

Open Video Conference 2010

October 1-2, 2010

New York City

<http://openvideoconference.org>



Summary

The second ever Open Video Conference took place October 1-2 in New York City, bringing together over 1000 people from various disciplines to explore the future of video on the web. The Open Video Conference addresses the urgent need for collaborative work and discussion around the tools, policies, and practices that govern online video. From technological needs like the development of open video standards, to the regulatory challenges of maintaining an open internet, to mapping best practices for video in education, OVC attendees are actively building the foundations for an open video ecosystem. Read on for some general conference highlights, or visit *openvideoconference.org* for session videos.

Highlights

Susan Crawford delivered a rousing keynote address on the state of play for net neutrality, and warned that proposed DNS lockout penalties for copyright infringers could ring in a new dark ages for the web. A panel led by Ethan Zuckerman and Indian legal activist Lawrence Liang explored the tensions inherent in using proprietary web video platforms for public purposes.

Damian Kulash, frontman of the rock band OK Go, shared insights from a band that has been defined by sharing and fan participation.

Tommy Pallotta, producer of *Waking Life* and *A Scanner Darkly*, treated the crowd to the premiere of his next project, the transmedia production *Collapsus*. *Collapsus* is being developed by SubmarineChannel, in collaboration with the Dutch public broadcaster VPRO.

Remixer Jonathan McIntosh treated the crowd to the world premiere of *Right Wing Radio Duck*, a mashup of the classic Disney cartoon with the reactionary Fox News host Glen Beck. Since its premiere, it has been viewed over 1 million times, even prompting a response from Beck himself (in which he mentions the Open Video Alliance!)



A major theme this year was the tension between individual privacy and ever more pervasive video—this was the major thread in panels on human rights video and Burningman's strict photography rules. These themes also entered into a panel on open video innovation in journalism.

Open video in the classroom

Mike Wesch delivered an inspiring keynote address Saturday morning, urging the audience to consider the possibilities of a new type of media literacy. Wesch argued convincingly that a new generation of students require a more "participatory" education—with an understanding of how to wield the moving image, these students will be able to more effectively shape their society.

As receivers of political, creative, and commercial messages, we are now more empowered to speak back. This means we are engaging in the media like never before—which surely has consequences for the practice of teaching and learning. Record a YouTube response, make a remix—the continuation and critical repartee takes place in the same medium. In a later session, professor Eric Faden (producer of "A Fairy Use Tale") expanded on these themes, relating how assigning video projects to students forces more critical engagement.



In a series of presentations about the accelerating use of video in the classroom, standard-bearers like the Columbia Center for New Media Teaching and Learning and the Stanford University School of Medicine showed how video can be more organically woven into traditional pedagogy. A public demonstration of CCNMTL's

MediaThread—a tool developed by the center to enable video citations—had the conference buzzing.

Open video technology advancing

Open web technologies like HTML5, Canvas, and WebGL enable developers to make cool in-browser experiences like the [Flight of the Navigator](#), a 3D tech demo which draws dynamically retrieved elements from Twitter and Flickr onto 3D surfaces.

The Wikimedia Foundation and its partners showcased a number of innovations that will help power the biggest collaborative video experiment in history: bringing video to Wikipedia. Michael Dale of Wikimedia and Kaltura gave the first public demo of the new Wikimedia video sequencer, which will enable users to stitch together openly-licensed assets in the Wikimedia Commons and collaborate on long-form encyclopedic videos. The P2P Next team also released

the Swarmplayer 2.0 developer preview, a set of tools that use BitTorrent to offload video distribution costs. This technology is already being tested on Wikipedia.

Yet though developers are making immense progress, they still face challenges in the uniform delivery of content across platforms. In a session on delivering HTML5 video across platforms, Brian Crescimanno of Brightcove related many inconsistencies across platforms. For instance, video-related Javascript placed in page headers won't play on iPad. But put it elsewhere and it breaks on an iPhone. Apple is fixing this particular bug, but it serves to illustrate the need for more coordination and development. Transitioning to HTML5 video delivery is not yet an easy path to follow, but the progress from last year is clearly evident, and it's now possible to bring solutions to market.

Besides providing an alternative to proprietary video software, HTML5 is also enabling new video experiences. The developers of the cutting-edge pad.ma video platform unveiled pan.do/ra, a self-hosted distribution of the software which enables transcript search and other amazing features. Brett Gaylor of Mozilla's open video lab, WebMadeMovies, showed the newest iteration of popcorn.js, a library that creators can use to enhance their videos with real-time semantic data from the web. He also gave a peek inside the next software project at WebMadeMovies: "Lev Feels Fine," a set of tools for visualizing viewer emotions during video playback.

Hack labs

As a chaser to two days of conference, the OVA hack labs provided space for hackers and creatives to put their ideas into action. Co-located with the Foundations of Open Media working group at the NYU Interactive Telecommunications Program, the hack labs were for many the highlight of the weekend. Two stand out products of the hack labs include a proof of concept for

realtime, in-browser chroma-keying of OK Go's "White Knuckles" video and "autoblur the news," a prototype Android app by WITNESS to preserve the anonymity of subjects in human rights video.



Meanwhile, the deep architects of web video were hacking away at the Foundations of Open Media Software workshop led by accessibility expert Silvia Pfeiffer. A major outcome of the workshop was the beginning of a process to define an open adaptive streaming standard for the web.

More resources

Radio Berkman podcast from OVC

<http://blogs.law.harvard.edu/mediaberkmann/2010/11/04/radio-berkman-167-the-ghost-of-video-future/>

Read CollabDocs recap on OVC 2010.

<http://collabdocs.wordpress.com/2010/10/07/the-open-video-conference/>

Read Pat Aufderheide's recap on OVC 2010.

<http://www.centerforsocialmedia.org/blog/fair-use/open-video-conference-geeks-wonks-buzz>

Read WITNESS's recap on OVC 2010 and Open Subtitles Design Summit

<http://blog.witness.org/2010/10/ovc2010-opensubtitles/>

Read Netribution's recap on OVC 2010

<http://www.netribution.co.uk/blogs/diaries/169/1943-freedom-of-expression-privacy-remix--autoblur-the-2nd-open-video-conference>

Read National Alliance for Media, Art & Culture's recap on OVC 2010

<http://namac.org/node/25286/http://www.namac.org/node/25287>

Session videos and other resources are available at: <http://openvideoconference.org>