



# 5 Keys to Success with Internet TV

Whitepaper

- ▶ Internet TV has moved into the mainstream. According to the Pew Internet & American Life Project, 57 percent<sup>1</sup> of Internet users watch video online, and among users age 18-29, that number jumps to 74 percent. If you're building a web media property either as your primary focus or as part of a multiplatform initiative, you need an online video strategy to stay competitive.

## Introduction

Video draws audiences, keeps them engaged in your site, creates more repeat visits, and generates viral pass-along behavior in ways that text content can't. Moreover, incorporating video into your site opens a whole new category of advertising opportunities that command a significantly higher CPM than traditional banner and text ads.

Adding video to your site is technically straightforward with an Internet TV platform like Brightcove. But getting all the return possible out of your video efforts requires a strategy that leverages the technology effectively.

This white paper describes the five strategic pillars for successfully integrating video into your site:

- Create Context
- Encourage Snacking
- Produce for the Medium
- Use Viral Distribution
- Monetize Your Audience

The sections below include practical information on how to apply these ideas to your own site.



## Create Context

The Web supports both short-form video in the page and long-form video that can be viewed as a full-screen, broadcast-quality experience. Today, short-form video clips drive the most traffic and lay the groundwork for long-form content, so it's the key place to start building your strategy.

When it comes to deploying video clips, it's important to create context. Video clips work better when there is some context for the video in the page.

### You can create context in many ways:

- Integrate the video into an article about the same topic.
- Put the video on pages that include descriptive content.
- Allow comments and ratings so users can create their own context about the video.
- Publish the video and brief accompanying text on a blog.
- Link to the video from pages with other related content.

The screenshot shows the Wall Street Journal website layout. On the left, there are sections for 'PERSONAL JOURNAL', 'PERSONAL FINANCE', and 'LEISURE'. The main content area features a video player for 'Leopard is Faster, Easier Than...' with a progress bar and controls. To the right of the video player, there are 'ONLINE EXCLUSIVES' and 'VIDEO CENTER' sections. The 'VIDEO CENTER' section includes a video player for 'Cigna CEO on SCHIP Showdown' and a list of other video offerings.

Through our work with Brightcove customers, we've seen that integrating video directly into the context of a site, rather than simply creating a video section, has a strong positive impact on video views.

There are many reasons why context is important. First, viewers generally enter a page by reading something. The closer the Play experience is to the initiating page, the more likely the viewers will click Play.

Because video clips are short, they often tell only part of the story. The rest of the context is created by text around the video or by viewers' knowledge of the subject matter and characters. Putting video into the context of the page helps give it meaning.

The other value of creating context around video is that it helps with search engine optimization (SEO). Today's major search engines do a much better job indexing text than they do video. If the text around your video is smart, it will help get the entire page—including the video within it—ranked higher.

The screenshot shows the Wall Street Journal home page. The main content area features a large video player for 'Cigna CEO on SCHIP Showdown' with a progress bar and controls. To the right of the video player, there is a list of other video offerings, including 'Geopolitics Affecting Oil Concerns', 'Disney Plans Theme-Park Overhaul', 'Seagate CEO Discusses Earnings', and 'TD.6 The Dot Org Blues'. The page also includes navigation tabs for 'News/Analysis', 'Pursuits', 'Opinion', 'Republican Debate', and 'Most Popular'.

The Wall Street Journal home page incorporates a video player directly into the context of the page and also links out to other videos.

## Encourage Snacking

Viewers like to snack on web content. They read a bit here and a bit there. They watch short videos in succession. To take advantage of this behavior, design your site to encourage snacking.

There are several ways to encourage snacking, but they all involve displaying related videos around the main video. For example, if your video gives a sneak peak at luxury kitchens, offer some related options around it—videos on kitchen renovations, high-end appliances, or other topics that might interest viewers.

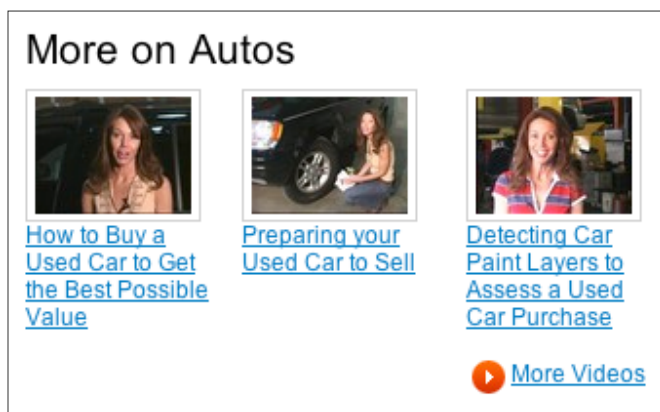
**You can place related video links in a number of ways:**

- Provide a lineup of videos that you construct on the same topic.
- Use bumpers and overlays in the videos to prompt viewing of other content.
- List the most-watched videos, newest videos, and so on to help viewers find videos of interest.

