

OPEN VIDEO **CONFERENCE**



JUNE 19-20 **NYC**

Ponder this: by 2013, online video will account for 90% of all internet traffic.

The emergence of video as the web's killer app has been fascinating. It has set in motion substantial changes for the way we communicate with the world. The most obvious symptom of this change is the slow-motion burial of the TV broadcast model, with consumers increasingly moving to an online, on-demand viewership model. Business models are changing—you've read about this in the business and popular press. Yet something more subtle is happening at the same time. Video is becoming a primary tool for self-expression. Things like video cameras and desktop editing software are now cheap and ubiquitous, making it easy for casual computer users to speak to a mass audience.

So we're here in part to celebrate this new million-channel network, and the potential it brings for individuals to participate in the formation of a more democratic culture. From the webcam embedded in your laptop screen, to the lens of the indie filmmaker; to the cell phone of the Iranian citizen journalist—we are surrounded by devices and software that enable us to powerfully wield the moving image.

But the future of online video is even more significant than it would seem at first blush. That's because the legal and technological battles surrounding online video are, at their core, battles for the future of the internet.

Video on the web can't simply be "internet TV" or a glorified on-demand system. For its potential to be fully realized, online video must be a dynamic medium that invites clipping, archival, remix, collage, repurposing, and other transformations that are currently inhibited by law or by lack of tools. As a medium, online video will be most powerful when it is fluid, like a conversation. Like the rest of the internet, online video must be designed to encourage participation, not passive consumption. Most importantly, it must be supported by a strong foundation of open technologies and open standards.

This conference is about building and protecting the underlying architecture for the emerging online video medium. But it's also about exploring the future of the internet. As video becomes a preferred mode of communication, it's increasingly important that video devices and content aren't locked down. The open web is still in its infancy, and there are unimaginably cool things coming down the pipeline.

How might we define open video? Some discussion starters:

- Are the technologies in use transparent? Do they allow you to peer inside to understand how they work - enough for someone to be able to build something similar or integrate in ways you didn't expect?
- Does the core technology in use require permission before it can be used? Can individuals build things and publish them without fear of a legal backlash?
- Are the decisions around the core technologies transparent? Can you see what the influences were and who made them?

— Ben Moskowitz (Conference Director) & Chris Blizzard (Mozilla)

auditorium seminar I seminar II		
9:00 AM - 10:00 AM <i>Doors Open - Registration begins</i>		
10:00 AM - 10:15 AM <i>Opening Remarks</i>		
10:15 AM - 10:45 AM <i>Keynote: Yochai Benkler</i>		
10:45 AM - 11:30 PM <i>Mozilla: The Future of Open Video</i>	10:45 AM - 11:30 AM <i>From Open Circuits to Open Video</i>	
11:30 AM - 12:10 AM <i>Fair Use Battles: Discussion</i>	11:30 AM - 12:30 PM <i>Metadata Roundtable I: Time-Based Metadata</i>	
12:10 PM - 12:30 PM <i>Lizz Winstead: Featured Talk</i>		
12:30 PM - 1:15 PM <i>Lunch</i>	12:30 PM - 1:15 PM <i>Lunch Teach-in: Obama, Tech Policy & the Promotion of Open Video in Washington</i>	12:30 PM - 1:15 PM <i>Content Delivery Discussion</i>
1:15 PM - 1:45 PM <i>The Pirate's Dilemma: Keynote</i>		1:15 PM - 2:05 PM <i>Independent Video Platforms</i>
1:45 PM - 2:35 PM <i>Lightning Talks</i>		2:05 PM - 2:35 PM <i>A Narrative for Openness</i>
2:45 PM - 3:15 PM <i>Open Video in the Developing World</i>	2:45 PM - 3:15 PM <i>Eyebeam: Art, Technology & Video</i>	2:45 PM - 3:15 PM <i>Archive.org</i>
3:15 PM - 3:45 PM <i>The People vs. Comcast & AT&T</i>	3:15 PM - 4:00 PM <i>Emerging P2P Technologies</i>	3:15 PM - 4:00 PM <i>Human Rights and Indigenous Media: Dilemmas, Challenges and Opportunities</i>
3:45 PM - 4:15 PM <i>Open Video on Wikipedia</i>	4:00 PM - 4:30 PM <i>Open Media Stack</i>	4:00 PM - 4:30 PM <i>The Mobile Journalism Collective</i>
4:15 PM - 4:40 PM <i>The Eclectic Method (VJs)</i>	<i>Break</i>	
4:45 PM - 5:05 PM <i>How to Make a Political Remix Video</i>	4:45 PM - 5:45 PM <i>Drupal and Plone Video Platform Showcase</i>	4:45 PM - 5:15 PM <i>Developing Critical Student Voices Through Fannie Lou TV)</i>
5:05 PM - 5:25 PM <i>DVD Jon: Featured talk</i>		5:15 PM - 5:45 PM <i>Institute for the Future's People of the Screen and the Global Lives Project</i>
5:25 PM - 5:45 PM <i>The Politics and Poetics of DeCSS</i>		
5:45 PM - 6:15 PM <i>Steal These Films: Brett Gaylor, Jamie King, Henrik Moltke</i>		5:45 PM - 6:15 PM <i>Mediaspace Potentials and Mapping Open Video</i>
6:15 PM - 6:30 PM <i>Closing Remarks</i>		
7:00 PM - 10:00 PM <i>Clips! the Open Video Afterparty 7-10PM [158 Blecker St]</i>		

<ul style="list-style-type: none"> ● auditorium ● seminar I ● seminar II ● lecture hall 			
9:00 AM - 10:00 AM <i>Doors Open - Meet and Greet</i>			
10:00 AM - 10:10 AM <i>Opening Remarks</i>			
10:15 AM - 10:45 AM <i>Clay Shirky: Keynote</i>			
10:45 AM - 12:15 PM <i>Industry Perspectives on Open Video: Panel</i>		10:45 AM - 11:45 AM <i>Crowdsourcing an Open Government</i>	10:45 AM - 12:30 PM <i>Open Video in Education</i>
12:15 PM - 12:30 PM <i>A TEDtalk about TED</i>		11:45 AM - 12:30 PM <i>Transmedia Activism</i>	
12:30 PM - 1:30 PM <i>Lunch</i>	12:30 PM - 1:30 PM <i>Open Video in Europe</i>	12:30 PM - 1:30 PM <i>Creative Commons Luncheon: Metadata, RDFa, and Bumpers, Oh My!</i>	
1:30 PM - 2:00 PM <i>Xeni Jardin: Keynote</i>			
2:05 PM - 3:05 PM <i>Public Media, Open Content, & Sustainability</i>	2:05 PM - 2:45 PM <i>FOSS Editing Showcase</i>	2:05 PM - 2:35 PM <i>Second Hand Film Making, CleverTV & ArtHouse Pirates</i>	2:05 PM - 3:00 PM <i>ROFLMemes: the Social Life of Viral Videos</i>
	2:45 PM - 3:15 PM <i>What Open Video Makers Want</i>	2:35 PM - 3:50 PM <i>Metadata Roundtable II: Best Practices</i>	
3:05 PM - 3:50 PM <i>Perspectives from Traditional Media</i>	3:15 PM - 3:50 PM <i>Free and Open Source Systems for Playback</i>		3:00 PM - 3:50 PM <i>Automated DMCA Takedowns & Web Video</i>
4:00 PM - 4:30 PM <i>Amy Goodman: Keynote</i>	4:00 PM - 5:00 PM <i>Royalty-Free Video Codecs and Standardization: Working Group</i>	4:00 PM - 5:00 PM <i>Audiovisual Archives: Birds of a Feather session</i>	4:00 PM - 5:00 PM <i>Independent Web Video Producers on the Changing Landscape</i>
4:30 PM - 5:10 PM <i>Emerging Video Art</i>			
5:10 PM - 5:30 PM <i>Purefold</i>	5:00 PM - 6:00 PM <i>HTML5 and <video>: Working Group</i>	5:00 PM - 5:20 PM <i>Online Video Culture</i>	5:00 PM - 6:00 PM <i>Who Owns Popular Culture? Remix and Fair-Use in the Age of Corporate Mass Media: Panel</i>
5:30 PM - 6:00 PM <i>The Evolution of Storytelling</i>		5:20 PM - 6:00 PM <i>TBA</i>	
6:00 PM - 6:30 PM <i>The Future of Video and How to Stop It: Capstone by Jonathan Zittrain</i>			

