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**Limelight Networks Special Edition**

# Online Video

FOR  
**DUMMIES®**  
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## **Learn to:**

- Integrate video into your storytelling
- Manage your videos and the data about them
- Monetize your video content effectively

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**Jason Thibeault**  
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For organizations that value online relationships, Limelight provides a portfolio of cloud-based services — uniquely differentiated through innovation and integration — that helps customers more effectively engage audiences by creating, managing, and delivering an exceptional digital presence on web, mobile, social, and large-screen channels. Customers further benefit from Limelight's responsive business practices, exceptional service, deep domain knowledge, and from the massive power of Limelight's high-performance network in delivering their digital presence to any device, anywhere in the world. With Limelight, it's your story. Delivered.

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**FOR**  
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**by Jason Thibeault with  
Ryan C. Williams**

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# Table of Contents

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<b>Introduction .....</b>	<b>1</b>
About This Book .....	1
How This Book Is Organized .....	2
Icons Used in This Book.....	4
Where to Go from Here .....	4
<b>Chapter 1: Understanding Digital Relationships .....</b>	<b>5</b>
Connecting Is Part of Being Human .....	6
How Digital Communication Changes the Way People Connect .....	7
The Digital Relationship Pyramid .....	7
Online Video — What’s Up?.....	9
Getting Engaged — in the Digital World .....	10
You Don’t Need to Be Shakespeare .....	10
<b>Chapter 2: Becoming a Digital Storyteller .....</b>	<b>11</b>
What, Really, Is a Story?.....	11
The Components of Any Story .....	12
Why Stories Are Ultimately So Powerful.....	13
The 6 Cs of Storytelling .....	14
The Need to Stay Relevant.....	15
The Tools You Need .....	15
<b>Chapter 3: Making Your Story More     Compelling with Video .....</b>	<b>17</b>
Is Online Video Really That Popular?.....	18
Talking about What Makes Video So Popular .....	19
Adding Video to Your Story: Why You Should.....	20
Understanding the Different Flavors of Video.....	21
Knowing How and When to Incorporate Video.....	22
So, You’ve Got the Video Bug Now!.....	22

<b>Chapter 4: Understanding Online Video</b> .....	<b>23</b>
Understanding the Video Workflow .....	23
Tackling the Video Challenges .....	26
Are You Ready to DIY? .....	28
Introducing the Online Video Platform .....	29
Leveraging Cloud Power .....	31
Going Video: The Nuts and Bolts .....	32
<b>Chapter 5: Storing and Managing Your Videos</b> .....	<b>33</b>
The Most Important Consideration for Managing Your Video Library .....	34
Getting Your Videos into the Cloud.....	35
Organizing Your Videos .....	37
Managing Live Events .....	39
OVP Integration 101 .....	39
<b>Chapter 6: Delivering Your Video Experience to Everyone, Everywhere</b> .....	<b>41</b>
Publishing Your Video (To Your Website) .....	42
Publishing Your Video (Everywhere Else) .....	44
Publishing Your Video to Tiny Screens .....	44
Is User-Generated Content the Future? .....	45
Equal Content Access for Everyone! .....	46
Content Lockdown.....	47
Now What? .....	50
<b>Chapter 7: Understanding Your Video Viewers</b> .....	<b>51</b>
Analyzing the Facts about Your Video .....	51
And Now, for Your Next Trick, Analyze This.....	53
<b>Chapter 8: Making Money from Your Videos</b> .....	<b>55</b>
The Almost 1,001 Ways to Monetize Video .....	55
The Long and Short of Inserting Ads into Your Videos .....	56
Making Money? Prove It! .....	58
So You Want to Sell Advertising .....	59
Giving Advertisers the Data They Want.....	61
How OVPs Connect Ads to Your Videos .....	62



**Chapter 9: Nine Ingredients for Creating  
Compelling Video .....63**

- Get Connected ..... 63
- Be Committed ..... 64
- Connect with Your Customers ..... 64
- Honor Character ..... 64
- Build to a Crescendo ..... 64
- Show Accountability..... 65
- Stay Consistent..... 65
- Integrate Conversion ..... 65
- Consider Emotion ..... 65

## Publisher's Acknowledgments

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# Introduction

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**D**igital communication is changing the way we engage audiences. Broadcasting messages *at* people just doesn't work anymore. The people you want to reach aren't paying attention. There's too much noise in their digital worlds.

That's why marketers and communicators of all kinds use new digital tools and technology to tell stories and engage audiences. It's a proven method, as old as time itself. Stories are fun, and they enable us to connect better with each other and with ideas. In the past, storytellers involved their audiences with voices, sound effects, dance, and theater. Today, digital communication enables us to capture those experiences and share them as video anywhere.

But, embarking on video storytelling raises all sorts of important questions. How will you create, manage, store, and distribute that video? How will you leverage video to achieve your communication objectives? How will you monetize your investments in video? And even, how can you ensure that it will play on all sorts of different devices?

Good thing you picked up this book, right?

## *About This Book*

This book discusses the importance of storytelling in the world of marketing, the role that video plays in telling your stories, and the tools you'll need to make your stories more emotionally compelling. This book can help you by answering some of the tough questions about getting the most out of your video communication.

## *How This Book Is Organized*

This book consists of nine chapters. Here's what they're about.

### *Chapter 1: Understanding Digital Relationships*

This chapter introduces the concept of the digital relationship pyramid and how organizations can get their online audience to respond the way they want them to.

### *Chapter 2: Becoming a Digital Storyteller*

This chapter explains how stories enable organizations to better engage with their users and what they need to do to tell a compelling story.

### *Chapter 3: Making Your Story More Compelling with Video*

Stories by themselves aren't enough to gain intimacy with online audiences. Video helps accelerate the path to a close relationship with your audience, but you have to know how to add video to your story to really make it work.

### *Chapter 4: Understanding Online Video*

Wouldn't it be great to have a tool that could help you more easily add video to your story? That's an Online Video Platform, or OVP. This chapter introduces you to the tool, what it does, and how it helps solve the critical challenges of including video in your story.

## ***Chapter 5: Storing and Managing Your Videos***

This chapter explores how to store, organize, and manage your video library content through an OVP.

## ***Chapter 6: Delivering Your Video Experience to Everyone, Everywhere***

Did we mention that being successful with video means you have to make it available to your users on every device, everywhere in the world? And that you also have to maintain a secure, reliable platform to deliver that video? These concepts can be complicated, but this chapter answers all the tough questions.

## ***Chapter 7: Understanding Your Video Viewers***

What's the point of making and publishing all that video if you don't understand anything about the viewing audience? This chapter explores the ins and outs of using data to reveal user behavior (and maybe even predict future action). Mind blowing!

## ***Chapter 8: Making Money from Your Videos***

This chapter addresses the vexing questions of actually making money from all your hard work, like *how* to actually make money from it all. And we even cover that thorny issue of ROI (return on investment).

## Chapter 9: Nine Ingredients for Creating Compelling Video

These techniques will help you create video that not only engages your audience but also keeps them coming back for more.

### Icons Used in This Book

This book even has some handy little pictures in the margins to call out certain information. You don't *have* to read the information, but we did put it in for a purpose.



This icon reinforces some important information. Pay attention!



This icon calls out some tips and tidbits we hope you feel worthwhile.



Okay, pay some special attention to this icon. You don't want to go down this road if you can avoid it.

### Where to Go from Here

Just dive in! You'll get all kinds of useful information whether you follow the chapters in order or skip around at your leisure. Enjoy!

# Chapter 1

---

# Understanding Digital Relationships

.....

## *In This Chapter*

- ▶ Making connections
  - ▶ Learning how digital changes the way we relate
  - ▶ Understanding the Digital Relationship Pyramid
  - ▶ Getting your digital audience's attention
  - ▶ Being engaged — in the digital world
  - ▶ Prompting your audience to respond the way you want them to
- .....

**R**elationships are the holy grail of marketing. Why? Because loyal customers become brand ambassadors who spread your messages throughout their networks. In the yesteryears of marketing, however, those relationships were faceless.

Digital communications has changed all of that. For the first time in history, marketers have the opportunity to connect with people one on one.

This chapter takes a look at how digital communications change the way we connect with one another and introduces the Digital Relationship Pyramid to provide marketers with a guide for building better relationships.

## *Connecting Is Part of Being Human*

We all want to feel like we're part of something, such as a neighborhood, a family, or a community. That's because, deep down, human beings are wired to be connected. There's even a science behind it! A lot of research shows that our needs and desires to connect are actually evolutionary traits that have helped us to survive throughout our history.

### **People actually study the science behind our need to connect**

Anthropologist Robin Dunbar posited that human beings have a finite number of social relationships that they can actively maintain (based on research of primates and their social grooming habits). According to Dunbar and his research, this number (now coined *Dunbar's Number*) of social relationships is 150. Researchers

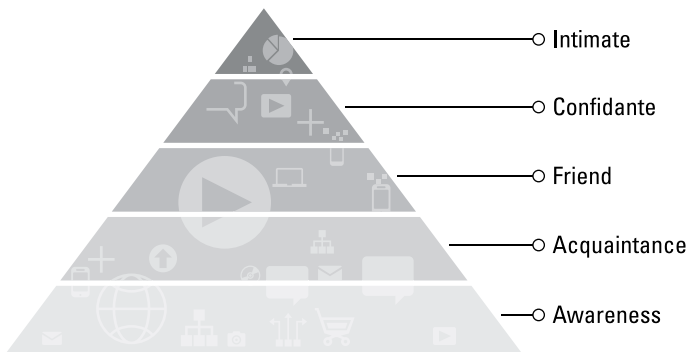
presume that digital technologies, like social networks, actually enable people to maintain many more social relationships than that, however, even if the level of maintenance is less. It is clear that digital communications are enabling us all to connect and engage with more people, regardless of geography, more than ever before.

# How Digital Communication Changes the Way People Connect

We once formed relationships face to face with friends, neighbors, and local organizations, but we now form similar relationships through digital interactions. Where once we would have asked a trusted resource at the local hardware store for advice on a do-it-yourself (DIY) project, today we access similar information on Google or Facebook. For example, in a recent study, 69 percent of surveyed moms indicated that they are more likely to purchase a product if those they follow on social media recommend it.

## The Digital Relationship Pyramid

We have put together a nifty way to think about how marketers forge and deepen relationships in this digital world, and we call that the *Digital Relationship Pyramid* (see Figure 1-1).



**Figure 1-1:** The Digital Relationship Pyramid.

The levels in the pyramid refer to a state of relationship between you and someone in your digital audience. So, at any given time, your audience may be aware of you or an acquaintance, a friend, a confidante, or an intimate. To demonstrate how this works, we use an example that most people will understand — Starbucks. We start at the bottom of the pyramid and work our way up.

