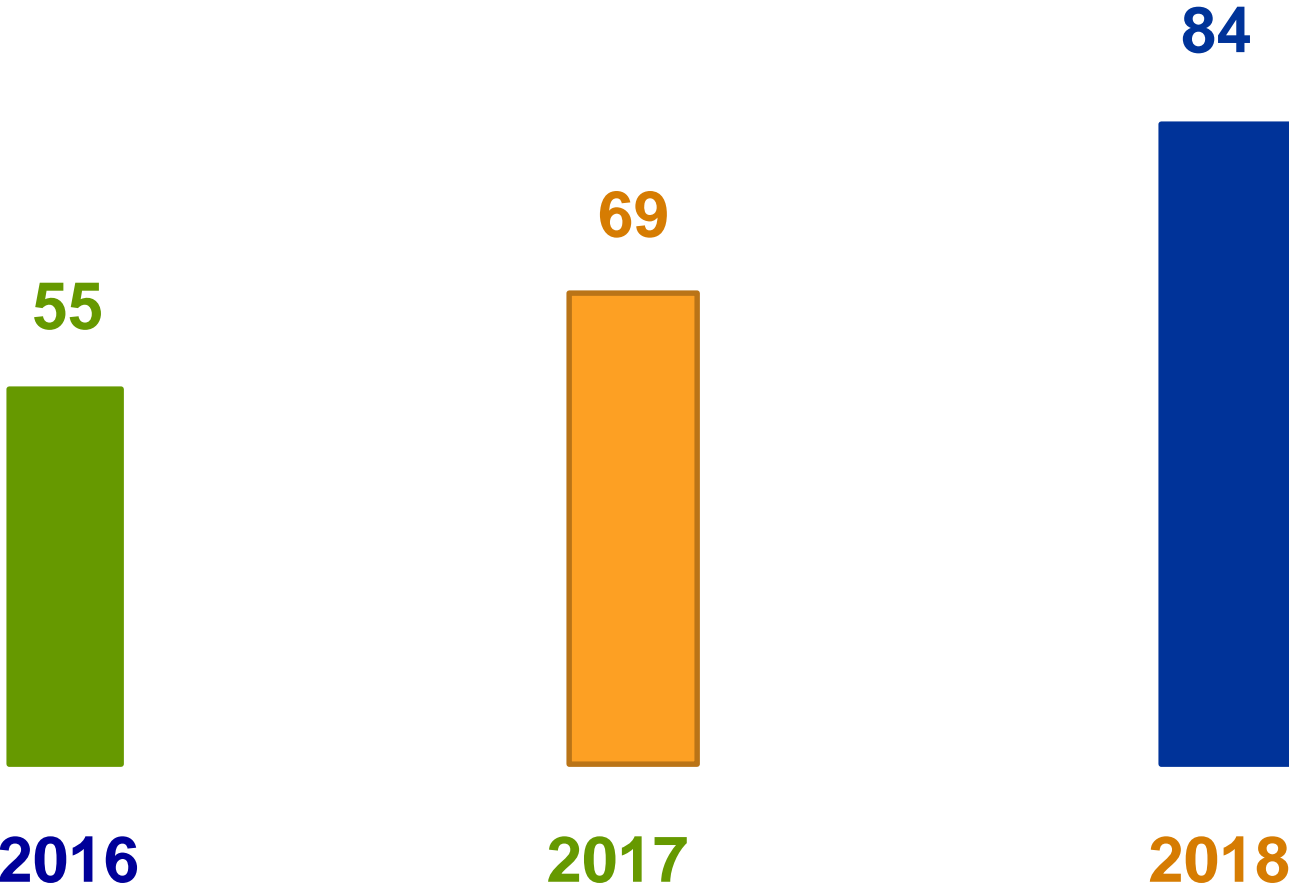


Ready For Your Close-Up: Elements of a Successful Digital Video Strategy

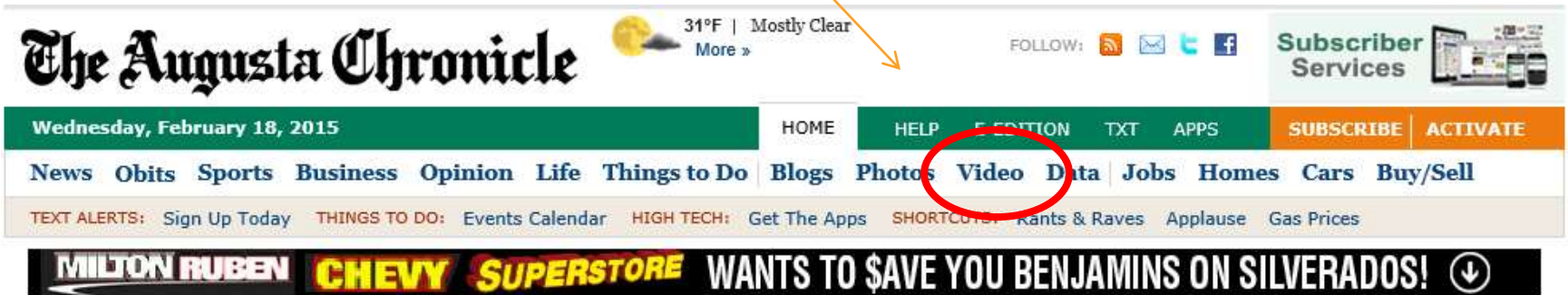


Percentage of Web Traffic That's Video*



*Cisco

Video Is One The Menu



The screenshot shows the top navigation bar of The Augusta Chronicle website. The main navigation menu includes links for HOME, HELP, E EDITION, TXT, APPS, SUBSCRIBE, and ACTIVATE. Below this, a secondary menu lists various content categories: News, Obits, Sports, Business, Opinion, Life, Things to Do, Blogs, Photos, Video, Data, Jobs, Homes, Cars, and Buy/Sell. The 'Video' link is circled in red, and an orange arrow points from the top of the slide to it. Other elements include the site logo, weather information (31°F, Mostly Clear), social media follow icons, and a subscriber services section.

The Augusta Chronicle 31°F | Mostly Clear
More » FOLLOW: RSS Email Twitter Facebook Subscriber Services

Wednesday, February 18, 2015 HOME HELP E EDITION TXT APPS SUBSCRIBE ACTIVATE

News Obits Sports Business Opinion Life Things to Do Blogs Photos **Video** Data Jobs Homes Cars Buy/Sell

TEXT ALERTS: Sign Up Today THINGS TO DO: Events Calendar HIGH TECH: Get The Apps SHORTCUTS: Links & Raves Applause Gas Prices

MILTON RUBEN CHEVY SUPERSTORE WANTS TO \$AVE YOU BENJAMINS ON SILVERADOS!

