



It is no longer possible to imagine our society without online video. 72.3% of Internet users watch online video. It is expected that online video consumption shall increase rapidly over the coming years. Cisco expects that 91% of all of consumer traffic will be video related by 2014. Online video is a medium that provides organisations with access to their target groups. How can you make sure that those people viewing your videos will contribute towards achieving your objectives? By using the interactive power of the Internet you will be able to extend your communication and the medium will contribute towards achieving your objectives.

Touch My Video!

The power of interactive video

Whitepaper

Introduction

Video on the Internet isn't so unusual anymore, is it? That's true, with sites such as 'YouTube' and 'iPlayer' having now become an intrinsic part of our modern society. It has become so natural to watch a favourite programme online and to share home-made videos with family and friends, that we forget that this has only been possible for the 'public at large' for just a few years.

Video on the Internet dates back to the end of the '80s, however, it is only in the last five years that its popularity has increased rapidly due to the increasing penetration of broadband Internet and technology that is constantly becoming more and more accessible. As a result of this, video has developed from: "A good supplement to traditional communication" into a "stand-alone information medium". After all, video is being used as a primary medium more and more often in order to communicate a message. Amongst other things, we see this in online advertising campaigns and the rise in video tutorials and training.

Online video is, in itself, no longer unusual but why has this paper been written and why the emphasis on "interaction" in the title?

The way in which online video is mostly used at the moment is (too) passive. Actually, it continues to be like watching TV but now via the Internet and the emphasis is on entertainment and the provision of information. And this still continues to be in the form of one-way traffic, in other words from the sender to the recipient. This paper deals with the fact that this can be, and actually in many cases must be, two-way traffic. The interactive possibilities of the Internet assist organisations in demonstrating the contribution of their online video strategy. Interaction helps to intensify the relationship with the viewers and to convert viewers into respondents, leads and even buyers.

Attract - inform - invoke

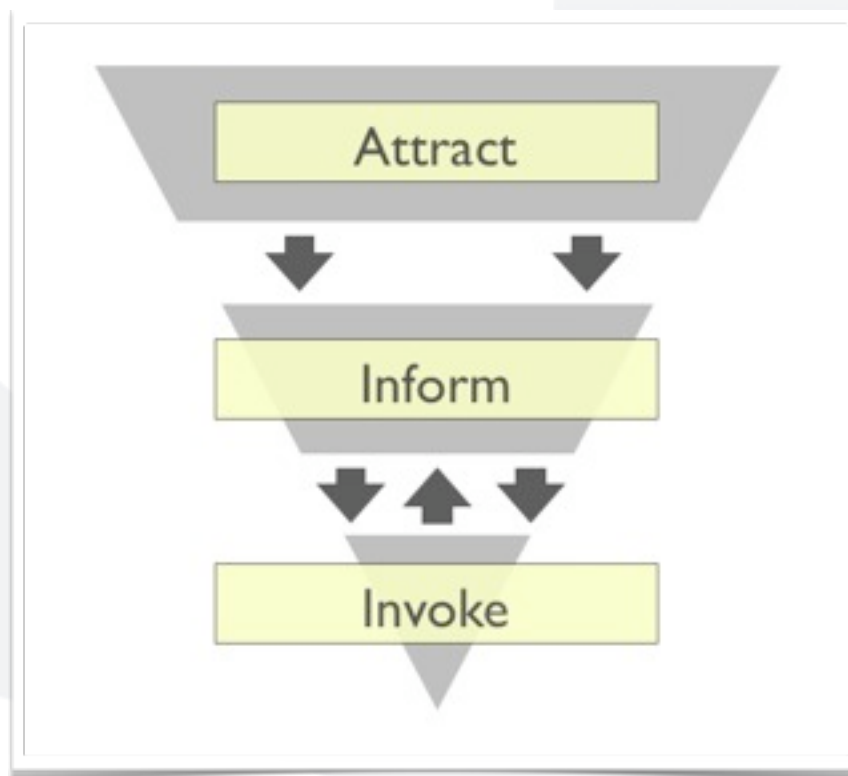
These three words come from a model that was drawn up in 2002 by Lenker. It is an important model to keep in the back of your mind because to invoke is the first step towards interaction. However, before examining 'invoking' further, an explanation of the terms from this model that are applied to video shall be provided first.

