



# OPEN VIDEO **CONFERENCE**

New York City • October 1 - 2

OPEN VIDEO  
ALLIANCE

## A big year for open video

Since the inaugural Open Video Conference in 2009, we've seen some big changes in how video is delivered on the web. HTML5 video has taken off, with support shipping or shortly shipping in all major browsers. An industry-backed open video format, WebM, was announced and quickly adopted by a global community of developers. The expanding universe of tools for making and sharing video, from capture all the way up to available resources in the cloud, is really amazing to consider.

But setting aside technical details, it should be noted that video is simply more ingrained in the web experience than ever before. We are beginning to understand the possibility of video to transform journalism, education, and public media. Just consider the consequences of a video-rich Wikipedia, or what it means when you'll be able to get subtitles for any video on the web, in any language.

For all this latent possibility, the open video toolchain is relatively immature. In the same way that the free/open source software foundations of the open web took years to build, so too will the foundations of open video.

At heart, this conference is about building those foundations. They're not just technical foundations: we're going to need to ensure that creativity is compensated; that the tools for making and watching video are accessible and widely distributed; that the network for delivering video is open to all producers, big and small; and that public policy supports the ability of mass numbers of people to participate in the video conversation. We are saturated with video—basic literacy now demands that it's just as easy to make and share video as it is to consume video.

Open video is more than a set of channels, or a content delivery platform, or an "addressable marketplace." It's configurable space, ripe for creativity, connectedness, and innovation.

At this year's OVC, you'll meet and collaborate with developers, storytellers, policymakers, and others who are building the foundations for open video. There are guests from six continents, over 150 presenters, and at least 40 open source projects represented here this week. With over 60 sessions and an extra day to hack, expect some learning, building, brainstorming, inspiration, and more than a little fun.

*-Ben Moskowitz, conference director*

## Tips for enjoying the Open Video Conference

- **Try something new**—step outside your comfort zone and check out a session about which you know little. Unexpected collaboration is what makes OVC great.
- **Stay for a while**—many of the breakout sessions are grouped thematically. If you stop in for a shorter session, check out the entire block to get more in-depth.
- **Say hi to everyone you meet!**

## About the Open Video Alliance

OVC is presented by the Open Video Alliance, a coalition of organizations and individuals building open tools, policies, and practices for web video. To join the OVA, or to learn more, please visit <http://openvideoalliance.org>.

## WEB AND INTERACTIVE

The conference hash tag is **#ovc10**. Use it for Twitter and microblogging. To let us know what you're thinking, or to direct questions to presenters, **@openvideo**. For wifi, connect to **ONENET**. Username and password is **openvideo**.



## SMS

We've set up an SMS alert network with our friends at **Twilio**. To stay up to date with up-to-the-minute conference announcements, **text or call (646) 583-3837** or sign up at **openvideoconference.org/sms**. It's free, you'll get tips to make your conference experience smoother, and **you could win a t-shirt!**



## VIDEO

Shoot some video this weekend! Capture some of the sessions, interview a new friend, show us something cool. If you want to share your video, you can upload it at **openvideoconference.org/video**. If you have an iPhone, you can also download **eCaster** for free to capture and upload directly from your phone (domain is **openvideo.tv**, password is **ovcdottv**). See **openvideo.tv** for more details.



## PLACES TO EAT NEAR FIT

**Mustang Sally's/Harry's** (discounts for OVC)

**Ovest Pizzoteca** Pizza, Italian  
513 W 27th St (btwn 10th & 11th Ave)

**Johny's Luncheonette** Diner  
124 W 25th St (btwn 6th & 7th Ave)

**Brooklyn Bagel & Coffee Company**  
286 8th Ave (btwn 24th & 25th St)

**Pizza Suprema**  
413 8th Ave (btwn 30th & 31st St)

**Bottino Take-Out Sandwiches**  
246 10th Ave (btwn 24th & 25th St)

**Pita Hut**  
225 W 23rd St (btwn 7th & 8th Ave)

**Loving Hut** Vegetarian  
348 7th Avenue (btwn 29th & 30th St)

**Kiku Sushi** Japanese, Sushi  
235 9th Ave (btwn 24th & 25th St)

9AM		9:00 AM - 10:00 AM Coffee and registration		<div><div></div> auditorium</div> <div><div></div> amphitheater</div> <div><div></div> seminar I</div> <div><div></div> seminar II</div>	
10:00 AM - 10:30 AM Introductions and opening keynote:Tim Wu					
10:30AM-11:30AM Beyond the Copyright Wars			10:30AM - 11:45AM HTML5 player showcase & How to Build an HTML5 player		
11:30AM-12:15PM Public Spaces, Private Infrastructure			11:45AM - 12:15PM Streaming HTML5 in Open Formats		
12:30PM - 1:30PM We Know What You Watch			12:30PM - 1:30PM HTML5 Delivery Across Platforms: Overcoming Challenges		
1:30 PM - 2:30 PM Lunch					
2:30PM - 3:00PM Damian Kulash, OK Go	2:30PM - 3:00PM HTML5 Advertising	2:30PM - 3:00PM Hacking Public Domain Government Video	2:30PM - 3:00PM Star Wars Uncut: The Force of Crowdsourcing		
3:00PM - 3:45PM Being the Best Provider of Your Content	3:00PM - 3:45PM Fostering Open Source Developer Communities	3:00PM - 3:15PM Introducing Pan.do/ra	3:00PM - 3:45PM Future of Exhibition: Opening the Box Office		
		3:15PM - 3:45PM Media Accessibility			
3:45PM - 4:15PM Data-driven Storytelling	3:45PM - 4:15PM Internet Architecture and Innovation	3:45PM - 4:15PM Media Fragments URI	3:45PM - 4:15PM When YouTube Killed the Hitler Meme		
4:30PM - 5:30PM How Will Creativity Be Compensated?	4:30PM - 5:00PM Vincent Moon	4:30PM - 5:30PM An Introduction to PBCore 2.0	4:30PM - 5:00PM NextNewNetworks		
	5:00PM - 6:30PM The Theory of Remix		5:00PM - 5:30PM Skateboarding		
5:30PM - 6:30PM EFF v. Burning Man			5:30PM - 6:30PM Opencast Matterhorn	5:30PM - 6:30PM Web Video Made Easy: A Crash Course	
6:30 PM - 6:45 PM Closing remarks: Shay David, Kaltura & Elizabeth Stark, Yale ISP					
7PM					
7:00 PM - 10:00 PM Shared Film Fest — The Yes Men					

SATURDAY, **OCT 2**

- auditorium
- ampitheater
- seminar I
- seminar II

9:00AM - 10:00AM  
Coffee and registration

10:00 AM - 10:45AM  
**Keynote: Mike Wesch**

10:45AM - 11:45AM  
*Open Video Innovation in Journalism*

10:45AM - 11:45AM  
Codecs: Royalty-free  
Licenses, Patent Issues, and  
Standardization

10:45AM - 11:45AM  
*A Creator's Guide to Fighting Back DMCA Takedown Abuse*

12:00PM - 1:15PM  
*Lightning Talks: Short  
Presentations to Surprise  
and Delight*

12:00PM - 1:15PM  
*Tools for New Media  
Teaching and Learning*

12:00PM - 12:45PM  
*Getting the Most  
Out of Your Encoder*

12:00PM - 12:45PM  
*NSFW: Antisocial  
Internet Video*

12:45PM - 1:15PM  
Delivering HTML5  
<video> Using P2P

12:45PM - 1:15PM  
"Walking on Eggshells"

1:15 PM - 2:15 PM  
*Lunch*

2:15 PM - 2:45PM  
Keynote: Susan Crawford

2:45PM - 3:30PM  
*Cameras Everywhere:  
Human Rights and  
Web Video*

2:45PM - 3:30PM  
*Fostering Open Culture  
in Higher Education*

2:45PM - 3:30PM  
*Open Video Principles for Grantmakers*

2:45PM - 3:30PM  
*The Pioneer Age of Web  
Video: Is it Over?*

3:45PM - 4:45PM  
*Featured talks*

3:45PM - 4:45PM  
*Educational Video  
Service Strategy*

3:45PM - 4:45PM  
Audiovisual Archives  
Show and Tell

3:45PM - 4:45PM  
Building Solutions for  
Human Rights Video

4:45PM - 5:30PM  
New Models for  
Production (ft. Sally Potter)

4:45PM - 5:30PM  
*Eyebeam: Art and  
Technology Collective*

4:45PM - 5:30PM  
Open Video in India: How  
DIY Video Can Shape  
Grassroots Development

4:45PM - 5:30PM  
*Remixing Gendered Advertisements*

5:30PM - 6:15PM  
*The Daily Show's Adam Chodikoff*

5:30PM - 6:15PM  
**HTML5 and the web:**  
*Lessons from Opera*

5:30PM - 6:15PM  
Aliança do Vídeo Livre:  
Movement in Brasil

5:30PM - 6:15PM  
*Build Your Own YouTube  
in 10k Lines of Code*

6:15PM - 6:45PM  
Closing remarks: Nicholas Reville, PCF & Chris Blizzard, Mozilla

7:00 PM - 10:00 PM  
Shared Film Fest + MemeFactory

## EXPO HALL / LOUNGE

October 1st (all day)

Reeves Great Hall / Fashion Institute of Technology

On Friday, October 1st, get to know some organizations and individuals working toward open web video. Exhibitors include Mozilla, Kaltura, .tv, BitTorrent, Participatory Culture Foundation, Red Hat, Entropy Wave, Free Press, and a number of community projects.

## REMIX CURATION

Ongoing—online and on-site

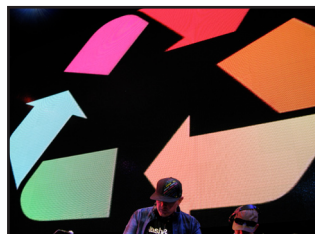
Working with the community of remixers, vidders, and other transformative artists, curator Elisa Kreisinger has created a selection of best-in-class works. To learn more and to watch, visit [openvideoconference.org/remix](http://openvideoconference.org/remix), or sit down at one of the screening stations in the space.

