



UNIVERSITY OF CENTRAL OKLAHOMA
Information Technology

UCO On Demand Usage Guidelines

Purpose

UCO On Demand is a media management and content delivery system, hosted by Kaltura, for higher education that provides a means for managing, delivering, creating, and accessing university-related media content. The solution is designed for academic purposes.

This service offers faculty and staff the ability to create, upload, and distribute multimedia content through mobile, online, and offline environments. It allows content owners to publish, manage, and analyze their video and other rich-media content. For students and visitors, UCO On Demand provides an abundance of possibilities to access content on a wide variety of subjects including course lectures, presentations, university marketing, department or program information, and training sessions.

These guidelines and procedures regarding use of UCO On Demand are meant to assist in ensuring that the University's resources serve the intended purpose.

Scope

These guidelines and procedures apply to all users of UCO On Demand, including users who contribute video content, information, and other materials, skills or services, as well as users who access UCO On Demand service either through the Website or via the Learn@UCO(D2L) integration.

All users of UCO On Demand must comply with all federal, state, local, and other applicable laws; all UCO and individual UCO information technology and network related rules and policies; all applicable contracts and licenses; and these Terms of Use. The Office of Information Technology reserves the right to change, at any time, at its sole discretion, the provisions of the service and these Terms of Use.

Roles and Responsibilities

Users: Those individuals using UCO On Demand resources have the responsibility for managing their use of the service in accordance with University policies and procedures.

Multimedia Services: Multimedia Services, a unit in the Technology Resource Center, is responsible for the management of UCO On Demand services and shall ensure that measures are in place to manage access and use of UCO On Demand in accordance with these guidelines and procedures as well as other relevant University policies, guidelines and regulations.

Definitions

Content Author (Owner/Creator/Producer): The content author is the person who created/developed the original content.

Content Contributor/Editor: The content contributor/editor is the person who contributes to existing content and or adds/manipulates content to a UCO On Demand channel with permission from the content owner.

Guidelines

1. Administration for UCO On Demand

The Office of Information Technology is responsible for the administration, maintenance and support of the UCO On Demand interface and associated infrastructure for accessing UCO On Demand. Content in UCO On Demand is stored off-campus on servers hosted by Kaltura.

The Office of Information Technology also offers training and tutorials on how to utilize UCO On Demand through the Technology Resource Center. For questions related to support and training for UCO On Demand, contact the UCO Service Desk at support@uco.edu or 405-974-2255.

All colleges, departments, and University groups using UCO On Demand are responsible for the uploading and management of all **private, protected, and public content** for their respective areas as well as the creation and maintenance of site galleries and or collections.

All **protected content** is maintained by the respective content author/contributor for the respective course or private page the content is tied to. Protected content within UCO On Demand is only accessible to members of the UCO community with a valid authentication. If a private course is created for a college or department that already maintains a public site, the private course will be created under that respective college or department and is subject to internal college or departmental policies governing content contained within UCO On Demand.

Uploading content is the responsibility of the content creator or producer. Backup of materials uploaded to UCO On Demand is the sole responsibility of the content provider. Neither Kaltura nor UCO Information Technology is responsible for maintaining backups.

2. Content and Content Ownership

Content Classification: Content may be classified as private, protected, or public within UCO On Demand.

- **Private Content:** Content that is only visible in the media space Portal to the content owner and can only be shared by the content owner. This is the default setting when content is uploaded.
- **Protected Content:** Content that only members of the UCO community can view and requires a secure login to access the content.
- **Public Content:** Content that is shared with everyone and can be viewed by the public and does not require secure login should be classified as public content.

Content Categories: Content uploads to UCO On Demand may be categorized into one of the following areas:

- **Marketing & Public Relations** – Content for the purpose of marketing the University of Central Oklahoma to prospective students, alumni, donors, and public. Content uploaded to this section may be subject to review by University Relations.
- **Events, Conferences and Symposiums** – Content in this category is for the promotion and sharing of University of Oklahoma events and activities. Content that falls into this category will typically require the completion of a talent release form .
- **Teaching and Learning** – Content in this category supports the academic mission of UCO (instructor lectures, student assignments, experimental videos, college activities, etc.). Content in this category will typically be classified as protected (viewable by UCO students, faculty and staff via secured login), unless approved by the designated college or department administrator.
- **Development & Training** – Content in this category includes informational or training materials for UCO faculty, staff, and students.

Each piece of content uploaded to UCO On Demand is associated with an individual’s campus-provided credentials. This individual or ‘primary author’ is responsible for the content and associated data uploaded to UCO On Demand.

3. Media Retention

Media stored in UCO On Demand is controlled entirely by the primary author. The primary author only has access to make media available to a private channel within UCO On Demand. Inappropriate content can also be removed by its owner without warning. UCO On Demand is not a permanent media repository solution. Content on UCO On Demand can be removed by its owner without any warning. Content on UCO on Demand is considered an unauthenticated copy of content that exists elsewhere and is not considered a University permanent record.

