

SnapStream Enterprise TV Server Adds the Ability to Research, Study and Access a Plethora of TV Content in Ryerson's Rogers Communications Centre

**From: Office of Program Director, Operations and Technology,
Rogers Communications Centre, Ryerson University**

December 1, 2010 – To better facilitate the study of content in the Television medium, Ryerson's Rogers Communications Centre has added a ten-channel SnapStream Enterprise TV Server to the services it offers to the Schools of Journalism, Radio and Television Arts and Professional Communication. SnapStream acts like a ten-channel DVR that continuously records up to 70,000 hours of programming. It also makes it searchable by indexing the content based on closed captioning information.

The SnapStream technology revolutionizes academic research at Ryerson by allowing for in-depth, comprehensive TV research that, in the past, involved thousands of hours of manual labor recording, watching, and coding video. The system makes the process around TV content analysis much more efficient. It will find immediate use amongst the Journalism faculty and researchers who will be able to carefully study how news and current events are portrayed by different news outlets. The School of Professional Communication will have access to content that will allow students, researchers and faculty to study how effective individuals are communicating their message across the television medium. The system will allow the School of Radio and Television Arts to study how TV programs are constructed including the study of the business of television broadcasters through the monitoring of advertising campaigns the scheduling of advertising and promotions.

The many benefits that the SnapStream Enterprise TV Server provides in Ryerson's Rogers Communications Centre include;

- The facilitation of mass media research and content analysis
- A simple TV search-engine technology allows users to research thousands of hours of recorded TV within seconds
- The ability to view and download the full-text transcripts of shows they are researching, for annotation or comparison.
- Creates a digital archive
- Sends automatic e-mail alerts in real-time when keyword(s) occur in TV recordings
- Video clips can be trimmed and downloaded for further study
- System provides for fifty computers spread between Student Labs and Faculty offices to access the content.

The SnapStream Enterprise TV Server is currently in use to a limited "test group" of Faculty and Staff within the Rogers Communications Centre and the Ryerson Library.

More details on the SnapStream Enterprise TV Server can be found at <http://bit.ly/bIUyMO>

More information on the Rogers Communications Centre can be found at <http://www.rcc.ryerson.ca/technology/index.htm>