## AFTERPARTY

October 1st (10pm-) free show, open bar!

92Y Tribeca / 200 Hudson St / 10 minutes from FIT

90 minutes of badass audio-visual remix ecstasy by Eclectic Method. Opening jams from Karaoke Crime, Lone Wolf, Ghostdad, and interactive fun by Babycastleles. And an open bar. Yes, you heard correctly—free drinks for all OVC badge holders between 10pm—12am. Join us Friday night for an unmissable opening party.



## MEMEFACTORY!

October 2nd (9:30pm-) hilarious observers of internet culture

Katy Murphy Amphitheater / Fashion Institute of Technology

**INTERNET, WE ARE PROUD OF YOU.** As the capstone event to the second ever OVC, MemeFactory presents a survey — nay! a celebration! — of all things both open and video: we celebrate the rise of the bedroom producer; the remix and mashup artist; the copyright fighter and the fair use hero; we celebrate freely available culture and the growing power of the citizen in these, the digital media halcyon days. (Can we call them that yet? Not sure.) And we do it all the only way we know how: with videos of people falling down, and adorable animals. Three dudes, thee projectors. Act now.



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## SHARED FILM FEST

On both days of the Open Video Conference, the discussion around shared culture and peer-to-peer distribution will continue into the evening with the Shared Films Festival.

The Shared Film Festival is a showcase for the emerging world of free-to-share films. We're teaming with our friends at BitTorrent, hand-picking notable films from creators who are experimenting with alternative business models and distribution methods.



Each night following OVC, we'll screen a short film, a feature length production, and then sit down to a discussion with the filmmakers, learning about the stories behind the films, their production experiences and business strategies. Can you make a living by giving it away? (*Amphitheater, 7pm*)



October 1, 2010

7:00pm—*Gilbert*  
(Nathaniel Hansen/7 min)

7:15pm—*The Yes Men Fix the World*  
(The Yes Men/96 min)

8:45pm — Meet The Yes Men (panel)

- Yes Men – Mike Bonanno and Andy Bichlbaum
- Corynne McSherry (EFF) Attorney for Yes Men
- Karol Martesko-Fenster, Babel Networks (moderating)



October 2, 2010

7:00pm—*Lilah*  
(Nathaniel Hansen/6min)

7:15pm—*Person of Interest*  
(Gregory Bayne/72min)

8:15pm—Panel with the director

- Gregory Bayne, director
- J. Reuben Appelman, writer and star
- Brian Newman, fmr: CEO, Tribeca Film Institute (moderating)

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FRIDAY, **OCT 1**

10:00 - 10:30 [auditorium]

**Introductions and opening keynote: Tim Wu**

Tim is the co-author of *Who Controls the Internet? Illusions of a Borderless World* and the author of the forthcoming book *The Master Switch: The Invisible Wars for the Information Empire*. He is also known for popularizing the concept of net neutrality in the seminal paper *Network Neutrality, Broadband Discrimination*, in which he explored neutrality between applications, neutrality between data and Quality of Service-sensitive traffic, and proposed some legislation to potentially deal with these issues. Tim is a professor of copyright and communications at Columbia Law School and writes for Slate magazine, and is a contributor to the New Yorker, the New York Times, Washington Post Weekend, and Forbes.

10:30 - 11:30 [auditorium]

**Beyond the Copyright Wars**

Between “information wants to be free” downloaders and the “piracy is the problem” industry backlash, an imaginary war is being waged, to no purpose. Between the two is a wide-open territory for copyright activists, uncovered by Pat Aufderheide and Peter Jaszi in their forthcoming book, “Fair Is Fair.” Aufderheide proposes a civil rights agenda for copyright users, and copyright activists and industry figures explore how developments (Viacom v. Google, new exemptions to DMCA) are changing the landscape.

Presenters:

**Pat Aufderheide** — Director, Center for Social Media at American University

**Michael Petricone** — SVP Government Affairs, Consumer Electronics Association

**Anthony Falzone** — Executive Director, Fair Use Project at Stanford Law School

**Fred von Lohmann** — Senior copyright attorney, Google

10:30 - 11:45 [amphitheater]

**HTML5 Player Showcase/How To Build an HTML5 player**

HTML5, the next version of the HTML language, integrates support for video, making video a first class citizen of the Web. It also includes support for SVG, a 2D vector graphic language. Using the HTML5 media and open source authoring tools such as Inkscape, this live coding session will demonstrate how to develop from scratch your own interface for playing videos in HTML, using standardized Web technologies. This session will also highlight best-in-class HTML5 video players.

Presenters:

**Chris Blizzard** — Mozilla

**Philippe Le Hegaret** — W3C

**Steve Heffernan** — VideoJS and Zencoder

**Jeroen Wijering** — LongTail Video

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FRIDAY, **OCT 1**

11:30 - 12:15 [auditorium]

### **Public Spaces, Private Infrastructure**

This session explores some of the problems facing users and operators of private and proprietary online video platforms. Sites like YouTube certainly seem like public utilities--they are indispensable global public forums, host to world-changing media affairs and previously impossible mass dialogues. But of course, they're not public--they're businesses with a range of fiduciary and legal obligations. What tensions arise from this state of affairs? How can we balance concerns about free speech with the commercial and political imperatives on those who run video platforms? And is a truly public media possible?

Presenters:

**Ethan Zuckerman** — Co-founder, Global Voices, Snr. Fellow, Harvard Berkman

**Lawrence Liang** — Lawyer, public intellectual, Alternative Law Forum Bangalore

**Trebor Scholz** — Eugene Lang College, The New School

11:45 - 12:15 [amphitheater]

### **Streaming HTML5 `<video>` in Open Formats**

In this session, we explore the advantages of a system and network architecture based on open source that enables fast integration of any format and any device. Learn about browser-native HTML5 streaming solutions using h264, WebM (VP8) and Ogg Theora.

Presenter:

**Thomas Vander Stichele** — CTO and co-founder, Flumotion

12:30 - 1:30 [auditorium]

### **We Know What You Watch**

Tracking beacons, advanced analytics, and other web video measurement tools help creators better understand their audiences. They help firms target consumers more effectively, and are an important part of the new web-based creative economy. But should we accept that advertisers know our intimate preferences, and that they watch our every keystroke? When does this kind of behavioral tracking go too far? How can we tell the difference between sophisticated analytics and straight surveillance? This session probes deep questions of privacy, identity, and the future of the media system—in which media watches you too.

Presenters:

**Jim Harper** — Director of Information Policy Studies, Cato Institute

**Bill Lederer** — CEO, KantarVideo

**Tania Yuki** — Senior Director, Cross Media/Video Products, comScore

**Frank Pasquale** (moderator) — Seton Hall Law School, Yale ISP

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FRIDAY, **OCT 1**

12:30 - 1:30 [amphitheater]

**HTML5 Delivery Across Platforms: Overcoming Challenges**

HTML5 video has made great strides, but is still young—and it is not yet straightforward to deliver HTML5 video solutions consistently across platforms. In this session, presenters from Vimeo, Kaltura, and Brightcove will present their respective solutions, and answer audience questions.

Presenters:

**Andrew Pile, Brad Dougherty, Joeseeph Schmitt & Ryan Hefner** — Vimeo

**Michael Dale** — Kaltura, Wikimedia Foundation

**Brian Crescimanno** — Brightcove

2:30 - 3:00 [auditorium]

**Damian Kulash of OK Go**

Damian Kulash, lead singer and guitarist of the rock band OK Go, talks about the band's experience leveraging sharing and the social web. Where can artists and distributors find additional value around their creativity and communities?

OK Go is perhaps best known on the web for its mega-viral “Here it Goes Again,” the famous music video of the band dancing on treadmills. OK Go choreographed and shot the video themselves, and posted it to YouTube in 2006 without the record label's permission. A legion of bloggers and positive word of mouth helped popularize the video and launched the band into the stratosphere. “Here it Goes Again” has been transmitted over 200 million times and counting.

Since then, OK Go has produced a number of other massively viral videos, each more creative than the last (be sure to check out the amazing video for “This Too Shall Pass,” for which the band built an elaborate Rube Goldberg machine). The videos have been an effective promotional tool and have continued to earn the band exposure. But earlier this year, a decision by the band's record label to forbid embedding videos on blogs and other social media created a small controversy. The move frustrated fans and followers, and views dropped precipitously. “When EMI disabled the embedding feature, views of our treadmill video dropped 90 percent, from about 10,000 per day to just over 1,000,” Kulash explains in a recent New York Times op-ed.



FRIDAY, **OCT 1**

As one of the bands to most successfully leverage the web, OK Go are at the center of a discussion of how artists can reap success from sharing and open networks. In addition to being a major creative force, Kulash and company are also outspoken advocates for an open internet—in 2008, Kulash served as a lead witness for a House judiciary committee hearing on net neutrality.

2:30 - 3:00 [amphitheater]

### **HTML5 Video and Advertising: What You Need to Know**

Advertising in web video represents a significant portion of the revenue model of most video hosting sites. Ad networks and platforms are now racing to develop HTML5 video solutions that match their Flash counterparts. In this session we compare and contrast solutions available from several vendors, discuss some technology hurdles and how to address them.

Presenters:

**Justin Day** — CTO of Blip.tv

**Chris White** — Freewheel

**Jason Burke** — VP of Product, ScanScout

2:30 - 3:00 [seminar I]

### **Hacking Public Domain Government Video**

What kind of apps are possible when you have thousands of hours of public domain government video embedded with rich timed metadata? Let's find out!