WEB AND INTERACTIVE

twitter / flickr / and co

Please tag all photos and video with "openvideo." The conference hash-tag is #openvideo. Go forth and be social. We'll also do live screening of questions, using Twitter; if you've got one for a presenter, simply tweet @openvideo and you may get an answer!

flip cams / kaltura player

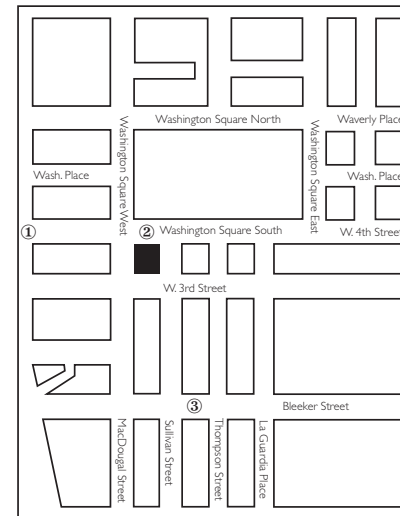
There are 10 flip cams available for checkout by attendees—go to the registration desk to borrow one for two hours. We'd like to encourage anyone who is interested to grab a camera and do some impromptu interviews!

Conference related footage can be uploaded to any video service, but we're encouraging folks to use the custom system that Kaltura built for watching, uploading, and editing video. To check it out, visit: <http://openvideoconference.org/kaltura>

now you can (the open video how-to desk)

Now You Can is a help desk for all levels of users. If you've never uploaded video in your life, we can help. If you need more information on transcoding video to Ogg Theora, we can help. If you have a super technical question, we can probably answer it. Now You Can is located in the Greenberg Lounge

The desk is open at all times, but you can find out about specific events at: <http://openvideoconference.org/nowyoucan>



AREA MAP

- ①
W. 4th Street Metro Station,
A, C, D, E and F Trains
- ②
Vanderbilt Hall, NYU
40 Washington Square South
- ③
(le) poisson rouge
153 Bleeker Street



OTHER EVENTS

HACK DAY (SUNDAY, JUNE 21)

IT'S FOR EVERYONE! (not just coders) Sunday after the conference, everyone is welcome back to cross-pollinate, decompress, collaborate, and basically chill out. Everyone is welcome, from video makers, to policy folks, to coders, to friends of the family (you don't need a conference pass to get in). Guaranteed mellow time, so make sure you drop by.

THE AFTER PARTY

Friday Night Good Times

Friday, June 19 | 7:00 pm - 10:00 pm

(le) poisson rouge | 153 Bleecker Street

No internet video conference would be complete without a bad ass after party. You'll be treated to danceable audiovisuals from live video remix DJs, Eclectic Method, and music+visuals by Red Foxx and Bloodsugar. Free drinks!

SCREENINGS

RIP: A Remix Manifesto

Directed by Brett Gaylor

Saturday, June 20 | 7:45 pm

Tishman Auditorium

Vanderbilt Hall, NYU

40 Washington Square South

An award winning feature length documentary which examines copyright issues in the information age.

Sita Sings the Blues

Created by Nina Paley

Sunday, June 21 | 2:00 pm

Tishman Auditorium

Vanderbilt Hall, NYU

40 Washington Square South

A critically acclaimed animated version of the epic Indian tale of Ramayana set to the 1920's jazz vocals of Annette Hanshaw.



FRIDAY, JUNE 19

10:00 - 10:15 [auditorium]

Opening Remarks

Welcome by Shay David (Kaltura). Opening Remarks by Elizabeth Stark (Yale ISP/iCommons) and Dean Jansen (Participatory Culture Foundation).

10:15 - 10:45 [auditorium]

Yochai Benkler: Keynote

Yochai Benkler is the Berkman Professor of Entrepreneurial Legal Studies at Harvard, and faculty co-director of the Berkman Center for Internet and Society. He writes about the Internet and the emergence of networked economy and society, as well as the organization of infrastructure, such as wireless communications. His work traverses a wide range of disciplines and sectors, and is taught in a variety of professional schools and academic departments. In real world applications, his work has been widely discussed in both the business sector and civil society. His most recent book, *The Wealth of Networks: How social production transforms markets and freedom* (2006), is considered a seminal piece on peer production and the power of networked societies. His work can be freely accessed at www.benkler.org.

speaker: Yochai Benkler — Professor, Harvard Law School and Faculty Co-Director, Berkman Center for Internet and Society

10:45 - 11:30 [auditorium]

Mozilla: The Future of Open Video

Mozilla, a strong supporter of the open web, will present its vision for the future of online video. This presentation will include a live demonstration of new open video technologies in Firefox 3.5 that will empower people to communicate and innovate in new ways. Additionally, a representative from Dailymotion will give a brief overview of its initiative to offer over 300,000 videos in open formats.

speaker: Chris Blizzard — Director of Evangelism, Mozilla Corporation

speaker: Mark Surman — Executive Director, Mozilla Foundation

10:45 - 11:30 [seminar I]

From Open Circuits to Open Video

The radical challenges to television, art and culture made by video artists in the 1960s and 1970s find their echo today in the principles of Open Source, Creative Commons, Open Content and other emerging principles of participatory culture. This presentation argues that the most radical proponents of video art were always concerned with establishing alternative networks of communication based on the principle of "open circuits" and "participation TV". An understanding of this histori-



FRIDAY, JUNE 19

cal context is helpful in highlighting the potentials to be found in today's web-based networks that privilege "sharing", "participation" and "openness."

presenter: Ross Harley — Head of School of Media Arts, University of New South Wales (Sydney)

11:30 - 12:10 [auditorium]

Fair Use Battles: Discussion

Falzone will discuss his experience defending Shephard Fairey in the much-discussed Obama Photo case, and McSherry will talk about her ground-breaking work in *Lenz v. Universal*, a case fighting for the acknowledgment of fair use in issuing DMCA video takedowns.

speaker: Anthony Falzone — Executive Director of the Fair Use Project at Stanford Law School

speaker: Corynne McSherry — Staff Lawyer, Electronic Frontier Foundation

11:30 - 12:30 [seminar I]

Metadata Roundtable I: Time-Based Metadata

A discussion of various implementations of time-based metadata by current practitioners. Each member of the roundtable will present briefly on the time-based metadata solution they're using, what it does well now and what are the remaining challenges.

session leader: Devon Copley — Fellow, Berkman Center for Internet and Society at Harvard University

session participant: Matt Berry — CTO, Digitalsmiths

session participant: Chris Jackson — URIPlay

session participant: Andrea Rota — UTagIt

session participant: Abram Stern — Metavid / UC Santa Cruz

session participant: Joerg Waitelonis — Yovisto

12:10 - 12:30 [auditorium]

Lizz Winstead: Featured Talk

Online video can be a powerful tool for satire and commentary, enabling independent voices to challenge the way the news is presented. Lizz Winstead, co-creator of *The Daily Show* and co-founder of *Air America Radio*, will share her vision for a world where connected citizens keep an eye on those who are supposed to be keeping an eye on elected officials. Winstead is currently involved with *Shoot The Messenger Productions*, an independent comedy group that performs a weekly satirical news summary in the form of the Off-Broadway show, *Wake Up World*.

speaker: Lizz Winstead — Co-creator, The Daily Show and Shoot the Messenger

OPENVIDEOCONFERENCE.ORG



FRIDAY, JUNE 19

12:30 - 1:15 [seminar II]

