

AN INTRO TO OPEN VIDEO

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NEW WAY OF COMMUNICATING

- SPEECH ACT
- COMPOSITION
- ARGUMENTATION
- READER RESPONSE

ECOSYSTEM



BY 2013,
90% OF WWEB
=
VIDEO

ARCHITECTURE OF
ONLINE VIDEO

=

**CENTRAL TO WEB
FREEDOM**

OPEN VIDEO?

I. TECHNICAL OPENNESS:
OPEN SOURCE, OPEN
STANDARDS

OPEN VIDEO?

2. PARTICIPATORY MEDIUM,
FREEDOM OF EXPRESSION

TECHNICAL OPENNESS

+

MEDIA DEMOCRACY

=

**INTRINSICALLY
LINKED**

OPEN WEB PRINCIPLES

SHARED CONTROL
TRANSPARENCY
DECENTRALIZATION
HACKABILITY

OPERATING PRINCIPLES FOR DEMOCRACY

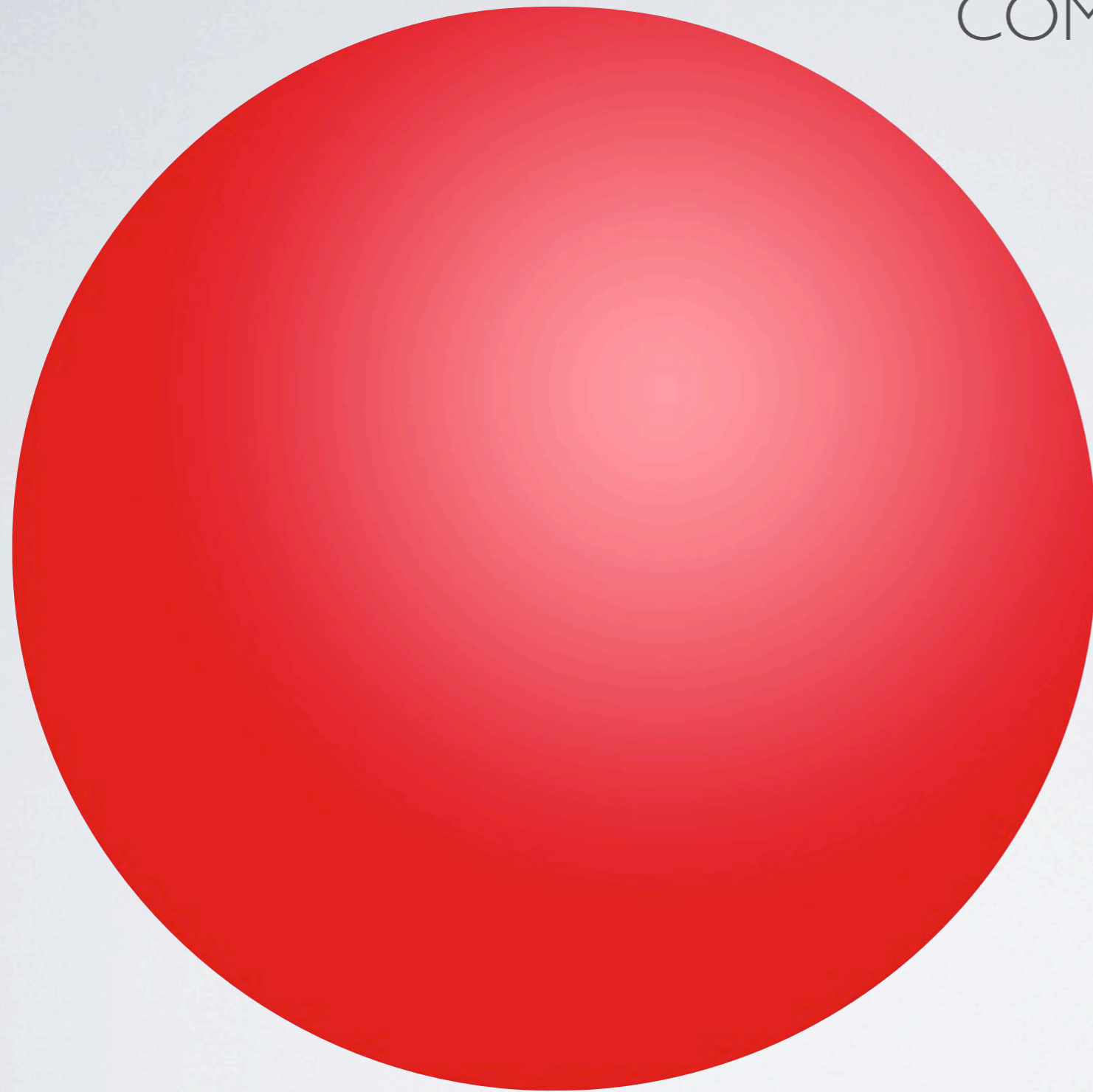
SHARED CONTROL

TRANSPARENCY

DECENTRALIZATION

HACKABILITY

MONTHLY VIDEO STREAMS IN US: COMPARATIVE VOLUME



