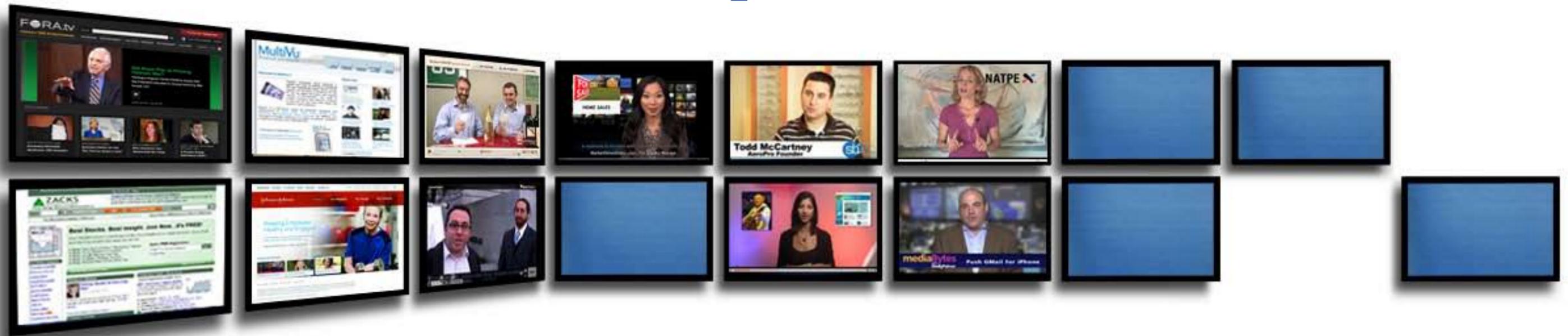




Newstex is Authoritative Content

The *Truth* about Online Video and Licensed Syndication



By Larry Schwartz and Susan Gunelius



Published by Newstex, LLC
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Newstex.com

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INTRODUCTION: The Power of Online Video

The Online Video Success Story of Gary Vaynerchuk from WineLibrary.TV

When Gary Vaynerchuk took an interest in his father's New Jersey wine store as a teenager, he had no idea that one day he'd grow the store into a \$50 million per year business, with 50% of sales coming from online orders. Gary attributes much of his success to social media, particularly, his popular online video series at WineLibrary.tv.

Gary began WineLibrary.tv as another tool to promote his business. His unique approach to wine tasting and his contagious passion for his subject helped his videos generate an online buzz very quickly. Soon he found himself invited to appear on television shows such as *The Today Show*, *Ellen DeGeneres* and *Nightline*, and celebrities such as Wayne Gretzky and Jim Cramer of CNBC's *Mad Money* offered their time as guests in Gary's WineLibrary.tv videos.

Not only has Gary's online video success helped him to grow his wine business, but it has also created a new career for him. Today, he is frequently called upon to offer his insight as a social media expert at speaking engagements and interviews around the world. In 2009, he signed a 10-book deal with HarperStudios for \$1 million. His first book, *Crush It! Turn Your Passion into Profits*, hit book stores in October 2009.

Gary Vaynerchuk's story is the perfect example of how online video can catapult your business or yourself to



new levels of success. This ebook teaches you about the power of online video and how licensed online video syndication can boost the exposure and opportunities your online video efforts present as well as enable you to make money through royalties. Online video's power and influence is growing and spreading quickly. Read on to learn how you can leverage it to meet your own goals.

Full disclosure: Gary Vaynerchuk's WineLibrary.tv content is licensed and syndicated through Newstex.

CHAPTER 1: The Growth and Influence of Online Video

The Online Video Opportunity

The online world is changing before our eyes and content producers are finding new ways to connect with consumers, increase their authority and online exposure, and open new doors of opportunity through online video. The recent, rapid growth of online video viewing represents a shift in media consumption habits that can't be ignored, particularly as manufacturers prepare to roll out broadband-enabled televisions that will make online video viewing easier and more accessible than ever. It's an opportunity that cannot be ignored and should not be missed.

Online Video by the Numbers

According to [eMarketer](#), the number of online video viewers in the United States is predicted to reach 88% by 2012, and a Q4 2008 survey by [LiveRail.com](#) reported that 18-24 year-olds now spend more time watching online video than television.

