



## Web video

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Jo will explain the various options for embedding non-streaming download-able video into websites, covering the pros and cons of the various options available for delivery. This will include third party websites such as Google's YouTube, RSS/Pod casts and developing for the various platforms Flash, Quicktime, and Windows Media.

He will explain the steps needed to create good video, and then address optimisation, bandwidth and other issues relevant to a commercial web developer.

### Do I need web video? . . .

- Picture is 1000 words...
- Is the audience ready?
- "People watch and react to video"
- Viral video - Consumer is king.
- No: Talking Heads.
- Yes: Product demonstration

### Which kind of video? . . .

- Production capabilities
- Cost
- Server resources
- Target platform
- "Video" vs. inline "Content"
- Download vs. Streaming
- Interactivity?

FLV - Adobe Flash video  
MOV - Apple QuickTime  
WMV - Windows Media  
Silverlight - Microsoft  
Java, Real, SVG, .m4v, 3GP  
Pick one. Or two?

### Abode Flash Video . . .

- Flash - 98% penetration...
- ...just plays
- Good quality / low file size
- Seamless integration: content
- Designed for the web...
- ...not portable
- Interactive - SWF, Flash.
- Ubiquitous

### Apple QuickTime . . .

- Flexible, multiple codecs...
- ...codec may not be installed.
- iPod... iTunes... QuickTime
- Very portable.
- "Preferred" for video.
- Most tools can export to it.
- Solid performance / playback
- Podcast. Overnight download.

### Windows Media Video . . .

- Most folks have Windows...  
...and Mac, Linux have players.
- "Best" for streaming, good quality.
- Codec hell.
- WMV/ASX not "easy" ...  
Embedding. Single file.
- Windows Media Server.
- Future: Silverlight!

### Other types. . .



- Real / RM - the grand-daddy - closed platform, on sell, 50% penetration?
- Java - flexible platform, good penetration, but overtaken by flash. Streaming.
- SVG - Video in a vector. Portable, mobile, open. Support cometh: Quicktime, Browser, Adobe. 10% penetration.
- Mobile video: 3GP, iPod, Zune, PSP
- DivX - feature length.

### Tools for Converting to FLV . . .



- Sorenson Squeeze
  - [sorensonmedia.com](http://sorensonmedia.com)
- Adobe Flash Professional
  - Flash video convertor
- FFMPEG
  - [ffmpeg.sf.net](http://ffmpeg.sf.net)
- Upload to YouTube...
- GIYF.

### FLV: Download vs. Streaming. . .



- Progressive download
  - video/x-flv
  - <object> <embed>
  - autoplay = false
  - bandwidth!
  - YouTube uses it
- Streaming
  - Streaming = \$\$, but costs you less.
  - Red5 - [osflash.org/red5](http://osflash.org/red5)
  - Google Video uses it

### Tips for good video . . .



- User control: pause, load, seek
- Podcast/RSS: content on demand.
- Talking heads are boring...
  - Pictures and text would be better?
- Virality: Let your users use. Distribute.
- Good video:
  - Tripod. Less motion.
  - Good lighting = less artefacts
  - Use the source, Luke. Convert direct.

### Watch out for . . .



- Bandwidth
  - simultaneous users x bit rate
    - distribute the load
    - keep it small
- Traffic
  - total views x file size
    - minimise file sizes
    - keep it short
  - take it off-shore
  - let users download once, play many.

### Thanks for watching . . .



- Mesh|net - [mesh.net.nz](http://mesh.net.nz)
  - Minimising barriers to access of content



- MovieFest - [MovieFest.org.nz](http://MovieFest.org.nz)
  - Inspiring content creation

**MovieFest**

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