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Education

Brightcove Live

Video Cloud

# HOW THE NSW DEPARTMENT OF EDUCATION STAYED CONNECTED

📅 Dec 4, 2024

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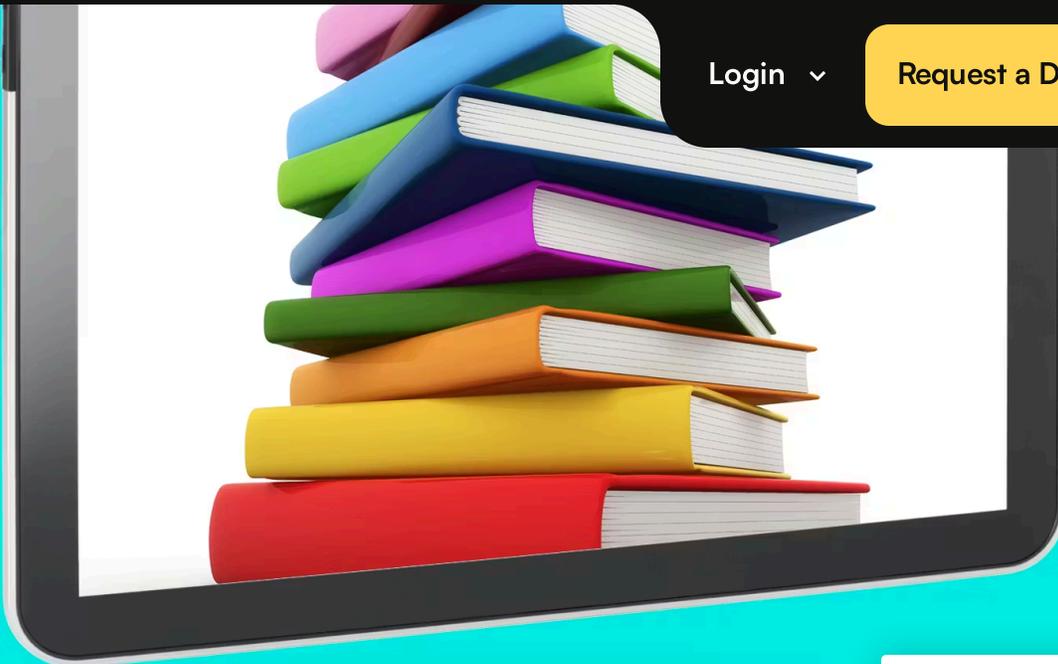
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# VIDEO INITIATIVE LAUNCHES FAST WITH VIEWS, LOTS OF FUN

With the COVID-19 situation forcing thousands of students to remain at home, Brightcove's "Live" was launched, a live stream series that started each day with a 15-minute segment covering everything from sports and music to gardening and cooking. Each segment featured an Australian celebrity or famous face.

**750,000 students in the audience**

**55,563 total views of the live stream via the Brightcove Video Cloud in**

**2,200 public school sites securely received the live stream**

**1,400 Facebook pages received the live stream**

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hood, primary school, secondary school, vocational, ...  
ss two-thirds of the NSW student population. With ov  
...ollment of over 750,000 students, its focus is to prepare  
person for a dynamic and rewarding life.

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## EVOLVING WITH VIDEO

Video is playing an increasingly important role in classrooms across the world. It's recognized for creating more engagement among students than traditional printed materials, along with delivering sights and sounds that result in a more memorable sensory experience. Educators know that video raises the digital literacy of both students and teachers while creating new opportunities for curriculum, campus events, and internal and external communication. As schools look to increase their use of video technology, Brightcove® offers proven solutions that make it easy to get up and running instead of burdened with technical concerns. The NSW Department of Education partnered with Brightcove on important video initiatives, demonstrating the power of video to remain a primary source of information while also being flexible enough to respond to individual needs.

## CREATING A HUMAN CONNECTION

The "Schools Video" initiative enables 2,200 schools within NSW to create video content across websites, social and internal channels. This video content may be external communications to parents and the community, or internal communications to students and staff, including the ability to live stream announcements, as well as events. Powered by Brightcove Video Cloud™, "Schools Video" makes it possible to upload footage, create a video and share it quickly and easily. For the Department of Education, this allows them to create a higher awareness of their activities and achievements, and a visual "brand" that gives the Department a unique identity. Above all, video allows the Department to develop a richer human connection with its school community. At the very core of teaching is a face-to-face experience, video can help amplify this. The powerful combination of a face and a voice that builds trust and encourages learning.

## VIDEO, NIMBLE AND POWERFUL

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ulation while also making sure to provide reassurance  
precedented time. This led to the launch of NSW Educa  
lbeing classes live-streamed at the start of each school  
presenters across the fields of music, art, food, gardening, technology, and sports, it helped  
them continue their learning from home while bringing a needed sense of normalcy to their day.

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***Our live streams are a unique and exciting way to support students, and teachers with additional resources to learning from home.***

**MARK SCOTT**

DEPARTMENT OF EDUCATION SECRETARY

The series featured Australian celebrity guest speakers including Olympian Campbell, artist Ben Quilty, filmmaker Gracie Otto and singer Guy Sebastian. Idol and former judge on Australia The X factor. “I was keen to be involved in live streams to do what I could to help kids stay positive and happy through this time. It can also give them the mental wellbeing to stay focused on their learning. The series, supported by Brightcove Live™, was streamed directly to 2,200-plus public schools and 1,400+ school Facebook pages.

For the NSW Department of Education, video has delivered several key messages, demonstrating the importance of innovation and creating new channels of communication. It also allows the department to speak with one unified voice, furthering a sense of human connection.

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- Player

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- Interactivity
- Gallery
- AI Suite
- Live Streaming
- OTT

Resources

- Resource Center
- Customer Stories
- Integrations Hub
- CAE Calculator

Learning

Platform

- Developer APIs
- Accessibility
- Security
- Content Monetization
- Integrations
- Social Integrations

Solutions

- Communications Studio
- Media Studio
- Marketing Studio
- Beacon Studio
- Zencoder

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