



Web Experience Excellence:

Driving Profitability...From Customer Acquisition to Advocacy

A 3-Part Series by Frost & Sullivan, the Growth Partnership Company

The Evolution of Video-Centric Web Site Content, Part 2

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In this second installment of this two-part series on online video content management, we focus on how to socialize, organize and manage your online video content. To begin with Part One of the series, [click here](#).

Consumer demand has caused many companies to reassess their Web strategy to include video content. However, adopting and integrating videos requires careful planning, the correct tools and the ability to socialize and customize your user's video experience.

Video as a Social Media Tool

User-generated content gives Web site visitors a voice and a presence, while giving organizations more opportunities to interact and communicate with their visitors. Smart companies align with users by allowing them to upload home-grown videos related to communications campaigns or products promotion.

If you think about video as content, it is easy to take the next step and think about video as a piece of content that can be shared, discussed, rated and tagged. But more importantly, video is just content. This means it lives in a broader set of content and needs to be integrated into a larger content strategy — not isolated and treated discretely.

Your social strategy may endorse allowing people to upload video or it may be focused on creating a conversation about your videos (or even better, making video part of a larger conversation.) Beyond sharing video segments or adding ratings and comments to video, the future is about a deep integration of video and social contributions where users can annotate combine or draw on top of a video. The possibilities are numerous.

Video Content Success Stories: Two Examples

Let's look at a couple of interesting ways to use video. These examples shed light on how video is evolving and how companies are taking advantage of advanced video technologies to increase user engagement.

Broadcast Interactive Media (BIM) is an organization that truly lives up to the "Interactive" in its name. The company hosts Web sites for TV and radio broadcasters in more than 120 markets. BIM has harnessed user-generated video content to drive traffic, engagement and revenue. The company created YouNews™; this program is managed and hosted by BIM. It encourages people to record local news and events and upload the videos to their local news station Web site. Once uploaded the video content is automatically transcoded and organized into channels including news, sports and weather. Since its introduction, some local news Web sites have reported that these "citizen journalists" have driven more than 35% of the Web site's traffic. Undaunted by claims that publishers can't make money on user-generated content, BIM has created meaningful new revenue streams for their customers by trafficking both national and local ads against the video content. In fact, in 2008 BIM announced the availability of YouNewsTV™ for on-air distribution in local markets, defining yet another way for stations to use and monetize this video content.

Hanley Wood, a publishing company, recently kicked off a new initiative called Hanley Wood TV. Armed with hand-held cameras, Hanley Wood editors can quickly record, upload, edit and convert video content into multiple formats. The solution eliminates the hassle normally associated with managing video content, has empowered a broader set of internal contributors and has expanded the amount of creative content that Hanley Wood consumers have come to expect. The next phase of the deployment will focus on empowering their end users, making use of a feature called texture strips. These strips provide visual clues as to what is occurring within the video being played back, allowing the viewers to "thumb" through the videos, finding the video that is of most interest. The company is also planning the roll-out of user submitted capabilities.

The Eight Principles of Video Content Integration

As you aggregate video content for your visitors, how can you best organize, manage and deliver it? Here are eight simple principles to keep in mind as you create your own online video plans:



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1. *Treat video like another piece of content.* This means it needs to be managed, tagged, enhanced with metadata, managed through a workflow and linked with related pieces of content. Video should be part of your search, tagging, rating and social strategies.
2. *Integrate your video content with non-video content and vice versa.* Don't restrict yourself to display related video content to a video viewer; show visitors related articles, images and blogs. Users are interested by content, not by the medium with which the content is captured.
3. *Deploy a powerful video player.* Customization and the ability to align with your brand are important, but so are advanced features like allowing visitors to slice and dice video content, use texture strips and/or tag videos to allow visitors to easily seek and share clip portions based on preferences. This becomes especially important for longer video clips.
4. *Consider adding a transcoding solution.* A transcoding solution automatically translates your video into multiple formats. This will give you extra channels to deliver your videos and makes it easier for a user to view the video using multiple assets (for example: mobile phones). This also allows you to optimize the video content to these channels without multiplying the number of video files you need to manage.
5. *Look for a video management solution that integrates well with your brand, your content management system and your needs.* Even more importantly, look for a solution that will be at the forefront while your needs evolve over the next three years or so.
6. *Empower individual business owners.* Allow owners to upload their own content without relying on IT or having to go to the video source for a version of the same video with different encoding.
7. *Employ analytics.* As your video content evolves, you will need specialized video analytics. Knowing the number of videos played and the top-viewed videos is not enough. Advanced video players provide usage heat maps, metrics about sharing, ratings and social recommendations for related content based on metadata, tags and behavioral analysis of similar users.
8. *Unify your video assets.* Jettison those separate silos of video assets. The silos lead to difficulties with managing video assets and create a lack of metadata, workflows, information about permissions or the ability to help determine when to retire a video. Start by making an inventory of current and short-term video assets and build a central process to get them published.

Whether it is content you own, content created by your customers or content you are licensed to distribute, it's clear that video is a key ingredient of a great online experience. If you haven't already embraced the idea of video content, it's time to get ready. It's going to be a fun ride.

Gerardo Dada, senior director of product marketing for Vignette, now Open Text, has more than a decade of experience driving software product development and marketing with a focus on the web and social media experiences. Prior to joining Vignette, he served as director for worldwide developer audience marketing and community at Microsoft. While there, he led the company's community strategy across online and offline properties.