Attract represents the power of attraction of the video. Because video is visual it automatically has a greater power of attraction than, for example, a paragraph of text or a photograph. This power of attraction is essential. An extensive, informative online message will not be communicated if the target group does not 'see' it.

Inform, at the moment that the attention of the target group has been won, it is important to provide the correct information. The format and content shall depend on the objective. What does remain important is that the information must provide constant attraction.

The attention of an Internet user is, after all, fleeting. It must be prevented that the attention is weakened to such an extent that a user clicks away and the contact moment is lost.

Invoke, as stated, is the first step towards interaction. The target group is triggered by the message that is being communicated. After this trigger and the transfer of information, a phase is entered which, within online video, is still currently underutilised. At the point at which a target group wishes to interact, something which can cost thousands of euros of media budgets via traditional media, the target group is often, quite simply, ignored! That is precisely the moment at which the power of the Internet must be utilised to the full. There is an abundance of possibilities and more and more are being added. But the key is choosing the right application. One rule of thumb that can help is: "Keep it Short and Simple (KISS)."

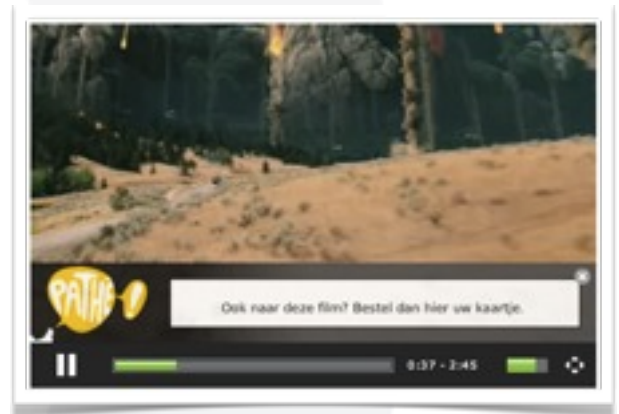


Examples: what is the purpose of showing a film trailer on the Internet? Correct, to encourage a visit to the cinema. However, it was not until very recently, and even then only on a handful of sites, that you could buy a ticket online immediately during or after viewing a trailer.

What is the purpose of a cooking demonstration on the Internet? Indeed, to provide an explanation about a specific recipe so that the target group can copy it. Then why not simply a) offer the recipe during and after the video and b) display an order button so that the relevant ingredients can be delivered by the delivery service straight away.

Of course, the examples given above also include the well-known objectives of raising brand awareness and brand perception. However, they do provide a greater illustration of the fact that the entire basic and logic thoughts can simply be used for achieving that extra step in online video.

Attention to video content on the Internet is 1.5 times higher than on TV. The level of involvement on the Internet is also increased by 140% compared to television.



Interaction

As illustrated, achieving an interactive contact is not something that has to be difficult. The power lies in the fact that there must be talk of clear added value. The form of the interaction can also differ, from a simple ordering function to a real-time online experience.

Below are a number of interaction trends:

Participation

Participation is about encouraging a target group to participate in a discussion about a specific subject. For example, this can be done by making reference in a video to an online forum or by asking the target group for its opinion by posing a question during the video. This application can be undertaken using both live and on-demand video. Think of an online referendum, for example, whereby video is used to present a variety of opinions. The use of this form of interaction also helps you refine your search engine optimisation strategy. So-called track-back URLs in responses and comments ensure that your site and videos are ranked better as a result of cross-linking.

