

## Background

Dudley Metropolitan Borough Council is a leading UK authority who, in partnership with Research Machines, provides a fully managed ICT service for 110 local Schools.

Dudley had originally invested in media streaming in the early part of 2005, however uptake for the system was low due to the complexity involved in converting, adding and linking to new content.

## The Challenge

Dudley had seen the rise in popularity of websites like YouTube and wanted to emulate this success with a system of their own.

“Rather than provide universal access to YouTube we wanted to offer Schools with a safe, in-house environment for publishing media which we could control and monitor internally.

We wanted something that would be as simple to use as possible and provide an easy way for embedding content into the learning platform.”

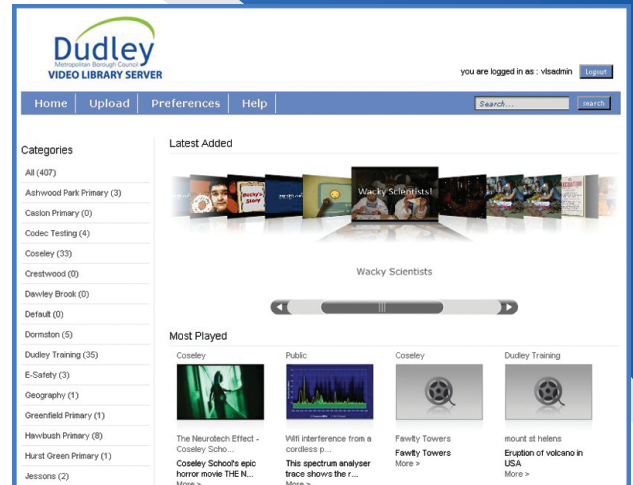
## The Requirement

A number of Schools within Dudley were starting to purchase Flip Video cameras to capture and publish educational content.

“We were finding Schools had started producing a large amount of video footage using portable video cameras but then it failed to reach a wider audience because staff and students had nowhere to showcase it.”

## The Solution

Streaming Ltd provided Dudley with the Helix Media Library (HML).



Helix Media Library has provided our Schools with a searchable, easy to use web interface to catalogue their media files. Whereas before staff had to re-purpose their clips prior to contributing, now they simply tag and upload their media file and the conversion is handled behind the scenes without any further input. All of the content uploaded to the library can also be viewed on a mobile device.

## Mission Accomplished

“Since going live with the Helix Media Library we have seen daily a surprising amount of material contributed by our Schools.

It’s encouraging to see that the system has captured the imaginations of all our users and is genuinely being used as a valued teaching resource. The library has also made a considerable impact to our learning platform and has helped introduce a wealth of new content which otherwise would never have been made available.”

*“Our teachers are busy people! The majority of staff simply don’t have the time or technical knowledge to convert a media file. Helix Media Library has provided our Schools with an easy to use tool to upload, convert and share their media”*

**Shirley Hackett, Education Improvement Adviser**