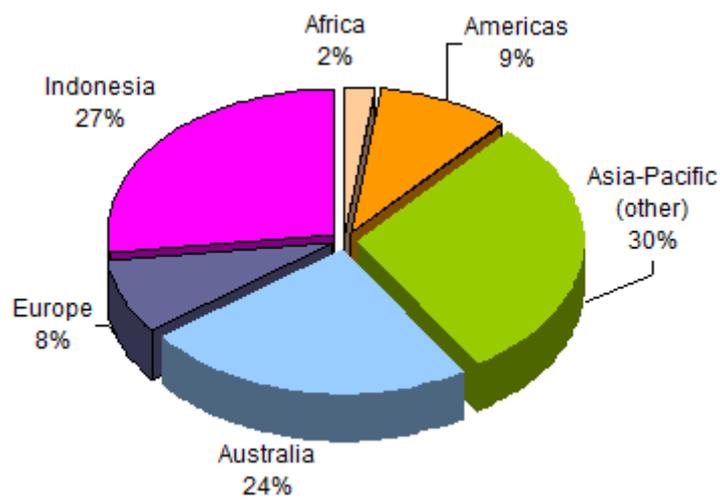


# EngageMedia Strategic Planning Survey

Survey Report / November 2010



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## Executive Summary

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As part of the research and planning process towards a strategic plan for EngageMedia, an online questionnaire was asked to be completed by its peers, partners, networks and members of EngageMedia.org and its monthly newsletter. The following summarises the results.

### *Assessment of present EM services*

- Generally seen as effective or very effective (66%) (p. 12), being “very good” or “good” as a public video sharing website (p. 47), with a very good working relationship indicated by about 40% in services such as workshops and networking (p. 22), and with collaboration often seen as “very important” (43%) or “important” (39%) (p. 23).
- Particularly valued for (i) offering accessible technology for video-hosting, (ii) skills building and (iii) networking (p. 14), with respondents having collaborated with EM largely by way of workshops and networking (p. 21), which were generally rated as either “very good” or “good” (p. 22).
- Services valued for enhancing participation in EngageMedia.org were *Social networking integration*, *Asia-Pacific focus*, the availability of *High resolution screening versions* of videos, and *Open content/Creative Commons licensing* (p. 48).
- While EM Staff gave generally higher ratings on all questions than did Non-staff respondents, these were rarely of statistical significance, and, given the small number of Staff respondents (4) could not have distorted results one way or another. It was particularly noteworthy that Staff tended to rate EM's effectiveness as a public video sharing website *less* highly than did Non-staff respondents; while EM Staff also rated the website's interface, design and bugs to be more of a hindrance than did Non-staff respondents (p. 56).

### *Common themes for development*

- **Expanding particular media services**, particularly social network integration, subtitling, and project archiving (pp. 16, 24, 28, 34), and also live feeds and mobile apps (p. 34).
- **Providing for skills development**, esp. by the design and implementation of more workshops (pp. 24, 39, 40), particularly focused on editing and production skills, video compression and networking (p. 36), with ongoing need for more skills building (p. 38) and networking with *video activists, technologists and NGOs* (p. 41).
- **Ease of use and accessibility** (interface, language issues, terminology) (pp. 18, 50). These were, in part, most likely to be rated as of concern by American and European respondents; Indonesian respondents expressed relatively little concern about ease-of-use (p. 55).
- **Enhancing networks** (p. 16, 53) / **Expanding networks** with other organisations (p. 18, 52).
- **Audience building**, being involved in festivals/screening events (pp. 16, 17, 22, 36, 53).

### *Particular topics*

- **Membership fee**: There were mixed opinions, while most generally disfavoured the idea (60%) (p. 19). Those who were agreeable to a membership fee were more likely to have previously worked with EM in technical development, and generally had stronger primary interests in EM and found its services most useful (p. 57).
- **FOSS distribution platform**: “very important” or “important” to about 2/3<sup>rd</sup> of all respondents (p. 25).
- **Plumi**: Heard of by 88%, known to be used by EM by 84%, with 17% using it themselves (p. 27). Almost all of these users of Plumi were from Indonesia; next to none from other

countries/regions (p. 55).

- **Embedded videos** on website: 53% have done so (p. 29).
- **RSS**: 86% aware of, 35% using feeds from EM (p. 30).
- **Vodcasts**: used by 22% (p. 31).
- **Other organisations/services**: relatively little awareness/use of Kultura, Revver or DailyMotion (not heard of by 33%-50%) (p. 32).
- **Transmission Network**: 70% aware of the network, 36% involved in it, with achievement in bringing people together to share ideas and knowledge in workshops, but with limitation in lack of follow-up and managing the inevitable diversity of motivations (p. 42).
- **Social networking**: While it was suggested that EngageMedia.org should provide more social network-type services, it was still seen as distinct in the content it hosts and distribution options, setting it apart from other services (p. 45), with 98% of respondents agreeing that online video still has a future in social change (p. 46).

### ***Comparison with focus group data***

A comparison was made between the results of the questionnaire research with that obtained from earlier focus groups with EM staff and consumers. General findings, such as the overall estimation of EM, were generally the same, while one or the other approach offered more details about such topics as services to be expanded and offline distribution. See p. 58ff.

## Background

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A survey process was initiated to build on research and planning sessions towards a three year strategic plan for EngageMedia, furthering the work of the organisation's goals of social justice, environmental sustainability, human rights and open knowledge.

The objectives of this process were to:

- revise and strengthen the vision and mission of EngageMedia;
- to develop a set of key foci, aims and outcomes for our work over the next three years;
- to better understand the political and technological environment we work in;
- establish and strengthen critical partnerships and collaborations;
- to better understand the needs of our partners and audience and develop and tune our approach to their needs
- strengthen our funding resource base to support our strategic plan and vision.

This survey looks back over EngageMedia's five year history during which time it has:

- Run more than 25 workshops and events in Indonesia, Italy, Singapore, Malaysia, Australia and Hungary and presented our work in Denmark, the UK, the USA, Brazil, Belgium, Japan, India, Thailand, the Netherlands and beyond;
- trained hundreds of people how to strategically use online distribution as a campaign tool;
- built a free software video sharing platform currently in use by more than 20 organisations;
- initiated the still growing Transmission network of more than 70 free software, online video and citizen media organisations;
- created an online archive of more than 1000 social justice and environmental videos through the EngageMedia.org site.

EngageMedia grew from a small group of volunteers to an organisation that employs eight people in both Indonesia and Australia.

This survey, and the strategic plan it feeds in to, enables EngageMedia to take stock and evaluate the successes and limitations of its work.

EngageMedia has sought to gather feedback from its partners, past and present, to learn from its networks and audience, examining the current technological and political landscape and re-imagining itself: how can we maximise our impact in the realm of human rights, social justice and environmental sustainability into the future? How can we employ our limited resources for greatest effect?

## Method

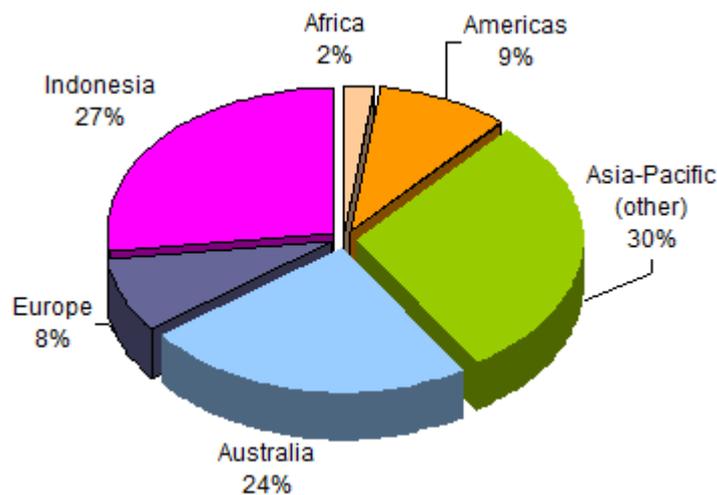
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The survey questionnaire was designed by Andrew Garton in consultation with Andrew Lowenthal.

The questionnaire was hosted on [surveymonkey.com](http://surveymonkey.com) from 14 July to 6 August 2010. Contact details were volunteered, under the condition that they were not linked to particular responses, but that the respondent was agreeable to being contacted for any further information.

Respondents were invited by email. We estimated to have sent invites to around 5000 people across various mailing lists and networks, our newsletter and select individuals.

Altogether, there were 86 respondents. The completion rate was somewhat smaller, with about 40-50 persons answering most of the questions; five submissions had to be deleted as they offered no substantive responses. The resulting sample of respondents appeared to well represent EM's international reach, with distributions per country/region as shown in the following chart. The largest proportion of respondents from any single country was from Indonesia, followed by Australia. Respondents comprising the largest proportion of the "other" countries in the Asia-Pacific region were from Malaysia.



## Results

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Results for each question are prepared, where possible, across a single page. The opening statement describes how many respondents there were to a question, and then summarises the results in words/dot-points (where relevant), and as counts and percentages.

Tables show both counts and percentages where the number of response options was not too vast; otherwise, only the counts. Charts always show the percentages. Comments are usually presented verbatim.

Question 1 asked for contact details, country, and organisation, as described/presented in the foregoing section. Country information was not offered in four cases; these were determined from the IP address. Analyses are broken down into Countries/Regions where relevant. Further statistical examination of the role of Countries/Regions, and other factors, complete the reporting of results once results for each individual question are reported (p. 55).

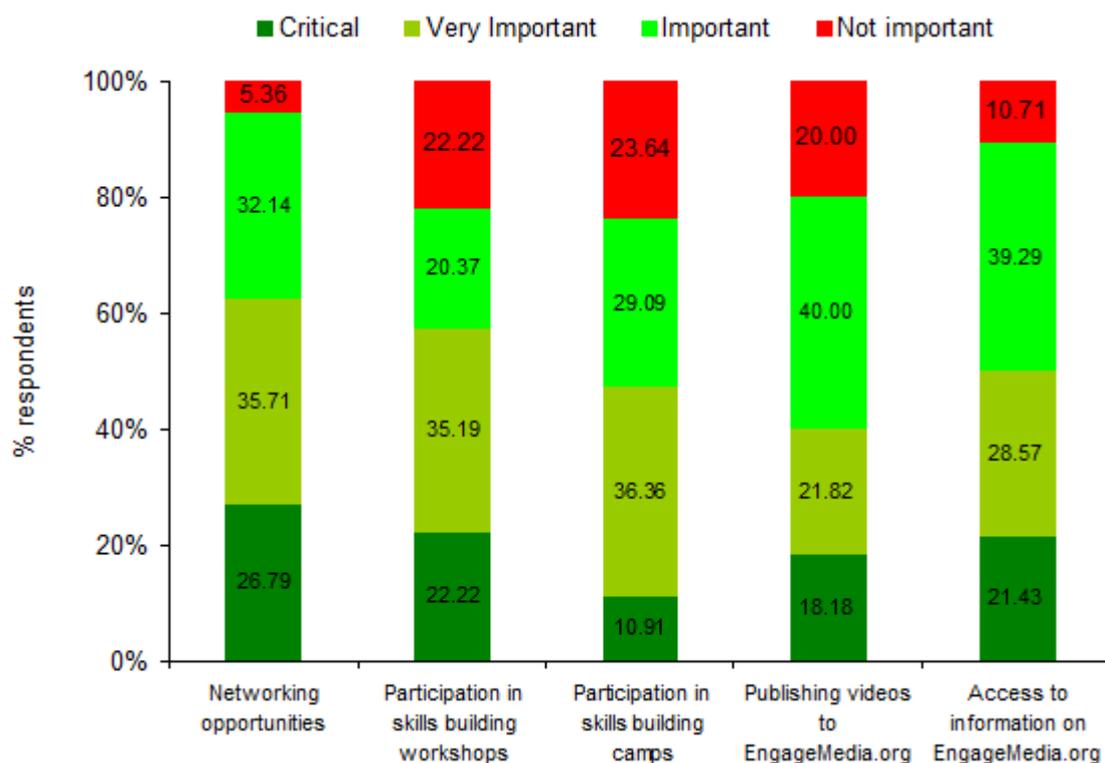
## Primary interest in EM

**Q2. What is your primary interest in EngageMedia? Please rate in order of value to you and / or your organisation.**

There were four answer options, as listed along the top row of the following table. The first column of the table shows specific activities that respondents were asked to rate for importance. The values in the cells of the table are counts of all those who offered a rating of a particular activity (this ranged from 54 to 56); the following chart presents the same data as percentages. In summary:

- Highest importance was most consistently given to *Networking opportunities*. This was the activity most likely to be judged as having “critical importance,” and it was also the activity least likely to be judged as “not important.”
- This was closely followed in overall importance by *Participation in skills building workshops*, and then *Access to information on EngageMedia.org*.
- The activity given the lowest rating of importance – least likely to be “critical” and most likely to be “not important” - was *Participation in skills building camps*.

Answer Options	Critical	Very Important	Important	Not important	Response Count
<i>Networking opportunities</i>	15	20	18	3	56
<i>Participation in skills building workshops</i>	12	19	11	12	54
<i>Participation in skills building camps</i>	6	20	16	13	55
<i>Publishing videos to EngageMedia.org</i>	10	12	22	11	55
<i>Access to information on EngageMedia.org</i>	12	16	22	6	56



### Countries/Regions

This pattern was largely maintained over the different country groups, with some meaningful differences.

- Respondents from Indonesia and other Asian and Pacific countries were more likely than Australian and European respondents to judge *Participation in skills building camps* as “very important” or “important.”
- Australian respondents were less likely than others to judge *Networking* as having “critical” importance (although it was still rated more highly in importance than other activities) , and were more likely than others to rate *Participation in skills building camps/workshops* as “Not important.” The latter was also a tendency among the European respondents.

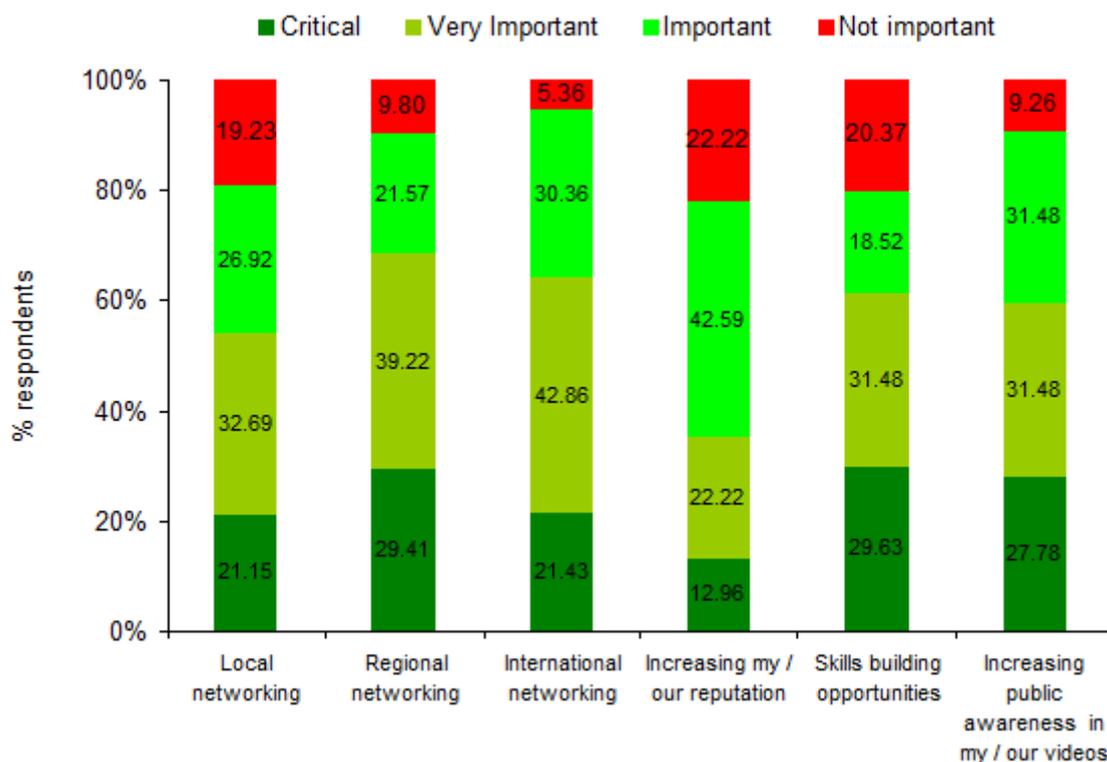
## Most valued activities/services

**Q3. What do you find most useful about EngageMedia? Please rate in order of value to you and / or your organisation.**

Six activities, mostly related to networking were queried, with four options for rating their importance – from not important to critical. There were 51 to 56 respondents to these items. The responses, as shown in the table, are collated as percentages in the chart below. In summary:

- *Regional and international networking* were the two activities rated most consistently as either “critical” or “very important”; but no less critical was *Increasing public awareness of my/our videos*.
- More variably, *Skills building opportunities* were also critical – for some – while others were quite likely to rate them as “not important.”
- Consistently, of least importance was *Increasing my/our reputation*, and *Local networking* could also be down-rated.

