

Best Practices: A Guide to Online Video Production at Microsoft

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The screenshot displays the Microsoft Showcase website. At the top, the title "Microsoft Showcase" is visible. Below it is a navigation bar with "Home", "Channels", "Categories", and "About Showcase". A search bar contains the text "Search Microsoft Showcase" and includes "bing" and "Web" logos. The main content area features a large video player showing a man in a light blue shirt in a cafe setting. Below the video are four video thumbnails with titles: "Windows 7 Demo: Watch Aero Shake in Action", "Windows Phone: Your Stuff Goes Where You Go", "See What's New in Microsoft Office 2010", and "Office Casual: How to Windows 7". A "HIGHLIGHTS" section follows, with tabs for "QUICK PICKS", "LATEST VIDEOS", "NUMBER OF VIEWS", and "TOP RATED". Under "QUICK PICKS", there are five video thumbnails with titles: "Top Templates with Doug and Ron: PowerPoint Slides", "Office Casual: How I use Office Live Workspace", "Demo: Burn a CD or DVD", "Building Solutions on SharePoint", and "See What's New in Microsoft Access 2010".

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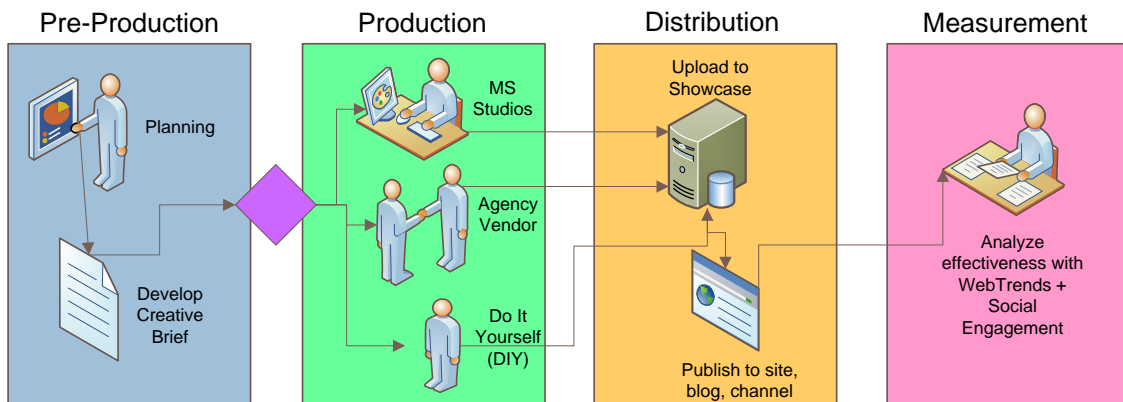
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Executive Summary

Social media is changing the way Microsoft communicates. Microsoft marketers are contemplating and planning to produce an explosion of video in 2010. Currently, there are no standardized processes for creating video at Microsoft and no formal methods to inform marketers of the recommended approaches to developing online media or best practices. The results are: Microsoft videos vary wildly in quality and consistency and there are no standard methods used to measure the success or effectiveness of online video projects.

The primary objective of creating *Best Practices: A Guide to Online Video Production at Microsoft* is to provide a starting point and processes for marketing groups considering the development of online video content.



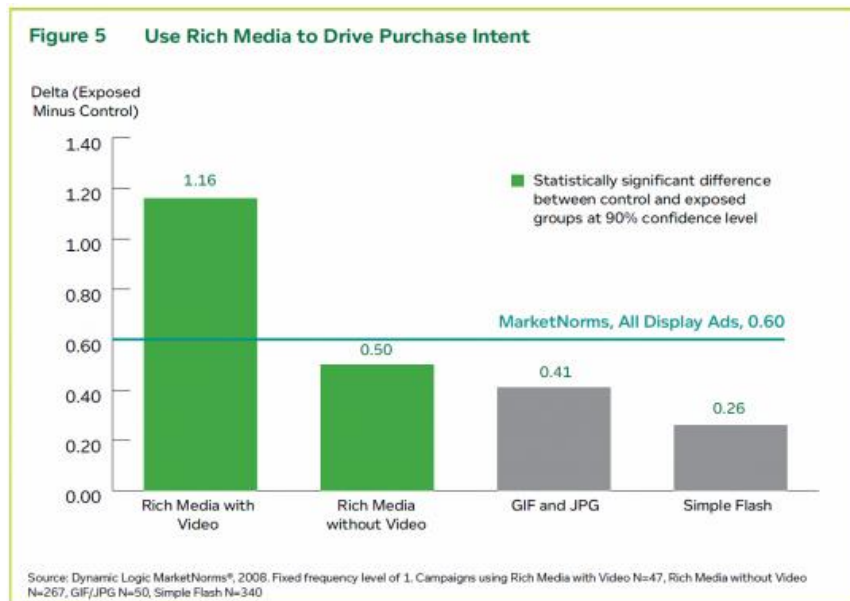
This document provides a one-stop guide to:

- Identify media production choices and best practices for media development at Microsoft.
- Identify the issues and considerations when planning an online video project.
- Describe the advantages, disadvantages and expected outcomes when developing particular types of media for social environments.
- Easily identify and find contacts, resources, and experts who can assist groups with content planning, production, post-production, distribution and analysis.
- Provide legal guidelines and considerations for producing and distributing rich media content at Microsoft.
- Find industry trends and analysis related to online video production, usage, and effectiveness.
- Provide the first draft of a living document that will grow with trends, tools, resources and methods that constantly change at Microsoft and throughout the industry.

Why Use Video?

Traditionally, the cost of producing media and the limitations of end-user hardware and bandwidth made video creation and distribution online only accessible to the best-funded and high profile marketing campaigns. Today, online video is quickly becoming an affordable and effective component in many Microsoft marketing efforts.

Google recently confirmed the strong effectiveness of video advertising with a recently released study via Double-click which states rich media ad formats with video outperform all other types of ads by an overwhelming margin, **increasing intent to purchase by 1.16%** over a control group that did not see an ad.



By supplying content in a robust, visual manner through video, you can engage audiences by creating dynamic, visual vignettes and stories that not only communicate your primary messages but also, invite viewers into more community-like relationships. If deployed optimally, video can be the most effective tool to meet your business goals.

Advantages and Disadvantages of Online Video

Video is a visual and engaging medium that catches viewer attention quickly. However, because of our over-exposure to TV and media viewing in general (and the ability to quickly click on and off several content links on a webpage), you will only have a few seconds to keep the attention of potential viewers. When making the decision to add video to a web page or site, you need to consider the following:

- What is the value the video adds to the website?
- Who are your primary visitors or users?
- Do your users have the browsers and bandwidth necessary for the multimedia you wish to add?
- What is the primary purpose of your page or site?
- Will rich media add to, or detract from the page or your message?

For example, if a technical audience expects succinct support information when visiting your site, a video will turn them away quickly.

Why use online video:

- Your content and message is visual in nature (your picture is more effective than a 1000 words).
- To provide a consistent, repeatable and memorable message.
- It is the only way to get your point across.
- To provide information where you need it and when you need it (anywhere in the world at any time--24/7).
- To enhance a web page and increase traffic or social interaction.
- To differentiate your site from your competitors.
- To increase repeat visits and potential sales.
- To communicate your message on a personal level.
- To establish expertise and personality in a particular area or field.

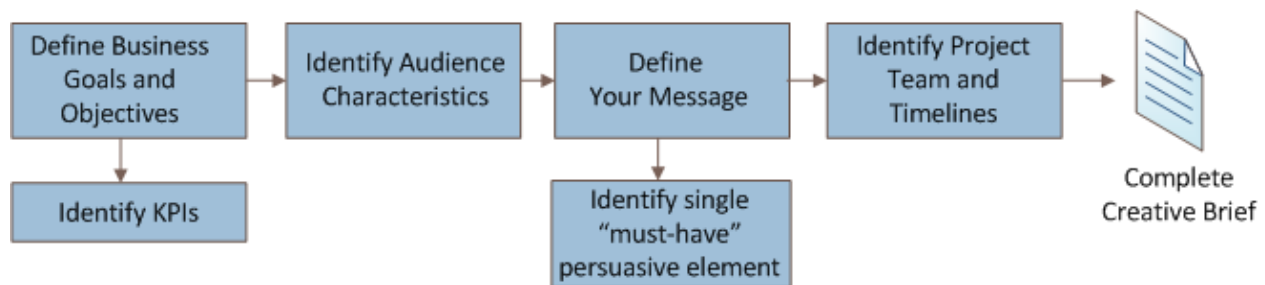
Why not to use it:

- The video is not enhancing your content or primary message.
- It confuses or annoys your primary audience (not appropriate).
- Your target audience will not likely view the information.
- It does not add something to your page, or detracts from it.
- Cost, time and lifecycle of the message are not worth the investment.

Pre-production: Planning & Creative Brief

Making online videos, whether they are well-produced professional productions or self-produced efforts, takes time and money. Before investing either, consider the following:

1. Why am I making this video and what will I accomplish?
2. Does the information already exist somewhere else in another format?
3. Who is my audience? Are they located around the world?
4. How will the video be delivered (embedded on a webpage or blog or streamed from a different site)?
5. How will the audience interact with the content and associated calls-to-action?



Developing a creative brief will help you work through your initial project specifications and layout your creative ideas. The creative brief can grow into a full-blown project plan over time and provide a master blueprint for your project to help you stay organized during the actual creation and production of your movie.

Developing a Creative Brief

A creative brief is the best way to synthesize your business objectives and initial project ideas into a format that can be easily communicated to others and turned into an actionable plan. This plan will outline the goals, style and tone of the proposed project along with the expected results.

The Creative Brief should include:

- Project Overview
- Business Goals
- Audience Description
- Main Message
- Team Roles and Responsibilities
- Major Project Milestones and Dates

What is your Business Objective or Project Goal?

Before beginning any video project, you need to outline your business objectives and your anticipated results. This is the reason you are developing your video. It informs the content you will create and the metrics you will use to measure the success of your project. So that you do not dilute the effect of your video, your business objectives should be few, short and brief: one or two business objectives per video.

Example goals:

- Inform viewers of a new feature, service, or product.
- Convert product interest into actionable leads.
- Convert leads into actual customers.
- Up sell customers into new products, services, upgrades, etc.

Best practice is to have some call-to-action (CTA) associated with your goal (sign-up for a newsletter; go to a product page; visit an online store for purchase; etc.) and later used as one indicator to measure the success of your project.

A simple formula to use when starting your project:

- Business Goal + CTA = critical measurement of success

Who is your Audience?

To whom are you talking? Defining the people who will receive your message is one of the most important considerations of your project. Your audience definition should be as specific as possible, as this will drive the tone and style of the message you are creating. In addition to demographic information, think about what drives and motivates your audience?

Some considerations when defining your audience:

- Demographic information?
- Technical or non-technical?
- What level of information do they already know?
- What positions do they hold and what motivates them?
- What are their current beliefs?
- Where are they located? Are there any cultural or geographic influences that need to be considered?
- What problems and challenges do they face daily?
- What benefits will they derive from your product or solution?

What is your Message?

Now that you know what you want to accomplish with your project and you have identified your target audience and their beliefs, what are you going to tell them? Your message should be belief oriented as opposed to feature oriented. Example: the audience should know that they will personally save valuable time using your product rather than the speed in which your feature works. In the end, you want to persuade your audience to believe that your product/message will affect them personally and in a positive way.

Some considerations for the creative brief:

- What is the single most persuasive idea that you need to convey to your audience? This is the “must-have” information that the audience needs to walk away with and remember after viewing your message. Distilling your message into a single cohesive “take away” will allow you to later focus on the most creative and “sticky” way in which that point can be conveyed.
- What is your strategy to get your target audience to believe your message (which may be a change in their current belief system)?

Tone and Style

Based on the understanding of your audience (and their beliefs and challenges), what are some of the ways in which you can most effectively reach them? What audience description data can you easily

identify that allows you to suggest a tone for your message (example: a younger male oriented audience that likes comic books and sci-fi; based on our last server release, they distrust industry pitches and promises; primarily a suburban-based audience that uses mobile phones to map daily traffic patterns; etc.).

You'll later develop the creative idea for your video but, in this part of the creative brief, a great way to start is by pointing out some of the obvious audience characteristics and to suggest a tone or style that will or won't work for this crowd. Some considerations:

- What tone will work for my target audience?
 - Serious?
 - Formal or informal?
 - Is humor appropriate?
- What is the appropriate setting for the video?
- Are there any experts at Microsoft (or within the industry) or particular data points that add credibility to your message with this audience?

Who's On Your Team?

What expertise will be needed to pull off this project? Depending on the type of project you are contemplating, your goals and budget; you may bring additional team members into the project right at the start of your Creative Brief or, you may wait until your project is more fully baked. On low-budget projects, you may wear many hats and perform all or most of the roles required to plan, produce and distribute your video. On other projects, you will work with partners who may have a large crew with several well-defined responsibilities.

