

Why a Secure Video Platform is a Priority for Your Organisation

Video everywhere...

Advancements in connectivity, online video, social media and mobile devices have led to a massive shift in our relationship with video content. It has generated a huge increase in demand for online video services such as YouTube and Vimeo, where users can showcase and monetise their work. In addition, there are services such as Netflix and Amazon providing premium entertainment on demand that have become standard in the modern home almost overnight. What we can take from this is that video is the format people want more than any other and, according to Cisco, by 2019 global consumer internet video traffic will make up around 80% of all consumer internet traffic.

This will continue to grow exponentially as further advancements in connectivity and delivery develop, and new technologies such as virtual and augmented reality emerge. Students and teaching staff have been sculpted by our new found interaction with video and now expect video to be part of the teaching and learning process as standard. The education system has responded accordingly with the introduction of pedagogical models such as flipped classroom and blended learning. This rapid increase in the requirement to deliver video content within the classroom has hit hurdles, as there are no specific guidelines or models to follow when looking to implement a digital strategy, leaving a lot of institutions unsure of the best way forward.

So what are the fundamental problems with the way video is currently being delivered?

The most common way video is delivered is via public platforms such as YouTube and Vimeo. These are great resources, but not necessarily for education. These services are heavily oversubscribed and, although they may host some educationally relevant content, a great deal of it is not. Finding the quality content that you want within such large repositories is also extremely difficult and, even if you are lucky enough to find what you want, it does not necessarily stay there. It is not uncommon for videos to be removed, leading to gaps in your learning resources and dead links in your learning portals. Using these platforms also makes it easy for students to be distracted with links to other content or even content that is inappropriate. In a recent poll of eStream customers, over half gave anecdotal evidence of instances where students had accessed inappropriate content via YouTube. A number said that the links to other YouTube content, along with uncensored/explicit comments, were the main source of unsuitable material.

“Planet eStream lets us store, organise and share staff and student content within individual schools, across the network and at our central office. Crucially, it also enables users to control exactly who has access to that content.”

The Girls' Day School Trust

“We're particularly keen to promote e-safety, and Planet eStream's Moodle plugin has helped us contain virtual learning within the college. It enables us to monitor who is looking at what and when. Planet eStream gives the college complete control and peace of mind.”

Kingston Maurward College

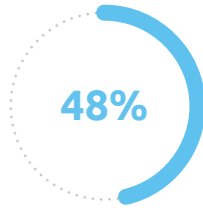
In February 2013, the Guardian newspaper highlighted that a study by Kaspersky, released to mark “Safer Internet day”, had revealed that children viewing popular kids TV programmes on YouTube could be 'three clicks away from explicit material'. Typically, the list of recommended videos, displayed on the right-hand side of the page after a video has shown, had provided a path to the explicit material. There have also been various incidents covered in the media where YouTube has come under scrutiny, most recently in June 2014 recruitment videos appeared for the groups Islamic State of Iraq and Levant (ISIS) featuring two young men from Cardiff.

These are obviously worrying statistics and examples and furthermore there is no way to track or moderate their usage within YouTube. In a nutshell you are not quite sure what students are viewing and, with growing concerns over e-safety within all education establishments, this has to be a concern that needs addressing. Some institutions have started to address the issue by simply banning the use of internet video services, leaving them with a huge gap to fill.

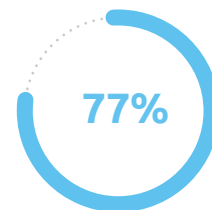
Delivering video within an educational environment is different. Essentially you require your own 'YouTube' style platform, but one that you fully control and has tools geared towards enhancing teaching and learning, however it still needs to be user friendly and as easy to use as any mainstream platform. What you require is your own Secure Video Platform (SVP) such as Planet eStream.

But what do educators using video within education really feel about YouTube?

We recently asked our Planet eStream user base to complete a questionnaire to share their experiences and help us with our research.



Have had instances where students have accessed inappropriate YouTube content from within their establishment



Have encountered issues with embedded YouTube or Vimeo links and content no longer being available

"Quite easy using YouTube, however we have to ensure the content is suitable for children, which entails viewing the whole video, which can be very time consuming. Using Planet eStream content is far more suitable for our needs as the content in our Planet eStream has already been checked for child suitability, therefore a simple content search and link provision is all that is required. Teachers find the Planet eStream option the best option, and it has replaced YouTube as the first port of call for subject content."