Answer Options	Critical	Very Important	Important	Not important	Response Count
<i>Local networking</i>	11	17	14	10	52
<i>Regional networking</i>	15	20	11	5	51
<i>International networking</i>	12	24	17	3	56
<i>Increasing my / our reputation</i>	7	12	23	12	54
<i>Skills building opportunities</i>	16	17	10	11	54
<i>Increasing public awareness in my / our videos</i>	15	17	17	5	54



***Countries/Regions***

Looking at the responses per region/counties:

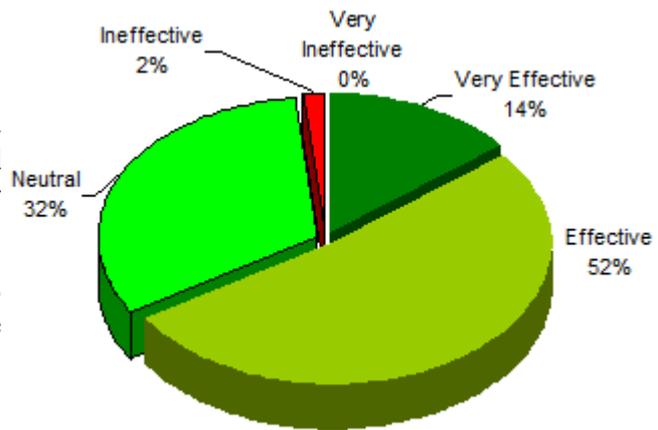
- *International networking* was especially likely to be “very important” for respondents from Indonesia.
- This was also important for other respondents from the Asia-Pacific region, but *Skills building opportunities* were, for them, at least as important.
- Respondents from Europe and Australia were less inclined to rate networking as “critical” or “very important,” while still finding it “important.”

## Effectiveness in meeting needs

**Q4. In your opinion, how effective is EngageMedia in meeting your needs, or that of your organisation?**

There were 56 respondents to this question, who answered as shown in the following table and chart. In summary:

- About half of all respondents rated EngageMedia as “effective,” and another 14% rated it as “very effective.”
- No respondents rated EngageMedia as “very ineffective,” and only one respondent rated it as “ineffective.”



Answer Options	Response Percent	Response Count
<i>Very Effective</i>	14.3%	8
<i>Effective</i>	51.8%	29
<i>Neutral</i>	32.1%	18
<i>Ineffective</i>	1.8%	1
<i>Very Ineffective</i>	0.0%	0

### Countries/Regions

Looking over the countries/regions, these proportions were largely consistent, but the “neutral” (and “ineffective”) option was entirely checked by non-Australian respondents; Australian respondents always checked the “effective” or “very effective” options. Respondents from the Americas were especially likely to rate EngageMedia *only* as “neutral,” with no check of the “effective” or “very effective” options.

### Comments

- Positive comments on increasing skills, networking, sharing ideas, and products for Plone that have emerged from EngageMedia's work, highly regarded in the Creative Commons community, keeping networks and broad online communities up to date via newsletters and website.
- Limitations referred to: in video (lack of customisability of the player and other site features, some titles not relevant to regional focus); bugs that inhibit timely deployment of news; English-only platforms; focus on Asia rather than other regions, esp. Africa.
- Neutral comments owing to limited use of EM, limited contact with EM, and not knowing much about it apart from participation at conferences, etc.
- A comment was not offered in explanation of the single rating of “ineffective.”
- An additional comment sought more opportunities for Singaporeans in regional activities.

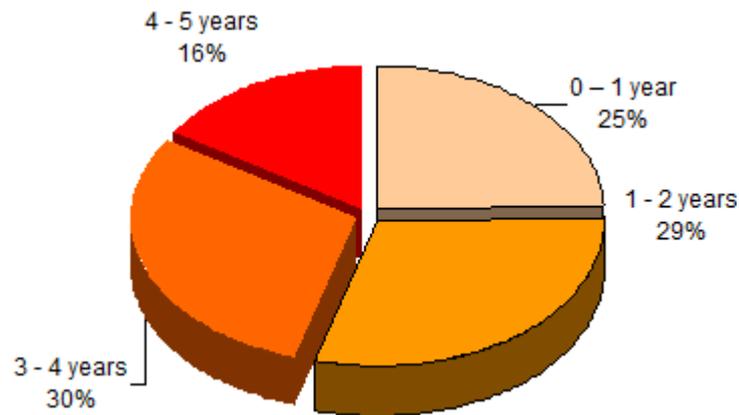
## Age of knowledge of EM

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### Q5. How long have you known about EngageMedia?

There were 57 respondents to this question. As shown below, about three-quarters of the respondents had at least known about EM for one year, almost half knew about it for at least three years. There did not appear to be any Countries/regional differences.

Answer Options	Response Percent	Response Count
<i>0 – 1 year</i>	24.6%	14
<i>1 - 2 years</i>	29.8%	17
<i>3 - 4 years</i>	29.8%	17
<i>4 - 5 years</i>	15.8%	9



## Gaps being filled

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**Q6. What gaps do you think EngageMedia currently fills that other organisations / services do not? List up to three.**

There were 37 respondents to this question, all of whom listed at least one gap. 89% also offered a second gap, and 54% offered three. Presumably some of those who did not list any gaps considered that no gaps were currently being filled by EM, or declined to answer as they were not familiar with its work. There were four main ideas in responses, as follow, with examples, and some unique ideas high-lighted.

### ***Video-hosting that offers access to technology, easy, outlet, and an audience for video-makers***

Online video portal for regional, **human-rights related** video  
international audience and appeal  
social issues video **archive**  
Providing a **venue** for videos of concerns  
Video uploading even those that may be **banned or disallowed** on other mainstream video streaming sites  
A **database** of issue based videos from the region  
**Showing** our works on the net  
**activist** video sharing and good archive of documentaries  
Providing video playback tools **for organisations with lack of skills and/or resources** to host this media themselves  
and providing a platform for the presentation and consumption of valuable and important **content that is not likely to attract mainstream media** distribution  
Distributing an **open and easy video platform** for others to use  
video distribution for **low bandwidth situations**  
publicising **independent journalism**  
**Long Video Duration** Uploads  
A **very professional looking** video host focused on general social issues.

### ***Skills building***

**Creative**, innovative and **collaborative** workshop events for EM partners  
production skill **sharing**  
Video skills **training**  
Skill building and capacity in online video & **FOSS**  
Bringing new skills and technical know-how  
Workshops and camps on online video technology that **no one else is prominently doing** in the region  
Sharing useful information; i.e. **Open Source, subtitling**  
Skills building and the means by which the skills may be employed  
very specific skills building  
linking to broader opportunities to **up scale the skill**  
Publications on **new technologies**  
Encouraging and facilitating the better **understanding of the inherent rights in copyright** and how they can be more strategically utilised

### ***Networking***

Wide opportunity/space for **optimal collaboration** within EM partners  
Network building among **tech activists**  
Link local-national- Regional  
Dedication to Inter-relations  
it brings together different organisations  
A **strengthening** network of activities linked to a large and well known host.  
Organising **gathering events**  
**strong** networking

### ***Other ideas***

Some respondents, while reflecting on the same ideas as above, emphasised the regionality of the services. Others stressed ideas such as community empowerment and resourcing, being progressive and independent.

- Supporting to massive (video) social/environmental movement at regional level
- Capacity building regionally, good training work
- Regionally based progressive media hub... awesome.
- Indonesian emphasis
- Brings a progressive grass roots SE Asia focus to my attention
- Develops open frameworks that are given back to community
- it works independently of the mainstream

A seemingly important point not raised by others was the following:

- Attracts grant funding for progressive media makers in the region

There did not appear to be any substantial differences in terms of countries/regions.

## Gaps to be filled

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**Q7. What gaps do you think EngageMedia could fill that it currently does not? List up to three.**

There were 29 respondents who described at least one gap. Of these, 16 listed two gaps, and 14 listed three gaps. These ideas can be categorised as follows.

### ***Enhance local/regional support/networks***

- set up country based office or member for continues local support
- come to NZ for some intensive workshops on online video distribution
- Active outreach
- Networking regional participants more
- workshops in Australia (even run at low charge)
- bridge between tech and content people
- start smaller areas to include focus of all other regional areas (Africa, Europe, South America etc)
- Specific point of view in regional scope
- Supporting the capacity building at the grass-root level by collaborating with EM local partners
- Strategy in spreading and delivering the regional issues to most global communities for great impact
- Supporting the grass-root communities by providing minimum requirement for video production through facilitation from EM local partners
- Particular hub for regular and intense meetings

### ***Develop particular media services***

- Funding video production
- Being a research institution on video activism
- create space for unedited news/instant upload/creative commons archive footage
- Editorial, curation, toolkits research, white papers, blogging
- Focused and directed use of video for change
- Supporting content on the platform to attract other distribution methods
- Academic transcript
- archiving systems for organisations
- Link issues with story-telling, production and distro - from any where to any one!
- Not wired into social networking
- Subtitling service
- torrent upload and download for videos (or maybe you do this now?)
- Build awareness about social platforms for rich media archival and distribution
- Lead in content development
- Thematic work

### ***Build audiences***

- Mainstream video sharing. EngageMedia is not so popular among the mainstream at the moment. Needs to fill this gap otherwise videos will be preaching to the choir.
- Conducting festivals
- screenings
- Deeper networking with events / site participants / producers
- connections with community and open access televisions

### ***Extend information***

- Distributing alerts on grants, festivals, scholarships, new policies that affect us
- Learning more than plumi
- More online/printed publications derived from gatherings, camps, etc

### ***Other ideas***

Other ideas concerned particular themes, or the general agenda of EM.

- Social justice/enviro video in the Australia context - Mining, Deforestation, Refugee Detention, Indigenous issues, etc.
- Australian Indigenous/regional
- Editorial agenda could be less proscriptive and this may encourage unpredicted innovation from community.

## Limitations

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**Q8. What do you believe are EngageMedia's limitations? List up to three that you are aware of.**

There were 33 respondents to this question, giving at least one limitation. Among these, 20 offered two ideas; and 13 of whom offered three ideas.

### *Limited personnel/reach/relevance of services*

By far the most common limitation concerned limited human resources, and associated limitations in the reach of EM's services. The following are examples (only) of these points.

- Not enough of you to go around!!!
- lack of collective initiatives
- Local involvement/consultation in countries they don't have staff or members
- Catering for local needs/tools/languages
- No frame work based on country and engagement system or level
- Lack of active local representatives outside of Australia
- limited networks in other parts of Asia & in Australia
- not yet 'transnational' (Australia-based)
- small team
- Who are the people working for EM (names, nationality, roles, etc.)

### *Limited technology*

- Video sharing capabilities not as good as YouTube, driving away not just mainstream but radical filmmakers
- not being as effective on slow internet
- inflexible website
- Graphic/Web design a little odd
- Not televised
- Limited resolution
- user interface
- videos with minimum standards of videomaking need to have specific channel to make option for visitor

### *Limited awareness of*

- Brand name not as well established yet
- not well known in Australia, doesn't have enough grassroots support
- Getting the message out about why this platform is different when 'competing' for users and audience against platforms like YouTube
- Web site is not competitive
- Penetration to grass-root level still very weak, could be solved by strengthening the EM networks

### *Other limitations*

- Too many e-mails on the mailing list ... it's overwhelming for people who are internet-deprived like us
- Everything is web-based, not paper based, we are in an internet-deprived country [Timor-Leste], it took time to access everything on the net, plus not everybody in the office has internet, so those who don't can't access the info Engage Media is providing
- Governance structure
- Use/promotion of proprietary software
- Like all volunteer and non-profit projects, finding sustainable funding models is always important and difficult

## Suggestions for improvement

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### *Q9. What suggestions do you have to improve our organisation? List up to three.*

There were 32 respondents to this question, giving at least one suggestion. Of these, 20 gave two suggestions, and 12 gave three suggestions. Some comments clearly indicate that existing features on the website are unknown of and some limitations at the user end (e.g. comment about the survey not accessible within Firefox and Chrome when in fact it is).

#### ***Engage/extend network***

- need activities to boost and maintain participation of network members
- Work more closely with other organisations like Get Up and the plethora of other left leaning organisations
- build stronger links with groups outside your region
- ? Try a commercial sister organisation which employs the same ethos yet a service which competes with commercial providers?
- partner with large NGOs who constantly use youtube such as Oxfam.
- dont make this organization exclusive
- More meetings/gatherings discussing possibilities of internet-related services for partners
- Building friendshipness with other Organisations

#### ***Reinforce/extend regional services and expertise***

- Increase linkages in Southern Africa
- The value of regional expertise is very high and I would suggest keeping such a focus
- Training work and expertise will continue to be of high value - how to transfer and share it better may be worth evaluating
- NZ - please come to NZ - your work is SO valuable!!
- More local engagement and activities in the country and region
- More Consultation with local NGO's and groups
- Identify and build up regional representatives so that they can run active programs in their home countries
- regional managers/ contacts
- trial small initiatives in other regions

#### ***Increase resources***

- Get more funding and increase staff numbers
- See how more funds can be raised
- Attract Political/cultural funding
- Access more personell

#### ***Improve Technology/Accessibility***

- Improve site usability/tech
- Send paper copies of information, alerts, tutorials so it can stay in the organization and can be shared with those who do not have internet access
- Use similar systems to youtube that allow facebook to include descriptions and thumbnails
- Use survey software that works in WC3 compliant browsers (firefox/chrome)
- connect to facebook

#### ***Other ideas***

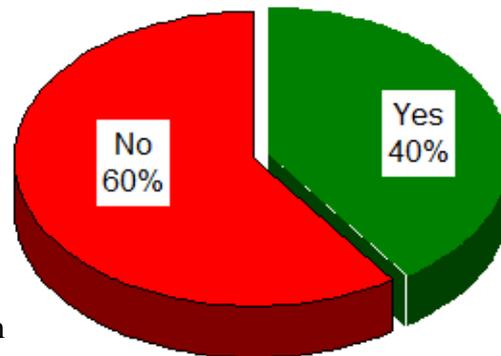
- Make overt political choices about which software to use/promote
- create lots of offline event to invite people
- more offline events
- Increase popularity
- More workshops dan camps
- management of project
- Branch out to documentary filmmaker
- Urgent need to define (or redefine) the organization's role in Indonesia
- more balanced contents from AsPac
- Keep the focus of current EM concern in media integration and its networking
- SMART strategy in networking strenghtening plan
- Reduce expectations and build projects around present capacities

## Membership fee

### Q10. Would you pay a membership fee to access special features and services from EngageMedia's program activities and online services?

