

Ask the Experts:
PEG File Distribution

May 30, 2018



Overview:

Getting Started: Setting goals and expectations

File Formats: HD/SD, duration, codecs, metadata,
Copyright and Creative Commons

Distribution Points: PEG Media
Archive.org
TelVue Connect
Youtube/Vimeo, etc

Points of Contact: ACM membership and list
PEG Access lists



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Getting Started: Setting goals and expectations

- **Nobody makes a living off non-commercial distribution. It's about sharing, hopefully at a small cost. But it is easier and cheaper today to share your content and information.**
- **Getting started takes time, good organization and consistency going forward. It will get faster and easier but in the long run your efforts will be rewarded by a well preserved and organized archive.**
- **Unless you're making intentional viral or sensationalized content, expect a low number of distribution points and viewers. Measure your success in the quality of communication, not the quantity. Public access is first and foremost a narrow-cast medium.**



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File Formats:

HD vs SD

- **Most PEG Centers have SD cable channels but have upgraded to equipment that can play out HD content that is down-converted.**
- **Keep it simple, try to make one file for all your distribution needs.**

Durations

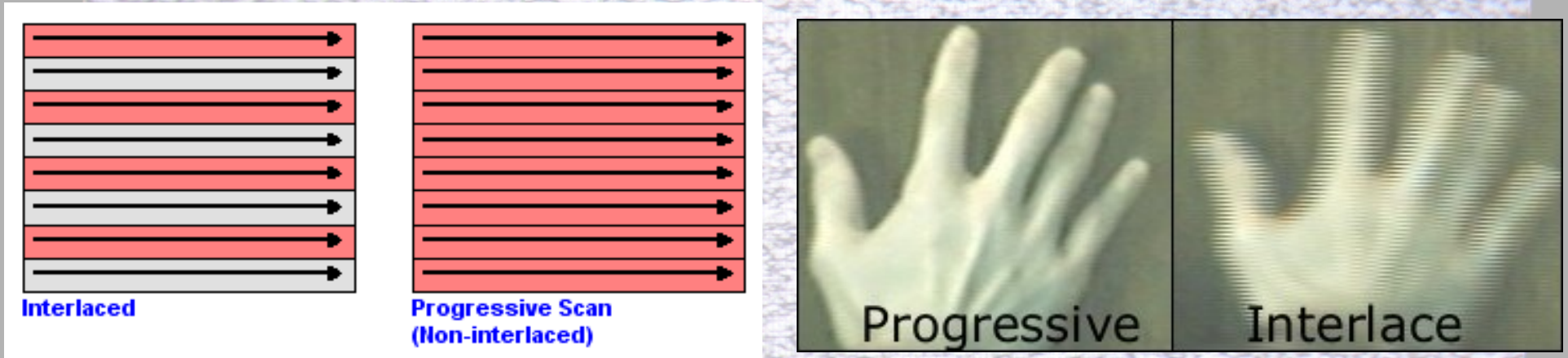
- **Most PEG Centers prefer 28 and 58 minute programs and these standard durations are more likely to be scheduled regularly.**
- **Keep in mind, most Public Access Channels have different guidelines for accepting external programming, so make it as easy for them as possible.**
- **Shorter form videos are useful for the web and social media, but keep these distinct from your series files when distributing.**



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File Formats: Codecs

- Cable TV is transitioning from MPEG2 to H.264, but you can make all your files H.264 to the proper specifications.
- Cable TV is 'interlaced', web video is 'progressive'. What's the difference and should I care? (answer: yes)



- We acquire content (camera and studio) as interlaced, and edit in that too. Distribute to TV as interlaced. If desired you can always render/export the file to progressive for the web if necessary.



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File Formats:

Final Cut X-Compressor Export Settings

Create a saved profile to these settings that can be reused.

The resulting file can be distributed for PEG playback and also posted to youtube, etc.