Research from an April 2009 [comScore](#) study reveals similarly interesting insight into online video growth in the United States:

- 78.6% of the U.S. Internet population viewed online videos during the month of April 2009.
- Over 151.6 million U.S. Internet users watched nearly 16.8 billion videos online during the month of April 2009.

Joe Pulizzi Offers Insight about Online Video Content

“ The majority of buying decisions start online, so the creation and distribution of valuable, relevant online content is more important than ever for a business to survive. Content is now the core of a total marketing program, and we must all consider ourselves publishers first and marketers second. Specifically, online video is critically important to a marketing strategy. As more research comes out about online behavior, it's clear that people watch videos and are influenced and make decisions based on what they see and hear. As that trend continues, online video needs to play a role, and possibly be the centerpiece, for content producers. ”

— Joe Pulizzi, founder and chief content officer for [Junta42](#), board member of the [Custom Publishing Council](#), and co-author of [Get Content Get Customers](#)

- YouTube significantly leads the pack in terms of where people watch videos online with over 40% market share.
- The average length of videos viewed online is 3.5 minutes.

Research from Cisco Systems' *Cisco Visual Networking Index: Forecast and Methodology, 2008-2013* report, which was released in June 2009, provides a global perspective on online video growth trends and predictions:

- In 2009, Internet video accounts for 33% of all consumer Internet traffic.
- By 2013, all forms of online video combined will account for 91% of global Internet traffic.
- In 2013, it would take a person over half a million years to watch all of the online videos that are published each month.

The growth in online video viewing isn't isolated to the Star Wars Kid and Susan Boyle videos. There is also a growing demand for authoritative, quality video from business professionals, journalists, financial analysts, and more. A study of corporate executives at top U.S. companies with annual sales in excess of \$1 billion (conducted by [Forbes Insight](#) and [Google](#) in June 2009) found that 27% of executives under the age of 50 prefer to review business information in video format than text format. Given the rapid growth of online video viewing, one can expect to see that number continue to grow exponentially in the near future.

Fast Fact

In January 2005, there was no YouTube. The site launched in February 2005.* Just four years later in April 2009, 107.1 million U.S. Internet users watched a total of 6.8 billion videos on YouTube in a single month.**

*Source: www.YouTube.com/t/about

**Source: comScore Video Metrix April 2009

The same study revealed that 33% of executives under the age of 50 view work-related videos everyday with nearly 23% stating that they visit YouTube daily for business-related video content.

The emergence of online video as a credible and authoritative source for information is still in its infancy, and the opportunity for brands and online content producers to leverage it is wide open. Take a lesson from Gary Vaynerchuk's story told in the Introduction to this ebook—online video offers potential to do far more for content producers and viewers than providing a laugh.



David Meerman Scott Talks about the Online Video Opportunity

[David Meerman Scott](#), best selling author of *The New Rules of Marketing & PR* and popular blogger at [WebInkNow.com](#), provides his insight into online video.

“Thousands of organizations are creating video to showcase their expertise and provide valuable information to buyers in an easy-to-understand medium. The interview format is very popular, because it is fairly easy to interview guests and post the resulting video. Other common forms of online video include comedies (frequently used to try to garner many views and “go viral”), product overviews, executive speeches, and much more. An added benefit of producing video for your organization is that the media, bloggers, and others in position to talk you up tend to watch video to get story ideas.”

Online Video Challenges

The challenge for online video producers is creating great content that people want to watch. However, online search tools for video are rudimentary at best and often deliver a myriad of unrelated and unhelpful results. The bigger challenge for online video producers is simply getting their content found by the right audiences particularly as online video usage becomes mainstream and the Internet becomes more cluttered.

Certainly, creating content that adds value and is useful to a highly targeted niche audience is a vital component of online video success, but the online video viewing audience is highly diverse and extremely fragmented. Getting great video content in front of niche audiences who are likely to talk about it, share it, and advocate it is difficult for smaller players on the online video publishing playing field. Add to those challenges issues related to formatting online video for multiple platforms, uploading it to multiple sites for sharing and viewing, and the lack of standards both technically and editorially for online video, and small or mid-size online video producers can become overwhelmed. In other words, a medium that should have few barriers to entry becomes a barrier unto itself.

