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Video Labs Newsletter

August 2008

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August Promo



**\$50 off your next
Blu-Ray or web video job
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**Expiration 09/15/08
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➔ Online Video-sharing on the rise - Are you You-Tubing? We can help.

It's no surprise --online video sharing has shown dramatic rise in use in the last year. A study from the Pew Internet and American Life Project, published this year shows that nearly half of online adults now say they have visited sites such as YouTube, GoogleVideo or AOL video - this is roughly double the number compared to the year before.



Marketing professionals, conference planners, religious organizations and educators are making practical use of video sharing and it is quickly becoming a standard format here at Video Labs. What's contributing to this? -- faster, broadband connections, simplified software for video posting, but most importantly, the sheer number and variety of videos that are available to watch online.

Video Labs can provide you with quality compression and help you to set up for video-sharing. Here are some tips from our multimedia specialists to consider:

For high quality compression, provide us with the best quality video format - the higher the quality that you start with, the better overall you're video will look.

Evaluate footage shot in HD for how best to down convert for online video sharing, keeping in mind that your viewer will watch in a 4x3 SD window. There is no widescreen option for YouTube. Edge cropping makes sense for interviews and talking heads, but other footage might lend itself to a letterboxed aspect ratio.

For tags and lower thirds, consider font sizes and styles carefully. For scripts and heavily-stylized fonts, use 25% of your screen

height and for standard fonts, use 20% of the screen. Working in a computer environment gives you more workspace since 'title safe' issues do not apply.

→ Blu-ray - ooh, ahh!

When our first Blu-ray master popped out of its drawer, the Video Labs staff sighed. After all, we've been monitoring the DVD format wars for some time to see which way it would tumble. Low and behold, Blu-ray has won. Video Labs has long been HD-friendly in tape format and now our new Final Cut Pro system completes the HD circle by allowing us to support our Blu-ray customers with phenomenal disc resolution.



For screenings, trade shows and corporate events, clients now request Blu-ray for a top-of the-line viewing experience. But, for mass duplication, Blu-ray is limited by the low numbers of players for consumer and corporate use.

Sales of stand-alone Blu-ray players fell significantly this year and production decreased in response ([click here](#)). And, when compared to sales of standard DVD players at market introduction, sales and market penetration have been much slower. It seems that consumers have not yet accepted the premium price tag that goes along with the outstanding video quality and features. Also, many indicated that their standard DVD player is still performing very well. End of year sales may change all that. NPD's Retail Tracking Service reports that unit sales of up-converting players rose by 5% while standard players without this feature declined by 39%. In addition, imports of the first Blu-ray players from China-based licensees are arriving now in preparation for the holiday retail season and the lower retail price tag of \$ 199.00 may help boost sales([click here](#)).

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