

How to Create a Membership Website - Week 9 - August 15, 2011

Video Hosting Options - hosted, self hosted, download

1. Hosted
 - a. What is a hosted video?
 - b. examples -
 - i.YouTube
 - ii.Screencast.com
 - iii.Vimeo
 - iv.EZwebPlayer
 - v.VideoPress
 - c. What they do -
 - i.Generally encode the video
 1. Convert the raw file into smaller formatted versions
 2. Optimized for streaming
 3. Strips out what it doesn't deem necessary
 - ii.Provide embedding of a player
 - iii.Steam the content when requested
 - d. Some provide video tracking statistical information
 - e. Provide special features like branding, domain locking and private videos
 - f. This is "streaming" video - only delivers as much content as is currently being viewed. Can jump ahead without streaming inbetween.
2. Self Hosted
 - a. What is a self hosted video?
 - b. You host the videos on some server
 - i.Your own server
 - ii.AmazonS3
 - iii.other CDN
 - c. You provide a player to play the videos
 - i.Install the player plugin
 - ii.Configure the player plugin
 - d. Add a shortcode to include the video - the shortcode is specific to the player plugin
 - e. This is "semi-streaming". It doesn't actually stream, it simply begins the download and then starts playing once it has buffered enough
 - f. You display the raw video - without modifications
3. Download
 - a. What is a downloadable video
 - b. Videos stored on server
 - c. Videos downloaded to be watched later
 - d. You provide no plugin or player - only download link

Video Hosting Considerations

1. Quality
 - a. Playback formats

- i.YouTube
 - 1. 240
 - 2. 360
 - 3. 480
 - 4. 720
 - ii.Vimeo, VideoPress, EZwebPlayer
 - 1. standard
 - 2. HD
 - b. Degradation from encoding
 - c. Conclusion - the highest quality comes from videos that aren't encoded.
- 2. Functionality
 - a. Speed of video availability
 - b. Speed of video delivery
 - c. Bandwidth required to deliver optimal video
 - d. Impact on site speed and capacity
 - e. Ease of uploading and embedding
- 3. Visibility
 - a. Why should a video be visible?
 - i.Drive people to the site
 - ii.Build links to the site
 - b. How does video become visible?
 - i.video sharing sites
 - ii.SEO
 - iii.Video Sitemaps
 - c. Are all solutions equally visible?
 - d. How to maximize visibility
 - i.Choose a hybrid system
 - ii.Video sharing + video sitemap
- 4. Security
 - a. Why should a video be secure?
 - i.Prevent theft
 - ii.Prevent unpaid access
 - b. How can video be secure?
 - i.Encrypted secure access
 - ii.Domain Locking
- 5. Mobility
 - a. Why should videos be visible on a mobile device?
 - i.It's what people expect
 - ii.Mobile devices are increasing in popularity
 - iii.Mobile may give you competitive advantage
 - b. What prevents videos from being seen on mobile devices?
 - i.Flash -
 - ii.Video size
 - iii.Huge range of screen sizes
- 6. Cost
 - a. Storage
 - b. Delivery Bandwidth
 - c. Special features
 - d. Plugins & Players