Finally, online video producers can be divided into two primary categories:

1. Professional or Authoritative Video Producers:

Those online video producers who bring a specific expertise to their content. These thought leaders produce quality videos with credible messages that other professionals, business people, academics, journalists, and so on seek to learn, do their jobs, and make their lives easier. This type of content may or may not be branded and can come from companies or individuals. It does not need to be produced by a professional videographer, but it does include authoritative, quality content.

2. Personal or Entertainment Video Producers:

Those online video producers who create videos for personal enjoyment or shared entertainment rather than for authoritative information sharing, education, or professional purposes. Their videos could be clips from their personal lives, messages to friends, parodies, or any other form of online video created for peer sharing rather than professional purposes. This content may or may not be produced by a professional videographer.

For professional and authoritative video producers, finding an audience is only half the battle. The other challenge is differentiating authoritative content from the abundance of personal videos that clutter online video searches.

The real key to online video success is not just growing an audience, but also getting that content in front of professional influencers such as business people, financial analysts, journalists, academics, and more who don't have time to sort through a long list of unhelpful and non-professional search results. Getting exposure among the



powerful groups of industry influencers is the ultimate goal of professional and authoritative content producers. This ebook explains how licensed online video syndication can open the door to online video success wider than ever by putting it directly in front of influencers and professionals. Read on to learn if licensed online video syndication is right for you.

CHAPTER 2: An Introduction to Licensed Online Video Syndication

Using Online Video Syndication to Increase Exposure and Make Money

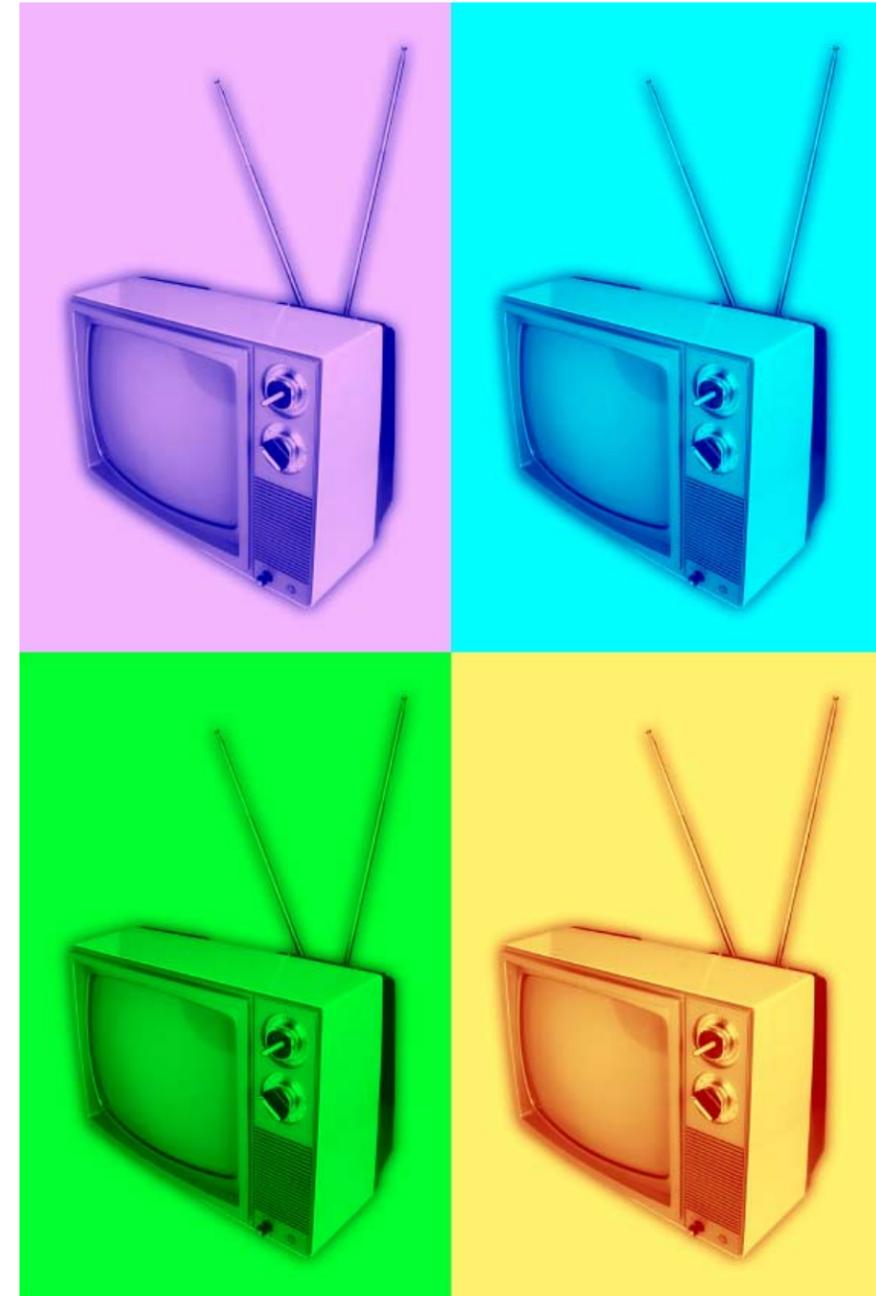
The concept of video syndication began in the world of broadcast television where rights to original programming and later reruns were sold to multiple distribution outlets such as television stations and cable channels. Syndication can deliver big rewards in terms of longevity of a program and advertising revenue. For example, the lifecycles of shows like *Seinfeld* and *Friends* have been extended well beyond their initial runs thanks to syndication.

