



White Paper

Online Video Platform

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Executive Summary

comF5's Online Video Platform ("OVP") shouldn't be confused with "media vaults or media managers." It is much more powerful. Our OVP is an enterprise-class video storage, publishing and monetization platform.

comF5 has over a decade of best practices for creating, hosting and publishing your video and other media on the Internet. Its Online Video Platform integrates seamlessly with the other components of the comF5 eMarketEngine, making it the ultimate solution for your online marketing and promotion efforts.

To summarize, the eMarketEngine's Online Video Platform benefits are numerous and include:

- Drive brand awareness
- Increase conversion rates
- Increase customer satisfaction and loyalty
- Bring your products to life online
- Monetize your content

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Features

comF5's Online Video Platform's main features:

- Deep analytics
- Multi-file uploader with SpeedBoost
- Social Media sharing tools
- Custom Playlists
- Customizable and White Label players
- Video Commerce and other monetization
- Lead capture within video
- Hierarchal folder management
- Web video and audio recorder
- Baseline transcoding
- Upload once... delivery everywhere



Definitions

From Wikipedia.com:

An **Online Video Platform**, in short an OVP, is a solution to deliver media content via Internet to an audience watching it on Internet connected terminals : PC, mobile phone, tablet, connected TV, connected game console, connected set-top-box...

Online Video Platforms began to be formally developed as commercial software products in the mid 2000s as with the rise of massive internet video usage.

In 2009, November 18–19, the first Online Video Platform Summit was held in San Jose McEnery Convention Center • San Jose, CA.

Value Proposition

Many studies show that video communicates better than graphics and text alone. With the advent of fast Internet connection, video has become prevalent on the Internet. It was originally difficult to encode, host and distribute video. However, with sites such as Youtube and Facebook, videos are now easy to post and distribute in order to help drive awareness. With the advent of Online Video Platforms, videos can now easily help drive monetization and customer loyalty.

As a business you want to drive awareness of your products and services, convert potential customers to advocates and create significant loyalty. Strategically using both free video sites, and an Online Video Platform, throughout each stage of the customer life cycle can dramatically increase your results.

In addition, most people don't realize that when you upload content to Youtube and Facebook, you give them rights to your content! This is fine with video content that is used to create awareness, however it is critical to retain the rights to your video content that helps drive customers through acquisition, retention and loyalty. This is where an OVP can help.

Here is the key...

“Create awareness and drive viral sharing with free video sites. Then direct viewers back to your website where you utilize targeted video content, hosted on an OVP, to drive engagement and action. Then use the OVP's deep analytics to optimize the experience for even better results.”

Top 10 best practices with an Online Video Platform:

1. Good quality video has, statistically, considerably longer view times
2. Find an OVP with deep analytics so you can fine tune your campaigns for better results
3. Utilize H.264/MP4 as it is the most widely adopted video format in the world
4. Employ an OVP that delivers to all devices, computers, set top boxes, etc...
5. Utilize and OVP that transcodes your videos into multiple files for optimal delivery
6. Using a custom branded player and skin will help drive engagement and action
7. Use an OVP that has integrated video commerce features such as Paywalls, subscription forms and other action buttons
8. Use an OVP that has a full suite of social media sharing tools and viral sharing capability
9. Use video on lead capture pages to increase conversions and then use deep analytics to refine and optimize your efforts
10. Understand and monitor your analytics, then take action

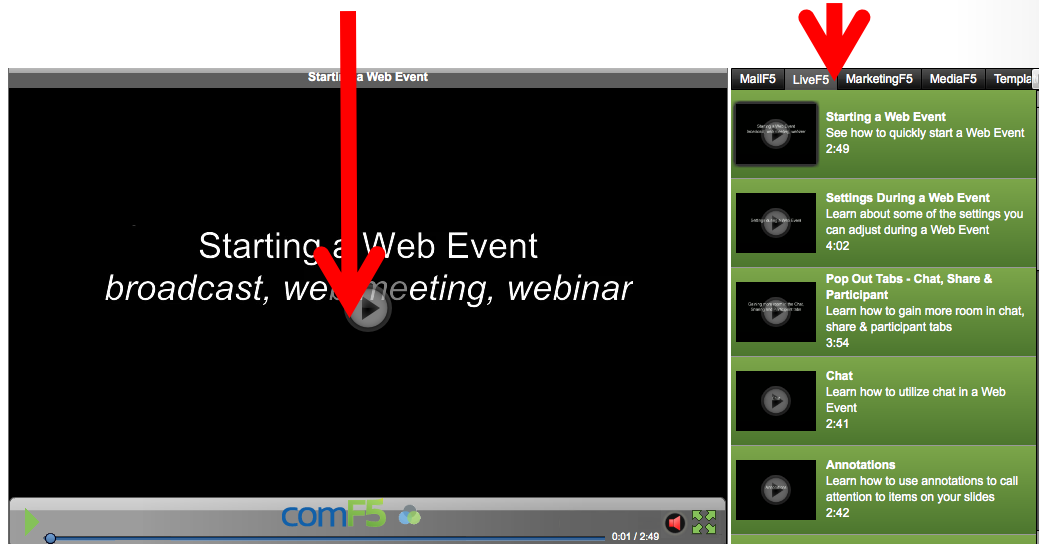


An Example Application in use

Here at comF5, we produced several video tutorials on each of the components of the eMarketEngine. We then integrated them together using the MediaF5 playlist.

Integrating multiple videos in different categories in one-easy-to-implement player is simple with comF5's multi-playlist player. This feature allows you to easily create multiple playlists, each covering a specific subject matter, and then group them together. Viewers simply select a tab to watch high quality video content on that particular subject. Our multi-playlist player is shown below. This player is also an example of a white label player to help extend your brand and increase targeted engagement.

Video Window Tabs



This player is powerful because it allows you to group content together via the tabbed layout. Under each tab, it has multiple videos. Therefore, you can see each tab contains the video tutorials of each component in the eMarketEngine. With this format we are able to better engage our customers in education and training, which increases their customer satisfaction and ultimately retention.