Video Audio Hosting (Internet video, YouTube, Vimeo, Wistia marketing & training strategies)

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Abstract

The objective of this study is to investigate the reasons for making online videos on platforms like Wistia, Twitch and YouTube. The available technologies and tools offered by the video sharing platforms have made the private online activities more professionalized. Even the practice of creating video content is becoming increasingly professionalized and commercialized. The motivations from outsides, which are frequently linked with work, i.e., the external factors are still more important for content creation than intrinsic motivations, which are connected to recreational work. This study illustrates how social impact affects the ideal subscription model for online video platforms. Paid, free, and trial strategies play the major role in choosing the strategy. Positive social influence and negative social influence are two cases provided by revenue models. This study summarizes the different video websites, relationship among the creators, and the online video which are analyzed in terms of its economics.

Keywords: Video Audio Hosting, Vimeo, Wistia marketing and training strategies

1. Introduction

The development and explosive rise of online video sharing, production, and collaborative consumption have been observed in the last few years. The economy sharing, content sharing websites and crowdsourcing platforms are the example of these trends. These digital participation and collaboration methods have turned the internet into a global platform for peer-to-peer cooperation, self-expression and active conversation [1]. For online video hosting, sustainability has become essential. In economics, raw materials are typically the limited resources that are considered. Digital product providers are competing for demand-side

consumption requirements, as the cost of duplicating information approaches will decrease in the digital era.

The growth of online video hosting and network media have replaced the conventional medias like movie, television, etc. and has become the primary entertainment source. Diversity has a good impact on the long-term viability of online video platforms from the viewpoint of the business ecosystem. For users, online video platform provides a diverse selection of movies and videos and provides an additional option through searching process and it can produce unexpected discoveries. Simply said, users will have great opportunities to find different types of information while searching in online video and audio platforms because it always recommends relatable resources. These platforms can get the users' interest and provoke them to keep watching for a longer duration [2]. The loyalty of the user will grow on the platform, and this will help in the long -term development of online platforms like video hosting.

2. Online Video and Audio Hosting Websites

There are so many websites available for online video and audio hosting. But the websites in which any user can upload and streaming the videos are discussed here. The following graph shows where the users claim to watch their videos [3].
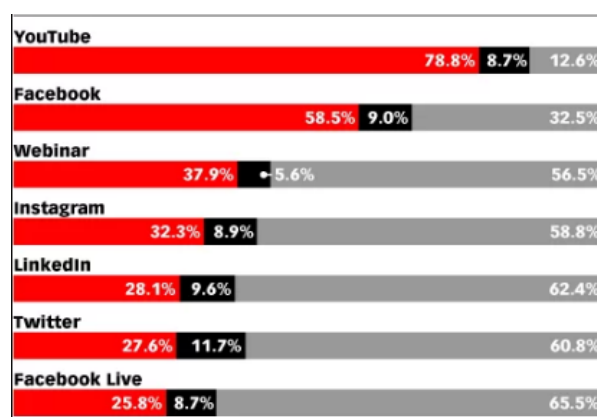

Figure 1. Efficiency of Video Marketing Platform based on Wyzowl Survey [16]

For video marketing, it's crucial for knowing which platform is efficient and successful. Wyzowl, a organization that makes explainer videos, analysed the 459 marketers over the world to find the best social media for video marketing. At the end of the anlysis, it was

determined that the YouTube and facebook are the two top most video platforms. And other plaforms like twitter, instagram, etc. follow them.

Table 1. Summary of Video Marketing Platforms

Type of service	Hosting	Year	Developed By	Advantages	Applications
You Tube	Public	2005	Steve Chen, Chad Hurley, Jawed Karim [6]	Free to use. Uploading and watching videos on YouTube is completely free. With YouTube, money can be earned for the views. An easy way to share information.	Users watch videos and upload content from their mobile devices. Education Ads Cinema industry Sports Politics
Vimeo	Public	2004	Zach Klein, Jake Lodwick [7]	Vimeo doesn't run video ads. More secure. Vimeo has a reputation for better quality.	Ads and Commercials Animation Branded Content Comedy Documentary Experimental Music
Wistia	B to B	2006	Chris Savage and Brendan Schwartz [8]	Ad-free video hosting. Video player customization. Video Chapters Advanced video analytics.	Video for marketing, support, and sales

