Just Because You Can Make a Video Doesn’t Mean You Should

JD Dillon, Axonify
Just because you make a video doesn't mean you should.
WHY
WHEN
HOW
I just think that we’re going to be in a world a few years from now where the vast majority of the content that people consume online will be video.
Netflix and YouTube Are America's Biggest Traffic Hogs
Percentage of peak period downstream traffic in North America, by application*

- Netflix: 34.9%
- YouTube: 14.0%
- Others: 25.1%
- HTTP: 8.6%
- Facebook: 3.0%
- BitTorrent: 2.8%
- iTunes: 2.8%
- Amazon Prime Instant Video: 2.6%
- MPEG: 2.7%
- SSL: 2.1%
- Hulu: 1.4%

*September 2014, fixed access only
Source: Sandvine

@JD_Dillon #FocusOnLearn
<table>
<thead>
<tr>
<th>Live (Linear)</th>
<th>On-Demand</th>
<th>Semi-Live</th>
<th>Real-Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tune-In or Miss Out</td>
<td>Watch on Own Terms</td>
<td>Tune-In Within 24 Hours or Miss Out</td>
<td>Tune-In / Watch on Own Terms</td>
</tr>
<tr>
<td>Mass Concurrent Audience</td>
<td>Mass Disparate Audience</td>
<td>Mostly Personal Audience</td>
<td>Mass Audience, yet Personal</td>
</tr>
<tr>
<td>Real-Time Buzz</td>
<td>Anytime Buzz</td>
<td>Anytime Buzz</td>
<td>Real Time + Anytime Buzz</td>
</tr>
</tbody>
</table>
153 MILLION views in 2 weeks
Direct brand impact

@JD_Dillon
#FocusOnLearn
US adults spent 5hrs 31mins watching video every day last year.

@JD_Dillon
#FocusOnLearn
Vision trumps all other senses & shapes our perception of reality.

@JD_Dillon

#FocusOnLearn
FACT #4

THE HUMAN BRAIN PROCESSES VISUAL INFORMATION 60,000X FASTER THAN TEXT

#FocusOnLearn
Our senses are built to work together – for survival.

@JD_Dillon
#FocusOnLearn
Video adds visual context to enhance analysis + understanding.

@JD_Dillon

#FocusOnLearn
Context
Emotion
Complexity
Diversity
Approachability
Replay-ability

@JD_Dillon
#FocusOnLearn
WHY
WHEN
HOW
To Instruct
To Share
To Immerse
To Discuss
To Involve

Proprietary examples removed
A Few Rules Guidelines
WISTIA VIDEO ANALYTICS: LENGTH MATTERS

AUDIENCE ENGAGEMENT

VIDEO LENGTH

< 1 min
1 - 2
2 - 3
3 - 4
4 - 5
5 - 10
10 - 20
20 - 30
30 - 45
45 - 60
60+ min

BEGINNING OF VIDEO

50% VIEWED

END OF VIDEO

Duration

@JD_Dillon

#FocusOnLearn
A consumer’s average attention span is 8 seconds.

@JD_Dillon
#FocusOnLearn
Delivery Speed  Pop & Sizzle

Production Quality

#FocusOnLearn
Simplicity

@JD_Dillon

#FocusOnLearn
Timeliness
How Do You Learn About Online Video?

Choose all that apply.

% Of Online Audiences Who Discover It Through The Following Methods

- **Word Of Mouth**: 49% TV Online, 57% User-Generated Content, 46% Original Professional Online Video
- **Social Media**: 26% TV Online, 39% User-Generated Content, 24% Original Professional Online Video
- **Search**: 24% TV Online, 24% User-Generated Content, 24% Original Professional Online Video
- **Ads**: 23% TV Online, 31% User-Generated Content, 22% Original Professional Online Video
- **Listings**: 20% TV Online, 18% User-Generated Content, 22% Original Professional Online Video

Source: IAB-GFK Online Video Study, March 2013, 18+, U.S.

#FocusOnLearn

@JD_Dillon
DALLAS STARS 9m • Scott Burnside

The night Rich Peverley's heart stopped

On March 10, 2014, Rich Peverley collapsed on the Stars bench, setting off a chain of events that defined him within the game to this day.

TOP HEADLINES
NHL GMs discuss streamlining goalie equipment
Malcolm out up to two months, Penguins say
NFL refs support NHL officials on Wideman ban
NHL adds cameras for challenges in playoffs
Linesman checked by Wideman out for season
No charges for Sabres’ Kane after investigation

Focus shifting for Leafs, Oilers, Sabres
FACT #1

VISUALS GET 94% MORE VIEWS THAN TEXT-BASED INFORMATION

@JD_Dillon
#FocusOnLearn
Getting Started with Axonify (video)

This video can be used to introduce organizations and/or employees to the Axonify experience. It is often used as a broadcast message that appears during a user's first login. The version included below (and attached for download) includes Rewards as part of the user experience. Another version of the video is available without the Rewards component.

Multiple Choice

How much of a concern is distraction when it comes to driver safety?

While distracted driving may cause lane deviations and fender benders, it's a serious concern because it can also lead to fatal and serious injury crashes. One study revealed that of the more than 65,000 people killed in crashes over a two-year period, one in ten were in crashes where at least one of the drivers was distracted.

- It's a moderate concern because it can cause drivers to swerve out of their lane or be involved in fender benders.

Continue
Relatedness
Luongo makes spectacular glove save to rob Kunitz in the shootout

Relatedness
Determine message
Identify use case(s)
Evaluate guidelines
Make it social
Support w/ text
Just because you can make a video doesn’t mean you should!