

# 3 Types of Video Delivery

- ❖ Hosted
- ❖ Self Hosted
- ❖ Downloadable only

# Hosted Videos

- ❖ You create a video – I recommend .mp4
- ❖ You upload that video to a hosting service
  - YouTube
  - Screencast.com
  - Vimeo
  - EZwebPlayer
  - VideoPress

# Hosted Videos

- ❖ Your video hosting service will “encode” the video
  - Convert raw video into smaller formatted versions
  - Optimize for streaming
  - Optimize for download speed
- ❖ Provide embedding of a player
- ❖ Stream the content

# Hosted Videos

- ❖ May provide special features
  - Statistics
  - Branding
  - Security
- ❖ This is true “streaming” video – it only delivers as much content as requested.

# Self Hosted Videos

- ❖ You create a video – I recommend .mp4
- ❖ You upload that video to a server
  - Your own hosting account
  - Amazon S3
  - Some other CDN

# Self Hosted Videos

- ❖ You place a player on your site
  - Install a plugin player
  - Configure the plugin
- ❖ Place player code on a page – generally a shortcode
- ❖ Raw video is displayed without modifications
- ❖ This isn't "streaming" all of the content is downloaded

# Downloadable Videos

- ❖ You Create the video
- ❖ You store it on a server
- ❖ You provide a download link
- ❖ All video viewing is handled by the user's computer

# Playback Quality

- ❖ Playback formats
- ❖ Degradation from encoding
- ❖ Start and stop from bandwidth limitations
- ❖ Full Screen viewing



# Functionality

- ❖ Speed of Video Start
- ❖ Speed of Video Delivery
- ❖ Bandwidth Required to deliver optimal video
- ❖ Impact on Site Speed and server capacity
- ❖ Ease of Uploading and embedding

# Visibility

- ❖ Why should a video be visible?
- ❖ What makes a video visible?
- ❖ Are all solutions equally visible?
- ❖ Optimum solution – video sharing + video sitemap

# Security

- ❖ Why should a video be secure?
- ❖ How can a video be secure?
  - Encrypted access
  - Undiscoverable
  - Domain locking

# Mobility

- ❖ Why should a video be visible on a mobile device?
- ❖ What prevents videos from being displayed on a mobile device?
  - Flash
  - Video size
  - Wide range of screen sizes and resolutions

### Cost

- ❖ Storage
- ❖ Delivery Bandwidth
- ❖ Special Features
- ❖ Plugins and Players

## Criteria

- ❖ Perfect HD Quality
- ❖ Maximum Security
- ❖ High Visibility
- ❖ Perfect Mobility

## Hybrid System – Hosted & Self Hosted

- ❖ Hosted – for mobile video & public video
  - ✓ Vimeo Pro (Vimeo Plus)
  - ✓ Always serve Vimeo version for mobile devices
  - ✓ For public videos use old Vimeo embed code
    1. This allows sitemap creation
    2. This also allows public sharing of videos

## Hybrid System – Hosted & Self Hosted

- ❖ Hosted – for promotional videos
  - ✓ Vimeo Pro (Vimeo Plus)
  - ✓ YouTube
  - ✓ All public vides should be hosted on YouTube
    - however, don't use the YouTube embed on your site



## Hybrid System – Hosted & Self Hosted

- ❖ Self Hosted – for secure HD videos
  - ✓ Amazon S3 for hosting – keep videos private
  - ✓ S3FlowShield player plugin
  - ✓ Serve all non-mobile, private videos this way

# Create an Amazon account

- ❖ Go to [amazon.com/s3/](https://amazon.com/s3/)
- ❖ Use an existing Amazon account
- ❖ Create a new account

## Create an Amazon account

**amazon web services™**

Amazon Simple Storage Service Sign Up

CREATE ACCOUNT    PAYMENT METHOD    CONFIRMATION

**Activating your account...**

We are in the process of activating your account so that you can begin using Amazon Simple Storage Service (S3).

We will notify you by e-mail at **rick@byobwebsite.com** once the activation is complete. You will then be able to begin using Amazon S3. For most customers, this process only takes a couple of minutes.

**Add Remaining AWS Infrastructure Services to Your Account**

Add all remaining AWS Infrastructure Services to your account. There is no fee for signing up and you will only be charged for what you use.

[Add Now](#)

[Show all AWS Infrastructure Services](#)

**Start Exploring Amazon S3**

- Service Details
- Detailed Service Pricing
- Documentation
- FAQs
- Discussion Forums

**Sign Up For AWS Premium Support**

AWS Premium Support is a one-on-one, fast response support channel to help you build and run applications on AWS. With pay-by-the-month pricing and an unlimited number of support cases, you are not constrained by long-term support contracts or limited support privileges.

[Sign Up Now](#) > [Learn more](#)

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## Security Credentials

### Access Credentials

There are three types of access credentials used to authenticate your requests to AWS services: (a) access keys, (b) X.509 certificates, and (c) key pairs. Each access credential type is explained below.

 **Access Keys**  X.509 Certificates  Key Pairs

Use access keys to make secure REST or Query protocol requests to any AWS service API. We create one for you when your account is created — see your access key below.

**Your Access Keys**

| Created         | Access Key ID       | Secret Access Key    | Status                                 |
|-----------------|---------------------|----------------------|--|
| August 15, 2011 | AKIAINENCOQ3OYKMHJA | <a href="#">Show</a> | Active <a href="#">(Make Inactive)</a> |

[Create a new Access Key](#)

For your protection, you should never share your secret access keys with anyone. In addition, industry best practice recommends frequent key rotation.

[Learn more about Access Keys](#)

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**Secret Access Key**  
V3+XZx8giazIYCXSrCnVL2LTMkIP5X0+YsZ8tWHe

### Sign-In Credentials

## Find Your Security Credentials



[Sign in to the AWS Management Console](#) | [Create an AWS Account](#) | [English](#)

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- [Account](#)

### Your Account

- Account Activity**  
View current charges and account activity, by service and usage type.
- AWS Identity and Access Management**  
Create multiple Users and manage the permissions for each of these Users within your AWS Account.
- Consolidated Billing**  
Sign up to receive one bill for multiple AWS accounts, and add or remove accounts from your bill.
- DevPay Activity**  
View revenue and costs for your manageable Amazon DevPay products.
- Manage Your Account**  
View the services you are signed up for, add new services or cancel your services.

### AWS Management Console

Access and manage Amazon Web Services through a point-and-click, web-based user interface. [Get more info.](#)

Sign in to the AWS Management Console:

Save this as your default console

- Account**
- Account Activity

### Security Credentials

Welcome Rick Anderson | [Sign Out](#)  
Account Number 4016-4115-1834