

**Don't post your videos  
and podcasts.**



**Publish them.**

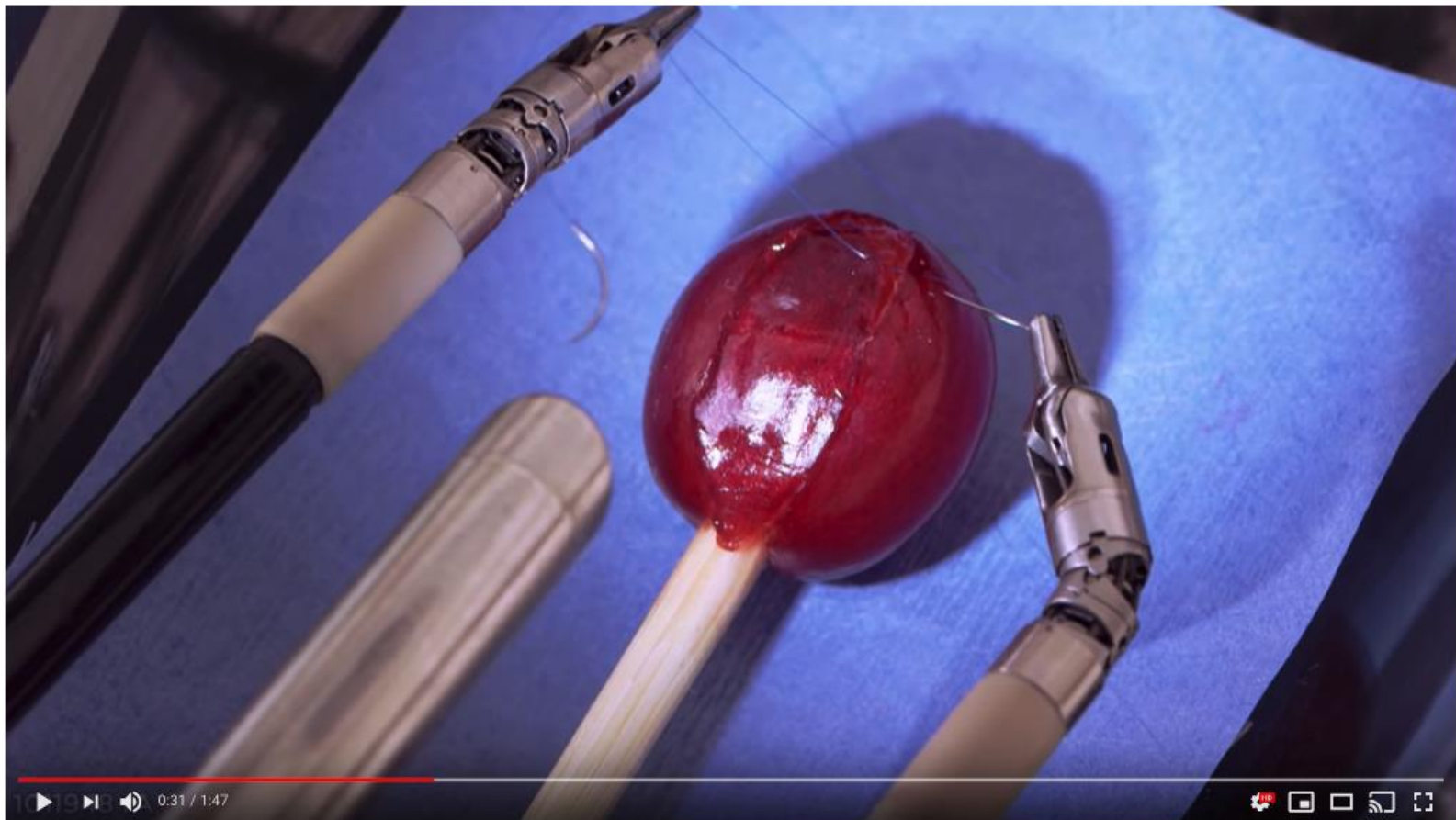
The image features the words "Quiz time" in a large, white, 3D sans-serif font. The text is centered and appears to be floating above a white surface, casting a soft shadow. Surrounding the text is a dense, circular burst of colorful confetti in shades of red, blue, yellow, and magenta. The background is plain white.

# Quiz time

A dog is sitting on a bed, looking at a laptop screen. The screen shows a video of a dog splashing in water. The background is a dimly lit room with a lamp and a dog's head visible on the left.