## *Building awareness*

Your audience may know what Starbucks is, but they don't really think about it. In the digital world though, given social media, online search, and digital advertising, becoming aware of a brand is pretty easy because branding is everywhere.

## *Becoming acquainted*

In a world of users who want to engage, getting acquainted is the first step. When a digital audience becomes acquainted with your brand, it then becomes an option in the purchase decision.

## *Developing friendships*

Next, a person might say, "I do appreciate Starbucks' products. In fact, I like their Facebook Page and sometimes check out their website for new stuff. It's great to get coupons!"



Friendships in the online world signify the start of something really powerful — and that is *loyalty*.

## *Becoming confidantes*

If a person is a confidante, then they're probably sharing information with Starbucks, which in return is trying to personalize the digital experience for its audience. And, to its customers, it feels good that this big company wants to



connect. Maybe it's because of a rewards program. Still, becoming confidantes doesn't mean that the person is thinking only about your brand. There's some wiggle room. The top of the pyramid, though, gets any thought of going anywhere else out of your audience member's mind!

## *Achieving intimacy*

Every marketer wants an intimate relationship with everyone in their digital audience. They want to be their BFFs (best friends forever). For example, a BFF might say, "I wear Starbucks apparel, am active in their Facebook conversations, and I share my experiences with them. I'm a loyal rewards member and have provided a lot of information that they use to make my experience with their digital presence and retail locations more personalized. I feel like Starbucks thinks I'm worthy of being a friend."

So, you're thinking, wow, right? Here's a road map to intimate relationships with your digital audience, to the point where they are giving you information freely. There's only one catch, though. This is a book about online video.

## *Online Video — What's Up?*

If you're a marketer, you might be drooling right now about the opportunity to connect with people through digital channels. But, there's a lot of digital noise out there. You need to get your audience's attention in order to get them from awareness to intimacy, and you do that with video.



Your digital audience's attention is your most important commodity. This audience only has so much time to spend. If you want to get them into your Digital Relationship Pyramid, you have to do it and do it fast. That's one of the real powers of video (as we explain in Chapter 3). Also, because you can get your digital audience's attention so easily, you can do something most marketers aren't used to, which is — engage with your audience.

## Getting Engaged — in the Digital World

In the digital world, being engaged isn't about diamonds and future in-laws; it's about connecting with your digital audience. For example, you may want your digital audience to like your Facebook Page, comment on a blog post, or buy a product. Engagement, in short, is getting your audience to respond the way you want them to. Only, that's difficult to do because you can't do it with volume and velocity alone. You need a bold new strategy. You need to become a storyteller. And today, in the digital world, rich media video is the best, most-effective vehicle for storytelling. Hands down.

## You Don't Need to Be Shakespeare

Storytelling is an effective strategy for marketing in the digital world because as mentioned earlier, humans are wired to connect. Stories make it easy for us to connect with each other and to create bridges between us because stories connect us to ideas and outcomes.

But storytelling for marketers isn't about writing rhyming couplets or a novel. Marketing stories aren't about how awesome your company is or how people can't live without your products. Marketing stories that resonate with your audience will be those that develop characters and build off of a *narrative arc*, which is a powerful framework for stories that actually invokes an emotional and chemical response in a person's brain. We explain just how that narrative arc works in Chapter 2.



Volume + velocity = noise. In order to succeed in the new digital world, you need today's digital marketing techniques.

## Chapter 2

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# Becoming a Digital Storyteller

.....

### *In This Chapter*

- ▶ Understanding why stories are so powerful
  - ▶ Looking at what builds a story
  - ▶ Learning why stories promote engagement
  - ▶ Discovering the 6 Cs for developing better stories
  - ▶ Knowing why you need to stay relevant
  - ▶ Finding out about the tools you need to deliver digital stories
- .....

**O**ld ways of reaching your audience, such as broadcasting your message through as many channels as possible, don't work in the digital world. So you need to switch it up. You need to start telling stories.

Stories are powerful. But don't take our word for it. Research actually shows a biological reaction to narrative.

This chapter takes a look at what makes stories powerful, how they promote engagement, and what you need to make your stories stand out from the crowd. Of course, in the digital world, you can't sit around a campfire and spin yarns, so we talk about some of the tools you'll need as well.

## *What, Really, Is a Story?*

First of all, yes, *Jack and the Beanstalk*, *Frankenstein*, and any variety of fables are stories. But behind each of those stories is a meaning, something that the characters in those stories are striving for even if they never come out and say it.

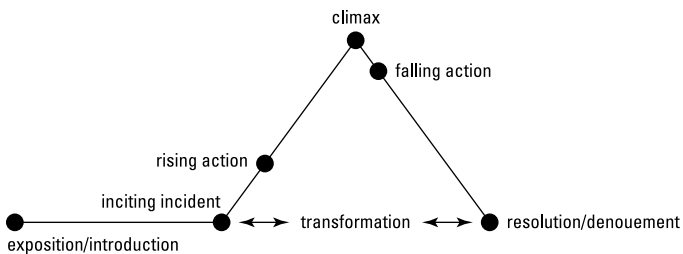
And that’s why everyone loves stories so much. Stories are the best way to communicate difficult ideas like love and loss and meatballs falling from the sky. Storytelling provides an efficient and compelling method for bringing simple and complex ideas to your audience in order to gain a common understanding.

When you really boil them down, stories are frameworks that help people communicate (and remember) difficult ideas.

That’s why all stories share some common components.

## The Components of Any Story

When you start disassembling stories, you begin to see some very common components. These parts of the story all follow a simple architecture called the *narrative pyramid*, which was created by Gustav Freytag (see the sidebar “Who is Gustav Freytag”). Understanding these components will ensure that your story elicits the emotional reaction you need in order to establish the relationship you want (which we discuss in Chapter 1). For now though, you need to understand how the narrative pyramid works (see Figure 2-1):



**Figure 2-1:** The narrative pyramid.

Here’s an explanation of the various pyramid components.

- ✔ **Exposition.** This is the scene where the story takes place and where the characters are introduced.
- ✔ **Inciting incident.** Something happens that builds the anticipation of the conflict, like finding a body in the library.

## Who is Gustav Freytag?

Gustav Freytag is credited with developing the *narrative arc*. This arc symbolizes the standard structure of most drama and literature. For you historians out there, the German playwright and

novelist Gustav Freytag wrote *Die Technik des Dramas*, a definitive study of the five-act dramatic structure, in which he laid out what has come to be known as Freytag's narrative pyramid.

- ✔ **Rising action.** Events occur, and you start to find clues (such as a colonel with a candlestick).
- ✔ **Climax.** The conflict comes to a head, and you finally slap handcuffs on a professor holding a rope.
- ✔ **Falling action.** It's time to tell the reader exactly why the professor was holding that rope and why.
- ✔ **Resolution.** You reveal all the motivations and draw the story to a close.

## Why Stories Are Ultimately So Powerful

Freytag's narrative pyramid illustrates the way in which stories are so powerful. Researchers have discovered that when we hear stories that utilize the standard components of the narrative pyramid, parts of our brains release endorphins.

*Endorphins* are the neurotransmitters that account for our emotions. When we connect with stories, we have an emotional response, and that response is exactly what's needed in order to create a relationship with others (as discussed in Chapter 1).

That relationship doesn't just occur because your story employs the narrative arc. And, of course, telling stories for business ultimately has an ulterior motive (such as wanting the audience to become customers). Remember that you need a compelling, truthful story that speaks to the audience but that also accomplishes the goal you want to achieve. You have to tell a good story first.

So how can you give your story more impact? The following section tells you how.

## The 6 Cs of Storytelling

So far in this chapter, we've talked about the components that every story needs (the narrative arc) and why it's important that stories have those components — to elicit an emotional reaction. But we've only talked about the stories, or the *output*. What we've neglected to talk about is you, the storyteller . . . and what you need to do in order to make your stories memorable.

As you create stories, keep the 6 Cs in mind. Here's what each C stands for:

- ✔ **Connected.** Stories have to connect us to other people. They have to involve us in a shared experience (no matter how much Facebook wants us to think we are the center of the digital universe, we really aren't).
- ✔ **Committed.** Embracing storytelling isn't a "one-and-done" mentality. Companies regularly commit tens of millions of dollars to reshaping the way they engage and interact with audiences through content. Commitment requires a life-long change.
- ✔ **Customer.** The story has to be about the customer. It can't be about your product or your company.
- ✔ **Character.** The story has to have a character. The audience forms an emotional bond with that character. Any characters you include have to be in conflict, and they have to have something to lose.
- ✔ **Crescendo.** The story has to have an ending. It has to wrap up somehow. You can't leave audiences hanging.
- ✔ **Consistent.** Users interact digitally on multiple devices every day. The story must remain available and consistent across all of those devices. You can't tell one story to one device and a different one to another. The experience has to maintain consistent branding, style, and tone across all channels.

## *The Need to Stay Relevant*

It's not enough just to deliver your story. You need to create new stories based on what's happening in the market and with your audience. You need to keep your stories fresh and inviting, and that requires you to be nimble, agile, and all those other words that equate to publishing your content quickly.

## *The Tools You Need*

The stories that we've been talking about aren't bound with leather and collecting dust in a library. They are living, breathing, vibrant, and interactive. They don't just tell you the story, but they *show* you that story with their thoughts, feelings, and actions. They are *digital multimedia*. And because they sprout from bits and bytes, you'll need some different means to get them in front of your audience. You can't have stodgy old software installed on archaic servers in some basement. You need state-of-the-art tools. Some of the tools we describe here are obvious. Others might sound a little new, but you'll soon learn to love them.

### *Content management system*

Your website is a central part of delivering your story.



A *content management system* enables you to create, manage, and deliver the website to support your story. You can create pages, publish them, organize them into your navigation, and so on. And, what's more, some of these software packages include technologies that enable you to personalize the story experience for each and every visitor.

### *Social media engagement platform*

Users log on to Facebook, Twitter, and LinkedIn. Your story needs to be there as well. These tools, such as SocialBro and

Buffer, help you manage the preparation and distribution of content into your social networks. But more than that, they give you insight into how your audience is engaging with your content.

## Online video platform

When it comes to storytelling, words alone aren't enough. People just don't have the time to give you their undivided attention. That's where video comes in. But video requires a pretty specialized kind of content. You can't just type a few words and create a new web page with your content management system. You need to manage video, make sure it plays across all devices, and deliver it so that your users watch your captivating story. An online video platform (OVP) will help you manage your videos, put them into playlists, publish them onto your site, syndicate them to third-party sites (like YouTube), and manage all interaction.



