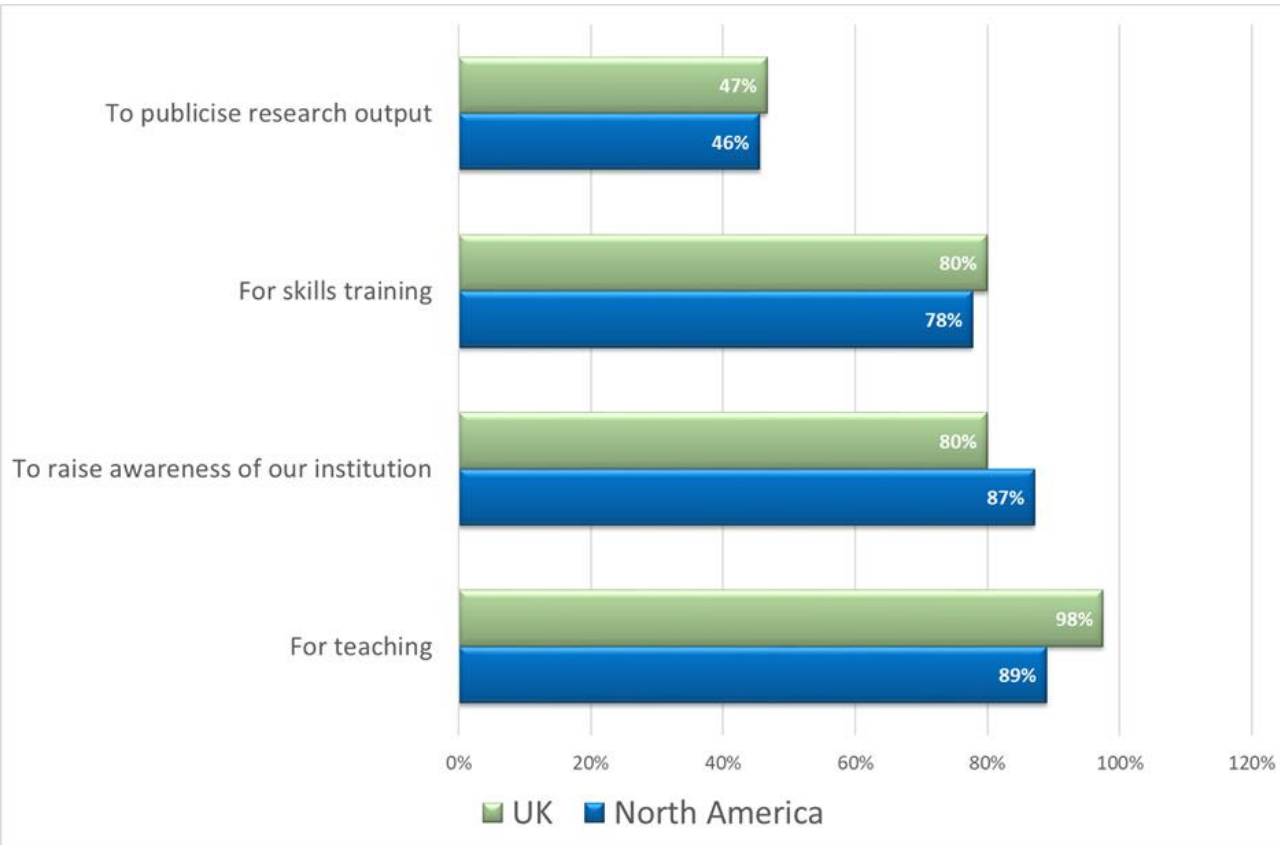
# Societies: How is your organization using, or planning to use, video content?



- Promotion still biggest, but also as a way of outreach to the public and engaging with younger generations.
- Across all regions, it is least about “member benefits”.
- Two thirds monetising indirectly (member benefits)
- North America more embracing of video



# Institutions: How is your organization using, or planning to use, video content?



- Used a lot in teaching and skills training and interestingly to raise awareness of institution, but less about promoting research.
- Maybe research promotion left to the individual, or department?



