

Multimedia
Competencies for
University Staff to
Empower University -
Community



Multimedia Production Techniques

**Libraries of multimedia resources.
Video repositories**

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Learning objectives:



1. Knowing about the available multimedia resources in the repositories
2. Getting familiar with YouTube, Vimeo and other repositories
3. Learning how to correct use the available resources from libraries of multimedia resources and from video repositories

Libraries of multimedia resources

A multimedia library is a storage system (a repository) created based on specific criteria

Generally, files pertaining to each type of media content are managed under separate categories (images, videos, other documents and files)

The Internet is the largest multimedia repository!

Challenges in managing libraries of multimedia files: storage requirements, organizing the files, creation of an easy-to-use searching and identification systems



Source: <https://www.pngwing.com/en/free-png-pfifp>

Video repositories

- By 2022, online videos are expected to account for ~82% of the consumer internet traffic
- According to a 2021 Wizowl report, 96% internet users watched at least one explanatory video to enhance knowledge on products/services
- As per the same report, the average time spent watching videos online is 18 hours/week, representing an increase of 7.5 hours/week over a three-year period



Source: Shutterstock

The most popular solutions for video streaming and management are YouTube and Vimeo

The high demand for video content stimulated growth in the market, generating an increasing number of alternative solutions, some of which are similar to either YouTube or Vimeo, while others differentiate from the leading competition

YouTube



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Pros	Cons
Free video repository – unlimited cloud storage for video files	Basic embedding options
Market leader with 1.9 billion users	Impossibility to remove advertisements from the videos, as they play automatically
Possibility to maintain certain videos as private, with option of removing the video files from the public	Every video is accompanied by recommendation of other videos
Accessible video embedding via customised iframe codes	Requirement for a third-party service for download
The most significant online audience for content sharing and visibility	Potential copyright issues

Vimeo



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Pros	Cons
<ul style="list-style-type: none"> • There are no advertisements inserted in the videos and recommendations can be removed • Video embeds are customizable • Option to create video content for professional social media • Possibility to advertise creative services on the platform • Enables video downloads • Paid solution at affordable pricing – minimum fee is \$7/ month. • Designed for professional use 	<ul style="list-style-type: none"> • Free accounts have limited upload limits • The audience is limited (as compared to YouTube)

Explore the resources

<https://www.youtube.com/>

See the MUST channel: <https://www.youtube.com/channel/UC5NupddM6vqJmBoZzCHEvVA>

... become a YouTuber ... see the lessons and tips on video classes:

https://www.youtube.com/results?search_query=%2BHow%2Bto%2Buse%2BYouTube%3F%2B

<https://vimeo.com/>

Explore the free lessons on how to use Vimeo

Additional reading: <https://www.techsmith.com/blog/youtube-vs-vimeo-whats-the-difference/>

Alternative video repositories

In the past years, various companies have emerged in the video content market, providing similar services to YouTube of offering innovative solutions for video content generation and management

Video management and streaming solutions – by category



Libraries/Repositories of photos and videos and video content management systems

Photos, videos and other multimedia resources, <https://www.dreamstime.com/>

Store & manage all video conversations into a single repository, <https://www.envsion.io/>

Create video content management system for different organizations, <https://www.panopto.com/>

CHECK AND DISCOVER MORE ... ON YOUR OWN!

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