Here is a list of the all the types of team members and responsibilities that may produce your online video:

- **Project Manager/Creative Director:** responsible for the time, budget and delivery of the solution. May facilitate the development of the message, manage the team, and facilitate project communication and status.
- **Video Producer:** oversees the pre-production, production, and post-production of video and audio elements. Will be responsible for copyrights and project administration. May manage the video crew and may serve as the director or camera operator on a low-budget production.
- **Director:** responsible for the creative elements and flow of the actual video. Manages the crew on shoot days and usually assembles the final piece during post-production.
- **Writer:** tells the story by creating and revising the script and flow of dialog that best resonates with your intended audience.
- **Camera Operator:** in charge of the equipment and capture of the scenes. Will take direction from the Producer or Director and ensure consistency in the quality of elements (sound, light, etc) during the capture of footage.
- **Sound:** specifies the type of sound equipment needed for a shoot and operates the audio equipment and microphones for the consistency and quality of the audio recording.
- **Lighting:** ensures the proper equipment has been selected for the particular type of shoot and location. Ensures the consistency, placement and use of lighting and materials during the video shoot.
- **Set Designer:** establishes the environment of the scenes including props and locations.

- **Talent:** actors used on-screen to deliver the performances required for your production. May be professionals, on-the-job experts or lay people depending on the type of production.
- **Make-up:** ensures that talent will look their best and be shot consistently in a variety of shoot and lighting conditions.
- **Graphic artist:** works on the still or animated visual components for the product. Will develop the styles and colors of the imagery and text used in the production. May assist the director and writer in developing storyboards and other visual production elements.
- **Subject Matter Expert:** Responsible for the core content, accuracy of information and examples. May serve as talent in the video.
- **Editor:** compiles the footage, audio, graphics, and special effects into the final product. Usually takes direction from the Director or Producer to achieve the desired outcome. May take responsibility for the final encoding of the finished digital product.
- **Programmer:** may be needed to add interactivity to rich media elements, program Silverlight or Flash components or integrate video content into a web page.

Creative Brief Checklist

Remember, your creative brief is the starting point that allows you to outline your initial thoughts and ideas so they can be reviewed and communicated with others. The creative should indeed be brief and focused. Your creative brief should include the following information:

- Project Overview
- Business Goal + CTA = Anticipated (measurable) Result
- Target Audience & Beliefs
- Single Most Important & Persuasive Thing to Say
- Supporting Beliefs, Emotional Tugs, Solutions
- Project Tone & Style
- Key Milestone Dates
- Team Members & Roles and Responsibilities

Tips on Telling Your Story

After completing your creative brief, it is time to meet with your team and get creative. How will you present your message to your intended audience? You will need to engage your audience by turning your message into a cohesive and often linear story that speaks to them.

In the spirit of keeping your objectives clear and your message simple, it is often best to think of one representative audience type – a specific person you will be talking to. If you can create a one-to-one dialog with that viewer, you have a high chance of personalizing and engaging the user with your message. If you have several audience personas, try to talk to your audience as a small group with shared issues and goals.

A method to tackle this task quickly is by identifying the beginning, middle, and end of your story for your target audience. One approach:

1. Beginning: What are their Challenges?
2. Middle: What are your Solutions?
3. End: How is your Solution Unique and Compelling?

What are their Challenges?

When talking to your target audience, it is important to start with the identification of the problems they are facing in their job (or with using their computer, your application, etc.). Whether introducing a new product, feature, or providing information, you need to relate with your audience by showing your understanding of the unique issues they face every day. By identifying with their issues, you can immediately establish credibility with your audience and begin a 1:1 conversation.

What are your Solutions?

After identifying their problems and challenges, you need to get to the main crux of your message: the solution to their problem. How is your product, information, upgrade, etc. solving the issues faced daily by your target audience?

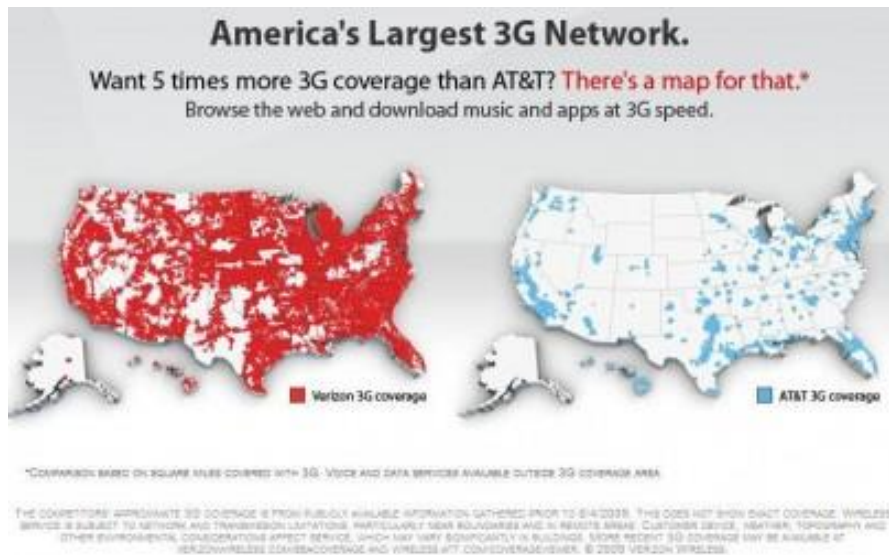
Does your solution:

- Save time and/or money?
- Create efficiencies by reducing or simplifying processes or tasks?
- Introduce a new technical breakthrough or method to achieve an end-goal?
- Increase communication, collaboration or teamwork?

How is your Solution Unique and Compelling?

Your audience should walk away from your message understanding that you have the best solution to their problem. To close your argument, you should present the ways in which your solution is most uniquely qualified to be the best solution to solve your audience's challenges. You may need to compare your solution to others on the market.

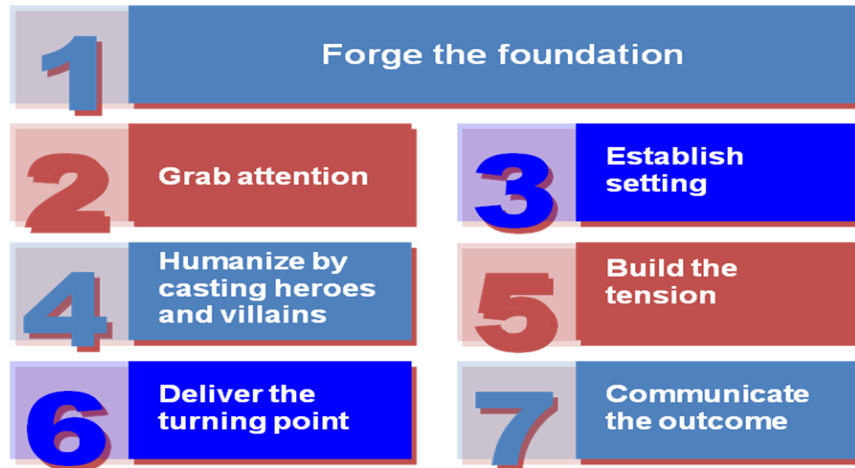
A good example is the Verizon mobile phone campaign against competitors ATT/iPhone:



Video is all about storytelling and even short, self-produced videos need to effectively tell a story. The following information presents some background and ideas you can use to best define your story.

7 Elements of Storytelling

All great stories have key elements in common – they grab your attention, draw you into the setting, provide sympathetic characters, create tension that leads to a turning point, and end with a call-to-action. The 7Es are your toolkit for building your story.



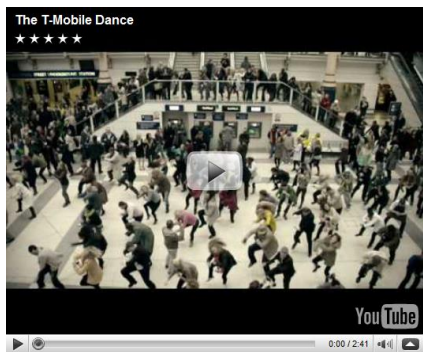
1. **Forge the Foundation:** Before you even begin to tell the story, you need figure out the basics: Define your business objective. Identify your audience. Choose the communication medium that reaches your audience. In addition, pick a credible messenger with whom your audience can identify.
2. **Grab Attention:** People are bombarded with thousands of messages every day. What about your story is going to make people stop their daily routine and pay attention to what you have to say? Grabbing attention needs to be disruptive, surprising. It can be new research, a stunt or something uncharacteristic about your subject matter.
3. **Establish Setting:** Grabbing attention gets you in the door. What is going to keep your audience interested? You must provide rich details – time of day, location, social conditions – to set the scene and give your story context.
4. **Humanize:** Stories are about people, and we have a much better chance of captivating our audience if they have faith and trust in our hero. Showcase something human about your hero such as a personal story that creates a connection between your hero and your audience.
5. **Build the Tension:** Every good story has a conflict to be resolved. What if our hero fails? Without tension, you do not have a story. What are the skeptical questions viewers will ask? Identify those issues, embrace them and control them.
6. **Deliver the Turning Point:** Every story has that “ah-hah moment” that changes everything and leads us to the outcome of the story. A turning point can be a breakthrough after a period of struggle that intensifies the emotional connection to your audience.
7. **Communicate the Outcome:** The final step of storytelling is the outcome – the moral of the story. The outcome delivers on your goal, explains what has changed, why it matters to the audience and how they should take action.

Video Content Treatments and Length

YouTube has certainly changed the way in which video is being produced and used in online ads and social sites. It is also changing our collective expectation for what corporate video should look like. Large companies are now comfortable with videos created by employees on laptop cameras, edited with freeware editing software and posted on online pages ([Microsoft's Channel 9](#) was a pioneer in this approach and commands a great deal of credibility and audience loyalty for their honest, no-nonsense, low-budget, straight-from-the-source productions).

Content Treatments

There are many creative ways in which to use video. You will have to determine the best formats and presentation styles based on your audience, business objectives and goals but here are some of the video styles and formats that work well online:



Viral Video: Well-circulated viral videos are the nirvana of online marketing. Viral video refers to a word-of-mouth or socially distributed and promoted link to your content. Some videos are produced as serial episodes to create a buzz; some to intrigue viewers with a puzzle or game; and others as part of an online contest. Some are just funny and unexpected. The best viral videos get their message across in a few seconds and set a tone that connects with their target audience. Some viral videos are low-budget one-off productions but research has shown that most are well thought-out, highly produced and distributed campaigns. In this example, [T-Mobile](#) pre-planned a flash-mob to invade a Liverpool St train station in London and shake their stuff to some funky beats. It has had nearly 15m views on their official channel alone.



General Marketing Videos: This broad category could include anything from TV commercials, product announcements, sales information, testimonials, or case studies. There are varieties of formats that can work well for marketing: talking head, interviews, mock-newscasts, or demonstrations are just a few. Unlike TV, a huge consideration for successful online videos is not to come on strong with sales tactics. Sometimes effective campaigns seemingly do not have any connection to the cause they are marketing, as in this example [Awareness Test](#) produced for a campaign to "Look out For Cyclists" in the UK.



Instructional/Informational Videos: We all go to the internet for answers—and several of the most well visited internet sites cater to this audience (about.com ranks 21; answers.com: 29; ehow.com: 41). Instructional media can solve particular problems, is compelling and specific, and does well in internet searches and SEO traffic. Short product demos and how-to's are easy to create and should be kept very short in length (certainly under 3 minutes). Check out the simple and effective techniques for

presenting the highly complex concept of [cloud computing](#).



Expert Videos: Experts in a field with opinions and personality can really compliment the content on a particular website or blog. A subject-matter-expert can add credibility to the information you are trying to get across. Some successful campaigns have even used non-experts and unknowns answering questions or providing some well-placed humor to compliment a greater message. One expert has used his personality to break all the rules (making 10-20 minute daily videos) and runs one of the most highly visited wine sites on the web. Here is an [episode on pairing wine with cereal](#).



Episodes/Serials: Creating episodic content can drive repeat traffic to your site. It can also lead to an increase in time spent on your site and further engagement in products and related services that customers would never have viewed. In this [example from Cisco](#), the company's market research highlighted target audience interest—comic books and gaming—to develop heroic characters as the means for capturing market attention and engagement. The results: 88,000 people visited the microsite during the first eight weeks; 56% were new to Cisco.com; 63% of traffic was produced organically through unpaid social media and fan word-of-mouth; and the average visit lasted 23 minutes, compared with the industry average of 6-7 minutes.



Documentaries: Showing real life scenarios play out in video can exemplify a message more effectively (and tug at heartstrings more strongly) than almost any other medium. The challenge is keeping the message short and on-point. In this example, [Dove's Evolution Campaign For Real Beauty](#), they used speeded up footage of the process used from photo-shoot to billboard, to challenge our definitions of beauty. From something that cost \$50,000, it saw over 12m hits online within a year and generated an estimated \$150m worth of media space. Unilever reported that its overall sales in the period following the release of Evolution rose by 5.8%.