What happens when everyone starts telling a story? Do you become part of a new kind of noise? Maybe. But you can avoid that and deliver your story in a way that grabs attention, keeps your audience interested, promotes engagement, and even helps you develop intimacy faster. See Chapter 3 for more.



Following a narrative arc releases endorphins and helps you engage your audience at a deeper emotional level.



## Chapter 3

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# Making Your Story More Compelling with Video

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### *In This Chapter*

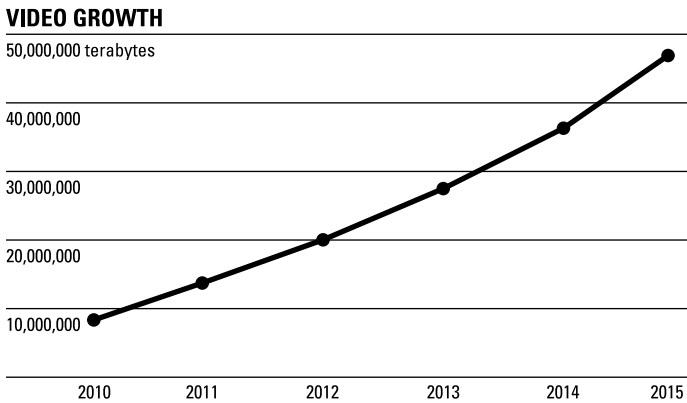
- ▶ Discovering the popularity of online video
  - ▶ Looking at why online video is doing so well
  - ▶ Knowing why your story needs video
  - ▶ Getting a feel for the different types of video
  - ▶ Learning how to accelerate digital relationships using video
  - ▶ Understanding how to incorporate video into your story
- .....

**I**n case you've been living in Antarctica, online video is really popular. Companies that measure and quantify Internet activity, like Cisco Systems, believe that in a few years video will represent the dominant form of traffic on the Internet. Rumor has it that YouTube sees about 72 hours of video uploaded every minute. So why is this important to you? And, more importantly, why is it important in light of all the talk we give to storytelling in Chapters 1 and 2? Because video is probably the best way to get your story across to an audience.

In this chapter, you learn the ins-and-outs of video — what makes it so popular, what it can do to help you establish digital relationships, and most importantly, how to incorporate video into your story.

# Is Online Video Really That Popular?

Yes, it is! Online video has been the fastest growing segment of the Internet for the past several years and, as Cisco predicts, will continue to dominate all Internet traffic in the years to come (see Figure 3-1).



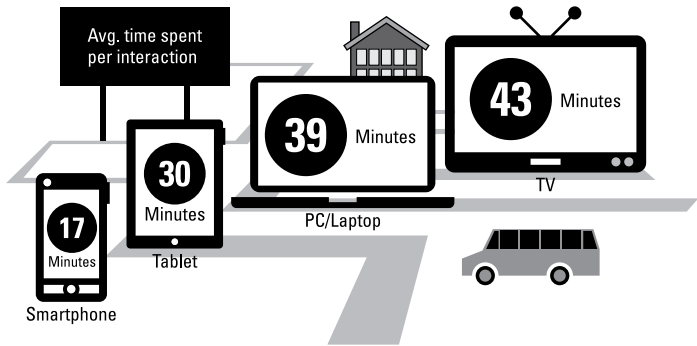
Source: Cisco

**Figure 3-1:** The growth of video usage on the Internet.

But video consumption isn't happening by itself. The growth of video has, in fact, been spurred by the almost equally explosive growth in mobile usage. Check out Figure 3-2.

According to research recently carried out by Google (*The Multi-Screen World*, 2012), people use a variety of mobile devices every day to consume content. When you marry Google's research with Cisco's assertions, you realize that a lot of that content being consumed on all those devices is video — and there has to be a reason that video is so popular.

Our time online is spread between  
4 primary media devices



**Figure 3-2:** The devices that audiences use to watch Internet video.

## Talking about What Makes Video So Popular

You may not believe this but like the reason stories affect us so much (see Chapter 2), there is also real science that explains why we like video so much.

Susan Weinschenk, Ph.D. (also known as “The Brain Lady”) has uncovered four core, very human reasons why we are drawn to video.

- ✔ **We focus on the face.** There is a part of the brain called the fusiform facial area (FFA) that compels us to pay attention to faces. The FFA is active at birth, which is why babies look at their parents’ faces. This actual brain function is hard-wired to focus on the human face as a source of information and believability.
- ✔ **Voice makes information more meaningful.** Brainwave researchers have proven that our minds are more stimulated by hearing a person tell a story than by reading it ourselves. We are more apt, therefore, to remember words that are spoken.

- ✔ **Seeing is believing.** When we watch people have emotional experiences (versus reading about them and trying to imagine them ourselves), we have a greater connection. Body language is a powerful feature of human interaction.
- ✔ **It's all about the movement.** Since the Stone Age, we've survived by noticing the things that are moving around us. Fail to notice? Get eaten. This peripheral vision is deeply ingrained in our anthropological DNA. We are drawn to things that move.



There are reasons why we are drawn to video and why it is so popular. Does that mean that your entire story and marketing efforts should involve video? Probably not. In fact, by mixing up the media you use, you create more visual interest than if you used only one medium.

## *Adding Video to Your Story: Why You Should*

You need to add video to your story because of the Digital Relationship Pyramid (see Chapter 1). You want to get your audience up the pyramid so that you can form intimate relationships with them. The people in your audience give you information, you personalize digital experiences for them, and they in turn advocate your brand.

But getting them up the pyramid isn't easy. Why? Because it's all about emotion and predicting or mandating emotional reactions is difficult to do.

Digital relationships are fueled by emotion. You need to create an emotional connection with your audience, and stories are a great way to do that. And, as discussed in the preceding section, according to Dr. Weinschenk, video does a better job of creating an emotional connection because you can see a story happen (versus simply reading about it).

Simply put then, you should add video to your story in order to *show* your story. Doing so will help you develop the emotional connection you need to get your audience up the Digital Relationship Pyramid — faster than relying on reading material alone!

## *Understanding the Different Flavors of Video*

Before you rush out and hire a production company to produce your first video, you need to understand that you can make a lot of different videos as part of your story. Some videos may require more talent and equipment than you have in your office, but that isn't true of them all. Here's a rundown of the different video types.

### *Branding*

This type of video is the high-budget stuff. You hire Tom Hanks. You win a Golden Globe. No, really, branding videos tend to be more high-production value. But depending on the voice and personality of your company, a video of this nature may be something animated or filmed “Blair Witch” style. Branding videos are, however, the best opportunity to really tell a story using Freytag's narrative pyramid (see Chapter 2). We give you some examples in Chapter 9.

### *Kinetic*

Kinetic videos, where words and images fly around the screen with a voiceover, are simple to produce and really grab attention. Kinetic videos require little more than someone adept with the software, a good script, and a powerful voice (we vote for Morgan Freeman, but he's usually not available).

### *Product demonstration*

Got a webcam? You probably do, but if not, they *are* pretty inexpensive. These videos are designed to be informative, educational, and inexpensive or “budget-priced.” When you convert your product videos to high-value branding videos, you lose the credibility and trust of your audience because they want to see someone just like them using the product they want to buy. Google Hangouts is a great tool for making product demonstrations if you want to go live.

## *Customer testimonials*

Sometimes the best people to tell your stories aren't people who work for you. When customers become brand advocates (that means they really, really love your brand), they often can passionately tell your story on a different, more personal level than you or your employees. Sometimes these testimonial videos need a production company depending on how "professional" you want them to feel. Otherwise, just get out your smartphone and start interviewing.

## *Knowing How and When to Incorporate Video*

If you're wondering when you should add video to your story, there's no hard-and-fast rule. Video generally serves one of two purposes.

- ✔ **Video can support written content.** If you have a page of product information, having a video demonstration to support it is really impactful.
- ✔ **Video replaces written content.** Get rid of that About page on your website. Use a branding video to get people emotionally connected to your company and then use a customer testimonial to explain how you helped that customer (and can help any customer with similar challenges).

## *So, You've Got the Video Bug Now!*

Now that you're all worked up about video and your head is spinning with all the different ways you can incorporate video into your story, we need to bring you crashing back down to reality.

Getting video into your story effectively isn't as easy as it sounds. You have to deal with a lot of technical and process-related considerations, which we cover in Chapter 4.

## Chapter 4

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# Understanding Online Video

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### *In This Chapter*

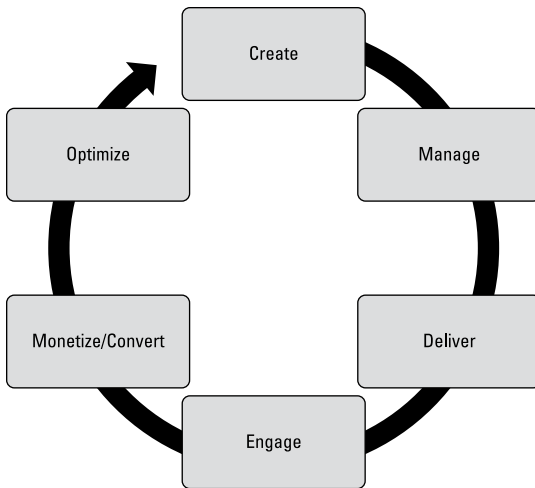
- ▶ Recognizing the video workflow
  - ▶ Understanding the challenges and pitfalls with online video
  - ▶ Doing it yourself
  - ▶ Learning about Online Video Platforms (OVP)
  - ▶ Seeing the benefits of the cloud for your video workflow
- .....

**V**ideo isn't as easy to incorporate into your communications as other kinds of content. First, it requires a player. Second, the player can differ depending on the device your audience uses to watch videos. Third, interacting with the audience is more difficult because you don't have a lot of insight into what's going on while the video is playing.

An online video platform, or OVP, is a special tool to help you make the most of your video storytelling. An OVP helps you manage, deliver, and analyze your videos to ensure that your story stands out from the rest. This chapter takes a look at some of the challenges you'll face with video and discusses how an online video platform can solve those challenges.

## *Understanding the Video Workflow*

The video workflow is a fairly standard process for getting video from creation to analysis. See Figure 4-1.



**Figure 4-1:** A sample video workflow.

## Step 1: Create

Before you do anything else, you have to create a video (see Chapter 3 for the different types of videos).

## Step 2: Manage

As your video library grows, you'll need to manage your videos. Managing your videos, as part of a process, involves three concepts.

- ✓ **Metadata.** This data describes the videos so that anyone searching for a video can find it.
- ✓ **Channels.** These organize and categorize your videos so that users can find similar content that located in the same area.
- ✓ **Syndication.** You don't just want your videos on your own website. You want users to find them on YouTube and Vimeo and other third-party sites.