4. Copyright

According to the [U.S. Copyright Office](#) copyright is a protection provided to "authors of [original works], including literary, dramatic, musical, artistic, and certain other intellectual works." Primary authors are responsible for observing [U.S. Copyright Law](#) including educational fair use guidelines, obtaining appropriate permission from the copyright holder, and following University policies when incorporating third party content into UCO On Demand.

You are not permitted to redistribute audio, video, or PDF files without the permission of the copyright holder (usually the original content author and/or publisher).

Original audio, video, and PDF files that you create are protected by copyright, even if they are made available in UCO On Demand.

If the University of Central Oklahoma reasonably believes or is notified that any of your files violate copyright law, they may be removed from UCO On Demand without notice.

5. Accessibility

By uploading content on UCO On Demand, you agree to ensure that the content meets the [Accessibility Checklist for digital media](#) for the University of Central Oklahoma.

6. Media Release Form

In the event that content includes pictures, audio, or video recording of students, faculty, staff, or any other third party, the content author and/or contributor may need to obtain written permission from them in advance of posting content to UCO On Demand (streaming.uco.edu). Written permission is obtained by using the UCO Media Release Form and/or UCO Talent Release Form. Contributors and/or content authors and publishers are responsible to maintain all obtained permissions in their records.

7. Storage and Backup

The main focus of UCO On Demand is towards academic content and marketing usage. UCO is aware that posting material online is a way to increase your audience to market a University College/Department.

Although most content on UCO On Demand is intended to remain indefinitely, there is no guarantee on how long content will remain. It is not intended to be a permanent or long-term repository or archive for audio and video content or course materials. All content contributors are responsible for backing up their content.

8. Limitations of Use

If storage capacity and bandwidth issues occur, the Office of Information Technology reserves the right to limit uploaded material, remove older content, or to charge for use of the service.

Procedures

1. Supported Formats

UCO On Demand (streaming.uco.edu) supports the distribution of compressed audio and video files. It is recommended to use the following formats when you output your audio and video content:

- **Audio files:** (AAC, MP3) with appropriate file extensions (.m4a, .mp3). For best results during playback, Kaltura recommends the following specifications:
 - Audio Format: Baseline Low-Complexity Profile with AAC-LC (Music)
 - Data Rate: Up to 160 Kbps
 - Channels: Stereo in .m4v, .mp4, and .mov formats
 - Output Sample Rate: 48 kHz
 - Encoding Quality: Better
 - Video files can be in MPEG-4 format with H.264 compression with the appropriate file extension (.mp4, .m4v, or .mov).
 - Data Rate: 256 Kbits/sec

- Image Size: 320 x 240
 - File Size not to exceed 300MB
 - Frame Rate: 30
 - Key Frame: Every 24 frames
- **Video files:** MPEG-4 format with H.264 compression with the appropriate file extension (.mp4, .m4v, or .mov). For video files, Apple recommends the following:
 - Video Format: MPEG-4 with H.264
 - Data Rate: 256 Kbits/sec
 - Image Size: 320 x 240
 - File Size not to exceed 300MB
 - Frame Rate: 30
 - Key Frame: Every 24 frames

2. UCO IT Standard Support Procedure

1. Contact Service Desk by e-mail (support@uco.edu) or phone 405-974-CALL (2255)
2. Provide the following contact information: First Name, Last Name, Email Address, and Daytime Phone Number.
3. Clearly state your technical issue.
4. A work order will be generated in the Service Desk ticketing system and assigned to a Media Services staff member who will contact you within 24hours or less.
5. For Service Desk Hours, visit <http://www.uco.edu/technology/support>

FAQs

Why utilize Streaming.uco.edu

It provides an opportunity to widely distribute digital lectures, music, performances, speaker presentations, and more that convey academic and intellectual opportunities at the University of Central Oklahoma. It also provides a way to reach a much wider global audience and enhances the educational experience by offering a powerful mechanism for media delivery.

Are there any proprietary digital rights management (DRM) schemes inserted into content on Media Space (streaming.uco.edu)?

No, all content within media space is free of any digital rights management. Ownership of all content uploaded to media space remains with the content author and/or creator.

How long will content remain on Media space (streaming.uco.edu)?

Although most content on MyMedia is intended to remain indefinitely, there is no guarantee on how long content will remain. It is not intended to be a permanent or long-term repository or archive for audio and video content or course materials. All content contributors are responsible for backing up their content.

Will training and support be provided?

UCO IT Technology Resource Center will be offering ongoing training and support on how to create, upload, and maintain content. For more information contact the TRC at trc@uco.edu.

Is content uploaded to media space exempt from copyright or intellectual property right restrictions?

No, all content uploaded and contained within media space (streaming.uco.edu) is not exempt from copyright and intellectual property laws. Unless you have written permission from the author of the copyrighted work, it is not legal to include that work in your content. It is the responsibility of the content creator to verify that the information contained within their content is not violating any copyright or intellectual property right laws.

Will I need an account to view content?

No, all public content on media space (UCO Ondemand) is free of charge and does not require a login to view the content. Some content on media space is considered protected and will require credentials whether the content creator has given you the necessary permissions to view their content.

Effective Date: March 1, 2015