There were 52 respondents to this question. As indicated below, support for a membership fee was indicated by less than half of these respondents.

Answer Options	Response Percent	Response Count
Yes	40.4%	21
No	59.6%	31



#### Comments

Comments were offered by 33 respondents. These can be grouped as follows.

##### Yes responders

Those who responded yes typically made their agreement conditional on one or more bases:

- *Conditional on having a sliding scale or membership levels*

I think sometimes putting a fee on a website can actually stop your messages from getting to the people that they need to get to. Perhaps you could have a membership type feature that is targeted at a specific group of people. But, do not expect developing countries to pay fee in line with what is charged for developed nations.

- *Conditional on the value of the features offered*

Depends on the features, and also because I know EngageMedia stands for a good cause I don't mind paying minimal fees as long as the activities / services provided of high quality.

- *Conditional on low cost*

Yes but I can only afford about US\$10 per year.

As long as it's relevant and not too pricey

possibly maybe but as someone who makes events and videos them for free, it can be wierd when paying while others are getting paid, and would need to be cheap/nominal

Yes, to create senses of belonging to EM's program/activities. But please don't too expensive :), he he he! as long as it's not too expensive and we can pay it with debit card

##### No responders

- *Need to have the benefits clarified/Lack of perceived need for a fee*

This was by far the most common reason for non-agreement with the idea of a membership fee. Presumably this also explains the absence of responses to this question from 40% of all respondents.

Not sure of what the services would be that I would pay for. Open to it, but not sure what EM would be providing that I could not access elsewhere.

Because the benefits are not clear enough to me.

What would the special features be?

It really depends on the services. But if I had enough money I would probably see this as support rather than paying for a service.

The need has not arisen.

- *Limited resources*

Have no money ... and can't think of any special services I would need to access.  
 We are a small organisation with little money to survive  
 First it depends on the fees. Most groups or NGO's in Malaysia, lack in funds and resources.

- *Possibility of other funding options*

I would financially support the project and have done so in the past, but think that the best way would be being able to offer your users easy mechanisms to pay for/donate to goods/media/service at time of use this is when there are most motivated and can see a ROI  
 Probably not from SE Asia perspective. YouTube is still free. But targeting corporations and universities for paid services could work.

- *In-principle objection*

A few respondents considered that the idea of fee was contrary to EM ethics/objectives.

this is not according with the aim first the Eng. establ.  
 The content should be free, so everybody can access and re-distribute more contents.

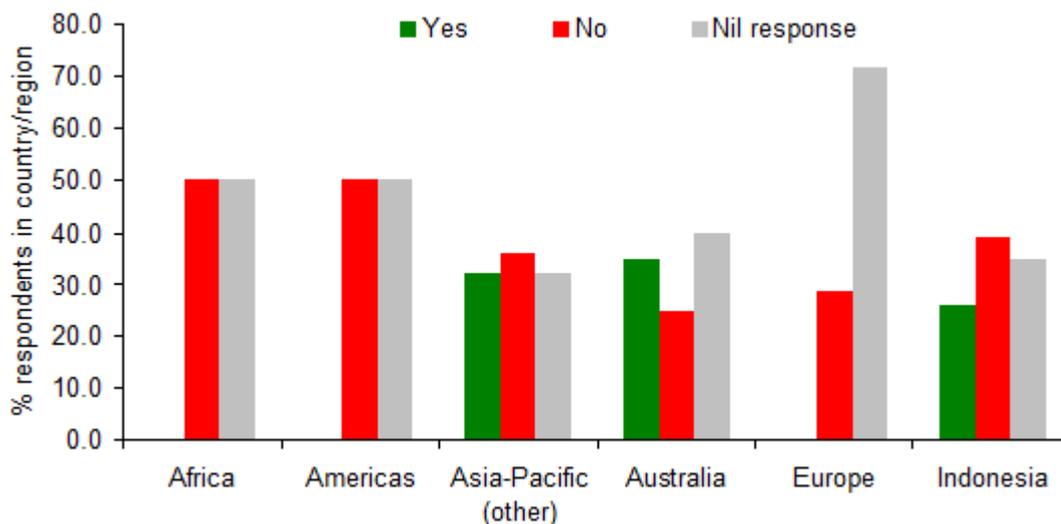
The following comment covers most of the issues raised in disagreement with the idea.

Membership fees are to be considered for very small organisation with very little possibility in getting support from funding agencies. Also, it depends highly on the kinds of service provided. Features on the web should be fully free in order to differ it from similar commercial services. Exception can be made for event organising, etc., if EM is interested to develop capacity building workshops at an international level.

### **Countries/regions**

The chart below shows the distribution of yes/no responses, and nil responses, as percentages of all respondents in a particular region or country. It can be noted that:

- *Yes* responses were restricted to respondents from Indonesia and other Asian and Pacific countries, including Australia, whereas a *Yes* given by not one respondent from Africa, the Americas or Europe (i.e., from among 17 respondents).
- *Yes* responses were more frequent than *No* responses only among Australian respondents (35% versus 25%, respectively, with 40% being nil responders).



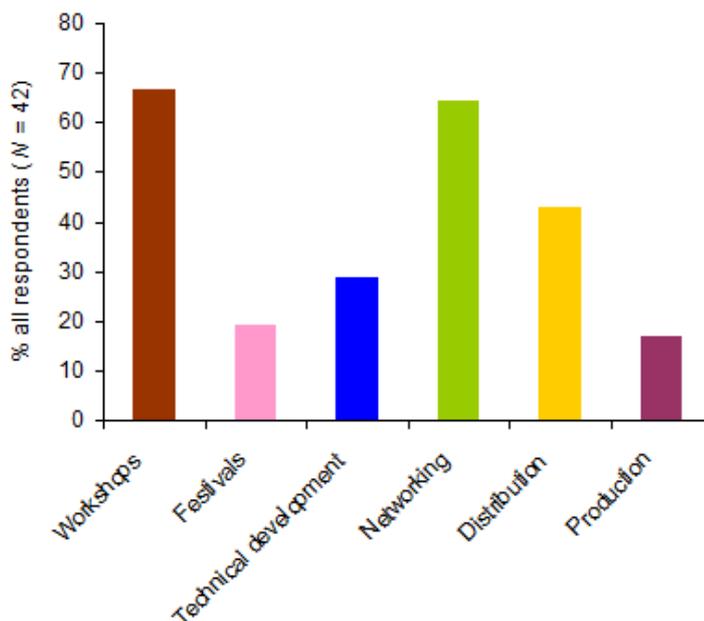
## Ways of collaborating with EM

### Q11. How have you collaborated with EngageMedia?

Respondents were offered six options, as listed below, plus an “other” category. There were 42 respondents to this question; 48 having skipped it. As the results shown below indicate:

- *Workshops* and *Networking* were the most frequent ways that the 42 respondents had collaborated with EM – encompassing about 2/3<sup>rd</sup> of these respondents.
- *Festivals* and *Production* activities were least frequent, each by less than 1/5<sup>th</sup> of respondents.

Answer Options	Response Percent	Response Count
<i>Workshops</i>	66.7%	28
<i>Festivals</i>	19.0%	8
<i>Technical development</i>	28.6%	12
<i>Networking</i>	64.3%	27
<i>Distribution</i>	42.9%	18
<i>Production</i>	16.7%	7



### “Other” ways of collaborating

- summits, open video advocacy
- Andrew Garton's visit to South Africa – training, told us about EM
- tech support for the wiki and engagemedia workshop [when on Int. Steering C'tee]
- Strategic Planning activities ... Focus Group and interview ... other project planning activities. IsumaTV and EM may collaborate further in future on archiving trainings, and content delivery networks.
- Promoting the platform through the Creative Commons case study projects
- Feedback/Testing
- Transmission

Three respondents indicated here that they had not yet collaborated with EM.

As yet i have not collaborated as i am not sure how to. I have watched a number of programs which have been inspiring.

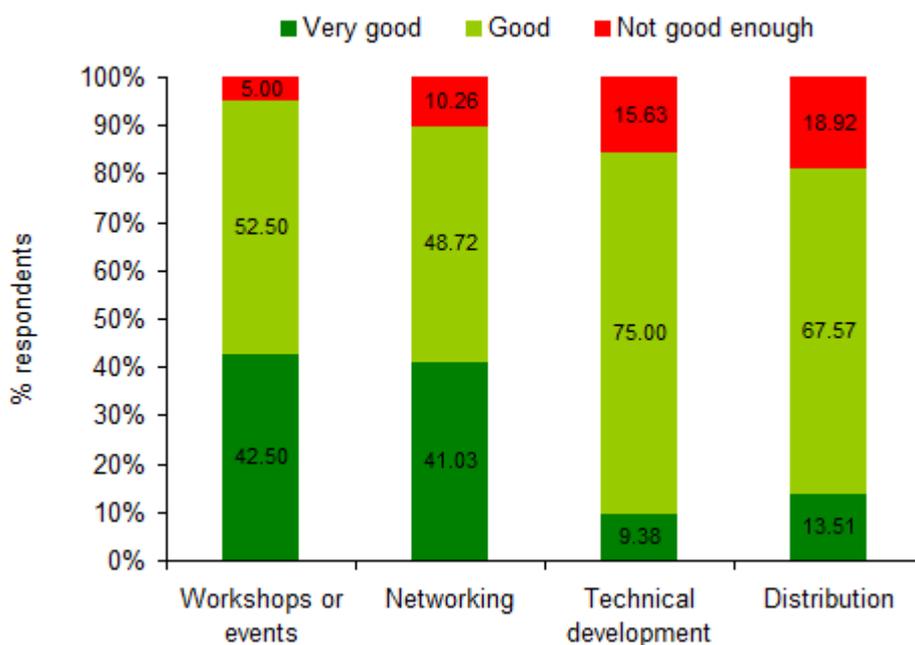
## Working relationship with EM

**Q12. How would you rate the working relationship with EngageMedia? Please rate in order of value to you and / or your organisation.**

Four activities were asked to be rated: *workshops/events*, *networking*, *technical development*, and *distribution*. Between 32 to 40 participants provided a rating of these activities, as shown in the table below. Four rating options were given, from “very good” to “inadequate.” The chart shows the percentage of those who rated an activity by one of the options. As can be noted from these data:

- No aspect of working with EM was rated as “inadequate.”
- Working with EM on all these activities was generally rated as “good.”
- Working with EM via *Workshops/events* and *Networking* were most likely to be rated as “very good” than “not good enough.”
- Working with EM on *Technical development* and *Distribution* was most likely to be rated as “not good enough” than “very good.”

Answer Options	Very good	Good	Not good enough	Inadequate	Response Count
<i>Workshops or events</i>	17	21	2	0	40
<i>Networking</i>	16	19	4	0	39
<i>Technical development</i>	3	24	5	0	32
<i>Distribution</i>	5	25	7	0	37



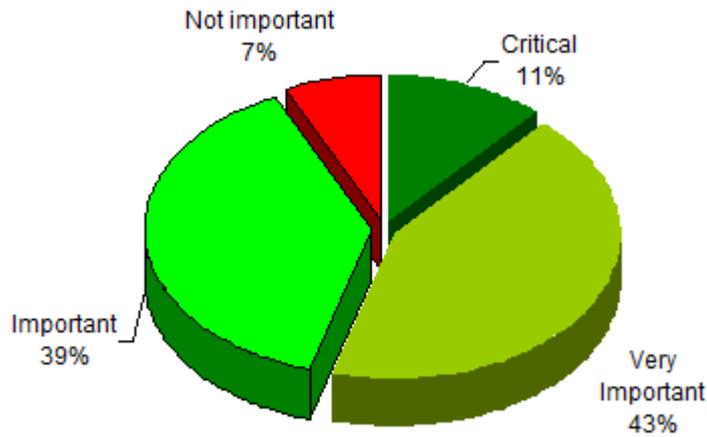
## Rating collaboration with EM

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### Q13. How would you rate your collaboration with EngageMedia?

There were 44 respondents to this question. As can be seen from the results presented below, more than half of these respondents rated collaboration with EM as either “critical” or “very important,” and fewer than 10% rated it as “not important.”

Answer Options	Response Percent	Response Count
<i>Critical</i>	11.4%	5
<i>Very Important</i>	43.2%	19
<i>Important</i>	38.6%	17
<i>Not important</i>	6.8%	3



## Improving collaboration

### Q14. How might EngageMedia improve its collaboration with you and / or your organisation?

There were 38 respondents to this question. Two particular ways of improving collaboration were offered for endorsement. The majority of these 38 respondents endorsed both of these methods, as shown in the following table.

Answer Options	Response Percent	Response Count
<i>More face to face meetings / workshops</i>	76.3%	29
<i>Improved tools for online collaboration</i>	60.5%	23

### Comments

Comments were also invited, which six respondents provided. These were as follow.

Have a presence in Southern Africa or co-host a workshop  
lets do screenings and workshops; if there's any keen geeks a computer troubleshoot hour a week where is open for questions; lets meet and talk about WP potential projects  
please come to NZ - I will help you access the people!!  
wiki or equivalent?  
For us at WITNESS, I think there are many prongs to the potential work and enhancement therein. Specifically, I think there are areas with sharing and collaborating on training-related work, particularly respective curricula. I would also be very interested to see how regional trainings and distribution efforts could be bolstered.  
...and joint projects on content development and distribution

### Q15. Tools for online collaboration

Those who endorsed the above -were asked to list up to three tools that they would expect EM to provide. The answers fell under no summary categories, and are reported verbatim as follows.

a sustainable financial model for tech and content provider	More focus on environmental issues
a sustainable social networking strategy	more online how to-s and perhaps support forum so you guys don't answer the same questions again and again
aggregated website for content delivery of social justice/enviro/human rights video?	more shared web space... maybe 'featured collaborations' on engagemedia.org
anonymous and secure connection drop box for quick upload raw footage/photos by west papuans	network-generating content
Appropriate and interesting linking to more closely related material	Networking tools to link with other EM site members / users
Better Facebook, Twitter, etc Integration	non-proprietary, non-corporate
blog	on line skills on video making
collaboration with open office	on press
contactable personell	on radio
Custom member channels	player customisation
database program	plumi
easy subtitle function - we want to translate west papua and other videos back into indonesian and more of them into english	program aplikasi audio & video
Editing softwares	Publisher 'logo' or watermark capabilities
email	subtitle on web preview video
harap bisa berkolaborasi dalam mengditrisbusikan video secara online juga offline	subtitling
less complicated publishing method	user friendly tools
membantu untuk membagan Free web untuk Yomatre	video hosting
mengfasilitasi Yomatre dalam proses pegembangan web	webinars
mobile EM.org	Would like guidance on coding and quality

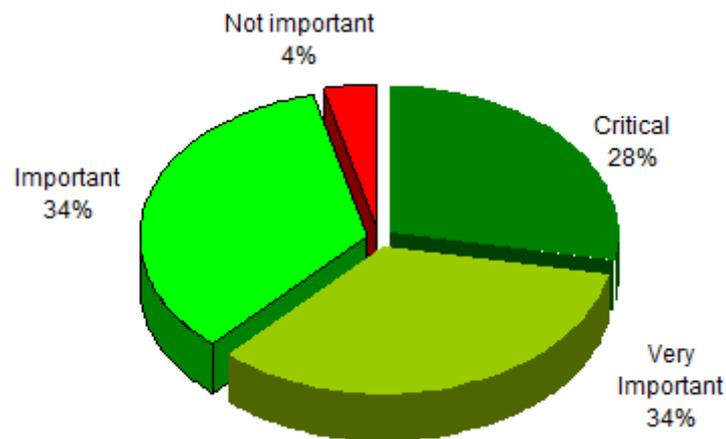
## FOSS distribution platform

**Q16. How relevant is the ongoing development of a free and open source video distribution platform to you and / or your organisation?**

This question was answered by 50 respondents.