This session will be led by members of Metavid.org, who—over the last five years—have brought US House and Senate footage into a database that helps keep track of 'who' said 'what' and why it matters.

Topics covered will include sources of video (Metavid itself, Houselive.gov, FEDflix, Archive.org, digitized cable feeds, and other sources), getting metadata (timed text, speaker names), and connecting it all to other services (govtrack.us, OpenCongress, MapLight, Sunlight, etc) to create amazing applications.

Imagine building queries like 'find me speeches that occurred as part of the recent Food Safety bill by people who received more than \$100,000 from the sugar lobby'. It's possible! What will you do with that video?

Presenters:

**Abram Stern** — UC Santa Cruz / Metavid.org

**David Moore** — Participatory Politics Foundation / OpenGovernment

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FRIDAY, **OCT 1**

2:30 - 3:00 [seminar 2]

**Star Wars Uncut: The Force of Crowdsourcing**

The StarWarsUncut.com team will talk about how the project rose to success and what the future holds for interactive media. Recreating an entire classic film in just nine months, they will share their inspiration, technology, crowdsourcing techniques and cultural impact of the first site for a broadband-only production to win an Emmy.

Presenters:

**Jamie Wilkinson** — GML, FAT Lab

**Casey Pugh** — creative technologist, Founder of StarWarsUncut.com

**Annelise Pruitt** — Senior Designer, TheDailyBeast.com

3:00 - 3:45 [auditorium]

**Being the Best Provider of Your Content**

The Norwegian Broadcasting Corporation (NRK) is the biggest broadcaster in Norway with 16 local offices, three national TV stations, 12 national radio stations and major web sites. It's been leading the way with a number of open video experiments, including CC licensing and BitTorrent distribution.

Eirik Solheim works in the development department of the Norwegian Broadcasting Corporation. He is leading projects involving internet services, interactive TV, social media and broadband strategies.

Last year, Eirik blew us away with a hilarious lightning talk about YouTube and cultural difference based on his experience with NRK. This year, he'll be expanding on those themes as one of several public media luminaries who will discuss strategies for "being the best provider of your content."

Eric Klinker is CEO of BitTorrent, a company developing transformative open technologies and products to accelerate the distribution of content.

Presenters:

**Eirik Solheim** — NRK Norwegian Broadcast Corporation

**Eric Klinker** — CEO, BitTorrent Inc.

3:00 - 3:45 [amphitheater]

**Fostering Open Source Developer Communities**

A number of plugin/app marketplaces have emerged across the video ecosystem: LongTail AddOns, Kaltura's App Exchange, and Brightcove Technology Partners, to name a few. In this session, join a discussion about how video companies are leverag-

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FRIDAY, **OCT 1**

ing their communities to drive innovation and change within video platforms. Topics of discussion will include incentives for developers (money, recognition, love?), keys to building an active community, and examples of community-driven innovation.

Presenters:

**Shay David** — Co-founder, VP of Business and Community Development, Kaltura

**Dave Otten** — CEO, LongTail Video

3:00 - 3:15 [seminar 1]

### ***Introducing the pan.do/ra HTML5 media archive***

Check the world unveiling of the next generation software from the people who brought you pad.ma.

Presenters:

**Jan Geber** — oil21.org

**Sebastian Lütgert** — oil21.org

3:15 - 3:45 [seminar 1]

### ***The State of Media Accessibility***

Accessibility of audiovisual content is essential for all users, including international users and users with sensory impairments. The Web has a strong tradition of accessibility, but video has lagged in becoming truly and universally accessible.

Subtitles, captions, audio descriptions, and alternative text for audio-visual content is a big step towards creating accessible content. Accessibility expert Silvia Pfeiffer will present the current state of HTML5 technology wrt accessibility features, existing markup conventions, and what markup is still missing.

Presenters:

**Silvia Pfeiffer** — Mozilla, xiph.org, WHATWG

3:00 - 3:45 [seminar 2]

### ***The Future of Exhibition: Opening the Box Office***

If cinemagoing and exhibition is to filmmakers what gigs and concerts are to musicians - a live, unique experience that people are still happy to pay for - why is it a space so dominated by major media companies? And given the rapid technological shifts in film and videomaking, why has the film-going experience barely changed in 60 years? In this session we'll look at how people are taking exhibition into their own hands - from microcinemas and indie film clubs, to VJing and visual art, fan-driven screenings and audience interactivity, exploring how the future of exhibition



FRIDAY, **OCT 1**

goes way beyond the multiplex.

Presenters:

**Arin Crumley** — co-director of *Four Eyed Monsters* and *OpenIndie*

**Holly Daggers** — VJ, creator of the *EyeWash* visual lab and *Forward Motion Theater*

**Jon Reiss** — director; author of "Think Outside the Box Office"

**Nic Wistreich** — author of "Film Finance Handbook", co-founder of *Netribution*

3:45 - 4:15 [auditorium]

### ***Storytelling Without Bounds***

This is an amazing time to be a storyteller. The democratization of the tools to create combined with rapid changes in media consumption mean that there are more ways to tell stories than ever before. The creative possibilities are endless but where do you start? How do you extend the stories you want to tell beyond a single screen? Lance Weiler and Tommy Pallotta two leading experts on transmedia will share how they design and build storyworlds that engage audiences while at the same time tap new forms of funding and revenue streams.

Presenters:

**Lance Weiler** — story architect, founder *Workbook Project*

**Tommy Pallotta** — producer, *Waking Life*, *Scanner Darkly*, and transmedia projects

3:45 - 4:15 [amphitheater]

### ***Barbara van Schewick on Internet Architecture and Innovation***

Learn about how video innovation is being threatened by the latest developments in Internet architecture.

Barbara van Schewick's research focuses on the economic, regulatory, and strategic implications of communication networks. In particular, she explores how changes in the architecture of computer networks affect the economic environment for innovation and competition on the Internet, and how the law should react to these changes. Barbara van Schewick is Assistant Professor and Faculty Director of the Center for Internet and Society at Stanford Law School.

3:45 - 4:15 [seminar I]

### ***Implementing the Media Fragments URI***

Media resources on the World Wide Web (WWW) used to be treated as "foreign" objects, which could only be embedded using a plugin that is capable of decoding and interacting with the media resource. To make media a "first class citizen" on the Web, it needs to be as easily linkable as HTML pages. Only when we are able to

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FRIDAY, **OCT 1**

navigate through media resources based on semantics rather than random guesswork, will we really be able to master the full complexity of rich media.

In this talk, we will present prototype implementations of the Media Fragments URI specification which is currently being developed by the W3C Media Fragments Working Group. The group's mission is to create standard addressing schemes for media fragments on the Web using Uniform Resource Identifiers (URIs). More specifically, we will show how User Agents (UA) will either be able to resolve media fragment URIs without help from the server, or will make use of a media fragments-aware server. The talk will be composed of explanations of the current specification and demonstrations of existing client and server implementations.

Presenter:

**Raphael Troncy** — EURECOM, W3C Media Fragments Group

3:45 - 4:15 [seminar 2]

***When YouTube Killed the Hitler Meme***

What is the cultural value of some incorrect subtitles applied to a German movie about Hitler's fall from power? Alex Leavitt, researcher at the Comparative Media Studies department (MIT) and at Microsoft NERD, explores the digital ecosystem that gave rise to an iterative internet phenomenon known as the Downfall meme, tracking its popularity, responses, and controversies over the past half-decade. Why YouTube? Why Hitler? And why a mechanical form that barely changes, barely takes effort to create, and barely moves across communities, but excels exceptionally at promoting its messages?

Now that the Downfall meme has become a defining moment in the fight for fair use and better policies for policing copyright online, what implications does this case have on the future of creative networks, media-based activism, and how an average user might conceptualize the open Web?

Presenter:

**Alex Leavitt** — Microsoft NERD



FRIDAY, **OCT 1**

4:30 - 5:30 [auditorium]

### **How Will Creativity Be Compensated?**

There's a lot of anxiety about how the web will support the creative class. In this panel, we bring together a sampling of creative people to riff on some questions: Can you build a business model around free content? With so much free stuff out there, how can artists get paid? Is there refuge in micro-payments? Product placement? Patronage? Are web video platforms like YouTube paying fair dividends to the superstars?

And, whoa—are the Gregory Brothers really sharing the iTunes revenue for the Bed Intruder song with Antoine Dodson? (Google it).

Presenters:

**The Gregory Bros.** — musicians and masterminds of Auto-tune the News

**Julia Allison** — web personality

**Carla Jovine** — producer, *The Cosmonaut*

**Elizabeth Stark** (moderator) — Yale Information Society Project

4:30 - 5:00 [amphitheater]

### **A Conversation with Vincent Moon**

Vincent Moon is an guerrilla filmmaker from Paris whose obsessive love for music takes him around the world in pursuit of new sounds and images. He's worked with many notable mainstream artists like Tom Jones, R.E.M. and Arcade Fire, and is best known for his Takeaway Shows—single-take field recordings of indie rock musicians for the French music community La Blogothèque. The direct and honest simplicity of these videos has since been imitated by a legion of copycats, but Moon's style remains his own.

Moon has long been a believer in artistic freedom and sharing, and has employed Creative Commons licensing on his works for years. He's also an expert at skipping the middle men—record labels, producers, and others who get between an artist and his art. At OVC, we'll explore with Moon how far artists should go for “openness”—when can openness actually compromise artistic integrity? How can artists balance a respect for open technologies with a desire to present the best possible work? What challenges do filmmakers and others have in embracing open video?

4:30 - 5:30 [seminar I]

### **An Introduction to PBCore 2.0: Metadata for Public Broadcasters**

PBCore has served the Public Media community as a metadata schema for describing media since 2005. With a new round of funding from the Corporation for Public





FRIDAY, **OCT 1**

Broadcasting, WGBH Boston is working on PBCore 2.0 – an updated version which will increase its flexibility as a schema and therefore its applicability to diverse user scenarios. In addition, a new web site with updated documentation is set to launch next month (November, 2010). Come learn about PBCore: how it is evolving, how it is applied, and how it can benefit your workflow and interoperability as a video content producer or consumer.