Gildredge House Free School

"I find that the YouTube clips used by teaching staff are not based in the UK, so the people in the video are using the wrong words or phrases."

Stockton Riverside College

"The problem of having content out on external platforms is that there is no guaranteed safeguarding of our learners. Keeping our students safe is our highest priority."

Sunderland College

"It can be very challenging to find appropriate content, and even more difficult when videos get removed and inappropriate advertising is placed on and around the video."









St Lawrence School

"Not always ideal or relevant though due to regional/global variations in language. Plus these external platforms tend to have advertising or links to other content which can be distracting to students."

Kirkless College

How does an SVP combat the issues associated with using social video platforms like YouTube?

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| Links to inappropriate content | An SVP provides a closed, secure, managed environment giving teaching staff the confidence that the content they are using is moderated |
| Finding relevant content is not easy and is time consuming | All content found on an SVP is controlled by the establishment with easy access to curriculum relevant content |
| No educational tools to streamline content | Most SVPs will allow users to edit content, add chapter points and other media to enhance the teaching benefits of the video being delivered |
| Content is moved or deleted leaving dead links within other platforms | As an SVP is an environment controlled by the establishment, this means that no content will be deleted or moved and links will always be intact |










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| <ul style="list-style-type: none">  Inappropriate comments  No tracking or traceability  Distracting adverts  Quality control | <ul style="list-style-type: none">  An SVP allows commenting as this greatly increases engagement amongst learners. However, unlike YouTube, a SVP will allow moderation to exclude the uploading of non-educational references  An SVP will allow you to trace who has viewed certain content  No SVP should incorporate adverts. The whole point is that they deliver content fast and efficiently to enhance learning not create distractions  Every second, an hour of video is uploaded to YouTube globally. Some of our recent feedback indicates that, although there may be content that is usable, the quality is questionable. Content held on an SVP is managed, quality controlled, and can therefore be trusted |
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“We give access to media resources created in house or recorded from TV, share photosets of pupils work and activities, record lessons or practicals for pupils to recall outside lesson time, and to provide a platform for pupils to share their own classroom created media with their teachers and peers within a safe environment.”













Canford School

Key benefits of a dedicated Secure Video Platform*









Students

-  Increase engagement with students
-  Easy access from any device, anywhere, 24/7
-  Engaging interactive tools such as quizzes and annotated video
-  Appealing UK based content from the BBC
-  Media rich assessment and project work through your VLE
-  Upload private media
-  Share, follow and interact with other users
-  Allow parents to view important events that are streamed live
-  Submit video responses for project work and as part of assessment

Teachers

-  Create video based resources for use in classes
-  Students will be able to access your learning resources from any device, anytime, anywhere
-  Create playlists of video content to bring lesson plans together in minutes
-  Simple and easy to flip the classroom
-  Highlight and annotate content to highlight the most important areas
-  Use content from the BBC Digital Archive as resources
-  Embed video from your SVP directly into your VLE course pages, projects and assessments
-  Allow students to submit video responses via your VLE
-  User friendly interface for teachers and students
-  Devise custom quizzes around video content and get instant feedback
-  Stream lessons live and make them available on demand for distance learners or absentees
-  Embed videos within Microsoft PowerPoint with a simple to use plugin

IT Managers

-  Full schema based permissions systems
-  Incredibly granular permissions to allow control of the availability of tools and content to specific users or groups of users
-  Works with your Microsoft Active Directory
-  Single sign on support
-  True streaming reduces bandwidth overheads; no more progressive download or large files
-  Customisable interface echoed across all devices ensures confidence for all users
-  Control digital signage from anywhere
-  Video compression reduces storage overheads

*based on features from Planet eStream

Feedback from Planet eStream users as to why their Secure Video Platform is integral to their teaching practices

99%

Agreed that the use of video and digital technologies within education increases student engagement

99%

Agreed that video is an important medium in the teaching and learning process

99%

Agreed that the use of digital technologies such as video should be used to complement and enhance teaching methods, not replace them

98%

Agreed that digital technologies are a strong enabler for students and should be blended with traditional teaching methods, to facilitate more efficient ways of working with young people

81%

Felt that the use of video within teaching and learning is no longer a luxury but a necessity

41%

Currently use flipped learning techniques

54%

Use Blended Learning

100%

Said that it was important for video delivery to be secure and moderated in an educational environment and 61% of those felt that it was essential

Innovative examples from Planet eStream users of how having an SVP helped enhance their teaching and learning

"We also ask students to record their presentations, then we can provide feedback via Moodle rather than wasting time watching them in class time."