User Generated Video (UGV) Campaigns: Many companies are using online contests to attract budding media producers who create low-cost and engaging ads and a slew of new customers. Doritos even ran their UGV contest winner's video during the Superbowl. In this example, [Heinz Ketchup](#) research showed a significant presence of their demographic on YouTube. They started a contest with a \$57K cash prize; got popular bloggers to spread the word; generated themes of loyalty, fun and good moments with their product; and attracted an incredible amount of media attention and lifetime customers.



Case Study Videos: A Case Study is a story about how Microsoft products or services improve lives, experience, deliverables or business. It is typically a Microsoft partner or customer describing the implementation of a Microsoft solution with tangible success metrics. It can be written as a document, implemented in a demo or told as a story via video. In this [Avalara Software-plus-Services case study video](#) the solution provider solves sales tax complexities using their unique software and services.

Considerations when Using Humor

Humor is a good thing. Several studies suggest that laughing increases the quality and quantity of one's life. Humorous videos can work really well to engage an audience and develop community support -- if they are well done.

Bad humor, on the other hand, can generate negative responses and you may find yourself getting viral attention for all the wrong reasons. Who can forget the [Microsoft Vista ad](#) that was universally slammed when introduced on YouTube?



What is the difference between good and bad humor? As noted in the classic rock parody, Spinal Tap, "It's such a fine line between stupid, and clever."

A few things to remember about humor:

- Not everything is universally funny or understood. For example: a mock-documentary take-off on the TV show, "The Office," might work well in the US or UK and may completely bomb in other parts of the world where exposure to the show or characters in parody is not regularly watched or understood.
- Cultural awareness and viewer sensitivity should be applied to your audience research depending on where and to whom your video will be shown.
- Obviously, sexual and sexist humor should be avoided in all corporate videos.

Recommended Video Length

To keep users engaged in an online video, content should generally be 3 minutes or less. If something does not engage a user within the first 14 secs, there is a high chance the user will click away from your video content. If you are using video to create a pre-roll or post-roll ad, 15-30 seconds is all the time you have to deliver a message that hooks your audience.

While there are no hard and fast rules for how long a user will engage in your video content, it's always best to tell your story as efficiently as possible. The best length for a video can depend on the level of complexity of the content:

- Introductory or "100-level" content should be kept under 5 minutes. Think of what would engage a busy decision-maker and make sure you highlight the top level problems and solutions that pertain to your audience. This type of information is often delivered as product and marketing demos, how-to's, talking head, episodes, presentations, case studies or viral videos.
- Design, architectural, and structural overviews or "200-level" content should target 4-10 minutes, depending on the content. This type of content is often delivered as screen capture demos, presentations and events, talking head, animations, interview and location-based videos.
- Core informational presentations, or "300-level" content in which you're striving to really educate someone on the essential details of a subject can be more along the lines of 15-20 minutes. For some subjects it'll really take this long to do it justice. These videos often present meetings and events, interviews, demos and high-level concepts, or expert opinions.
- Finally, deep-dive or "400-level" content--the kind of stuff you get in senior-year college courses, can really extend as long as the subject requires. If it takes 90 minutes, it takes 90 minutes. After all, the only people that'll be watching these are the ones that really care.

When a subject will take a longer time to cover, think about breaking the content into smaller chapters or episodes that can be strung together in a playlist. This allows your audience to consume your information:

- As shorter more engaging segments.
- Search for the content they need.
- Watch your videos in a non-linear (and stop/start) way.
- Get just the information they want, when they want it.

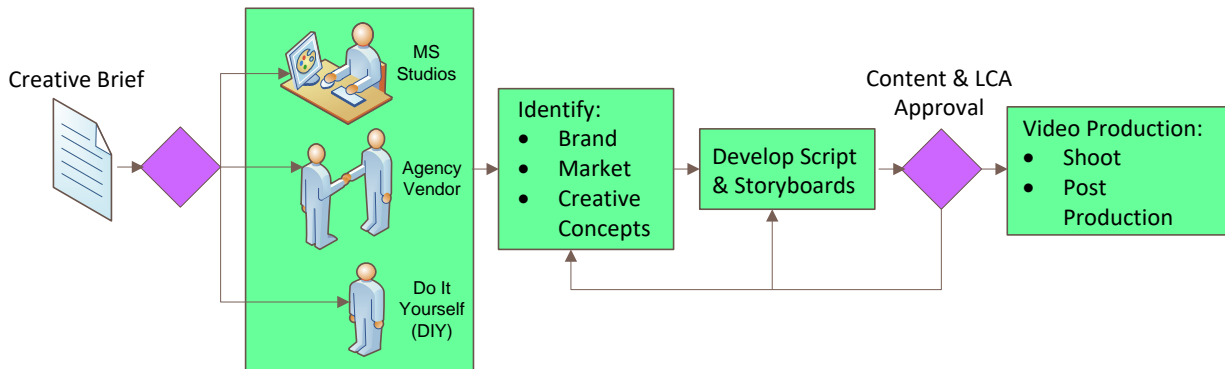
Tips to Create Online Video that Works

The following tips should be considered when creating online video content:

1. **Make it Authentic:** Customers are jaded by typical sales-pitches. When everything is available at the click of a mouse, having a good product is no longer enough. Creating authentic video that captures the human element allows customers to connect on a personal level. This connection builds trust and drives action.
2. **Make it Relevant:** With customers in control, irrelevant video is at best ignored and at worst creates a negative impression when viewers feel their time is wasted. Videos that work shares compelling stories that resonate with the audience. No gimmicks, no ploys. Respect viewers' time and provide them with actionable content.
3. **Make it Engaging:** Good information is no longer enough. With thousands of sites providing similar services, your online video has to stand out from the competition. Entertainment goes hand-in-hand with engagement. Video must deliver content in a format that interests and excites users.
4. **Make it Search Engine-Friendly:** The advent of Universal Search has changed the search game. Engines now return more and more videos, blogs, news articles, books, tweets and more in their results. The new algorithms weigh video heavily, increasing your relevance in search results. Good meta-data, file naming, architecture, and distribution on sites like YouTube all help.
5. **Make an Action Path:** Research has shown that adding video to a site can drive 36% more clicks, 20% more inbound calls, and more than double time on site. A [Kelsey Group study](#) found 55% of people who view a video visit the company's Web site; 30% visit a physical store; and 24% make a purchase because of watching. Viewers only do this if there is a reason to do so. Provide a call to action, a trackable URL to visit, a coupon, discount code, or unique phone number to call. This way your video can be evaluated against other marketing efforts.
6. **Make it Shareable:** YouTube taught everyone that video is portable and starts conversations between friends. Videos that do not meet this new expectation limit their own effectiveness. Sharing is an easy action that viewers can take to promote your business. By enabling conversations to spread, you are giving yourself an easy opportunity to gain viewership. To promote sharing make sure your video can be embedded, emailed and posted to the different social media sites. (Most video players, like [Microsoft Showcase](#), [YouTube](#), [Viddler](#) and [Blip.tv](#) automatically include those options – so take advantage of them!)

Production: Getting Started

In the production phase, you'll actually create your online video.



At Microsoft, there are three primary options for producing a video project:

1. Work with Microsoft Studios (MS Studios)
2. Work with an approved agency or vendor
3. Do It Yourself (DIY)

Working with MS Studios

[Microsoft Studios](#) is home to an integrated team of film, video, and audio experts who provide strategic creative direction, production, and post production for a diverse range of media deliverables. They work with Microsoft executives, product managers, and subject matter experts from around the company to create more than 3,000 media productions every year, used for Microsoft events, marketing, PR, and internal communications ([click here to view a sample reel](#)). Microsoft Studios also manages internal and external distribution/hosting for both live and on-demand events and productions.

Advantages

- MS Studios is an internal group run by MS FTEs. They are uniquely situated when it comes to understanding and satisfying the needs of Microsoft teams, have a history of working with a broad range of MS teams and products, and have a stake in the direction and presentation of the company.
- Projects can get off to a quick start thanks to a shared company knowledge base and access to corporate assets.
- Microsoft Studios has fostered established relationships with the Microsoft brand, legal, and archive teams to support fast and cost-effective production and approval processes.
- MS Studios has the ability to archive and manage your content on a long-term basis (long after you have left your group and the next PM replacing you needs to acquire the original video assets to update or create a new campaign).
- MS Studios has a large catalog of pre-shot stock footage as well as music, photo, and effects elements in which they own or have pre-negotiated usage rights.
- MS Studios has a variety of options and packages (like Video Factory) that can suit the needs of small budget projects up to the highest quality and visible projects.
- You can easily use internal IO codes and budgets to pay for MS Studios services.
- MS Studios can provide trusted advice on how to get started on a project.

Disadvantages

- MS Studios is a cost center and, based on the needs of your project, may be a more expensive proposition than the time, information lifecycle, or budget allow.

Contact MS Studios

Contact MS Studios for a free evaluation of your project and recommended approaches:

- Email: Studios@microsoft.com
- Phone: 425.706.7501
- Request a Project Online: <http://co1axseprdw01:9912/ProjectRequest.aspx>
- If you are looking for video to use at your event, presentation or on your website, contact the [Media Content Management Libraries](#)

Working with an Agency or Approved Vendor

Depending on the need of your campaign and effort, you may decide to employ an agency or vendor to develop the creative for your video and/or perform the production work for the video.

Advantages

- You may already be working with an agency or vendor on several pieces of a creative campaign and want to tie your video into a print campaign, contest, or other collateral being produced for your project.
- An agency or vendor may have very specific knowledge or subject matter expertise that makes them the best choice to write, manage or produce your online video. Conversely, you may choose a creative producer or director that has a unique or well-known style that fits with the goals and tone of your campaign.
- As part of a partnership deal or social networking collaboration, you may need to employ a company or vendor that works best for the interests or concerns of the partnership.

Disadvantages

- Depending on the agency or vendor, costs can be prohibitively high.
- Lack of knowledge of Microsoft needs, branding, and legal requirements may increase production costs and time requirements.
- If the vendor or agency is not already on the GAL, it may be time prohibitive to provide Headtrax access, create a PO, and acquire email/cardkey access; as well as teach your vendor the “Microsoft way” of doing things.
- If access to internal Microsoft assets is needed, RAS privileges and confidentiality agreements can take time or pose problems.

Contacts

If you do not have an agency or vendor in place, contact [MS Studios](#) for a list of recommended and approved vendors who can help you produce your project.

Do It Yourself (DIY)

There are several applications in which the self-produced approach can work really well: blog posts, local interviews, screen captures and demos, how-to and support information, etc. As you outline the Tone and Style of your project in your creative brief, you should determine the level of expertise required to complete your video project (check out the sections of this guide dealing with scripts, equipment, and distribution).

You may also choose to mix and match approaches to improve the quality of your video and save costs. Here are some examples:

- Hire MS Studios to produce an animated header or footer for your web episodic blogs; or have them shoot your interview with an expert using high quality camera and audio equipment and then give you the raw assets so you can perform the editing, encoding and distribution functions to release your video.
- Use just a writer, subject-matter-expert or Project Manager who can facilitate your production.
- Work on the creative with an agency who has developed associated collateral material and work with MS Studios to produce the product.

Advantages

- Cost. You can control all the aspects of the project and approve the results. Depending on the goals of your video, the needs of your audience, and your level of expertise, this may be a great option.
- A low budget and self-produced video just might be the best way to create credibility with your audience and build a following for no-nonsense and no-hype information.
- A Microsoft expert or personality may not need any bells and whistles to share tips, tricks, new product information or opinions to a group of followers interested in the message (and messenger).
- Based on your specific knowledge of your product, audience, features, and support issues, you may be able to produce quick, screen-capture demos better than anyone else may (just make sure the audio and video quality are acceptable for distribution on a variety of platforms).

Disadvantages

- Trying to achieve high quality production values without the budget or expertise usually results in a low quality product and message that is not well received and does not achieve your intended results.
- Depending on the information being conveyed, low quality production values can have an adverse effect on Microsoft's image and brands.
- If you have not cleared the accuracy of your information and release your product to the web, you may create marketing, support or legal issues for Microsoft.
- Working without the benefit of a team to create and review your work can result in a product that won't appeal to your audience, may contain legal restrictions, and is ultimately unusable (for instance, you may develop content you believe is humorous and, after completion, find the effect is not working with your co-workers or target audience. Also, you may complete a project and then submit it to LCA for approval and be rejected).

Contacts

Again, if you are not sure where to start or want to get a recommended option, contact [MS Studios](#).

