



An Introduction to TF-Media

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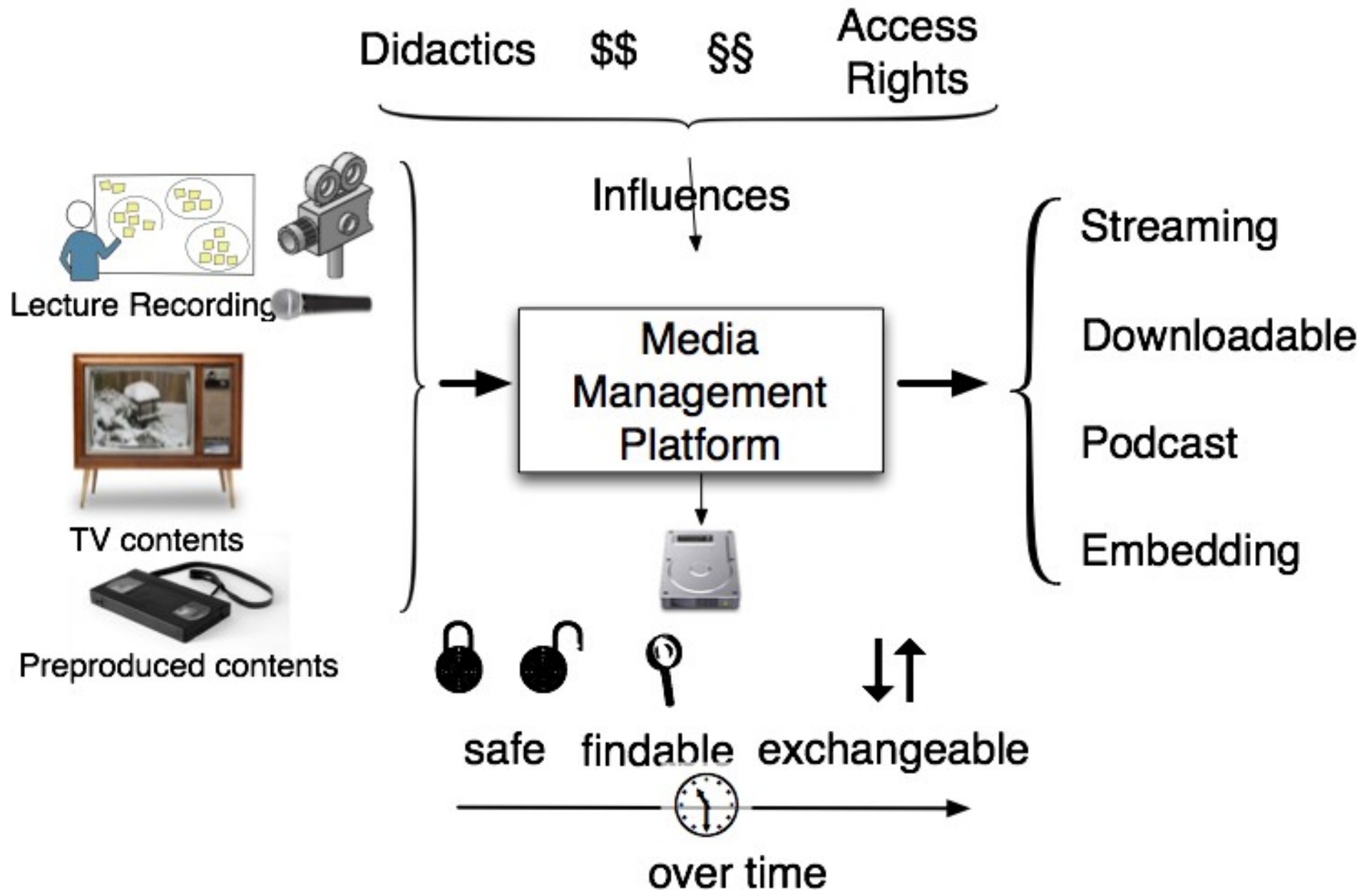
# Outline

- Background - «The components»
- Motivation – Why a TERENA Task Force ?
- TF-Media Terms of Reference
- Liaising with TF-TCP