## **We're talking CDN, not CNN or ESPN . . .**

A CDN, or Content Delivery Network, is an infrastructure (such as media servers and bandwidth) provider that helps organizations deliver content to their audience. Getting your content to a global audience by using a variety of devices can require a significant amount of infrastructure. You need servers to

store your content. You may need special servers to deliver different content formats. You need bandwidth to handle requests for your content from browsers and video players. All of that can be costly and time-consuming to manage. A CDN provides it all without the headaches.

### ***Step 3: Deliver***

This part of your workflow focuses on getting your video to your end users on any device, anywhere in the world.

### ***Step 4: Engage***

Once you publish your video, part of your workflow, or process, must address engaging with your audience. Will you have social media conversations around your live product demonstrations? Will you have places for users to comment?

### ***Step 5: Monetize/convert***

Maybe you are going to charge for your video. Maybe you just want to use ads to convert users into buying customers. Whatever your strategy is, a part of your workflow must deal with the process of either integrating ads into the video playback experience or figuring out how to use your videos to convert users. See Chapter 8 for more about ads.

### ***Step 6: Optimize***

Knowing who is watching your videos, on what device, and when they might stop watching is critical for the success of your story. That's why your video workflow must address the need to analyze videos.

## The different kinds of video ads

The different ad types that you can incorporate into your videos are plentiful. For example, if you integrate an ad in the front or at the end, the ads are called *bumper ads*. If you place an ad somewhere inside the video, the ad is called a *mid-roll ad*. But, you can also display ads *on top* of your video, which is

called an *overlay*. Say that you don't want to interrupt your video with an advertisement. In that case, you can integrate ads into the player itself. There they can surround the video playing area, like those little ads for dentists you see on diner placemats. They remain visible all the time but aren't part of the video itself.

## Tackling the Video Challenges

The video workflow also exposes numerous challenges to publishing video.

### Formats

You'll find a variety of video formats in the market today, from HTTP-based video (like Apple HLS, Adobe HDS, and Microsoft Smooth Streaming) to Flash to QuickTime and even to older formats like Windows Media. Why are there so many formats? Because you still encounter a lot of older devices in the market that don't support the newer HTTP-based video formats such as MP4 video. When you create your video, you have to make a conscious decision to transcode (that's a fancy video word for "convert") your master file into one or more formats.

### Devices

Many older devices can't play the newer video formats — which creates challenges to delivering video to your users. The last thing you want is to have users complaining on your Facebook Page that your video doesn't work on the newest smartphone.

## The power of HTTP video

The online video industry is slowly trying to galvanize around video that is produced using the h.264 video codec. What's a *codec*? Basically, a codec is how the video is packaged (or coded) so that a player can de-code it for playback. By primarily supporting a single video format, MP4 (encoded using the h.264 codec), video owners (like you) can be assured that their video will play

back on any device. Of course, that sounds too good to be true, and it kind of is. Even though MP4 is becoming a standard video format, many video players use different types of codecs to decode the MP4 video, requiring publishers to have slightly different versions available for playback. What, you thought this was all rainbows and unicorns?

## *Mobile*

Today's audience is mobile. So why is that a challenge? Well, as your audience shifts between devices, they're probably also shifting between networks. While their home network might have super-fast broadband, their cellular network might be congested, making consistent high-quality playback of your video a problem.

## *Players*

As a content type, video is unique because delivering it requires specialized software. Each video requires a codec to decode the video for playback. Building the right player can sometimes consume more time, resources, and effort than actually making the video in the first place!

## *Delivery*

In order to provide a video experience that keeps people engaged with your story, you need the infrastructure to handle everyday traffic as well as those sudden spikes when everybody in the world is bent on watching your video.



## Say hello to “adaptive bitrate”

*Adaptive bitrate* is a term in online video to represent a video package that contains multiple bitrates. What are *bitrates*? Bitrates define the quality of the video and are represented in kilobits per second (Kbps) or megabits per second (Mbps). A lower-quality version of your video might be encoded at 500 Kbps while an HD version might be encoded at 3.5 Mbps. So, adaptive bitrate really refers to the amount of data (in bits) that is being delivered to a user every second. Obviously, the more data you can deliver, the better quality video your users see. But sometimes, for whatever reason, a user may not be able to see your highest-quality video. When that happens, the video may *buffer*

(display the dreaded spinning wheel of death), and your user will have to wait. But with adaptive bitrate, you can package a bunch of different versions of your video together (such as 500 Kbps, 750 Kbps, 1.0 Mbps, and 1.5 Mbps). When the user connects to the server to watch the video, the server and the video player communicate about the possibilities. If the user can only support 500 Kbps, then that’s the video the user receives. If the user’s bandwidth suddenly frees up, then the server will automatically increase the quality of the video being delivered. In short, the user always gets the best quality video for the bandwidth available.

## *Data capture and collection*

You need to understand how users are engaging with your video. Are they dropping off after 10 seconds, or maybe 32 seconds? From what devices are they most often watching your video? Are you preparing a format that no one is using (and paying money to store it)? Video analytics are critical to determining the success of your video and also to providing you the business insight as you produce more.

## *Are You Ready to DIY?*

The challenges of getting video to your audience can be daunting. Sure, you can do it yourself. But if video is going to become a bigger part of your story, should you be spending

time worrying about formats, mobility, players, and data capture/collection? What if a platform existed that solved those challenges for you? Here's what we're talking about.

- ✔ **Formats.** You could produce one format, and the platform would automatically convert it to the right format (such as Apple HLS, Adobe HDS, Microsoft Smooth Streaming, or Adobe Flash) when a user with that device requested it.
- ✔ **Devices.** A platform could include support by automatically detecting new devices and delivering the right video format.
- ✔ **Mobile.** A platform could automatically convert your master video into a bunch of different bitrates and handle switching them during delivery.
- ✔ **Players.** The platform would include an “out-of-the-box” player with lots of interactive features that you could put your brand on and incorporate into your website today.
- ✔ **Delivery.** The platform could incorporate into a global CDN so that your video could be delivered to any part of the world onto any device.
- ✔ **Data capture and collection.** The platform would provide you with rich reports that show you everything you need to know about your audience's experience with your video. Goodbye spreadsheets!

Such a platform does exist, and we talk about it next.

## Introducing the Online Video Platform

The *Online Video Platform* (OVP) is a cloud-based solution that helps simplify the creation, management, and delivery of video by providing you with a complete workflow-based solution. Accessible through any web browser, the OVP is a powerful tool for anyone who wants to add video to their story. A number of different vendors in the market today offer an OVP, and each OVP has its own strengths and weaknesses. The best way to find the right OVP for you is to test them out against a checklist of requirements. We provide such a checklist in the nearby sidebar, “Online Video Platform checklist.”

## Online Video Platform checklist

Not all OVPs are created equal so it's best to know what you're looking for before going in and signing any contracts. The following checklist gives you some important features that a quality OVP offers. Depending on your workflow, you may value some features above others, but you might find that a feature you hadn't previously considered (such as adding advertising or expanding functionality of your video offerings via an API) could save your online life down the road.

- Simple and intuitive.** Make sure the system is intuitive. A simple point-and-click and drag-and-drop interface will reduce your workload.
- Quick and easy.** The system should allow quick-and-easy uploading, especially if you have large batches of media.
- Predefined player templates.** Consider only systems that enable you to quickly build video players by choosing from predefined templates, ranging from single video players to multi-channel formats. Be sure that the designer allows you to see your changes as you build the player so you can visually match the player to your website.
- Advanced analytics.** Only consider systems that offer an easy way to analyze video usage data. The system should graphically display key metrics, including video popularity, viewer engagement, geographic location, and device usage.
- Scalable hosting and delivery.** Be sure that the system can provide hosting and delivery that quickly scales as demand for your content increases without risking quality, reliability, and load balancing.
- Custom players.** A consumer-facing solution should preserve and enhance the content publisher's brand. Be sure that the system can "skin" the player to match the publisher's website and corporate look and feel.
- Advertising solutions.** Make sure that the system offers a way to monetize your video assets, either by inserting your own advertisements or integrating with third-party ad services (or both). The system should support a variety of advertising formats, including linear ads, non-linear ads, contextual-based ads, and ads placed inside the video content.
- Content syndication.** Only consider systems that enable syndication of content to partners, affiliates, online portals, blogs, Apple's iTunes, YouTube, and other video sites. The system should also have viral distribution features like RSS feeds, email to a friend, links, or posting the players on other sites.

- ❑ **Content protection.** Make sure that your solution offers protection from file theft, deep linking, and pirating/redistribution. Tools such as stream encryption and DRM must be an option if you plan to serve high-value, high-quality content.
- ❑ **API and development tools.** A slick GUI is important but so is the ability to manage/distribute content via an API. Only consider solutions that have a complete, well-documented API. Developers will need programmatic access to the media and supporting metadata in order to create fully integrated applications or viewing experiences.
- ❑ **Customer service and innovation.** You deserve prompt access to the video experts when any issues arise. Technology in the online video publishing industry is changing quickly. Make sure that your solution can grow with new technology developments and bring new features to market in a timely manner.

## Leveraging Cloud Power

You can install solutions on your local network (or your laptop) that provide some of the same features as an OVP. And although that is an option, we would argue that there are simply too many benefits of using a service provider with a cloud-based OVP.

- ✔ **Accessibility:** Anyone on your staff can interact with any part of the workflow from anywhere in the world. But when software is installed on a single computer, that isn't the case. And when it's installed on your network, it may require special permission (such as a *virtual private network*, or VPN).
- ✔ **Efficiency:** Using a cloud-based solution enables you to get your video to your audience faster. Why? Because you aren't dependent upon IT (or a software vendor). You simply upload, manage, and deliver. When your workflow is in the clouds, someone else tackles all of those challenges!
- ✔ **Cost:** By using an OVP, you no longer have the costs of infrastructure (like hardware) to deliver your video. You also don't have the cost of specialized software for transcoding. It's all included in the platform.

## *Going Video: The Nuts and Bolts*

Even as you start to use the powerful features of an online video platform, you'll find you have a ton of questions:

- ✔ What's the best way to manage my video library?
- ✔ Should I publish to just my website? How can I publish to YouTube as well?
- ✔ How do I deliver a consistent video experience globally?
- ✔ How do I protect my videos?
- ✔ Is there a way to monetize video besides ads?
- ✔ How can I connect my OVP to my other marketing software?
- ✔ Is there anyway to predict what kind of video I should publish next?

You can find the answers to these questions (and much more) in Chapters 5 through 8.



## Chapter 5

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# Storing and Managing Your Videos

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### *In This Chapter*

- ▶ Knowing how to manage your video library
  - ▶ Getting a better storage opportunity with an OVP
  - ▶ Making sure your videos are organized
  - ▶ Staying on top of your video library
  - ▶ Connecting your OVP with other software systems
- .....