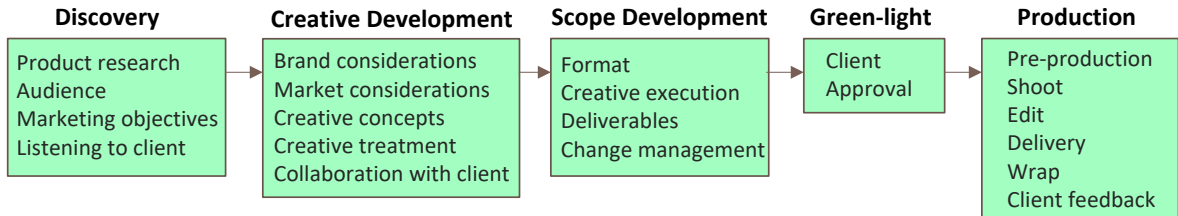
Budgeting for your Video

Projects can cost anywhere from \$25 (shot in your office and edited with Movie Maker) to \$100's of thousands of dollars (actors, crew, locations, equipment, copyrights, project schedule, etc). Costs depend on the needs of the project and the team required to produce it. Ultimately, your ability to **plan** your project allows you to produce the best product, establish a realistic budget, and deliver on time and on budget.

Budgeting Samples

Following are three video budgeting case studies – derived from the type of production and the size of the team needed. The budget amounts are general ranges that will vary depending on the production choices made by the team.

Each case study involves the following production phases:



Case Study 1

- Critical Assumption Production crew access to customer & sites to allow dynamic visuals to tie Microsoft products to the story.
- Budget \$30 - \$60,000.00
- Project Path High Definition Deliverable with original B-Roll shoot
 - 1 Full Production Crew
 - 1 Loaded Camera & Lighting/Grip Package with Dolly
 - 1 Week Prep
 - 1 On-Site Scout Day
 - 2 On-Site Shoot Days
 - 2 Post Production Prep Days
 - 4 Post Production Off-Line Edit Days
 - 1 Post Production On-Line Edit Day
 - 1 Post Production Music
 - 1 Post Production Audio Session
 - 1 Complete Set WMV Compressions & DVD Master

Case Study 2

- Critical Assumption Production crew access to customer & sites to allow dynamic visuals to tie Microsoft products to the story.
- Budget \$20 - \$30,000.00
- Project Path Standard Definition Deliverable with original Film B-Roll shoot
 - 1 Production Crew
 - 1 Camera & Small Lighting/Grip Package
 - 3 Days Prep
 - 1 On-Site Scout Day
 - 2 On-Site Shoot Days
 - 1 Post Production Prep Days
 - 2.5 Post Production Off-Line Edit Days
 - 1 Post Production On-Line Edit Day
 - 1 Post Production Needledrop Music
 - 1 Post Production Audio Session
 - 1 Complete Set WMV Compressions

Case Study 3

Critical Assumption	Customer supplied b-roll footage and access to MS Archive to facilitate the visual story aspect. One of our strongest suits is the stock footage we supply from the archive footage at Studios.
Budget	\$15 -\$20,000.00
Project Path	Standard Definition Deliverable 1 ENG Style Production Crew 1 Standard Def Camera & Portable Lighting/Grip Package 2 Days Prep 1 On-Site Scout Day 1 On-Site Shoot Day 1 Post Production Prep Days 2 Post Production Off-Line Edit Days .5 Post Production On-Line Edit Day 1 Post Production Music Needldrop 1 Post Production Audio Session 1 Complete Set WMV Compressions

Scripts and Storyboards

A script contains the dialog for your story, along with associated production notes (video or audio actions, graphic content to be displayed with the dialog, notes on tone, style, etc.). A storyboard contains the script and additionally, includes a visual representation of the actions happening frame-by-frame or scene-by-scene.

Script

No matter how low budget your projects, it is always recommended to write a script. Your director will use your script when working with talent to make sure the message you have outlined is properly performed and reproduced for video. Your script can additionally be used in post-production when editing your final piece, and as a supported text transcript or closed-captioning for your distributed video (it also helps to have a transcription if your video is ever localized).

Example Script

Section for video notes | **Section for audio dialog**

Setting | **Sound effects** | **Dialog** | **Action**

NO EXCHANGE TEAM VIDEO: *Garth's No Show*

VIDEO | AUDIO

GARTH presses down on the knob, pushes on the door. | SOUND FX: DOOR CREAKS

INT. LUKE'S OFFICE - ON DOOR | The door begins to open. | SOUND FX: DOOR CREAKS, CONTINUOUS

INT. LUKE'S OFFICE - ON LUKE | He cringes, preparing for the worst. | SOUND FX: DOOR CREAKS, CONTINUOUS

INT. HALLWAY | HANA | HANA walks up to Garth. | Oh, hey, the new t-shirts are here. They're in my office.

GARTH leaves, and HANA reaches for the door. | GARTH | GARTH: "Oh, t-shirts! I'll be right back!"

INT. LUKE'S OFFICE - DOORWAY | HANA | HANA leans into the office. | You're all clear, kid! Now let's check in this thing and go home!

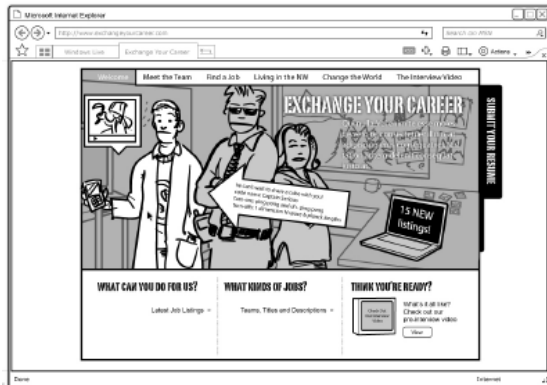
INT. LUKE'S OFFICE - ON LUKE

© Microsoft 2010. There is more! | Page 10 of 10

Storyboard

A storyboard is highly recommended to keep your story organized and provide specific directions to the crew during production. Storyboards also provide a specific means to gain content, image and brand reviews and approvals prior to the costly and time-consuming video shoot. Storyboards can be highly designed or quickly scrawled and should contain the visual information that will appear in the screen, associated text, and room for notes.

Example Storyboards



Multimedia Storyboard

Name of course	Description of the screen	Main text and location
Title of program	UI objects and their locations	UI text and length (approx)
Instructor	Description of the interaction	Picture source

Screen size of 480 screens | 640 x 480

Background: Blue

Color: Red, blue

Use individuals, girls, and a doctor

White

Access a link: Yellow

Buttons may be used at any time during navigation

Audio: Repeat music plays as doctor opens a door. Hana as she looks for a sign.

Navigation: See address document

The Interactive Center at Cleveland Community College, Cleveland, OH | A Kutztown Community College

Legal, Security, and Intellectual Property Considerations

There are specific copyright laws pertaining to the use of photos, stock footage, and music that you incorporate into your video. There may also be legal questions about: how a product is described; how competing products, features and companies are compared; and how Microsoft is portrayed in an online release. Bottom line – all content produced for external distribution should go through your LCA representative for approval.

That said, here are some additional tips and considerations when producing videos at Microsoft:

- For more information on Microsoft Copyright policies and guidelines for usage, please see the [LCA Web Site](#).
- LCA guidelines for creating marketing materials can be found [here](#).
- Any names of people, companies, products, web sites and so forth must come from the LCA-[Fictitious Names](#) list.
- Nothing in your recording should reveal internal email addresses, IP addresses, machine names, and any other information that identifies individuals or anything internal to Microsoft (such as org structures).
- Recording should ideally be done on **released** operating systems only, not internal builds of upcoming products. External betas or systems that developers otherwise have access to are acceptable.
- When a name is a code name, the branding folks at Microsoft want the first mention of that name to be preceded by the term "code name." This can sound awkward, but it is not so bad the first time. After that, use the code name sparingly and refer to it more generally. The same rule applies for using code names on slides, which should also appear in quotation marks.
- Contact [MS Studios](#) for permission to use specific music, sound effects, stock footage and photos. They have numerous collections of materials with a variety of prices and usage rights agreements.
- MS Music Licensing Guidelines can be found [here](#).
- Go to [MS Media Web](#) or <http://dvd> for approved Microsoft Company and brand logos as well as additional photographs and media that are approved for specific Microsoft usage.
- Remember that your work is going to be public. Anything that would not be appropriate to show in Times Square or on the home page of MSNBC should not be visible anywhere in your presentation.

Release forms

Using talent in your video requires you to complete a Talent release form for each performer. There are release forms for Microsoft Employees as well as non-employees who provide on-camera, music, voice or narration services. Here is a list of [commonly used forms](#). Contact [LCA](#) to ensure proper form and usage requirements prior to shooting your video.

Equipment

The purpose of this section is not to make you a video expert but to provide you with some basic knowledge of video equipment and usage. Unless you have video experience, or you are working with a Microsoft Approved Vendor, it is recommend that you contact [MS Studios](#) to get their recommendations for your specific video needs.

Lighting

One of the most important and most overlooked aspects of shooting good video is lighting. Lighting the subject properly can make the difference between shooting "professional" looking video and shooting

video that may be unusable. In general, you want to keep your light level as high as possible. Video cameras work best in a certain range. Lights that are too bright will "washout" the subject, and video that is lit too dark will be "grainy" and will not have enough color to realistically reproduce the image.

Different types of lights have different intensity and color. Lighting a subject with different sources of lights, for example natural light/sunlight and fluorescent lights, can create strange colors not seen naturally by the human eye. If possible, eliminate different sources of light. If a light source is beyond your control (a large window with sunlight), use gels on the other light sources to match the sunlight coming in through the window. Gels are colored sheets of "plastic-like" material that are placed in front of the lights to filter out a certain range of the light. The color of the different light sources varies greatly. Sunlight will have a blue tint, artificial light (light bulbs) will illuminate with an orange/reddish tint, and fluorescent lights will have a green tint.

Some important lighting considerations:

- Always light the subject.
- Eliminate different light sources.
- Avoid shadows on the subject and the background.
- Use face powder or blush to reduce "shiny" spots on the talent's face.
- Get the lighting right the first time.ⁱⁱ

Audio

When shooting video, remember that audio is an important component of the final product. Bad audio can ruin the world's best-looking video. In addition to conveying your message in a clear and understandable manner, audio can be used in the background to add excitement, drama and create a mood to set the tone for your images (remember the important role music soundtracks play in films).

Here are some important considerations for audio:

- Always use an external microphone when possible. For anything other than blogs, try not to not use the built-in microphone on the camera unless you are specifically creating a user-generated type of video and poor sound quality is part of the production value (example: 50's educational film trailer) or you just can't afford another approach.
- Have extra batteries or phantom power source if required by the microphone.
- Have the proper connector to connect the xlr connector from the microphone to the mini jack on the camera.

Shooting with a Digital Camera

Most digital cameras have built in storage that should provide the space needed to contain your content. Some cameras have additional storage card options. Make sure you know how you will get the media from the camera into your computer.

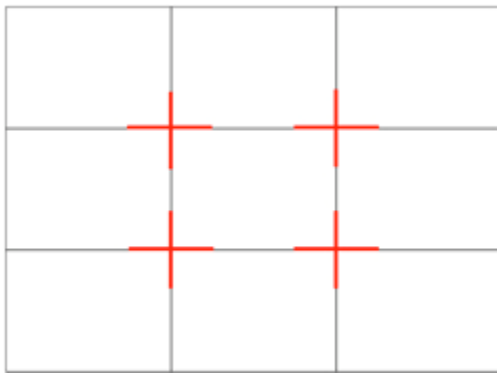
Some considerations when shooting digital video:

- Remember a tripod. Shaky video will always look bad (unless that is the effect you are after). Use the bubble in the tripod (if available) to level the camera and frame.
- Avoid excessive pans and zooms when shooting online video (movement is extremely noticeable and will slow down the video stream when viewed).
- Run the camera for a few seconds before and after each shot to make sure you have usable start and end points to work with.

- If appropriate, shoot additional “B” roll video at each location (people, environment, sounds, long shots, close-ups, etc.). These additional images can set the place and tone for the video you are shooting and provide additional editing options that can be used in post-production to make your content more interesting.
- If using natural light, the best light will come from behind the camera. Shooting the subject in front of a window or with the sunlight behind your subject will create a silhouette effect.
- Listen carefully to your subject at the time of recording. Excessive “umms” “ahhs” and pauses may be hard to edit later. It is much more effective to retake a scene at the time of the original shoot.

Framing your Subject

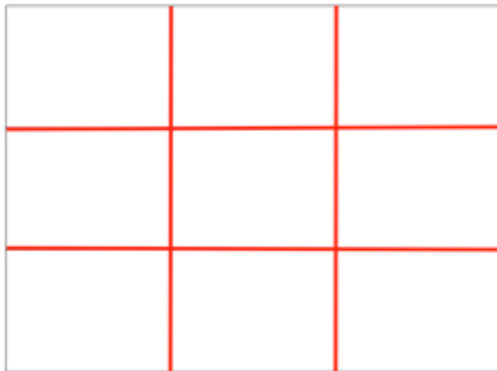
The basic principle behind the rule of thirds is to imagine breaking an image down into thirds (both horizontally and vertically) so that you have nine parts.