Almost 1/3<sup>rd</sup> regarded a FOSS video distribution platform as “critical,” and another third each regarded it as either “very important” or “important.” Few respondents considered that it was “not important.”

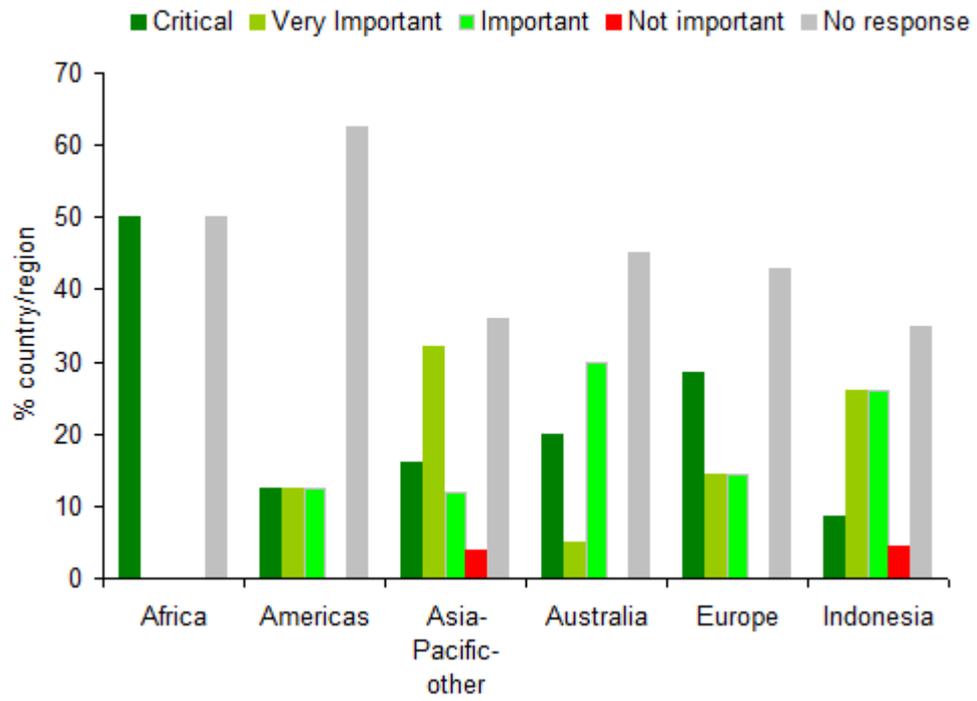
Answer Options	Response Percent	Response Count
<i>Critical</i>	28.0%	14
<i>Very Important</i>	34.0%	17
<i>Important</i>	34.0%	17
<i>Not important</i>	4.0%	2



### Countries/regions

The following chart breaks these responses down into countries/regions, showing the percentage of respondents within each Countries/regions who endorsed one or another response option, as well who skipped the question.

- Rating FOSS as “critical” or “very important” was well distributed over the countries/regions, with a slightly greater representation of Europeans among those who rated it as “critical,” and a slightly lesser representation of Indonesians who rated it as “critical.”
- FOSS was “not important” for one respondent apiece in Indonesia and in the Asia-Pacific region, viz., New Zealand.



## Plumi

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The next four questions concerned Plumi. There were from 47 to 50 respondents for each of these questions.

Almost all respondents indicated that they were aware of Plumi and that it was used by EM. Few used it directly themselves, and about half used it via EM or a like service.

### *Q17. Have you heard of Plumi?*

Answer Options	Response Percent	Response Count
<i>Yes</i>	88.0%	44
<i>No</i>	12.0%	6

### *Q18. Were you aware that Plumi is the content management system EngageMedia.org runs on?*

Answer Options	Response Percent	Response Count
<i>Yes</i>	84.0%	42
<i>No</i>	16.0%	8

### *Q19. Do you and / or your organisation use Plumi?*

Answer Options	Response Percent	Response Count
<i>Yes</i>	17.0%	8
<i>No</i>	83.0%	39

### *Q20. Do you use EngageMedia.org, or any other Plumi based site to publish your videos?*

Answer Options	Response Percent	Response Count
<i>Yes</i>	53.1%	26
<i>No</i>	46.9%	23

## Additional features

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### ***Q21. What are the three most important features you would like to see on EngageMedia.org that you believe it does not provide?***

The answers to this question – at least one suggestion offered by 19 respondents – are given verbatim below. Several respondents referred to an *improved design of the user-interface*, and the desirability of *interfacing the site with social network sites* and/or for the site to have its *own social network features*, such as personal profiles, forums and blogs.

Better Social Media Integration (i.e. linking description and thumbs)

Better video resolution

blog

direct links to social media sites

engagement to social network

environment video

Good that you are considering if the ongoing dev of a platform is worthwhile, my not very informed opinion is that this work is now going on in many other places and it would be best to align with a bigger branch of this particular strategy Seems like the SE Asia/pacific media connection is the most unique point of difference that EM has from my outside perspective

hit counter

i hope someday EngageMedia will make indonesia better

Mobile compatibility

more commenting/ forum style

More enticing, conventional site design

more interesting profiles for users 'a la facebook'

more inviting visual aesthetic

multi-lingual support

networking capabilities based on certain issue-areas

online-platform for collaboration in video-editing

player customisation subtitling

production quality varies from different sources

subtitling videoclips

super simple UI

The same existing features, but make it more user-friendly and engaging.

tools to quickly link videos with popular blogs,social network etc

torrent upload and download

training and capacity building resources more of a spotlight on what EM encourages site visitors to view - blog perhaps?

User / member video stats

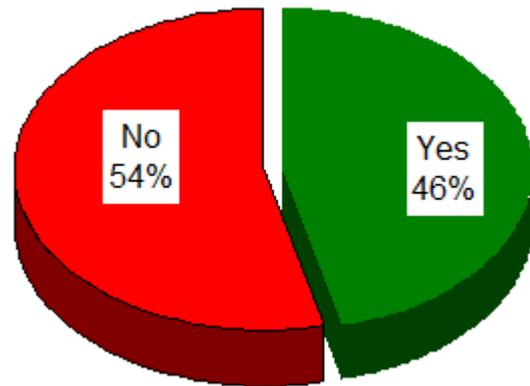
viewers count buttons (features and exchanges)

## Embedded videos

### Q22. Have you embedded videos from EngageMedia.org onto your own website?

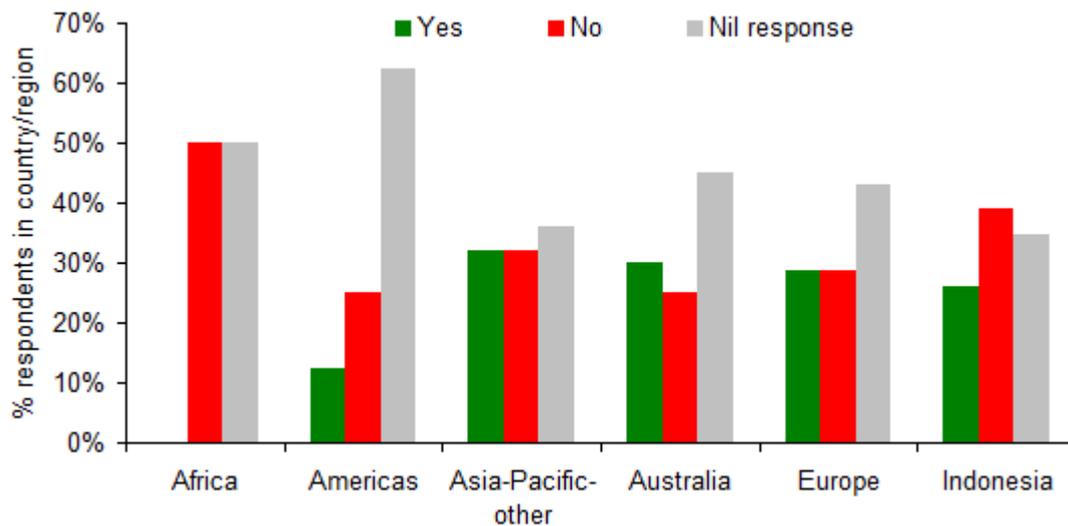
There were 49 respondents to this question, and the responses were pretty much split down the middle, slightly favouring the “no” response.

Answer Options	Response Percent	Response Count
Yes	53.1%	26
No	46.9%	23



### Countries/regions

As can be noted from the following figure, this distribution was similar among most countries, although *not* having embedded videos was more likely than having them among respondents from Africa, the Americas (comprising one each from South and North America) and Indonesia.

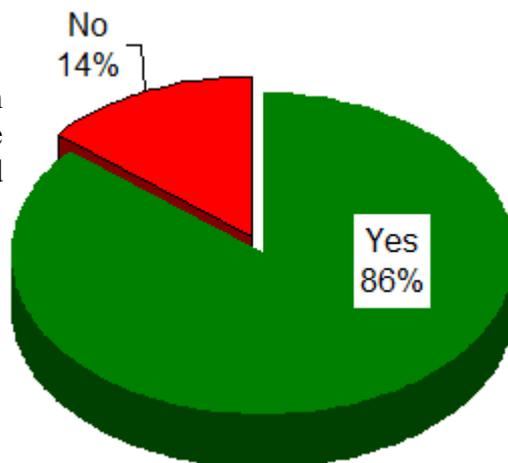


## RSS

### Q23. Do you know what RSS is?

There were 50 respondents to this question, 86% of which indicated that they knew what RSS is. No answers came from respondents in South America, Argentina and Bangladesh.

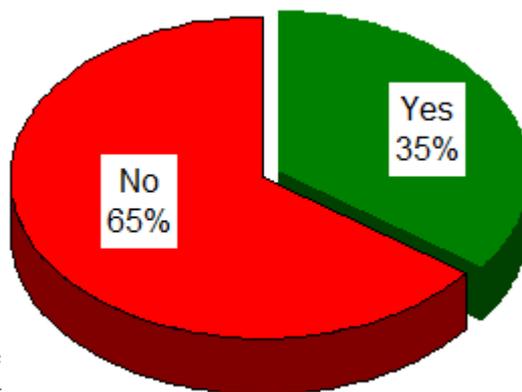
Answer Options	Response Percent	Response Count
Yes	86.0%	43
No	14.0%	7



### Q24. If you answered YES, do you use or subscribe to any RSS feeds from EngageMedia.org?

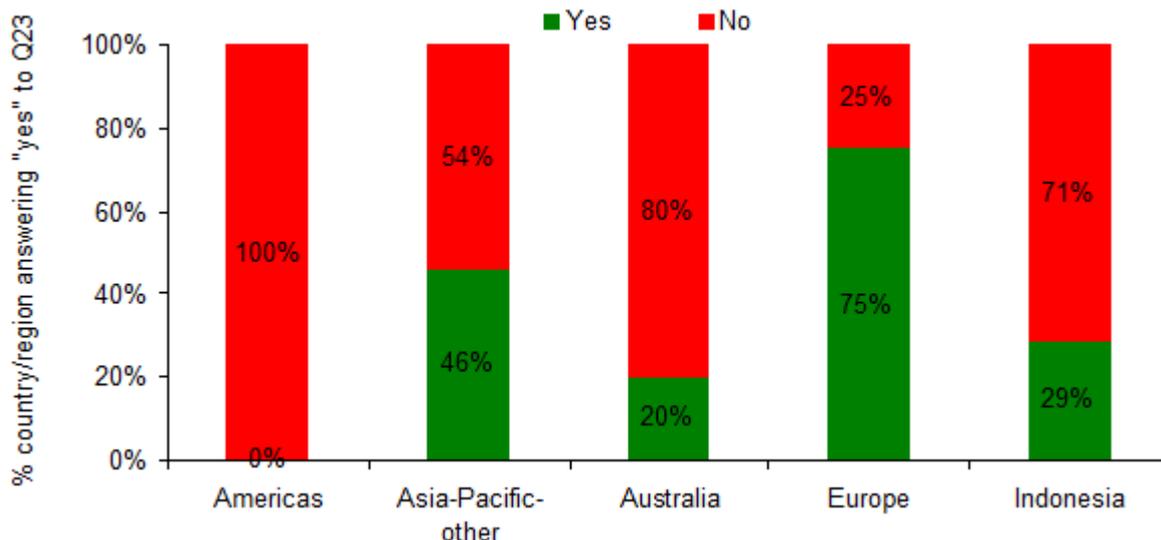
There were 46 respondents to this question (a few who had, in fact, answered “No.”) The table and chart is based only on those who answered “Yes.” It can be seen that the majority – 2/3<sup>rd</sup> – of those who knew about RSS did not subscribe to RSS feeds from EM.

Answer Options	Response Percent	Response Count
Yes	34.9%	15
No	65.1%	28



### Countries/regions

The chart below show how the responses above were distributed per Countries/regions. It can be seen that subscription to EM RSS feeds was lowest among American respondents (with no subscribers) and Australian respondents. European respondents were the only group where a majority of those who knew about RSS subscribed to EM feeds.

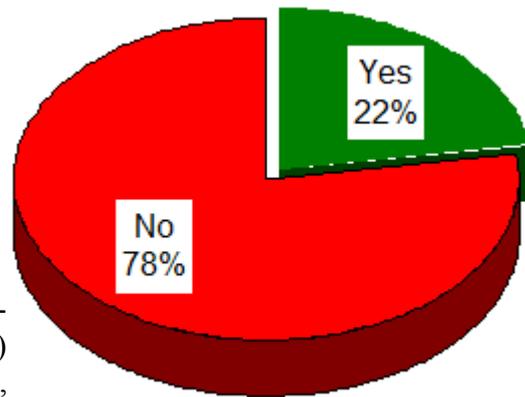


## Vodcasts

**Q25. Do you use, or subscribe to any vodcasts (video podcast feeds) from EngageMedia.org?**

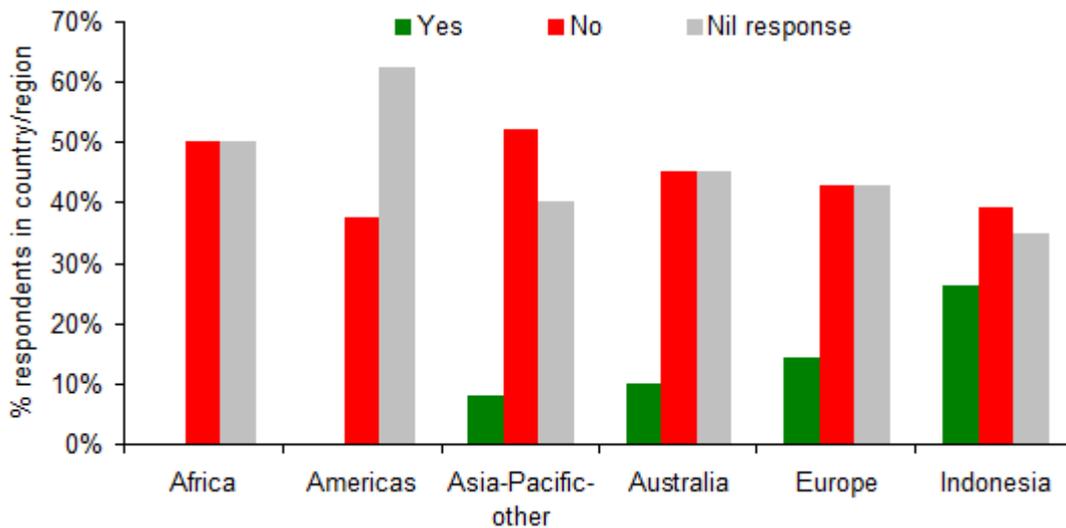
There were 49 respondents to this question. Slightly over a fifth of these respondents use/subscribed to EM vodcasts.

