

## Video Format

A video can have many formats, and within these formats there is a great deal of variation. The most common formats are .avi and .mpg. The file format you need depends on the method of distribution. While most digital distribution and streaming video services will work with a variety of the most common formats, analog distribution requires specific formats and longer conversion times.

### **Video Information**

Videos can be a useful tool for SHIPs to use in their training, outreach, or recruitment efforts. For those SHIPs interested in making a video, more information can be found in "HAPSavers - Making a Video."

## Analog Distribution

Analog distribution involves creating physical copies for distribution. Most often, this means creating CDs or DVDs that are played on a computer or DVD player. In addition to a CD or DVD burner, you will also need software for making and burning the discs. This software is often included on most computers, but separate label-making software is also required to create a finished product. An alternative to this process is to have a third party create the discs for you. This can be a more efficient choice with a more professional result.

## Digital Distribution

Digital distribution is an alternative to analog distribution, in which you upload a video onto the Internet and users can download it to watch it on their computer. While this can be a simpler solution for you, it might not necessarily be cheaper, as bandwidth costs will rise the more the video is downloaded. In addition to bandwidth costs, not all web hosts have the capability or the space to host videos, so check with your IT staff. It can take a while to download a video, and users who want to view the video also need the correct software to view the video once it has been downloaded.

## Streaming Video

The most common and easiest way for video distribution is through streaming video. A streaming video is hosted on a separate website and displayed on your organization's website, allowing for wider distribution and less stress on your website's infrastructure. Because the video is displayed and can be played on your website with less software needed, your video is more likely to be viewed. While you will have to create an account on these sites, most are free.

### **Streaming Video Sites**<sup>1</sup>

- YouTube - [www.youtube.com](http://www.youtube.com)
- Vimeo - [www.vimeo.com](http://www.vimeo.com)
- UStream - [www.ustream.tv](http://www.ustream.tv)
- Blip.tv - [www.blip.tv](http://www.blip.tv)
- Screencast - [www.screencast.com](http://www.screencast.com)

There are downsides to streaming video. Video quality and audio quality are lower, and the longer a video is, the longer it will take to load for viewers. The Terms of Service on streaming sites often reserves the right to remove your video if it is deemed to have protected content, and the right to use your video in other contexts. Scrutinize them to make sure that it will not conflict with your organization's obligations. In addition, your video will almost certainly be public, meaning that anyone can find, view, and comment on it. It is highly recommended that, if possible, you turn off comments on the streaming video site to control your message.

<sup>1</sup>This list is not meant to be inclusive. Selection of a streaming video site should be specific to your program needs. HAP does not endorse or recommend any particular streaming video site..