4 1/2 Scrolls Beneath The Fold



Latest Videos

4 1/2 Scrolls Beneath The Fold

Latest Videos



Dominic Taccolini - South Alabama Tourney Preview



Zach Jackson - South Alabama Tourney Preview



Bobby Wernes - South Alabama Tourney Preview

Clark Eagan - South Alabama Tourney Preview

Dave Van Horn - South Alabama Tourney Preview

Hutchinson details prison plan

Dashcam: LR interstates

Dashcam: Tuesday street conditions

Players - Missouri Preview

Mike Anderson - Missouri Preview

[More Videos](#)

Video *IS* the Menu


The Palm Beach Post **STUDIO**

Water Rescue: City Workers Spring into Action to Save Man

KDAF - Dallas

NEWS 5 KDFX

Sorry, we were unable to play the media you selected. Please try again, or select alternate media.
Error encountered: Stream not found



Water Rescue: City Workers Spring into Action to Save Man

Dallas city workers sprang into action to rescue a driver whose pickup was submerged in a creek.

SOURCE: KDAF - DALLAS

Facebook Twitter Reddit Embed

TOP TRENDING VIDEOS

- Hitchhiking sea lion hops on a kayak in Santa Barbara
- North Carolina vs Duke Hype Video
- Afroeman Punches Woman On Stage
- Man Solves 'Wheel of Fortune' Puzzle with Just One Letter!

KNOW THE GAPS

USE OUR TOOL TO FIND POTENTIAL GAPS IN YOUR COVERAGE.