				A/B testing.	
Twitch	Public	2011	Justin Kan, Emmett Shear, Michael Seibel, Kyle Vogt, Kevin Lin [9]	Fans to connect with streamers. It allows users to watch content they're interested in on a platform that supports long-form. Live broadcasts.	It offers a fun, social way to watch people play games.
Facebook	Public	2004	Mark Zuckerberg, Andrew McCollum, Eduardo Saverin, Chris Hughes, Dustin Moskovitz [10]	Build online brand. Forms professional bonds between competitors. Find top job candidates. Increases productivity.	Connect and share with family and friends online
Twitter video	Public	2006	Jack Dorsey, Noah Glass, Biz Stone, Evan Williams [11]	Be on top of hot topics. Stay in touch with the community. Be smarter, better, and more informed.	Live video and social activities

2.1 YouTube

YouTube is an American social media platform for online video sharing, and it is owned by Google. It was launched by Steve Chen, Chad Hurley, and Jawed Karim on Feb 14,

2005. YouTube is the second most visited online website. There are five YouTube applications available (YouTube, YouTube Kids, YouTube Music, YouTube Studio, YouTube TV).

MPEG-4 AVC, VP9 and Dynamic Adaptive Streaming over HTTP protocol are the technologies which are primarily used by YouTube [4]. Once the video is uploaded on YouTube, the YouTube assigns a unique id for it. Then the video and audio are encoded using different quality. In the initial stage, Dynamic Adaptive Streaming over HTTP was backed by YouTube. Later, this protocol becomes a standard as component of MPEG technology [5].

2.2 Vimeo

Vimeo was launched by two American businessmen, Jake Lodwick and Zach Klein in October 2004, which was three months before YouTube. It is frequently considered as an alternative application for YouTube. Due to limited community, it is more independent and professional than YouTube. It uses premium concept that allows users upgrade their free account to next pro level instead of running advertisements. Vimeo describes itself as a community of genuine and amazing humans. All genres of videos are accepted on Vimeo, but they must display creative expression and be unique. Vimeo adopted the word "Vimeans" to describe its users [12].

2.3 Wistia

It was established in 2006 by Chris Savage and Brendan Schwartz who graduated from Brown University. This platform allows only businesses to upload their videos. And it is a solid alternative platform for YouTube. Under the free plan, each business can upload three video per month. Wistia is a practical and economical tool for maintaining a company's relevance because videos are such an important component of content marketing [13].

2.4 Twitch

Twitch was founded in 2011 by Justin Kan, Emmett Shear, Michael Seibel, Kyle Vogt, and Kevin Lin. Twitch is interactive live streaming for gamming, entertainment, sports and music. It allows users to participate in different scenarios in the game. They can watch streamer, play the game, and also interact with streamers as well as the other viewers through chat box [14].

2.5 Facebook

Facebook was developed in 2004 by Mark Zuckerberg, Andrew McCollum, Eduardo Saverin, Chris Hughes, and Dustin Moskovitz. It dominated the world of online social networks over the 16 years. Facebook has become one of the most influential online social network platforms. 24*7 over two and half billion peoples use this platform to post, react, discuss, and share [15]. A closer look at the Facebook Live content revealed that, in 2018, posts that showcased locales other than radio studios received higher likes from followers.

3. Future Opportunities

The ZipSchool helps children to learn extracurricular activities like singing, sketching, singing, and etc., through an interactive version of Sesame Street that includes animation and stickers. Lunchclub is modernizing difficult work of networking by connecting users with like-minded entrepreneurs from the convenience of their office or home. Beyond one-to-many broadcasting, run the World is setting the standard for online conferences. Mux and Descript are very basic technologies which are the tools that developers can use to embed video into their programmes. Mux makes it simple for almost any programme to add video capability by utilizing APIs [17]. Similar to how editing a Word document is made simple, Descript also makes editing audio and video simple.

4. Conclusion

The sustainability of online video platform operations lies on the increasing number of users' loyalty, based on the platform's administrators. Online video platforms already apply algorithms to forecast the content that consumers would find interesting and to keep recommending related videos. Customers can access many videos with less effort and decreased time consumption by using this method. This can improve the quality of word-of-mouth marketing as well as the income of the platform.

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