Wild Fire!
How video engineers can help save lives
VOD2Live
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switchmedia
Effortless Video
www.switch.tv

Wild Fire!

How video engineers can help save lives

VOD2Live

DEMUXED

3 min ‘lightning talk’

October 2019 San Francisco

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How can you influence people who are at risk of *death or injury* by wildfire to **vacate their premises**?

. . . Blackash Bushfire Consultancy have studied this

video Targeted local clips

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People are more likely to take notice of a public safety information message if they feel *it* ***applies to them***.

Not literally targeted per individual - but showing clips of local familiar surrounds helps drives home that this message is not about some remote town, ***their town***.

video Live updates

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If the video is interleaved with live generated content, such as weather reports/wind direction, increases in safety alert levels - the **message is new** even if it's mostly an old one.

When available live video, audio/video or audio only clips can also be substituted assuming the encoding ladder can be maintained.

audio Using a good narrator

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People are more likely to listen to a message if it's immediately recognisable as coming from a trusted public figure.

The firefighters remain the experts but perhaps consider being literally told about a local real threat to you and your loved ones by *Sir David Attenborough, James Earl Jones, Dame Judy Dench, Hugh Jackmanp, Morgan Freeman, Bear Grills, Mike Rowe*… and so on.

audio Using a good narrator, Engage!

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how it works

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VOD**2Live** makes it easy to pool together clips, vision mix and remux them on-the-fly to make a linear live feed, and play them back reliably via HLS and MPEG-DASH players.

- Short AV clips from general rural fire safety messages.
- Local video clips, e.g. local school, landmarks, other familiar streets/shops/pubs/hotels etc.
- Website snapshots weather/wind forecast.
- Audio narration with the suggestion to leave.

how it works

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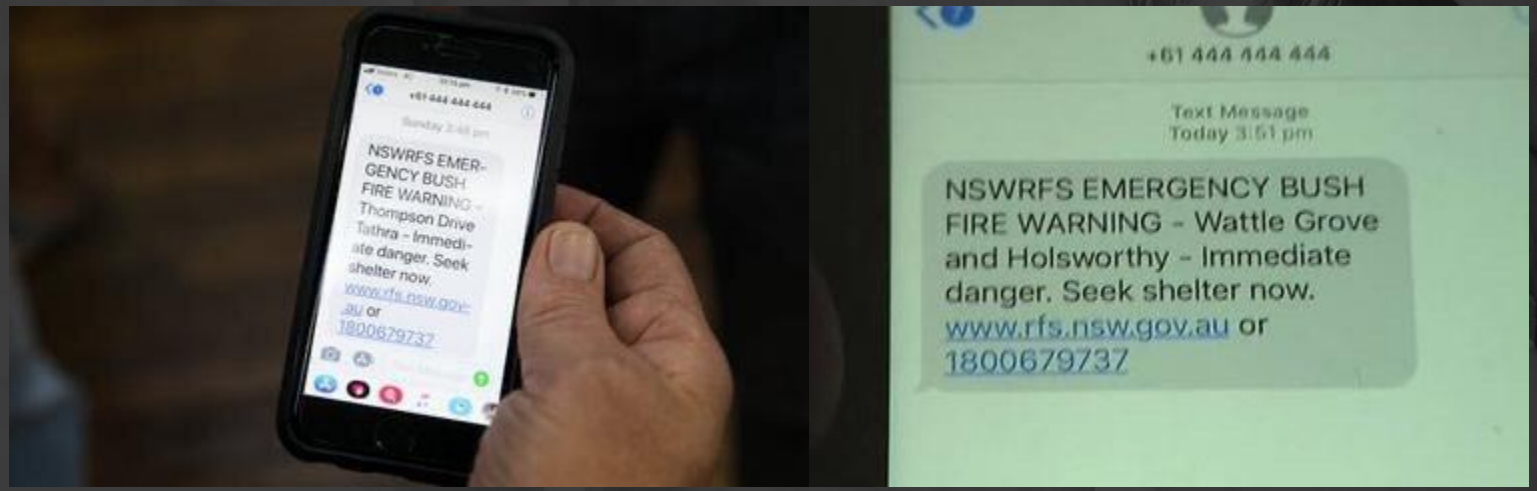
Existing emergency broadcast links to a playback manifest, CDN auto swaps between HLS and MPEG-DASH agent



how you can help

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Public safety messages must of course be **rock solid**.