As you plan your page and player designs, be sure to think about ways to display related videos. Also, think about how you group videos. The right groupings and the right lineups will help drive more views.

One approach is to group your videos around multiple topics. This lets you display videos in playlists with related content; one video may show up in several playlists if it's contextually relevant to different areas of your site.

Using analytic data about your videos can also help you learn what viewers are watching and for how long. This will help you organize playlists and prioritize the videos you present.



About.com offers a variety of related video links around this video, including more information on used cars and a list of top channels.

## Produce for the Medium

Although you should produce content your audience enjoys, that's not enough. The Web is a unique medium, and as such, it shapes what content works well. To have successful Internet TV content, you need to produce for the medium.

There are several elements to this. The Web supports both short- and long-form content, but short-form content is the initial driver of user behavior. According to comScore, the average length of an Internet video stream is 2.6 minutes. This short timeframe affects the narrative. Your storytelling must be tighter and faster. Catching viewers early and drawing them in is key.

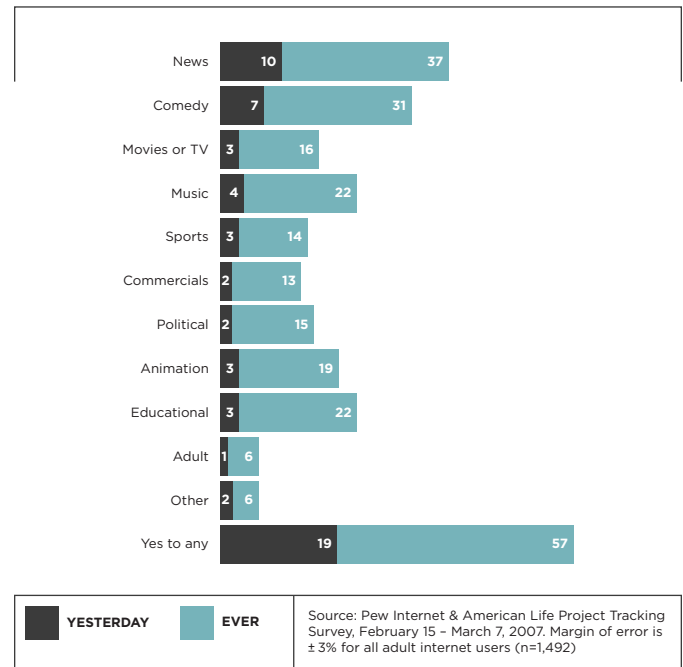
Not all genres are equal. Partly because of the popularity of shorter-length content, we see fewer videos providing fictional narrative and drama; instead, many are newsclips, paparazzi video, music videos, individual personalities, short interviews, and funny shorts including outtakes. This is consistent with a recent Pew/Internet study, which found that the most popular genres online as reported by users were news and comedy or humorous videos.

Because of the lean-in experience of the Web and the intimacy of video, personality can be a factor in driving content. Web viewers like to feel a connection with the person they're watching, so, stylistically, content that's delivered directly into the camera with strong personality can be very effective.

According to comScore, the average length of an Internet video stream is 2.6 minutes.

### Video: What they're watching

Percentage of adult internet users



## Use Internet Distribution

Undoubtedly you'll use a variety of strategies to build an audience at your web site. As you add video, one of the new strategies you'll be able to adopt is Internet video distribution. There are a variety of Internet distribution strategies, and you'll want to choose the ones that make the most sense for your content.

The two most popular strategies are managed syndication and viral video sharing. Managed syndication is the process of creating specific affiliate relationships with other websites and syndicating your video to those sites. With a managed syndication relationship you can choose to have a deeper economic or business relationship with the sites that are incorporating your content.

The second major Internet distribution strategy is viral video. Unlike text content, consumers share video content. They post it in profile pages on social networking sites, email it to friends, and blog about it.

Handled correctly, the viral distribution of video is a great way to build awareness for your content and draw users to your site. To reinforce your brand, you can place a logo overlay in the video with a link back to your site, or you can use a viral player with branding and links to your site. Along with generating traffic, you're generating brand awareness.

Not all of your videos have to be released for viral distribution; you may want to keep some of them only on your site. The question, then, is how to make sure some of your video goes viral and carries your brand and message across the Internet.

Dynamic Logic conducted a study of what makes video go viral, and developed an acronym (LEGS) that's a great guide to creating viral video:

- **Laugh-Out-Loud Funny** - Videos that are laugh-out-loud funny get passed along to friends.
- **Edgy** - Content that crosses some boundaries and challenges people gets good pass-along.
- **Gripping** - If the video captures your attention and holds it for the duration, it's more likely that it will get passed along to friends.
- **Sexual** - Content with some non-pornographic sexual angle to it tends to go viral.

The videos that get the widest viral distribution have these characteristics, but even with only one or two you'll get more distribution than if the video does not have any of these elements. In niche markets, you'll also see interest from fans and bloggers who may be motivated specifically by the topic.