**Y**ou've taken the plunge and subscribed to an online video platform (or OVP as we generally refer to it in this book). Now you have to get your videos into the system. You'll see that this process is a whole lot different than looking at a folder of video files in Microsoft Windows. OVPs provide powerful ways to help you organize and manage your video content.

This chapter gives you important information about things such as:

- ✔ The best way to get your videos into an OVP
- ✔ How to organize your videos for your users
- ✔ How to make your OVP part of the systems you already have

Armed with this information, you'll be well on your way to effectively utilizing your OVP.

## The Most Important Consideration for Managing Your Video Library

Before uploading a single frame, make sure that your plan is in place. You must think about these concepts before uploading.

- ✔ **Tagging:** As your video library grows, you might find it necessary to — gasp — search through it and create a tagging strategy, identifying tags for video categories, subjects, or even actors or marketing messages. When you don't have a tagging strategy before you start, your classification of videos will be haphazard and inconsistent over time. Older videos might not have the newer tags so when you search your video library, you're missing some of the content.
- ✔ **Metadata:** Viewers rely on metadata to find the videos they want to see. Before you start uploading video (and then have to go back and add metadata), understand how you want your audience to find your content and then build a metadata strategy around that. You can upload all your videos with metadata at the same time (for example, using MRSS as discussed in the section “Getting Your Videos into the Cloud” later in this chapter), enabling you to save countless hours of going back and adding (or editing) metadata to comply with your strategy.
- ✔ **Mobile:** Mobile usage is hot and getting hotter. So you need to think about whether you want to have multiple versions of your videos available for playback on different devices (using the appropriate bitrate). Do you care that some of your audience might use old flip phones that may not play the latest format or don't get the fastest bandwidth? Planning ahead of time may save you costs in converting and storing bitrates or video versions you don't need! See Chapters 4 and 6 for more on bitrates.
- ✔ **Uploading content:** Who will upload the video, and which method will they use? Will you have a person do it or will you programmatically connect your OVP with another of your systems (like *digital asset management* software) to automatically upload the content? Planning for how to upload video will save time and headaches later on.

## What's the ideal mezzanine file?

Funny you should ask! We happen to have pretty standard mezzanine file specifications right here under our hat. If you're not familiar with any of these terms, make sure that you work with a video producer who is. Any quality video production software can give you results you need, but you need to ensure that the settings on the software give you what you want:

- ✔ Fast start
- ✔ Progressive scan (no interlacing)
- ✔ Frame rate of 24 (23.98), 25, or 30 (29.97) fps
- ✔ A bitrate between 5,000 to 8,000 Kbps
- ✔ 720p resolution

- ✔ **Quality:** You'll want to upload a master video file (often called a *mezzanine* file). Mezzanine files are lightly compressed but must maintain a high enough quality to output the bitrates you require. Remember that the quality of what you get out of your OVP (for mobile delivery, for example) is only as good as what you put in.

## Getting Your Videos into the Cloud

As we discuss in Chapter 4, using a cloud-based OVP provides several benefits over using a piece of software you install and have to manage locally. But one of the benefits we haven't mentioned is how many OVPs are connected to cloud-based storage. Therefore, by the transitive property, you're connected to cloud-based storage if you use one of these OVPs for your video (and you're probably flashing back to algebra class as well).

What does cloud-based storage mean for you? First, that you won't have to worry about buying hard drives anymore. Cloud storage is designed to expand as your needs grow. Second, each time you load a video into the OVP, it's like making a backup copy of the original.

Okay, so the cloud is cool, and it's another reason why the OVP is the way to go. But how do you get your video into the cloud? Most OVPs offer a variety of methods for doing so.

- ✔ **Web form.** Many OVPs offer a web-based form for uploading a single video at a time. Click the **Upload** button, find the file on your hard drive, and submit.
- ✔ **Multi-upload web form.** The web forms provided by some OVPs enable you to upload multiple files at a time. This is by far the easiest method, but you must restart the process if any disruption occurs.
- ✔ **FTP.** All OVPs support FTP (and secure FTP) uploads. This means that you use a special piece of software, called an *FTP client*, on your computer to connect with the OVP's cloud-storage. Then you simply drag and drop files from your computer to the OVP storage. This process requires a little technical knowledge, but it represents a safe and secure upload process.
- ✔ **Desktop software.** Some OVPs offer a desktop application to help you move video files from your computer (or local storage) to the cloud. These programs are really nothing more than specialized FTP clients, but you usually don't need any expertise to operate them. You just enter your username and password and start dragging and dropping. Sometimes this desktop software will even allow you to rename your files (as they are uploaded) or specify metadata.
- ✔ **Accelerated upload.** Some OVPs enable users to employ third-party software like Signiant or Aspera that enables accelerated uploading. You have to license the software from the third-party company first (nothing is free). But it's good to know that you have ways to get your video into the cloud even faster!
- ✔ **MRSS.** Already have your video in another OVP? MRSS (which stands for Media-RSS) enables you to quickly upload an entire video library through this XML-based standard. Simply generate the MRSS from one OVP and upload it into another (via one of the methods mentioned earlier). Then the new OVP ingests the videos directly with no intervention required. That's efficient!

## How does MRSS work?

MRSS enables you to import video in three ways:

- ✓ Upload video and apply metadata to it
- ✓ Import video (from another OVP, for example) and add metadata
- ✓ Simply add metadata to your videos

MRSS is a very versatile and exciting way to get your existing videos from one OVP to another and manage the metadata attached to them.

Want to learn more about MRSS? Go to [www.rssboard.org/media.rss](http://www.rssboard.org/media.rss).



Don't delete the original video! Just because you upload the video into the cloud doesn't mean that something bad might not happen to it. Keep a copy of the master video file safe and secure.

## Organizing Your Videos

Okay, so you've got your videos into the OVP. Now what? At this point, it's not much different than looking at a list of file names on your computer. The OVP provides a lot of ways for you to categorize your videos to help you manage them better and to help your audience find them easier.

## Managing your videos

The issue with managing your videos on your own hard drive is that your operating system wasn't made to manage videos. Nothing special is built into it to help you categorize, label, and organize videos. Of course, you could use another piece of software, such as Microsoft Excel, but relying on external software can make the entire process a little awkward. Wouldn't you rather rely on a streamlined workflow?

The OVP specifically helps you to manage your videos. Why is this important? When you have hundreds (or even thousands) of videos, trying to find one by scrolling through pages and pages of titles can be frustrating to say the least. You need to be able to sort and categorize quickly to refine your list. That's why an OVP includes these features to help you make more sense of your video content.

- ✔ **Titles:** The title of your video (or what you *want* to title it) quite possibly is different than the filename. In the OVP, you can enter any title you want.
- ✔ **Tags and labels:** Some OVPs include powerful tagging and labeling features so that you can categorize your videos by subject, by audience, and so on.
- ✔ **Metadata:** All OVPs enable you to specify the metadata for each video. This data defines and describes your videos for search engines.

## Creating channels

Presenting your entire list of videos to your audience isn't going to make you any friends. Your audience wants video targeted to them, suggestions of other videos they should watch based on what they found, and an easy way to watch them all.

Sounds like a really great television channel, doesn't it?

Taken right out of the broadcast TV world, the channel concept helps video publishers (like you) provide related content to their users via the OVP. Of course, building channels really requires that you properly manage your videos. Otherwise it's going to be a real pain selecting which content to include in which channel. But if you already have your videos tagged, labeled, and organized, building channels is easy.

Once you have selected a group of videos for a channel, you can then assign that channel to a player on your website. Users may see one video playing and a list of images representing other related videos (these are called thumbnails) on the same page.

## Managing Live Events

Live video is all the rage. You can easily use the built-in camera on your smartphone to create the video, and the uniqueness of the event creates demand for the content. When people know that they may only get one chance to see something they really want, they'll line up around the corner for it.

Many OVPs now support the inclusion of live events that you manage just like you would other video. In other words, one workflow for your on-demand video and your live video. That's efficiency!

And once the live event wraps up? Some OVPs let you convert your live events into a video file that you then can manage like all of your other video. What do you need to know in order to add live video to your OVP? Here's a list of the basics.

- ✔ **Encoding.** Before you can put your live video into your OVP as an event, you need to encode it. This generally means sending the live video feed into a server or hardware appliance that can convert the raw footage into something playable online.
- ✔ **Multiple encoders.** Industry standards recommend using more than one encoder pushing the video to your OVP. Remember that if your encoder goes down, your live event goes down with it. Backup and redundancy is always a good thing!
- ✔ **Bitrates.** Before you start delivering your live event, you should think about your end users. What kind of mobile devices will they be using to watch your event? Do you need a really high bitrate? Do you need lots of medium or low bitrates? Each bitrate you choose will increase your bandwidth requirement. We talk about bitrates more in Chapters 4 and 6.

## OVP Integration 101

As you become more savvy in the world of video, you may run into a situation where you want your OVP (which is really just a piece of software) more connected with other software in

your workflow. For example, your workflow may require that you do all your own *transcoding* (changing video format and quality) locally. Maybe you need to put a watermark on your video. Maybe it's a live event. Transcoding software can communicate with the OVP and automatically apply the watermark or place the live event in the cloud. That means that getting the video to your audience isn't dependent upon your uploading the file to the OVP. It's there automatically!

Most OVPs include powerful *application programming interfaces* (APIs) that enable other software to connect to them. So in the preceding example, your transcoding software connects to the OVP API. When a video finishes the conversion process, the transcoding software uses the API to send the file directly into your video library and stores a version locally (if that's what you want). As you may have guessed, this involves some technical know-how. You'll need a software developer to create the connections necessary to interface your transcoding software with the OVP. Unless you have programming skills, it's better to hire a person with coding skills to take care of this for you. But it's always good to know that the option is available.



## Chapter 6

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# Delivering Your Video Experience to Everyone, Everywhere

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### *In This Chapter*

- ▶ Learning how to get your videos to your website and more
  - ▶ Understanding the ins-and-outs of delivering video to mobile devices
  - ▶ Enabling your users to create and upload their own video
  - ▶ Learning how to make your video content accessible by anyone
  - ▶ Securing and restricting access to your video
- .....

**H**ere's the elephant in the room. What's the point of having all that video if you can't deliver it, or if it's not available on all those hot devices that your users frequent? Tackling online video means getting your video to everyone, everywhere, with the best performance possible.

How do you secure and protect your video? How do you enable your users to upload and share their own video?

This chapter helps you herd all those metaphorical elephants together and provides the peanuts to keep them happy. Here, you find out what's required to deliver video everywhere, to any device, anywhere in the world.

## Publishing Your Video (To Your Website)

Once you have a cool online video platform (OVP) (see Chapter 5) managing your entire video library, you're ready to publish it to your website so that your users can watch it!