Often a television show that performs poorly on network television becomes a long-running hit in syndication. Alternately, many smaller budget, quality programs that cater to niche audiences do extremely well and gain widespread popularity through syndication (e.g., variety and talk shows or game shows such as *The Wheel of Fortune* and *Jeopardy*). In simplest terms, broadcast syndication opens content up to a new, broader audience. The same is true of online video syndication.



Online syndication is the process of simultaneously publishing content through multiple sources, and it is available in a number of media formats including text, audio and more recently, video.

The most common form of online syndication is Really Simple Syndication (RSS). In simplest terms, RSS is a



 ***Fast Fact***

Online video syndication through Newstex follows the licensed syndication model. Unlike other syndication models, in which videos can be republished on multiple, publicly accessible Web sites, licensed syndicated content through Newstex is distributed to end-users who access that content via closed systems found at corporations, law firms, financial institutions, government agencies, or academic research libraries.

Newstex hosts and streams all licensed video content, meaning Newstex assumes all costs to share publishers' videos through licensed syndication. Links back to the content producers' videos are retained to ensure the video producers are identified as the original publishers. In return, video producers are paid royalties when consumers access their syndicated content, and video producers benefit from increased exposure to professional influencers. You can read more about licensed syndication of video content through Newstex in [Chapter 4](#).

feed of online content that is pushed to people rather than requiring them to visit multiple Web sites to find the content they're interested in from their preferred sources. Instead, they can simply log into their feed reader applications such as Google Reader and view the RSS feeds to which they are subscribed, or they can access that content from an aggregator that collects and displays it in a single location for easy access.

In late 2000, audio syndication became feasible when improvements were made to the existing RSS feed functionality. Video syndication followed in 2005 when Yahoo! and Apple further improved RSS and promoted video publishers' content through online portals and software such as iTunes. Within a very short time after Yahoo! developed Media RSS (MRSS), other Web sites and developers accepted MRSS as the new way to deliver multimedia content through feeds.

Today, just as well-known online content producers such as the Associated Press, the largest and oldest news organization in the world, is paid to allow a myriad of Web sites to republish content from its reporters via its text feeds, multimedia content can also be republished via media feeds. Online videos from large, established brands and publishers can be delivered via syndication just as easily as online videos from small and mid-size businesses, individuals and brands can be. With video content and an MRSS feed, online video content can get in front of a larger, more diverse audience than ever before. This is particularly helpful since the process of online video search is so limited as discussed in [Chapter 1](#).

Types of Syndication



Syndication can be confusing, because it can take so many different forms. No matter what syndication form an online video producer chooses, one thing remains constant—an agreement is made between the content producers and the content aggregators or distributors. Where things get tricky is the behind the scenes processes of syndication and the methods of distribution as well as payments or the lack thereof. The three types of online video syndication are defined below:

Licensed: Distributors pay a fee to content producers to provide their content to end-user customers. There are very few companies that offer licensed online video syndication, which typically pays video producers royalties and distributes content outside of the open Web. This ebook focuses on the licensed syndication model, which gives video producers the most control of their content and brands while providing them with opportunities to earn revenue through royalties and increase their reach to an audience that might not be available to them otherwise. You can read more about the benefits of licensed online video syndication in [Chapter 3](#).