Lunch Teach-in: Obama, Tech Policy & the Promotion of Open Video in Washington

Video will remain open only as long as copyright, telecom, and broadband policies support an open video ecosystem. But there are forces in Washington that want to eliminate fair use and restrict your use of the Internet and wireless networks. Hear from insiders about what's going on and what we will need to do in DC to keep Open Video alive.

discussion leader: Leah Belsky — Fellow, Yale Law School's Information Society Project

participant: Art Brodsky — Communications Director, Public Knowledge

participant: Marvin Ammori — Assistant Professor of Law, University of Nebraska-Lincoln

12:30 - 1:15 [seminar I]

Content Delivery Luncheon

What role can Content Delivery Networks play in supporting Open Video? Hear from Akamai, Level3, and Livestream—3 global leaders in the content delivery space. Learn how they currently support open source systems and what they plan to do in the future to expand the possibilities of digital distribution.

discussion leader: Shay David — Co-founder and VP of Business and Community Development, Kaltura and Fellow at Yale Law School's Information Society Project

participant: Tim Napoleon — Chief Strategist for Digital Media, Akamai

participant: David Reisfeld — Content Markets Team, Level 3

participant: Livestream (speaker TBD)

1:15 - 1:45 [auditorium]

The Pirate's Dilemma: Keynote

Piracy can be a business model, argues bestselling author Matt Mason. Rather than battling pirates, producers should learn from them. Instead of chasing lost revenues through expensive and contentious litigation, or locking down content with intrusive access controls, producers should leverage this new cultural phenomenon. As a consultant, Mason helps firms understand how pirates light the way: they create markets, signal trends, and develop innovative ways to reach these markets.

speaker: Matt Mason — Author, The Pirate's Dilemma

1:15 - 2:05 [seminar I]

Independent Video Platforms in '09: Working Group

In the last few years a plethora of new independent video spaces have come online, particularly spaces engaging with human rights, environmental, social justice and free

OPENVIDEOCONFERENCE.ORG



FRIDAY, JUNE 19

culture. With large scale commercial spaces like YouTube, Yahoo Video and others dominating the online video arena (and many campaigners choosing these spaces over the independent alternatives) how relevant and effective are the niche spaces? How can they improve and effect change?

discussion leader: And Lowenthal, Engage Media (engagemedia.org)

discussion leader: Tony Shawcross — Executive Director, Denver Open Media

participant: Sanjay Banghar — Developer, Pad.ma

participating project: Richard Herring — visionOntv

participant: Rianne Hodson — ryanishungry.com

participant: Reisa Levine — Producer, citizenShift

participant: Sameer Padania — Manager, the Hub

participant: Michael Verdi — michaelverdi.com

Note: Active participation is open to anyone interested in independent platforms for video publishing. 1:45 - 2:00 [auditorium]

1:45 - 2:35 [auditorium]

Lightning Talks

Earth-Touch

Earth-Touch is a new type of wildlife filmmaking company. Earth-Touch's mission is to celebrate the beauty of nature and to reflect what happens in the natural world truthfully and instantaneously to a global audience. Earth-Touch is different to other mainstream wildlife production companies because it is making high quality wildlife media free, accessible and available to the online video watching community.

Critical Commons

Critical Commons is a non-profit advocacy coalition that supports fair use of media for learning and creativity, providing resources, information and tools for scholars, students and creators. Our aim is to build open, informed communities around media-based teaching, learning and creativity, both inside and outside of formal educational environments. This presentation highlights some key features of Critical Commons including the ability to upload and share media, tagging, annotating and commenting on video clips, and the creation of playlists to share with students, members of your community and the public at large.

presented by Steve Anderson — Assistant Professor, USC School of Cinematic Arts

Blender

A brief showcase and demo of Blender, a powerful free and open source 3d modeling, rendering, and video compositing software.

OPENVIDEOCONFERENCE.ORG



FRIDAY, JUNE 19

presented by Bassam Kurdali — Director and Animator, Elephant's Dream (2006)

Reframe (Tribeca Film Institute)

Brian Newman is the president & CEO of the Tribeca Film Institute (TFI) where he leads the Institute's innovative programs in support of filmmakers, youth and the public. Brian conceived and launched the Reframe project of TFI, a unique initiative that is digitizing and make available thousands of films for DVD, streaming and video on demand.

Uncensored Interview

Uncensored Interview creates high-quality open licensed interviews with musicians, connecting fans and artists. They are pioneers in the industry, and have recently been transcoding their videos into the Ogg Theora format.

2:05 - 2:35 [seminar I]

Narrative for Openness

In this session Adnan Hadzi and Andrea Rota develop a narrative for openness, focusing on media and technologies but within the broader context of social and human development. Adnan Hadzi presents a case for the strategic use of copy-left licenses within the dataspheres of peer-to-peer networks by establishing data spheres, acknowledging the need for a social contract which can uphold an ethical viability for existing data spheres. Andrea Rota extends this case further, highlighting how openness can be seen as an essential trait of the "human enterprise" rather than one of many possible ways to develop creative and technological processes.

presenter: Adnan Hadzi — PhD Candidate, Goldsmiths College, University of London

presenter: Andrea Rota — CTO, Xelera and MPhil Student, London School of Economics

2:45 - 3:15 [auditorium]

Open Video in the Developing World: Discussion

Two leading figures from Brazil and Nigeria will highlight the role that open video has to play in the developing world. Igwe, a prominent producer in Nollywood, one of the world's largest film industries, will explain the new models that Nigerian film producers have adopted. Lemos, a professor and renowned free culture leader in Brazil will explain how people in developing countries have innovated and created their own models for video and cultural production.

speaker: Charles Igwe — Principal Consultant, the Big Picture

speaker: Ronaldo Lemos — Director of Center for Technology and Society, Fundação Getulio Vargas (FGV) Law School, Brazil

2:45 - 3:15 [seminar I]

OPENVIDEOCONFERENCE.ORG



Archive.org: Universal Access to Human Knowledge

Archive.org, solicits collections of multimedia (esp. digital books, video, and audio) from libraries, as well as the general public. The media are stored forever, for free, and made available for public download. To ensure preservation, Archive always keeps the originally submitted file and format and stores it forever. To address user accessibility, Archive makes an effort to find formats that are both popular and high quality, relative to the bandwidth availability of the day. Maintaining an original copy allows Archive to update the user accessible formats, as necessary. For instance, Archive recently recoded all 200,000+ videos in its collection to the open and royalty free Ogg Theora format.

presenter: Tracey Jaquith — Web Engineer, Archive.org

2:45 - 3:15 [seminar II]

Art, Technology & Video at Eyebeam

Kenseth Armstead, Jon Cohrs, and Jeff Crouse, resident artists of the Eyebeam Art & Technology center, will present three projects that deal with the creation and distribution of video content. Kenseth Armstead's forthcoming movie "Spook™" uses an experimental production system called "open source casting." Jon Cohrs' newly launched "OMG I'm On TV" makes a grab for an available slot of antiquated bandwidth before it is repurposed. Jeff Crouse's "Delete City" is a Wordpress plug-in that ensures that no photos or videos will ever be deleted from the Internet, ever.

presenter: Kenseth Armstead — Resident Artist, Eyebeam Art & Technology Center

presenter: Jon Cohrs — Resident Artist, Eyebeam Art & Technology Center

presenter: Jeff Crouse — Fellow, Eyebeam Art & Technology Center

3:15 - 3:45 [auditorium]

The People vs. Comcast & AT&T: Internet and Video in The Age of Obama

The future of the Internet – and online video – will be decided by lawmakers in 2009 and 2010: will the Internet be neutral, open, competitive and fast enough for ubiquitous high-def video? Will the US continue to fall behind the rest of the world in broadband speed and affordability? Will the 40% of Americans without broadband bridge the digital divide? Will there be a place for critical journalism and independent video in a digital America?

speaker: Josh Silver — Executive Director, Free Press

3:15 - 4:00 [seminar I]

Human Rights and Indigenous Media: Dilemmas, Challenges and Opportunities

The key elements of an open video culture are the capacities and opportunities for

participation, fair use of existing media and transparency.