Blackburn College

"We also use the video on-demand functionality to upload specific elements of a programme that are relevant to course subject matter for students to view as part of their homework so they come to lessons well prepared and ready to hit the ground running."

Loughborough Endowed Schools

"When studying Shakespeare we have multiple versions of the films and they use different sections based on the students they're teaching as some films work better with different students."

Morton School

"We assign videos that will have instructions for a task/information on a specific subject as homework, and then the students come in to the lesson to practically apply the information they learned by watching the videos."

Ipswich School

"Video recordings of catering assessments so students can see what they are doing and compare techniques; recorded demonstrations for students to play back or pause so that they can follow along."

Longfield Academy

"I get my A Level computer science students to watch videos about topics so that we don't waste valuable class time. They watch and then we discuss their understanding of the videos. This has allowed me to go into more depth within the time constraints of the newstyle A Level courses."

King James School

"Planet eStream is being widely used by the 40 lecturers involved in the flipped classroom programme. They are all regularly preparing lectures using eStream to embed video clips into our Moodle VLE as well as into Office 365 applications. Planet eStream makes this process very easy"

University of Eastern Finland

"The creation of screencasts to demonstrate theory, principles and methods as well as concise and tailored didactic content. Not lecture capture as such, but video as an alternative to information delivery."

College of West Anglia

"We also use video to promote some of the exciting work students do on wellbeing days in the school and make this available to all in the community."

Cramlington Learning Village

Considerations to make when investing in a Secure Video Platform

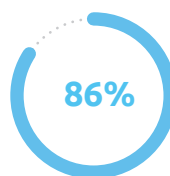
Think about what you want from a Secure Video Platform now and in the future. It is easy to think in the short term and satisfy your immediate needs but the use of video will continue to grow and teachers and students will demand more, as technology continually moves forward. So, make sure your chosen solution delivers scalability and tools that are already ahead of its time. This point is key, as choosing to change your platform can sometimes be difficult and some cloud based systems do not allow you to retain your media on-site should you leave their service. Making the wrong decision initially can lead to you being forced to stay with a substandard solution or risk losing your media.

1. Being able to secure, manage, and control your media is of huge importance within education, whether it is as simple as controlling age restricted content, or ensuring that users only see media that is appropriate to their level of education and courses they are studying. Placing restrictions on groups or individuals based on login helps to moderate content and to control the content that users can access.
2. Lesson recording and observation is growing. Over half of the people who completed our recent survey already record lessons or lectures, and the majority are using the recordings for both eLearning and as a tool for professional development.
3. The ability to plug in to other platforms is incredibly important as it allows your other learning platforms such as VLEs and websites to deliver video content. This can be as simple as embedding video into a course or allowing video submissions as part of an assessment process. The use of an SVP in conjunction with your VLE enriches both platforms, as providing rich video content within a VLE engages students and allows teaching staff to fully monitor students' progress. In our recent survey 71% of users told us that they ready embedded video content from their SVP into their VLE.

"Our hairdressing course, for example, created playlists of clips from episodes of EastEnders in Planet eStream to demonstrate customer service to students. Those playlists are shared via a course Facebook group and embedded in their Moodle course for students to watch and complete assignments."

City of Bath College

4. Live streaming is becoming an absolute must for most educational establishments for a range of scenarios, from remote learning to streaming awards ceremonies and events. The issues surrounding live streaming usually relate to the complexities of configuration. The ease of setting up a live stream should definitely be a priority, as well being able to control who views that stream.



59% of respondents to a recent Planet eStream survey said that they already use live streaming within their organisation and 86% said that they could definitely see the requirement for live streaming in the future.

5. Many of those that move to an SVP will previously have stored their video materials in shared folders on network drives or shares. The main complaints associated with this are storage capacity, organisation and the guarantee of playback of various video formats. An SVP will always compress the video whilst retaining a good quality video standard to reduce file sizes. The compression process will also standardise on a video format that is optimised for playback on all modern devices. The fundamental principle of an SVP is to create a media library so that it is simple and easy for end users to find the content they are after.