The screenshot shows the MusicBox website interface. At the top left is the MusicBox logo. Below it is a video player showing a man singing into a microphone. To the right of the video player is a 'Get Embed Code' section with a text area containing HTML code for embedding the video. Below the video player is a progress bar and playback controls. To the right of the video player is a list of recommended videos with 'PLAY' buttons. The videos listed are: Fuel 'Wasted Time' (4min 10sec), Coheed and Cambria 'The Running Free' (4min 12sec), Bruce Springsteen 'Radio Nowhere' (3min 14sec), and Editors 'An End Has A Start' (3min 44sec). Below the video player is a 'YOU ARE WATCHING' section with the title 'Editors "An End Has A Start"' and the website 'www.editorsus.com'. At the bottom left is a 'Rate It' section with five stars and a 'REVIEW IT' button. At the bottom right is a 'What's in your digital world?' section with a 'Start Here' button.

By letting visitors distribute video, Sony BMG has extended its reach, as well as its content and brand awareness.

## Monetize Your Audience

Video may be purely promotional for product companies that create revenue through online commerce, retail, and wholesale sales. But for media companies that rely on advertising revenue, it's key to have a strategy in place from the beginning.

The heart of your strategy should be a plan for monetizing the audience you're building at your site, not simply your video. Some companies approach video as separate or different from the rest of the site, but that approach fails to capture the full value created by video. Video helps build your audience, and the smartest strategies sell against that audience using integrated approaches across video, display, and text ads. In some cases, the mechanism that works best is a sponsorship approach that captures the unique value of a niche audience. In other cases, a CPM approach makes more sense.

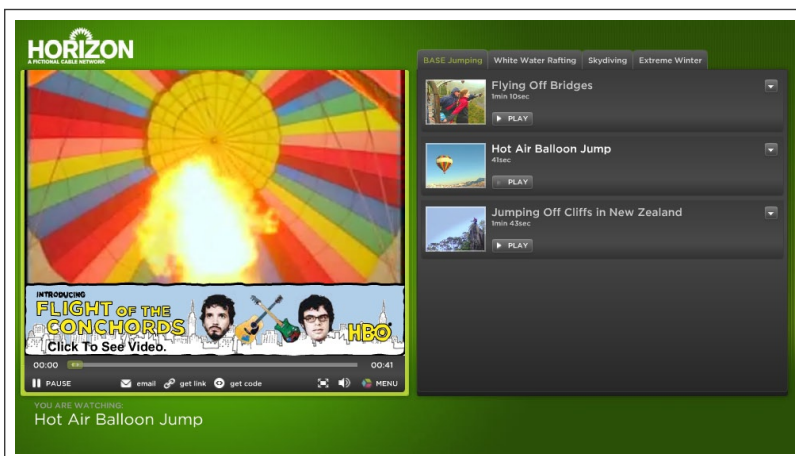
The most common video unit in the market right now is the 15-second pre-roll with a synchronized banner and a leave-behind banner, but this unit is a challenge for a lot of content.

New formats are starting to move into the mainstream, and one that holds particular promise is the lower-third overlay. This format allows for a branded rich media ad in the video stream that's significantly less intrusive than a pre-roll.

The other element in most strategies is the use of third-party networks. Because of the challenges associated with generating enough scale in an early medium, many third-party ad networks have been developed to specifically target video. These can be a useful addition to your mix and can help move remnant inventory, provide revenue to small-scale properties, and increase creative rotation.

Finally, if you have access to medium- and long-form episodic content in a high-quality, full-screen format, building a sales strategy around that content can command significantly higher CPMs through sponsorship models that aren't available for contextual content.

When it comes to advertising strategies, no single approach fits all content. Different audiences and genres are going to command different advertising strategies to effectively generate revenue.



The lower-third overlay is one of several promising new ad formats being adopted for online video.

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## Conclusion

Video has fast become one of the most compelling aspects of online media properties. With the right strategy and the right technology, you can start using the power of video to build value in your web site.

The Brightcove Internet TV platform supports all five pillars of an online video strategy and a wide variety of approaches to implementing each pillar. Our publishing capabilities give you the freedom to customize the way you integrate video into your site. Our service integrates viral sharing and managed syndication into the platform, so you can control how your video is shared. Finally, for monetization, our platform supports a variety of cutting-edge ad formats and delivery options.

To learn more about Brightcove and how we can help you implement your online video strategy, visit our website at [www.brightcove.com](http://www.brightcove.com) or contact our sales team directly at (617) 500-4947.

<sup>1</sup> Madden, Mary. Online Video: 57% of internet users have watched video and most of them share what they find with others.

Pew Internet & American Life Project, July 25, 2007

[http://www.pewinternet.org/PPF/r/219/report\\_display.asp](http://www.pewinternet.org/PPF/r/219/report_display.asp), accessed on October 26, 2007