However, from a human rights perspective, issues of consent, representation and revictimization emerge in an open and networked online environment of reworking, remixing and recirculating video and other imagery. How do we go about "incorporating the Universal Declaration of Human Rights" into the "terms of service" of both open video culture and broader online video? How do we introduce ideas around consent and human dignity into the broader ecosystem? How do we respect cultural worlds where transparency is not always a desired outcome, as certain images should not be seen by outsiders, by the uninitiated, or by opposite genders? What can be learnt from the experiences of remix culture, fan fiction and political use of remixing to-date?

moderator: Sameer Padania — Manager, the Hub (hub.witness.org)

panelist: Faye Ginsburg — Director of the Center for Media and Professor, NYU

panelist: Lea Shaver — Fellow, Yale ISP

panelist: Sam Gregory — Program Director, WITNESS

3:15 - 4:00 [seminar II]

Emerging P2P Technologies

Numerous programs have attempted to integrate a Video On Demand (VoD) p2p functionality into browsers, but have failed to catch on. Several teams are competing for a YouTube-like experience, without server and infrastructure cost. The session leaders will report on the progress of P2P-Next, the largest team of scientists and engineers in this area. They are currently working on merging this architecture with the novel HTML5 implementation, streaming Bittorrent content providing an high-level user interactivity.

presenter: Riccardo Petrocco — Researcher, Tribbler group (P2P-Next)

presenter: Diego Rabaioli — Software Engineer Consultant, TU Delft University

3:45 - 4:15 [auditorium]

Open Video Collaboration in Wikipedia

Since January 2008, the Wikimedia Foundation has worked together with Kaltura to bring the ability to collaboratively edit video sequences to Wikipedia, based on open standards.

We will show how these technological approaches enable us to go beyond what is possible in contemporary proprietary web video frameworks. Building on the technological foundations laid by the Annodex and Xiph Foundation as well as open web standards implemented through browsers like Mozilla Firefox, we can treat



video on the web in much the same way we treat and transform text. We will present the current state of these technological developments and contextualize them in Wikimedia's long term approach to open collaboration around rich media.

speaker: Michael Dale — Lead Developer of Video Efforts, Wikimedia Foundation (in collaboration with Kaltura)

speaker: Shay David — Co-founder and VP of Business and Community Development, Kaltura and Fellow at Yale Law School's Information Society Project

speaker: Erik Moeller — Deputy Director, Wikimedia Foundation

4:00 - 4:30 [seminar I]

The Mobile Journalism Collective (MojoCo.Org): How does citizen 2.0 change the face of information?

In the face of a more networked world, as the definition of "content provider" evolves beyond monikers like NBC, CBS, ABC - even PBS - and begins to include "unknown" names like "envirogirl-11206," new players are using video to introduce audiences to broader themes and truer life stories. By virtue of this change we citizens, presented with an unprecedented opportunity, are asked to evolve, be prepared to pick from the bevy of choices, engage with more communities; tell better stories of our lives and our perspectives – in essence we are asked to become Citizen 2.0. What are the responsibilities of citizen 2.0? Does citizen 2.0 production replace or augment traditional journalism? What are the new models incorporating citizen 2.0 into legacy forms of media distribution and production? And how does citizen 2.0 content reshape the value of information? All these questions and more are currently in the ether of the moment and the Mobile Journalism Collective at MojoCo.org attempts to address them by training new voices, and opening an honest dialogue on what should be the new principles of information sharing for a more civically engaged world.

presenter: Nonso Christian Ugboke, Director of the National Black Programming Consortium

4:00 - 4:30 [seminar II]

Open Media Stack: A Royalty-Free Video Compression Technology

The OMS Video project in Sun Microsystems Laboratories is a component of the Open Media Commons initiative (<http://www.openmediacommons.org/>). The goal of the OMS Video project is to develop a royalty-free video codec. To date, an initial specification for the video codec has been published <http://www.openmediacommons.org/collateral/OMS-video-v0.9.pdf>. A reference implementation for the video codec will soon also be made available to the community under royalty-free terms.

One of the principle differentiators of the OMS project is the emphasis placed on

the proactive approach to patent analysis and identification of prior art. Digital media technologies have been developed for many years, and hence are moving out of the patent window. With OMS, we take the same approach that has been successfully taken by the "generic" drug manufacturers in the pharmaceutical industry. Many components of the technology that pass as "recent innovation" may indeed be obvious spins on old ideas, or actually quite old themselves. The DCT, the foundation of most modern codecs in the last two decades, and arithmetic coding are two such technologies where prior art has been identified. Hence these technologies have been included in the OMS specification.

presenter: Gerard Fernando — Senior Staff Engineer, Sun Microsystems Laboratories

presenter: Michael DeMoney — Senior Staff Engineer, Sun Microsystems Laboratories

presenter: Kelly Kishore — Researcher, Sun Microsystems Laboratories

4:15 - 4:40 [auditorium]

The Eclectic Method: Featured Talk

A demonstration of the art and science of audiovisual remix.

Eclectic Method's audio-visual mash-ups feature television, film, music and video game footage sliced and diced into blistering, post-modern dance floor events. It's a cyclone of music and images mashed together in a world where Kill Bill fight scenes and Dave Chappelle's Rick James rants are ingeniously cut and looped over bootleg samples, DVD scratches and pumped-up dance anthems. It's a real-time subversion of technology and media performed live on video turntables for what LA Weekly called a "mesmerizing" sensory overload.

speaker: Ian Edgar — VJ/DJ, Eclectic Method

speaker: Jonny Wilson — VJ/DJ, Eclectic Method

4:45 - 5:05 [auditorium]

How to Make A Political Remix Video: Featured Talk

Jonathan McIntosh is a pop-culture hacker, video remix artist, citizen photo journalist, new media teacher and activist. He has presented political remix video work at Ars Electronica, the 24/7 DIY Video Summit, the IP/Gender Conference, and the Mashup/Remix Conference. His social justice photography has been featured in magazines, newspapers and documentary films around the world, all licensed through Creative Commons. He is also the co-editor of the Political Remix Video blog. All of Jonathan's creative work can be found on his site at rebelliouspixels.com

speaker: Jonathan McIntosh — Video Remixer & Activist, rebelliouspixels.com

4:45 - 5:15 [seminar I]

Developing Critical Student Voices Through Fannie Lou TV (FLTV)

Fannie Lou TV (FLTV) began as part of a school-wide election simulation that mirrored the 2008 Presidential Election. For 3 months the video production class functioned as a community news station covering the election events going on at Fannie Lou Hamer Freedom High School. Every few weeks an episode of FLTV was uploaded to blip.tv and viewed by the whole school. Following the election FLTV continued to create and air episodes on issues of concern to students such as, safe sex, racism in the media, and teen relationship abuse. In this session, student reporters from FLTV will show clips from their shows and discuss how the process of creating FLTV offered them the opportunity to initiate community dialogue within their school.

discussion leader: Pam Sporn — Fannie Lou Hamer Freedom High School, Bronx, NY

student presenters: Natalee Capella, Charlotte Duaryenneh, Carla Lopez, John Ruiz

4:45 - 5:55 [seminar II]

Drupal and Plone Video Platform Showcase

A few years ago setting up your own video publishing platform was a difficult task. Now a myriad of open source tech tools exist to build and run your own platform. This session will showcase a handful of cutting edge video hosting and distribution platforms done in Drupal and Plone.

The Open Media Project, an initiative sponsored by the Knight Foundation, is working to leverage Drupal to give local communities more control over their public access channel. The system builds on several existing modules and maintain the suite of new modules through Drupal's CVS and is developing modules that are flexible enough for a variety of uses beyond public access channels.

Annotation Field is a drupal module, developed Columbia's Center for New Media Teaching and Learning, which allows annotation for video—including YouTube video—as well as audio, images, and text.

Plumi is a Free Software video sharing Content Management System based on Plone and produced by the EngageMedia collective. Plumi enables you to create your own sophisticated video sharing site; by adding it to an existing Plone instance you can quickly have a wide array of functionality to facilitate video distribution and community creation.