# Everybody streams

Internet videos aren't just for cats anymore.



da Vinci Robot Stitches a Grape Back Together

2,831,176 views

LIKE DISLIKE SHARE SAVE ...

da Vinci Surgery  
Published on Sep 9, 2014

SUBSCRIBE 3.4K

The da Vinci Surgical System is used to stitch a grape back together. The same technology that can

Up next AUTOPLAY

- Intuitive Surgical System da Vinci SP Single Port**  
Tamas Haldegger  
3.6K views  
2:30
- 100 YEARS OLD CLEAVER RESTORATION**  
The Small Workshop  
Recommended for you  
11:05
- YOU WILL REGRET HAVING US -?**  
MostAmazingTop10  
Recommended for you  
9:00
- TOP 10 EVOLUTION OF ROBOTS**  
Fact Hunter  
750K views  
10:06
- PLANET SLOW MO S1 · E11 PART 1**  
4K Slow Motion Backdraft  
The Slow Mo Guys  
2M views  
New  
11:14
- Japanese Food - YELLOWTAIL AMBERJACK Sashimi Braised...**  
Travel Thirsty  
Recommended for you  
29:46
- Fastest workers - level expert**  
Be A Boss  
Recommended for you  
New  
11:45
- PROSTHETIC ARMS**  
All my Arm Prosthetics by Triple amputee  
Christoffer Lindhe - Triple Amputee  
472K views  
10:34
- SURVIVAL**  
Davinci Xi Surgical Robot



# Use cases

Teaching & learning

Primary sources & archives

CPD/CME

Events & lectures

Video journals

Research

Marketing & outreach

Demonstrations

Podcasts

...

OPEN  ACCESS



**Time to diversify**



**BUT...**

Watching video online can be frustrating.



# Google

How can I find videos and podcasts on the Internet?



Google Search

I'm Feeling Lucky







It's a big world  
out there.

---





Everyone  
deserves  
access.

---

# Cadmore Media

Streaming for scholarly  
and professional  
organizations

# About Cadmore's founders



**Violaine Iglesias**  
**CEO & Co-founder**

- ▶ Has built lots of video sites
- ▶ Loves plumbing metadata & workflows
- ▶ Actually has a publishing degree
- ▶ Is conveniently American or French, depending on circumstances



**Simon Inger**  
**Co-founder**

- ▶ Launched the first online journal platform
- ▶ Knows a lot about societies (and cares about them)
- ▶ Wears lots of (metaphorical) hats
- ▶ Chops wood in his spare time



# Media player

Accessible  
Multilingual  
Faster navigation  
Platform-agnostic  
Multiple designs  
[Sample](#)



Search

## What is Cadmore Media?

### 1: Introductions

[00:00] Simon Inger Hi, my name is Simon Inger, and I'm the Co-founder of Cadmore Media.

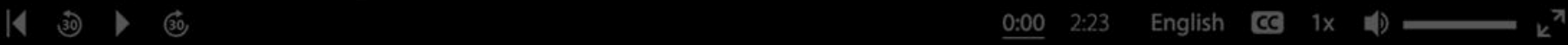
[00:04] Violaine Iglesias Hello, my name is Violaine Iglesias, and I am the CEO & Co-founder of Cadmore Media.

### 2: Video in Research Communication

[00:11] Simon Inger There are lots of media applications springing up everywhere, and during the compilation of a white paper on video and audio applications in scholarly communication (to be released very soon) we discovered societies and publishers increasingly using streaming media for demonstrations and procedures, behavioral observations, advocacy and outreach.

### 3: How to Properly Integrate Video in the Scholarly Ecosystem

[00:33] Violaine Iglesias Now that technology has allowed streaming video and audio to become ubiquitous, the scholarly community can capitalize on this new opportunity to disseminate information widely, effectively and affordably. But in research



What is Cadmore Media?