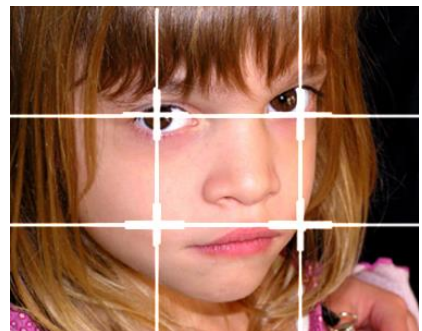
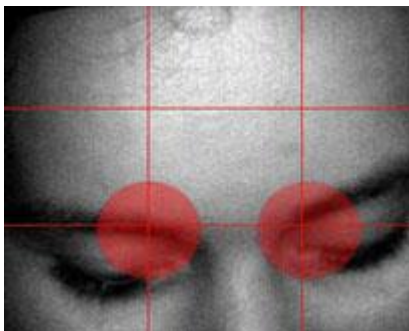
As you are taking an image, you would have done this in your mind through your viewfinder or in the LCD display that you use to frame your shot.

With this grid in mind the ‘rule of thirds’ now identifies four important parts of the image that you should consider placing points of interest in as you frame your image.

Not only this – but it also gives you four ‘lines’ that are also useful positions for elements in your video.

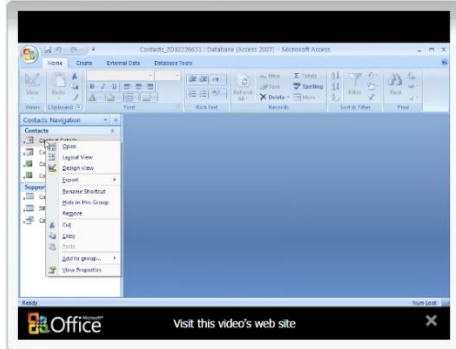


The theory is that if you place points of interest in the intersections or along the lines that your image becomes more balanced and will enable a viewer of the video to interact with it more naturally. Studies have shown that when viewing images that people’s eyes usually go to one of the intersection points most naturally rather than the center of the shot – using the rule of thirds works with this natural way of viewing an image rather than working against it.ⁱⁱⁱ



Producing Screen Capture Demo Videos

Even recording a simple [screen capture demo](#) can take a lot of time. You will want to use all the storytelling suggestions previously listed here. Especially remember:



- Who is the audience you are talking (and explaining things) to?
 - Talk to them one-on-one. Be personable and act as if they are right in the room with you.
 - Viewers may not have all the background in the technology and jargon and acronyms you are using. Take a step back and explain everything simply before moving on.
 - Talk at a slow and steady (comfortable) pace. We have a tendency to rush things in front of a camera or audience – try to keep your dialog at conversational speed.
- You can record your screen at 1024x768 screen resolution but design your presentation assuming more like 640x480 or even 320x240. Most frequently, users will be watching the video on a laptop device, where the viewing size is more like a mobile device.

Recording Software & Equipment

There are different recording packages and methods to create screen capture demos. Here are some considerations:

- Use a headset microphone; avoid a built-in microphone. [Microsoft LifeChat LX-3000](#) is a fine choice; this [Sennheiser](#) is also recommended.
- [Camtasia Studio](#) is a top choice for screen-recording software.
- You may also try Adobe's [Captivate](#) that features a number of built-in effects, ability to add quizzes, animations and other extras.
- Check with your manager about whether your team has site licenses already or can acquire one.
- Do a trial run to determine the best compression ratio for recording. What is most important is the readability of screen details. With too much compression, text becomes difficult to read and the overall quality of the video looks poor. Our customers probably will not worry about an extra few megs of download if the quality is much better.

Process: Recording with Camtasia

Here are some considerations and steps when recording a screen capture demo:

1. Practice before doing your production recording.
 - a) Do a short practice to check equipment.
 - b) Do a run-through recording of your script of and play it back to find any bad habits in your speech (too many ums and such).
2. Open up all of the windows that you will need before recording (unless bringing up the application is part of the demo). Then you can switch to them quickly.
3. Choose a tasteful, colorful background image for your desktop, but one that is not too busy (to distract from the screen presentation). Avoid black-and-white backgrounds, anything with a commercial logo, or anything that someone might be put off by. This is not a place to impose your personal tastes on the world; rather be as universally inviting as possible. Scenic landscapes are colorful designs and come with Windows.
4. Clean up unnecessary desktop shortcuts and open windows.

- a) Pay special attention to icons for competitor products or personally identifiable information (machines names, IP addresses, etc.).
 - b) Close your Windows sidebar.
5. Consider creating a login account on the machine just for recording. Then you can configure the desktop appropriately without disturbing your usual working environment.
6. Close Outlook and sign out of communicator and messenger to keep notifications from showing up on the video. Ideally, you should close everything that is not part of the presentation.
7. Record a 30-second clip of silence, that is, where you are not speaking but recording the background hum. This is what you use to insert empty audio segments rather than pure silence, which is distracting.
8. Record your production version during a quiet time or in a quiet place. We have seen videos where you can hear a hallway conversation going on in the background.
9. You might find it easier to record the demo without audio and then record the audio track separately. Video editing tools allow you to insert separate audio tracks.
 - a) Another benefit to this is that you can freely edit the video track (to cut out mistakes, for instance), without creating choppy audio.
 - b) When recording audio separately, do it all at once; audio segments recorded at different times can sound distractingly different.
10. Try to describe what is happening (casually) on the visual screen so that someone can gain from only the audio. This allows someone to learn by simply listening to a video (in the car, for example), and compensates for something not being entirely readable at a low resolution or on a mobile device.

Post-Production

Postproduction begins when your camera stops rolling. After filming, you will need to edit your movie and prepare your video for distribution on the web. In the post-production process, you combine all your video footage from multiple sources, edit, add sounds, title, effects and then output the video for specific delivery formats and platforms. The following provides some basics of the post-production process.

Editing

Digital video editing is the process of cutting and pasting video and audio elements into sequences, in order to create your story. During editing you will combine video from multiple sources, add additional audio, music and special effects. You will also want to add transitions and use computer-generated imagery (CGI) and text overlay on your movie to best tell your story. In the past, analog video editing was an extremely costly and time-consuming effort, requiring lots of technical expertise and very expensive equipment. Today, digital video editing tools have drastically reduced the cost of media development and made desktop editing a relatively easy thing to do.

When attempting to use video editing software, make sure you have enough RAM and the minimally specified hardware to begin your project. Media files are very large and editing tools are processor intensive. Rendering your final media can be extremely time consuming—taking hours depending on the type of media, effects and animations in your production (many people encode their media just before going to bed – so it is all rendered by the time they wake up in the morning). It is a good idea to have a backup hard drive to store your media elements (raw footage can comprise several GBs of information).

Some editing tools you should consider are:

- [Windows Live Movie Maker](#): easy to use, Movie Make can help you create moves, slideshows from multiple sources, add audio and use a host of built-in transitional effects. It is a web-based platform and offers the ability to quickly compress and post to YouTube, LiveSpaces and more.
- [Adobe's Premiere](#) (Elements and Pro editions): Works on Windows and Macs and works well with all the Adobe products like Photoshop and Illustrator. Has lots of high-end functionality and features along with several built-in transitions and effects that make homemade production look professional.
- [Sony Vegas](#) (LE and Pro editions): Easy to use and extremely powerful editing tool for the Windows platform. Works well with SoundForge and Acid products to build custom music and soundtracks for your videos. Features a number of built-in special effects and can output to blue-ray videodisc format.
- [Apple's iMovie](#) (supported by Mac only, very basic but adequate): Extremely user-friendly and easy to use. iMovie has enough effects and transitions for any YouTube-type video production. Extremely good for novice and wanna-be movie producers.
- [Apple's Final Cut Pro](#) (Expressions and Pro versions -- supported on Mac only): One of the premier digital editing tools providing numerous features and workflows for your projects. Final Cut is an extremely robust tool but requires a steep learning curve to master all the bells and whistles.

Encoding Basics

Video encoding is the process of preparing the video for output, where the digital video is encoded to meet proper formats and specifications for recording and playback with video encoder software, like [Microsoft Expression Encoder](#). Video files can be huge files. In order to make the movies accessible via the web, they must be compressed. Compression is a process by which huge movie files are reduced in size with the removal of unnecessary and redundant audio and video data.

Compression occurs when you either:

1. Apply a codec to both audio and video, or
2. Adjust the video frame size, video frame rate, audio sample rate or audio frequency rate.

A **codec**, meaning compression and decompression, determines both the elimination of data during compression as well as the decompression when it is played. It is a mathematical equation, or algorithm, that eliminates the redundant data within a frame or between frames on video. This detailed analysis of each frame of the movie will be very time-consuming. The types of codecs available will depend on your final delivery format.^{iv}

Video encoding has a number of variables. Customers care the most about how the fast the video loads and the quality. It is important to understand how to get the best delivery and look from your video content. Below are a couple of terms and definitions you should understand when encoding video.

- **1-pass:** A process in which the encoder reads the source video in and encodes out at the same time. The results are faster encoding times, but lower quality than in the 2-pass process.
- **2-pass:** The encoder makes a first pass to analyze the optimum bit rate and a second pass to encode. The results are much better quality, but video may take about 25% longer to encode.
- **Constant Bit Rate:** Constant Bit Rate maintains the same bit rate across the entire audio or video file. The rate of content delivery is the same, but the quality can vary.
- **Variable Bit Rate:** Variable Bit Rate adjusts the bit rate depending on the content. For example, if there is not a lot of movement in the video, the bit rate would decrease. The rate of content varies, but the quality is consistent.

Progressive Downloads vs. Streaming

There are two modes of delivering web video to customers: progressive download and streaming. Before choosing one, consider your material, message and audience to find the one that is appropriate for your content.

- **Progressive Download** is a type of delivery in which the file begins to play after a certain minimum amount of data has been transferred, rather than requiring the entire file to be downloaded before playback starts. Highlights include:
 - Use with a Web Server (e.g. IIS in Windows 2003 Server)
 - Most efficient when encoded with a variable bit rate (VBR)
 - Allows for random access to any part of the stream already downloaded
 - Ideal for Movie, Episodic Trailers
 - Data rate can be higher for shorter clips, but slower connections means longer wait for playback
 - Recommended encoding: 2-pass Variable Bit Rate (VBR)

- **Streaming** is a type of delivery in which the file plays from a server in “real time” (i.e., content begins playback as it is being downloaded). Highlights include:
 - Windows Media Services
 - Most efficient when encoded with a constant bit rate (CBR)
 - Allows for random access throughout the entire stream
 - Reduces the need for local caching (good choice for mobile devices)
 - Ideal for full length features, training and demos.
 - Data rate of the stream needs to be less than the bandwidth available to the users or video will always be buffering and forcing wait-times
 - Recommended encoding: 2-pass Constant Bit Rate (CBR)

Silverlight & Interactivity

[Silverlight](#) is Microsoft’s answer to Flash, providing a cross-browser, cross-platform plug-in that allows you to design and deliver rich multimedia experiences on the web. In addition to supporting the delivery of high quality HD video, Silverlight offers numerous opportunities to turn your linear video into an interactive product. You can build custom video players, insert user controls to provide a variety of functionality, insert advertisements and other clickable calls to action into your video. Silverlight works with Microsoft’s .NET platform and your video can be easily customized with code using [Visual Studio](#) or [Microsoft Expression](#).

Accessibility

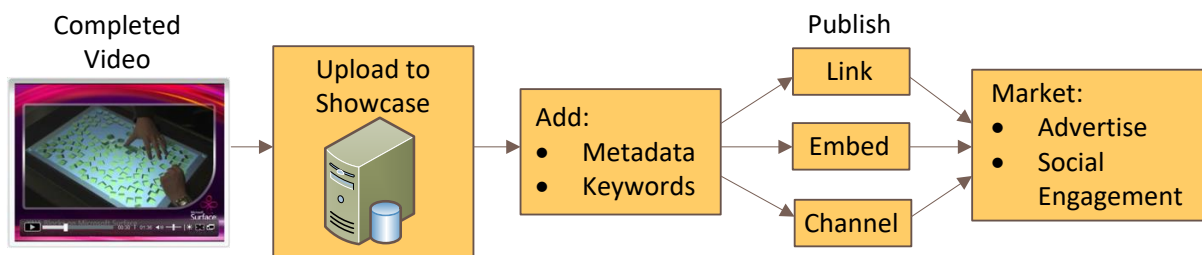
Make your content available to all users, including those with disabilities. Provide close captioning display for content with Voice Over or ‘On Screen’ Talent.

To learn more about making content accessible see the [Microsoft.com Accessibility Guidelines](#).

