The State of Streaming Video in Professional and Scholarly Communications

Streaming Video Survey Results

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STM Digital Publishing 2017
Survey Overview

- Survey of publishers, societies, higher education institutions
- Conducted from June to September 2017
- Supported by GV Pi
- 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.
• 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?

<table>
<thead>
<tr>
<th>Hurdle</th>
<th>Publisher</th>
<th>Society</th>
<th>Higher Ed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Global</td>
<td>N.Am.</td>
<td>UK</td>
</tr>
<tr>
<td>Staff resources</td>
<td>56%</td>
<td>57%</td>
<td>42%</td>
</tr>
<tr>
<td>Cost of content production, including transcripts, metadata, closed captions</td>
<td>58%</td>
<td>60%</td>
<td>47%</td>
</tr>
<tr>
<td>Return on investment is unclear</td>
<td>53%</td>
<td>43%</td>
<td>45%</td>
</tr>
<tr>
<td>Cost of content platform and delivery</td>
<td>46%</td>
<td>37%</td>
<td>53%</td>
</tr>
<tr>
<td>No integrated technology solution identified</td>
<td>42%</td>
<td>43%</td>
<td>32%</td>
</tr>
<tr>
<td>Lack of in-house expertise</td>
<td>42%</td>
<td>30%</td>
<td>37%</td>
</tr>
<tr>
<td>Compliance with accessibility legislation</td>
<td>33%</td>
<td>40%</td>
<td>29%</td>
</tr>
<tr>
<td>Standards and technology evolving too quickly to keep up</td>
<td>36%</td>
<td>40%</td>
<td>26%</td>
</tr>
<tr>
<td>Lack of end-to-end service provider</td>
<td>36%</td>
<td>37%</td>
<td>24%</td>
</tr>
<tr>
<td>Copyright concerns</td>
<td>22%</td>
<td>13%</td>
<td>18%</td>
</tr>
</tbody>
</table>

- **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?

<table>
<thead>
<tr>
<th>Feature</th>
<th>Publisher</th>
<th>Society</th>
<th>HE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Global</td>
<td>NA</td>
<td>UK</td>
</tr>
<tr>
<td>More video content</td>
<td>50%</td>
<td>50%</td>
<td>67%</td>
</tr>
<tr>
<td>Better video discoverability</td>
<td>57%</td>
<td>67%</td>
<td>61%</td>
</tr>
<tr>
<td>Synchronised slide deck for lectures and talks</td>
<td>32%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Transcripts</td>
<td>45%</td>
<td>58%</td>
<td>44%</td>
</tr>
<tr>
<td>Ability to annotate</td>
<td>34%</td>
<td>58%</td>
<td>17%</td>
</tr>
<tr>
<td>Closed captions</td>
<td>34%</td>
<td>50%</td>
<td>28%</td>
</tr>
<tr>
<td>Ability to create clips</td>
<td>34%</td>
<td>58%</td>
<td>28%</td>
</tr>
<tr>
<td>Multilingual support</td>
<td>39%</td>
<td>67%</td>
<td>28%</td>
</tr>
<tr>
<td>Chapterisation</td>
<td>32%</td>
<td>50%</td>
<td>28%</td>
</tr>
<tr>
<td>In-video search</td>
<td>23%</td>
<td>50%</td>
<td>11%</td>
</tr>
<tr>
<td>Synchronised tests and quizzes</td>
<td>30%</td>
<td>42%</td>
<td>33%</td>
</tr>
<tr>
<td>Audio descriptions</td>
<td>34%</td>
<td>50%</td>
<td>28%</td>
</tr>
</tbody>
</table>

- 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

Source: Streaming Video Survey, Renew Publishing Consultants/GVPI, November 2017
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 indexation, 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*
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
Questions?

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