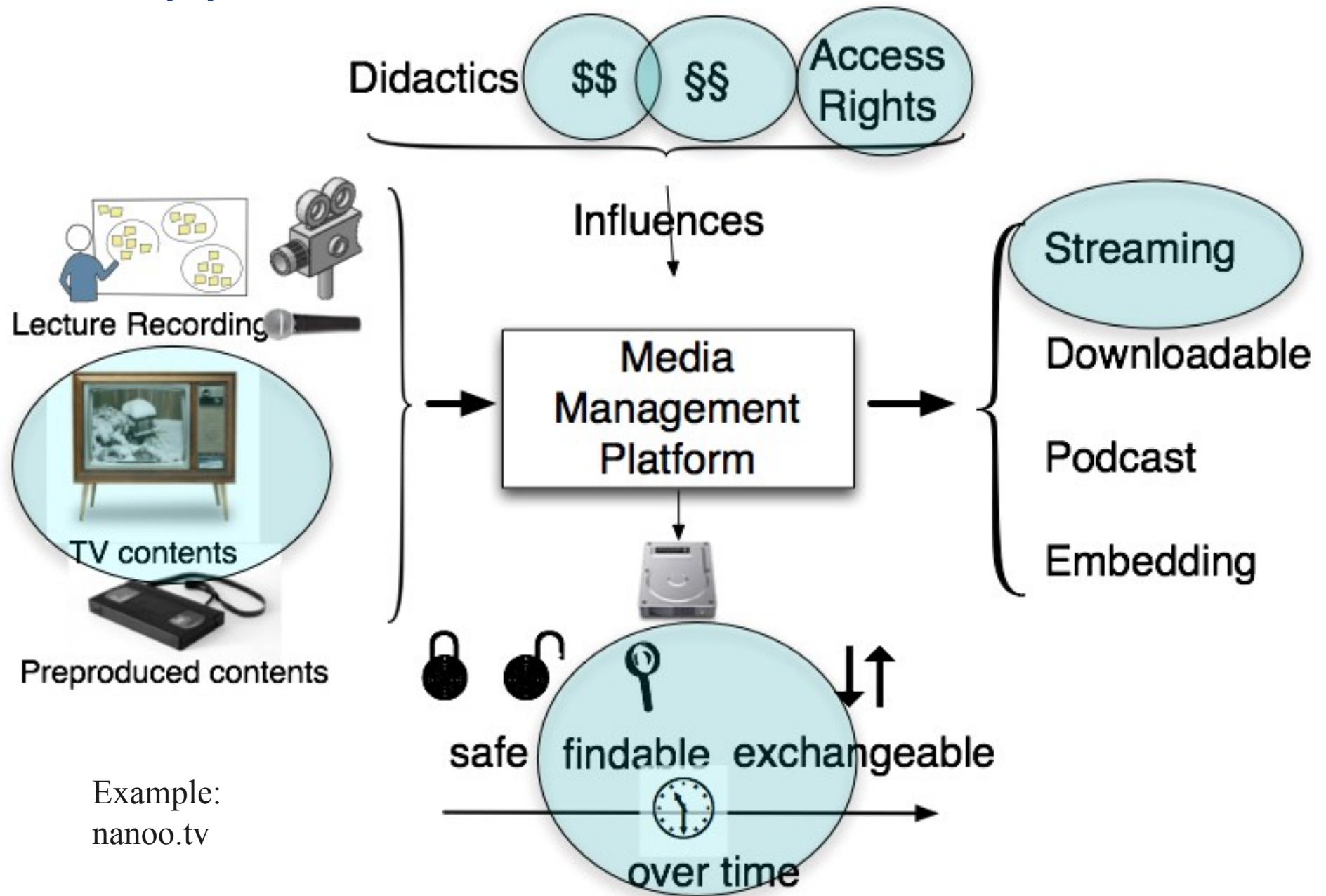
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(Most of the following slide are borrowed from TF-Media Chair, Andy Zbinden.)