Distribution

After you have edited and finalized your video, you will need to get your masterpiece online. In addition to publishing your video on a web site or through a streaming service, you will need to consider a host of issues when distributing video in a socially networked world:

- You need to decide if you should embed your video onto a pre-existing website or page.
- You will need to adopt Search Engine Optimization (SEO) practices for your page and content, thinking about inbound and outbound links; placement on popular social sites; and which communities to talk to about your product and campaign.
- You will also need to add keywords and meta-data to your content and page to raise your profile with the search-engine bots and spiders (increase your ranking).



Microsoft Showcase

[Microsoft Showcase](#) is the central location for viewing rich media from Microsoft. It is a customer facing video portal...sort of a corporate YouTube. Showcase is hosted by Microsoft.com and offers a rich, interactive Silverlight experience that deepens the level of engagement with, and satisfaction for, Microsoft's customers. In addition to its function as a one-stop portal for Microsoft videos, the Showcase site is a globally scalable end-to-end video publishing solution that you can use to make your video marketing more cost effective.

Showcase provides Microsoft markets with rich media hosting and distribution solutions, including:

- **Multiple Distribution Paths:** solutions include:
 - Embed functionality onto any corporate site.
 - Search and discovery on Showcase and Bing.
 - Extended reach via social media outlets like Facebook, Twitter, blogs and more.
- **Centralized Hosting and Metadata Management:** you can upload your content to a central location with your selected metadata. Additional tools help you to create better search friendly meta-data terms to improve search functionality and ranking.
- **Asset Management and Archiving:** Your data will never get lost with the ability to store, manage, tag and archive your rich media files.
- **Create a Channel:** In Showcase, you can create a custom channel that features media and information specifically for your customers.
- **Online Video Performance Analytics:** Use special tools and reports to measure and track the effectiveness of your media.
- **Worldwide Showcase of Your Video:** your video will be discoverable on 17 localized portals (increasing to 30 in 2010).

Videos on Showcase are streamed by the MSN Video Catalog platform (one of the largest video streaming platforms in the world), and IMM (Interactive Media Manager) powers Showcase's video asset management system. The real power of this platform is that it includes built-in workflows, which make publishing videos efficient and organized. Marketers can access these video assets directly through the IMM API.

The best part...it is free to host and stream your marketing content on Showcase.

Publishing a Video to Showcase

Publishing to Showcase is easy. Once you have your final video file, simply follow these steps to [upload your video](#):



Embedding a Video on your Site or Blog

Embedding a video onto your blog or site can increase traffic and create a social buzz around your message. To embed your video (and Silverlight player) onto your page/blog, simply:

1. Find a video on www.microsoft.com/showcase that you want to share.
2. Click on the 'Embed' link.
3. Copy the embed code that appears in the window.
4. Paste this into the HTML of your page.



Setting up a Channel

The Showcase team offers groups at Microsoft the chance to create their own video channel on the Showcase Video Portal. This gives you the opportunity to create your own branded page where customers can look at the best and latest videos from your group.

Benefits:

- **Custom Branding:** Each channel has a custom-designed background and logo to reflect your unique brand.
- **Showcase your Videos:** Channels have a Featured Video where viewers can see your latest video right on the page.
- **Drive Traffic to Your Site:** Call-to-Action links and player overlay advertisements send viewers to your home page or wherever else you like once they are done watching your videos.
- **Organize Your Content Your Way:** Create up to four tabbed subcategories to house different types of videos.
- **New Features All the Time:** The Showcase team is constantly upgrading the site and adding new features to let you customize the video watching experience for your customers.
- **Embeddable Player:** Viewers can embed your video on their blogs or websites – and the overlay will always link back to your site. This can supercharge the viewership of your videos.

Contact [MSVIDEOS](#) if you are interested in developing a video channel for your product/solution.

Social Media Marketing and Search

There are many definitions for Social Media Marketing. In this guide we're defining it as the practice of facilitating dialog among companies, influencers, prospects and customers, using various online platforms, such as blogs, professional and social networks, video, photo sharing, wikis, forums and related Web 2.0 technologies.

Search engines are software programs that contain two programmed elements: spiders and an index.

- The spider (or crawler) is a search engine robot that searches the Internet for keywords. It is called a spider because it "crawls" the web continually, examining websites and finding and looking for links. Every month or so, it might return to a previous website to look for changes.
- When the spider finds a page, it feed the data to the index (or indexer). After a web page is indexed, it becomes part of the search engine's database and is available to anyone using that search engine. A database is a collection of organized information.

Your job is to get your video discovered by your customers (and new potential customers).

SEO and Search Friendly Practices

Here are some general concepts that will help with Video SEO.

1. **Relevancy, Relevancy:** Just like offline media, the more relevant your message, the more likely it will be effective. It is important to maintain relevance not online in the video but in the information, that surrounds it. The more relevant, the more likely your video will perform well in video and universal search results.
2. **Keyword Strategy:** The more specific, relevant, and focused, the better. The world of online video is in the nascent stage. However, as the world of online video grows and as more and more users utilize video search discovery to find online video content, longer tail search terms will become more and more effective.

3. **Video Duration:** There is no limit to how long your video content can be within search engines. As long as your video is useful and contains keywords that are relevant to the content, viewers will watch your video, regardless of the length.
4. **In-Video Text:** It is OK to deploy relevant in-video text. As video search algorithms improve and deepen their understanding of video content, textual content within the video will also become a useful tactic to boost your video ad within search results. Video search engines like Blinx, Google, Bing and others are beginning to rely on image, object, speech, and text recognition technologies. While it is currently most effective to focus on textual content surrounding a video, it will become more and more important to focus on in-video content in the near future.
5. **Duplicate Content & “Carpet-Bombing”:** Although many would encourage video content producers to post their video on as many video sharing sites as possible, this has been a tactic that has become less and less effective over time as search engines work to deploy strategies that combat and identify duplicate content. Duplicate content in the world of textual web pages is considered in a way to be spam and search engines currently utilize various techniques to identify, penalize and filter duplicate content. SEO professionals have known for some time that unique content is key – “content is king.” The same is true of online video. In its early stages, this tactic works, and at some level still does. However, as search engines mature in identifying duplicate video content, this will ultimately become less successful tactic.
6. **Relevancy vs. Viewership:** Not only is it important to focus on relevant keywords for video search rankings, but relevancy also increases the likelihood that your video will be viewed in its entirety.
7. **Test & Optimize:** With online video in its early stages, it is important to continually test and optimize your video content. The game will continue to change as video search providers mature and utilize new techniques for ranking and indexing online video. Generally speaking, those video content producers that focus on relevancy and who “stay true to the consumers” will continue to realize positive results with regard to online video rankings among video search and universal search results.

It is the search engines job and mission to provide the best content for its users. If you assist search engines with this task by focusing on relevant content rather than techniques to merely dominate search results, you will ultimately maintain high search rankings.^v

Metadata and Tags

Metadata within video files can provide information about the content as well as the owner of copyrighted material. It also helps ensure that the content can be found by the major search engines. There are no current policies on tagging video content; however, it is recommended that you review the web page tagging policies to be consistent.

- [Microsoft.com Search - Tagging Requirements and Guidelines](#)

Here is an example of how tagging would appear within the properties of the video file:

- Title: New Day: Quest
- Author: Microsoft Office 2007
- Copyright: © 2007 Microsoft
- Description: Short Film Series for Office 2007 New Day

Keywords

When you publish your media or optimize your web page, you are optimizing for target keywords. This means creating a list of specific words and/or phrases, which you know people are searching for, and making sure that when these keywords are searched for, your site will be in the result pages.

When creating keywords, you need to think of words and phrases that people are commonly using to find information on the web. Instead of targeting the keywords you would use to find your own media or website, try to create keywords you believe your potential customer will search for.

Sharing on Social Sites

Tips for promoting your video:

1. Proliferate your content on the video engines. For greater exposure, put your video everywhere. You should consider submitting your video to Blinks. If you want to upload your video to several video sites at once than use TubeMogul.com.
2. Use the thumbnails to help users choose which video to watch. Users tend to watch a quick snapshot in order to decide whether to invest time in watching the entire video. The way you generate thumbnails differs from site to site, but it is definitely worth it to go through the process for each site you upload to. It is an important factor to get people to view the video.
3. Make a good use of social bookmarking services. They will contribute to the easier distribution and help in visibility of the videos. Social bookmarking sites will certainly assist in your effort to go viral.
4. Offer the option to embed your video in other people's sites. This will really encourage people to spread your video.
5. Put a send to a friend option at the end of the video.

The Golden Rules of Engaging with Online Influencers

The following applies to all of your video, blogging and social interactions with Microsoft customers and partners:

1. **Be honest:** Honesty is absolutely the best policy online. Remember: somebody somewhere knows more than you do. If in doubt about what to disclose, consult the Microsoft blogging guidelines.
2. **Be responsive:** Engaging with online influencers is a two-way process. The social media environment is one which promotes dialogue. So do not just make a comment and then expect your job to be done. Monitor for responses to your comment and see this as an opportunity to have a conversation about your story.
3. **Be respectful:** It should be understood that, as a representative of Microsoft online, you are expected to be entirely respectful at all times. Do not allow yourself to be dragged into a fight.
4. **Be transparent:** Disclose any and every relevant relationship, commercial or otherwise, that could be perceived as influencing your point of view. In particular, make sure you disclose the fact that you work for Microsoft.
5. **Be even-handed:** of course, not everyone sees the world through Microsoft-tinted glasses. Accept alternative points of view. Do not be drawn into a fight - although by all means defend your position if you feel it is appropriate!
6. **Do not market. Listen and converse:** Engaging in social media is not an opportunity to stand on a virtual soapbox and preach. This will invariably result in a negative reaction. Microsoft's standing within the relevant community will be enhanced if you are seen to listen as much as you speak.

7. **If something is not clear, make it so (it is your responsibility, not theirs):** Do not allow any grey area. Answer questions directly, do not obfuscate, mislead or seek to evade.
8. **Only engage when you have the 'right' to do so – do not shoehorn if you can add value to the conversation then comment - if you can't, then don't.**
9. **Read their blog. Then read it again. Know what they cover and how they talk about it:** As with all media, make sure you know what they write about - and how they write about it - before you begin conversing with them.
10. **Remember: you are developing a genuine relationship:** Many bloggers do not blog as a career, they blog because they have a passion or interest about the subject they are blogging about. They will expect you to share that passion and that interest, and to act accordingly. They may not view the relationship as 'professional'.
11. **Dedicate time to devote to developing the relationship:** To be successful, developing a relationship with a social media publisher requires time. Consider teaming up with team members to share the burden, or talk to your manager about freeing up resource to enable you to focus on telling your story.
12. **Comment, share some 'link love':** The greatest strategy for generating positive feedback from a blogger is to comment on their blog. Share your knowledge by sharing links and - in an ideal world - link to them from an online property of your own.
13. **Do not try to spin your news – let them decide if it is important:** Bloggers often do not see themselves as news reporters. They will decide their editorial content and their editorial position. They will not thank you if you tell them they are wrong!
14. **Surprise and delight them:** Research tells us that surprising and delighting influencers is a surefire way to creating positive advocacy. Access to exclusive content/access is your digital currency - share it with key influencers.

Measurement

A new generation of Web analytics or “online video metrics” is emerging and requires new key performance indicators (KPIs) to measure and analyze how video content is actually consumed...which is more than just clicks on the play button. It’s all about engagement, consumption and how viewers interact with their content.

Here are some ways in which to think about and measure your campaign effectiveness:

- Number of viewers (visitor become viewer)
- Number of viewing sessions (visit become session)
- Number of video views (page view become video view)
- Number of video views per viewer
- Number of video views per session
- Total viewing time
- Average viewing time per video
- Average viewing time per viewer
- Viewing audience rate (% of viewers consuming what % of content)
- Number of connections (click on play), dropouts, completions and completion rate

Developing KPIs

The Microsoft Digital Marketing Team has developed an extensive tracking list that can be used to develop KPIs and measure your online video performance:

Exposure	Visits	<i>The total number of all site visits during a given period</i>
	Visitors	<i>The total number of site visits from identified Unique Visitors during the time period (Date Range) being analyzed.</i>
	Impressions	<i>The number of messages actually delivered to recipients - in lieu of an actual number, an estimated number is sometimes provided</i>
Engagement	Videos Initiated	<i>A count of videos begun, regardless of whether they reach a pre-determined completion point (e.g. thank you page) or not</i>
	Destination Video Initiation Rate	<i>A count of videos (with associated site visits) initiated divided by a count of site visits</i>
	Advertising Video Initiation Rate	<i>A count of videos (with associated impressions) initiated divided by a count of ad impressions</i>
	Videos Completed	<i>A count of videos that reach a pre-defined completion point (e.g. a thank you page)</i>
	Video Completion Rate	<i>A count of videos completed divided by a count of videos initiated</i>
	Shares	<i>A count of times content is shared with others by a customer (e.g. Forward to a Friend)</i>
Conversion	Profile Captures	<i>A count of profile captures that reach a pre-defined completion point (e.g. a thank you page)</i>

<i>Destination Profile Capture Rate</i>	<i>A count of profile captures (with associated site visits) divided by site visits</i>
<i>Advertising Profile Capture Rate</i>	<i>A count of profile captures (with associated impressions) divided by ad impressions</i>
<i>Profile Completion Rate</i>	<i>A count of profiles captured divided by a count of profiles initiated</i>
<i>External Sales Referrals</i>	<i>A count of sales referrals generated for external sales entities.</i>
<i>Destination External Sales Referral Rate</i>	<i>A count of external sales referrals (with associated site visits) generated divided by the total number of site visits.</i>
<i>Advertising External Sales Referral Rate</i>	<i>A count of external sales referrals (with associated impressions) generated divided by the total number of ad impressions.</i>
<i>Internal Sales Referrals</i>	<i>A count of sales referrals generated for internal sales entities.</i>
<i>Destination Internal Sales Referral Rate</i>	<i>A count of internal sales referrals (with associated site visits) generated divided by the total number of site visits.</i>
<i>Advertising Internal Sales Referral Rate</i>	<i>A count of internal sales referrals (with associated impressions) generated divided by the total number of ad impressions.</i>

Analyzing the Success of your Video

To analyze the success of your video, you need to insert special tags that allow you to track clicks, plays and other important content data related to your business goals and KPIs. Microsoft Showcase provides the ability to track your videos through WebTrends.

