

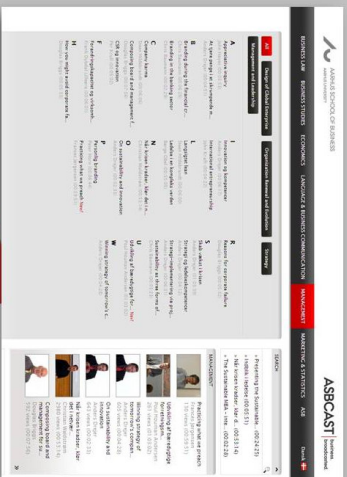
YouTube - edumedia - ASBCAST: Business broadcasted online

1 VIDEO REPOSITORY

A repository to store and distribute the growing number of videos from ASB

Other commercial repositories such as **YouTube** have been considered. However, we chose the platform called edumedia created by The Danish Research Network

Our own repository enables us to express our own categories and subject structure and to express the copyrights of the videos

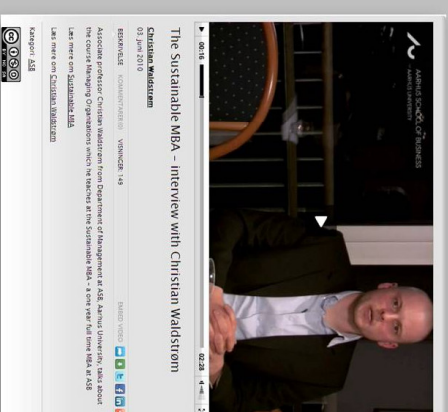


4 ASBCAST ONLINE

ASBCAST: <http://www.asbcast.dk>

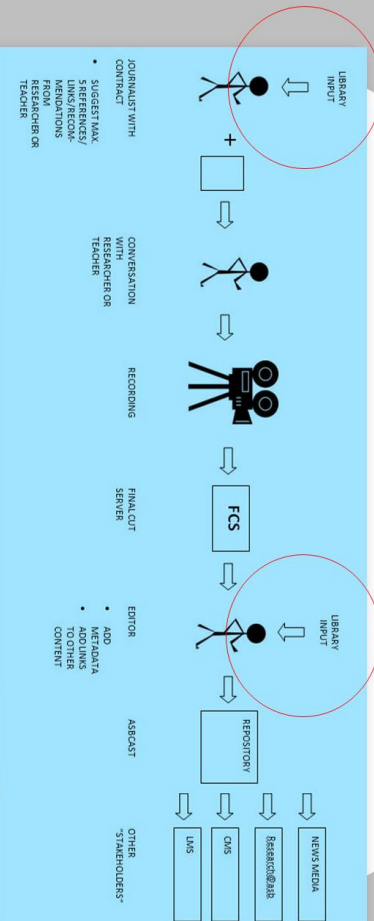
- 19.000 visitors during the first year online
- 58.000 page views
- Average time on site: 4:45 minutes
- Users from 66 countries

Research dissemination - linking to Research@asb - the repository for all available ASB research



2 WORKFLOW

Collaboration between ASB Library and ASB Media



3 THE 5 STEPS OF REGISTRATION

Handling videos in ASBCAST involves 5 steps:

1. **Upload** (uploading the specific file)
2. **Describe** (describing the video with metadata such as publisher, creator, contributor, keywords, category, abstract, additional resources etc.)
3. **License** (defining the license for the specific video)
4. **Preview**
5. **Publish** (choosing publish date and possible unublish date)