Blue Droplet Video (formerly known as OpenPackage) is a scalable and dynamic video publishing system, built on Drupal.



Plone4Artists aims to offer artist/musician communities a portal that works out-of-the-box and which can be modified to suit their particular needs.

presenter: Nate Aune — Plone4Artists

presenter: Jonathan Brown — Creator, Blue Droplet Video

presenter: Andy Nicholson — Lead Developer, Plumi

presenter: Brian O'Hagan — Digital Media Technologist, Columbia Center for New Media Teaching and Learning

presenter: Kevin Reynen — Lead Drupal Developer, Open Media Project

5:05 - 5:25 [auditorium]

DVD Jon: Featured Talk

Jon Lech Johansen, also known as DVD Jon, is famous for his work on reverse engineering data formats. He is most famous for his involvement in the release of the DeCSS software, which decodes the content-scrambling system used for DVD licensing enforcement. Jon later became "iTunes Jon," breaking Apple's FairPlay DRM for iTunes. More recently, he has been working on doubleTwist, a program for managing all media types across devices.

Jon will tell the story of DeCSS, his rise to folk-hero status in the software development world, and about his current work in the consumer software sector:

speaker: Jon Lech Johansen, aka DVD Jon — Founder, doubleTwist

5:15 - 5:45 [seminar I]

Institute for the Future's People of the Screen and the Global Lives Project

David Evan Harris will present preliminary results of People of the Screen, an Institute for the Future research project on the future of the medium of video and the role it will play in our lives over the next 5 to 10 years. David will also present a progress report on the Global Lives Project, a growing video library of human life experience, which now includes 24-hour video recordings of daily life of individuals from Lebanon, Serbia, India, China, Indonesia, Malawi, Brazil, Japan and the US.

presenter: David Evan Harris — Executive Director, Global Lives Project and Research Affiliate, Institute for the Future

5:25 - 5:45 [auditorium]

The Politics and Poetics of DeCSS: Featured Talk

In this talk, NYU Steinhardt professor Gabriella Coleman visits the protests surrounding the DeCSS arrest and lawsuits that unfolded between 1999 and 2003 in order to examine when and how a new vibrant free speech sensibility was ce-



FRIDAY, JUNE 19

mented and refined among Free and Open Source developers. Contained within this story are important lessons about the role of conventional protests and unconventional protests (in this case, in the form of poetry and art) for establishing this free speech ethic.

speaker: Gabriella Coleman — Assistant Professor, NYU Steinhardt School of Culture, Education, and Human Development

5:45 - 6:15 [auditorium]

Steal These Films

These panelists are together on one stage for the first time; each directed a feature length film addressing copyright in the digital age. While these films do share a common theme, their approaches to the issue are all radically different. Each was produced in a different country and, not surprisingly, was funded and released in a unique way. Join them as they discuss copyright in the digital age, the craft of filmmaking, and Open Video.

speaker: Jamie King — Director, *Steal this Film I & II*
speaker: Henrik Moltke — Director, *Good Copy Bad Copy*
speaker: Brett Gaylor — Director, *RIP: A Remix Manifesto*

5:45 - 6:15 [seminar I]

Mediaspace Potentials and Mapping Open Video

In the first part of this session Kari-Hans Kommonen will discuss the broader context of digital media evolution. As all media is becoming digital, the media environment is changing from media specific devices and rigid, corporate controlled channels into a flexible, software designable open space, the Mediaspace, where anyone can produce and distribute, a shift that is also the fundamental force driving Open Video. What new potentials does the emerging Mediaspace present for society, media and for Open Video? The second part, hosted by Sanna Marttila, discusses the concept of openness and its various characteristics, and maps different definitions and dimensions in open video. The aim is to shed light on some of the current understandings and emerging practices of open video through online video clips. The mapping is conducted collaboratively online during the conference where everyone is invited to share their videos and views.

presenter: Kari-Hans Kommonen — Director, Arki research group in the Media Lab of University of Art and Design Helsinki
presenter: Sanna Marttila — Researcher and Project Manager, Arki research group in the Media Lab of University of Art and Design Helsinki



SATURDAY, JUNE 20

6:15 [auditorium]

Closing Remarks

Closing remarks by Nicholas Reville (Participatory Culture Foundation).

7:00 - 10:00 [Le Poisson Rouge, 158 Bleecker St]

Clips! the Open Video After Party

presented by Red Hat, free drinks



10:00 - 10:15 [auditorium]

Opening Remarks

Welcome by Ben Moskowitz (Conference Director). Opening Remarks by Shay David (Yale ISP/Kaltura) and Leah Belsky (Yale ISP/Kaltura).

10:15 - 10:45 [auditorium]

Clay Shirky: Keynote

Clay Shirky is a writer, consultant and teacher on the social and economic effects of Internet technologies. He teaches New Media as an adjunct professor at New York University's (NYU) graduate Interactive Telecommunications Program. His courses address, among other things, the interrelated effects of the topology of social networks and technological networks, how our networks shape culture and vice-versa. He has written and been interviewed extensively about the Internet since 1996. His columns and writings have appeared in Business 2.0, the New York Times, the Wall Street Journal, the Harvard Business Review and Wired.

speaker: Clay Shirky — Professor, Interactive Telecommunications Program at NYU

10:45 - 12:15 [auditorium]

Industry Perspectives

As internet video matures, industry players will play an integral part in shaping the online video ecosystem. A combination of open and proprietary technologies has fueled the development of digital video, making it a staple on the web. How will this relationship unfold in the future? What technologies will power internet video long-term? What forms will video delivery take, and what innovations will propel the medium forward?

Harvard's Jonathan Zittrain moderates a discussion with industry experts on the future of online video, the role of innovation, and its relationship to open source and open standards.



moderator: Jonathan Zittrain, Professor, Harvard Law School and co-Founder, Berkman Center for Internet & Society

panelist: Nikhil Chandhok, Senior Product Manager, YouTube

panelist: Mike Hudack, CEO, blip.tv

panelist: Avner Ronen, CEO, Boxee

panelist: Jennifer Taylor, Flash Product Manager, Adobe

10:45 - 12:30 [lecture hall]

Open Video in Education

At the intersection of open content and open tools, leading practitioners and developers of education video initiatives discuss their motivations, concerns, recommendations, and predictions for open video in academia. Themes of this session will address the separation between openness and availability of educational video content: What principles drive educational video practices? How are educational video efforts made to be meaningful within a curricular context? In a perfect world, where all video content and tools are open—enabling collecting, curating, analyzing, editing, sharing—how can educators make meaningful engagements with video?

session leaders: Vince Stehle (Surdna Foundation) and CNMTL

participants include: Representatives from Cambridge University's Centre for Applied Research in Educational Technologies, Columbia University's Center for New Media Teaching and Learning, Grantmakers in Film & Electronic Media, Participatory Culture Foundation, University of California, Berkeley's webcast.berkeley, and University of Ljubljana's VideoLectures.net. A series of presentations will be followed by a structured discussion.