Answer Options	Response Percent	Response Count
Yes	22.4%	11
No	77.6%	38



### Countries/regions

From the chart below, it can be seen that “No” and non-responses (presumably all or mostly all non-subscribers) were, as a percentage within each Countries/regions, most prevalent among the African and American respondents, and that Indonesian respondents reported the largest proportion of subscribers.



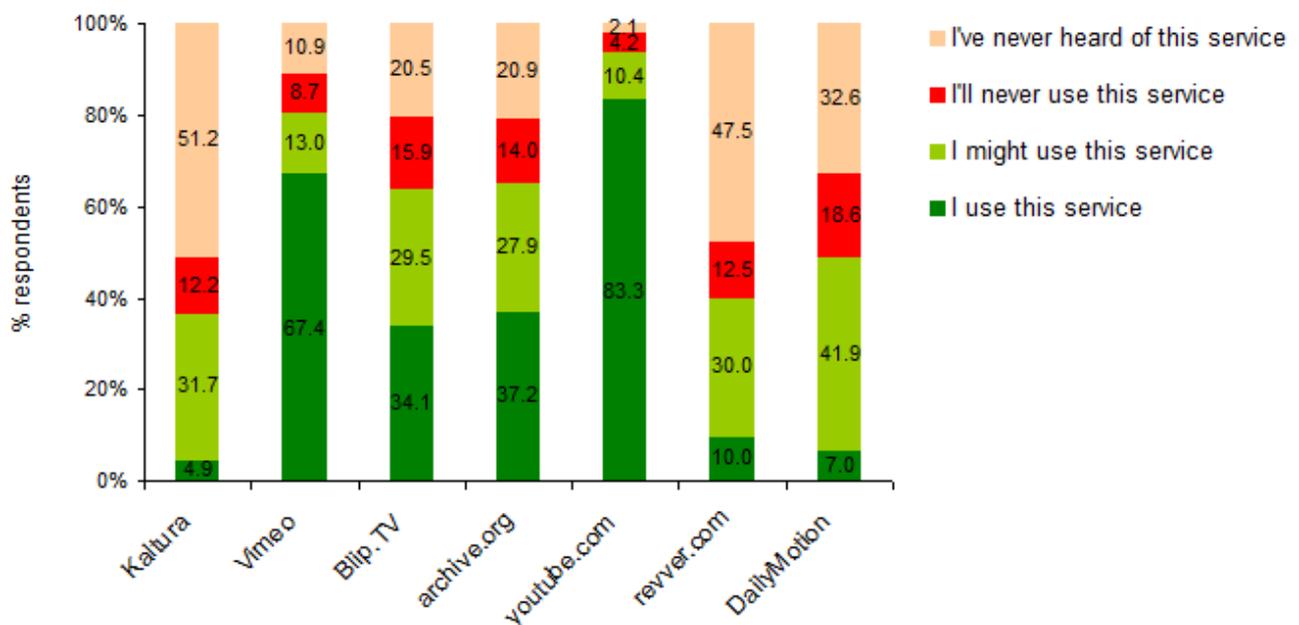
## Awareness of similar services

**Q26. What services are you aware of that could be similar to EngageMedia? Do you, or would you use them?**

There were between 41 to 48 respondents to each of the services, as listed in the table below. The same data are presented as percentages – for the total respondents per each service – in the following chart. It can be noted that:

- There was greatest awareness and use of *YouTube* and *vimeo*, and least awareness and use of *kaltura* and *revver*.
- There was a relatively stable proportion of respondents – from 13% to 19% – who indicated they would never use any of the other services (apart from *YouTube*, where 4% selected this option).
- Present use could vary widely, but often in proportion to awareness of the service: So there was little present use and much unawareness of *kaltura*, but much present use and little unawareness of *vimeo* and *YouTube*.

Answer Options	I've never heard of this service	I use this service	I might use this service	I'll never use this service	Response Count
<i>Kaltura</i>	21	2	13	5	41
<i>Vimeo</i>	5	31	6	4	46
<i>Blip.TV</i>	9	15	13	7	44
<i>archive.org</i>	9	16	12	6	43
<i>youtube.com</i>	1	40	5	2	48
<i>revver.com</i>	19	4	12	5	40
<i>DailyMotion</i>	14	3	18	8	43



***Further services***

Respondents were also invited to name any other similar services. Nine respondents named nine services, each unique, as below.

citizenshift.org

Facebook ;)

hub.witness.org ;-) viewchange.org - to be... i would add miro in there for the survey

IsumaTV, WITNESS (Hub)

Miro Community Radio/ Video module on Drupal

ngvision.org

open-source-cinema.org

ourvideo, facebook.

www.myvideo.co.za is the one we use most.

## Other technologies for EM to implement

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**Q27. Are there emergent, new, or existing technologies that EngageMedia.org should implement? List three.**

There were 17 respondents to this question, 9 who listed 2 technologies; 4 who listed three technologies. Some were only comments; e.g., two indicated that EM provided an already sufficient range of technologies. Responses are listed below.

Commonly mentioned were:

- HTML5
- Live feeds
- Mobile applications
- Subtitling

Bittorrent

distribution of video in airplanes/buses/ creative places

Facebook Integration

firefox subtitling

for more views and traffic, consider integrating Facebook connect and share functionality to get views and interest up

Get it ready for HTML5. Slowly move towards HTML5 video players.

Good search - Sprkle Apache/Solr

HTML5

I assume you're doing html5 video stuff, right?

I like the Archive.org way of creating many versions of the same video

live feed

live feed options

mobile Apps

mobile devices

mobile tech

online editing and annotating

phone live feed options

RDF/OWL

Realtime video broadcast from mobile phone

semantic web work of viewchange.org is interesting and has high potential

social tagging

special formatting/encoding for mobile phones

translation services for videos

Universal Subtitles

usubs, of course

## Recommended collaborators

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**Q28. Would you recommend anyone, or organisations that would be relevant collaborators to help us redefine our on-line strategy? List up to three.**

There were 17 respondents, 10 of whom provided two suggestions; six of whom provided three suggestions. Excluding comments, the substantive answers are listed below. Not one was mentioned by more than one person.

Adahendra	<a href="http://developmentseed.org/">http://developmentseed.org/</a>
Air Putih	ICT4D collective (Ellg platform hosted at Royal Holloway Uni, UK)
AJI.org	IsumaTV
Amnesty International	marianna@witness.org - online outreach person and very good
APC	media pertunjukan rakyat
APJII.or.id	Miro
Australian Volunteers International	on west papua campaign, freewestpapua melbourne people, FPCN, IPWP would be worth to c
CC Clinic	priscila@witness.org - former hub editor and now americas program coordinator - great experience to share
citizenshift.org	Regional media house baucaun
Consortium for Social Change	Regional media house Ermera
Current EM Partners	Regional media house Oeque
Current TV (just guessing around for non profit buddies)	ryans@witness.org - asia program manager
film festivals	Sameer Padania - <a href="http://www.macrosco.pe/macroscope/about.html">http://www.macrosco.pe/macroscope/about.html</a>
Forum Asia	WITNESS

## Skills

Five questions concerned levels of / needs for particular skills.

### Online video distribution skills

#### Q29. Is there a shortage of skills in online video distribution among activists and NGOs in the Asia-Pacific region?

There were 43 respondents to this question. As can be seen from the results below, the vast majority of respondents indicated that there is such a skills shortage. The small number of “No” respondents was comprised of only one of two of the Australian respondents, and one each among of the Indonesian and other Asian-Pacific countries. Otherwise, the majority in each country/region answered “Yes.”

Answer Options	Response Percent	Response Count
Yes	90.7%	39
No	9.3%	4



### Skills for improved distribution

#### Q30. List three skills you believe are critical to improving video distribution in Asia-Pacific?

There were 35 respondents, 28 listing two skills, 22 listing three. There were few common responses, apart from *editing skills*, *production skills*, *video compression* and *networking*. The responses are listed below.

analysing skills	know who your audience is and where they are at
appropriate organisation	knowledge about video distribution and its provider
archiving, content management	licensing
awareness about file sizes...	linking to social media and access to conversations
basic internet knowledge (RSS, metadata, etc)	Low budget marketing and promotion strategies
cara pembuatan Video yg efektif bagi kepentingan UMUM	memahami video dapat membantu untuk meyelesaikan masalah
compressing video	more awareness-raising for the evils of commercial distribution platforms
compression	multilingual support/outreach
compression techniques	networking (X 2)
compression the video files	Offline strategies
contact details	ongoing training as things are changing all the time especially the online environment
Content creation skill	Online strategies
content strategy for production and distribution	open source software
creative commons license	Optimizing videos for fast playback

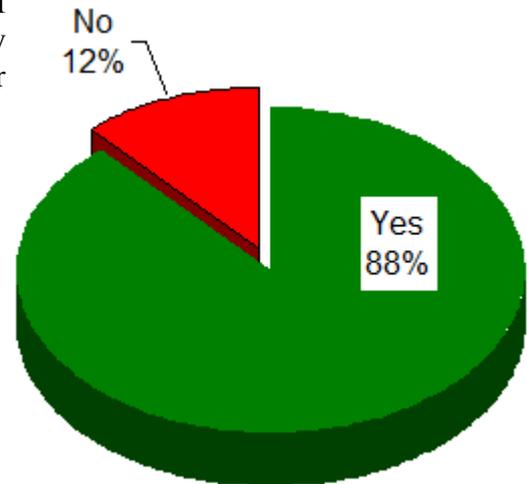
distribution to many parties	organized and approved marketplace
documentation skills	Persuasive skill
ease of access to websites	platform
ease of upload and download and sharing	production
easy access to video distribution strategies	Production - amaturish, poorly structured stories are difficult to watch and thus difficult to distro.
editing skills (X 4)	production needs to be close to professional quality
encoding	produksi video
Engaging story telling through video	provide links in videos to get folks to where you want no matter where they see it (FB, YT, EM, etc)
English subtitling	secure distribution
ensure SEO optimization with tagging, titles, description, etc	Skill making video
equipment	skills to use low bandwidth and utilize existing computers which are old virused or broken to make video
Financial support to cover cost	Social media and SEO
FOSS	Storytelling skill
FTP	strong network
funding	technical skills
good video making with awareness more concern for distribution and utilization a bit less repetitively make the same videos	technical tools
high willingness to fill the gaps each other by principles of mutual sharing resources	technology
how to use the web to push out content - blogging, social media,	Teknikal suport
Identifying effective methods -- sites, software, strategies	Translation across lots of language barriers
improve skills, strategy and be massive online distribution	understanding copyright
increase commitment to be engaged each other	video advocacy production, including how to make 'safe' videos (something WITNESS is looking into)
information and portal to access to international video festivals	Video conversion
informations	Video for change and advocacy
internet connection	Web app use and development
IT literacy	Web development
kampanye	Writing introduction and promotional paragraph

## Video production skills

### Q31. Is there is a shortage of video production skills among activists and NGOs in the Asia-Pacific region?

There were 43 respondents, and the result was similar to the question for online distribution skills – almost all respondents agreeing that there was a shortage of video production skills. The “No” response was offered by three respondents from Indonesia, and two from other Asian-Pacific countries.

Answer Options	Response Percent	Response Count
Yes	88.4%	38
No	11.6%	5

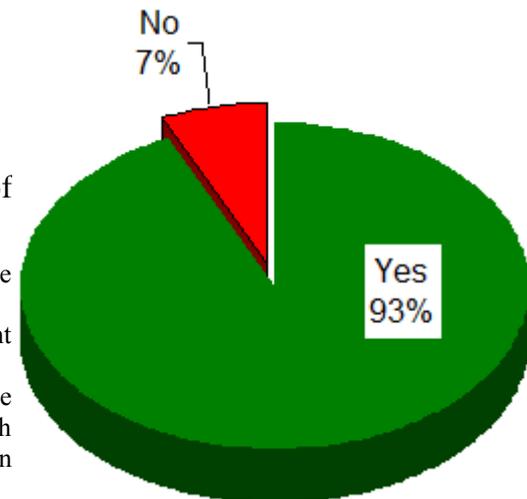


## Skills building opportunities

### Q32. Do you believe there is a shortage of skills building opportunities for activists and NGOs in the region?

There were 43 respondents, the majority clearly indicating their belief that there is a shortage of skills building opportunities.

Answer Options	Response Percent	Response Count
Yes	93.0%	40
No	7.0%	3



Respondents were asked to list any particular examples of shortage – the answers were as follow.

Camp Sambel showed that there were still many enthusiasts in the field of online video activism without necessary skills filmmakers and NGO activists haven't collaborated enough to fight certain issues.

I have worked in Central Australia with Aboriginal groups and while access has improved greatly the digital divide is alive and well with poor broadband speeds, unreliable infrastructure especially in remote communities.

I'm not familiar enough to say yes or no, but generally I think there are plenty of growth areas with online video and NGOs everywhere, though many are getting more and more savvy. In Sarawak for example there is no particular organisation that provide skills building in video activism Most of the workshops and skill building activities is done by the groups/NGO's for their own specific target groups. So there is no regional network or collaboration. So not all get equal opportunity and chances end of the day Mungkin tidak semua lembaga yang masih kurang kesempatan tapi saya beri contoh di Timor leste kita masih perlu kesempatan untuk meningkat kan ketrampilan LSM kami.

Need more basic video authoring workshops in rural areas in Malaysia because the worst human rights violations happen in these areas and people don't know about them because nobody is there to record them.

Sounds obvious but there is always a shortage of skills in NGO sector, if you mainstream your editorial but leave a space for progressives you may get folks with skills but not politics coming into frame and the areas potentially could cross fertilise.

Timor has very little opportunities at present

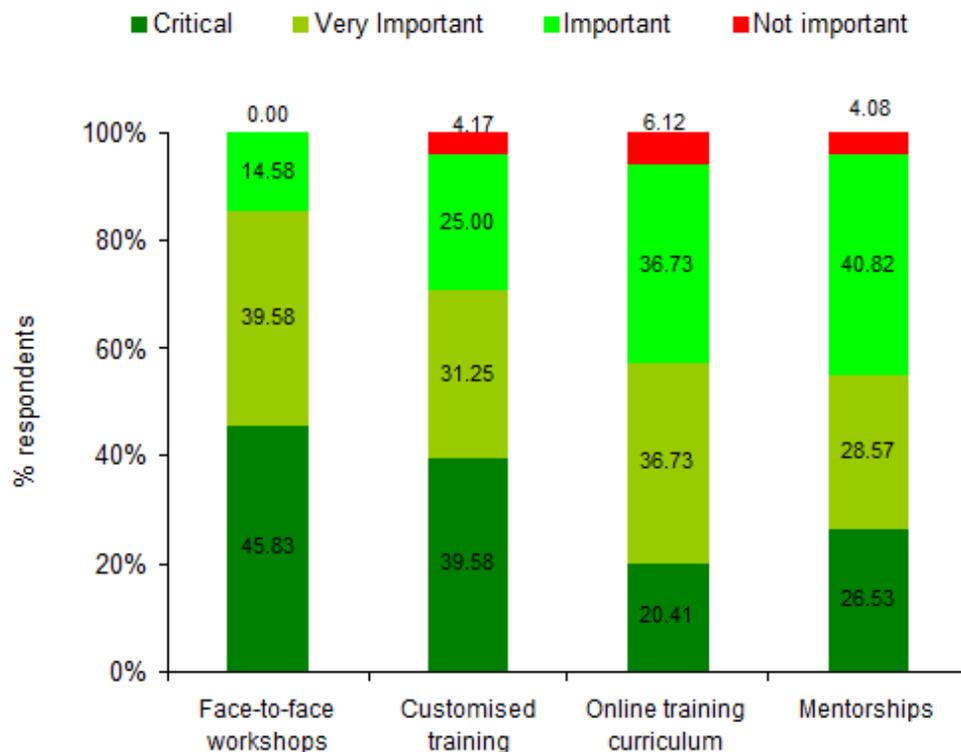
## Skills delivery systems

**Q33. What skills "delivery" systems do you believe to be most effective? Please rate in order of value to you and / or your organisation.**

There were either 48 or 49 respondents making ratings to each of the systems indicated, as in the table below. The data are shown as percentages - only of those who responded to each item – in the chart. It can be seen that:

- Most importance was placed upon face-to-face workshops, but customised training was nearly as popular.
- None of the skills delivery systems was indicated as unimportant by more than about 6% of the respondents – all were rated as important at some level.
- Seen less as “critical” and more as “not important” was the online training curriculum.