FARMERS INSURANCE Check for gaps >

PBPOST VIDEOS

- Fountain Update 2
- Video: Reward offered for
- VIDEO: Gail Roca describes
- DC State
- Video: Palm Beach Zoo's
- Video: Memorial service for
- Video: Valentine's Love at

Video Gold Wrapped In Brass

- **City Workers Spring Into Action to Save Man**
- **3 Guys Shatter Window, Yank Driver from Sinking Car**

It's A Lie!



Where You *Thought* You Built It



Where You *Actually* Built It



Three Pillars of Video Strategy

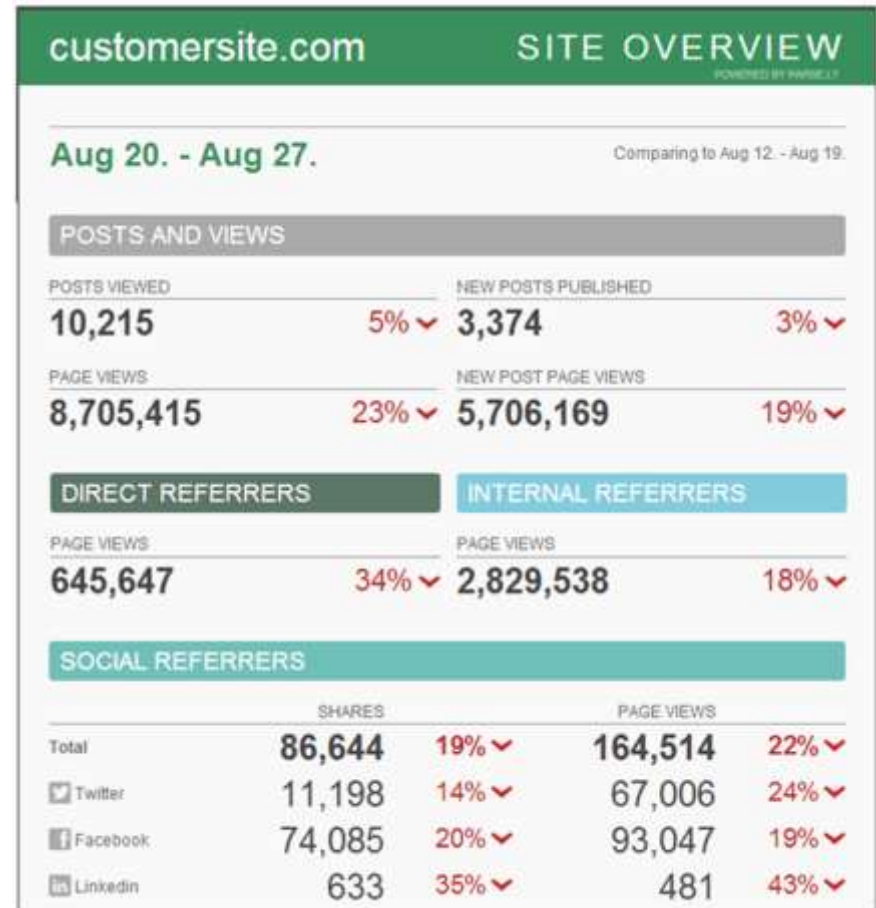
- Programming
- Placement
- Promotion

The Right Tools For Their Time

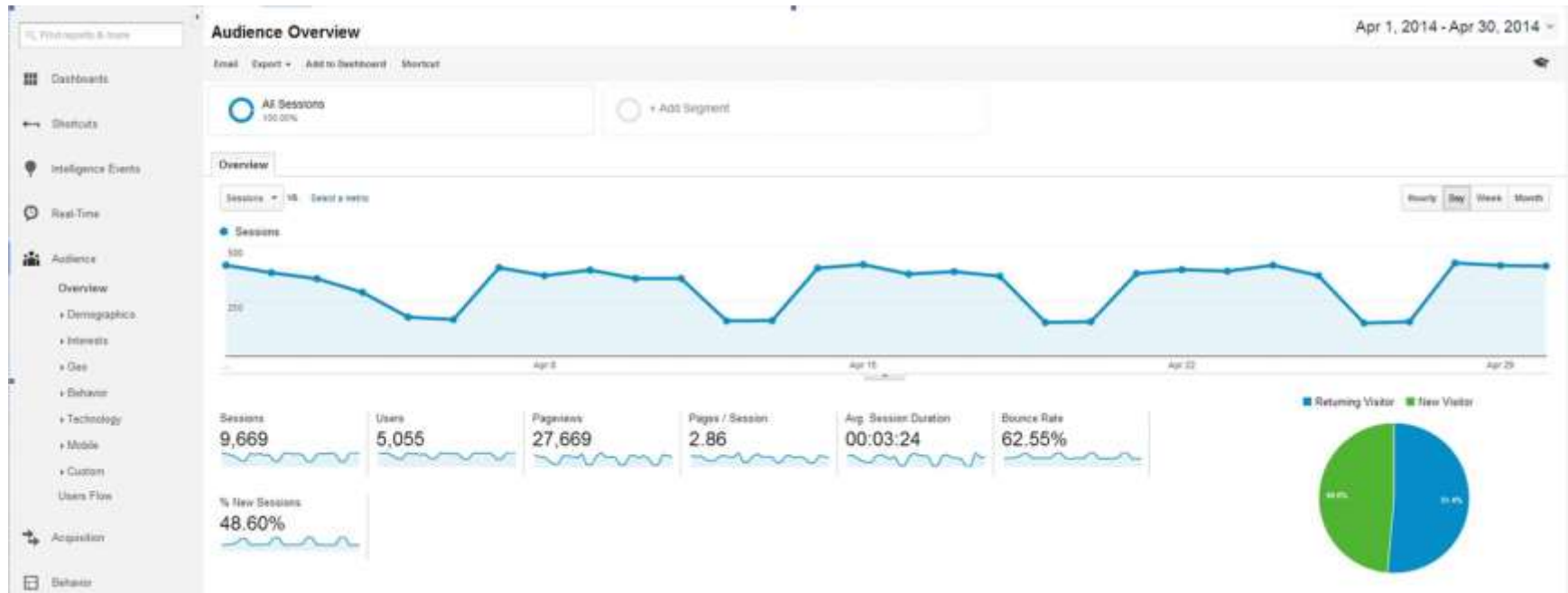


Get Clear Direction

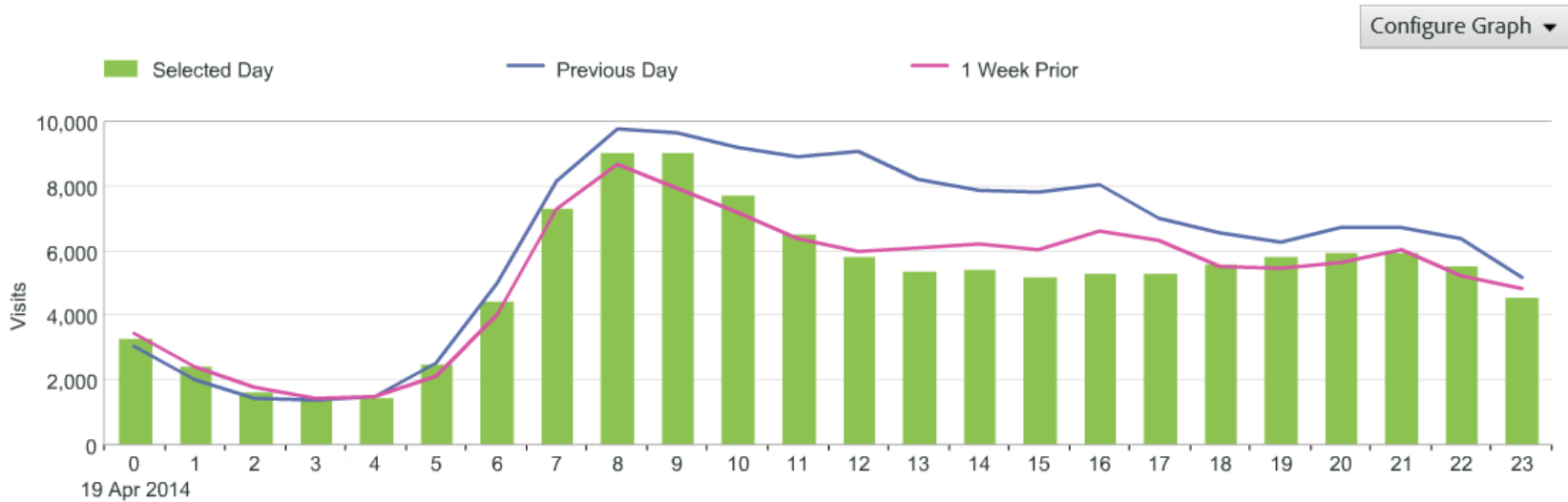
- Chartbeat
- Parse.ly
- Adobe Marketing Cloud
- Google Analytics (FREE)
- Facebook
- Simply Measured
- Bit.ly



