Video Recording and Delivery - Upload and Deliver

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Upload your video to TechTV, YouTube, or another site. Create a DVD to share your video.

- Video Sharing Websites (e.g., YouTube, MIT TechTV)
- Webcasts
- Podcasts
- Direct Download (non-streaming video)
- Physical Media (e.g., DVDs, tape, blu-ray)

A note about file formats:
While a variety of file formats maybe used for video and audio, MPEG4 has emerged as the current standard. The following settings are recommended when creating MPEG4s:

- Video (Web – Medium Quality)**MPEG4, H.264, 300 Kbps, 480x360/480x270, AAC, 32Kbps, 22khz, mono**
- Video (Web – High Quality)**MPEG4, H.264, 1.6 Mbps, 640x480/640x360, AAC, 64Kbps, 32khz, mono**
- Video (Web – High Definition)*MPEG4, H.264, 1.5-3 Mbps, 1920x1080/1280x720, AAC, 128Kbps, 44.1khz, mono/stereo

Many tools are available for encoding video (i.e., preparing it for upload):

- Sorenson Squeeze(variety of formats - $)
- Flip4Mac Studio(WMV encoder - $)
- Compressor(Apple only, variety of formats - $)
- MPEG Streamclip(variety of formats - free)
- Handbrake(DVD to MP4 - free)

Video Sharing Websites (e.g., YouTube)

Video-sharing websites allow users to upload and host their video – and sometimes audio – content for viewing by other users.

MIT Services

- **MIT Video**
  - MIT Video publishes key presentations by the MIT faculty and guest speakers who are shaping the future. These free, on-demand videos, available 24/7 to viewers worldwide, reflect and extend MIT's educational mission -- to provide the best education in science, technology, and related fields -- to engaged learners anytime, anywhere.

    Contact MIT Video to recommend your video for publication.
  - **Contact:** http://video.mit.edu/contact/
  - **More Information at:** http://video.mit.edu/about/

External Services - MIT Partners

- **YouTube - MIT's official channel**
  - MIT's branded channel is managed by MIT OpenCourseWare. The site showcases content from MIT courses, including full video lectures, faculty introductions to courses, and demonstrations of student projects. Because the agreement for this channel includes an indemnification clause, all content must be vetted for intellectual property prior to publication.
  - **Contact:** ocw-prod-request@mit.edu
  - **Visit the site at:** http://youtube.com/mit
- **iTunes U**
  - Apple has created a special free section of the iTunes store specifically for educational content. MIT's iTunes U site is jointly managed by MIT OpenCourseWare and MIT World. Because the agreement for this channel includes an indemnification clause, all content must be vetted for intellectual property prior to publication.
  - **Contact:** mit-itunesu@mit.edu
  - **Visit the site at:** http://web.mit.edu/itunesu

Other External Services

- **YouTube - personal account**
  - If your video is shorter than 10 minutes in duration, you can post it toYouTubeusing a standard, personal account.
  - **More Information at:** http://www.google.com/support/youtube/
  - **File types accepted:** WebM, MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV, FLV under 10 minutes in length and 2GB
  - **Metadata notes:** After upload, you can add a title, tags, description, category, and other details. Metadata from the video itself will not appear on the site.

    For assistance with metadata, seeMetadata Services.
- **Vimeo - personal account**
  - An alternative to YouTube – which is often blocked by firewalls, particularly in businesses or schools – isVimeo.
  - **More Information at:** http://vimeo.com/help
  - **File types accepted:** MP4 recommended. Details athttp://vimeo.com/help/compression
  - **Metadata notes:** After upload, you can add a title, tags, description, category, and other details. Metadata from the video itself will not appear on the site.

    For assistance with metadata, seeMetadata Services.

Webcasts

A webcast is the distribution – live or on demand – of a single media file to many simultaneous listeners or viewers. Any format can be used for a webcast, but the most popular are Real Video and Windows Media.

MIT Services

Academic Media Production Services (AMPS) provides complete webcasting services.

More information at:

- http://libraries.mit.edu/amps/services/web/webcasting.html

External Services

Services such as uStream enable users to webcast directly from their computers.

For information, visit:

- http://www.ustream.tv

Streaming Media

Streaming video or audio is an on-demand stream of content from a server to remote users, often using progressive download (the entire file need not be downloaded before viewing can begin).

MIT Services

AMPS provides fee-based streaming services for a variety of delivery options. In addition, AMPS provides resources for Rich Media Capture (a computer-generated form of streaming media which shows a presented, his or her presentation slides, and audio of the presentation in a single view).

For information, visit

- http://libraries.mit.edu/amps/services/web/streaming/index.html

External Services

- **Internet Archive**
  - TheInternet Archive's Moving Images librarycontains thousands of digital movies uploaded by Archive users which range from classic full-length films, to daily alternative news broadcasts, to cartoons and concerts. The site provides an alternative to the relative chaos of YouTube, and can host a much wider variety of media.
  - **More Information at:** http://www.archive.org/about/faqs.php#Movies
  - **File types accepted:** MPEG preferred. Seehttp://www.archive.org/about/faqs.php#Moviesfor details
  - **Metadata notes:** After upload, you can add a title, tags, description, category, and other details. Metadata from the video itself will not appear on the site.

    For assistance with metadata, seeMetadata Services.

Podcasts

Podcasting is a non-streaming presentation of audio or video content that people can download and access from a mobile device such as an iPod. Podcasts are often release episodically, and users subscribe using RSS feeds. Sites such as iTunes allows anyone to create and distribute a podcast.

For more information, see:

- "How to Podcast"

Direct Download (non-streaming video)

Videos may be hosted on a website (such as an Athena locker), but will rely on the browser to have the appropriate plugin(s) to play the video. Merely pointing to a video file using "http://" in front of the file path will make downloading the file easy, given sufficient bandwidth. Note that

storage lockers have space limitations, and video files are generally very large.

Physical Media (e.g., DVDs, tape, blu-ray)

Videos maybe stored on DVDs, tape, blu-ray, hard drives, or other physical media. These can make a particularly effective strategy for Archiving.

For more informaion, see:

- Output Standards for Physical Media

Plan -> Record -> Edit -> Subtitles/Transcript -> Upload/Deliver -> [Archive]

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