

Section: Operational Support for Educational and Admin Events

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Subject: Webcasting Acceptable Use

Associated Form Numbers:
11.40.F1.v1/11.40.F2.v1

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INTRODUCTION

The Ontario Telemedicine Network (OTN) permits Members use of webcasting services for educational and information sharing purposes only. Members are not permitted to transmit or present any information that is in violation of applicable law or that infringes upon the rights of another party under the Canadian Copyright Act. Members utilizing OTN webcasting services must ensure that they do not infringe or misappropriate the intellectual property rights of an involved party.

Additionally, OTN supports webcasting of content that is pertinent to the education and workplace needs of health professionals and administrators. Requests for sessions that deal with alternate content or target other learners will be refused.

Webcasting is most effective when sessions are transmissive in nature and limited in length (no longer than one hour).

POLICY STATEMENT

Members of OTN who choose to use OTN webcasting services must adhere to the following terms of acceptable use:

Supported Usage of OTN Webcasting Services:

All webcasts delivered through OTN must meet one of the following criteria:

- Online Lectures and Distance Learning – OTN provides Members with the capability to webcast real time and on-demand (archived) lectures to target learners over distances from the comfort of their personal computers.
- Training – Webcasts can be delivered in order to train participants in a live and/or archived format. Typically, webcasts for training purposes will have been developed by OTN although OTN Members may also deliver webcasts for their organizational training needs.
- Online learning programs – OTN allows Members to schedule recurring sessions that can be archived and viewed as a series.
- General Communication – Members can utilize webcasting services in order to deliver key messages (i.e. major announcements, lunch and learn presentations, information sessions, etc.) to remote audiences.

Non-Supported Usage of OTN Webcasting Services:

OTN does **not** permit webcasting services for the following purposes:

- To demo products or services unrelated to telemedicine and health education
- To capture, stream and archive clinical events
- To capture, stream and archive internal administrative meetings
- To be used for marketing purposes
- To capture an interview
- To convert a VHS/DVD to digital file for archival
- To convert a digital file to VHS/DVD or portable format

OTN Webcasting Disclaimer:

This webcasting centre provides information of a health education nature for practicing health professionals and administrators. As such, it is possible that some of the content and images found here may be of a sensitive nature. Visitors to the site recognize this and realize that the information provided should not be used in any self-treatment capacity.

OTN does not take responsibility for information delivered via webcasts. Intellectual property and copyright responsibilities reside with the presenter(s). The presenter or host is responsible for taking appropriate action if there has been an unauthorized disclosure of personal health information during the course of the webcast and for ensuring that the webcast is not archived. In the event that OTN becomes aware that a webcast includes unauthorized disclosure of personal health information and/or offensive or otherwise problematic content, OTN does, reserve the right to terminate a live webcast and not archive a session for on-demand viewing.

OTN offers no warranties of any kind, expressed or implied, for the webcasting services it provides. OTN does not edit archived webcasts for aesthetic or pedagogical purposes.

Webcast organizers must ensure that they follow the processes outlined in the OTN Webcasting Policy and Procedure document. A Webcasting Agreement Form for each presenter must be signed and submitted to the OTN education team prior to the event.

Members of OTN are responsible for ensuring that all materials disseminated and/or information shared through OTN webcasting services comply with this Acceptable Use Policy and all applicable laws and regulations.

All webcasts must follow steps outlined in OTN's Webcasting Policy and Procedure document <http://webcast.otn.ca/policies.html>. Webcasts that do not meet the terms outlined in this Webcasting Acceptable Use Policy will not be scheduled by the OTN Webcasting Team.

ASSOCIATED FORM(S)

- 11.40.F1.v1 - Webcasting Request Form
- 11.40.F2.v1 - Webcasting Agreement Form

RELATED OTN POLICIES OR GUIDELINES

OTN Webcasting Policy and Procedure

DEFINITIONS

Archival

Webcast requestors/organizers can select to have their webcast archived on the OTN website. This allows target learners to access the session on demand or in an asynchronous format. All archived webcasts will be placed on the OTN Webcasting Centre for a period of one year, unless otherwise specified by the requestor/organizer.

Asynchronous

An event that is offered in an asynchronous format refers to communication that occurs at different times. OTN Members can select to archive their webcast session and make it available in an asynchronous format, thus permitting on demand access to the event.

Private, By Invitation Only Event

Organizers/requestors can employ a user name and password to restrict access to their event. Organizers/requestors are responsible for distributing the user name and password to webcast participants.

Public, Open Event

This kind of event is one in which all interested end users are able to participate up to maximum capacity. For webcasting, organizers/requestors can elect to have their webcast available without password protection.

Synchronous

An event that is offered in a synchronous format refers to a type of communication with virtually no time delay, allowing participants to participate in the session in real time. OTN Members can select to deliver their webcast session in a live or synchronous format.

Videoconference

A videoconference is a real-time two-way transmission of digitized video images between two or more locations. The two main kinds of videoconferences are point-to-point and multipoint calls.

Webcast

A webcast involves the delivery of live or archived broadcasts through the Internet. The sound and video captured by a conventional video conferencing system is streamed to a web server for viewing by end users from the comfort of their desktops.

Webcasting Agreement Form

The Webcasting Agreement Form must be completed and signed by all speakers who are presenting during a live and/or archived webcast session. This form is available on the OTN website <http://webcast.otn.ca/forms.html> and must be submitted along with the Webcasting Request Form. The OTN webcasting system is not scheduled until both forms are received.

Webcast Organizers

The webcasting organizer is the individual responsible for organizing the webcast. The organizer is typically located at the host site, from which the speaker(s) will be presenting. The Webcasting Organizer may be responsible for completing video conference scheduling, the Webcast Request Form, and securing the Webcasting Agreement Form from the presenter(s). In addition, the webcasting organizer informs target learners of the event and distributes the OTN Webcasting Training Module as required.

Webcast Presenters

Webcast presenters are individuals who have been identified as the key speakers or deliverers of content during a session. All webcast presenters must complete and sign a Webcast Agreement Form prior to the session.

Webcasting Request Form

The Webcasting Request Form must be completed by the webcast organizer/requestor and submitted to OTN at least 10 business days in advance. This form is available on the OTN website <http://webcast.otn.ca/forms.html>

END OF POLICY AND PROCEDURE