Presenters:

**Nan Rubin** (chair) — PBCore Project

**Linda Tadic** — Audiovisual Archive Network

**David Rice** — Audiovisual Preservation Solutions

**Chris Beer** — WGBH Interactive

4:30 - 5:00 [seminar 2]

### ***How NextNewNetworks Got to 1 Billion Views***

Co-founder Tim Shey tells the story of how a small media startup decided to embrace Creative Commons, letting fans share and remix their thousands of freely distributed videos, and how this helped them build an audience of tens of millions of viewers per month.

Presenter:

**Tim Shey** — co-founder, NextNewNetworks

5:00 - 6:30 [amphitheater]

### ***The Theory of Remix***

In this session, learn how artists are appropriating and recontextualizing popular culture to speak their own voices through video. In part one, hear from scholars studying the theory and practice of remix. In part two, watch a selection of remix videos and hear from the artists themselves about the art and mechanics behind their works.

Presenters:

**Will Bates** — Fall On Your Sword

**Mette Birk** — University of Copenhagen

**Francesca Coppa** — Organization for Transformative Works

**Owen Gallagher** — Total Recut

**Elisa Kreisinger** — Popculturepirate.com

**Virgina Kuhn** — University of Southern California

**Martin Leduc** — Carleton University

**Ashleigh Nankivell** — Remixer/ThisIsWhereIDoThings.com

**Eduardo Navas** — Remix Theory

**Byron Russell** — Fresno City College

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5:00 - 5:30 [seminar 2]

***Who's Holding the Camera? The Co-Evolution of Open Video and Skateboarding***

Skateboarding and home video share a mutually-transformative history. By exploiting video technologies in the 1980s and 1990s, skateboarding established an international network of fan-practitioners communicating largely outside of conventional media channels. New production techniques, ethics, business models, and skating styles emerged from local communities to circulate globally on dubbed cassettes, DVDs, and—today—streaming videos.

This session will explore skateboarding's rich participatory culture with an emphasis on the challenges facing open video's future. How do skateboarders "use" video differently from other audiences? Which technological features are valued by skate video producers? How are innovations shared among far-flung practitioners? Where does skate video intersect with other media such as music video, documentary, and public access TV? In what ways have videos contributed to the construction of skateboarding's identity? How are skateboarders producing new cultures of video consumption?

Presenters:

**Emily Chivers Yochim** — Assistant Prof., Communication Arts, Allegheny College

**Kevin Driscoll** — PhD student, Annenberg School, USC

5:30 - 6:30 [auditorium]

***EFF vs. Burningman***

Each year, Nevada's Black Rock desert plays host to the Burning Man festival. Tens of thousands of people make the pilgrimage to celebrate self-reliance, creativity and freedom. Anything goes in Black Rock City--except, apparently, when you've got a camera in your hand...

For some time, the organization behind the event has enforced a highly restrictive set of policies around photography in Black Rock. Through its ticket sales and online terms of use, the Burning Man Organization claims ownership over all photos and videos created at the festival.

In late 2009, Electronic Frontier Foundation's Corynne McSherry went on the attack, criticizing these rules in a post at EFF's Deep Links. This set off an internet battle for the ages. Burning Man argues these restrictions protect attendees' privacy. People escape to Black Rock to express themselves freely, not have every action documented—and they need to be protected. But EFF thinks attendees' freedom of expression, and their copyrights, must be respected. How do you balance both concerns?



## FRIDAY, OCT 1

In a interesting turn of events, Burning Man, the EFF and Creative Commons have entered into negotiations to transform the largest counter cultural art gathering in the world into a legal platform for human readable language and free culture. Will it work? Will it crash? What will they as a team decide?

Join us for a real world ethics question, and a small-scale version of the free culture debate with insights into the governance of online video platforms, privacy, autonomy, and freedom of expression. Throw in panelists from Burning Man, EFF—and giant burning wicker man—and you have one interesting discussion. <http://blog.burningman.com/digitalrights/>

Presenters:

**Corynne McSherry** — Electronic Frontier Foundation

**Lightning Clearwater III** — Burning Man IP Legal Counsel

**Rosalie Barnes** — Burning Man digital rights adviser

**Katherine Chen** (moderator) — Assistant Professor of Sociology, CUNY

5:30 - 6:30 [seminar 1]

### **Opencast Matterhorn**

The Opencast Matterhorn Project is an international cooperation of academic institutions to build an open source solution to manage academic video. Embedded in the Opencast Community, it is to meet the needs of universities with respect to lecture capture especially while at the same time providing a flexible solution for the wide range of academic requirements.

The presentation will shortly introduce to the project, provide an overview of the architecture and the key features in order to result in a more detailed description of Matterhorn components (capture agent, processing, publishing, user interface), characteristics (GStreamer, Java, OSGi) and functionalities (scheduled recordings, media analysis).

Presenters:

**Olaf Schulte** — Opencast Matterhorn

**Greg Logan** — Opencast Matterhorn

5:30 - 6:30 [seminar 2]

### **Web Video Made Easy: A Crash Course**

Vlogger Steve Garfield blasts through a condensed version of his dynamic three hour class on choosing a camera, getting great audio, lighting, shooting, editing, and hosting. This presentation includes tips & tricks for great videos, including the latest in cameras, lighting and microphones. Learn how to tell a story, think like an edi-



## FRIDAY **OCT 1**

tor; plan your shots, create interviews and B-roll. You'll learn about capturing video, editing techniques, adding music, exporting your video for uploading and various hosting choices.

Presenter:

**Steve Garfield** — pioneer vlogger

## SATURDAY **OCT 2**

10:00 - 10:45 [auditorium]

### **Keynote: Michael Wesch**

Dubbed "the explainer" by Wired magazine, Michael Wesch is a cultural anthropologist exploring the effects of new media on society and culture. After two years studying the implications of writing on a remote indigenous culture in the rain forest of Papua New Guinea, he has turned his attention to the effects of social media and digital technology on global society.

Dr. Wesch is not only a fascinating speaker, with deep insights into the budding online video culture—he's also a talented videographer. His videos on culture, technology, education, and information have been viewed by millions, translated in over 15 languages, and are frequently featured at international film festivals and major academic conferences. If you haven't already seen *The Machine is Us/ing Us*, we strongly recommend you spend the next few minutes watching and be amazed. Or visit his YouTube channel to watch his illuminating talks (especially *An Anthropological Introduction to YouTube*, presented at the Library of Congress in 2008).

10:45 - 11:45 [auditorium]

### **Open Video Innovation in journalism**

Journalism and people's experience of the news has undoubtedly been transformed by the web, and more so by the explosion of distributed web video.

Traditional news gathering organizations are learning that video can drive attention in new ways. Stateless news organizations like Wikileaks are upending the news establishment with powerful but controversial releases like the "Collateral Murder" video from Afghanistan.

What are the practical and long-run possibilities for open video to transform journalism? What will be the relationship between traditional news gathering organizations, citizen journalists, and hacker-activists? This session probes questions of trust and anonymity; network politics; and the business of the news. Will video be the



## SATURDAY **OCT 2**

primary medium of record? And if so, what tools and innovations are needed for a vibrant news ecosystem?

Presenters:

**Emily Bell** (chair) — Director, Tow Center for Digital Journalism, Columbia

**Janine Gibson** — Editor, guardian.co.uk

**Nonny de la Pena** — co-founder, Stroome (Knight News Challenge winner)

**Jacob Appelbaum** — Tor project

10:45 - 11:45 [amphitheater]

### **Codecs: Royalty-free Licenses, Patent Issues, and Standardization**

This panel brings together representatives of several royalty-free codec projects to discuss the current landscape, the progress that's been made in the past year, and where things are likely to head in the future. What role should codec standardization play in the future of web video? How are patents threatening innovation?

Presenters:

**Laura DeNardis** — Executive Director, Yale ISP

**Mike Flathers** — CTO Sorenson Media

**Rob Glidden** — independent open video/digital TV standards advocate

**David Schleef** — senior Dirac developer/Entropy Wave

**Timothy Terriberry** — Mozilla

10:45 - 11:45 [seminar 2]

### **A Creator's Guide to Fighting Back DMCA Takedown Abuse**

In this workshop, we will discuss how video producers can fight DMCA takedowns and other legal (and quasi-legal) notices, in order to keep their fair use remixes online. We'll also discuss the importance of net neutrality in maintaining a level playing field, where all video providers can compete for the attention of viewers.

Presenters:

**Mehan Jayasuriya** — Director of Outreach and New Media, Public Knowledge

**Michael Weinberg** — Staff Attorney

12:00 - 1:15 [auditorium]

### **Lightning Talks: Short Presentations to Surprise and Delight**

An OVC highlight! This session is a buffet of quick but powerful presentations to surprise and delight you. Among the samplings: an amazing HTML5 multitouch demo from Mozilla; a look at WebMadeMovies, the new open video lab; the world pre-



miere of a brand new remix from Jonathan McIntosh; an introduction to the Pirate Party; a look at 10Questions, an innovative platform for citizen engagement in elections from the Personal Democracy Forum; and much more.

12:00 - 1:15 [amphitheater]

### **Tools for New Media Teaching and Learning**

Institutions are beginning to employ a wide range of open source technologies to record and archive educational lectures and events. These technologies are driving open communities that share practices. Additionally, new web-based tools for editing, annotating, remixing, and sharing video have begun to change the landscape for student interaction with video content. These tools encourage students to engage directly with video in a variety of scholarly modes, including close viewing and analysis, critical commentary, and recontextualization amid other types of knowledge products and formats. Panelists will represent a range of perspectives on teaching and learning with open video.