Answer Options	Critical	Very Important	Important	Not important	Response Count
<i>Face-to-face workshops</i>	22	19	7	0	48
<i>Customised training</i>	19	15	12	2	48
<i>Online training curriculum</i>	10	18	18	3	49
<i>Mentorships</i>	13	14	20	2	49



Four respondents provided comments:

I personally think face-to-face is great, but I don't know enough about the resources/situation to comment intelligently systems that utilise all learning styles, learning methods and cross cultural boundaries.  
 Sponsored travel from remote areas to where skills can be imparted and peer networks enhanced.  
 online resources... manuals etc.  
 wikis, and forums with good search and some curati on - open educational frameworks

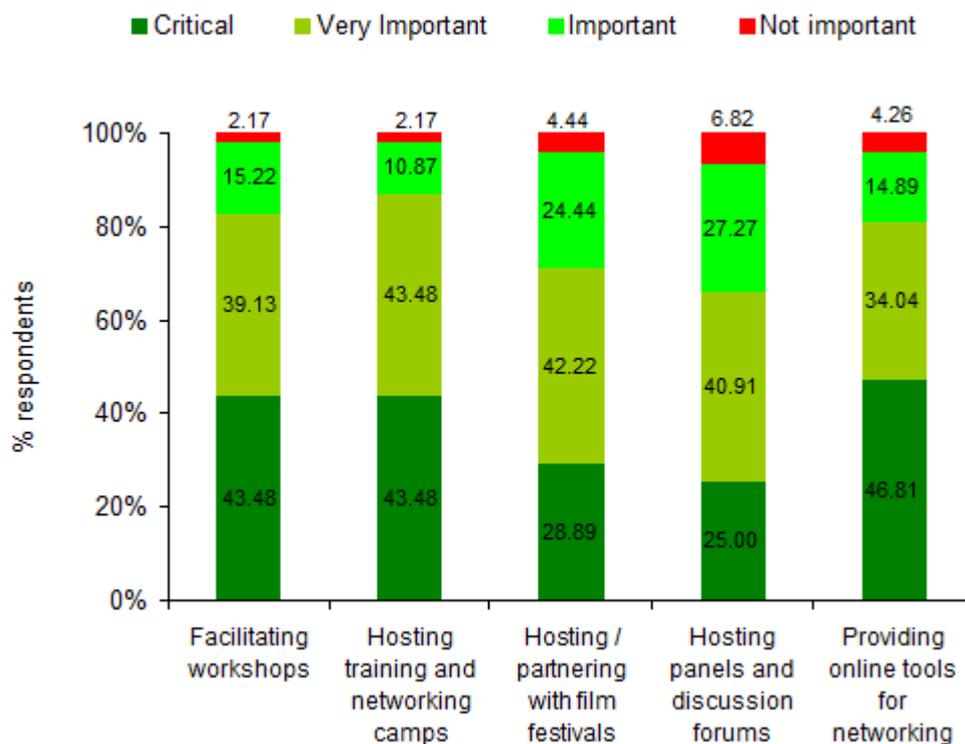
## Role in networking

**Q34. What role should EngageMedia play in networking video activists, technologists and content? Please rate in order of value to you and / or your organisation.**

There were from 44 to 47 respondents for each of the indicated ways in which EM has a role in networking. The data are shown as percentages of respondents in the chart, which shows that:

- Workshops, online tools and camps were consistently rated as important-to-critical.
- Networking by hosting panels/discussion forums was not rated to the same high level as most other activities.

Answer Options	Critical	Very Important	Important	Not important	Response Count
<i>Facilitating workshops</i>	20	18	7	1	46
<i>Hosting training and networking camps</i>	20	20	5	1	46
<i>Hosting / partnering with film festivals</i>	13	19	11	2	45
<i>Hosting panels and discussion forums</i>	11	18	12	3	44
<i>Providing online tools for networking</i>	22	16	7	2	47



Comments were as follow:

I think people should travel less especially when it involves long flights because of the ecological impact. So online tools for training would be great. Additionally, those of us in Africa could benefit also.

film festivals are perhaps not the right place. in every country there are social movement media/NGO media networks that you should be in contact with (as far as you aren't already). for discussion forums, again i highly recommend media activist meetings, social movement networks around summits etc.

Establish a presence at fora - let more people know what you wish to achieve - liaise with other like-minded social advocacy groups - embed workshops within their annual meetings - eg Centre for Civil Society

I have answered WRT my org but all these are important in the sector

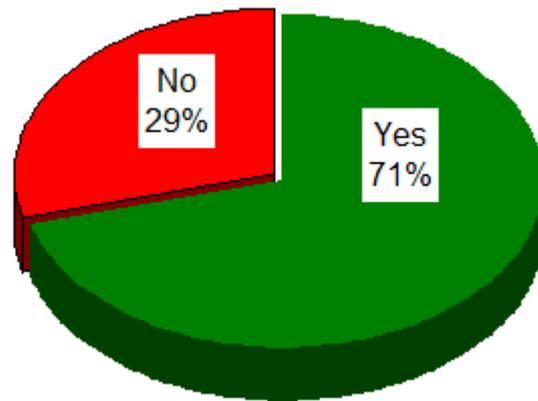
## Need for networking

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**Q35. Do these people and / or organisations (video activists, technologists and NGOs) still need to be brought together?**

There were 47 respondents, three-quarters of whom indicated that there was still a need to bring video activists, etc., together.

Answer Options	Response Percent	Response Count
<i>Yes</i>	95.7%	45
<i>No</i>	4.3%	2



## Transmission network

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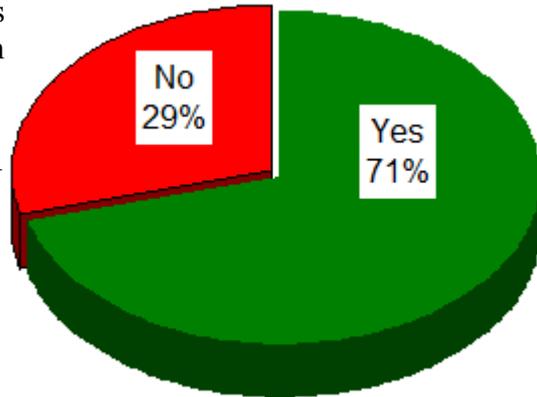
Five questions were asked about the Transmission network.

### Awareness

#### Q36. Have you heard of the Transmission network?

Of 48 respondents to this question, three-quarters indicated that they had heard of the Transmission network.

Answer Options	Response Percent	Response Count
<i>Yes</i>	70.8%	34
<i>No</i>	29.2%	14

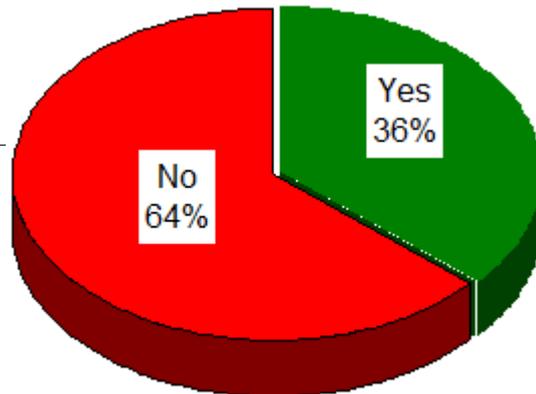


### Involvement

#### Q37. Are you involved in the Transmission network?

Of 32 respondents, only about 1/3<sup>rd</sup> indicated that they were involved in the Transmission network. This comprised about half of those who indicated that they had heard of the network.

Answer Options	Response Percent	Response Count
<i>Yes</i>	36.4%	16
<i>No</i>	63.6%	28



## Achievements

### Q38. If you answered YES, list three achievements of the Transmission network?

Twelve of those who answered “Yes” to Q37 (plus one who answered “No”) answered this question; nine offered two achievements; five offered three. Most of the ideas concerned networking, bringing people together to share ideas and knowledge in workshops, and to motivate each other. Specific comments were as follow.

bringing people together to network, share ideas and create ongoing relationships which are important.	mailing list still works and i will try my best to respond to mails
Brings together a very diverse crowd of activists who use video as primary medium	networked, collaborative projects that cut across different orgs
building a media activist community	networking with like-minded folks on similar issues
building an aggregated website with content from different orgs	Networking (X 3)
Collaboration	sharing
constructive relationships	Skill building
event organisation	the new website!
gathering to organise members into action.	up to date online discussion on social opensource video
Giving members a platform to network across regions	Useful lessons in video distribution
global reach	when japanese video activists attended a transmission conference, they came back all charged up
Great opportunity to network	Workshop organising
knowledge	workshops
knowledge sharing	

## Failures

### Q39. List in brief up to three failures of the Transmission network?

There were 11 respondents to this question, three giving up to two or three ideas. Common ideas were lack of active follow-up to maintain momentum, and diversity of ideals/motivations in being involved in the network. Specific ideas follow.

Follow up	not enough momentum
Inability to show other activists that opensource video is connected to other struggles and not just geeky	online connection
insufficient emphasis on and funding for 'social' side of the work that needs doing.	participating groups focus on their own platforms at expense of collective tools and systematic media sharing
Lack of followup between participants	perhaps lack of continuation of what has been learnt
lack of funds for the supporting non profit video makers	stops at irc and mailing list
language barrier	The diverse crowd of activists don't always get along
not enough awareness of the ethos in other activist groups	translation and subtitling not systematised

## Recommendations

### Q40. List three recommendations that could improve the Transmission network.

There were eight respondents to this question; three offering two recommendations; two offering three recommendations. The ideas were quite diverse, as follow.

awareness raising with activists outside of social media	Get full-timers - they're necessary to focus on building the network and keeping it alive
bring in groups and people with less interest in OS code and more in bigger picture of fast flowing revolutionary media networks	have a easy sytem of follow up and updates
come to NZ!!	I think it's a bit fragmented at this point -- not really sure how to fix that
create one project that generates money through an online service to general public to then spend on projects.	more participants from NZ!
design website to offer 'ways in' to the various tools and issues for different potential users.	provide sponshirship/ grant to the participants from the asian region
funding and organisational support for educational work around improving metadata	time to embrace things like Facebook :-)
fundraising so that rotating members are able to push specific projects	

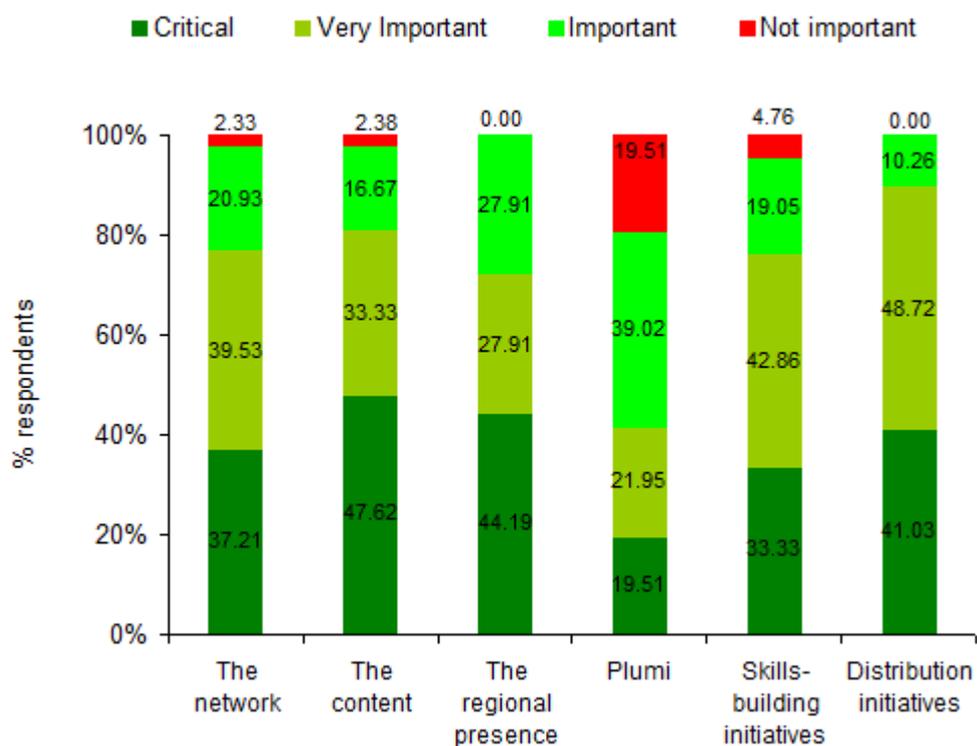
## Distinctive services of EM

**Q41. As social media networks and social communities continue to grow and transform globally, what sets EngageMedia apart from other members of the social media ecosystem? Please rate in order of value to you and / or your organisation.**

There were 44 respondents to this question. As shown in the counts and percentages below:

- *Content*: almost 50% of respondents considered content to be critical, above any other attribute.
- *Distribution* initiatives followed content in being “critical” or “very important.”
- *Plumi* was rated as being of relatively less importance, and even “not important” for about a fifth of respondents. These answers were distributed quite evenly between Indonesian, Australian and other respondents from the region.

Answer Options	Critical	Very Important	Important	Not important	Response Count
<i>The network</i>	16	17	9	1	43
<i>The content</i>	20	14	7	1	42
<i>The regional presence</i>	19	12	12	0	43
<i>Plumi</i>	8	9	16	8	41
<i>Skills-building initiatives</i>	14	18	8	2	42
<i>Distribution initiatives</i>	16	19	4	0	39



## Role of online video

### Q42. Does online video have a future in producing concrete social change outcomes?

There were 48 respondents. All but one indicated that online video had a future in social change.

Answer Options	Response Percent	Response Count
Yes	97.9%	47
No	2.1%	1



### Q43. What impact do you believe it could have and how?

There were 27 respondents. Their answers are listed below.

Advocacy for issues that may not otherwise have a voice

As the young generation is more media-savy and it seeks more alternative to the mainstream media, media activists should use the opportunity to provide content that can drive social change to influence the young generation. creating a platform for video activists to get their messages out there and providing them with all the information they need to do this.

Creating open platforms is important for direct media conversation

Education thus encouraging understanding, awareness, and a view of national and international initiatives towards accurate distribution of information. The AV useful to generations studying and those who have not been off the island

Exposing human rights violations and corruption

fast way to disseminate information/advocacy,might have wider reach in certain area/group

get vital stories to interested people. fast.

information will be delivered faster

It can offer windows on aspects of the world not covered by mainstream media; it can offer a voice to those not normally represented by mainstream media; it can induce change in the way the world is seen - a greater perspective.

