

## **VMX Governing Committee Minutes 3-8-18**

### **Present via Slack: Rebecca, Cor, Drew, Jackie, Jamie, Jim, Kim Call to Order: 1:05 PM**

1. Approve minutes of 2-1-18

Cor: Move to approve as written.

Drew: Second

Approved: 4-0-1

2. Old Business: bugs? members

- Bugs: No new bugs to report
- Duncan Cable: Drew received report that Duncan licensed a RETN program on 3/6/18, so they are successfully logged into Connect. Cor will follow up on Duncan's Channel 8 advertising page on their website. Invite to VAN Annual Meeting?
- VT PBS MOU - this will be finalized by the Annual Meeting and will be rolled out to members then.

3. TelVue Quarterly call update

NOTES from Drew - Rebecca was out sick. Cor and Jackie are willing to be backup participants on these calls if needed.

Thursday, March 1st, 3:00 PM

Present -

VMX Gov Committee: Drew Frazier, RETN

Telvue: Charley Paige, Brian Allen, Donna Liu, Jesse Lerman

Updates/Old Business: Telvue went through the list of topics discussed on the previous call and provided basic updates.

- Programs "sticking" to top of the syndication list:
  - Fixed
- Filename field:
  - Informed us that a field for "Original Filename" does exist and is located in the "Details" box when you drill down to "View" a program on the Media Exchange.
- Related to general concern about metadata matching between Hypercaster and Connect:
  - Telvue is aware of this concern and while they have not worked on this topic specifically this quarter, they did successfully complete a phase of work with First Turn Media to improve Telvue's metadata cycle from Hypercaster to Connect to Drupal.
  - In Hypercaster 6.2 release there will be some improvements to the "Push to Connect" functionality, though this will largely be under the hood. More metadata will transfer from Hypercaster to Connect, but will be uneditable/hidden fields.
- In Q4 2017 we inquired into whether there could be more effective ways of presenting announcements/notifications/release notes
  - This quarter Telvue started posting such announcements directly in the Connect UI, as we have seen.
- Reporting
  - Q4 2017 phone call VMX Committee mentioned that there was one data point that did not seem to match the others.
  - Telvue confirmed this to have been the case. While by Q4 2017 phone call they had included "historical data" for most data points, "total minutes" was still

limited to active content only, hence the discrepancy. That has now been converted to include historical data as well. Telvue will confirm that all data points are consistent in time frame.

- It was agreed that an exposed date filter in the UI is the highest priority item for reporting features.

### New Business

VMX OTT feasibility -

From a technical standpoint, this is already possible. Adding licensed content from a syndication group to an OTT channel is already functional within Cloudcast.

OTT is managed through Cloudcast (now part of the Connect platform), so VAN would need to have a Cloudcast account. This account would not need to upload anything – it would only license from VMX and then add that licensed content to Roku and Apple TV channels.

Telvue indicated flexibility on what level of control we want with OTT. Most of their users want a "hands-off" approach; as a result, analytics are limited and only available via the Cloudcast platform. If it was desired, VAN could manage its own OTT accounts while still utilizing Telvue as the developer. Content would still be managed via Cloudcast CMS, but more granular analytics could be extracted directly from Roku and Apple TV.

Internal Note:

There seem to be minimal or even no technical hurdles for a VMX OTT presence. Assuming this is a desirable project for VAN/VMX, the main challenges moving forward will be 1) how it is managed/curated, and 2) how the additional fees will be handled/allocated. I suggest we add OTT as an agenda item for our March meeting and begin brainstorming.

LIVE Stream Sharing -

Discussion on whether Connect groups (VMX, MX) could facilitate the sharing of live streams between stations. Consensus was that VAN would explore utilization of VAN Slack channels before asking Telvue to add new features on this topic to Connect.

VMX OTT channels could include live streams. Example: ORCA goes live from statehouse using a Telvue Cloudcast live stream. ORCA shares this stream information on Slack. VAN adds the ORCA stream information to a custom stream in its cloudcast account and then can send that live stream to the VMX Roku and Apple TV channels.

#### 4. Statewide VAN/OTT discussion

OTT/Live Streaming: Drew presented his thinking on OTT- in concept, it could take the place of a statewide channel. One AMO would have to take on curation/management. Rebecca asked about cost. Single Cloudcast/Roku account - cost might be dependent on amount of content. One time set up fee per channel (\$500?) plus annual fee of \$2700 for Cloudcast? The benefit would be a branded, customized app on Roku vs access through YouTube app. RETN launched a Roku channel last fall (Media Factory). Vimeo offers custom branded OTT on any platform for \$500 per month per app, quite expensive. Benefit of Cloudcast is that everything on VMX is already on the platform. CAT-TV in Bennington is interested in OTT platforms; this is something that AMOs are going to be doing; more efficient to have one app for Vermont PEG programming. Not a replacement for an AMO's on demand content, but an alternative means of distribution. Would need to create clear guidelines for content to be added - not all content from an AMO would be included. Examples: Austin Public, PhillyCam - both are using TelVue's Roku app. Could also do livestreaming on Roku app - may be limited to TelVue streams.

Jim asked if we are still considering a streaming channel, or if limited to on-demand programs and livestreams. Drew responded that OTT is primarily an on-demand viewing platform, with some livestreams.

Statewide AMO Report: Cor reported that the VAN Board approved the Statewide AMO Committee's recommendation to petition for VAN's designation as the statewide AMO per Rule 8, contingent on initial legal review and prior approval of any attorney-related costs by the VAN board.

#### 5. VAN annual meeting plans

General report on data from 2017 - Rebecca will present the report; we now have historical data but without date filter. Drew can extrapolate numbers again using last year's method and will report back for our April meeting.

OTT/Statewide channel discussion - this would be a good topic for VAN Annual Meeting as there is not necessarily consensus on whether the statewide channel idea should be abandoned. OTT could be a more efficient way of achieving this long-discussed idea. This topic could include all of the aspects of this discussion, and maybe include the livestreaming Slack channel idea. Presenter ideas: Drew, Cor.

Livestreaming Production workshop - this could focus more on the technical aspect, especially with social media. Also introduce the idea of sharing/distributing/troubleshooting live statewide content using Slack channel. Presenter ideas: RETN's Jackie Marshall, Rob Chapman, BCTV's Roland Boyden. Jamie just purchased SlingStudio for graduation.

VMX/Connect workshop - maybe we don't need that this year.

Offer workshops at separate times so members can attend both.

Drew will post draft workshop proposals to our Slack channel for comment before getting them to Kevin.

6. Elections at Annual meeting - Cor, Drew and Jim are up for re-election in 2018 and Rebecca, Jackie, Kim and Jamie have terms up in 2019.

All incumbents for 2018 want to renew their positions.

7. Next meeting time: April 5 at 1:00 PM

Adjourn: 2:10 PM

Cor Trowbridge, Executive Director  
Brattleboro Community Television