# Hurdles: What are the primary hurdles to achieving your ambitions for video?

	Publisher			Society			Higher Ed
	Global	N.Am.	UK	Global	N.Am.	UK	Global
Staff resources	56%	57%	42%	70%	77%	67%	62%
Cost of content production, including transcripts, metadata, closed captions	58%	60%	47%	52%	64%	50%	65%
Return on investment is unclear	53%	43%	45%	48%	50%	50%	41%
Cost of content platform and delivery	46%	37%	53%	38%	40%	44%	63%
No integrated technology solution identified	42%	43%	32%	43%	35%	50%	58%
Lack of in-house expertise	42%	30%	37%	39%	45%	33%	42%
Compliance with accessibility legislation	33%	40%	29%	28%	20%	39%	57%
Standards and technology evolving too quickly to keep up	36%	40%	26%	31%	35%	28%	42%
Lack of end-to-end service provider	36%	37%	24%	31%	25%	33%	37%
Copyright concerns	22%	13%	18%	31%	20%	44%	45%

Short of people

Cost of production

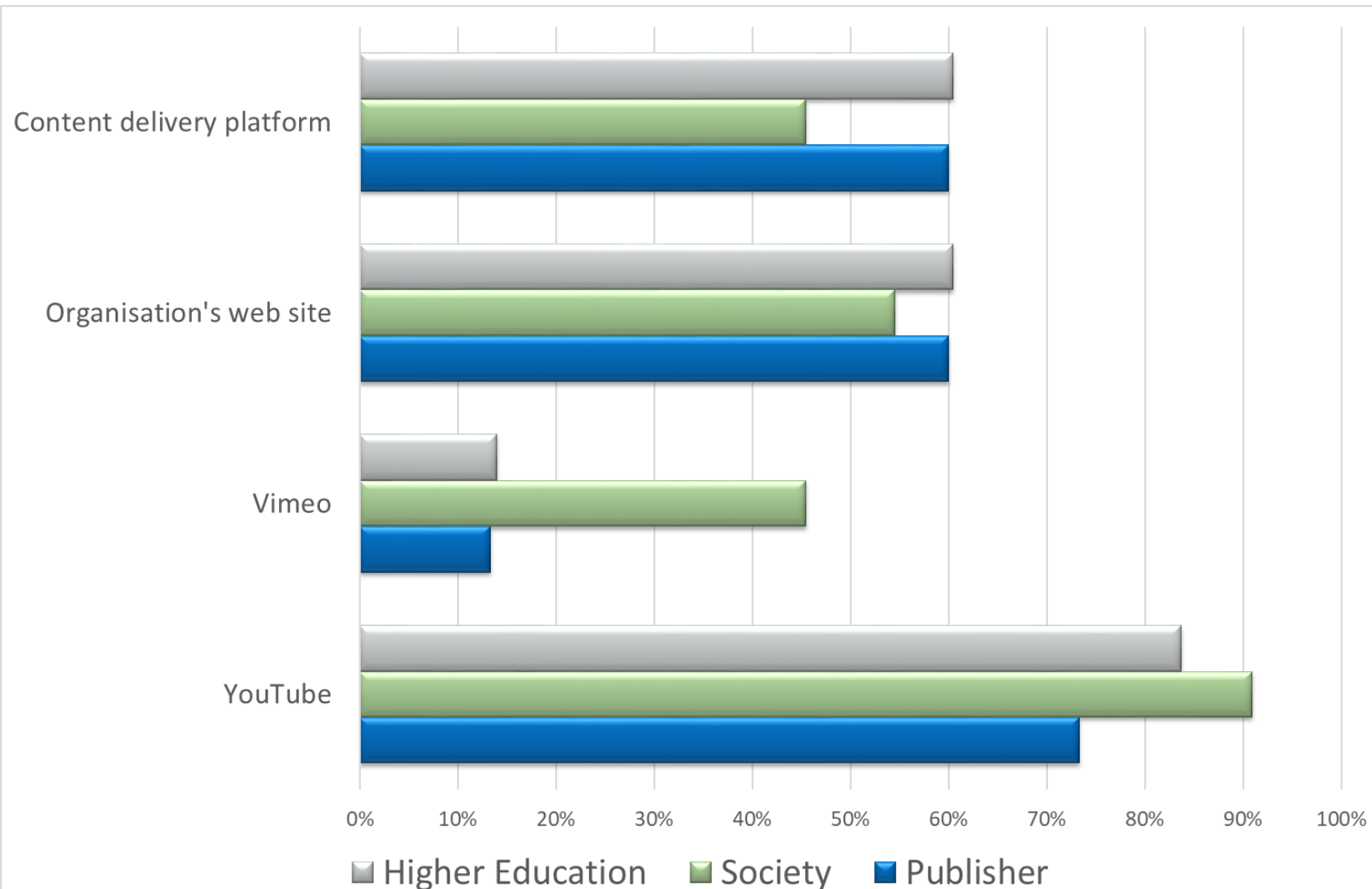
HE platform costs

Accessibility difference

Overall, Higher Education sector sees more hurdles than others.



