TOOL – ONLINE VIDEO PLATFORMS

COMMUNICATION & COLLABORATION > 2.2 SHARING THROUGH DIGITAL TECHNOLOGIES

TARGET GROUP	AGE GROUP	PROFICIENCY LEVEL	FORMAT	COPYRIGHT	LANGUAGE
Facilitators	N/A	Level 1	Preparatory guide	Creative Commons (BY-SA)	English, French

This document contains background information for facilitators before they run the workshop with participants. It provides a non-exhaustive but detailed list of possible online video publication channels along with the particularities of each one.

General Objective	Knowledge acquisition
Preparation time for facilitator	less than 1 hour
Competence area	2 - Communication & collaboration
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Resource originally created in	French

WORKSHOP DIRECTIONS

1 The major online video platforms

The most popular is **YouTube**. This platform, featuring a free and premium version, has the advantage of not having a duration limit on their videos. What makes YouTube so influential is its sheer number of users. Four million videos are watched per day on the site. In addition, since the purchase of YouTube by Google in 2006, videos appear directly in Google's search results. The platform is recognised by many groups such as artists, businesses, etc. Such wide usage leads to a natural perception of quality, Although YouTube has been the flagship platform for a long time, there are some important 'competitors'. First of all, **Dailymotion**. The simplest to use, it attracts fewer users nonetheless. An important element to note is that in order to access HD videos, users must subscribe to the paid version. **Vimeo** is the most specialised in terms of artistic and creatively oriented videos, although we are seeing more and more business themed ones appear too. The main advantage here is the lack of ads. Finally, there is **Wistia** for marketing-oriented videos. You can entirely personalise the videos or clips, from their appearance to how they are shared on social media.

2 Further alternatives; more specialised platforms

JW Player is a video platform that offers an exceptional level of user personalisation. It is for this reason that so many professionals particularly appreciate it. Essentially, JW Player proposes a variety of services such as live streaming, ad management, Real-Time Messaging Protocol and is compatible with HTML 5. Brightcove, specialises in video security and interplatform compatibility as well as creator customisation. The platform offers a prime service, advanced technology and and its large userbase help businesses get their messages across all over the world. Twitch is the primary platform for live streaming, concentrated mainly on **online gaming and e-sports**. In 2014, Amazon purchased Twitch for 970 million USD. Since 2016, customers of Amazon benefit from access to 'Twitch Prime'. VidLii is reminiscent of YouTube in its early days in terms of its use and appearance. It features mainly a colourful mix of clips and amateur recordings. VidLii evokes the **playful and experimental side of Web 2.0**, a strategy which has led to YouTube's immense success. Metacafe was established in 2012 as an **alternative to YouTube and Dailymotion** and is today focused on short entertaining clips.

3 Posting videos on social media

We can also publish videos on social media. On Vine and Instagram, the time limit remains at a few seconds – we can't upload longer videos. These services do remain free however. The biggest player in terms of video-based social media is clearly TikTok. Launched in 2016 in China as Douyin, this social network allows users to share videos featuring dance, comedy, music, memes and much more. The process for posting and uploading videos is quick and easy.

4 More information (Video posting tutorials and user guides)

Here are some user guides for the main video platforms and social networks.

- How to Upload Videos on YouTube
- How to upload video on Vimeo
- Wistia tutorial

- The Beginner’s Guide to Twitch

- How to Post a Video on Instagram
- Twitter Video Upload Guide: https://www.topovideo.com/comment-bien-publier-sa-video-sur-twitter
- How to Upload a Video to Facebook
- How to make TikTok Videos