Presenters:

**Olaf Schulte** — Opencast Matterhorn

**Mark Phillipson** — CCNMTL MediaThread

**Schuyler Duveen** — CCNMTL MediaThread

**Peter Pinch** — OpenVault (WGBH)

12:00 - 12:45 [seminar 1]

### **Getting the Most Out of Your Encoder**

This talk is a tutorial for video editors and workflow managers that regularly use video compression, and want to learn more about the options they are selecting, a little bit about what goes on behind the scenes, and how to get better results from their video encoding software. The tutorial will introduce using open video technology and open source codecs using QuickTime export (e.g. Final Cut) and demonstrate how to use it in a workflow. The session will also introduce some opportunities and challenges with scalable cloud-based encoding.

Presenters:

**David Schleef** — Entropy Wave, Inc

**Jon Dahl** — Zencoder

12:00 - 12:45 [seminar 2]

### **NSFW: Antisocial Internet Video**

In this seminar, researcher Jennifer Chan shares the outcome of an investigation of subversive online videos involving bizarre and explicit exhibitionism. Why do we



## SATURDAY **OCT 2**

watch viral videos that involve pain and destruction? What are the ethics of displaying and inducing discomfort to a cyberpublic? What can this mean to the morality of viewership in private and public contexts? How is obscene and unproductive matter—dubbed “Not Safe For Work” on the Web—recycled into a culture of desire? I question our libidinal viewership arising in niche communities on 4chan and YouTube that respond to these videos.

We will look at pre-existing amateur viral videos that involve performance of discomfort (i.e. “swap.avi” and “I guy I jar”) as well as non-sexual, object-based YouTube fetish videos.

The hour-long meeting involves a viewing of video excerpts, followed by an introduction and informal discussion. Our goal is to understand aesthetic and discursive formations between reality TV, web pornography and user generation in relation to art. We'll also aim to provide an intelligible lens for understanding the viewership of seemingly trivial and distasteful amateur video. Be warned: this session will feature explicit and disheveling visual material, and participants are not obliged to stay throughout the session.

Presenter:

**Jennifer Chan** — Syracuse University MFA Art Video Candidate, video artist

12:45 - 1:15 [seminar 1]

### **Swift Delivery of HTML5 Video Using P2P**

Learn about the Swift protocol, a solution for delivering HTML5 video using P2P technology. See a live demonstration of the Swift browser extension and learn about the future of P2P-based video hosting. Switching from HTTP to peer-to-peer delivery is just a simple URL-rewriting step in publishing pages. This protocol is specifically intended to be used with the new HTML5 media elements `<video>` and `<audio>`. The protocol is the first peer-to-peer video protocol to be integrated with a Web browser and was developed in cooperation with the Wikimedia Foundation.

Presenter:

**Arno Bakker** — Delft University of Technology

12:45 - 1:15 [seminar 2]

### **Screening - Walking on Eggshells: Borrowing Culture in the Remix Age**

"Walking on Eggshells" is a 24-minute documentary about appropriation, creative influence, re-use and intellectual property in the remix age. It is a conversation among various musicians, visual artists, writers and lawyers, all sharing their views on why



and how we use and create culture, and how intellectual property law, originally designed to provide people with incentives to create, sometimes hinders creative production far more than it enhances it. The creators will introduce and show the film.

Directed and produced by:

**Jacob Albert** — Yale University

**Ryan Beauchamp** — Yale University

**Brendan Schlager** — Yale University

2:15 - 2:45 [auditorium]

### **Keynote: Susan Crawford**

Susan is the founder of OneWebDay and served on the board of directors of ICANN from 2005-2008. As an academic, she teaches internet law and communications law at University of Michigan Law School. In 2008, she co-led the FCC Agency Review team for the Obama-Biden transition, and served as Special Assistant to the President for Science, Technology, and Innovation Policy. She now teaches at Cardozo Law School. Like many other leading thinkers in technology policy, Susan is watching the future of online video very closely.

2:45 - 3:30 [auditorium]

### **Cameras Everywhere: Human Rights and Web Video**

Once upon a time, video cameras were rare. Now they are ubiquitous—as are the opportunities to share, use, and re-use video. What are the limits and possibilities of an ethics of openness when it comes to human rights footage?

Videos (particularly mobile and online video) make it possible to document and publicize human rights struggles – from monks marching for freedom in Rangoon and Lhasa, and the election protestors in Tehran, to individual voices speaking out against injustice on YouTube and other online spaces. But despite the growing circulation of images of human rights violations, of victims and survivors, there is limited discussion of crucial safety, consent and ethical concerns – particularly for people who are filmed.

Issues around consent, representation and re-victimization and retaliation have emerged even more clearly in an open and networked online environment, as have concerns about intentionality and authenticity. Video is being reworked, remixed and recirculated by many more people. New possibilities for action by a global citizenry have arisen, but these carry with them substantial challenges, opportunities and dangers.





## SATURDAY **OCT 2**

Presenters:

**Sam Gregory** — WITNESS

**Gabriella Coleman** — NYU Media Culture and Communication

**Nathan Freitas** — The Guardian Project

2:45 - 3:30 [amphitheater]

### ***Open Video Experiments in Higher Education (2 talks)***

#### **Mobile Learning with Android**

The EOI Spain's Public Business School has developed mobile learning methodologies using free software like Android. More than 500 students have used Android smartphones to share knowledge, produce video and publish their achievements beyond the classroom.

Learn about EOI's custom developed apps for Android, and how they have used Google cloud computing to integrate collaborative work into student learning.

Presenter:

**Tiscar Lara** — Vice-dean of Digital Culture, EOI School Madrid

#### **Fostering Open Culture in Higher Education**

Stanford University School of Medicine (SoM) has architected a set of capture and distribution technologies that enabled it to create thousands of hours of open content. What they encountered was an institutional culture that was not ready to embrace the idea of providing publicly open content and had concerns regarding intellectual property rights and control of video content. They will discuss how they have begun to construct conversations with faculty, staff, and students, develop policies, and design the video system itself to enable and support a cultural shift toward open video content.

Presenters:

**Andy Wasklewicz** — Stanford University School of Medicine

**Jenn Stringer** — Stanford University School of Medicine

2:45 - 3:30 [seminar I]

### ***Defining a Set of Open Video Principles for Grantmakers***

In this session, we will start a process to define some open video principles for grant-makers and other measurement-focused institutions.

This is not an attempt to create a manifesto. It's a practical session to create a mea-



## SATURDAY **OCT 2**

surable set of best practices—like Sunlight Foundation's Open Data principles—that will be a useful barometer for public- and philanthropically- funded projects.

Presenter:

**Noah Kunin** — Sunlight Foundation

2:45 - 3:30 [seminar 2]

### ***The Pioneer Age of Web Video: Is It Over?***

Last month, in re-introducing Apple's internet connected TV set top box, the Apple TV, Steve Jobs claimed that people want "Hollywood movies and TV shows...they don't want amateur hour."

The open video movement can collectively design the hell out of open video apps, editing systems, protocols, and video standards—argues Adam Fish—but no one using these free and open source video systems will be seen if proprietary IPTV covers both software and hardware, internet and television, in both the home and the office.

The wild world of amateur video—its production, promotion, and distribution procedures—is moving from the realm of prototyping, beta-testing, and experimentation to expert production, algorithmic optimization. What does this mean for our projections for a more participatory media system?

Presenter:

**Adam Fish** — PhD student in Anthropology, UCLA

3:45 - 4:45 [auditorium]

### ***Featured talks***

A series of TED-style talks on a range of topics.

#### **The Evolution of Live Participatory Media**

Marc Scarpa

#### **New Methods (and Meaning) in Curation for Film**

Saskia Wilson Brown

#### **VODO.net: Solving Your Distribution Problem**

Jamie King

#### **The Past, Present and Future of VLC**

Jean Baptiste-Kempf

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3:45 - 4:45 [amphitheater]

### **Educational Video Service Strategy**

Open video has wide-ranging implications in higher education. As digital media plays an increasingly important role in the instruction faculty provide and the educational opportunities students expect, higher educational institutions are faced with a growing need to provide services to support this, both in terms of technology platforms and the pedagogical support necessary to effectively leverage those platforms. Open video technologies offer solutions to this challenge that are socially, technologically, and economically responsible. In this panel, a multi-institutional group from Penn State University, Massachusetts Institute of Technology, University of Southern California, and University of Virginia will discuss their respective strategies for raising awareness of open video, improving student and faculty digital literacy, and impacting learning with digital media, as well as the technologies that support these activities.

Presenters:

**Chris Millet** — Manager of Educational Technology (Penn State)

**Steven Gass** — Associate Director for Public Services (MIT)

**Wendy M. Chapman** — Director of Web Technologies, Facilities, Technology (USC)

**Jama Coartney** — Head of Digital Media Lab (University of Virginia)

3:45 - 4:45 [seminar I]

### **Preserving Our Audiovisual Heritage: Archives Show and Tell**

There's been a shift in perception: once archives were places where video goes to die. Now, they allow video to find new life, new uses, new contexts beyond their original intention. In this birds-of-a-feather session, participants will explore the changing concept of the archive in the world of open video.

We will discuss user contributions to archives, crowdsourcing metadata, re-use of material from archives, commentary, improving usability, and much more. Projects presented in this session demonstrate the evolution of archives in the context of open video and how that impacts archives themselves, users, and society at large.

Presenters:

**Maarten Brinkerink** (co-host) — Netherlands Institute of Sound & Vision, Open Images

**Kara Van Malssen** (co-host) — Broadway Video, American Archive

**Tiscar Lara** — Replay: Open Video Commons Heritage Archive

**John Hodgins** — IsumaTV

**Peter Westenberg & Michael Murtaugh** — Active Archives Video Wiki

**Fabrizio Zuari** — Public Videos

**Namita Malhotra** — pad.ma



## SATURDAY **OCT 2**

3:45 - 4:45 [seminar 2]

### ***Building Solutions for Human Rights Video***

This workshop will attempt to identify practical solutions for challenges in delivering human rights and social justice-oriented video. The participants will introduce a series of problems and lay groundwork for collaboration on October 3rd at the OVC hack labs. Topics include rapid media creation for crisis, deployment of video in low-bandwidth environments, hybrid distribution strategies, and more.