Stories & Gaming

Involvement is encouraged through interaction. As a result of this it is possible to considerably extend the second phase of the Lenker model. By offering the target group the possibility of breaking through the 'standard' linear story with their own input, then the story remains interesting. In a simple form, various storylines can be elaborated, within which the viewer can choose his or her own route. In a more extensive form the storyline has not yet been elaborated. This is added by the target group (user generated content).

In addition to the fact that the story, the message, is communicated more strongly, the target group is also once again active with the product within an environment that can be determined in advance. This fact is also used within gaming. One of the most well-known examples is a popular war game that was created on the instructions of the American Department of Defense. Purpose? Simply to make people enthusiastic about / join the military.



The examples given above go further than “Keep it Short and Simple”. They illustrate the possibilities of interaction in conjunction with video. However, interaction can also be achieved using ‘simple’ resources. “Keep it simple, stupid” means:

- What would be a logical follow-up to the video?
- What does the target group want?
- What known resources can be used to achieve this?

Additional information

A simple but effective method of interaction is to offer additional information on a video. We are already often familiar with this in the form of even more videos about the same subject. However, sometimes it would be of use to a viewer to keep clicking in order to gain additional information or, for example, to download a brochure or a checklist.

Brands using online video have seen lifts from 20%-40% in terms of incremental sales with online video over other ad forms.



Forms

The use of forms requiring completion is also one of the possibilities. This allows viewers to respond easily to a video in order to request additional information for example.

In the case of e-learning, forms can be used for testing the knowledge of viewers before, during and after watching the video.

Ordering functions

If online video is used to achieve direct sales then it is possible to use forms. However, it is also possible to create links to a Webshop to allow direct ordering at various times during the video.

Therefore, know the target group well and adapt the interaction to this:

- How active is the target group on the Internet?
- What is the behavior of the target group?
- What does the target group want?
- What is the technological knowledge of the target group?



Player design

In order to facilitate and to encourage interaction with viewers the 'player' must be equipped with a number of functions. 'Standard' players are therefore often insufficient. They miss the crucial interaction and in the majority of cases they also miss the right graphic design. The attention that you pay to the design, navigation and interaction of your website should also be paid to your video player. After all, it is an important part of the website and, certainly when using interactive functions, an application in itself.

The viewer must be able to operate the player easily so that the interactivity is encouraged. For reproduction within social networks, all functions should also be available on all sites. In such a case the design and the house-style are even more important because the sender is less visible due to the lack of the provider's web environment.

Video is a great way to increase interaction. Adding video to email marketing boosts customers' interaction by as much as 200% to 300%.

Agility



Summary

It is no longer possible to imagine our society without online video and it offers organisations a new medium for intensive communication with their target groups.

However, the interactive power of the Internet is often 'forgotten' when using online video. It is too similar to watching TV. In other words, linear programmes. The only measurable result in that case is the number of viewers.

As soon as the attention of the viewer is used to establish 2-way communication then more interesting results can be achieved. The interactive contacts can result in responses and opinions from the marketplace about your brand and products among important digital social communities and even to direct sales or gauging the knowledge within your organisation about specific subjects in the case of e-learning.

Depending on your objectives and the target group you must therefore offer the correct interactive functions. This interaction takes place, for example, within your own web domain or within the domain of social and paid media. In all cases it is important to realise that the medium that should be used to create the interaction, the video-player, must align with your objectives and the intended branding of your video message.

QUADIA Web TV

The Quadia Online Video Platform allows you to easily achieve various forms of interaction with your target group. Not only within your own web domain but also, for example, within social digital communities in which your target group is active. The activities of viewers and the results generated are shown in the detailed management report that forms part of the Quadia online video platform.

If you would like more information about what Quadia can offer and how we can support your online video strategy and its implementation, then please visit our website www.quadia.tv or call us on +31-35-5 444 000.

¹ The Lenker model from 2002 is based on the Pine and Gilmore (1999) model - Enhancing learning through technology by Philip Tsang, Reggie Kwan and Robert Fox