10:45 - 11:45 [seminar I]

Crowdsourcing an Open Government: Using Distributed Video to Hold the Elected Accountable

The Sunlight Foundation is working to allow citizens, bloggers and journalists become their own best watchdogs by improving access to existing information, digitizing new information, and creating new tools and web sites to enable all of us to collaborate in fostering greater transparency. Thus far, as the Transparency Movement has developed, transparency has meant a primary focus on data sources for budgets, votes, earmarks and other such data that is—or should be—available online. As we move forward, though, it will be crucial to incorporate the work of citizen videographers, photographers and others in town halls and state legislatures around the country, to hold elected officials accountable for their words and actions where mere data does not reach. Join this workshop/brainstorm about how we move forward building a citizen-video infrastructure for the Transparency Movement that touches every community in the United States.

presenter: Jake Brewer — Engagement Director, Sunlight Foundation

presenter: Robert Millis — Capitol Hub

presenter: Abram Stern — UCSC/Metavid

11:45 - 12:30 [seminar I]

Transmedia Activism: Creating a cross-media platform for social issue campaigns

This workshop looks at opportunities to create social change using online tools and cross-media strategies. We will present the basic structure of a transmedia activism campaign and an illustrative case study, "Boomtown Babylon," a 30-minute interactive web documentary that encompasses a wide range of places, people and stories to present a participatory journey through the most acute extremes of the global urbanization phenomenon. Following will be a "hands-on" opportunity for all workshop participants to build part of a transmedia platform campaign around the presented issue that will demonstrate: issue and goal identification, story universe construction and content distribution. The last part of the workshop will be a conversation amongst all participants to engage with the questions of how and why content makers and activists will find this particular model useful in affecting impact and engagement.

presenter: Vicki Callahan — Associate Professor, UW Milwaukee

presenter: Lotje Sodderland — Director, Boomtown Babylon

presenter: Lina Srivastava — Consultant, Lina Srivastava Consulting

12:15 - 12:30 [auditorium]

A TEDtalk about TED: Featured Talk

Jason Wishnow is a New York-based film director. He is also the Director of Film and Video for TED and co-creator of TEDTalks, the web video series that has been viewed more than 100 million times.

speaker: Jason Wishnow — Director of Film and Video, TED

12:30 - 1:30 [seminar I]

Creative Commons Luncheon: Metadata, RDFa, and Bumpers, Oh My!

In this semi-technical talk, Fred Benenson, Creative Commons' Product Manager will describe best practices for integrating CC licenses and CC licensed content in video. Also covered will be the various ways in which CC licenses are expressed currently on platforms and in communities, as well as future directions for the public licensing scheme in the video ecosphere. Particular attention will be paid to best practices for attribution, RDFa and HTML5 markup, Ogg Theora license expression and creation of standardized video assets for CC licensing in digital content.

presenter: Fred Benenson — Product Manager, Creative Commons

12:30 - 1:30 [seminar II]

Open Video in Europe Luncheon

In this session, representatives from the European movement for open video will share their efforts and meet others working toward openness. Representatives from the Italy-based Telematics Freedom Foundation will present their research on the state of open source media centers.

1:30 - 2:00 [auditorium]

Xeni Jardin: Keynote

She's the co-editor of Boing Boing and host/executive producer of the daily internet video program Boing Boing tv—she's Xeni Jardin!

In addition to her work at Boing Boing, Xeni also contributes to WIRED, National Public Radio's "Day to Day," and hosts NPR's "Xeni Tech" podcast. She has been published in online and print versions of publications including the Los Angeles Times, MSNBC, WIRED News, Playboy, Popular Science, Gotham, Nerve, Grammy Magazine, Make, and more. Xeni is a very unique mix of journalist, unpop-cultural commentator, geek, and video producer.

Xeni will relate her recent experiences in Guatemala, where serious political and social unrest has been spreading through social networks and other citizen driven media.

speaker: Xeni Jardin — Co-editor, BoingBoing.net

2:05 - 3:05 [auditorium]

Public Media, Open Content, and Sustainability

How is public media being supported today by foundations, government agencies, and the public? What could be produced or funded differently? What strategic interventions—from producers, funders, technologists, the public—could help public broadcasting now reach more of its potential? In this panel a group of funders and practitioners look to jump-start the conversation and explore the future of public media.

moderator: Peter Kaufman — President and CEO, Intelligent Television

panelist: Jack Brighton — Director of Internet Development, WILL Public Media

panelist: Alyce Myatt — Executive Director, Grantmakers in Film and Electronic Media

panelist: Joel Pomerleau — Head of Interactive Services, National Film Board of Canada

panelist: Eirik Solheim — Project Manager and Strategic Advisor, NRK (Norway's Public Broadcaster)

panelist: Vince Stehle — Program Officer, Surdna Foundation

2:05 - 3:00 [lecture hall]

**ROFLmemes: The Social Life of Viral Videos**

By this point, even your mom knows about the mighty titans of popular web culture: LOLCats. Star Wars Kid. The_Real_Shaq.

But what about the things that never make it to the commanding heights? Or what about the foreign memes crafted on faraway shores that never find their way into RSS readers around America? Join Kenyatta Cheese of Rocketboom's Know Your Meme and Tim Hwang of ROFLCon as they explore the half-baked, eccentric world of the internet's alternative, little-known, off-beat hits. They'll also be holding a discussion on the limits of our knowledge about culture online, and places where they've been exploring those limits.

presenter: Kenyatta Cheese — Producer, Rocketboom

presenter: Tim Hwang — Benevolent Dictator, ROFLCon

2:05 - 2:35 [seminar I]

Second Hand FilmMaking, Clever TV and ArtHouse Pirates

In 2008 and 2009 Turkish Cinema is booming and Turkey's box office is impressive. While this development has continued over the past years, a number of small festivals and public screenings of home grown videos are expanding into the former realm of established film festivals. What might have started as a trend of student video festivals around 10 years ago culminates in a different type of public entertainment, which more closely resembles online video and P2P sharing than traditional cinema. This presentation is based on observations in Ankara and Istanbul tries to localize this variety of public and individual media usage.

presenter: Andreas Treske — Assistant Professor of Communication and Design, Bilkent University in Ankara, Turkey

2:05 - 2:45 [seminar II]

FOSS Editing Showcase

In this session representatives from various free and open source non-linear video editing solutions will present their projects.

PiTiVi is an open source video editor, written in Python and based on GStreamer and GTK+.

Lumiera is a Free/Open Source Non-Linear Video Editing (NLE) application project for GNU/Linux developed by the CinelerraCV community.

Cinelerra is the most advanced non-linear video editor and compositor for Linux.



Blender is an open source, cross platform suite of tools for 3D creation.

presenter: Scott Frase — Cinelerra

presenter: Edward Hervey — PiTiVi

presenter: Tom Judge — Lumiera

presenter: Bassam Kurdali — Blender

presenter: Fateh Slavitsky — Blender

presenter: Raffaella Tranitello — Cinelerra and Lumiera

2:35 - 3:50 [seminar I]

Metadata Roundtable II: Best Practices

Metadata may seem a dry subject, a matter behind the scenes that mainly interests geeks. However, the people who work to untangle it are often motivated by farther reaching passions and goals. Metadata allows for better indexing, search, and navigation. It allows for exciting new tools for discovering, watching, and monetizing online video. In this roundtable, we will discuss the immense benefits of open metadata standards embraced across the industry, which include but are not limited at: higher government transparency, increased learning opportunities, improved delivery and collection of moving images online, and helping titans from Hollywood and the advertising industry to step into the digital realm with confidence. Join us to learn how sexy metadata can be!

session leader: Devon Copley — Fellow, Berkman Center for Internet and Society at Harvard University

participant: Brian Chirls — Three Eyed Labs

participant: Ben Dean-Kawamura — Developer, Participatory Culture Foundation

participant: Mario Pena — SafeCreative

participant: David Rice — AudioVisual Preservation Solutions

2:45 - 3:15 [seminar II]

What Open Video Makers Want: Roundtable Discussion

Free and open source editing and distribution technologies are a critical piece of the puzzle, yet they have a way to go before they can be approached by casual and non-technical users. In this session, video creators and developers of tools for open video will engage in a discussion of how to move the medium forward.

session leader: Edward Hervey — Developer, PiTiVi

session leader: RYANNE HODSON — Video Maker, ryanishungry.com

session leader: COLBY HOKE — Producer, Brand Communications/Design, Red Hat

session leader: MICHAEL VERDI — Video Maker, michaelverdi.com



3:00 - 3:50 [lecture hall]

Automated DMCA Takedowns and Web Video

DMCA takedowns are an incredibly opaque process that have left many video artists questioning the legal status of their own creations. A combination of proprietary technology and secret internal processes continue to hamper the distribution of user created content on popular video sites like YouTube. Does the use of fingerprinting technology discourage fair use on the web? Are there critical flaws in the technology that vendors are hiding from the public? How do national cultural norms affect distribution?

