

YouTube

indigo.whitepapers

Hello World!

When YouTube launched in 2005 its slogan was simple, Broadcast Yourself. Take whatever digital video you had tucked away from birthdays, graduations, Bar Mitzvahs and wannabe America's Funniest Home Video submissions and upload to share. The video is then watched through websites, mobile devices, blogs and email. Before long complete strangers were watching Aunt Mary do her best Aretha Franklin impression at your cousin's wedding and your video had over 25,000 views and been favorited 379 times. You don't even know 379 people let alone the 25,000 people who watched and perhaps left comments of your video.

Those fun family moments can still be found on YouTube, but along with it you'll also find obscure music videos from unsigned artists, short films from amateurs, or video blogs and personal commentary. People are just beginning to learn the reach of this video sharing site as it becomes an important part of our internet life. News and events are showing up on YouTube just as fast as the major news sources are able report on them. When something happens, you can almost bet there will be a video posted on YouTube from an audience member's phone, digital camera or video camera.

What started as a quiet news story of a disruptive student at a John Kerry town hall forum on the University of Florida-Gainesville campus, quickly turned into a national headline when video rapidly spread on YouTube showing the student being tasered and dragged out of the room. There was national outcry of support for the student's right for freedom of speech and viewers called for swift discipline of the campus security involved.

YouTube video doesn't have to be amateur in nature, it can be planned, produced and choreographed to your specifications—the current Presidential campaigns are a testament to that. This past summer YouTube partnered with CNN to host a candidate forum where viewers could upload their video questions and have it aired on national TV during a debate on CNN. Since then the Presidential campaign has its own Channel on YouTube where candidates can post their videos, testimonies from supporters and televised results from primaries. The candidates would agree this is a key component to their campaign strategy for reaching voters, especially the younger constituents.

“Every minute, 10 hours of video is uploaded to YouTube.”

**Suzie Reider,
YouTube**

Share And Share Alike

Popular or meaningful videos are contagious, contagious like a virus--people watch them and then spread them on to their friends and those friends pass it along to their friends. This is the heart of Viral Marketing and why social networking is such a power tool to any grassroots or mainstream marketing effort. More than half of online video viewers (57%) share links to the video they find with others, and three in four (75%) say they receive links to watch video that others have sent to them.

Visit our client,
Garden State Equality,
to see how they're
utilizing YouTube:
[www.youtube.com/
GardenStateEquality](http://www.youtube.com/GardenStateEquality)

Is It Worth The Time?

According to recent research from Pew Internet & American Life, 57% of adult internet users say they watch or download video content online. On an average day, the number of users of video sites nearly doubled from the end of 2006 to the end of 2007. That's a growth of more than 45% from year-to-year. The popularity may be attributed to the expansion of broadband connections because 74% of broadband users who enjoy high-speed connections at both home and work watch or download video online.

Not Just Your High Schooler's TV

Yeah, they're still there, because nearly a third of wired young adults (30%) watch a video on a site like YouTube on a typical day and fully a fifth of online men (20%) do the same.

However, growth in daily traffic surged among women, whose use on an average day increased 120% and adults ages 30 to 49, whose use on a typical day increased 100%

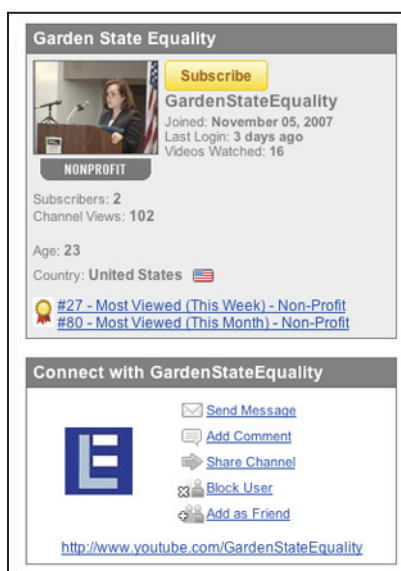
I Want To Be YouTubed!

It's very easy to sign up and create a free account on YouTube to start your video campaign. YouTube offers "Channels" to make your content more distinctive. These channels range from Musicians, Comedians, to Nonprofits and Sponsors. You can create your own banner for your Channel page and a directory of all your videos will be easy to find on your page.

Want cool videos on a budget? Last year, YouTube launched its own online video-editing tool called YouTube Remixer. Although limited, it does allow you to add text, transitions and music to your video clip.



Screenshot of an organization's Channel page.



Screenshot of the communications panel

The Specifics

Video size is limited to 320 by 240 pixels and uses its own encoding process to limit the quality and playback size. The playback technology is done with Flash to display videos on most everyone's equipment or devices.

Each video uploaded to YouTube is given its own simple cut-and-paste code so it may be linked or embedded in another page, blog or on MySpace and Facebook.

Ever want to know how many times your video has been viewed? It's easy to find out by going to your video page. Other data is available showing how many views, how people rated it, how many times favorited and how many comments.

Contact Indigo today to find out how we can help you create a video presence for your organization.