Ad-supported: Content producers share in advertising revenues generated from their content that is syndicated to end-user customers often on the open Web. There are a number of online video syndication companies that follow the ad-supported syndication model, which offers little control to the original video producers.

Free or bartered: Content is republished on the open Web, and content producers receive no monetary payment. There are a number of online video syndication companies that follow the free or bartered syndication model, which offer very little control to the original video producers.

Moving From Destination Focus to Audience Focus

Online Video Producers See Value in Licensed Syndication

Companies, individuals, bloggers, microbloggers, and others choose to syndicate their online videos to broaden the reach of their content and messages and to make money. With so many videos online and existing search tools generating less than useful results, online video producers have realized that video distribution must move from a destination-centric approach to an audience-centric approach.

In other words, instead of uploading content to YouTube or another online video destination site, authoritative online video producers are looking for new ways to get their valuable, expert content in front of the specific audiences who want to see it.

An excellent way to achieve that goal is licensed video syndication. Large corporations such as [Johnson & Johnson](#) and [Google](#); nonprofit organizations like [Charity Navigator](#); small and mid-size businesses and media outlets such as [WineLibrary.tv](#) and [SBTV.com](#); professional individuals like [Shelly Palmer](#) and [Daisy Whitney](#); and many more all choose to syndicate their online video content through the licensed syndication model.

Overcoming Audience Fragmentation

Online Video Distributors Get Content in Front of Niche Audiences

Imagine contacting [LexisNexis](#) (see sidebar), and asking them to syndicate your online video content to their end-user customers. Unless you're creating content for a big name company or brand, it's unlikely that you would be able to secure a distribution contract with a content distributor such as LexisNexis. However, through licensed syndication, you can do exactly that. In other words, licensed syndication breaks down the barriers to getting your content delivered to highly desirable niche audiences in target markets alongside of content from well-known companies and brands.

For example, video producers who license their content for syndication through Newstex will find their content distributed through LexisNexis to individuals who are looking for authoritative content from subject matter experts. Top content distributors partner with leading aggregators and syndicators to find and deliver the highest quality videos to their end-user customers. Ultimately, online video content that was once destination-centric and couldn't draw a large quantity of viewers from the fragmented audiences found across the open Web, is now delivered in an audience-centric manner directly to the specific people who want and need it to do their jobs and enhance their workflows everyday.



LexisNexis—Distributor of High Quality Content to “Help Customers Win in Their Own Marketplaces”

LexisNexis was born nearly two centuries ago in 1818 and has grown to become one of the leading providers of content from high quality sources designed specifically for professionals working in the legal, risk management, corporate, government, law enforcement, accounting, journalism, and academic fields around the world. Customers from over 100 countries use the content distributed by LexisNexis to perform their jobs.

LexisNexis' end-user customers need access to authoritative content from expert sources, but they don't have time to conduct futile Web searches to find that information. Instead, they pay to access the content distributed by LexisNexis. Therefore, LexisNexis distributes only the best content from the most authoritative sources.

Delivering Information Professionals Need

Online Video Users Get the Content They Need to Do Their Jobs

People who use syndicated video content come from a wide variety of professions. For example, academics, journalists, business people, scientists, legal professionals, and more use syndicated videos for an even wider variety of reasons such as legal research, brand research, competitor research, business acquisitions, background screenings, law enforcement initiatives, homeland security activities, financial decisions, and many others. Since licensed syndicated video is distributed through closed systems, end-users access it through company systems, company Intranets, corporate or academic libraries, and so on. Having access to licensed syndicated video content helps users save time (by eliminating the need for hapless Web searches for relevant information) and make decisions with confidence (by ensuring content comes from authoritative sources).



Is Licensed Online Video Syndication for You?

Only you can determine if online video syndication is right for you by evaluating your goals for your content and videos and pursuing the opportunities that help you reach your objectives. Certainly, producing online video is a significant opportunity for content producers, and licensed syndication provides tangible and quantifiable benefits, some of which are discussed in more detail in [Chapter 3](#).

CHAPTER 3: The Growth and Influence of Online Video

Why Do Authoritative Online Video Producers Syndicate Their Content?