presenter: Oliver Day — YouTomb Researcher

presenter: Kevin Driscoll — YouTomb Researcher

presenter: Scott Smitelli — Independent Researcher

3:05 - 3:50 [auditorium]

Perspectives from Traditional Media

While online video presents new opportunities for new media creators, it has shaken many of the foundations of traditional mass-media. This panel opens a dialogue with traditional media players, asking how the quickly evolving open landscape can be engaged with productively, and exploring the economic and social imperatives that drive decisions.

moderator: Anita Ondine — CEO, Seize the Media

panelist: Peter Flood — VP, Business Development at GCluster America, Inc.

panelist: Tracey Barrett Lee — Vice President, Bridge Media Systems

panelist: Glenn Moss — Adjunct Instructor, School of Management at Binghamton University

panelist: Tania Yuki — Senior Product Manager (Video Metrix), comScore Networks

3:15 - 3:50 [seminar II]

Free and Open Source Systems for Playback: Working Group

This working group brings together leaders in the development of systems for video playback to meet and share insights. This is an opportunity for developers to meet other individuals working on parallel tracks, and to coordinate further collaboration for Sunday's hack day and beyond.

discussion leader: Jean-Baptiste Kempf — VLC

discussion leader: Jan Schmidt — GStreamer

participant: Ben Dean-Kawamura — Miro

participant: Chris Double — Firefox

participant: Edward Hervey — GStreamer

participant: Rob Savoye — Gnash



participant: David Schleef — GStreamer

Note: Active participation is open to anyone interested in video playback systems.

4:00 - 4:30 [auditorium]

Amy Goodman: Keynote

Amy Goodman, host and executive producer of the news program Democracy Now!, often asks questions nobody else will ask, bringing her viewers and listeners the sort of information you can only get from independent media. Goodman believes that journalists should serve as a check to the powers that be. Democracy Now! is currently aired on over 700 radio and television stations. The program has proven the power of grassroots analog media, and has also been a pioneer in online publishing. The show streamed live audio over the internet as far back as 1997 and they currently offer the program in full-resolution over bittorrent. While the technology has never been the focus, Goodman is a strong advocate for more open and decentralized forms of publishing; she spoke on related issues at the National Conference for Media Reform in 2008.

Goodman will relate her experience as an independent journalist, and how a more open future can bolster the efforts of people working in similar grassroots capacities all over the world.

speaker: Amy Goodman — Host, Democracy Now!

4:00 - 5:00 [lecture hall]

Independent Producers in a Changing Web World

What made the concept of web video tangible to companies like Hulu, YouTube, and the major networks and studios? The huge success garnered by talented independent producers showcasing their work online for free. The end result? Companies hiring these people to create original content. Sadly though, thanks to the changing economy, near impossible sustainable viewership, and ad dollars gone, most of these sites and studios have folded, and most of the content is now being produced from inside the system for completely different reasons. Are the glory days and the hopes and dreams of the indie web producer gone?

Hear the reality of the situation from some of the most successful independent producers in internet history, who have tens of millions of views and worked for major brands and networks, as well as members of digital studios who are able to survive the collapse of many of their competitors. Is there true revenue for you outside the system? Does it make sense to even pursue creating content in this new way vs. traditional media? Is Open Video a blessing or a curse? Did these pioneers in the

space create a culture of free that prevents any business model from working? Find out from the kings and queens of viral video and web series, and the reality of what being on the web means for creative content.

moderator: Ned Canty — New York TV Fest Director

panelist: Kirby Ferguson — GoodieBagTV

panelist: Benny & Rafi Fine — The Fine Brothers

panelist: Ryan Hunter — Poykpac

panelist: Ben Relles — BarelyPolitical.com

panelist: Sarah Schenider — College Humor

panelist: Felicia Williams — Next New Networks

4:00 - 5:00 [seminar I]

Audiovisual Archives Birds of a Feather

This session focuses on audiovisual archives that do, or are planning to, offer parts of their collection online in order to encourage creative reuse of their content. We follow the notion of Anne-Marie Boisvert (Universite de Montreal), that remixing depends "on the way the artist interacts with his or her machinery; on the "samples" chosen and the way they are related; and on the relationship between the work and the audience. The session will touch upon these three actors: the work (i.e. the videos), the audience (including distribution) and the machinery (i.e. tools to be used), and will highlight some of the uses and applications for archival material.

discussion leader: Maarten Brinkerink — Netherlands Institute for Sound and Vision

discussion leader: Johan Oomen — Netherlands Institute for Sound and Vision

participant: Sara Chapman — Director, Media Burn Archive

participant: Paul Keller — Kennisland/Knowledgeland and Creative Commons Netherlands

participant: Nan Rubin — Project Director and Archivist, WNET Channel 13

participant: Jeff Ubois — JeffUbois.com

Note: Active participation is open to anyone interested in media archival.

4:00 - 5:00 [seminar II]

Royalty-Free Codecs and Standardization: Working Group

This working group brings together leaders in the development of royalty-free and open source video codecs to meet and share insights. This is an opportunity for developers to meet other individuals working on parallel tracks, and to coordinate further collaboration for Sunday's hack day and beyond.

discussion leader: David Schleef — Dirac

discussion leader: Timothy Terribery — Xiph.org

SATURDAY JUNE 20

participant: Monty Montgomery — [Xiph.org](#)

participant: Gerard Fernando — [Sun Microsystems](#)

Note: Active participation is open to anyone interested in royalty-free codecs/standardization.

4:30 - 5:10 [auditorium]

Emerging Video Art

Two leading figures from the art and technology world will discuss the role that open video has to play in artistic creation, and specific projects that embody this. Tribe, a preeminent video artist, will discuss his Port Huron project, and Cornell, Executive Director of Rhizome, will focus on how remix culture and free expression are synonymous with artistic video creation.

speaker: Lauren Cornell — Executive Director, Rhizome and Adjunct Curator, The New Museum

speaker: Mark Tribe — Artist and Professor, Brown University

5:00 - 6:00 [lecture hall]

Who Owns Popular Culture? Remix and Fair-Use in the Age of Corporate Mass Media: Panel

Our shared popular culture is driven by Hollywood movies, television shows, video games and the latest musical hits. Due to its ubiquitous nature, it is entrenched in our everyday lives, becoming part of the language we speak to each other and also shaping how we see the world around us. Since pop culture is largely created, distributed and owned by a few major media corporations, copyright laws restrict its public use. Given the tight control of these powerful institutions, how can remixers, artists, educators, youtubers and filmmakers find ways to speak using our shared pop cultural language? How does fair-use intersect with copyright regarding our artistic rights to create, criticize and build on the past? This panel will attempt to demystify fair use and re-imagine what a truly public popular media culture might look like.

moderator: Jonathan McIntosh — video remix artist and activist, [rebelliouspixels.com](#)

panelist: Francesca Coppa — Director of Film Studies and Associate Professor, English at Muhlenberg College

panelist: Elisa Kreisinger — Remixer, writer, and video artist, [elisakreisinger.com](#)

panelist: Karl Fogel — [questioncopyright.org](#)

panelist: Neil Sieling — New Media Fellow, The Center for Social Media at American University



SATURDAY, JUNE 20

5:00 - 5:20 [seminar I]

Online Video Culture: The Case of Fansubs, Anime Music Videos, and Copyright

The first fansubs (episodes of Japanese animation subtitled by fans, for fans) and AMVs (anime music videos, in which Japanese animation is timed to music) were produced in the United States in the 1980s in fans' homes on VCR players. Twenty years later, these pieces of videography have proliferated across the Internet, creating an online video culture that has clashed with commercial forces as new issues of distribution and copyright have arisen. Alex Leavitt, a researcher of anime & manga studies and an analyst on the YouTomb project, will discuss the involvement of these fan groups with "illegal" production and file sharing; the videos' ramifications on copyright law and discussions of free use; and the cultural flow of these fan-produced videos in contention with the new commercial and legal models of streaming sites (Crunchyroll, FUNimation, & Hulu) and sharing hubs (YouTube & Nico Nico Douga).

presenter: Alex Leavitt — Student, Boston University

5:00 - 6:00 [seminar II]

HTML5 and <video>: Working Group

This working group brings together individuals and groups to discuss the implementation of video using the HTML5 draft standard. This is an opportunity for developers and others to meet and introduce themselves, and to coordinate further collaboration for Sunday's hack day and beyond.

discussion leader: Chris Double — Mozilla Corporation

discussion leader: Silvia Pfeiffer — Annodex Foundation

participant: Michael Dale — Wikimedia/Metavid

participant: Jan Gerber — Firefog

participant: Philip Jagenstedt — Opera Software

Note: Active participation is open to anyone interested in html5.