But before you can do that, you need a player. You can't just drop a link to your video into a web page. It doesn't work that way. As we discuss in Chapter 4, you need a player to do so. It's like TV. Imagine trying to watch a news broadcast if you didn't have a TV!

Thankfully, most OVPs include out-of-the-box players — no programming, no muss, no fuss. Just output the player code and paste it into your website. And if you've created a channel of your videos, you might even be able to output the player code specifically for that channel! Of course, OVPs let you tweak their players in several ways, such as:

- ✓ Specifying the size of the video player
- ✓ Changing the “skin” of your player with your logo and colors
- ✓ Specifying ad servers and where they should appear



The best part is that if you change your video in the OVP (or add more videos to a channel), you don't have to change your player.

### *Understanding different players*

If you've read Chapter 4 where we talk about different kinds of video formats, that little voice in your head (the one that always wants ice cream) no doubt said, “Can they all play in the same player?” Here's the answer:

*Unfortunately, different kinds of video formats require different kinds of players that only work on specific platforms.*

Ugh! We told you that getting your video everywhere is the elephant in the room! Thankfully, in Table 6-1, we map some of the more popular video formats to their players and platforms.

**Table 6-1**                      **Standard Video Formats, Players, and Browsers**

<i>Format</i>	<i>Protocol</i>	<i>Players</i>	<i>Platforms</i>
Adobe Flash	RTMP	Adobe Flash Player	Windows, Macintosh, Linux, pre 3.0 Android
Adobe HDS	HTTP	Adobe Flash Player	Same as for Adobe Flash; iOS apps (with Adobe SDK)
Microsoft Smooth Streaming	MSS	Microsoft Silverlight Player	Windows, Macintosh, Linux, newer Windows phones
Apple HLS	HTTP	QuickTime	Windows, Macintosh, Linux, iOS native player, iOS apps, Android 3.0 or higher, HTML5
MP4	HTTP	HTML5	All browsers that support HTML5 (including mobile)

## *Taking your player to the next level*

Beneath the shiny veneer of its slick video playback, the player is a morass of technical gobbledygook. That’s non-technical speak for programming language, which means that you can customize your player to do lots of really cool things, such as:

- ✓ Capturing data about the video playback experience
- ✓ Embedding social media and other engagement technologies

- ✔ Tracking behavior with video interaction
- ✔ Integrating third-party data and tools

Even if your OVP doesn't provide you with players to customize, you can use a number of third-party video players, such as JWPlayer, FlowPlayer, and OSMF (open-source player based on Adobe). All you need to do is plug in your video, and you're off to the races!

## *Publishing Your Video (Everywhere Else)*

Hosting your video on your own website is critical. Your site represents the home base of your digital presence, and it's where you want all of your digital traffic to end up. A simple publishing process ignores all the opportunities for people to discover your video on sites like YouTube and Vimeo. So, what can you do? Simple. You can syndicate your videos.

Many OVPs provide the ability to enter your username and password in popular video-sharing sites. Then, when you want to publish a video (to the player you have in your website, for example), you simply check a few other boxes for third-party video sites such as YouTube and Vimeo. Your video now exists on your website and on sites that people frequently check out for cool videos like yours.

## *Publishing Your Video to Tiny Screens*

In case you didn't know (we decided to avoid the whole "living under a rock" comment), everyone is mobile. Viewers carry around iPads and Galaxies and all other manner of devices with really cool-sounding names. But as we discuss in Chapter 4, they're using those devices throughout the day. And they aren't just watching video on their phones; sometimes, they start watching on their phones and then finish on their PCs! That means that your video needs to be playable on every type of device. This section talks about a couple of different options you have for enabling this.

## ***Publish different videos for each mobile device***

This process can quickly turn your video library into a bad episode of *Hoarders* (see Chapter 5 for information about planning ahead). Think about what bitrates (see Chapter 4) you absolutely need? What bitrates are nice to have? Which formats are a necessity and which are optional?

## ***Use a service provider that can automatically convert your video***

Let's face it — it's always easier when someone else is doing all the heavy lifting. In this scenario, you are providing the OVP with a specific mezzanine file (that's your master video file; see Chapter 5), and the OVP converts that file to different formats on the fly when the appropriate devices request it. If you provide a mezzanine file with high enough quality, some OVP service providers can even transcode it into multiple bitrates.

## ***Is User-Generated Content the Future?***

Chapters 1, 2, and 3 emphasize the need for you to tell quality stories. Guess what? Your users have stories as well, and smartphones make it easy for those users to take videos and share them with social networks and their friends. Why not have them share their stories with you?

*User-generated content* (UGC) presents a very tricky challenge to your business. You want to get all those great stories into your video library, but you have to take into account a lot of considerations about publishing video to different screen sizes. Now imagine how much more complicated that issue becomes when you can't guarantee the format or the quality of the incoming file.

Sure, challenges exist, but they are solvable with a solid OVP. Here's a basic list of ways to enable your users to post their content into your video library (what you do with it after that is entirely up to you).

- ✔ **Authentication:** Although authentication isn't part of your run-of-the-mill OVP offerings, you must figure out a way to allow users to log in. You want to keep track of which user uploads what video.
- ✔ **Uploading:** You need to build a mechanism that allows your users to upload their video files. This might involve a web-based application you build, and it might even use your video player. You'll also want to include some sort of confirmation that the video file successfully uploaded. Many times, this uploading process will include a way for your users to specify the metadata and tags (discussed in Chapter 5) that are critical for enabling better management of your video library.
- ✔ **Video magic:** Once your video uploads, the magic begins. Depending on your OVP, you can specify how you want those videos handled when they upload (such as into what formats they are converted and into what channel the videos should be placed — perhaps something like “Our user stories.” Of course, this isn't really magic; it's just all the technology that's powering your OVP.
- ✔ **Playback:** It certainly doesn't help to host uploaded content if you don't show it somewhere on your website. Using specific channels (maybe even based off of tags), you'll need to create web pages with one or more players so that users can look (and laugh) at all that UGC.

## Equal Content Access for Everyone!

The U.S. Federal Communications Commission (FCC) has adopted rules for the captioning of content (called *closed captioning*) delivered over the Internet. These rules are an outcome of the 21st Century Communications and Video Accessibility Act, which was signed into law in October 2010.

This means that if you created content that was displayed on TV (and captioned) prior to the legislation, you must make sure that those captions display when you put the content online.



It's a good practice to support closed captioning (CC) for all of your online videos, though. It may be more work on your part but making your content accessible to anyone (especially those with disabilities) increases your audience that much more.

Many OVPs support closed captioning for on-demand videos via a caption file (usually a format of DFXP or SMPTE-FF) when you upload the video. When the viewer plays the video in the player you posted online, a CC option appears, enabling the viewer to turn the closed captioning on or off. Live events present a trickier situation. Not all of the online formats support captioning, and different encoders merge caption data with the live stream in different ways. You also may be able to include the script of your live event (if you have one) as the CC file. Check with your OVP if you want to include captioning with your live streams.



If you want to learn more about the legislation specifics and compliance deadlines, go to [www.fcc.gov/guides/captioning-internet-video-programming](http://www.fcc.gov/guides/captioning-internet-video-programming).

## *Content Lockdown*

They are out there right now. Lurking around your content.

Aliens.

No, really, there are nefarious characters who'd like to profit off your hard work, so there may be times when you want to protect your content. You may want to require a special license or the necessity to log in with a username and password for someone to watch your content. Whatever mechanism you choose, you have a lot of ways to protect your videos.

Before we talk about securing your content, however, check out Table 6-2 for information about those nefarious aliens.

<b><i>Theft Type</i></b>	<b><i>Explanation</i></b>
File theft	This method uses technology to capture the bits of your video as they are delivered to a computer, providing the person with a complete copy of the content when it finishes playing. The person may only want to keep a copy to watch it again and again, marveling over your video mastery, but then again, the person may want to put your video on a file-sharing site for the entire world to enjoy — without paying.
Stream interception	If you aren't already paranoid about snooping governments and alien abductions, you can add people intercepting your live stream and broadcasting it on their own site to your conspiracy-laden mind. With the right technology (and no security), a computer hacker could redirect your stream to a player on another site.
Redistributing	Say that you enable your users to pay for your content. Want this video? It's \$3.99. That concept works until that user puts your video onto the Web for anyone to download. Kind of like file theft.

The good news is that you can protect against these attacks. Thankfully, content security provides a number of ways that you can prevent people from unauthorized access to your content.

## *Pseudo-streaming*

Instead of using progressive download (which enables your audience to watch your on-demand videos as they are downloading, rather than having to wait until the download is complete,) you can treat them like a streaming object. Unlike a progressive download, pseudo-streaming protects against file theft by creating a small buffer around the point of playback. At no point is the entire file downloaded locally! Your users can watch your on-demand videos, but they don't get to keep them!



## *Stream encryption*

When you stream content, your stream can always be intercepted, but you can make the process extremely difficult. When using stream encryption, your stream can only be decrypted by your player. This kind of technology is available as a native element of certain video formats like Real Time Messaging Protocol or RTMP (they use RTMPE for encryption), HTTP Live Streaming or HLS (which supports 128-bit Advanced Encryption Standard), and HTTP Dynamic Streaming or HDS (which uses Protected HTTP Dynamic Streaming). When combined with player-authentication features that prevent your player from operating on anything but your domain, this is a pretty foolproof way to prevent your streams from playing anywhere but your website.

## *Digital Rights Management*

Digital Rights Management (DRM) is a common (and hotly contested) form of content security. DRM basically limits where and when you can play the content that you purchase. For example, you might restrict your content to play back on one device, or you might restrict access to a specific user account. Many of the leading video companies (like Amazon, Netflix, and Apple) utilize DRM to restrict what you can and can't do with the content. This security mechanism is the most complicated to implement as well as the one most attacked by hackers. Different DRM systems include Apple Fairplay, Microsoft PlayReady, and Google Widevine.

## *Geo-restrictions*

Sometimes, security is as simple as restricting where a user can play back a video. Part of your video library includes licensed content, and you can restrict licenses to play back in certain geographic areas. This feature enables you to specify locations in which viewers can watch the video and where doing so must be blocked. When your audience requests the video from an unauthorized location (determined by special software that analyzes from where in the world they are making the request), they are denied access.

## ***Forensic watermarking***

If you are kept up at night by the thought of people sharing your video content through file-sharing services, forensic watermarking might be the solution for you. This feature involves using a special software program to make a *forensic watermark* through each layer of your video file. This watermark is like a container that can include information (such as who purchased the video and on what network it was watched). If the video gets leaked to the Internet, you can decode the forensic watermark and find the culprit. Major Hollywood studios and companies use forensic watermarking to provide videos securely to hotel TV networks.