Each person or company that syndicates online video content through the licensed syndication model has something in common—a desire to connect with target audiences of influencers in their markets and increase exposure to their online video content. Read on to learn more about some of the top benefits of licensed online video syndication.

Benefit #1: Access to Target Audiences and Key Influencers

In simplest terms, licensed online video syndication gives video producers the ability to get their content directly in front of influential users who are looking for it. Unlike the casual YouTube surfer, users who access video through a licensed syndication agreement do so via closed systems. They are actively looking for high quality content for very specific reasons. Licensed video syndication gives quality video producers an opportunity to get their content in front of the right audiences and in front of key influencers in their industries. Getting on the radar screen of key influencers is a major coup for anyone who is looking to increase exposure to his or her content, which often leads to bigger and better opportunities in the future.

Online Video Case Study: SBTV.com

Mark Witzling, Chief Marketing Officer at SBTV.com, shares his company's experience with online video.

“Online video has proven to be an engaging method for Internet users to consume media. Whether consuming entertainment or accessing online video for information, users have quickly accepted and gravitated to online video as a method of absorbing content. This is especially true given recent technology enhancements that have improved the user experience by delivering gains in the quality and speed of online video delivery. SBTV.com has been delivering information via online video since 2004, and the discerning and busy small business owners that comprise our audience prefer this method of content delivery. Using syndication services such as Newstex allows SBTV.com to achieve broader exposure and increases overall consumption of valued content.”

Benefit #2: Increased Exposure Overall and More Viewers

When video producers license their content for syndication, their videos are delivered to paying end-users with all of the producer's original branding and links retained, giving credit for quality content where credit is due—to the producer. When key industry influencers view that content, they know who the creator is. It's very likely that they will write about it or share it, which typically leads to more viewers for those videos and often leads to more opportunities for the video producer.



Imagine the monetary investment in advertising that it would take not only to get in front of the same key influencers but also the millions of people around the globe that content can spread to. Thanks to licensed online video syndication, video producers have an additional way to get the same type of broad exposure and attention without necessarily investing hundreds of thousands of dollars in public relations and advertising campaigns. In other words, licensed online video syndication is another powerful tool in a content producer's marketing and publicity toolbox but doesn't include the high price tag many other tools require.

i *Fast Fact*

Unlike ad-supported, free or bartered syndication, licensed online video syndication through Newstex distributes content via closed systems off of the open Web. That means the end-users who are likely to find and view videos through the Newstex licensed syndication process are not the same audience who would find them via Web searches.

Also, licensed syndication through Newstex does not take away traffic from a video producer but simply adds to it, again, because the content is not republished on the open Web. To ensure this, Newstex video syndication agreements include specific language that prohibits distributors and end-users from republishing syndicated content in any way that violates copyright laws.

Benefit #3: An Authority Boost and New Opportunities

Consider this—a video producer creates high quality videos related to his expertise in stock trading. He decides to license his video content for syndication. Suddenly, his content is delivered alongside of content from well-known financial media organizations directly to his target audiences of financial professionals and journalists who are looking for exactly the type of information he is providing. Such association with well-known mass media outlets gives his content and brand credibility and authority.

Now, he can tell people that his content is distributed through a top content distributor such as [LexisNexis](#) or [Thomson West](#) just like content from big name news organizations. It's a differentiator that content producers can leverage to help sell advertising on their Web sites, attract new clients, sell products, book speaking engagements, schedule interviews, and much more.



i *Fast Fact*

Video content licensed for syndication through Newstex is editorially reviewed before a contract is signed to ensure the content is of a high quality and meets the authoritative standards distributor partners and end-user customers need and expect.

The opportunities are endless once a video producer has widespread exposure and perceived authority.

Benefit #4: Potential to Make Money through Royalties

Online video producers who license their content for syndication sign contracts that outline the amount they'll earn in royalties each time an end-user customer accesses that content. The primary motivators for the majority of online video producers who license their content for syndication are broader exposure, increased authority and access to target audiences, so the monetary rewards are typically viewed as an added benefit to licensed syndication. It's important to understand that royalties don't make many video producers rich, but the more great content they create that professionals are looking for and want to view, the higher the royalty earning potential becomes.

Take the Self Evaluation Quiz— Should You License Your Online Videos for Syndication?

Answer the questions below to determine if licensed online video syndication is right for you.