## Current Delivery: If you have video content, how is it currently delivered ?



- North American Results
- Societies use free solutions more than professional platform, but implies problems on accessibility to come (harder to implement)





## Demand: Is your organization seeing a demand for any of the following?

	Publisher			Society			HE
	Global	NA	UK	Global	NA	UK	Global
More video content	50%	50%	67%	64%	50%	83%	50%
Better video discoverability	57%	67%	61%	57%	63%	50%	50%
Synchronised slide deck for lectures and talks	32%	33%	33%	64%	63%	67%	29%
Transcripts	45%	58%	44%	29%	25%	33%	69%
Ability to annotate	34%	58%	17%	43%	25%	67%	38%
Closed captions	34%	50%	28%	21%	25%	17%	75%
Ability to create clips	34%	58%	28%	29%	25%	33%	40%
Multilingual support	39%	67%	28%	21%	13%	33%	46%
Chapterisation	32%	50%	28%	29%	38%	17%	31%
In-video search	23%	50%	11%	29%	25%	33%	40%
Synchronised tests and quizzes	30%	42%	33%	21%	25%	17%	33%
Audio descriptions	34%	50%	28%	7%	13%	0%	48%

- UK societies have done less (slide 4) so are seeing more demand now
- Higher Ed. Shows strong need for accessibility features - closed captions, transcripts - but perhaps aren't telling publishers



## Conclusions

- Publishers seem to be seeing video as a means of differentiating the version of record (e.g. for journal articles) to make their sites more attractive than, say, Sci-Hub.
- Societies perhaps use video to reach out to the young and the layperson, but also to promote best practice.
- Higher education see video as an established method for teaching and skills training.