They need to be accessible on **any device**.

It needs to work when connections are flaky, **fails safe**

Ideally will play offline, then self update when connection comes back (including things like subtitles/captions)

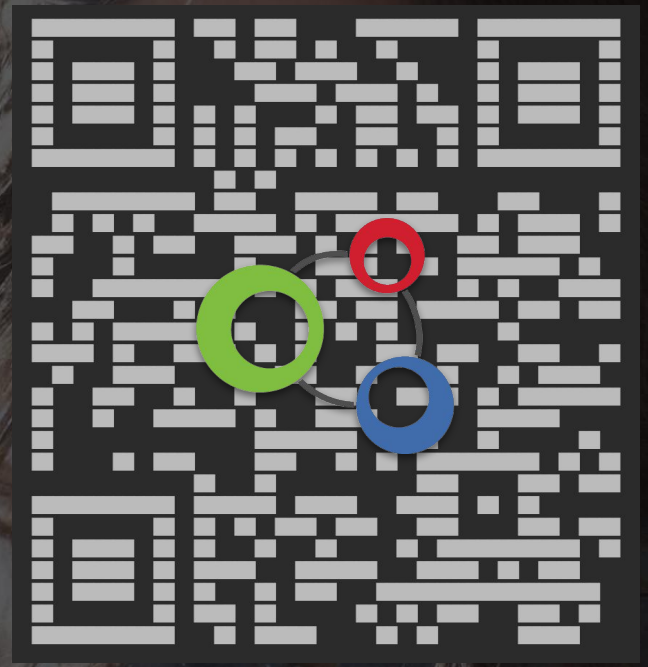
Any ideas/suggestions to make sure segment rewriting and playback is the best-of-breed let us (and Lew) know.

DEMUXED

3 minutes are up!

Needless to say - since October, in NSW and Victoria - what then happened was absolutely devastating for many people, communities and wildlife too

whilst we knew we were in for a bad fire season - *that* was unprecedented and according to simulations, unpredictable



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example very quickly mashed up with **MediaHQ**

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https://vod2live.switch.tv/**rfs_sydney**

https://vod2live.switch.tv/**rfs_bredbo**

Source clips… pre-agreements and correct accreditation would of course normally come from authorities and news agencies - **moderated** sources include Twitter, TikTok, recently live sources like Facebook, YouTube etc

- NSW Rural Fire Service Multimedia
- What it looks like in a 'Flash Over' Sydney Morning Herald
- This is how quickly a bushfire can overrun you Twitter Channel Nine
- Bureau of Meteorology Doppler RADAR and Wind Forecast
- Seven News
- YouTube - Martin Greenwood
- YouTube - Don Finlay