Participants:

**Sam Gregory & Bryan Nunez** — WITNESS

**Nathan Freitas** — The Guardian Project

**Teague Schneider** — IsumaTV

**Joanne Teoh** — journalist, video advocate

**Liz Hodes** — Digital Democracy

**Andrew Lowenthal** — Engage Media/Transmission.cc

4:45 - 5:30 [auditorium]

### ***New Models for Production: In Conversation with Sally Potter***

This panel explores new economic models for open video productions, demonstrates a new approach to open licensing from a mainstream Hollywood filmmaker; analyzing the rights anatomy of television, cinema, and moving images collections that are now being sold or rented; exploring new, common models of tagging, labeling, and monetizing moving images components for educators and film and television studios; and brainstorming on how best to involve sponsors, advertisers, educators, and the public in amplifying the value of open moving image environments online.

Presenters:

**Dr. Eric Faden** — Bucknell University

**Clare Holden** — Adventure Pictures/SP-ARK

**Peter Kaufman** — Intelligent Television

**Sally Potter** — auteur (via Skype)

4:45 - 5:30 [amphitheater]

### ***Eyebeam: Art and Technology Showcase***

Eyebeam's Open Culture Research Group explores the history of craft traditions, free software, open source, creative commons, and other models of shared, open culture. Fellows will present projects like Unlogo, a web service that eliminates logos and other corporate signage from videos, and a pirate digital-to-analog TV station.

Presenters:

**Jeff Crouse, Jon Cohrs & Jacob Ciocci** — Eyebeam

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## SATURDAY **OCT 2**

4:45 - 5:30 [seminar 1]

### **Open Video in India: How DIY Video Can Shape Grassroots Development**

In this session, scholars and video activists explore how the qualities of visual technology can shape development in marginalized communities. More than surveying the technical and infrastructural affordances of online video in India, we will consider how interactions, beliefs, and values of local communities support community reflection and aspiration—and how to make scalable policy based on the possibilities of the medium.

Presenters:

**Lawrence Liang** — Lawyer, public intellectual Alternative Law Forum and Centre for Internet and Society

**Ramesh Srinivasan** — Assistant Professor, Information Studies at UCLA

**Siddharth Chadha** — Researcher, Alternative Law Forum and CIS

**Namita Malhotra & Sanjay Bhangar** — pad.ma

4:45 - 5:30 [seminar 2]

### **Remixing Gendered Advertisements: New Media Literacy Education**

Kids in the United States today are targeted by corporate marketers at unprecedented levels using psychological research and neuroscience-driven advertising. Beyond the colorful pieces of plastic and sugar coated cereal being sold is a far more sinister product; embedded in the 25,000 TV commercials children are subjected to every year are a set of antiquated social norms and values about gender roles. How can youth fight back against this daily offensive? How can they be empowered to not only understand their media spaces, but also to talk back? In his presentation, Jonathan shows how simple remix video tools can be used in seminar settings to deconstruct and creatively re-frame gendered TV commercials.

Presenter:

**Jonathan McIntosh** — remix artist

5:30 - 6:15 [auditorium]

### **The Medium of Record: The Daily Show's Adam Chodikoff**

Adam Chodikoff, senior producer of The Daily Show, is sometimes called an “investigative humorist.” He’s the guy who plumbs the archives to find juicy video clips of politicians, cable news talking heads, and other public figures contradicting and embarrassing themselves. And he’s a big part of why video is today’s medium of record—though he doesn’t write the gags for Jon Stewart, he brings the intangible genius that makes The Daily Show pop. At this year’s Open Video Conference, he’ll talk about how he sources the awesome video montages for the show, and walk



## SATURDAY **OCT 2**

us through some of his favorite video picks. A *Washington Post* profile of Chodikoff gives a fascinating peek inside the process of the Daily Show: "He has this amazing memory for sound bites about anything policy-related," says the show's executive producer. "What's remarkable is how many ideas he initiates because he remembered that this guy said this or that a year ago. He's the show's unsung hero." In another profile, one of the show's writers says that Chodikoff is "in the news matrix... He spots patterns, trends, the forces of history. He remembers a politician saying the opposite thing three years ago and gets us to that video." More than just the video mastermind, Chodikoff is "the vital link in the program's comedic ecosystem."

5:30 - 6:15 [amphitheater]

### **HTML5 <video> and the web: Lessons learned from Opera**

HTML5 <video> started with a demo build from Opera in 2007, where for the first time video could be played in the browser without plugins. Philip will be talking about what Opera has been doing with <video> since then, where the state-of-the-art is today and what features are around the corner. Expect demos illustrating the possibilities that are opened by fully integrating video into the web platform, as it interacts with HTML, CSS and JavaScript.

Presenter:

**Philip Jägenstedt** - Opera

5:30 - 6:15 [seminar 1]

### **Open Video Producers in Brazil — Aliança do Vídeo Livre**

The Aliança do Vídeo Livre is an expression of the open video movement in Brazil, bringing together the digital culture initiatives at the Ministério da Cultura, the academic and policy work of Fundação Getúlio Vargas, the Associação Software Livre, and activist organizations like Pixel MM and Nunklaki. This session connects actors from the free software movement, public broadcasting, and academia to chart a course for the open video movement in Brazil. Working from a map of active figures in the country, participants will decide next steps.

Presenters:

**VJ Pixel, Pedro Markun, Andressa Vianna** — Aliança do Vídeo Livre

**Fabrizio Solagna** — TV Software Livre

**Ronaldo Lemos, Joana Varon** — FGV

5:30 - 6:15 [seminar 2]

### **Build Your Own YouTube in 10k Lines of Code**

There are plenty of benefits to hosting your own video. In this workshop, participants will be guided through the process of rolling their own video sharing site using an open-source transcoding system and Amazon EC2.

Presenters:

**Dan Walmsley** — Gravity Rail

**James Hodge** — Fyshh

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# mozilla

**Mozilla** is a public benefit, non-profit organization supported by a global community of tens of thousands of dedicated volunteers. Its mission is to strengthen the open web by supporting choice, innovation and opportunity online. Its flagship product, Firefox, is used by hundreds of millions worldwide. Mozilla is also a major force for free and open video technology, contributing to projects like Xiph.org and WebM.



**Kaltura** provides the world's first open source online video platform. Over 75,000 web publishers, service providers, developers, and educational institutions use Kaltura's flexible platform to enhance their websites, web-services, and web-platforms with advanced customized video, photo and audio functionalities, including publishing, management, syndication, monetization and analysis, as well as content uploading and remixing. The free community-supported self-hosted software and source-code is available for download at [www.kaltura.org](http://www.kaltura.org). A commercial version of the software can be obtained at [www.kaltura.com](http://www.kaltura.com).



## SHOWCASE SPONSORS



**Red Hat** is one of the oldest and most well known Linux vendors in the world. They specialize in enterprise computing and provide operating-system platforms, applications, support, training, and consulting services. Red Hat also fosters the Fedora project, a Linux distribution that is developed and overseen by a mix of community coders and Red Hat employees.



**.tv** is the unique identifier that caters specifically to online video. It not only says where you are, but who you are. Its visual appeal can accomplish what no other top level domain (TLD) can. Leading media properties both big (TNT, MLB, MTV and Vogue) and small are adopting .tv. Industry leaders in the blogosphere are increasingly turning to .tv—consumers, parents, travelers and others are following suit. A .tv address gives you room to explore the world of online video and provide rich media content in one, easily accessible place. Consider augmenting your main web site with a microsite, film channel, video gallery or portfolio using a .tv domain name.



**BitTorrent** engineers transformative open technologies and products to accelerate the discovery, distribution and delivery of digital media over the Internet, bringing the world's free movies, music, games and apps to over 80 million enthusiasts worldwide. The company's two main products today include the original BitTorrent software and the tiny-but-mighty  $\mu$ Torrent. BitTorrent is based in San Francisco, Calif. and currently has 40 employees. More information is available at [www.bittorrent.com](http://www.bittorrent.com).

# INT.

INTELLIGENT TELEVISION

**Intelligent Television** produces video and conducts research on media trends in close association with leading cultural and educational institutions like the American Antiquarian Society, Columbia University, the Library of Congress, the National Academy of Sciences, and Thirteen/WNET.

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## OVC SPONSORS



**Flumotion** provides live and on-demand streaming services that enrich content and simplify video processing for delivery to any screen. Its software as a service portfolio includes live streaming in open source formats such as WebM and Ogg/Vorbis/Theora, transcoding, adaptive bitrate delivery, and WebTV service, providing significant cost reductions and 100% audience reach. Flumotion's award winning technology offers clients market-unique features that help create communities.



**Zencoder** does video encoding, as a service, in the cloud. Hook up to their API, and within minutes, you'll be ready to process video, whether it's 10,000 videos or just 10. Zencoder is highly optimized for speed, uses the best compression technology around, and handles hundreds of video/audio formats (including obscure and corrupt files). Also check out their open-source HTML5 video player – VideoJS. Learn more at [videojs.com](http://videojs.com).



**Entropy Wave** is a San Francisco based company specializing in open video technology. Providing complete systems for video encoding and distribution to content producers and distributors, as well as a Gstreamer-based software media platform for application and embedded developers, Entropy Wave offers a range of solutions which enable customers benefit from the freedom and cost-effectiveness of open source and open video technology.



**Panda** makes it easy to add video uploading, encoding and streaming functionality to your web or mobile application, with a plethora of supported codecs, pay as you grow pricing, and a fully documented REST API. Learn more at [pandastream.com](http://pandastream.com).

