

## Case Study Copyright Symposium Video Stream



The Copyright Symposium was a way to bring copyright and intellectual property issues to light for the entire campus community. The symposium was given by Mr. leuan Mahony, who gave many insights into copyright law, policy, and practice. Mr. Mahony is a Boston-based attorney who is the Technology Partner of Holland & Knight, one of the 15 largest law firms in the world. The Copyright Symposium was sponsored by I&T Learning, The Faculty Center for Professional Development, and the University Library.

### The Challenge

The challenge was to ensure that the entire campus community could benefit from this event. The Copyright Symposium was of great value to the campus constituents and it was important that anyone who wanted access would not be turned away. Room capacity, personal schedules, and individuals that were out of town were all issues that had to be considered.

### The Solution

I&T Learning's solution was to provide access to the event virtually for those that could not

attend personally. The event was streamed live online and over the campus cable system. Overflow rooms were available for those who wanted to attend in person but could not fit in the presentation room. In addition to being able to watch remotely people were giving the option to send in their questions electronically via e-mail or instant messaging; the questions were addressed in the Q&A session for everyone's benefit.

The event was also recorded and available on-demand. This allowed individuals that could not watch the live event to still benefit from the symposium as well as giving the option for repeat viewings to anyone who is interested.

### Behind the Scenes



Many different tools available to I&IT Learning had to be used synergistically to pull off the many aspects that made the Copyright Symposium available both live and on-demand. A video crew set up a multi camera shoot with several microphones to ensure that the entire event's audio and video were captured. Our Mobile Streaming Unit (MSU) was deployed on location. The MSU is basically a studio on wheels and is used to record events done outside of the studio.

The MSU feed is then routed through our fiber optic system to our audio/video matrix. The matrix controls all of our audio and video feeds. Once the Copyright Symposium has reached the matrix it can be routed to all our desired locations; Our live online channel, campus cable channel 33, and our overflow rooms.

Once the event is completed the video is placed on our streaming servers is available for anyone to watch on-demand within minutes. The combination of all these efforts ensure that no one was left out from great events like the Copyright Symposium.

### The People Involved

**Executive Producer:** Hye Ok Park

**Video Production:** Rick Cass, Terry Hogan

**Video Crew:** Richard Garippo, Cha Apostol, Cinthya Martinez

**Streaming Engineer:** Imran Hamid

**Video Engineer:** Trevor Henderson