More detailed specifications at:

<http://kb.trms.com/article/which-file-formats-are-supported-on-cablecast-s-sx-video-servers-167.html>

marin tv

General Video Audio

CMCM H.264 Export
QuickTime Movie
Estimated file size: 4.72 GB/hour of source
1920 x 1080 px | 29.97 fps
Stereo (L R) | 48.00 kHz

Video Properties

Frame size: 1920 x 1080 | 1920 | 1080
Pixel aspect ratio: Default for Frame... | 1.000
Frame rate: 29.97 | 29.97 fps
Field order: Progressive
☐ Add clean aperture information
QuickTime settings: Change... H.264 multi-pass
Data rate: Custom | 10000 kbps
H.264 profile: High
Entropy mode: CABAC

Cropping & Padding

Cropping: Custom
Top: 0 Bottom: 0 Left: 0 Right: 0
Padding: 16x9 1.78:1
Top: 0 Bottom: 0 Left: 0 Right: 0

Quality

Resize filter: Better (Linear Filter)
Retiming quality: Fast (Nearest Frame)
☐ Adaptive details
Anti-aliasing level: 0
Details level: 0
Add Video Effect

General Video Audio

CMCM H.264 Export
QuickTime Movie
Estimated file size: 4.72 GB/hour of source
1920 x 1080 px | 29.97 fps
Stereo (L R) | 48.00 kHz

General Properties

Name: CMCM H.264 Export
Description: For File Submission
Extension: mov
☐ Allow job segmenting
Default location: Desktop
Format: Video and Audio
☐ Optimize for network use

Retiming

Set duration to: 100.00% of source
So source frames play at 29.97 fps

General Video **Audio**

CMCM H.264 Export
QuickTime Movie
Estimated file size: 4.72 GB/hour of source
1920 x 1080 px | 29.97 fps
Stereo (L R) | 48.00 kHz

Audio Properties

Channel layout: Stereo (L R)
Sample rate: 48 kHz
QuickTime settings: Change... AAC
☐ Copy audio tracks from source
Add Audio Effect

MetaData:

What is it?

- Technically, it is data that is embedded in a file and that can be seen or extracted via some software. In this case you can add the program title and description so that is retained with the file.
- You can add metadata to your file in Final Cut, see:
https://support.apple.com/kb/PH12693?locale=en_US&viewlocale=en_US

Why?

- Much of the data about your video is probably contained in a separate file or web page that is separate from the actual file. Including this information as metadata ensures it lives with the file forever and is searchable. But . . . you should also be keeping track of all this information for archival purposes in other ways too . . . say in a spreadsheet:



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MetaData:

Do yourself a favor and keep track of your programs in a spreadsheet that includes everything that you would need for upload descriptions and metadata. Keep a spreadsheet for specials and series. Add info as needed such as which hard drive the file is on, etc. This is your roadmap to your archive, starting this after you've done 50+ shows becomes unwieldy. Most important, name your video files with title and episode numbers and be consistent!

It's Magic Show List

Epidode	Filename	Date	Description	format	trt	Other
1	001 It's Magic	1/1/16	Lorem ipsum dolor si	HD	28:30:00	
2	002 It's Magic	2/1/16	Lorem ipsum dolor si	HD	28:30:00	
3	003 It's Magic	3/1/16	Lorem ipsum dolor si	HD	28:30:00	
4	004 It's Magic	4/1/16	Lorem ipsum dolor si	HD	28:30:00	
5	005 It's Magic	5/1/16	Lorem ipsum dolor si	HD	28:30:00	
6	006 It's Magic	6/1/16	Lorem ipsum dolor si	HD	28:30:00	
7	007 It's Magic	7/1/16	Lorem ipsum dolor si	HD	28:30:00	



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Copyright

If you stick 'Copyright 2018' on your videos, you are basically telling everyone that they can not use or cablecast your program without your expressed written permission. A more sharable solution is to use creative commons copyrights, many of the sharing sites require it. There are many variations of what re-use is acceptable under what conditions, but most choose this one for public access programming they want to share without allowing re-editing:



Attribution-NonCommercial-NoDerivs

CC BY-NC-ND

This license is the most restrictive of the six main CC licenses, only allowing others to download your works and share them with others as long as they credit you, but they can't change them in any way or use them commercially. See: <https://creativecommons.org/licenses/>



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Sharing Sites

Distribution Sites:

(intended distributing files to other users, PEG centers)

PEG Media

<http://www.pegmedia.org>

Archive.org Community Media Archive

https://archive.org/details/community_media?&sort=-downloads&page=9

Telvue Connect

https://connect.telvue.com/users/sign_in

Viewing Sites

(intended for viewing, not easily downloadable)

Youtube.com

Vimeo.com

Facebook.com



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Sharing Sites - Pros/Cons

PEG Media Pros:

- Simple, easy to use, though support is slow
- Known to nearly all public access centers
- Provides good usage information (tracking)
- Provides a way to message users with notices of new programming
- Will take HD or SD files, but they need to be properly encoded.

