



Campcaster and European Broadcasters

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Media Development Loan Fund

<http://www.campware.org>



About MDLF

- Media Development Loan Fund
 - Help develop independent media in 'transition countries'
 - Headquarters in New York, 501(c)3 public charity
 - Branch offices in Prague, Warsaw, Moscow, Jakarta
- MDLF Activities
 - Financing (mostly loans)
 - Management training
 - Technology

MDLF activities

- Since 1996, MDLF has:
 - Financed 147 projects for 61 independent media companies in 20 countries
 - Provided more than \$60 million in low-cost financing
 - Written off only 3 % of the total loaned and invested as losses
 - A \$35 million portfolio of outstanding loans and investments

- Open Society Institute
- Swedish International Development Agency
- Swiss Development Agency
- Macarthur Foundation
- Ford Foundation

CAMP:

MDLF's technology arm

- Center for Advanced Media – Prague (CAMP)
 - New media laboratory for MDLF
 - Training
 - Implementation projects
 - Media development projects
 - Research and development
 - Campware Initiative
 - Technical projects for MDLF financing clients

.camp] **CAMP project highlights**

- 1999: Kantor Berita Radio 68H
 - National radio network in Indonesia
- 2002: Media On Web
 - News sites for 45 media organizations in former Yugoslavia
- 2005: Campcaster
 - Radio playout and automation software

.camp] **Campware Initiative**

- Tools for independent media
 - Cost-effective
 - Lower barriers to entry into new technologies
 - Legal
 - Piracy as pretense for government interference
 - Create new opportunities
 - Reach new audiences
 - Create new sources of revenue

- Radio playout and automation system
 - Live, in-studio playout
 - Scheduled playout
 - Media archive
 - Strong metadata handling
 - Easy Internet-based programme exchange



Campcaster timeline

- 0.9 – June 2005
 - Web interface
 - Scheduler
- 1.0 – September 2005
 - Campcaster Studio
- 1.1 – September 2006
 - Networked programme sharing
- 1.2 – February 2007
 - "Radio Package." RDS



Campcaster Timeline

- 1.3 – end of 2007
 - Port to Gstreamer 0.10
 - Major UI infrastructure changes
 - Usability improvements



Who's Using Campcaster

- Regional broadcasters
 - West Africa Democracy Radio, Dakar, Senegal
 - Salam Watandar, Kabul, Afghanistan
- Community broadcasters
 - Radio Orange, Vienna, Austria
 - Tilos Radio, Budapest, Hungary
 - Radio Sunlight, Kent, UK
 - Univalle Estereo, Cali, Colombia



Why Build on Campcaster?

- Easy for end-users
 - Result of usability studies by the Parsons School of Design in NY
- Easy to build on
 - Component-based architecture
 - Standardised components
 - Off-the-shelf hardware
 - Detailed documentation
 - Popular programming languages



European broadcasters and Campcaster

- Use and extend
 - Every user has different needs
 - “Scratch your own itch”
 - Savings could be huge, even with extensive development
- Other uses
 - Affiliate networks and programmes
 - Training centers
 - It's free, so distribute it freely!