## PHILANTROPIC SUPPORT



The Ford Foundation works with visionaries on the frontlines of social change worldwide.



The Knight Foundation seeks to strengthen the vitality of local communities by fostering innovation in journalism.

## EDUCATION TRACK CURATION



*Our thanks go to the CCNMTL for their guidance in the creation of the education track at this year's Open Video Conference.*

**The Columbia Center for New Media Teaching and Learning** (CCNMTL, <http://ccnmtl.columbia.edu>) was founded at Columbia University in 1999 to enhance teaching and learning through the purposeful use of new media. In partnership with faculty, researchers, and community partners, the Center proactively engages the academic community and stays connected to trends at-large in order to provide leadership and direction in the new media teaching and learning arena. CCNMTL has developed over 200 educational digital projects that incorporate a range of multimedia and digital technologies. The Center also participates frequently in various national programs and conversations, as well as grant-funded educational projects.

CCNMTL's partnership with the Open Video Alliance has resulted in an exciting curation of topics and panels. By assembling a diverse group of educators and technologists, we hope to encourage active discussions about the use of video in all facets of learning. We also wish to thank all of the panelists who are participating in this year's OVC.

*CCNMTL staff curators: Jonah Bossewitch, Schuyler Duveen, Briana Ferrigno, Brian O'Hagan, Maurice Matiz, Mark Phillipson, Michael Preston*

## UPCOMING **EVENTS**

PUBLIC KNOWLEDGE PRESENTS



**JANUARY 13TH, 2011**

<http://wfud.info>



## OVA FOUNDING MEMBERS

**The Participatory Culture Foundation** is a non-profit, established in 2005, to bring people and culture together. PCF makes Miro, Miro Converter, Miro Community, and Universal Subtitles—an effort to make captions available for every video on the web.



**Kaltura** is a company that has created a widely integrated open source video platform. Being open source, Kaltura prides itself on being highly customizable, extremely reliable, and free.



**The Information Society Project** is a center that focuses on how the internet and new technologies affect law and society. The Information Society Project addresses the interplay between memes, genes, and bits—knowledge and culture, people and biology, and technology.



**Mozilla** is a public benefit, non-profit organization and the maker of the Firefox web browser:



**iCommons** is a registered UK charity that promotes collaboration among proponents of open education, access to knowledge, free software, open access publishing and free culture communities around the world.



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## OVA MEMBERS AND PARTNER ORGANIZATIONS

### **Intelligent Television**

produces video and conducts research on media trends in close association with leading cultural and educational institutions like Columbia University, the Library of Congress, the National Academy of Sciences, and Thirteen/WNET. This October, iCommons, OVA and INT are proud to release a report called "Video for Wikipedia and the Open Web: A Guide to Best Practices for Cultural Institutions." Learn more at [intelligenttelevision.com](http://intelligenttelevision.com).



entrepreneurs, and more in order to investigate cyberspace and contribute to its progress. Radio Berkman is recording this weekend at the Open Video Conference. Catch last year's episode at <http://cyber.law.harvard.edu/interactive/podcasts/radioberkman> 1 27

### **Creative Commons'**

mission is to make sharing knowledge and culture easy and legal. We provide a suite of free legal tools, including Creative Commons licenses, which enable creators to easily offer certain usage rights to the public, while reserving other rights. Millions of people, companies, and institutions throughout the world have used CC's tools to make their work – everything from academic coursework and scientific



### **The Berkman Center for Internet & Society**

is a research center that promotes collaboration between faculty, students, lawyers,



data to art, music, and journalism – available for free and legal sharing, use, and adaptation.

**Free Press** is a non-partisan organization dedicated to media reform. The group stresses public participation in the media, including supporting independent media operations and promoting universal access to communications. Learn more at [freepress.net](http://freepress.net).



**The Workbook Project**, a self-described “open source social experiment,” aims to create a repository of information to help content creators maximize their potential and outreach on the internet. Learn more at [workbookproject.com](http://workbookproject.com).



**Centro de Tecnologia e Sociedade (CTS - Center for Technology and Society)**, a part of the Fundação Getúlio Vargas Law School in Rio de Janeiro, Brazil, is a unique research and educational institution that takes an interdisciplinary approach to law, technology, and society.



**Public Knowledge** is a Washington, D.C.-based public interest group working to defend citizens' rights in the emerging digital culture. We promote innovation and the rights of consumers, while working to stop any bad legislation from passing that would slow technology innovation, shrink the public domain, or prevent fair use.



**Sunlight Foundation** was founded in 2006 with the goal of increasing transparency in American politics. Sunlight is actively asking good on the potential of the internet to empower citizens and improve the quality of public discourse.



## Electronic Frontier Foundation

EFF is the leading civil liberties group defending your rights in the digital world. Blending the expertise of lawyers, policy analysts, activists, and technologists, EFF achieves significant victories on behalf of consumers and the general public. EFF fights for freedom primarily in the courts, bringing and defending lawsuits even when that means taking on the US government or large corporations.



## WITNESS

uses video to open the eyes of the world to human rights violations. WITNESS empowers people to transform personal stories of abuse into powerful tools for justice, promoting public engagement and policy change.



# OPEN VIDEO CONFERENCE 2010

## PROFESSIONAL DIRECTORY

The following is a directory of professionals who have registered to represent their company or organization, along with speakers and guests of the Open Video Conference 2010.

Paul	Carter	.name
Art	Enke	.name
Bill	Mushkin	.name
Adam	Duston	8planes
Nagla	Rizk	American University
Clare	Holden	Adventure Pictures
Emily	Chivers Yochim	Allegheny College
Lawrence	Liang	Alternative Law Forum
Siddharth	Chadha	Alternative Law Forum,
Kara	van Malssen	American Archive
Craig	Sinclair	Amherst Community Media
Kevin	Driscoll	Annenberg School Communication and Journalism
Silvia	Pfeiffer	Annodex Association
Jer	Noble	Apple Inc.
Tracy	Jaquith	Archive.org
Linda	Tadic	Audiovisual Archive Network
Dave	Rice	AudioVisual Preservation Solutions
Patrick	Gardella	Axispoint, Inc.
Karol	Martesko-Fenster	Babel Networks
Jenna	Broughton	BitTorrent Inc.
Eric	Klinker	BitTorrent Inc.
Justin	Day	Blip.tv
Mike	Hudack	Blip.tv
Kelly	Sutton	blip.tv
Steve	Garfield	Boston Media Makers
Brian	Crescimanno	Brightcove
Jonathan	Askin	Brooklyn Law School
Dan	Paluska	brooklyn mobile
Eric	Faden	Bucknell University
Lightning	Clearwater III	Burning Man



Rosalie	Fay Barnes	Burning Man
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Ulrich	Fischer	C-SIDE Productions
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Martin	Leduc	Carleton University
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Patricia	Aufderheide	Center for Social Media, American University
Saskia	Wilson-Brown	Cinema Speakeasy
Maryam	Moeini Meybodi	City College of New York
Edward	Hervey	Collabora Multimedia / GStreamer
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Schuyler	Duveen	Columbia Center for New Media Teaching and Learning
Briana	Ferrigno	Columbia Center for New Media Teaching and Learning
Brian	O'Hagan	Columbia Center for New Media Teaching and Learning
Maurice	Matiz	Columbia Center for New Media Teaching and Learning
Mark	Phillipson	Columbia Center for New Media Teaching and Learning
Michael	Preston	Columbia Center for New Media Teaching and Learning
Tim	Wu	Columbia Law School / Free Press
Danielle	Armor	Columbia University
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Justin	McCutcheon	Company Jungle Tech
Tania	Yuki	Comscore
Michael	Murtaugh	Constant
Peter	Westenberg	Constant
Michael	Petricone	Consumer Electronics Association
Alex	Leavitt	Convergence Culture Consortium (MIT)
Rob	Bole	Corporation for Public Broadcasting
Peter	Kim	Create Digital Motion
Changa	Bell	Creative Alliance Mediamakers
Olukemi	Ilesanmi	Creative Capital Foundation
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Jane	Park	Creative Commons
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Dusty	Wright	CultureCatch.com
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Liz	Hodes	Digital Democracy
Ken	Kurzweil	DigitalSmiths
Michael	Smolens	dotSUB
Ed	Zad	dotSUB
Peter	Crosby	dotSUB
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Jonathan	Wilson	Eclectic Method
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David	Schleef	Entropy Wave, Inc
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Alex	Converse	FFmpeg
Ronaldo	Lemos	FGV Brasil
Joana	Varon	FGV Brasil
Eren	Gulfidan	Film Annex
Francesco	Rulli	Film Annex



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Pascal	Pegaz	Flumotion
Julia	Atzesberger	Flumotion
Thomas	Vander Stichele	Flumotion
Soraya	Darabi	Foodspotting
Jenny	Toomey	Ford Foundation
Ana	Toni	Ford Foundation
Josh	Levy	Free Press
Frans	Vermeulen	Free Wheel
Chris	White	Free Wheel
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James	Hodge	Fyshh/eCaster
Jan	Linden	GIPS
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Ethan	Zuckerman	Global Voices / Berkman Center
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Harald	Alvestrand	Google
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Michael	Gregory	Gregory Brothers
Andrew	Gregory	Gregory Brothers
Janine	Gibson	Guardian
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Gregory	Maxwell	Guest of Timothy Terriberry
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Christopher	Harding	Hallmark Cards Inc.
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Daniel	Dennis-Jones	Harvard Berkman Center
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Diane	Cabell	iCommons
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Virginia	Kuhn	Institute for Multimedia Literacy, USC
Bob	Stein	Institute for the Future of the Book
Peter	Kaufman	Intelligent Television
Teague	Schneiter	IsumaTV