Headless Chrome https://github.com/GoogleChrome/chrome-launcher

mediaHQ
Powering Effortless Video

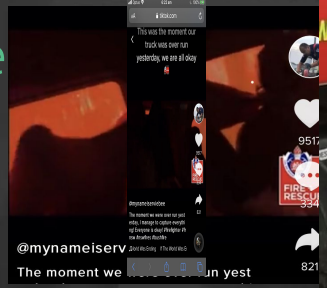
other ways video media told stories

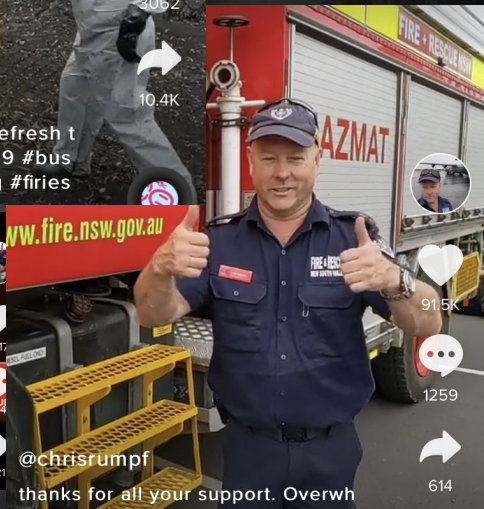
A number of firefighters also posted short clips to TikTok with the intention to boost morale etc

Chris Rumpf
https://www.tiktok.com/@chrisrumpf

Ervie Bee
https://www.tiktok.com/@mynameiservie bee

and many others shared their experience





Slides are here:

https://tinyurl.com/y44qjrho

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eMoo + Blackash

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news (climate scientist Dr Benjamin Sanderson CERFACS 24 Feb 2020)

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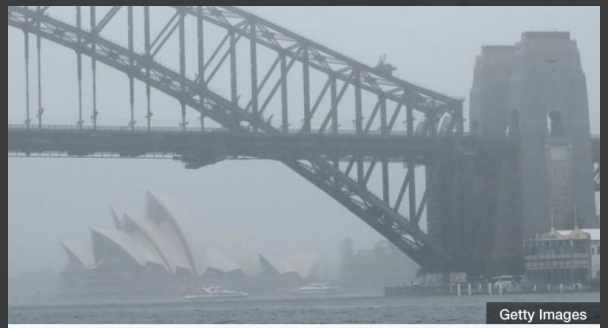

The downbursts across much of NSW, including Sydney, will help firefighters

Australia fires: Heavy rain extinguishes third of blazes in NSW

2 hours ago | Australia

Torrential rain across the east coast of Australia has extinguished a third of the fires in the region - and could put more out, officials say.

The Australian bushfires were more catastrophic than any simulation of our changing climate predicted.

This is the conclusion of researchers who described the devastation as a "fiery wake-up call for climate science".

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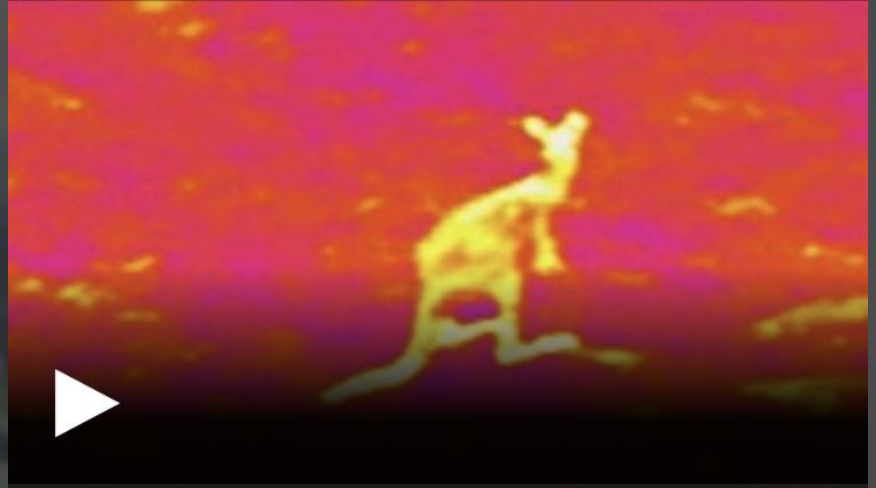
Australia fires were far worse than any prediction



How to find stricken kangaroos in Australian wildfires

1 hour ago | Australia

Aerial cinematographer Douglas Thron, who is based in California, is using his infrared-equipped drone to find animals in the aftermath of the Australian wildfires.

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