PEG Media Cons:

- Free to use for sharing but at a certain point there are charges incurred for bandwidth depending on download usage. You may pass this cost on to the downloader, or pay it yourself (.50-1.00 per download)
- Upload and download can be slow at times



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Sharing Sites - Pros/Cons

Archive.org Pros:

- It's free and presumably forever, a good cloud archiving solution
- Used by PEG centers as well as users worldwide
- It maintains a downloadable copy of the file you upload and transcodes to more web friendly formats too.
- Hosts a special Community Media Archive for PEG related programming
- Has been supportive of PEG needs and our mission is similar.
- Will host any kind of file you want to upload
- Archive is a stable non-profit in it for the long run, should be a reliable long-term hosting solution.

Archive.org Cons:

- Uploads and downloads can be slow at times
- Site navigation and searching is cumbersome due to the extraordinary number of files stored.



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Sharing Sites - Pros/Cons

Telvue Connect Pros:

- It's free but with limited uploads and storage capacity for syndicators.
- Slicker GUI with nice features though not always intuitive or efficient.
- Known to PEG centers but used mostly by those using Telvue hardware.

Telvue Connect Cons:

- Operated by a server manufacturer for PEG stations and is somewhat tied to their hardware.
- Site navigation and searching is sometimes confusing.
- It's not clear how long the site will be maintained as it is corporate owned and dependent on the health of the corporation.



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Sharing Sites - Pros/Cons

DIY Solutions

You could use a Dropbox account or set up an FTP server to share your files with more control, but:

- Many users find FTP difficult to use.
- Dropbox is a paid service with file storage limits.
- You would have no browsing by potential PEG centers as you do with PegMedia, Archive.org and Telvue Connect.
- You would have to manage all the messaging yourself without the tools offered by other sites.



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Point of Contact

Even if you manage to upload your files to PegMedia, Archive.org, Telvue Connect, Youtube, etc., how will people know your content is available? You still need an outreach or social media plan. Plan to send emails to centers notifying of the program availability, message through the hosting sites if possible. Do this every time you upload a new series or group of programs. Make short 2-5 min bumpers and post to social media (youtube, twitter, instagram etc.). Be sure to follow up with those that respond immediately.

If you join the **Alliance for Community Media** as a 'supporter membership' for \$50 a year, you will have access to their national listserve to post occasional notices about your series.

You can also do targeted emails, call, or mailing to access centers directly. Updated lists are hard to find, the most current is here:

<http://www.communitymediadatabase.org/> ([get spreadsheet](#))



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Point of Contact – Sample

"Perils For Pedestrians" Episode 240 marks the 20th Anniversary of the series, started in 1996.

"Perils For Pedestrians" Episode 240:

<https://www.youtube.com/watch?v=yUu8hrVFVOU>

For our 20th anniversary episode, we take a look back with two long-time pedestrian leaders, Dan Burden and Peter Lagerwey. The 240 episodes have included around 1,000 interviews, from all 50 states and 18 countries (2 more countries will be on the next few episodes). The series currently runs on 150 PEG stations around the U.S. About 2/3 download from PEGmedia or the Telvue Connect Media Exchange, the other 1/3 use DVDs. Back in 1996, it was on just a handful of stations, and most used 3/4-inch tapes.

Thank you.

John Z Wetmore

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Producer of "Perils For Pedestrians" Television

www.pedestrians.org

GoFundMe <https://www.gofundme.com/pedestrians>

YouTube <http://www.YouTube.com/PedAdvocate>

Public Access Cable Stations:

<http://www.pedestrians.org/tv.htm>

Not on where you live? Ask how you can help.

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