

East Coast Ivy League University Media Operations

Not too long ago, TelVue[®] was approached by a highly regarded East Coast university (that under policy does not allow its name to be used) to help solve its video capture and distribution needs. The university, which we will refer to as Ivy University, or "IU", has about 6,000 undergraduates and a somewhat fewer graduate students. The mission of the IU Media Center is to support all video on campus, including live events, podcasting, live TV and streaming. It also supports public distribution of a number of events each year on the local cable network and occasionally on national television.

IU has numerous occasions each year during which it hosts highly regarded scholars, public officials, and policy makers or advisors on a wide range of topics ranging from the natural and social sciences to the humanities and foreign policy. All of these events, along with conferences, dedications, commencement ceremonies and a significant number of course lectures are captured, encoded and stored for easy indexing and access by students.

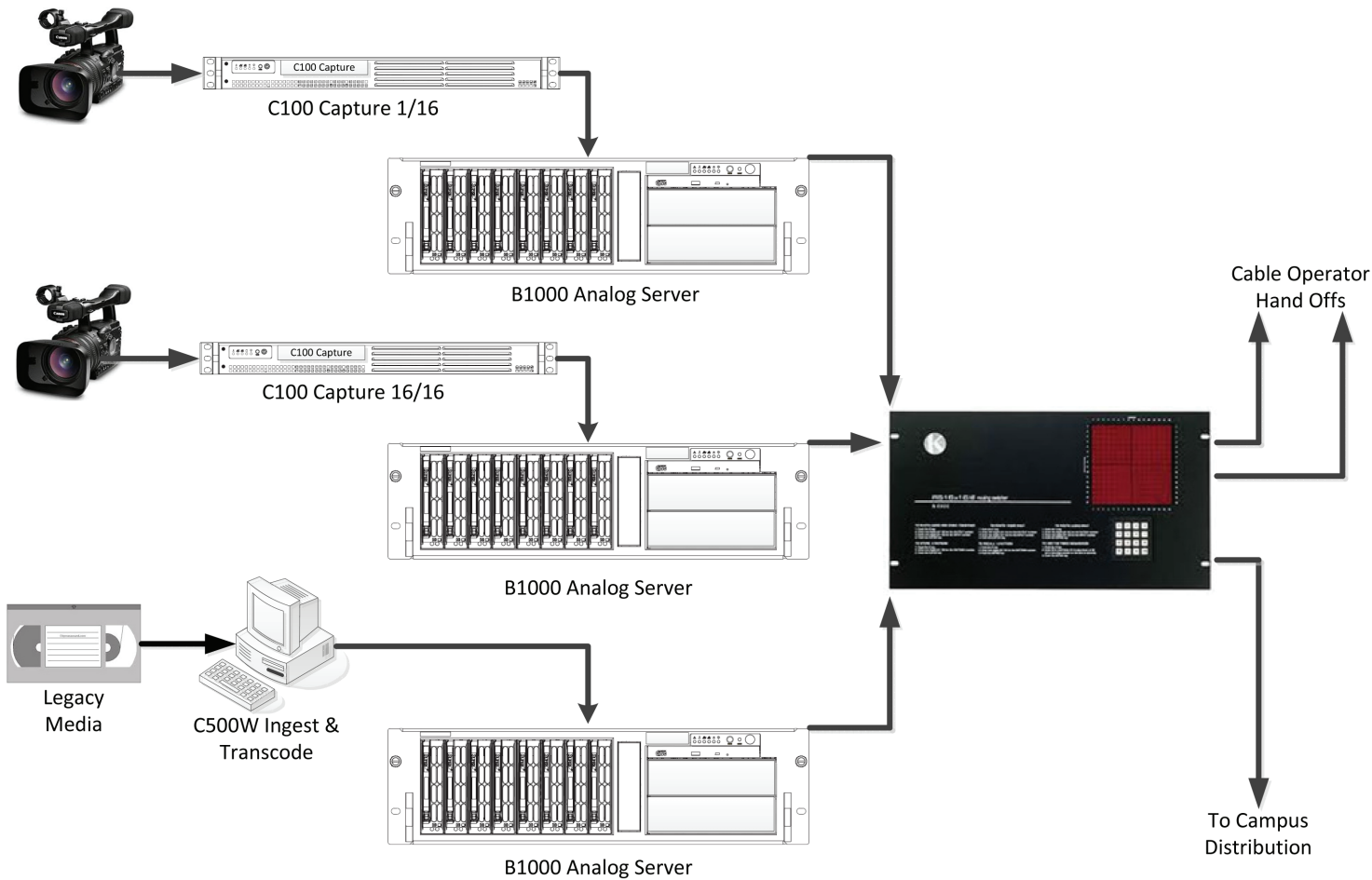
The Media Center is also playing a role in keeping alumni connected to IU. The IU Alumni Council has pushed the continued development of education initiatives and courses on subjects that alumni have pushed for. Overwhelmingly, the most popular communications medium for this effort is on-demand video. The benefits of the TelVue equipment supported alumni education programs make it a very high priority at IU, and a rapidly spreading best practice across the country.

In addition, IU has a trove – tens of thousands of hours - of archival film which it has been digitizing and cataloging for academic and teaching use. Students produce hundreds of hours of video related to course work, projects and passions – which encompass IU sports, as well as more exotic subjects.

To support this demanding mission, the IU Media Center has 6 staff members, a production studio, and several TelVue B-1000's, C-100's (capturing SD analogue) and C-500s (transcoding). 16 class rooms are outfitted with permanent systems for capture, and the Media Center maintains a set of systems which are reserved for temporary venues around the campus.

For distribution, B-1000's feed multi-switcher systems which enable distribution limited to IU's co-axial cable system, to campus IP streaming, or to the Comcast Cable system. Charles, the executive director of the IU Media Center, is now being called upon to support mobile broadcasts, but also finds that the expectations bar has been rising every year on capture and distribution across fiber and co-ax networks. "People here are now expecting video (capture, ingest and distribution) to be as pervasive and convenient as electricity. It takes solid equipment and a skilled team to meet the demands".

While TelVue[®] has been helping IU achieve its mission, IU has helped TelVue[®] by keeping it ahead of the curve with new and interesting requirements each year.



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