Joining together, comparing and mapping similar issues in different areas, to mobilise. To challenge mass news media. knowledge sharing

Look at our website cj.my, the videos are produced by citizen journalists through out the country

Massive social awareness and movement.

Membantu untuk menruskan engagemedia agar tetap bergerak sebagai jaringan sosial untuk semua di asia pasifik

Motivating and inspiring people to see another world through video.

People are looking for methods which are efficient (cheap or even free), sustainable, and independent. OL vids can offer that, although there are also a lot of interests in this field from corporations and governments.

promote understanding and educate people and youth.

provide more options to online users to know more than 1 side of the story.

Providing access to information in countries where mainstream media is state owned and controlled.

raises awareness helps people tell their own stories and shares them... important on the path to agency

Raising awareness. Campaigning. Info dissemination. Mass action like the 350.org

Social changes

the strongest impact is during the production process as a tool of community building, rather than in the circulation of information

when people produce and distribute their own videos, they can echoing their problem to everyone.

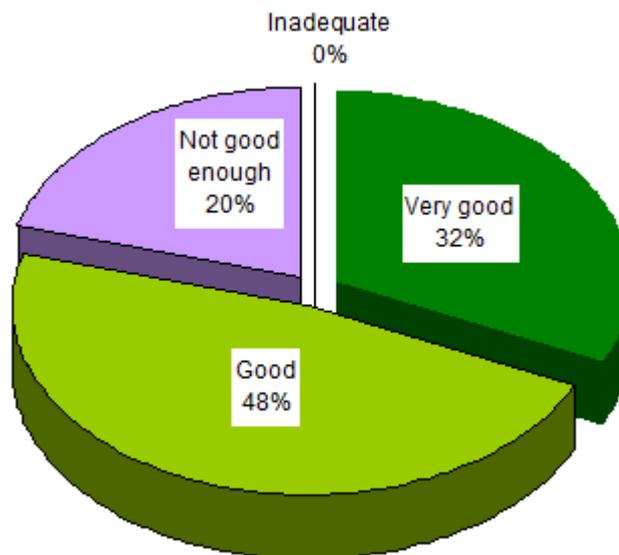
## Effectiveness of EM as a public video sharing website

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### Q44. How effective is EngageMedia.org as a public video sharing website?

There were 44 respondents. A third rated EM's effectiveness as “very good,” and about another 50% rated its effectiveness as “good.” While none rated its effectiveness as “inadequate,” 20% offered that it was “not good enough.” This estimation was quite evenly distributed over the countries/regions.

Answer Options	Response Percent	Response Count
<i>Very good</i>	31.8%	14
<i>Good</i>	47.7%	21
<i>Not good enough</i>	20.5%	9
<i>Inadequate</i>	0.0%	0



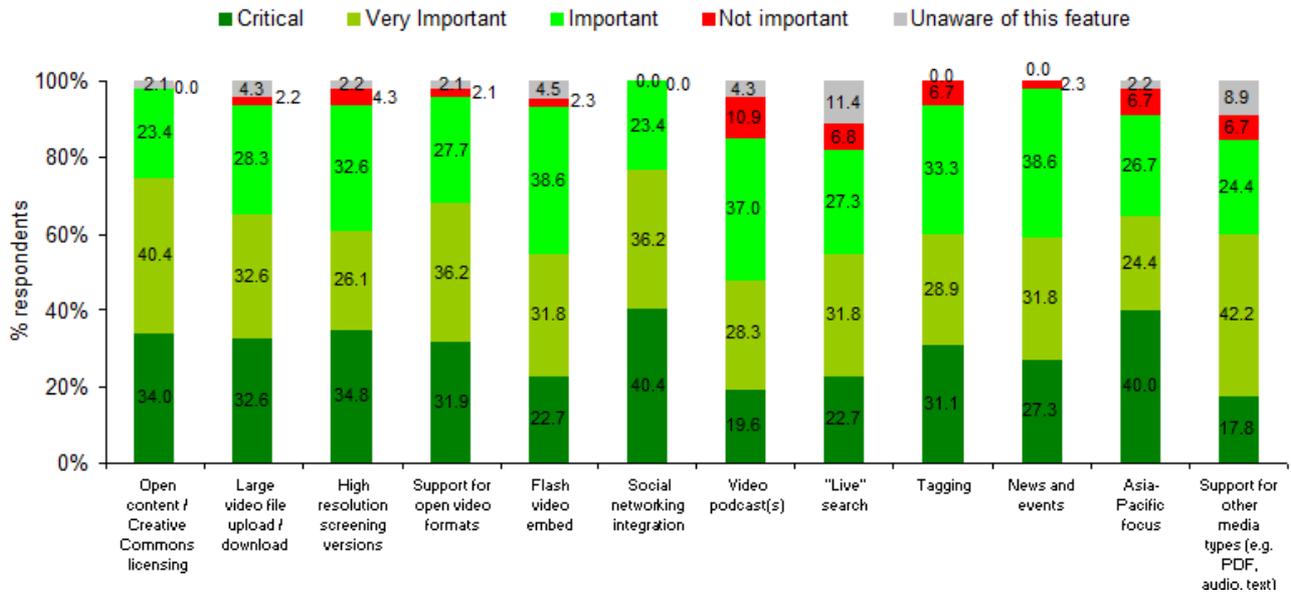
## Enhancing participation on EM

**Q45. What do you consider enhances participation on EngageMedia.org? Please rate in order of value to you and / or your organisation.**

There were 44 to 47 respondents for each of the answer options. As can be noted from the counts in the table, and the percentages in the chart, below:

- The most critical services were *Social networking integration*, *Asia-Pacific focus*, *High resolution screening versions*, and *Open content/Creative Commons licensing*.
- *Social networking integration* and *Open content/Creative Commons licensing* were also the least likely to be rated as “not important.”
- The service most likely to be rated as “not important” was *Video podcasts*.
- There was relatively little awareness of “*Live*” search, about 10% of respondents indicating that they were “unaware of this feature.”

Answer Options	Unaware of this feature	Critical	Very Important	Important	Not important	Response Count
<i>Open content / Creative Commons licensing</i>	1	16	19	11	0	47
<i>Large video file upload / download</i>	2	15	15	13	1	46
<i>High resolution screening versions</i>	1	16	12	15	2	46
<i>Support for open video formats</i>	1	15	17	13	1	47
<i>Flash video embed</i>	2	10	14	17	1	44
<i>Social networking integration</i>	0	19	17	11	0	47
<i>Video podcast(s)</i>	2	9	13	17	5	46
<i>“Live” search</i>	5	10	14	12	3	44
<i>Tagging</i>	0	14	13	15	3	45
<i>News and events</i>	0	12	14	17	1	44
<i>Asia-Pacific focus</i>	1	18	11	12	3	45
<i>Support for other media types (e.g. PDF, audio, text)</i>	4	8	19	11	3	45



Two comments were offered, as follow.

What about download for mobile? What about translation?

You might want to take a look at the Hartal History Archive which is about one particular event in Malaysia: <http://hartalarchive.com/>. EngageMedia could be a platform where you can create archive galleries like this for different topics and users can store not just video, but also PDF and photos in there.

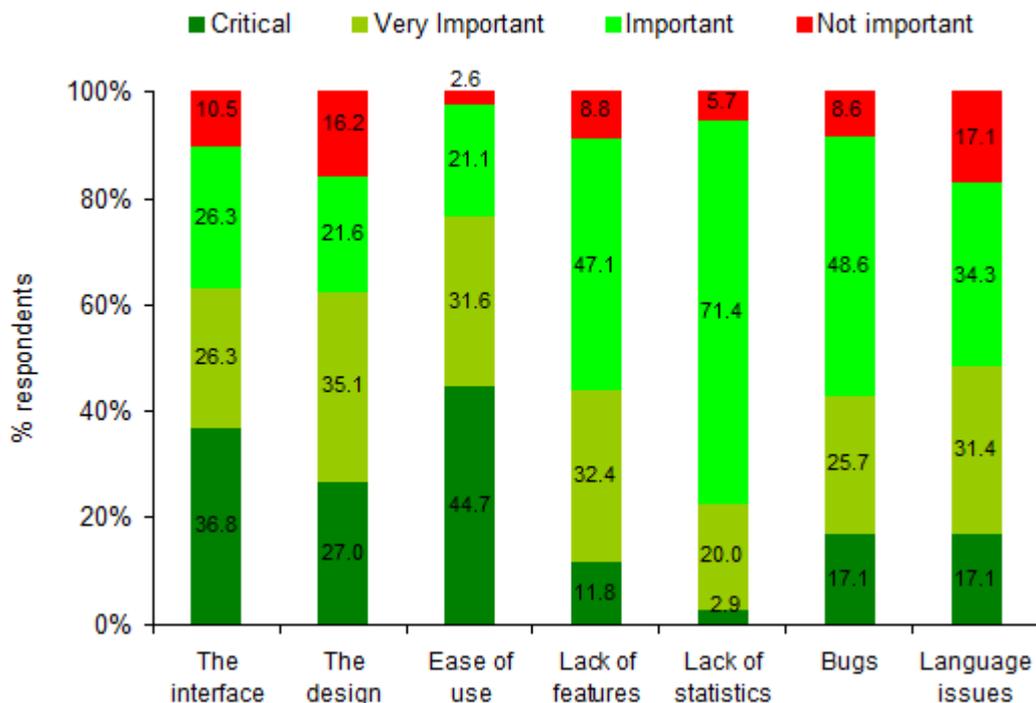
## Hindrances to participation

**Q46. What do you think hinders participation in the EngageMedia.org site? Please rate in order of value to you and / or your organisation**

There were 34 to 38 respondents to each of the answer options. In summary:

- The most critical hindrances were the *Ease of use*, the *Interface* and the *Design*.
- While not rated relatively frequently as “critical” or “very important,” the *Lack of statistics* was most likely to be rated as “important.”
- Of relatively little importance as a hindrance were *Language issues*. However, in comments (see below), this could enter as a factor making the *Ease of use* and *Interface* a hindrance.

Answer Options	Critical	Very Important	Important	Not important	Response Count
<i>The interface</i>	14	10	10	4	38
<i>The design</i>	10	13	8	6	37
<i>Ease of use</i>	17	12	8	1	38
<i>Lack of features</i>	4	11	16	3	34
<i>Lack of statistics</i>	1	7	25	2	35
<i>Bugs</i>	6	9	17	3	35
<i>Language issues</i>	6	11	12	6	35



There were five comments to this question, as follow.

bagi harus banyak masuk ke EM.org supaya bisa memudahkan saya untuk menggunakan semua konten.

Client or user confidence in the medium

language issues is biggest problem with interface - when not all of the site itself is translated to indonesian, and most of the content is not mutually translated, then publishing the same video in 2 languages is super confusing. without the million hours needed to translate please make it larger and clearer whether you are viewing the indonesian or english version of the site. 'not important' meaning its already sweet.

We are located in a place where internet connection is still not very developed. It took time to upload/download videos and to view them.

we have never use it

## Improving participation

**Q47. How should EngageMedia go about improving participation in the site? Provide up to three recommendations.**

There were 23 respondents, 15 who provided two recommendations; nine who provided three. Some common ideas concerned the ease of use (including language issues), social networking integration, and networking more directly and broadly with activist groups and potential partner agencies. The complete comments were as follow.

automatic embedding to other sites	Interaction design is critical
banyak bagi tahu kesemua member tentang semua perubahan yang terjadi di engagemedia.org	links to other organisations
clearer content offer	make dvds which look like the site but offline and make people want to browse the real site
clearer mandate stated	make video about how to use site and why
direct contact with activist groups - invite to skillshare etc	menambahkan chatting room
ease of use	mnyarankan atau bagi kan semua cara bagai mana menggunakan semua kontent di engamedia ( semacam paduan)
easier forms of access to various aspects of the site	more languages
easier to use on low bandwidth	Notes of endorsement from recognized agencies
easy sharing via social media + encouraging comments with editorial content	participatory subtitling
expand other regional foci, without losing the focus :)	Prize/award
Facebook Integration	Promoting EM to grass-root levels by collaborating with EM local partners
Festivals	promotion to any NGO's and community
if you pimp it nice, then people will come - that's the main thing first	Recognize some users not understand I.T. jargon
improve design	smoother interface
improve interface	social tagging
improved UX	Strenghtening the promotion engagemedia.org through oustanding mailing list and EM Partners
increased social funtionality/ user editorial	submission to festivals, or create festivals to promote
Information friendly	

## Expanding engagement and impact

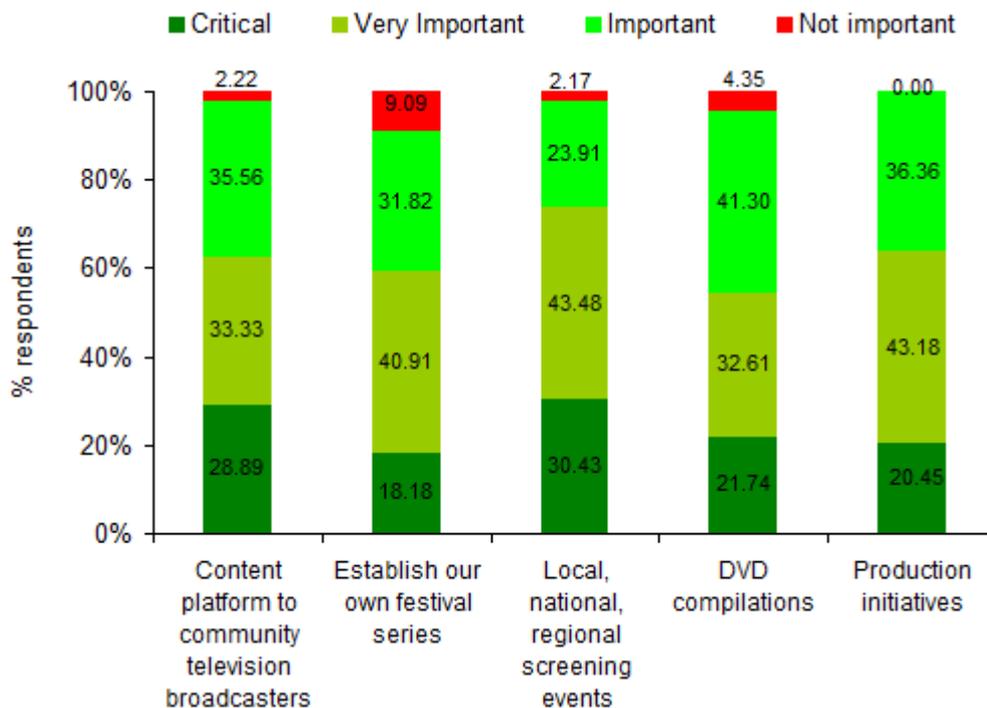
### Q48. How might EngageMedia expand its level of public engagement and direct impact on issues?

There were 44 to 46 respondents to each of the answer options. In summary:

Most critically, it was suggested that EM expand engagement and impact by involvement in *regional and national screening events*, and *community television*.

While all suggested ideas were substantially rated as at least “important,” the suggestion most likely to be rated as “not important” was *establishing EM’s own festival series*.

