The New Way to Deploy Video on Web 2.0

Presented by:
Mogistic, LLC.
9999 Hamilton Blvd.
Breinigsville, PA 18031
Phone: 484-397-4165
Fax: 484-397-4170
www.mogistic.com
info@mogistic.com

Internet as a medium for information and content was a long-term vision for early pioneers of the World Wide Web. As years have passed, many web users have looked to create tools and resources that made information more readily available and content more easily created.

As relevant content and information became more available, more users looked to the web as a needed resource for their everyday touch with the world. Rapidly, as the first Internet generation faded away, Web 2.0 was born. Web 2.0 is the idea that the best content that users want can come from other users. It has fueled the need to provide social networks and sharing services that have promoted collaboration, content creation, and content sharing. The average everyday user no longer needs an education in web development to produce a quality page of relevant, user-ready information for searchers to find and consume.

The web as a relevant medium for research and innovation has increased, bringing more users and consumers to businesses online. Now the magnetism of the web has increased with the singular most attractive form of media spreading like wildfire – Video.

The presentation of video, however, produces a whole new set of challenges and potential pitfalls that need to be navigated, as any new medium does.

A Web of Videos To Consume

As social networks and sharing services spring up across the web, content creators are slowly able to leverage their intellectual property into a personal community of like-minded people. The average Internet user is able to create a legacy of credibility as an expert in their chosen niche. Web consumers are fast becoming loyal to web communities that reflect their interests and goals in their content.

Along the way, Internet users and providers have struggled with the ramifications of the proliferation of copyrighted content since the web became mainstream. Music and file sharing services such as Napster™ woke up the creative community for the need to create channels of delivery that provided revenue for creators. This problem became

more real as Web 2.0 social networking properties began to take center stage for the many web users.

Perhaps the most successful copyrighted content delivery system to be established is iTunes™ from Apple. The iTunes Music Store™ allows music, movies, and television content to be downloaded by users for a fee that is payable to the owners of the content. Millions of downloads later, this looks to be a successful model that can be emulated by other content distributors.

Individual content creators, such as the Dad with the home video camera shooting home movies, or the college student with a digital camera taking photos, wanted outlets to show their work. They weren't looking for financial gain, but instead the opportunity to produce creative work that others may enjoy. Photo-sharing sites first popped onto the scene, with social networks such as Flickr™ or Photobucket™. Photographers, artists, and illustrators could openly organize and publish their work into an open forum for others to view and share. Next to arrive were video-sharing sites such as YouTube™, Metacafe™, and Revver™ who were born to serve the masses who wanted a place to openly publish their movies in a social environment where other users could easily view and collaborate. These platforms are ideal for users looking for a fun, free way to show their creative work to the world.

Social networks have grown exponentially as more and more users gravitate to the rich media environment they offer. Millions of user-created videos, podcasts, and photos are being shared to date, with thousands being added each minute.

Businesses: Extreme Risk, Huge Rewards

Businesses have looked at video and image publishing with a wary eye. Often businesses have video, audio, and image assets that they have a strong desire to show and a great deal of money has been spent creating. But, also, a great deal of time and money has been spent creating a brand that they promote. With open social environments such as YouTube™ or Flickr™ these assets cannot be published for the masses without compromising the ability to control the use of those assets. The risk becomes great that the brand image can be destroyed during the "sharing" process.

Ultimately, photo-, podcasting- and video-sharing sites are too dangerous for businesses for use for content hosting and distribution.

Businesses have started looking for a way to securely manage video, audio, and image assets and distribute them to the appropriate audience in the appropriate manner. It is easy to understand how a training video or podcast could be crucial to the success of a new product launch, and providing easy access to that content can streamline adoption of the product for a company's customers. Using photos or artwork to help borrowers visualize a product is a strong way to boost sales.

Perhaps even more important is the need for businesses to produce a custom-branded platform for multimedia content delivery. Businesses need to deliver their valuable content in such a way as to allow it to be personalized for their target audience. Matching the branding of the delivery platform to that of your company brand is crucial to the overall marketing success of your web presence. The need to make the web presence of a business more interactive is key to becoming a market leader and creating a loyal following.

Mogistic Produces VideoWeb for Contentivity

Mogistic, a leader in content and web management solutions, has delivered a robust, secure platform for branding and managing web content, including all multimedia content. Already a market force with Contentivity™, the VideoWeb™ module has elevated Mogistic to be a standard-bearer in web management solutions. VideoWeb™ brings the same ease-of-use and intuitive interface of Contentivity™ to the tasks of managing video, audio, and image content.

VideoWeb™ features offer the control and functionality businesses demand for their multimedia web content.

- **Video Asset Management** - Upload, organize and publish video assets using VideoWeb's Asset management features. Set folder permissions for the use, management and publishing of assets.

- **Video Channel Management** - Video Channels in VideoWeb™ allow you to easily build a full featured, categorized video portal. Unlike YouTube™ or other consumer orientated media portals, you are in complete control of the content your web site visitors see.

- **Role Based Security** - Access control is a key part of video management. VideoWeb's role-based security allows complete control over read, modify and creation. With VideoWeb™ you have the ability to assign edit permissions to individual Channels.

- **Brandable Media Browser** - Easily change the look and feel of the video experience to actually look and feel like your valuable brand. Our supplied browser templates are easily tailored. For those more technically inclined, VideoWeb's Web 2.0 browser framework is completely customizable, AJAX friendly and open source.

- **Video Search and RSS Feeds** - VideoWeb's built in media delivery system distributes content as RSS feeds. These feeds are used by the VideoWeb™ browser and viewable in any RSS capable client or portal like Google™, Yahoo™, NetVibes™ and the like.

- **Video Channel Browsing** - Web site visitors can browse your Video Channels from within the VideoWeb™ browser. Channel browsing works like a filter for content assigned to deeper levels of the channel tree. For example, click on Arts and get all content under Performing Arts and TV/Film. Click on TV/Film and just TV/Film content will be listed. Each channel can also be delivered as a stand-alone RSS feed.

- **Captioning Support for Accessibility** - VideoWeb's close captioning support provides text content inline with the video feed. Similar to current television closed caption methods.

Conclusion

VideoWeb™ allows businesses to manage and distribute valuable content to its community of customers using features that secure the brand and image. Savvy marketers can leverage VideoWeb™ to produce TV channels distributed via RSS feed to reach new customers. The sales organization can use training videos, product demonstrations, and customer testimonials to enhance product adoption.

Contentivity™ with VideoWeb™ is the solution for businesses looking to enhance their brand on the web with multimedia content without the risk of the sharing environment. Businesses that take advantage will open the doors to new customer opportunities and growth potential.