Currently, Showcase is tracking the following data using the custom tags developed by WebTrends:

Name	Parameter	Example Values	META/Param/Event
Video Portal Site Type Identifier	DCSext.vp_site	Portal, Embedded	All hits
Video Name	DCSext.vp_video	First Look at IE8, Chat with the CIO	Event
Video Events	DCSext.vp_evt	play – Video Play complete – Video Completion rate – Video Rating digg – Video Dugg email – Video Emailed sref – Site Referral eref – Embed Referral	Event

Video Rating	DCSext.vp_rating	4	Event
Referring Videos	DCSext.vp_refvideo	Microsoft CRM, Kameo	META
Top Level Video Category (content group)	WT.cg_n	Products, Solutions	Event
Second Level Video Category (sub-content group)	WT.cg_s	MSN, Windows, Careers	Event
Visitor Segment	WT.seg_1	Logged In, Not Logged In	All hits
Onsite Search Term	WT.oss	Top Gun, Bill Gates	META
Onsite Search Found/Not Found	WT.oss_r	0 – not found 1 – found	META
Silverlight Install Identifier	DCSext.vp_sli	Portal, Embedded	Event

Reports

The following represents a sample monthly report from Showcase used to assess site metrics and effectiveness as well as individual video performance:

Video	Currently Monthly Rank	Video Play	% Video Play	Video Complete	% Video Complete	Avg. Video Rating	Video Diggs	Video Emailed	Site Referrals	Embedded Referrals	Visits	Video del.icio.us	Video Blog This	Video Facebook	Video Dim Lights	Video Twitter	Video Overlay Referral	
1																		
2	Top Templates with Doug and Ron: PowerPoint Slide	1	9642	5.98%	2112	21.90%	0	0	19	443	26	8910	1	2	2	29	0	29
3	Top Templates with Doug and Ron: Business Cards	2	6849	4.25%	1821	26.59%	3	0	17	563	37	6273	1	1	1	22	0	32
4	Microsoft Office Real Life Tools - Work From Home	3	5336	3.31%	4179	78.32%	0	0	30	231	0	4744	0	0	3	41	0	29
5	Building Solutions on SharePoint	4	4669	2.89%	139	2.98%	0	0	54	185	246	4216	0	1	2	168	1	55
6	See What's New in Microsoft Outlook 2010	5	4331	2.68%	1423	32.86%	0	0	10	336	735	4337	0	0	0	39	0	7
7	Getting Started with Silverlight Development	6	3424	2.12%	454	13.26%	0	1	50	290	0	3125	0	0	0	47	2	14
8	Demo: Burn a CD or DVD	7	3009	1.87%	1599	53.14%	0	0	44	133	0	2702	0	0	0	20	0	3
9	Office Casual: How to improve your PowerPoint with	8	2596	1.61%	787	30.32%	0	0	22	166	155	2325	3	0	3	4	0	15
10	See What's New in Microsoft Office Mobile 2010	9	2351	1.46%	629	26.75%	0	0	2	270	70	2240	0	0	0	29	1	14
11	See What's New in Microsoft OneNote 2010	10	2296	1.42%	745	32.45%	0	0	6	118	18	2125	0	0	1	34	0	11
12	Microsoft LifeCam Cinema?c	11	2228	1.38%	1205	54.08%	0	0	15	80	44	1986	0	0	1	25	0	7
13	See What's New in Microsoft Excel 2010	12	2146	1.33%	540	25.16%	0	0	11	114	25	1931	0	0	0	21	0	5
14	See What's New in Microsoft Word 2010	13	1826	1.13%	376	20.59%	0	0	6	270	42	1779	0	0	1	19	0	3
15	My Idea TV Commercial - Collaboration	14	1821	1.13%	1009	55.41%	0	1	9	149	344	1877	1	7	0	45	0	16
16	Top Templates with Doug and Ron: Gift Certificate in	15	1786	1.11%	287	16.07%	0	0	5	67	11	1637	0	0	0	1	0	3
17	Product Activation in Windows 7	16	1730	1.07%	482	27.86%	0	0	6	54	234	1654	0	0	0	17	0	19
18	Office Casual: How I use Office Live Workspace	17	1705	1.06%	596	34.96%	0	0	13	66	1	1539	0	0	1	17	1	0
19	Expression Studio 3 Overview Video	18	1665	1.03%	228	13.69%	0	1	9	67	227	1543	0	0	1	28	1	5
20	Re-Sync Microsoft Wireless Mouse	19	1609	1.00%	997	61.96%	0	0	4	46	0	1460	0	0	0	1	0	1
21	Microsoft Chicago Data Center Container Bay	20	1576	0.98%	1097	69.61%	1	0	13	37	956	1699	0	0	3	14	3	17
22	See What's New in Microsoft Access 2010	21	1448	0.90%	595	41.09%	0	0	7	86	210	1413	0	0	0	4	0	1
23	My Idea TV Commercial: Angela's No Worries	22	1349	0.84%	665	49.30%	0	0	8	64	5	1180	0	0	0	7	0	16
24	Office Casual: How to get your resume noticed	23	1240	0.77%	442	35.65%	0	0	38	74	56	1212	0	0	0	13	0	4
25	Office Casual: How to know what day it is with a free	24	1138	0.71%	279	24.52%	0	1	25	81	0	1072	1	0	0	6	0	1
26	See What's New in Microsoft Web Applications 2010	25	1087	0.67%	229	21.07%	0	0	3	71	185	1057	0	0	0	11	0	11
27	See What's New in Microsoft PowerPoint 2010	26	1075	0.67%	374	34.79%	0	0	2	85	68	1036	0	0	0	22	0	1
28	See What's New in Microsoft SharePoint Workspace	27	1057	0.66%	318	30.09%	0	0	3	56	12	967	0	0	0	10	0	3
29	See What's New in Microsoft Office 2010	28	931	0.58%	339	36.41%	0	0	2	74	334	988	0	1	1	9	0	6
30	Go Further	29	923	0.57%	109	11.81%	0	0	2	18	18	835	0	0	2	7	0	1
31	Office 2010	30	901	0.56%	391	43.40%	0	0	2	50	0	834	0	0	2	3	0	5
32	Expression SketchFlow	31	853	0.53%	238	27.90%	0	0	0	69	309	856	0	0	0	13	0	1
33	My Idea TV Commercial: Woody's Parental Controls	32	839	0.52%	524	62.46%	5	0	5	54	0	782	0	0	1	5	0	1
34	My Idea TV Commercial: Summer's Secure PC	33	815	0.51%	479	58.77%	5	1	12	48	431	950	0	0	6	21	1	6
35	Silverlight presents The Visual Kitchen	34	786	0.49%	382	48.60%	0	0	1	59	0	663	0	0	0	19	0	5
36	LifeCam Cinema?c Comparison Video	35	750	0.47%	420	56.00%	0	0	0	23	0	629	0	0	2	13	0	1
37	How to Set Up a Key Management Service in an Ente	36	745	0.46%	96	12.89%	0	0	15	16	0	653	0	0	0	17	0	2
38	Seal of Approval TV Commercial: Sophie :30	37	738	0.46%	504	68.29%	0	0	8	97	0	700	0	0	0	9	0	2
38	Example of DirectCompute for Next Generation Gam	38	709	0.44%	355	50.07%	0	0	0	43	0	667	0	0	0	12	0	8
40	Microsoft Generation 4 Data Centers	39	678	0.42%	269	39.68%	0	0	14	21	33	563	0	0	3	8	0	9

Monthly Showcase WebTrends reports can be found [here](#). Report data will show you:

- Monthly rank
- Video plays
- % Video play
- % Video complete
- Average video rating
- Video Diggs
- Video emailed
- Site referrals
- Embedded referrals
- Visits

- Video del.icio.us
- Video Facebook
- Video Twitter
- Video dim lights
- Video overlay referral

Additionally, using adCenter Ad Intelligence reporting, you can glean performance information about:

- Keyword Effectiveness (associations, popularity, traffic spikes, etc.).
- Traffic (daily, monthly, content impressions).
- Demographic performance (by age, gender and location).
- Monetization Pricing (paid search and KPI content).
- KPIs (by business category and vertical).

Microsoft Examples

The following are examples and case studies of Microsoft online video projects:

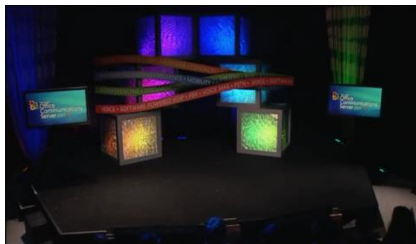


Small Business Summit: The Small Business Summit is a live virtual video event produced by the US-Integrated Marketing Programs and MS Studios. [Kory to develop this case study after Jan. 5]

Problem:

Solution:

Result:



Office Communication Server Launch: This virtual launch event let Microsoft talk with business partners worldwide utilizing a consistent, targeted and affordable approach.

Problem:

Solution:

Result:



Doug Thomas How To's for Office: Doug has been creating some great How To information for Microsoft customers. Click on the [video](#) to watch a demonstration of how he produces these videos.

Problem:

Solution:

Result:



Eric Havar for Surface: Eric meets with new application developers for the Surface platform and interviews them to show off new tools, features and technologies.

Problem:

Solution:

Result:

Links to Market and Industry Data and Analysis

The following research, articles and analysis are provided to help marketers learn more about industry-wide trends in online media usage and to better create and prepare online media campaigns.

Title	Summary
Content in the Digital Home	The next generation of digital content is adopting advances in search and navigation, as well as restrictive measures such as digital rights management (DRM) to protect content and emerging advertising schemes, in order to minimize online piracy and make sure content creators get paid.
Creating Video for the Web	E-Book: why be just a mediocre video maker, when with the right techniques and a few inexpensive tools, you can be a great one?
A Shift in User Video-Generation Behavior	Consumers are changing the way they generate video content, migrating from long-form video on digital video cameras/camcorders to short-form video on digital cameras and camera phones. Sixteen percent of online households own a digital video camera/camcorder in 2008, down from 21 percent in 2006, while digital camera ownership has remained steady at 65 percent.
Assessing Video Email Opportunities	Video in email represents new revenue opportunities and click-through optimization for email marketers. A July 2008 Jupiter Research/ClickZ survey of 286 email marketing executives found that 17% of the respondents were planning on using video in email within the next 12 months; however, marketers must not ignore implementing core best practices such as testing. Interviews with marketing executives reveal that using compressed video without sound, animated gifs, and clickable screen shots of videos can increase click-through rates by two to three times. Emerging certified video email delivery mechanisms also present new revenue opportunities for publishers seeking to increase their pre-roll video ad inventory.
Best Practices in Online Video Across Industries	Today, 71% of the US online audience watches video on the Internet, and the number of streams consumed should more than double by 2013. An explosion of video content from users, professional studios, and marketers is driving this growth. In this second report in our video strategy series, Forrester has identified the best and worst practices in online video across industries.
Web Video Best Practices	Online Videos can truly differentiate your products and services from the competition because Google, Yahoo! and MSN give videos top ranking. In addition, visitors stay on a web page with video content over 50% longer than pages without video. With today's video recording and screen capture technology, it's easier than even to make and syndicate videos. Here are some tips for creating and distributing professional quality videos.
Building TV Communities Online	From consumer product goods to political candidates, everyone seems focused on trying to build communities online. With some of the most passionate fans, TV brands are in a perfect position to tap into the energy of their bases and build communities online. Forrester outlines the four primary types of TV communities that exist — TV aggregators, video portals, social networks, and branded destinations — and details how to succeed in building each.
Designing for Video Engagement on	In this case study, we describe the design and execution of a video marketing campaign on Facebook. We present concrete recommendations for effective video persuasion design,