YOUTUBE



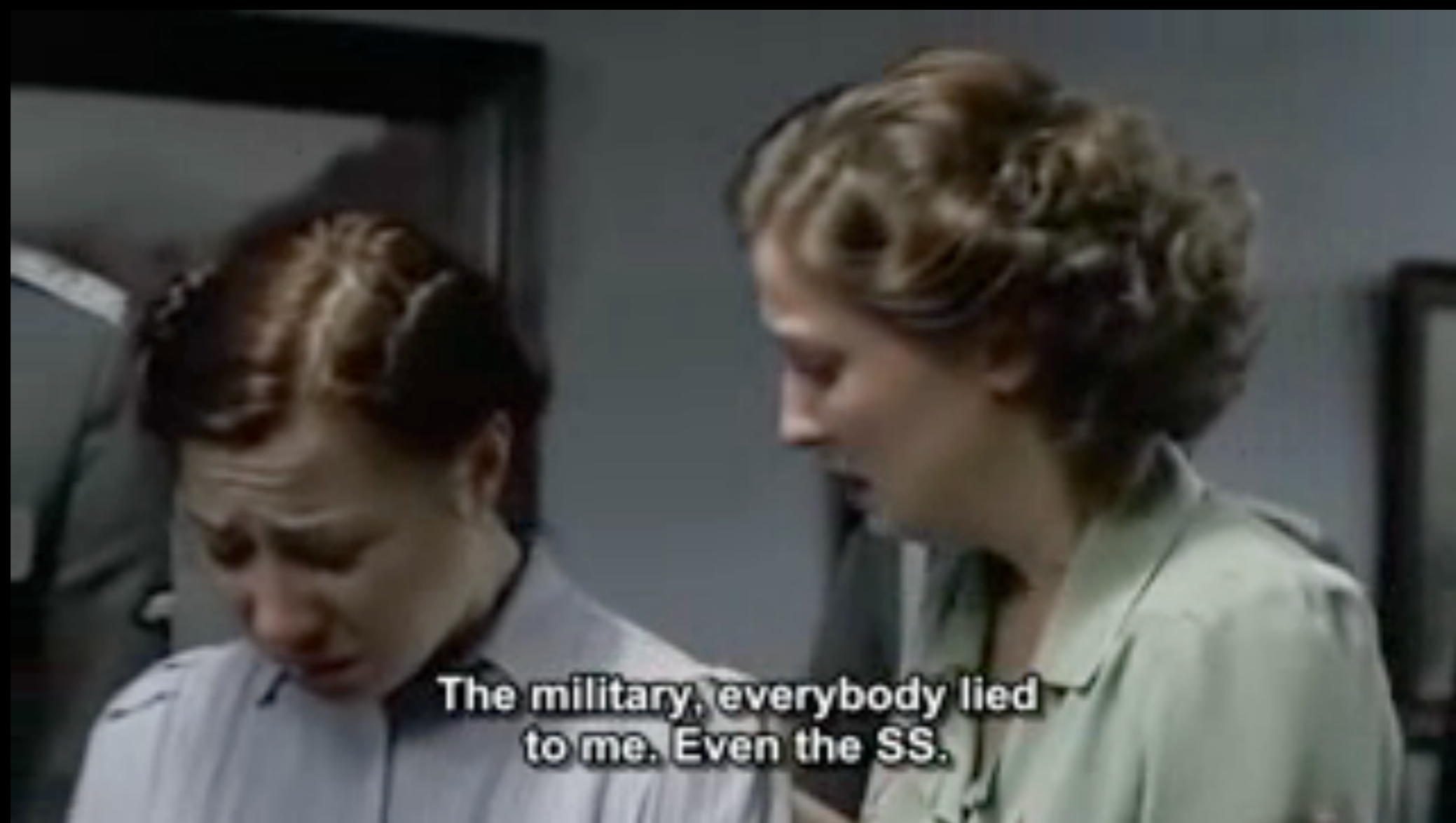
HULU




FACEBOOK

(NIELSEN)

DER UNTERGANG
(DOWNFALL, 2004)



The military, everybody lied to me. Even the SS.

A still from a movie showing three men in suits. The man in the center is speaking. The background is slightly blurred, showing a wall with a framed picture.

I got that car with my home
equity loan

YouTube



**This video contains content from
Constantin Film, who has blocked it
on copyright grounds.**

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Open video
=
more
resistant

REQUIRES OPEN WEB + NET NEUTRALITY





THE
**OPEN VIDEO
ALLIANCE**



INT.



OPEN VIDEO **CONFERENCE**

OCTOBER 1-2, 2010
NEW YORK CITY