Transcript

About

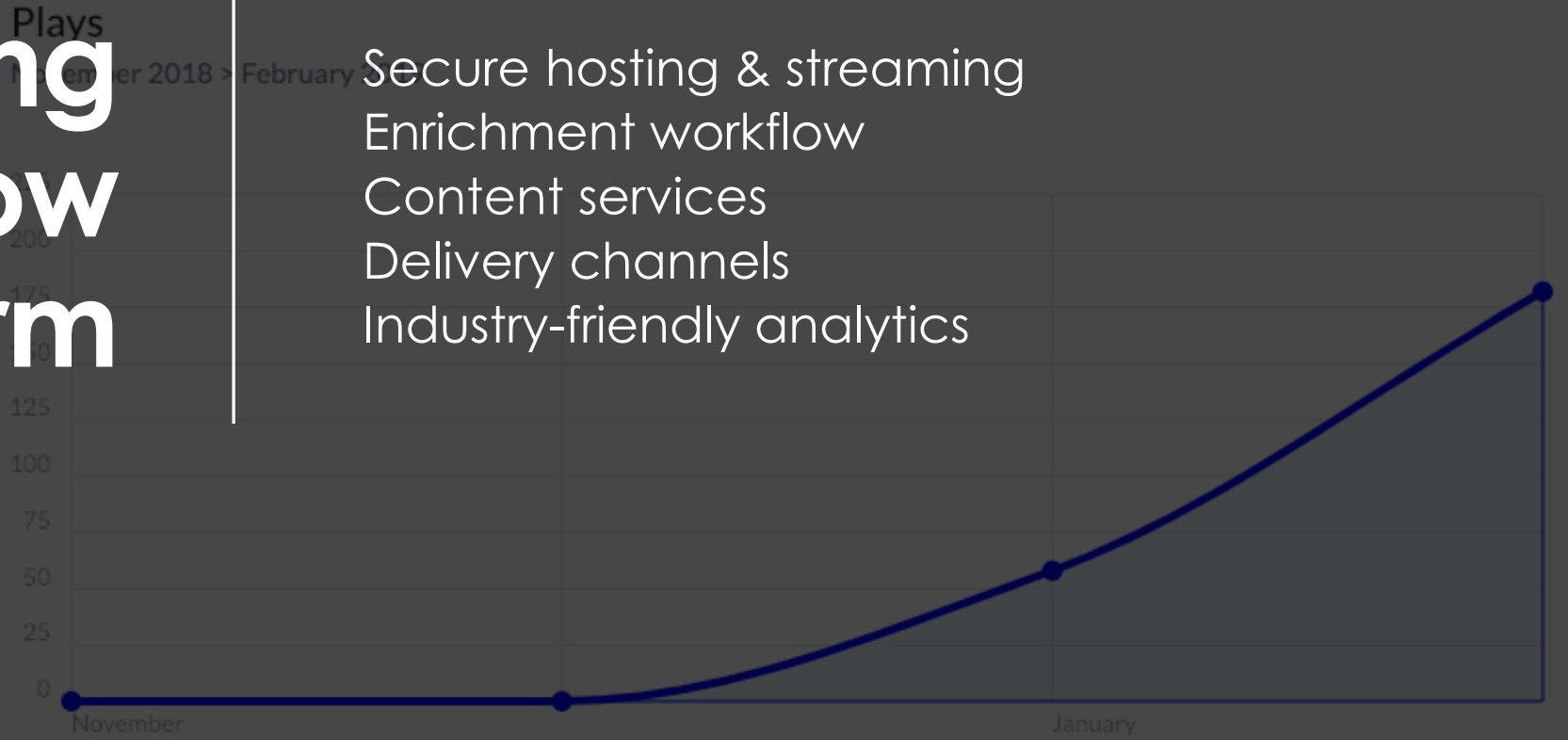
Contents

Start Date - End Date

Performance

# Streaming workflow platform

- Secure hosting & streaming
- Enrichment workflow
- Content services
- Delivery channels
- Industry-friendly analytics



# Integrations and partnerships



CC & Transcripts  
Translations  
Metadata enrichment  
Descriptions  
Segmentation



The path to  
your videos is  
paved with  
words.

G	A	S	E	T	H	G	R	E	E	N	E	H	I
E	O	E	D	V	A	G	A	N	R	V	R	I	V
S	I	T	C	O	M	R	R	O	I	N	O	D	E
G	W	W	A	L	M	I	P	D	E	D	M	N	R
H	D	H	H	A	B	F	E	S	B	N	T	A	O
O	A	H	I	I	I	O	H	I	G	A	I	A	N
S	V	D	S	R	G	C	E	N	H	S	H	A	I
T	G	I	A	A	A	E	O	I	D	H	W	D	C
C	V	O	M	S	E	P	D	I	S	I	S	I	A
H	V	E	I	M	G	C	A	N	C	S	A	V	E
I	S	L	A	N	D	A	D	S	A	A	R	A	N
L	E	R	I	C	R	A	W	F	O	R	D	D	C
D	V	P	G	I	O	V	A	N	N	I	P	H	E
N	B	R	D	W	A	R	N	E	R	S	N	N	R