The Librarian is Live in 5..

4..3..2..1:

Using Periscope to Live Stream from Your Library

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Welcome!

Please install Periscope on your mobile device

Install Periscope

Attach to your twitter account (optional)

Friend metrostatatelib (See screenshot)
Periscope:

“Explore the world in real time through someone else’s eyes”

Live-streaming video app for iOS and Android

Development started in 2014

Acquired by Twitter and launched in March 2015

Horse in Motion. Eadweard Muybridge, 1878.
Periscope Stats:
(as of 8/2015)

Total # of users = 10 million

# of daily users = 1.85 million

Time watched = 40 years of live video per day

Horse in Motion. Eadweard Muybridge, 1878.
Trends 2016: Rise of Live Streaming

GlobalWebIndex – Know Your Audience™

**INTEREST IN LIVE-STREAMING EVENTS**

% who would be interested in watching the following via live-streaming apps

- Funny/entertaining videos: 53%
- Breaking news stories: 41%
- Music concerts/events: 38%
- Videos broadcast by your friends/family: 30%
- Sports events: 29%
- Educational talks/lectures: 27%
- Videos broadcast by brands/companies: 26%
- Videos broadcast by celebrities: 22%
- Videos broadcast by vloggers (video bloggers): 19%
- Videos broadcast from nights out/parties: 15%

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GlobalWebIndex.net /// Question: Many social networks and apps have been introducing live video streaming features. This allows their users to use their mobile phones in order to broadcast live videos from any location. Which of the following types of live video broadcasts would you be most interested in watching? /// Source: GlobalWebIndex Q3 2015 /// Base: Mobile internet users aged 16-34 in Brazil, India, Italy, Malaysia, UK and USA
What others have done (non-library)

Pope Francis visit to the White House
@deray
@TheNextWeb
@POTUS
@weatherchannel
What we’ve done
Events - Star Wars Party
Events - Video Gaming
In-Person Class

Class meets at distributed campus (no library)

Periscope allows for real-time, live library tour

Builds a personal connection to library staff and services

Technology challenges, but students found it useful and informative
Online Class

What did you like most about this class?

“The use of modern technology was very refreshing to see. This is the first class I’ve taken which made use of tools like Periscope, very neat and innovative.”

(Student teaching evaluation, Fall 2015)

https://youtu.be/VCJAhBeWMcQ

Did four of these on personal account
Library Tours

Meet Stewart @landoloves and see the @metrostatelib #archives
What other libraries have done

@VBPLibrary
@cody
@ByLeavesWeLive
@Library_Vic
@SILibraries
What horror lurks in the heart of rare book libraries? Find out on Thursday via @Periscope!

EERIE ANATOMY
A Periscope tour of early anatomy books in the Dibner Library of the History of Science and Technology

Oct 29th, 1pm EST.
@SILibraries on Periscope
www.periscope.tv/silibraries

Smithsonian Libraries
Come Together: American Artists Respond to Al-Mutanabbi Street

Live on Periscope w/ @SLLibraries
March 1st, 4pm (EST)
periscope.tv/silibraries

a bomb explodes just once
a book a thousand times
Other streaming services:
Meerkat

Launched Feb 2015

Big hit at SXSW

Deeply integrated with Twitter, until Twitter launched Periscope and restricted access

Lost ground against Periscope and Facebook Live

Changing focus from live streaming to “video social network” (March 2016)
Other streaming services: Vine & Instagram Video

Short-form video

Good for book trailers and PSAs

Vine - ~6 second looping videos
(launched 2012, acq. by Twitter)

- https://vine.co/University.of.Sussex.Library

Instagram Video - 15 second videos (launched 2013)
Other streaming services: YouTube Live

Beta - full launch staggered over several years

Schedule broadcasts or stream immediately

Archive recording

Can monetize with ads

Not mobile-ready yet

YouTube Live at Metro Big Read Keynote

https://youtu.be/SFH9TH0h4Xc
Set-up and testing for YouTube Live broadcast of Metro Big Read Keynote
Other streaming services:

**Google Hangouts On Air** - requires YouTube channel & Google+ to broadcast, up to 10 people can join the broadcast

**Facebook Live** - does not require a separate app, saves videos to Timeline, broad potential audience (limited launch) [https://www.facebook.com/AwesomelyLuvvie/videos](https://www.facebook.com/AwesomelyLuvvie/videos)

**UStream** - owned by IBM, freemium model, Enterprise focus, not interactive/social media, streams can be embedded elsewhere, all videos are archived ([LibTech](http://www.libtech.org/))

**Spreecast** - multiple users can broadcast, customization, freemium model, Enterprise focus
Why use Periscope?

- Demographics of users
- Fills a role (mobile)
- Spontaneous/ Ephemeral
- Birds eye view
- Police protests
Why not use Periscope?

Harassment

Professionalism

Stress/Anxiety

Workload and time

Accessibility

Ephemeral

May not fit social media goals/ user population

https://flic.kr/p/b61GxR
Practical Tips

Connectivity, Device
Backup plan

Non-reflective glasses (practice)

Auto backup

Title & hashtags

Copyright concerns

Privacy concerns

Roll with the strengths..
Spontaneous, ephemeral, banal
What’s next

Book talks

Web usability (e.g., card sorting)

Behind the scenes at the library

New books

Event promotion/behind the scenes at events

Go Pro + Periscope

Hosting workshop to teach other faculty and students (how to periscope? Police?)

The virtual tour during class times first week of semester

Go Pro athletes Roberta Mancino and Jeb Corliss in March 2016 Periscoping sharks
The Big Picture

Be spontaneous
Model behavior
Take risks
Try new things
Identify right people at your institution
References


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