5:10 - 5:30 [auditorium]

Purefold an Open Media Franchise by Ridley Scott: Featured Talk

Ridley Scott is involved a new production called Purefold, which will be done in five separate 10-minute installments. The story is set shortly before 2019 (right ahead of the Blade Runner story). "It's actually based on the same themes as Blade Runner," series co-producer David Bausola told The New York Times. "It's the search for what it means to be human and understanding the notion of empathy." The series will be licensed with Creative Commons.

speaker: David Bausola — Co-Producer, Purefold



5:20 - 6:00 [seminar I]

TBA

5:30 - 6:00 [auditorium]

The Evolution of Storytelling

Ted Hope producer of (21 Grams, The Ice Storm, Adventureland) and writer/director Lance Weiler (The Last Broadcast, Head Trauma) discuss how technology is impacting the art and craft of storytelling. As the industry shifts and audiences move from passive to active collaborators how does the art of storytelling change. What will emerge as new formats and how will they be funded and distributed?

speaker: Ted Hope — Film Producer (of nearly sixty features including 21 Grams and most recently Adventureland)

speaker: Lance Weiler — Filmmaker and Co-founder, WorkBook Project

6:00 [auditorium]

The Future of Online Video, and How to Stop It: Capstone

Jonathan Zittrain is co-director and co-founder of Harvard's Berkman Center for Internet and Society and a professor at Harvard Law School. Among his areas of expertise are cyberlaw, security, and copyright law. His book The Future of the Internet—And How To Stop It is about generative technology like the internet and how it promotes innovation and disruption. As controlled devices like iPods and Tivos grow in popularity, we face worrisome consequences for the net's future potential for user participation.

speaker: Jonathan Zittrain, Professor, Harvard Law School and co-Founder, Berkman Center for Internet & Society

mozilla

Mozilla is a major force for free and open video on the web. Early this year, Mozilla announced native support for the open-source Theora codec in Firefox. Online video is currently a mess of proprietary formats, license fees, and plugins: Mozilla is working toward a future in which all the needed playback tools work out of the box.



Red Hat is one of the oldest and most well known Linux vendors in the world. They specialize in enterprise computing and provide operating-system platforms, applications, support, training, and consulting services. Red Hat also fosters the Fedora project, a Linux distribution that is developed and overseen by a mix of community coders and Red Hat employees.



ORAGANIZERS

The Participatory Culture Foundation is a non-profit established in 2005 with the mission of bringing people and culture together. They have done so through their flagship product, Miro, a free and open source desktop video application.

Kaltura is a company that has created a widely integrated open source video platform. Being open source, Kaltura prides itself on being highly customizable, extremely reliable, and free.

The Information Society Project is a center that focuses on how the internet and new technologies affect law and society. The Information Society Project addresses, as they put it, the “interplay between memes, genes, and bits”—knowledge and culture, people and biology, and technology.

iCommons is an organization that encourages open education, access to knowledge, free software, open access publishing, and free culture in order to build a worldwide commons.



Pond5 provides a unique platform for buying and selling production quality stock footage clips (short video segments that are licensed for use in other productions).

Level 3 Communications, one of the leading providers of fiber-based communications services. For content owners and creators, Level 3 offers advanced content delivery network capabilities to support online delivery of next-generation communications services.

The Sunlight Foundation was founded in 2006 with the goal of increasing transparency in American politics. Sunlight is actively making good on the potential of the internet to empower citizens and improve the quality of public discourse.

Akamai provides market-leading managed services for powering rich media, dynamic transactions, and enterprise applications online.

Safe Creative is a free online global intellectual property registry, making it easy for users to register their works with licenses ranging from “all rights reserved” to “some rights reserved”.



SPONSORS

Intelligent Television produces video and conducts research on media trends in close association with leading cultural and educational institutions like the American Antiquarian Society, Columbia University, the Library of Congress, the National Academy of Sciences, and Thirteen/WNET.

Livestream technology democratizes television on a global scale. They provide a highly effective, easy-to-use TV studio with the power to create live original programming, controlled by users, and embedable on any website.

see3 is a national provider of interactive services to the nonprofit and cause community. For years, See3 has been leading the nonprofit sector in online video adoption.



PARTNERS

The Berkman Center for Internet & Society is a research center that promotes collaboration between faculty, students, lawyers, entrepreneurs, and more in order to investigate cyberspace and contribute to its progress.

The Information Law Institute at NYU School of Law is an academic center that studies information in the digital age—how it is produced, manipulated, stored, disseminated, and accessed.

Creative Commons, a nonprofit corporation founded in 2001, provides free licenses that allow anybody to easily share their works—including video—within the bounds of existing copyright law.



Free Press is a nonpartisan organization dedicated to media reform. The group stresses public participation in the media, including supporting independent media operations and promoting universal access to communications.

Columbia University's Center for New Media Teaching and Learning is an institution built around the purpose of utilizing new media in education.

The Telematics Freedom Foundation is an organization based in Rome that aims to spread freedom among new technology, telematics, and the internet.

Big Think seeks to satisfy the gap between the community-building nature of the internet and a globe full of great minds and leaders.

The Workbook Project, a self-described "open source social experiment," aims to create a repository of information to help content creators maximize their potential and outreach on the internet.

Magnify.net provides Video 2.0 curation solutions for publishers, e-commerce companies, and web sites.

Centro de Tecnologia e Sociedade (CTS - Center for Technology and Society), a part of the Fundação Getúlio Vargas Law School in Rio de Janeiro, Brazil, is a unique research and educational institution that takes an interdisciplinary approach to law, technology, and society.

Public Knowledge is a Washington, D.C.-based public interest group working to defend citizens' rights in the emerging digital culture. We promote innovation and the rights of consumers, while working to stop any bad legislation from passing that would slow technology innovation, shrink the public domain, or prevent fair use.



CONFERENCE PRODUCER
DEAN JANSEN
Participatory Culture Foundation

CONFERENCE PRODUCER
ELIZABETH STARK
Yale ISP and iCommons

CONFERENCE DIRECTOR
BEN MOSKOWITZ
Students for Free Culture

ASSOCIATE PRODUCER
LEAH BELSKY
Kaltura and Yale ISP

ASSOCIATE PRODUCER
SHAY DAVID
Kaltura and Yale ISP

PROGRAM ASSOCIATE
DANIELLE ARMOR
Columbia University

MEDIA COORDINATOR
ADI KAMDAR
Yale College

LEAD GRAPHIC DESIGNER
MORGAN KNUTSON
Participatory Culture Foundation

GRAPHIC DESIGNER
JENNIFER FELLER
jenniferfeller.com

VOLUNTEER COORDINATOR
ANNE JONAS
Participatory Culture Foundation

A big thanks to: Helen Nissenbaum, Nicole Arzt, Devon Copley, Jay Dedman, Lance Weiler, Laura DeNardis, Peter Kaufman, Jack Balkin, Amar Ashar, Ryanne Hodson, Ben Sisto, Kevin Driscoll, Kirby Ferguson, Elizabeth Alade, Kate Petcosky, Mary Colvig, Chris Blizzard, all of our speakers and presenters, our partners and sponsors, all of our amazing volunteers!, and the many other folks that made this event possible.



