

A Brief History of Denver Open Media and the Internet Archive

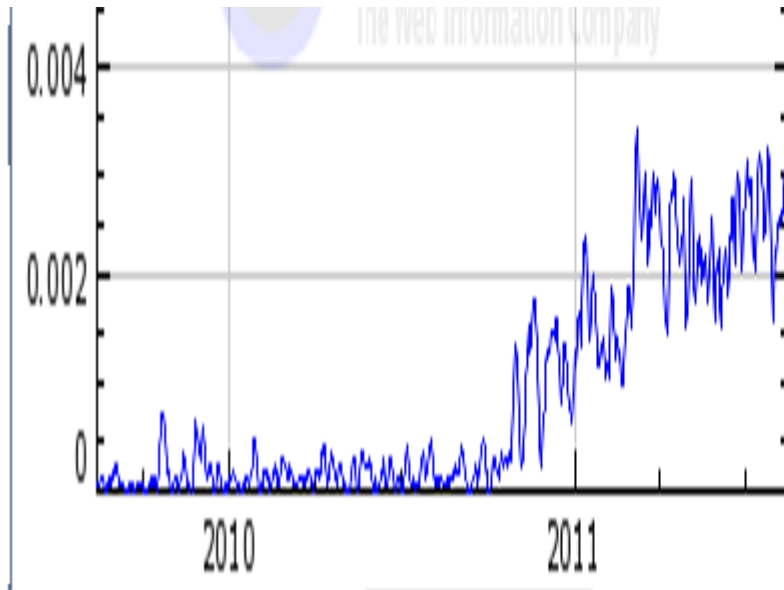
Early Solutions

- Internal process for show submission, encoding, storage and playback before archive
 - Non-Drupal Site and Proprietary Encoder
 - With Knight Fund we were able to build the entire workflow in Drupal (ingest, encoding, movement to storage, playback and on-demand as well as scheduling)
 - Problems with encoding using and media mover module as well as storage in-house of both broadcast and on-demand files

The Archive Solution

- In 2010, we were able to move to archive.org for all encoding, back-up/storage of all derivative files in our own collection (over 5000 shows now) <https://archive.org/details/denveropenmedia>
- Change to a strict Creative Commons licensing policy
- Very flexible with file types- HD, SD, .wmv, .mov, mp4, mpeg, etc.
- File goes to Archive.org then Mpeg2 came back for playback - process could take a few hours to a day.
- Huge Increase in Traffic on DOM's site

Alexa.com after switching to Archive



Time on Site Search %

Estimated percentage of global internet users who visit denveropenmedia.org:

	Reach	Change
7 day	0.00300	+30% ↑
1 month	0.00260	+2% ↑
3 month	0.00244	+11% ↑

OMP2.0

- Change and simplification to internal process: broadcast file now accepted by Tightrope's Cablecast system first so it is ready to immediate scheduling and playback, then sent to archive where derivatives are created for sharing ACM Server Standards broadcast files and use of H. 264 for streaming on-demand on our website.
- File needs to be ingested with more specific specs now since it is getting approved by playback system first but once down right, it is a faster process.
- <https://www.denveropenmedia.org/>

OMP2.0 continued

- Flexibility to not sent to Archive.org if your producer is strictly against CC licensing - we have only run into this issue once or twice in years and don't currently have any members who choose not to submit to archive.org(still is strictly required for all equipment users).
- **OMP Partners using system with Archive.org option- BETV, Colorado Channel and CMAP/Santa Cruz soon.**
 - <https://www.betv.org/> (only complete storage is IA now)
 - <http://www.coloradochannel.net/colorado-senate-2013-legislative-day-120-1>

Overall Benefits

- **Increase in google indexing and site ranking**
- DOM specific and Community Media Collections
- Sharing of content with CC Licensing (you know how you can use)
- Online Storage if you don't have in house RAID Storage, ie. BETV
- DOM Producers love to see how many times they were downloaded, OMP site only show views and votes