## ***Content origin obfuscation***

Hiding the true location of the content makes it more difficult for hackers to locate the file. The process of *deep linking* obscures the location of the content by hiding that location through random characters that become part of the URL. Deep linking can deter video thieves from finding the true location of your content.

## ***Now What?***

Not only is your video managed and delivered now, but you also hold the lock and key to your video content. Feeling kind of good about yourself? Well, you should be. You've taken the hardest steps to getting your video content into your website. Now you deserve some reward for all your efforts, like making a little moolah. Chapter 8 helps you cash in on all your content work!

## Chapter 7

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# Understanding Your Video Viewers

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### *In This Chapter*

- ▶ Capturing data about your video views
  - ▶ Using analytics to predict what videos you should publish
- .....

**Y**ou need to know why people watch your video and when they stop watching. OVPs (unlike third-party video sites, for example) offer powerful analytics to help you understand how well your video meets your objectives (such as generating revenue or filling the pipeline) and engages with your audience.

This chapter gives you details about the kinds of data you can get about your video audience and how you can use that data to know the kind of video to publish next!

## *Analyzing the Facts about Your Video*

You want to know how your audience interacts with your video, including when and where they watch it. In fact, you *need* to know. But getting a clear picture about your video isn't just about knowing who views it (which is sometimes all you get from third-party video sites). A true understanding involves capturing data in three key dimensions.

## *Fetching from the server*

Whenever a user requests a video, servers respond to the request. These responses can include a media server, a cache (such as a *content delivery network*, or CDN), or an origin server (if it's a video file and not being streamed). Servers usually capture each stage of this request in a log file that can provide valuable insight on how the video was delivered. In addition, some OVPs can also provide information about where users are when they're watching your video, how long they spend watching, and which devices they're using to watch.

## *Delivering to the user*

When the server that received the user's initial video request finally receives the first byte (and access to the rest of the video) and starts the delivery process, you basically lose the ability to report on it — unless, of course, you rely on technology installed in the player to provide you with detailed information about the end-user experience.

For example, how many times did the user switch bitrates (and why)? How quickly did the process move from retrieval of the first byte to play? Many third-party technologies utilize a beacon to capture information in the client's player and relay it back to a server along with data about the end-user experience.

## *User engagement*

The last bit of measurement isn't specific to video, but it's probably the most critical: how do users engage with your content? How many people shared your video? How many comments do you have? What kinds of conversations did you generate? You can't just pull this data out of a database. You may require multiple systems to collect and triangulate different aspects of how users engage with your videos.

## The true measure of video performance

Two primary criteria determine the performance of a video. The “time to first byte” measures how fast the delivery infrastructure was able to get the video file’s first byte and return it to the user, in essence starting the playback. The faster, the better.

You also need to consider “consistency of delivery.” Depending

on the network over which the video is delivered (and the end-user’s network and computer), the video may buffer and switch between bitrates (see Chapter 4). These factors can cause spikes in the experience where the quality of the video and delivery is inconsistent. A good video delivery solution can smooth the inconsistencies to provide a better video experience.

## And Now, for Your Next Trick, Analyze This

Analytics don’t just provide a snapshot of how your videos are performing. Analytics also provide a way to predict what kind of video to publish next. Can you imagine being able to recommend and suggest to your website visitors what video they should watch next?

You can, with *video personalization*.

**Note:** Although the information in this section simplifies video personalization a bit, it’s actually a fairly complicated process that usually involves some additional technology that you’ll need to integrate into both your website and your player.

First, you must develop profiles around your users by giving each user a unique ID. You then use that ID to track the data you gather when your users interact with your video. Obviously, this process entails some programming or other technical expertise and isn’t something you simply switch on. But once you gather a lot of this data, you then can group people according to similar behaviors.



If your videos are popular, a spreadsheet isn't going to be of any use to you. You'll need to use some powerful video personalization software to analyze the patterns in the data.

Next, you need to tag and classify your video library. A good video personalization solution isn't just about recommending videos based on the people who have watched them. The solution must also help you suggest videos that they may never have seen. A precisely detailed tagging and classification system for your videos helps you present that solution to your viewers, so rather than just tagging some of your videos as "basketball," for example, you tag them as "layup" and "slam dunk" and "takeaway."



When tagging and classifying your videos, be as precise as you can and use the best possible keywords.

Finally, match the data you gathered from the users watching your videos with the tagging and then weight the relevance of the videos. For example, a person who watches a lot of slam-dunk videos may be interested in the takeaway videos but really would much rather watch the trick-shot videos. In this case, the trick-shot videos would have a greater weight. But, you obviously can't do this manually. That's why you need video personalization software to take your video storytelling to the next level.



When this all comes together in an automated fashion, it's pretty amazing. Your users receive recommended and suggested videos based not only on their own (and others') behavior, but also on what they might like that no one else has even watched yet!

## Chapter 8

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# Making Money from Your Videos

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### *In This Chapter*

- ▶ Discovering the different ways to monetize your videos
  - ▶ Learning how you can integrate ads into your videos
  - ▶ Understanding how to show a return on investment
  - ▶ Working with advertisers on the data they want
  - ▶ Seeing how OVPs connect your videos and player to an ad network
- .....

**T**he time may come that you'll want to generate revenue from your videos. This chapter helps you understand the different ways you can do so and answers tough questions like "What's an ad server?" If your question is about monetizing your video, you'll find the answer here.

## *The Almost 1,001 Ways to Monetize Video*

You may not be able to monetize your videos in 1,001 literal ways, but it can sometimes feel like it. The goal is figuring out what kind of monetization you can achieve without losing your audience. Because if nobody's watching your videos, then nobody's generating revenue!

### *Ads*

When it comes to monetizing video, ads are the most common way to do so. You can insert the ads into the video itself, or

you can display them in the player and on the webpage where your video plays.

## *Charging for viewing*

Charging for the ability to view a video is just like buying a video from the video store. Instead of offering your audience all of your content, they can elect which pieces to watch (and to purchase).

## *eCommerce*

Through affiliate relationships, you can generate revenue by driving your audience to an online retailer to make a purchase.

## *Subscriptions*

Tons of content owners offer subscriptions to their videos. Subscriptions provide a much easier monetization method to manage than individual payments, and subscriptions are also far less intrusive than advertising. You'll need great content to justify the regular billing, though.

# *The Long and Short of Inserting Ads into Your Videos*

If you decide to place advertising in your videos, you have a few options. Take a look at the options in this section and remember that wherever you place your ad, it should help accomplish your monetization goal without overwhelming the content. (We also talk about ads in Chapter 4.)

## *Inserting an ad into your video*

Teasers. Trailers. Commercials. These terms really just describe videos you add to your primary content. Inserting ads into your online video content can get rather complicated, so pay attention!



## VAST: The standard behind video ads

The biggest challenge with video ads to date has been the lack of a standard. In 2008, the IAB (International Association of Broadcasters) published the VAST (Video Ad Serving Template) standard to help bring some consistency around how players handled video ad insertion. The VAST standard is currently at 3.0

and supports a variety of different video ad types including Linear Ads, NonLinear Ads, Skippable Linear Ads, Linear Ads with Companions, and Ad Pods. Many of the biggest video ad networks require that your player support VAST tags. For more information about VAST, visit [www.iab.net/vast](http://www.iab.net/vast).

You can insert two types of ads, static and dynamic.

*Static* ads (also known as bumper ads) are relatively easy to insert at the front (pre-roll) or the end (post-roll) of your video. You simply put your original video into an editor and add the other ad-based video files to the front or back of it.

*Dynamic* ads are a bit more complicated because these ads change (which is why they're called "dynamic"). Thankfully, some ad-serving companies provide technology that you can incorporate into your player code. When the player opens, before your video starts playing, the ad-server technology requests a video and begins playback. Of course, you can have additional features in your player to enable your viewers to skip these ads, but that's up to you.



Skipped ads usually don't accomplish their intended task.

The challenging part of integrating video ads is when you want to slot them somewhere within your video. The TV world can cut away from one signal (the show you are watching) to another (the commercial) manually or by expensive and sophisticated technology. In the online space, integrating different video feeds can be much more difficult. No standard exists for indicating to an online video player when it should switch from one video (the basic content you are publishing) to another (the commercial or video ad). That makes inserting ads into the middle of your video problematic.

## *Inserting an ad into your player*

Sometimes, the best way to monetize your video is simply to insert banner and other ads into your player. If you are clever, you can even program your player to change the ads based on what's happening in the video. That's a much better way to increase your income. You can charge more — increase the Cost Per Thousand Impressions (CPM), in ad lingo — for your banner ads because they are more targeted. And, you don't have to do it yourself. You can integrate technology from online advertising networks such as AdWords, Zedo, or DoubleClick that will do this for you.

## *Overlay ad on your video*

If you've ever watched a video that has advertisements, you've seen the most common way that ads are displayed. You're watching a video and a semi-transparent bar rolls up from the bottom of the player displaying the ad (and usually a little "X" in the corner to close it). You can probably insert a code from an ad provider into your player to expose this functionality.

## *Making Money? Prove It!*

One of the biggest problems with any marketing effort is showing that the money you're putting in is having the effect you want. For video, that generally means more views, or better engagement, or, even better, more revenue. But how do you prove that? We have three sure-fire measures that will help you show the return on investment (ROI) you're hoping your video provides.

### *Set success criteria*

Any video has fundamentally two types of success criteria:

- ✔ You use your video as a way to drive prospects into some conversion/sales funnel. In other words, your video fills your pipeline with potential revenue sources (or helps fill it).
- ✔ You sell your video content, which means that it's generating revenue.

## Measure impact

Based upon your success criteria, you need to measure how your video is impacting the objective. This requires you to find out how many sales the video generated (or influenced), or how much revenue the video made through sales.



You don't actually need the number of sales. You need the amount of potential revenue sources as a dollar figure.

## Calculate against the Golden Ratio

Once you have success criteria (and a number for it), you can calculate the Golden Ratio that will illustrate the ROI of your video. In general, marketers calculate the Golden Ratio by dividing the sales pipeline revenue or sales/subscription revenue created by the video by the cost to produce and distribute it. The result gives you a number that indicates the relative success of the video's ROI. For example, a ratio of 5:1 is average, a ratio of 7:1 is good, and a ratio close to 10:1 is awesome.

## So You Want to Sell Advertising

Say that you have an ad network integrated with your video (see the section "Connecting your videos to an ad network" later in this chapter), and you are generating revenue. But did you know that you are only generating a fraction of the revenue that you could be generating? That's right, those ad networks are in the business of making money, and the bulk of the money from the actual advertisers goes to them. If you have enough traffic and video views yourself, however, you can actually sell advertising directly (also known as a *media buy*). When you do, you'll generate a much higher rate of return on your advertising, but it also means that you'll need to provide detailed analytics (see Chapter 7) to the companies that purchase your ad space.