Google Analytics Output



Adobe Marketing Cloud



Visits Report | All Visits (No Segment) | Sat. 19 Apr. 2014 | Graph generated by Adobe Analytics at 9:44 PM EST, 19 Nov 2014

Wrong Approach



Programming Matters

- ❖ What are people reading?
- ❖ How did they get there?
- ❖ How long are they staying?
- ❖ Do they read something else like that?
- ❖ How often do they visit?
- ❖ Are they engaged?
- ❖ Do they share this stuff? Talk about it?
- ❖ Is it the same crowd?
- ❖ Where do they go afterward?

Criminals and Funerals

- 2013
 - Booking photos: 272,000,000
 - Obit content: 42,000,000
 - School closings: 14,000,000
- 2014
 - Booking photos: 285,000,000+
 - School closings: 45,000,000

ROBERT L. CADDELL

1913 - 2014 | Obituary | Condolences



CADDELL, Robert L.

Robert L. Caddell, loving known as "Sam", passed away at home on Friday, May 16, 2014 at the age of 100 years and 9 months. Sam's family will gather for visitation and a time of sharing on Wednesday, May 21, 2014 from 6:00PM to 8:00PM at The Gabriels Funeral Chapel, 393 North IH 35,



Program Compatible Content

Blotter

Browse photos of new arrivals at the Palm Beach County jail

Latest 150 Arrests from the PBSO Booking Blotter



◀ Back | 16 / 151 | Next ▶

June 26th 2:03 pm
Howard, Phillip D

Charges:
• 843.15-3163 Failure to Appear -

An advertisement for 'THE PALM BEACH POST BUSINESS Dashboard'. The top part features a night cityscape with the text 'THE PALM BEACH POST BUSINESS Dashboard' in white and blue. Below this, it says 'Find out what's driving business in Palm Beach County.' and 'Click here to sign up for the BUSINESS DASHBOARD monthly newsletter.' There is a small image of the dashboard newsletter. At the bottom, it says 'Brought to you by: CENTRAL REALTY GROUP' with a logo. On the right side, there is a small inset image of a financial report showing '6.4%' and '\$172,630'.

Can't miss crime videos

RAW Surveillance video shows suspect shooting parked car
WFSB - Hartford, CT



Video Providers

- AOL/5Min
- NDN
- Local TV stations
- Brightcove
- YouTube
- Getty
- AP
- Your Audience/UGC
- Your journalists
- Videolicious

Video is for watching. Think raw, real, riveting.

Programming Makes A Difference

- **No** riveting crime video



- **With** crime video



Placement Matters

BNSF RAILWAY

Home | Products & Services | Corporate | About Us | News | Careers | Suppliers | Facts | Contact Us

Hot Stuff!
BNSF Memorabilia

Your straight line to on-time pricing.

BNSF responsible to shareholders, customers and the world.

Join our talented team and help shape our future.

VISION & VALUES

Delivering What's Important

Our vision is to realize the tremendous potential of The Burlington Northern and Santa Fe Railway by providing transportation services that consistently meet our customers' expectations.

