

Higher Education Digital Video Summit - Executive Summary

A Digital Video Summit was held at the Canadian Consulate General in New York City on March 26, 2010. Seven individuals interested in developing agreement on best practices for streaming video came together to plan and organize the summit. (See list of organizers, below). These individuals did not represent any particular institution or company, but rather felt a professional calling to bring together buyers, distributors, and filmmakers for a focused discussion.

Fifty-five participants representing twenty video distributors, fifteen institutions of higher education, one library association member, and three independent filmmakers gathered for the daylong event. Introductory remarks covering a brief history of past discussions at conferences and national meetings provided a quick environmental scan of relevant issues. Following a warm up exercise focused on seeing others' perspective participants engaged in two group process/breakout sessions.

In the first process participants divided into six affinity groups of distributors, buyers, or filmmakers to discuss "wants" from the perspective of that group. As the groups reported out on these discussions key issues emerged. From the distributors groups, priorities focused on revenue, copyright concerns, and a distribution/delivery model that makes sense for all parties. Filmmakers focused on making the content relevant and providing fair and reasonable pricing. Buyers focused on copyright, content, and distribution/delivery.

For the second breakout session participants gathered in mixed groups. For this session participants looked at the key issues raised in the first session then suggested practices the group could agree on. While the results of the second session were less tangible than the first, several key concepts emerged. Chief among these was the need for higher education users to be able to stream content through course management systems, and that approach is as important as face-to-face instruction. Suggested pricing models were varied and flexible to

accommodate user needs. Distributors generally agreed to work towards better access because they heard from buyers that they are not getting what they need. Distributors began to understand that many institutions do not need public performance rights and would prefer a purchasing model that includes streaming rights. Participants generally agreed that we are in a transition phase. It was evident from the discussion that most college/university participants are transitioning from hard copies to the digital environment. Attendees expressed concern that if companies don't provide access to streaming content their content will be left behind. Another interesting note in the discussion was the emerging use of mobile devices and that we will need to address accommodating users of these devices. Participants learned from each other during the summit and agreed that working together will help all of us survive.

At the end of the day participants reached consensus on these "next steps". Participants agreed that a clearinghouse of licensing models and pricing information is needed to ease buyers' confusion and duplication of effort in tracking down rights. Another point of agreement is the need for standardized MARC records for digital video files. Distributors would like to see a survey of libraries' intentions/plans for going digital, in order to gauge the potential market. Finally, there was a call to establish a small work group, with representation from filmmakers, distributors, and buyers, to recommend best practices. Organizers are exploring further options to address these next steps.

Organizers of the Higher Education Digital Video Summit: Jane Hutchison (William Paterson University), Carleton Jackson (University of Maryland), Eleonore Martin (Icarus Films), Sarah McCleskey (Hofstra University), Dylan McGinty (National Film Board of Canada), Meredith Miller (Icarus Films) and deg farrelly (Arizona State University).

Full minutes of the Summit are being distributed to registered participants. For additional information on the Higher Education Digital Video Summit contact: Jane Hutchison:
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