

3 Types of Video Delivery

- ❖ Hosted
- ❖ Self Hosted
- ❖ Downloadable only

Hosted Videos

- ❖ You create a video – I recommend .mp4
- ❖ You upload that video to a hosting service
 - YouTube
 - Screencast.com
 - Vimeo
 - EZwebPlayer
 - VideoPress

Hosted Videos

- ❖ Your video hosting service will “encode” the video
 - Convert raw video into smaller formatted versions
 - Optimize for streaming
 - Optimize for download speed
- ❖ Provide embedding of a player
- ❖ Stream the content

Hosted Videos

- ❖ May provide special features
 - Statistics
 - Branding
 - Security
- ❖ This is true “streaming” video – it only delivers as much content as requested.

Self Hosted Videos

- ❖ You create a video – I recommend .mp4
- ❖ You upload that video to a server
 - Your own hosting account
 - Amazon S3
 - Some other CDN

Self Hosted Videos

- ❖ You place a player on your site
 - Install a plugin player
 - Configure the plugin
- ❖ Place player code on a page – generally a shortcode
- ❖ Raw video is displayed without modifications
- ❖ This isn't "streaming" all of the content is downloaded

Downloadable Videos

- ❖ You Create the video
- ❖ You store it on a server
- ❖ You provide a download link
- ❖ All video viewing is handled by the user's computer

Playback Quality

- ❖ Playback formats
- ❖ Degradation from encoding
- ❖ Start and stop from bandwidth limitations
- ❖ Full Screen viewing

Functionality

- ❖ Speed of Video Start
- ❖ Speed of Video Delivery
- ❖ Bandwidth Required to deliver optimal video
- ❖ Impact on Site Speed and server capacity
- ❖ Ease of Uploading and embedding

Visibility

- ❖ Why should a video be visible?
- ❖ What makes a video visible?
- ❖ Are all solutions equally visible?
- ❖ Optimum solution – video sharing + video sitemap

Security

- ❖ Why should a video be secure?
- ❖ How can a video be secure?
 - Encrypted access
 - Undiscoverable
 - Domain locking

Mobility

- ❖ Why should a video be visible on a mobile device?
- ❖ What prevents videos from being displayed on a mobile device?
 - Flash
 - Video size
 - Wide range of screen sizes and resolutions

Cost

- ❖ Storage
- ❖ Delivery Bandwidth
- ❖ Special Features
- ❖ Plugins and Players

Criteria

- ❖ Perfect HD Quality
- ❖ Maximum Security
- ❖ High Visibility
- ❖ Perfect Mobility

Hybrid System – Hosted & Self Hosted

- ❖ Hosted – for mobile video & public video
 - ✓ Vimeo Pro (Vimeo Plus)
 - ✓ Always serve Vimeo version for mobile devices
 - ✓ For public videos use old Vimeo embed code
 1. This allows sitemap creation
 2. This also allows public sharing of videos

Hybrid System – Hosted & Self Hosted

- ❖ Hosted – for promotional videos
 - ✓ Vimeo Pro (Vimeo Plus)
 - ✓ YouTube
 - ✓ All public vides should be hosted on YouTube
 - however, don't use the YouTube embed on your site

Hybrid System – Hosted & Self Hosted

- ❖ Self Hosted – for secure HD videos
 - ✓ Amazon S3 for hosting – keep videos private
 - ✓ S3FlowShield player plugin
 - ✓ Serve all non-mobile, private videos this way

Create an Amazon account

- ❖ Go to amazon.com/s3/
- ❖ Use an existing Amazon account
- ❖ Create a new account

Create an Amazon account

amazon web services™

Amazon Simple Storage Service Sign Up

CREATE ACCOUNT PAYMENT METHOD CONFIRMATION

Activating your account...

We are in the process of activating your account so that you can begin using Amazon Simple Storage Service (S3).

We will notify you by e-mail at **rick@byobwebsite.com** once the activation is complete. You will then be able to begin using Amazon S3. For most customers, this process only takes a couple of minutes.

Add Remaining AWS Infrastructure Services to Your Account

Add all remaining AWS Infrastructure Services to your account. There is no fee for signing up and you will only be charged for what you use. [Add Now](#)

[Show all AWS Infrastructure Services](#)

Start Exploring Amazon S3

- Service Details
- Detailed Service Pricing
- Documentation
- FAQs
- Discussion Forums

Sign Up For AWS Premium Support

AWS Premium Support is a one-on-one, fast response support channel to help you build and run applications on AWS. With pay-by-the-month pricing and an unlimited number of support cases, you are not constrained by long-term support contracts or limited support privileges.

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Security Credentials

Access Credentials

There are three types of access credentials used to authenticate your requests to AWS services: (a) access keys, (b) X.509 certificates, and (c) key pairs. Each access credential type is explained below.

 **Access Keys**  X.509 Certificates  Key Pairs

Use access keys to make secure REST or Query protocol requests to any AWS service API. We create one for you when your account is created — see your access key below.

Your Access Keys

Created	Access Key ID	Secret Access Key	Status
August 15, 2011	AKIAINENCOQ3OYKMHJA	Show	Active (Make Inactive)

[Create a new Access Key](#)

For your protection, you should never share your secret access keys with anyone. In addition, industry best practice recommends frequent key rotation.

[Learn more about Access Keys](#)

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[Learn more about Access Keys](#)

Secret Access Key
V3+XZx8giazIYCXSrCnVL2LTMkIP5X0+YsZ8tWHe

Sign-In Credentials

Find Your Security Credentials



[Sign in to the AWS Management Console](#) | [Create an AWS Account](#) | [English](#)

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Your Account

- Account Activity**
View current charges and account activity, by service and usage type.
- AWS Identity and Access Management**
Create multiple Users and manage the permissions for each of these Users within your AWS Account.
- Consolidated Billing**
Sign up to receive one bill for multiple AWS accounts, and add or remove accounts from your bill.
- DevPay Activity**
View revenue and costs for your manageable Amazon DevPay products.
- Manage Your Account**
View the services you are signed up for, add new services or cancel your services.

AWS Management Console

Access and manage Amazon Web Services through a point-and-click, web-based user interface. [Get more info.](#)

Sign in to the AWS Management Console:

Save this as your default console

- Account**
- Account Activity

Security Credentials

Welcome Rick Anderson | [Sign Out](#)
Account Number 4016-4115-1834