A vision statement is only as good as the people who work to bring it to life each day. To live the vision, the diverse group of more than 31,000 professionals who comprise the BNSF community embrace a set of shared values:

- Listening to customers and doing what it takes to meet their expectations
- Empowering one another, showing concern for our colleagues' well-being and respect for their talents and achievements
- Continuously improving by striving to do the right thing safely and efficiently
- Celebrating our rich heritage and building on our success as we shape our promising future

Success in living our vision and values is evident when we fulfill the highest expectations of our four key stakeholder groups:

- Our customers find it easy to do business with us... receive 100% on-time, damage-free service, accurate and timely information regarding their shipment, and the best transportation value
- Our employees work in a safe and secure environment, are focused on continuous improvement, share in the opportunity for personal and professional growth available to all team members, and take pride in their association with BNSF
- Our investors earn financial returns that exceed other railroads and the general market as a result of BNSF's superior revenue growth, an operating ratio in the low 70s, and a return on invested capital that is greater than our cost of capital
- The communities we serve benefit from our sensitivity to their interests and to the environment in general, our adherence to the highest legal and ethical standards, and the participation of our company and our employees in community activities

To report an emergency on the railroad, call BNSF at 800.832.8453

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ALSO SEE

- Corporate
- Government
- BNSF Today
- News Release
- BNSF Store
- Careers
- Suppliers
- BNSF Facts
- Railway Magazine

Contextual Placement Added 50% More Views

Pit bull victim -- a 3-year-old girl -- asked to leave a KFC | Video

COMMENT (12) Email 2 Share 236 Tweet 0 ShareThis 373



Palm Beach Post Web Staff

The family of a 3-year-old girl who was attacked by pit bulls in April was asked to leave a KFC because the girl's face was scaring other customers, according to the girl's grandmother and a post on Facebook.

WAPT of Jackson, Miss., reports that Victoria Wilcher, who was attacked by her grandfather's pit bulls, and her grandmother Kelly Mullins were asked to leave. Mullins said: "They just told us, they said, 'We have to ask you to leave because her face is disrupting our customers.'" (Victoria understood exactly what they said."

According to the *Clarion-Ledger* of Jackson, Victoria -- whose medical updates are chronicled on a Facebook page called *Victoria's Victories* -- suffered a broken upper and lower jaw, broken nose, cheekbones and right eye socket. She also lost her right eye from the attack. (Pictures of the girl after the attack are here. Warning: Graphic content.) The girl was dragged from her grandfather's mobile home by three pit bulls and had bite marks all over her body. The dogs were put down.

Don't Miss Placement Opportunities

- ❖ Evaluate your CMS or publishing tool
- ❖ Make sure design includes contextual options
- ❖ End content compartmentalization
- ❖ Design to fit the device
- ❖ Ensure design facilitates collecting data
- ❖ Does the format allow video

Promotion Matters

Convection prepared anatidae, anyone?

Promotion Matters

- ❖ Do people know where to find video?
- ❖ Do they know what they will get if they watch?
- ❖ Have you provided the best reason to watch?
- ❖ Did the writer/editor watch it?
- ❖ Is it visually compelling?
- ❖ Is it emotionally riveting?

Banish Print Headlines from the Web

Before and After

- **Inside A Lethal Attack**
 - Brains Landed on His Boot
- **Exclusive under-40 poll finds young people hold surprising views on Obama, marijuana and more**
 - Nearly half of 30-somethings say booze worst than weed
 - Booze worse than weed says the under-40 crowd
 - Drunk is worse than high, poll finds
 - 47% say booze worse than weed, poll finds
- **War Creates A Family**
 - Boy Drags Himself to Soldier, Finds A Dad
- **What's Going On With Dora?**
 - Dora the Explorer Goes Skanky, Moms Say

Promotion Matters

Page Views

16,000

12,000

8,000

4,000

Cow Causes
"Udder" Chaos

Jumping, Twisty Cow Rattles
Suburbanites

Takeaways

- Add video to people's plates, not just the menu
- Let metrics tell you where the people are
- Shed, or at least loosen, traditional news shackles
- Respect the medium
- Reject the idea of video for video's sake
- Use one filter for video: visually riveting, emotionally evocative
- Avoid wrapping gold in brass. Go Hulk on that!

A Tale of Two Videos



statesman.com

A Tale of Two Videos

statesman.com