Answer Options	Critical	Very Important	Important	Not important	Response Count
<i>Content platform to community television broadcasters</i>	13	15	16	1	45
<i>Establish our own festival series</i>	8	18	14	4	44
<i>Local, national, regional screening events</i>	14	20	11	1	46
<i>DVD compilations</i>	10	15	19	2	46
<i>Production initiatives</i>	9	19	16	0	44



## Other organisations to learn from

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**Q49. What organisations / companies / web-based communities could EngageMedia learn from? Please make up to three recommendations.**

There were 16 respondents, 12 who provided two suggestions, eight who provided three suggestions. Some common suggestions were *Witness*, *vimeo*, *YouTube* and *Facebook*. Many more local/national services were also suggested. The complete suggestions were as follow.

citizenshift/parole citoyen	Planet Ubuntu
CJ.MY	Politikana
Facebook (X 2)	SatuDunia
flickr	semua issu yang di upload di Engagemedia
Future Shorts	SEWA.org
<a href="http://www.huffingtonpost.com/">http://www.huffingtonpost.com/</a>	TED
I really like Tribes by Seth Godin - has some important information in there.	UN content
Learn Out Loud	us with hub lessons learned (witness)
Malysiakini.TV (X 2)	viewchange.org and linktv
meet-up.com	vimeo (X 2) - their growth, design and simple, simple interface (and creative commons and stats, etc)
menggunakan video sebagai sarana atau sebuah bahan kritikan baik dalam hal yang baik atau buruk.	witness (X 4)
metropolistv.nl	www.akumassa.org
PCF	www.bintulu.org
pengembangan Web	youtube (X 3) - They may not necessarily follow the same principals as Engage Media but there is a reason that they have so many followers!

## Comparisons and correlations

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Further analyses of the data are possible in order to statistically determine if any of the variability in the ratings from question to question was related to the groupings of respondents into (1) Countries/Regions and (2) EM Staff/Non-staff; and if there was any common variability (or correlations) among key questions. In order to conduct these analyses, the responses were coded into numerical values reflecting the order of each response, e.g., giving 0 where a service was rated as having no importance, 1 if it was rated as “important,” 2 if it was rated as “very important,” and so on. From there, statistical tests could be conducted in order to identify any group differences and question-by-question correlations. Given differences in the size of groups (e.g., many Indonesian but few European respondents, and few EM Staff respondents), as well as other aspects of the data, it was appropriate to use what are known as non-parametric tests of differences and correlations. The particular tests are named, below; those interested in the statistical details can readily look-up information about them. It should be emphasised that these tests, in the present case, should be seen as only suggesting certain differences and relationships to help interpreting the data rather than defining and predicting what might exist in the broader population of all possible respondents.

### Country/Region comparisons

Some comments were made above regarding what could occasionally be seen as consistent differences in ratings to the questions in relation to the country or region into which individual respondents were grouped. A more formal analysis of the contribution of the country/region factor to the variability in ratings was performed (using the Kruskal-Wallis  $H$  test), and this offered the following differences for consideration.

#### *Indonesian respondents*

Indonesian respondents were much *more* likely than respondents from other countries/regions to answer *yes* to the question “Do you and/or your organisation use Plumi?” (Question 19, p. 27). Of 15 respondents from Indonesia to this question, 60% (9) answered that they themselves used Plumi. There was only one other *yes* response (from an Indian respondent) among all the other respondents.

Especially *low* ratings were given by Indonesian respondents to the following questions:

- the value of EM in facilitating workshops towards networking in the field (Question 34, p. 40) (esp. low relative to high ratings from those in the Americas);
- that regional presence is something that sets EM apart from other social media (Question 41, p. 45) (esp. low relative to high ratings from those in the Americas);
- large video file upload/download as enhancing participation on engagemedia.org (Question 45, p. 48) (esp. low relative to high ratings from Australian and European respondents); and
- ease-of-use as hindering participation on engagemedia.org (Question 46, p. 50) (esp. low relative to those from the Americas and Europe, who saw ease-of-use as more of a problem).

#### *Asia-Pacific (other) respondents*

Especially *high* ratings by those in the Asia-Pacific-other category – esp. in comparison with low ratings by those in the Americas and Australia – were given to:

- primary interest in EM being with respect to workshops and camps (Question 2, p. 8); and
- the most useful of EM's services being in international networking and skills building (also rated highly by a respondent from Africa) (Question 3, p. 10).

#### *European respondents*

European respondents rarely distinguished themselves from respondents from other countries/regions,

apart from (as noted above) giving higher ratings to large up/downloads enhancing participation; and ease-of-use as hindering participation. Additionally, they gave higher ratings/proportions for being involved in the Transmission network (Question 37, p. 42); all three of the European respondents to this question answered *yes*. They also gave especially *low* ratings for the value of podcasts and the Asia-Pacific focus of EM in enhancing participation (Question 45, p. 48).

## Staff/Non-Staff comparisons

Were there any differences between the perceptions of EM Staff and Non-staff respondents? Ideally, there would be a much closer similarity in sample-size; there is little scope to draw any reliable generalisations from the Staff/Non-Staff difference as there were only four EM Staff among the 40-50 respondents who completed each question. Looking at the raw totals per Staff and Non-staff respondents to each question, it can be noted that EM Staff generally gave higher ratings than did non-EM staff, but this was not often a statistically reliable difference. Moreover, the differences that were observed are not always meaningful – when testing answers to almost 80 questions, some differences between groups are likely to arise just by chance. Some indication of differences worth considering was, however, possible (using the Mann-Whitney *U* test).

### *Staff ratings higher than Non-staff ratings*

There were *four* questions in which EM staff gave particularly higher ratings than did Non-staff respondents. These were as follow.

- Rating the services that might *enhance participation* (Question 45, p. 48). Summing all the ratings given by Staff and Non-staff separately to the various services in this question, Staff produced, on average, a total of 40 compared to 28 by Non-staff respondents. There were two services in particular, that EM Staff rated more highly than did Non-staff respondents: enhancing participation by the “*live search*” facility, and enhancing participation by *supporting open video formats*.
- Rating those services of EM that were of *primary interest* (Question 2, p. 8). Marginal differences relating to this question were, in particular, for primary interest in *networking opportunities*, and in *accessing information on engagemedia.org*. Perhaps the latter result reflects a problem of interpretation: that some participants interpreted as referring to information *about* EM rather than information *via* EM's website.
- Rating those services that defined the role of EM in *networking activists* (Question 34, p. 40). In particular, EM Staff tended to give higher ratings to EM *hosting/partnering with film festivals*, and *providing online tools for networking*.

The strategic implications of these three sources of difference are likely to be similar but are not altogether clear. It might be considered that those services rated, in these questions, more highly by EM Staff than Non-Staff respondents indicate particular services that (i) EM's clients might need more information about its services in order to appreciate or access them, or that (ii) require more work in delivery of those services so as to become better appraised by EM's clients, or to (iii) deserve less focus upon by EM Staff. Again, readers should be quite prepared to dismiss any of these statistically suggested differences if they do not make intuitive sense.

- Rating the services that might *hinder participation in the EM site* (Question 46, p. 50). Summing all the ratings given by Staff and Non-staff respondents to the various services listed for rating under this question yielded, on average, a statistically significant higher sum by EM Staff (22) than by Non-staff respondents (13). That is, EM staff tended to rate the hindrances to participation more highly than did Non-staff respondents; in other words, EM staff perceived the hindrances to participation to be more important than did EM's clients themselves. There were three main sources of difference: EM Staff rated as more important the hindrances in terms of the *interface*, the *design*, and *bugs* (in that order of consistency).

The strategic implication appears to be that EM Staff might usefully lower their concern about these aspects of EM's service delivery, thus better equating the perception of their services with the perceptions of their clients. Notwithstanding this result, the comments of particular respondents regarding the efficacy of site interface and design naturally remain relevant to consider; but the problems do not appear to be as pervasive or formidable as EM Staff might themselves presently perceive them to be.

- EM Staff were also significantly more likely to indicate that they *used/subscribed to vodcasts* than were Non-staff respondents (Question 25, p. 31).

### ***Non-staff ratings higher than Staff ratings***

There was one question to which Non-staff respondents gave statistically *higher* ratings than did EM Staff. This was to the question “How effective is EngageMedia.org as a public video sharing website?” (Question 44, p. 47). The difference appears to be quite reliable; only likely to occur by chance about 1 time in 50 samples of the same number of respondents as here achieved. EM Staff, then, had a lower appreciation of EM's effectiveness than did its clients.

## **Correlations among the answers**

It was pertinent to observe how the answers to particular questions were related to each other; i.e., if high ratings to one question would be consistently related to high (or low) ratings on another question (by computing the Spearman rank-order correlation coefficient). It was particularly interesting to observe any relationships from the three questions that follow. Firstly, though, it can be noted that the services defining what is of primary interest (Question 2) and what was seen as most useful (Question 3) were almost all completely correlated with each other, both within these questions and across them; e.g., if a respondent rated workshops of high interest, they tended to do the same for camps, and also gave high ratings for the usefulness of local, regional and international networking.

### ***Effectiveness of EM in meeting needs (Question 4, p. 12)***

This was positively related to: effectiveness of workshops and mentorships for skills delivery; the role of EM in training at networking camps; EM's role in hosting panels/forums and providing online networking tools; being involved in the Transmission Network; EM's uniqueness in terms of its content and using Plumi; EM's effectiveness in public video sharing; in what enhances participation in EM; the value of production initiatives to expanding EM's impact; and support for a payment fee.

### ***How long respondents have known about EM (Question 5, p. 13)***

Positive relationships – where the *longer* that respondents had known about EM, the higher their ratings – were for the primary interest in EM being to publish videos; being aware of the Transmission Network; seeing EM unique in virtue of its regional presence; and enhancing participation by large file up/downloads. The longer the relationship with EM also the greater the rating of importance to what could hinder participation with EM, especially the lack of statistics and language issues.

Negative relationships also were found: the *lower* the number of years of knowing about EM, the higher ratings were to: skills-building being “most useful”; EM's role in hosting panels/forums; the value of vodcasts, and enhancing participation with video podcasts.

### ***Agreeability of a membership fee (Question 10, p. 19)***

The more agreeable respondents were to a membership fee, the higher their rating of what was of primary interest and most useful about EM's services; what expands EM's impact (esp. screen evenings and production initiatives); and collaborating with EM on technical development.

## Comparison with focus group data

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A number of more or less structured focus groups have been conducted on topics directly related to the objectives of this survey, and the particular content of responses to the questionnaire; see the documents indexed at the [EM Wiki site](#). Some summarisation of this information is given in the document [Open Strategy - Summary of FGD outcomes](#). It appears useful to offer, at this stage, some comment on the way that the ideas expressed, quantitatively, in this survey mesh with those qualitatively expressed in the focus groups. The following offers some summary observations.

- *Overall evaluation*: The focus group and questionnaire data had similar results regarding “what EM does best”, and like questions. Typically mentioned in both studies were facilitating networking, skills building, video distribution, and the ease of use of the website. The focus group results also reiterate the indication from the questionnaire that EM-staff assessment of services can fall short of how participants themselves assess EM services. Compare, in particular, “Assessment of present EM services” in the Executive Summary, and the first section of the document [JK-FGD Outcomes 01](#).
- *Development areas*: Also similar were results for such questions as “what can EM do better”. Common ideas included audience-building, offline distribution initiatives (e.g., “to 'snow-ball' issues), and maintaining networks. The questionnaire showed that there was limited relevance of the “ease-of-use” issue, and this was also the result from the focus groups, although there were isolated suggestions to improve the site's ease-of-use, to make it “catchier”, and re the difficulty of using Plumi. See, especially, “Common themes for development” in the Executive Summary, and the second and third sections of the document [JK-FGD Outcomes 01](#).
- *Expanding services*: The questionnaire provided some additional and more specific information on the need to expand media services and to provide for skills development. Support for production was commonly raised, as through training, workshops, and skills-sharing networks. This was also raised in the Indonesian focus groups, which included ideas such as establishing a mentor pool, and offering training by way of other organisations. So it was asked, for example, if “raising a voice” about an issue is enough of a service. It was suggested that EM could be bolder in its public profile while also being more locally focused, accessible and inviting in its communication, and that it could do more to demonstrate that video does create social change ([JK-FGD Outcomes 02, 03](#)); “more community advocacy and linking more with community organisers” ([JK-FGD Outcomes 04](#)). It is useful to recall these ideas as they did not come out as much in the questionnaire responses, apart from the opinion that services could be broadened in so far as they facilitated media production and distribution itself.
- *Distribution (offline)*: Support for distribution was widely raised by respondents to the questionnaire, and this could involve events that were not necessarily web-based, such as festivals. This was reiterated in the Indonesian focus groups, where, it was noted, most of the population is not internet-connected. Ideas included awards, more interactive sites, community TV, and promoting videos to education institutions. The following comment was representative: “EM needs to find ways to make itself useful for our friends working in the social justice circles, and to do that we cannot rely just on online approaches” ([JK-FGD Outcomes 02](#)). Technical issues concerning distribution – such as the security that EM provided for distribution relative to corporately owned platforms, and licencing issues – did not widely feature in either set of responses..
- *Focusing objectives/activities*: In focus groups, there was some discussion about the need for EM to focus its activities; as in the comment that there is “a constant fight between technical support and content” and that “we have to separate ... The technical support, or the content” ([Summary of FGD outcomes](#)); and also some questioning, in relation to Plumi, if EM should

be engaged in developing software. The questionnaire results bearing on the question of broadening versus narrowing EM activities can be read in this context, and seem to suggest that such focusing cannot come at the expense of reinforcing (if not broadening) the activities in training, production, distribution and networking.

- *Change in goals* was, naturally, raised in the staff-based focus groups (e.g., “a lot else has happened as these [objectives] have changed (informally) as the org has changed”), as regards, for example, the change in the democratic profile of a region, in ICT (e.g., social networking) ([\*Melb-FGD Review of Goals\*](#)). These changes, though represented in the questionnaire comments, were not as critical. Long-standing conditions and objectives were often raised as still of concern, e.g., state-controlled media, motivating and training citizen-journalists, fast dissemination of information. This appears to agree with the focus group comment that “we are in the unique position of seeing what is going on in the region, so we CAN be leaders” ([\*Melb-FGD Review of Goals\*](#)), while also agreeing with the recognition of gaps in fulfilling some objectives.

## Conclusions/Discussion

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The following conclusions are made against the aims for the EngageMedia strategic plan and its planning process. Note it is not within the scope of this report and its author to provide in-depth commentary nor conclusions in addition to the detailed analysis of the data gathered.

### ***Implications for revising/strengthening the vision and mission of EngageMedia***

Recognition that key objectives have been achieved to the satisfaction of clients; esp. video-hosting, skills-building and networking appreciated as “gaps” being well filled by EM; and that there is ongoing need for provision of these services, e.g., while seen as strong in skills-building (p. 14) there was still a severe shortage of skills (p. 38).

### ***Towards a set of key foci, aims and outcomes for our work over the next three years***

A general theme that seemed to run through the responses was that clients of EM wanted to engage a more social and political than virtual environment. So social networking integration was often mentioned and given high ratings; screening events and film festivals were highly rated; and some online content, such as skills-building by an online curriculum, received relatively low ratings.

### ***Understanding the political and technological environment we work in***

Diversity of skills levels, audience reach, technological knowledge – from knowing about RSS and Plumi. The survey did not necessarily enquire into political contexts for EM's work, however where access and accessibility issues were discussed, particularly within the context of open source, support for this was consistently rated high.

### ***Implications for establishing/strengthening critical partnerships and collaborations***

Much support for engagement with providers of film festivals, conducting screening events.

Respondents provided a wide range of potential partners/collaborators: See question 28, p. 35.

### ***Understanding the needs of, and developing approaches to, our partners/audience***

The survey provides a broad sweep and in-depth analysis of the needs of EM's networks and peers. In summary, increased access to networking opportunities and improved online tools, building stronger follow-up relationships and broader regional presence are some of the key approaches either desired or sought to maintain. It should be noted, and indeed valued that EM Staff might see fewer strengths and greater weaknesses of some aspects of EM's service delivery than do those who make use of these services.