Social Networks: A Video Marketing Case Study	<p>focusing on a new kind of video player presentation, as well as one specific environment in which video content can be placed, seeded, and distributed. We present a number of findings that support our design recommendations. Finally, we acknowledge and discuss the limitations in our case study approach.</p>
Five Rules to Drive Video Traffic	<p>Today, 71% of the online audience already watches Internet video, and the number of streams consumed should more than double by 2013. An explosion of video content from users, professional studios, and marketers is driving this growth. To help organizations break through all the clutter, Forrester has identified five rules that will drive traffic to videos.</p>
Online Video: Making Content Pay	<p>Online video has reached mass-market status in the US media landscape. Television networks, film studios, independent content owners, Web portals, social media sites, technology providers, online stores, brand marketers and consumers are shaping this Internet video revolution. They are forging new paradigms in how digital content is created, distributed, consumed and monetized.</p>
Video Content: Harnessing a Mass Audience	<p>Online video content has come a long way. A few years ago, video was taking its first baby steps online, with content owners unsure how, or if, they would be able to monetize their digital assets.</p>
Video Advertising Online: Spending and Pricing	<p>The frequently asked questions swirling around US Internet video advertising can be funneled into two main streams: One, why has online video ad spending not grown as swiftly as predicted? And two, when will online video advertising take off? In fact, this year's 55.9% increase is a key indicator of the parallel growth of video ads and the kind of trusted video content, such as sports, to support it.</p>
Video Usage in E-Commerce: The Best is Yet to Come	<p>Online retail video brings products to life in a way that static images and text can never do. Frequently a product video provides the final push a consumer needs to make a purchase. No wonder, then, that the number of individuals who watch retail videos has grown by 40% in the past year.</p>
Best Practices: Online and High Definition Video Advertising	<p>This document outlines a number of demonstrated tips and best practices in the field of online video advertising. It's structured to zero-in on two issues most pressing to creative agencies: Production Issues in online video advertising and Creative Issues in online video advertising. Our hope is that this white paper will help streamline the process of building web video, and will offer useful tips and insights for the entire process, from conception to execution.</p>
Get Serious About Informal Learning	<p>Formal learning works for 20% of learning needs, while informal learning handles the other 80%. In the past, informal learning was turning to ask your teammate a question. Today, the rise of Web 2.0 technologies and social media — and a growing cadre of Millennial workers — bring both the means and the will to expand informal learning to the company scale. As an information and knowledge management (I&KM) pro, the time is right to harness informal learning approaches like targeted job related content, internal YouTube-type video clips, and employee-generated wikis. This report describes the informal learning approaches of BT (formerly British Telecom), Intel, and Nike and describes how these innovative firms have made informal learning part of their learning programs.</p>
Business Case Development Guidelines	<p>A sound business case is an essential building block of any sound business plan. In addition to the costs and benefits associated with the investment proposal, good business cases will also provide the recipient with the context on business environment, and evidence to provide a sense of comfort that all areas were considered.</p>

Camtasia Video Guidelines	This document has been developed to support the creation of video using Techsmith Camtasia 6.0.2. The stated specifications have been identified as appropriate for video to be uploaded for conversion to smooth streaming.
Ad Submission Guidelines	Submit all advertising elements, third party (rich media included) tags and URLs to your Microsoft Account Executive, Account Manager or Technical Account Manager.
Consumer Internet Video Survey Results: Premium Content Finds the Spotlight	This study presents results from IDC's 2009 <i>Consumer Internet Video Survey</i> . Included in this study are results pertaining to Internet video use in the United States. Specific topics include online movie usage, online TV show usage, acquisition and purchase options of premium content, and specific Netflix usage and interest among respondents. The survey was conducted entirely online in March 2009 with respondents aged 13 and up.
Consumer Internet Video Survey Results: Internet Video Services and Home Networking	IDC's 2009 <i>Consumer Internet Video Survey</i> gives hope to the notion that consumers will be willing to engage in a wide variety of revenue schemes for supporting online video, particularly premium content such as TV shows and full-length movies. Home network owners who subscribe to broadband at home have early mainstream characteristics and indicate a direction for consumer technology markets.
Demoing 101	So, you want, or need, to do a demo. You might think that you know exactly what needs to be done, and how to proceed, but chances are that you don't. Over the last few years it has become increasingly obvious to me that there are fewer and fewer people in the company that appear to understand, or even appreciate, the power of a <i>great</i> demo, much less how to give one.
U.S. Internet Video 2008–2012 Forecast and Analysis: Revenue Boom or Bust? Or Something in Between?	This IDC study examines the growth of the consumer Internet video market in the United States. The study focuses on the key drivers and inhibitors of consumer consumption, the different types of online video, and the associated business models. This study forecasts revenue generated by online video by content type (UGC, music videos, movie trailers, TV shows, and movies) and business model (ad-supported, a la carte purchases, subscription, and rental).
Know Your Online Video Audience	It's time to advertise in online video. Today's online video viewers are active broadband consumers who make valuable advertising targets. But not all online video viewers are created equal: Varied types of content have distinctly different audiences. To market via online video, advertisers should create ad campaigns that match online video-viewing audiences, map online video-viewing behaviors to business goals, use both paid search and ads to help leverage video content, and be willing to experiment with portable video.
Leveraging the YouTube Effect	Online video ad spending in the US will grow from \$251 million in 2005 to \$1.3 billion in 2011. Although TV-style in-stream ads will generate more advertiser interest than video banners, most marketers pay for video ads from their online ad budgets, rather than their TV ad budgets.
Microsoft Channel 9 Study	Customer satisfaction report from 2009.
Mobile Content: Smart Strategies in a Slowdown	Mobile content will not suffer a meltdown as a result of the current economic slowdown, according to a new Forrester survey. Overall, just 6% of US online consumers expect to reduce their spending on mobile products such as ring tones, games, music, and other applications over the next year. Product strategy professionals must continue to offer

	compelling content in these categories while devoting some effort toward emerging content such as video.
Case Study: The Weather Channel Pushes Mobile As A Developed Media Outlet	US media company The Weather Channel has a mobile strategy that is based on an understanding of the cell phone as an additional media channel that can reach its audience. Mobile complements its cable and satellite TV, radio, and online channels. The Weather Channel makes its mobile offerings available to a wide audience through SMS, WAP, the mobile Web, mobile video, and mobile applications. The formatted-for-mobile videos that it produces each day create a rich media experience for anyone who subscribes to the service. The result is a successful attempt at delivering its media brand to the third screen in consumers' lives.
Monetizing Video in Social Networks	Social network users are moving beyond just looking at profile pages and are actively engaging with video. To monetize video content on social networks, media product strategists must understand the four distinct video behaviors that are emerging as well the key target audiences. They must also move beyond advertising-only revenue streams and explore premium accounts and affiliate opportunities for video.
Code of Best Practices in Fair Use for Online Video	This document is a code of best practices that helps creators, online providers, copyright holders, and others interested in the making of online video interpret the copyright doctrine of fair use. Fair use is the right to use copyrighted material without permission or payment under some circumstances.
Online Strategies for TV Content Providers	Television content creators and owners remain perplexed as to the right online video strategy. On one hand, they are aware that online video is a burgeoning market, one they inevitably must exploit. On the other hand, they are reluctant to release their high-value content to the web due to a variety of factors including contractual limitations, fear of piracy, and cannibalizing TV-related advertising and license revenue as well as DVD sales. Finding the right balance among these factors is imperative but very difficult to accomplish.
Consumers and Video Content	Consumer habits with regard to watching video are changing rapidly. The abilities to time and place shift video content are creating empowered consumers who increasingly look to break out of the traditional paradigms surrounding video entertainment. However, many habits and channels for entertainment are decades in the making, and this means that "old" and "new" worlds of video entertainment will continue to have a place in the vast majority of consumer homes for at least the next 10 years. This research brief examines how consumers acquire and view their video content, while also looking at usage of pay-TV, DVD, carrier video on-demand, Internet video, PVRs, and other technologies. ABI Research examines how consumers store their digital video content and how PC-based video content libraries grow over time.
PR at Microsoft	This document provides a high-level overview of PR at Microsoft. It also offers information on the roles and responsibilities of the various groups that create, manage, execute and influence Microsoft's external and internal communications.
Microsoft.com Rich Media Guidelines	The Microsoft.com Digital Marketing Platform empowers marketers across Microsoft to develop, execute and manage industry-leading online marketing experiences on Microsoft.com that drive customer awareness, engagement and demand for our products and services, and showcase our company's innovative online capabilities.
Selling Online Video: Rise of "Value-Add	Online video distribution involves the marriage of two value chains. The first, the 'content exploitation' value chain, is the process of producing, distributing and monetizing entertainment video content over online platforms. The second, the 'Internet access'

Economics”	value chain, is the technical process of physically delivering video over the open Internet, and the business models surrounding it.
The Google Video Evolution	Larry Page, co-founder of Google and president of its Products division, has announced that his company will create an online video download service. Starter content includes \$1.99 shows from CBS and games from the NBA, but Google Video will support all sorts of business models. The Google Video Store needs improvements but will further extend the online video frenzy.
U.S. Internet Video Survey Results: Consumers Understand Advertising. Does Advertising Understand Consumers?	While the online video market has matured over the past several years, it has yet to hit its stride with regard to advertising. While consumers are enthusiastically embracing online video, advertisers and content owners are not. This discrepancy means that advertising associated with online video, especially premium content, has yet to be fully understood and developed. Despite some hesitation around advertising, consumers do, for the most part, appreciate the benefits advertising brings to online video.
US Online Video Consumer Survey 2007	Online video is fast becoming a Web requirement, but many companies have started up or launched initiatives with only a superficial notion of who is watching. Knowing the real characteristics of the online video audience is key to building a successful video offering.
Online Video Contest Checklist	User-generated video contests help marketers listen to and energize users and provide them an inexpensive source of promotional video content. But contests can require significant time and money and don’t always succeed. Interactive marketers who plan to run video contests should focus first on the “three P’s” — premise, prize, and promotion — before choosing a vendor, getting executive buy-in, and working out a measurement plan. Forrester has compiled a checklist to help marketers get the most from their online video contests.
Video Interactions in Online Video Social Networks	In this article, we perform a large and representative characterization of users interacting with each other essentially via video objects. Particularly, we characterize the use of YouTube’s video response feature, which allows one user to video respond to another user’s video contribution, creating asynchronous multimedia conversations. The video response feature became a new trend in online video social network systems as a means to exchange knowledge and express ideas through video interactions. Video responses allow users to provide reviews for products or places, and to exchange their opinions about certain themes using a much richer media than simple text.
Web Analytics Marketplace	It’s been 15 years since the first Web servers generated the first traffic logs. And ever since, we’ve been trying to make sense of mysteries within. Where do our Web site visitors come from? How do they behave? Why don’t they do what we want them to do?
Who Pays for Online Content?	As the economy continues to slide into recession, advertisers are curbing spend in all channels, including online: Publishers like AOL, Yahoo!, and the New York Times Company reported a decrease in online advertising revenues in Q4 2008, although year-on-year growth still appears strong. Whether softness in online advertising is a temporary or longer-term trend is up for debate, but even the specter of slowing growth in online advertising forces publishers to look again at paid content models. Forrester forecasts that US online consumers will spend \$7.6 billion on online content in 2009, with two categories — video games and music — accounting for more than half of that spend. In most categories, only a

	<p>small percentage of consumers are doing the spending. To reach consumers who are willing to pay for content, publishers need to understand the distinctions in demographics and attitudes of buyers in each category. Consumers who pay for online video, for example, fit a typical young, male, early-adopter profile, while those who pay to access services like Angie's List and Zagats.com are slightly older and less enthusiastic about technology.</p>
World Report on Online Video	<p>Worldwide online video revenue is expected to eclipse US\$ 4.5 billion by 2012. By 2012, 39% of adults in the US are expected to have purchased or rented online video. 42.8% of US respondents to an In-Stat survey still favor physical discs with packaging when purchasing movies.</p>

ⁱ From Mashable: The Social Media Guide: <http://mashable.com/2008/12/23/how-to-create-online-video/>

ⁱⁱ Highlights from the University of Texas Web Video Guidelines: <http://www.utexas.edu/web/video/prod.php?e=0>

ⁱⁱⁱ From the Digital Photography School: <http://digital-photography-school.com/rule-of-thirds#ixzz0aO7ZKzRy>

^{iv} Highlights from the University of Texas Web Video Guidelines: <http://www.utexas.edu/web/video/prod.php?e=0>

^v General Advise & Concepts for Video Search Optimization: <http://www.reelseo.com/advice-concepts-video-search-optimization/>