## *Identify how much ad space you can sell*

All online advertising is sold by cost per click or impression.

### *Cost per click*

This type of advertising is often referred to as Pay per Click (PPC). In PPC advertising, the ads are sold according to a bucket of clicks that you can generate. So, if you have 10,000 viewers each month, you would guarantee a certain number of clicks at a certain price and continue to run the ad until that was reached. Some advertisers don't want a guarantee. In that case, you are just selling them clicks until they decide to end the campaign.

## **Keep this in mind when selling advertising in your videos**

Be aware that bad advertising will drive your audience away. And that's not just about the content of the video, but it's also about how the content is presented. Here are a few things you should consider when thinking about selling advertising against your videos:

- ✔ **Interactivity versus eyeballs:** Although impressions are great, you can greatly increase the value of your video ad rates if you can demonstrate that your

viewers are actually clicking on the video (interacting and engaging) rather than just watching.

- ✔ **User choice:** You must give users the opportunity to opt out. Forcing them to watch an ad (just so you can generate a buck) will undermine your viewership.
- ✔ **Containment:** Don't push people out to another website when they interact with an ad. Build the interactivity right into the video experience.

### *Cost per impression*

This type of advertising is often referred to as Cost Per Thousand Impressions (CPM). In CPM advertising, ads are sold by the number of times they are viewed by unique IP addresses. Using this model, most advertisers purchase buckets of CPM. The more targeted the advertising (hence the importance of using automated personalization, which we discuss in Chapter 7), the higher the CPM. You can also charge higher CPMs according to how many different videos you'll run their ad across, such as a single video, multiple videos, or *run-of-site* (meaning their ad will appear on all your videos).

## *Giving Advertisers the Data They Want*

In Chapter 7, we talk about collecting the data that your advertisers want. Here, we talk specifically about the data they are looking for that tells them what your users are doing:

- ✔ Are they watching on a mobile device? If so, what device?
- ✔ Where are they when they're watching the video?
- ✔ How long did they watch the video? This is critical if they didn't watch long enough to see the ad.
- ✔ How many people are watching the video and at what times?
- ✔ Are people interacting with the video? If so, when and where are they clicking (hopefully it's not on Close or the little X button)?

You won't find any hard-and-fast rule about the data that you need to provide. Some advertisers will require that you provide significant detail. Others may only require a few bullet points.

## *How OVPs Connect Ads to Your Videos*

Making your own video content may be hard enough, but now you have to deal with all of these monetizing concerns?

### *Connecting your videos to an ad network*

Earlier in this chapter, we discuss the kinds of ads that you can run with your videos. But how do ad networks work and how do you connect your player to an ad network in order to display your ads? There's no cookie-cutter answer. Although standards for digital display advertising do exist, all ad networks operate a little differently. But in general, connecting your videos to an ad network really only requires that you integrate the ad network code into your player. This code pulls ads and inserts those ads into your video playback (most often using the VAST specification; see the sidebar "VAST: The standard behind video ads").

Many OVPs, though, actually enable you to integrate an ad network with your player without any programming. Using a player-builder or other mechanism, you simply check boxes and enter ad-server URLs (provided by the ad network when you sign up). The OVP software automatically generates the player with the appropriate code to connect to the ad server.

### *Complicated but not impossible*

The most important thing to understand about monetizing your video is that most OVPs include these mechanisms. They can help you insert ads, automatically generate ad-network support when configuring the player, and some even allow you to charge subscription fees. So although things like ad-types, ad placement, and other technical specifications like VAST can seem daunting, a good OVP can help you not only to enable a variety of monetization options, but it can also provide you with the insight and feedback you need to justify ROI.

## Chapter 9

# Nine Ingredients for Creating Compelling Video

### *In This Chapter*

- ▶ Learning techniques to make your video more compelling
- ▶ Discovering examples of really well-done video storytelling

**I**s your video boring? Does it gain or hold your audience's attention? Does it make even you yawn? If you answered any of these questions in the affirmative, then you need the nine techniques for making memorable video discussed in this chapter.

**Note:** You may notice a connection between the information in this chapter and the 6 Cs of storytelling in Chapter 2. In this chapter, we're adding to those Cs with some ingredients specific to *video* storytelling.

## *Get Connected*

The stories in your video must convince people that they are part of something bigger. Stories connect us together as people.

In an example from Coca-Cola, you see that there are many good people in the world captured serendipitously by security cameras found everywhere from ATMs to retail stores. Go to [www.youtube.com/watch?v=ceTBF1Hik5I](http://www.youtube.com/watch?v=ceTBF1Hik5I)

## *Be Committed*

In 2012, the Coca-Cola Company decided that its marketing efforts were all about storytelling, so it revamped its corporate website at [www.coca-colacompany.com](http://www.coca-colacompany.com) to be about stories, not about itself.

Don't simply make one attempt to tell a story with video and be done with your marketing efforts. Make a long and detailed plan and commit to seeing that plan through. Every story is a journey, and you must begin your own journey before telling others about it.

## *Connect with Your Customers*

Your video must be about your customers. Dodge Ram did a fantastic job of making its story all about farmers in this spot: [www.youtube.com/watch?v=AMpZ0TGjbWE&list=TLUPItC5a0g0k](http://www.youtube.com/watch?v=AMpZ0TGjbWE&list=TLUPItC5a0g0k).

## *Honor Character*

Every good story follows a narrative arc (which generates a physiological reaction in your viewers by releasing endorphins in their brains; see Chapter 2). Audi does an awesome job of this by connecting you to a young man who most of us can relate to and his momentary flash of bravery (that probably changes his life). Check it out at [www.youtube.com/watch?v=ANhmS6QLd5Q](http://www.youtube.com/watch?v=ANhmS6QLd5Q).

## *Build to a Crescendo*

If your video doesn't have a point, your audience will feel cheated. So your story has to reach a point or a crescendo (in the narrative arc, it's the resolution). Le Trifle, a toilet-paper company, does an amazing job of "wrapping it up" and "putting a bow on it." Visit [www.youtube.com/watch?v=FtPjpuhs-jA](http://www.youtube.com/watch?v=FtPjpuhs-jA).



## *Show Accountability*

Okay, we admit it; we couldn't come up with a word that starts with "C" to capture this really critical element of your story, so this is what you get. But you must demonstrate accountability about how your audience interacts with your video using facts and figures. Finding a video that shows graphs and spreadsheets (in a way that wouldn't put you to sleep) is tough. But this video from Adobe actually kind of captures the gist of it. Get more at [www.youtube.com/watch?v=3VuxqYxT'Tyw](http://www.youtube.com/watch?v=3VuxqYxT'Tyw).

## *Stay Consistent*

Make your video story consistent. Stick with the same underlying message across all your stories and make your message consistent across all the platforms. IBM does that really well with its "Let's make a smarter planet" storyline, which you can see at [www.youtube.com/watch?v=VoCwT\\_uzXtM](http://www.youtube.com/watch?v=VoCwT_uzXtM).

## *Integrate Conversion*

Telling a good story may not turn people into customers immediately (in fact, we'd argue that you shouldn't think that way), but you must include some long-term purpose. Just publishing a story because you can doesn't really do anything for your business. Dollarshaveclub.com does a great job of integrating the concept of conversion into its story: [www.youtube.com/watch?v=ZUG9qYTJMsI](http://www.youtube.com/watch?v=ZUG9qYTJMsI).

## *Consider Emotion*

Emotions connect us to one another. When we want to share something, we are far more apt to do so when we have an emotional reaction (love or hate). That's why your video has to build some sort of emotional connection. This video from Famous Footwear does a fantastic job of connecting with us on a very emotional level. Watch it at [www.youtube.com/watch?v=TJH4NZ8joSw](http://www.youtube.com/watch?v=TJH4NZ8joSw).

## The 9 Cs — that's a wrap!

That's right, what good would this book be if we weren't walking the talk? Here's a link to a presentation that Jason Thibeault, author of this book, delivered at a conference attended by people who wanted to understand how to make their stories awesome through the 9 Cs of video storytelling: [www.youtube.com/watch?v=WyStwsVderY&feature=c4-overview&list=UUM3mt\\_gos1u\\_v5evL\\_uhYuw](http://www.youtube.com/watch?v=WyStwsVderY&feature=c4-overview&list=UUM3mt_gos1u_v5evL_uhYuw).



To see all of these elements working harmoniously together, visit [www.youtube.com/watch?v=mLW6L7cL1vI](http://www.youtube.com/watch?v=mLW6L7cL1vI). This video is from somewhere you'd probably never expect — the New Zealand Lottery. As you watch it, think about the 9 Cs concepts outlined in this chapter and how the New Zealand Lottery baked them all into a series of videos that demonstrates the lottery's commitment and consistency.

# Don't Be Boring.

Add Some Kung-Fu To Your Story.



Trying to get your story above the Internet noise is like stepping into the ring with a hundred competitors all at once. It's a digital marketing steel cage death match for customer attention.

Limelight Orchestrate™ Video is a powerful, cloud-based service that helps you show your story. Every Device. Every Where. From the cloud. No software to install or maintain. Live and on-demand. Scale to reach the world. In short, all the awesomeness of video, none of the headache.

Let's face it. If you aren't using video, you aren't cool. Video engages. Improves conversion. Increases page time. Video gives your story *Fists of Fury* to knock your competitors out. Cold.

Whether you've already got a solution or want one, Limelight Orchestrate™ Video will give your story the moves it will need to be the last one standing in the digital marketing *Battle Royale*.

 Show it.  Tell it.  Every. Way.  Every. Where.

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## Get your videos online and effectively work them into your storytelling!

Your brand relies on effective storytelling, and nothing helps you tell a story better than online video. This book shows you how to put together the best possible video content, get those videos in front of the eyes that need to see them, and even make a little money off your video in the process!

- **Understand what makes a compelling video** — learn the elements of a good story and how video accomplishes your goals
- **Get to know your viewers** — gather information on those who watch your content and show them more of what they want
- **Choose the right tools** — get your video online and use the most cutting-edge technology to gather the information you need
- **Monetize your content** — integrate your content with advertising to make the most of your videos

**Jason Thibeault** is an accomplished entrepreneur, digital marketer, speaker, and writer. He resides in Gilbert, Arizona. You can read his blog at [www.rethinkeverythingblog.com](http://www.rethinkeverythingblog.com).



Open the book and find:

- The best way to structure and communicate your story
- How to implement the right tools to publish and monitor your online videos
- Ways to know your audience and give them relevant content
- How to generate revenue from your videos by integrating ads

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