Video Hosting Scorecard

1. Hosted Solutions

a. YouTube

i. Quality - good - especially 720

ii. Functionality

1. Easy to upload
2. Quick delivery
3. Adjustable bandwidth
4. No impact on site speed

iii. Visibility -

1. Highly visible -
2. Can't make a decent sitemap

iv. Security

1. None
2. Can embed unlisted videos from secure pages
3. URLs can be shared

v. Mobility - excellent

vi. Cost - none

b. Screencast.com

i. Quality - excellent, they don't encode videos

ii. Functionality

1. Easy to upload
2. Generally quick delivery
3. NO Adjustable bandwidth
4. No impact on site speed

iii. Visibility - none

iv. Security -

1. None
2. Can embed private videos
3. However, URLs can be shared
4. Videos can be downloaded

v. Mobility - none

vi. Cost - \$100 per year - fairly high bandwidth

c. Vimeo.com

i. Quality - good - especially HD

ii. Functionality

1. Easy to upload
2. Good speed
3. Adjustable bandwidth
4. Some impact on site speed (java script load)
5. Can rebrand

iii. Visibility

1. Highly visible -
2. Can create sitemap - with old embed code

iv. Security

1. Excellent
2. Can make videos private
3. Can use domain locking

v. Mobility - excellent - with new iframe embed code

vi. Cost - \$50 to \$200 per year

1. Vimeo Plus - \$50 per year

- a. HD Video
 - b. Customize Player
 - c. Mobile Video
 - d. Private video
 - e. Domain lock
 - f. No commercial video
 - 2. Vimeo Pro - \$200 per year
 - a. All of the above + commercial video
 - b. 250,000 views per year
 - d. EZWebPlayer
 - i. Quality - poor - even with HD
 - ii. Functionality
 - 1. A bit complicated
 - 2. Adjustable bandwidth
 - 3. Some impact on site speed (java script load)
 - 4. Excellent analytic tools
 - iii. Visibility - can create sitemap
 - iv. Security - can prevent downloads
 - v. Mobility - good
 - vi. Cost - \$15 per month - no bandwidth limitations
 - e. VideoPress
 - i. Quality - acceptable
 - ii. Functionality
 - 1. Easy upload and embed
 - 2. Good speed
 - 3. Adjustable bandwidth
 - 4. No impact on site speed
 - iii. Visibility - OK, no sitemap ability
 - iv. Security - none
 - v. Mobility - none
 - vi. Cost - \$50 per year for storage - no bandwidth cost
2. Self Hosted
- a. Videos stored on shared hosting
 - i. Quality - Excellent
 - ii. Functionality
 - 1. Easy
 - 2. No adjustable bandwidth - can be very slow
 - 3. Will slow down the site because of:
 - a. javascript
 - b. server resources
 - c. bandwidth throttling
 - d. Shared servers not intended to serve video
 - 4. Can be very slow
 - iii. Visibility - easy sitemap creation
 - iv. Security - none
 - v. Mobility - none
 - vi. Cost - none
 - b. Videos stored on VPS Hosting
 - i. Quality - Excellent
 - ii. Functionality - same as above except that server resources are likely to be higher and delivery not so slow

- iii. Visibility - easy sitemap creation
 - iv. Security - none
 - v. Mobility - none
 - vi. Cost - can impact bandwidth limitations
 - c. Videos stored on Amazon S3
 - i. Quality - Excellent
 - ii. Functionality
 - 1. reasonably easy to upload and embed
 - 2. high bandwidth delivery - speed only limited by the recipient bandwidth
 - 3. Does not affect server performance
 - 4. Does require java script load - slows site
 - iii. Visibility - easy sitemap creation
 - iv. Security - high (with S3FlowShield player)
 - v. Mobility - none
 - vi. Cost - quite low - pay for storage and bandwidth, but very cheap.
- 3. Downloadable
 - a. Quality - Excellent
 - b. Functionality - simple
 - c. Visibility - none
 - d. Security - possible using encrypted download links
 - e. Mobility - none
 - f. Cost - none - do it from a shared hosting account.

Rick's Suggested System

- 1. Criteria
 - a. Perfect HD quality
 - b. Maximum Security
 - c. High Visibility
 - d. Perfect Mobility
- 2. Hybrid Hosted/Self Hosted system
 - a. Hosted - for mobile video & public video
 - i. Vimeo Pro (Vimeo Plus)
 - ii. Always serve Vimeo version for Mobile devices
 - iii. Always serve Vimeo version with old embed code for public videos
 - 1. This allows sitemap creation
 - 2. This allows public sharing on vimeo
 - b. Hosted for promotional videos
 - i. YouTube
 - ii. All public videos should be hosted on YouTube (but not embedded in your site)
 - c. Self Hosted for secure videos
 - i. Amazon S3 - don't make the folder public!
 - ii. S3FlowShield player
 - iii. Serve this for all non-mobile private videos

Set Up Amazon S3

- 1. Set up an account
 - a. Go to amazon.com/s3

- b. Fill out the forms
 - i. if you have an existing amazon account you can use it.
 - c. Account activation
 - 2. Amazon emails - from Amazon Web Services
 - a. Amazon Simple Storage Service Sign-Up Confirmation
 - b. Welcome to Amazon Web Services
 - 3. Create Security Credentials
 - a. Access Keys
 - b. Access Key ID
 - c. Secret Access Key
 - d. To find this again - Account -> Security Credentials
 - 4. Create a bucket
 - a. What's a bucket? - a file cabinet
 - i. stores folders
 - ii. stores files
 - b. Naming best practices
 - i. Name of your site
 - ii. dot - an identifier
 - 5. Add a folder to the bucket
 - 6. Upload a video to the bucket
 - a. File naming
 - i. it becomes a URL
 - ii. no spaces
 - iii. no special characters
 - b. Check permissions
 - i. open/download - this ability gives complete access
 - ii. view permissions
 - iii. edit permissions
 - c. Types of users
 - i. everyone
 - ii. authenticated user
 - iii. Me
 - d. If it's private - no additional permissions
 - e. If it's public
 - i. everyone
 - ii. open/download
 - 7. Identify the file URL

Secure Delivery of Videos Hosted on Amazon S3

- 1. Download and install S3FlowShield
- 2. General settings
 - a. Plugin Registration Key:
 - b. Amazon AWS Key:
 - c. Amazon AWS Secret:
 - d. S3 Bucket Name:
 - e. Use Bucket CNAME?
 - f. Use Authenticated URL?
 - g. URL Expiration Time:
 - h. File Anchor Text:
 - i. Alternate Feed Text:

3. Player Options
 - a. Player Display Mode:
 - b. Allow Ratings & View Count?
 - c. Auto Play?
 - d. Display Control Bar?
 - e. Allow Full Screen?
 - f. Video Scaling Mode
 - g. Default Player Volume
 - h. Display Time?
 - i. Player Buffer Length:
 - j. Embedded Video Width:
 - k. Embedded Video Height:
 - l. Overlay Video Width:
 - m. Overlay Video Height:
 - n. Overlay Border:
 - o. Overlay Close Button:
 - p. Background Image:
 - q. Background Image Position
 - r. Click to Play Message:
 - s. Commercial Player Options
4. Video Sitemap Options
 - a. Activate Video Sitemaps?
 - b. Sitemap Name
 - c. Family Friendly?
 - d. Default Thumbnail:
 - e. Ping Frequency:
5. Advanced Options
 - a. Required Flash Version:
 - b. Free Player URL:
 - c. Commercial Player URL:
 - d. Player JavaScript URL:
 - e. Plugin Debug Mode:
6. Documentation