**Report is available for (free) download:**

<http://renewpublishingconsultants.com/expertise/>



# The challenges of video accessibility and discoverability

Violaine Iglesias, Director of Business Development

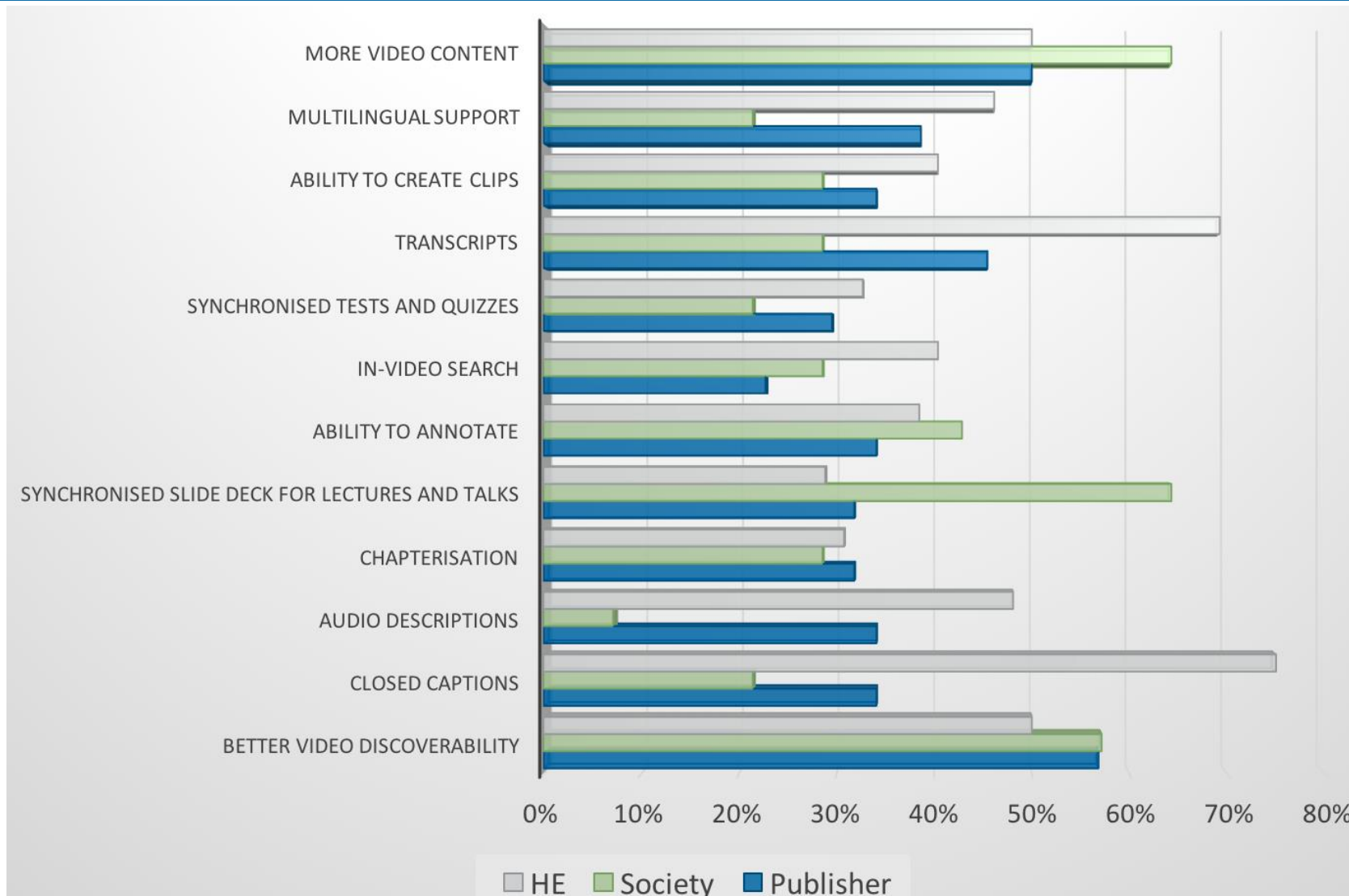
STM Digital Publishing 2017

# About GVPi

## Company overview

- Independent U.S. technology provider
- Components-based content hosting platform technology for academic and professional publishers
- **ElementsPlay:** streaming media component, part of newly launched Silverchair Universe
- Focus on streaming media technology for publishers, with high-quality professional services

# Survey: demand for accessible and discoverable video



- **Accessibility** is in high demand among higher education institutions

- **Improved discoverability** is in high demand across all respondents

# How to make time-based content accessible

1

## Closed captions

Synchronized, textual representation of the sounds on an audio or video file

2

## Accessible player

Support for CC, transcripts, audio descriptions; screen-reader compatible, keyboard shortcuts, adjustable playback rates

3

## Transcripts

Text version of the media resource, incl. spoken audio, on-screen text and description of key visual information

4

## Audio descriptions

Narrative audio track that describes important visual content for people who are blind or vision-impaired

# How to improve video discoverability

1

## Identifiers & metadata

Rich, standards-based metadata to enable indexing, integration with other content types, citations

2

## CC & transcripts

To enable full-text search and data mining, improve SEO

3

## Chapters

“Chunking” of video and creation of granular metadata to improve discoverability of longer videos