# The Components

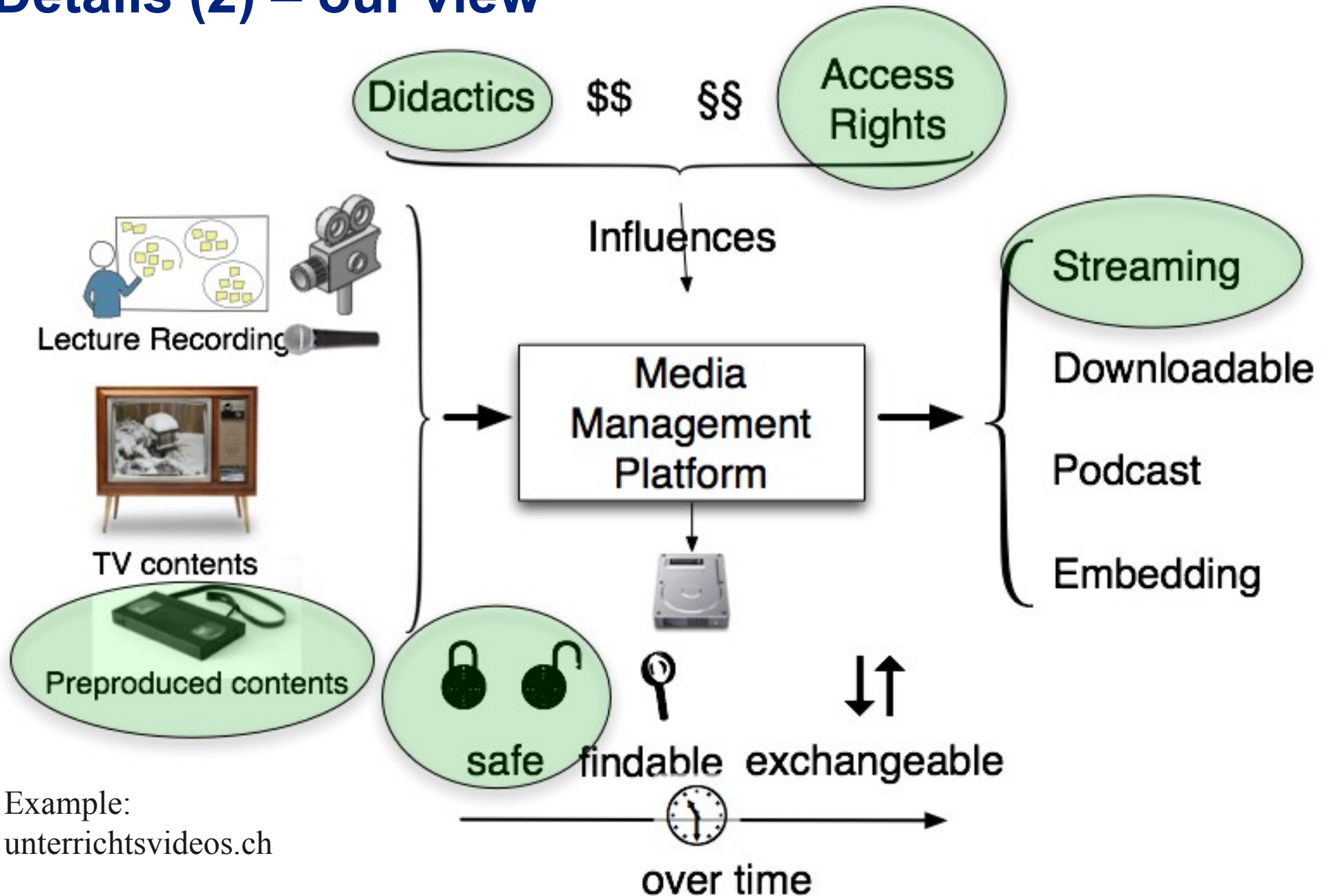


# Details (1) – our view



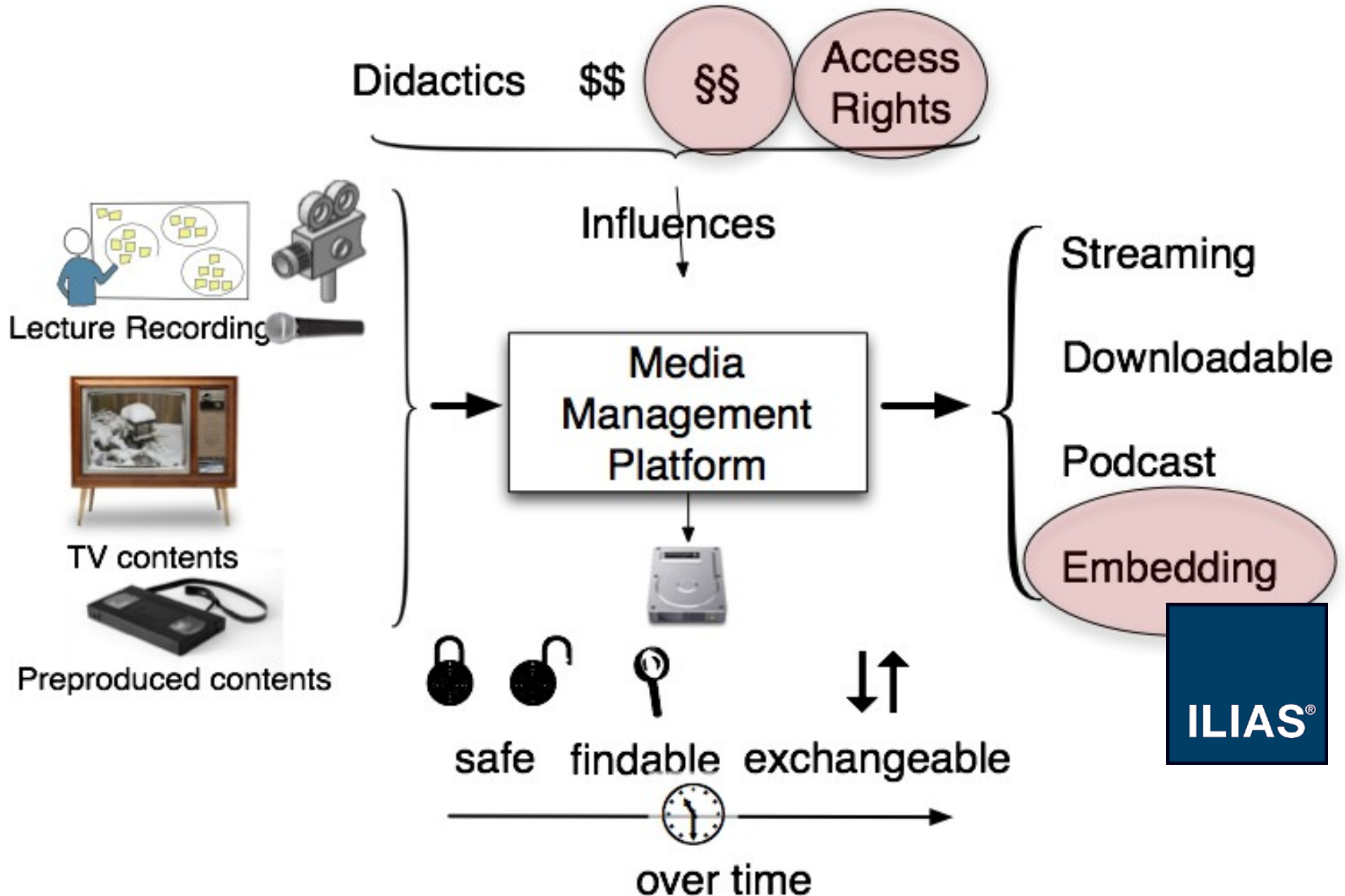
Example:  
nanoo.tv

## Details (2) – our view



Example:  
[unterrichtsvideos.ch](http://unterrichtsvideos.ch)

# Details (3) – Embedding



# Why a TERENA Task Force?

- NRENs well positioned to provide services and infrastructure required for media asset management (MAM) in HEI.
- Some NRENs already provide MAM services
- Most NRENs are considering / have intentions
- Some NRENs have developed components of own MAM systems
- Some NRENs have integrated commercial MAM components
- Sharing media assets across HEI domains and nations has great potential
- **It's time to join forces...**

# TF-Media Terms of Reference

- Aims
  - Forum for exchange of ideas
  - Promote open standards
  - Foster federation of content and metadata
  - Identify and coordinate collaboration
  - Draft guidelines and best practices
  - Liaise with relevant other TFs and communities
- Chair Andy Zbinden (SWITCH)
- Secretary Peter Szegedi (TERENA)

## TF-Media Terms of Reference (2)

- 14 NREN participants:  
CARnet, CESNET, CSC/Funet, FCCN, GRNET, HEAnet, JANET(UK), NIIF, PSNC/PIONEER, RedIRIS, SURFnet, SWITCH, UNI-C, UNINETT
- 10 Academic participants  
ETH Zurich, Universidad de Vigo, Østfold University College, Universidad Carlos III de Madrid, Université Pierre et Marie Curie (UPMC), University of Cambridge (CARET), University of Porto, University of Nottingham, Universidad Politécnica de Valencia, CINECA InterUniversity Consortium
- 5 Work Items

## Liason with TF-CPR

- Who needs «help» in believing media in HEI is the future?
  - Students - already believe (iTunes U, YouTube EDU ...)
  - HEI administration - several “cost efficiency” arguments
  - Content creators
    - Students – already believe, need guidance
    - Academic staff – **need help** (next slide)
- TF-CPR -> TF-Media
  - Short term: Collect best practices in “helping”
  - Longer term: Maybe more...

# Potential for educational market, the universities and knowledge in Europe – 2/3

## Obstacles in the way to get there

Why tutors see no benefit in making their lecture available:

- Plagiarism: “others use my dearly produced lectures”
- Offense: “others emphasize on my faults”
- © threats: “the material I used may be copyrighted”
- No merits for ‘going public’

## To overcome:

- Mental hurdles
- Procedural hurdles

Thank you.