The Business Case for HTML5 Video

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Agenda

- What is HTML5 (you already know this)
- Why is HTML5 Important to your business
- What does an HTML5 strategy mean for your business
- Challenges and opportunities
## The Kaltura Solution

<table>
<thead>
<tr>
<th>Consumer Devices Supported</th>
<th>PC, Tablets, Smartphones, Connected Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kaltura Integrated Applications</td>
<td>Kaltura KMC, Kaltura MediaSpace, Drupal, Joomla, WordPress, Blackboard, Moodle, Sakai, SharePoint, etc.</td>
</tr>
<tr>
<td>Kaltura Platform as a Service</td>
<td>Ingest, manage, distribute, publish, engage, monetize, analyze</td>
</tr>
<tr>
<td>Kaltura Deployment Options</td>
<td>Self Hosted (Open Source or Commercial) or SaaS (Kaltura or Cloud, e.g. Amazon, Rackspace, Azure)</td>
</tr>
<tr>
<td>Value Add Services</td>
<td>Transcoding, Hosting, Streaming, Transcription, Advertising, Analytics, Moderation</td>
</tr>
</tbody>
</table>

HTML5’s Promise

Ingest once, play anywhere.

• Automatically manage transcodes into different codecs
• Automatically target different browsers and devices
• Simple integration with web pages
Why a single platform provider is nice
Single Platform Provider vs Multiple vendors
single target platform

platform provider can direct complicated top down innovation on both “authoring tools” and “player”

Network effects of standard platform, everyone “must” support it
Adobe / Flash all the advantages of a single platform provider

But ...
#FAIL
Flash failed to open up fast enough

Not an inclusive process to vertically integrated device vendors (apple) or free software browsers (mozilla)
Enter HTML5

HTML5 a “single” platform with multiple “providers”

“A platform for innovation”
Advantages

Cross platform support: Mac/PC, iOS/Android

Cross browser support

All browser vendors participate in specification

Easy to implement
Challenges in consistent experience

iPhone iOS 4 != iPhone iOS 3 != iPad iOS3
Android 2.x != Android 1.7 != Firefox 4 != firefox 3.6 != Chrome 7 != Desktop Safari
Windows != Desktop safari mac != playback
format: h.264 base profile != h.264 iTouch
profiles != webM != ogg != apple http
adaptive streaming != adobe adaptive != silverlight sooth stream.

... this situation is almost as ugly as this slide.
Competing Technology

The mature player
Widespread
Best workflow

Late entry to market
Good developer tools

Late entry to market
NetBeans IDE
Lack of Standards
H.264

FIVE... MILLION... DOLLARS...
WebM shows future promise
Extremely Slow upgrade path for IE
<video> Support

- First browser to support <video> 2007
- Open Video Alliance formed 2008
- Other browsers support
  - Variations
- Youtube 2010
- Apple
- Adobe
Advantages for Your Organization

• One less security model

• Performance (eventually)

• Legal - licensing issues

• Client-side uniformity
  o developers using one platform
  o fewer updates needed
Challenges

- No full screen standard
- No standard codec (webm vs h.264)
- No adaptive streaming standard
- Fragmented feature support across devices and browsers
- No DRM standard
And the Winner Is…

**Job Trends** from Indeed.com

- HTML5
- Flash
- Silverlight
- JavaFX

HTML5 shows huge growth in job posting mentions…
And the Winner Is…

While Flash has, by far, the largest mention in existing postings.
And the Winner Is…

- Legacy compatibility
- Maturity
- Tools

- Future compatibility
- Ease of management
- Features
Do we have to chose?
Javascript player libraries use both Flash & HTML5

Oms media player

Kaltura html5 player

JS video player

Sublime video

flarevideo

jme player
The player is only as good as the platform that connects it
Kaltura HTML5 Player Delivery Options

- Fallforward (kaltura api)
  - Flash if possible, fall forward to html5 for mobile
  - `<embed data="kaltura.swf"/>
  - Kaltura Flash javascript api mapped to html5
  - example

- Fallback
  - HTML5 if possible, flash fallback for IE/old browsers
  - `<video/>
  - Normal video tag api mapped to flash player
  - example
Kaltura HTML5 player theming

- Custom CSS, Class selection (samples)
- jQuery UI Themer (demo firefox only)
- HTML AutoThemer (demo)
- Kaltura KMC player studio (coming soon)
Kaltura HTML5 Playlist

- Kaltura Api
  - Uses fall forward from Kaltura object
  - Adds scroll buttons for iOS
  - example playlist
Open source! Features on wikipedia work with the stand alone HTML5 library:

- P2P swarm “easy as a CDN” (demo)
- W3C html5 'track' Timed Text (demo)
- HTML5 sequencer (will demo later in the conference ;)

Kaltura HTML5 Wikimedia
Kaltura HTML5 coming soon

- More Kaltura flash feature bridging
  - Full Kaltura API ad server support
  - Full Kaltura javascript api support (mediaSpaces, custom js applications)
- Improved device support (beyond Android and iOS)
Q&A

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