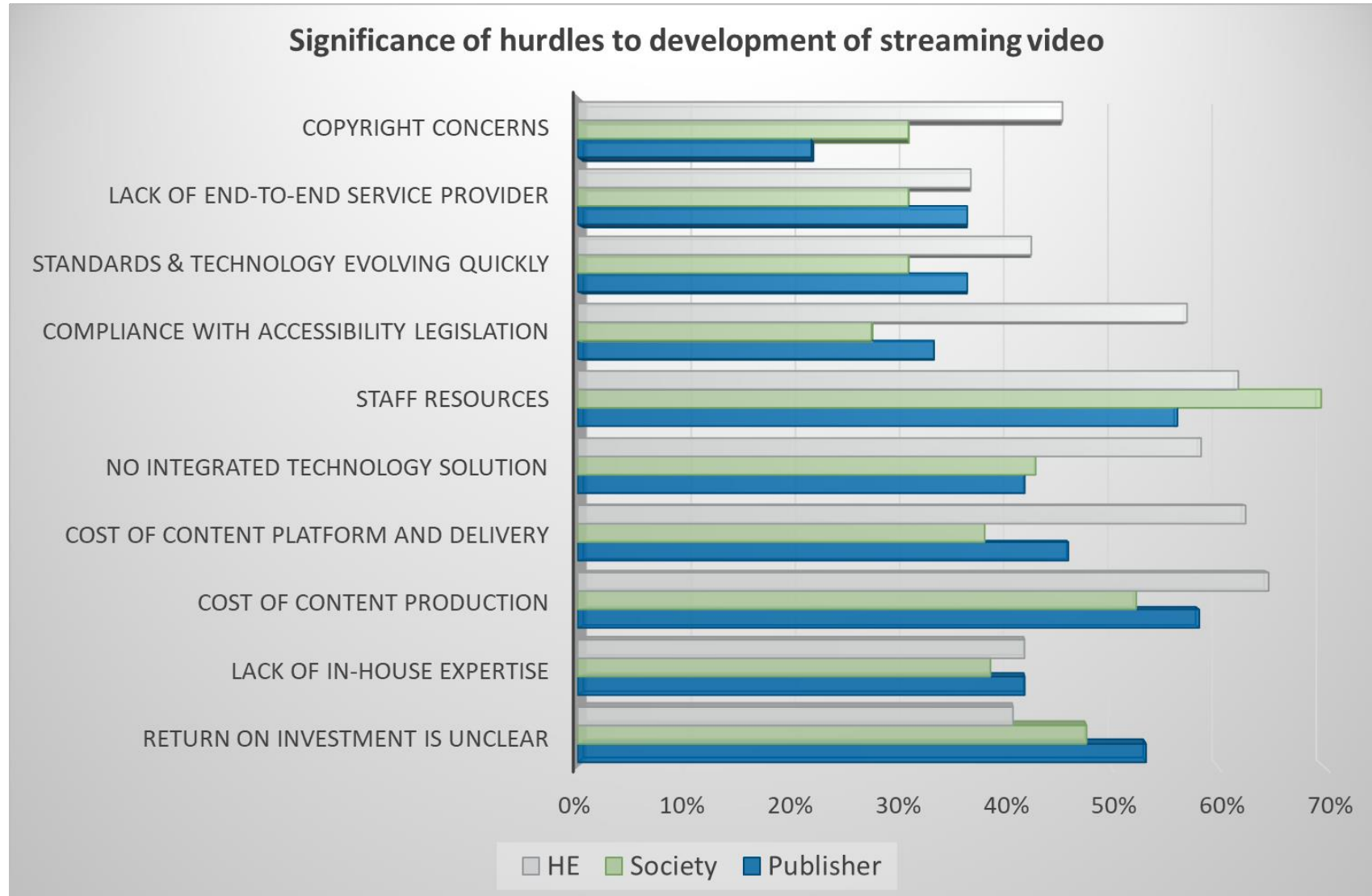
4

## Indexation

Addition of video content to library discovery layers & third-party discovery services



# Survey: hurdles to accessible and discoverable video



- **Staff resources** is cited as #1 hurdle across respondents
- **Cost of content production** is significant too
- **Compliance with accessibility legislation** is a problem for Higher Ed

Source: Streaming Video Survey, Renew Publishing Consultants/GVPI, November 2017

# What else are publishers & societies citing as hurdles?

- Accessibility is often an **afterthought** for publishers, especially for multimedia; **ROI** is unclear
- Alongside **costs**, the **lack of established workflows, systems and standards** is seen as major hurdle to developing closed captions, transcripts & metadata
- Publishers lack the **expertise** to handle multimedia content, apart from a few specialized ones
- Mainstream **streaming technology** does not fit the needs of academic and professional publishers

# On the upside...

- Accessibility and discoverability **share many requirements**: improving one will greatly improve the other
- They have **far-reaching side benefits**, arguably much more so than text-based content
- They help improve the **ROI** of valuable content
- They can be addressed gradually: what matters is to set **long-term goals and strategy**

# ElementsPlay: video solution for publishers

1

## Media player

Responsive, accessible, platform-agnostic HTML5 media player with interactive transcripts, chapters, metadata, clipping

2

## Media management platform

Platform to enrich and distribute media content to publishing platforms, other websites & third-party services  
*(in dev.)*

3

## Hosting & streaming


Hosting and streaming of media and metadata content via AWS

4

## Content services marketplace


Partners for closed captions, transcripts, audio descriptions, editorial services

# ElementsPlay: Media player

My List [username] ?

Watching: [Long Video Title Lorem Ipsum Dolor Sit Amet Adipiscing Elit Consectetur]

[Download](#) [Embed](#) [Share](#) [Shortcuts](#)



**Abstract**

Abstract text goes here enean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget.

- Transcript
- Chapters
- Video Info
- Citation
- Related
- Layout

Auto-Scroll **On**

**Make a Video Clip**

Place the cursor at the desired start point, and press Start. Then place your cursor at the desired end point, and press End.

**Start** 00:00:00 **End** 01:03:17

Find in this transcript

**00:00** JULIUS CAESAR: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.

**00:11** MARCUS AURELIUS: Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget.

**00:42** PSEUDO-DIONYSIUS: Sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet.

**02:39** BRUTUS: Sodales pulvinar tempor. Cum sociis natoque penatibus

# Questions?

[tracy@renewconsultants.com](mailto:tracy@renewconsultants.com)  
[viglesias@gvpi.com](mailto:viglesias@gvpi.com), [@violaineIG](#)