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Catherine	White	ITP at NYU
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Derek	Wischusen	KickApps
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John	Bracken	Knight Foundation
Vincent	Moon	LA BLOGOTHEQUE
Scott	Beale	Laughing Squid
Justin	Bolognino	LEARNED EVOLUTION
Doug	Cunningham	LongTail Video
David	Otten	LongTail Video
Jeroen	Wijering	LongTail Video
Raffaella	Traniello	Lumiera, CinelerraCV community



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Jay	Irani	Mashable
Helen	Brunner	Media Democracy Fund
Stuart	Bowness	MediaCore Video CMS
Ben	Ward	Ministry of Sound Australia
Steven	Gass	MIT
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Mark	Surman	Mozilla
Brett	Gaylor	Mozilla
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Sara	Yap	Mozilla
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Monty	Montgomery	Mozilla, Xiph.Org
Dan	Morais	NBC Universal
Jason	Cooper	NBC Universal Digital Studio
Maarten	Brinkerink	Netherlands Institute for Sound and Vision
Maarten	Brinkerink	Netherlands Institute for Sound and Vision
Nic	Wistreich	Netribution / HelloIdeas.com
Gabriella	Coleman	New York University
Carolyn	Kane	New York University
Tim	Shey	Next New Networks
Julia	Allison	Nonsociety
Eirik	Solheim	Norwegian Broadcasting Corporation (NRK)
Chris	Wong	NYLS
Marco	Castro	NYU ITP
Khairani	Barokka	NYU ITP
Damian	Kulash	OK Go
Emerson	Spartz	OMG Facts
Henry	Vasquez	OMG Facts
Phil	Ashlock	Open Plans
Sarah	Sclarsic	Open Video Alliance
Ben	Moskowitz	Open Video Alliance
Greg	Logan	Opencast Matterhorn/University of Saskatchewan



Arin	Crumley	OpenIndie & The Co-Create Inc
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Gerber	Jan	pan.do/ra and pad.ma
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Dave	Glassco	Participatory Culture Foundation
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Dean	Jansen	Participatory Culture Foundation
Anne	Jonas	Participatory Culture Foundation
Tiffiniy	Cheng	Participatory Culture Foundation
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Donny	Shaw	Participatory Politics Foundation
Nicholas	Reville	Participatory Politics Foundation
Vishal	Kapoor	Pearson
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Hannah	Inzko	Penn State University
Justin	Miller	Penn State University
Aaron	Smith	Penn State University
J. Reuben	Appelman	Person of Interest
Gregory	Bayne	Person of Interest
Nick	Judd	Personal Democracy Forum
Daniel	Teweles	Personal Democracy Forum
Elisa	Kreisinger	Popculturepirate.com
Steve	Porter	Porter House Media
Joshua	Moss	Portfolio.com
Denise	Skarecky	Powered
Pearl	Russell	Powered
Elizabeth	Schroeter	Powered
Steve	Kleinberg	Powered
Ramesh	Srinivasan	Professor, UCLA



Art	Brodsky	Public Knowledge
Mehan	Jayasuriya	Public Knowledge
Andy	Lomeli	Public Knowledge
Katy	Tasker	Public Knowledge
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Fabrizo	Zuardi	PublicVideos.org
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Colby	Hoke	Red Hat
Kim	Jokisch	Red Hat
Jesse	Paddock	Red Hat
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Mariana	Iglesias	Roadtrip Nation
Josh	Wilburne	Roadtrip Nation, joshlikesdesign.com
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Jason	Burke	Scanscout
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Laurenellen	McCann	Sunlight Foundation
Frans	Ward	SURFnet
Jocelyn	Manderveld	SURFnet
François	Kooman	SURFnet B.V., The Netherlands



Amelia	Andersdotter	Swedish Pirate Party
Jennifer	Chan	Syracuse University
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Noel	Hidalgo	Technology Innovation - New York State Senate
Daniell	Krawczyk	TelVue Corporation
Katherine	Chen	The Graduate Center (CUNY)
Nick	Ciarelli	The Daily Beast
Adam	Chodikoff	The Daily Show
Ralph	Bernardo	The Disinformation Company
Gary	Baddeley	The Disinformation Company
Benny	Fine	The Fine Brothers
Rafael	Fine	The Fine Brothers
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Abram	Stern	UC Santa Cruz / Metavid.org
Adam	Fish	UCLA
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Melinda	Lee	Uncensored Interview
Mette	Birk	University of Copenhagen
Adnan	Hadzi	University of London
Tim	Shortall	University of Maryland, College Park
Virginia	Kuhn	University of Southern California
Jem	Mackay	University of the Arts, London

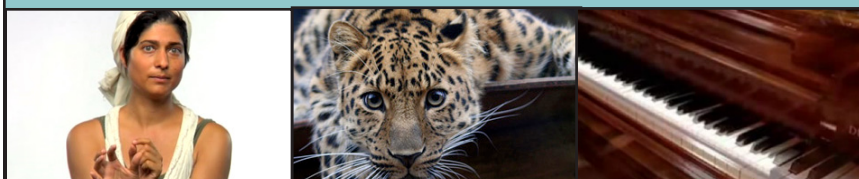


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Tom	Correia	VeriSign
Sunil	Patel	VeriSign
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VJ	Pixel	Video Livre / Open Video Alliance Brazil
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Jacob	Albert	Yale University / Students for Free Culture
Adi	Kamdar	Yale University / Students for Free Culture
Gary	Kahn	Zeitbyte Digital Media
Brandon	Arbini	Zencoder
Steve	Heffernan	Zencoder

## • LET'S GET • VIDEO ON WIKIPEDIA



In March 2010, the Open Video Alliance launched a campaign to encourage individual video contributions to the Wikimedia Commons. Want to help? Learn more at <http://videoonwikipedia.org>.

**Video for Wikipedia and the Open Web:**  
A Guide to Best Practices for Cultural Institutions

iCommons and Intelligent Television have created a report to help cultural and educational institutions understand and appreciate the possibilities presented by openly licensed assets for Wikipedia and the open web.  
<http://openvideoalliance.org/wikipedia>

NOTES





# OVC HACK LABS

October 3rd (10am-10pm)

NYU Interactive Telecommunications Program / 721 Broadway

If you're struck by a brilliant idea at any point this weekend, sketch it on a napkin and keep it in your back pocket.

Then, join us at NYU's Interactive Telecommunications Program for a full-day open space gathering for innovators of all stripes.—and make it happen. Meet and collaborate with conference attendees, HTML5 developers, transmedia storytelling experts, and more. OVC hack labs are a great place to put ideas into action and stick around with new friends. The hack labs are open to the public, so spread the word.

Among the planned activities:

## WebMadeMovies hack day

Make interactive HTML5 video using Mozilla WebMadeMovies technology like popcorn.js.

## Kaltura hacktivities

Create robust video sites using the free+open source Kaltura CE 2.0 self-hosted software stack.

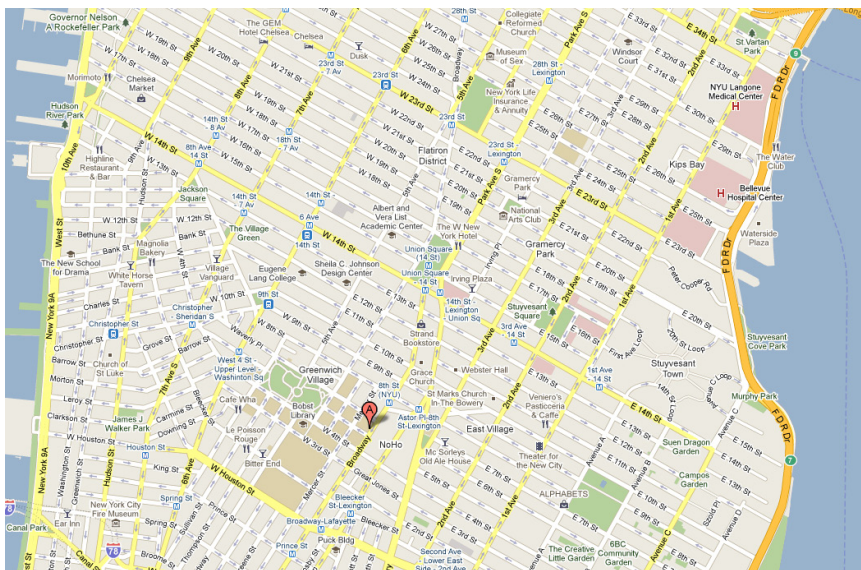
## Building solutions for human rights video

Collaborate with activists and developers from all over the world to improve the open video toolset. Co-organized with WITNESS.

*Or just grab a room and hack on your project!*

Space is available—propose your own activity at:

**<http://openvideoconference.org/hacklabs>**





## CONFERENCE DIRECTOR

**BEN MOSKOWITZ**  
*Open Video Alliance*

## VOLUNTEER COORD.

**ANNE JONAS**  
*Participatory Culture Foundation*

## EVENT PRODUCER

**DANIELLE ARMOR**  
*Columbia University*

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*Roadtrip Nation,*  
*joshlikesdesign.com*

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**ELIZABETH STARK** YALE ISP  
**PETER KAUFMAN** INTELLIGENT TELEVISION

REMIX CURATION  
**ELISA KREISINGER**

PARTY ORGANIZER  
**BEN SISTO**

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**CHRIS BLIZZARD** MOZILLA  
**SHAY DAVID** KALTURA  
**LEAH BELSKY** KALTURA  
**DEAN JANSEN** PARTICIPATORY CULTURE FOUNDATION  
**NICK REVILLE** PARTICIPATORY CULTURE FOUNDATION  
**LAURA DENARDIS** YALE ISP  
**ELIZABETH STARK** YALE ISP

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*Mozilla*

## STREAMING ENGINEER

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*openvideo.pro,*  
*openmeetings.org*

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mozilla  Kaltura



<http://openvideoconference.org>