Introduction to Webcasting

➢ Are you looking for a way to present to a large numbers people, at the same time, in many different places?

➢ Do you need to present the same information many times to different people, on demand and where ever they are located?

➢ Are you presenting Online Lectures and Distance Learning, Training, Online Learning Programs or General Communication?

➢ Do you need to extend the reach of your events beyond rooms equipped with videoconferencing equipment?

Webcasting may be your best solution! OTN Webcasting service helps thousands of members reach tens of thousands of participant each year!

Introduction to Webcasting

Members of the Ontario Telemedicine Network can utilize webcasting services in order to deliver live and/or archived broadcasts through the Internet for educational and information sharing purposes.

What is Webcasting?

Simply put, Webster's defines Webcasting as: **"*a transmission of sound and images via the World Wide Web*"**.

WIKI defines it as **"*Essentially, "broadcasting" over the Internet… using streaming media technology… distributed either live or on demand… to many viewers.*"**

OTN's Webcasting service does just that, it allows the transmission or broadcast of the sound and images from a video conference system, either live or on demand, to anyone connected to the World Wide Web.

How does a Webcast work?

In simple terms, a Video Conference system sends its' video and audio signals to a server at the OTN data centre. That server then broadcasts or streams that audio and video to viewers via the WWW. The broadcast can also be stored so it is available to be viewed from a computer at any time later.

Remember, unlike a telemedicine event where the site can see and hear each other, a webcast is a one way broadcast where participants have no ability to be heard or seen (similar to watching a TV show or YouTube).

Booking a webcast is done through OTN's Ncompass Scheduling Software. Once a videoconference is scheduled a webcast can be requested from the same screen. It is important to remember that you must schedule a webcast at least five business days in advance.

The end users view the webcast via a mediasite webpage. The interface can have two video sections. One for the video conference systems main camera and the other for any other camera or laptop that may be used during the video conference.

Types of webcasts

- ➢ A **Live** webcast, like a real time broadcast, is only available at the same time the actual event is taking place. Live webcasting is a good choice when:
  - o The audience is anticipated to be large
  - o There is significant geographical distance involved
  - o There is a need to disseminate information just-in-time
  - o The session does not require a great deal of interaction between the presenter and the audience
- ➢ **Archived** webcasts are stored on servers at OTN and are available to be viewed any time via the WWW. Storing the broadcast and making it available as an archived webcast is a good choice when:
  - o It is not important when the session is viewed
  - o It is valuable to have a record of the session
  - o Given minimal interaction, there is still value for a participant/learner
  - o The content of the session lends itself to a "talk" or presentation format
- ➢ Any Webcast can be made **Public** and open to anyone with access to the WWW, that is, any interested end users are able to participate.
- ➢ Conversely, any Webcast can also be setup to be **Private** or closed and only available to individuals that you invite. You distribute a user name and password to webcast participants.

For live webcasts the "**Ask a Question**" feature allows webcast participants to ask a question directly through the viewer interface. Questions or comments submitted will be sent to an email address specified by the event organizer. It can also be used to take attendance. This feature enables interactivity between the host site and the web audience. Webcast organizers must request that this feature be enabled when submitting the online Webcast Request Form in Ncompass.

Webcasting is designed to make showing **presentations** easy. When you use any external device such as a laptop, AMD Patient Camera or Document Camera both the main camera and the external device video is broadcast. When you select the laptop or camera it will be displayed in the larger window of the mediasite viewer and the main camera displays in the smaller window. When the laptop or cameras are deselected the main camera is displayed in both windows.

Booking, Promoting/finding webcasts – Overview

The **OTN Webcasting Centre** is your link to accessing scheduled public live events or accessing archived webcasts. All webcasts are accessed through OTN's Webcasting Centre at http://webcast.otn.ca.

The **OTN Learning Centre** offers an online and easy-to-use single point of access to all OTN distance education offerings including access to thousands health education events annually. You can search the learning opportunities by date, time, location, presenter, therapeutic area of care and more! Using the Learning Centre can increase the reach and attendance for events you host. http://learning.otn.ca. After scheduling an event in Ncompass, by clicking Publish Event on the event tool bar, it will be published in the Learning Centre.

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Accessing Webcasts

Accessing and viewing a webcast is easy for anyone. All you need is access to the WWW to participate. For private events, either live or archived, make sure you have the user ID and Password provided by the host.

To view a webcast, participants access the OTN Webcasting Centre at: www.webcast.otn.ca

➢ The webcasting centre provides a thumb nailed list of all existing archived events both public and private. It also provides a listing of all upcoming public and private live events.
➢ You can also find upcoming live webcasts through the Learning Center by looking for the webcast icon after the event title.

The OTN Webcasting Centre

Testing Your Media Player – Prior to viewing a session, it is recommended that you verify if your computer meets minimum hardware, software and network requirements (DSL, Cable Internet, etc.) by viewing the webcasting support page - http://webcast.otn.ca/support.html to test your media player.

➢ To access **public live** events, click the "Public Live Events" link, or the "Events" link from the drop down menu. Then select the title of the desired presentation
➢ To access **public archived** events, click the "Public Archived Events" link, or the "Events" link from the drop down menu. Then select the title of the desired presentation
➢ To access **private live** events, click the "Private Live Events" link, or the "Private Events" link from the drop down menu. A login screen will appear. Enter your assigned user name and password and click the submit button. Select the desired webcast from the presentation titles provided Accessing Archived Webcasts
➢ To access **private archived** events, click the "Private Archived Events" link, or the "Private Events" link from the drop down menu. A login screen will appear. Enter your assigned user name and password and click the submit button. Select the desired webcast from the presentation titles provided