1. Do you want to reach a specific group of professionals and influencers with your online video content?
2. Do you want to reach professional audiences that search for content through closed, company systems rather than the open Web?
3. Do you want to differentiate your content from the millions of lower quality videos on the Web?
4. Do you want your content to be delivered alongside of well-known media organizations through respected distributors like LexisNexis?
5. Do you want to increase the number of people who can find your videos?
6. Do you want a way to increase your authority as an expert in your field?
7. Do you want to boost awareness of your brand or business?
8. Do you want to be approached for interviews, speaking engagements, and so on?
9. Do you want to make more money?

10. Do you want to do all of this with almost no extra work on your part?

If you answered yes to even one of the questions above, then licensed online video syndication can help you reach those goals. Continue reading [Chapter 4](#) to learn how to get started with online video production and licensed online video syndication.



CHAPTER 4: Getting Started with Licensed Online Video Syndication

Demystifying the Technical Side of Licensed Online Video Creation and Syndication

Creating online videos has few barriers to entry aside from possibly investing in some equipment and getting over a fear of or discomfort with being on camera. In fact, many people who create online videos started out first by creating text content and then moving into creating audio content through podcasts before diving into online video production. For content producers, businesses and individuals who want to appeal to new audiences and leverage the reach and opportunities that online video provides, the key is to just get started. Many of the most successful online videos are made by amateurs, particularly those that include interviews. In other words, a person doesn't need to be a trained reporter or actor to make successful online videos.

Creating Business Quality Online Video

The first step to creating online video content is getting the right equipment. While it's certainly possible to create on-line videos with an inexpensive webcam or the webcam built into your Mac and the microphone built into your computer, the quality of both the sound and picture are typically not good enough for commercial distribution. If you want



people to watch your videos (or pay for them through licensed syndication), then you need to give them videos that are easy to watch and hear. For detailed and current information about creating online video content for syndication through Newstex *Video On Demand*, visit: <http://newstex.com/publishers/video-on-demand/>.

To get started, take a look at the following list of some of the most important equipment and items a video publisher needs to create business quality videos:

1. A digital video camera
2. One microphone for each person in the video
3. A sound mixer (for multiple microphones)
4. A computer to receive and store the video
5. Software to edit and convert the video for Web upload
6. An online host to upload the video to the Web for people to view it online
7. A blog or Web site to discuss and promote the video
8. A channel through which the video can be automatically distributed to customers
9. An MRSS feed for licensed syndication

Branding Authoritative Online Video Content

Online video presents a wide open opportunity for people to establish themselves or their businesses as the “go-to” places for relevant, interesting information about an industry as well as to gain exposure across a broad, global audience. Because there is so much video clutter online and no perfect search mechanism, there is a problem for people who create authoritative online video content. Often, videos from professional, authoritative sources are displayed next to amateur videos uploaded by teenagers for sharing with friends. The challenge for authoritative video publishers is not just creating great videos but also getting them in front of the right audience. However, for maximum exposure, branding is an equally critical component of success.



The first step is to create a pre-roll or post-roll snippet that introduces you and your company. Doing so can immediately differentiate your content from unprofessional videos. Additionally, your videos should be consistent in the type of information presented, your voice, and your overall brand message. Consistency is one of the most important aspects of brand-building, and it should be a top priority as you create authoritative online video content.

Solutions to the Online Video Uploading and Sharing Challenges

Once a video is created and ready to be shared with the online world, it must be uploaded to an online host where it will be stored for people around the world to access and view from their Web browsers. However, uploading a video is not the same as uploading a picture. Video content needs to stream quickly and smoothly for an uninterrupted viewing experience (how many times have you watched an online video only to click away because it was constantly “buffering”?).

To avoid the buffering problem, video producers can upload their videos to destination Web sites such as [YouTube](#), [Blip.tv](#), [TubeMogul.com](#), or [DailyMotion.com](#). Different sites offer varying features and fees, so take the time to research each site’s offerings to ensure they match your goals and budget. These Web sites allow video producers to stream videos without difficulty, and some provide the ability to distribute them to paying customers through Media RSS (MRSS) feeds, which include tags and information that describe the video quality, size, duration, topic, keywords, and ratings for age-appropriate viewing restrictions. Many other hosting services claim to offer video feeds, but these feeds often contain far less information about the video than YouTube or MRSS provide.

Furthermore, some hosts offer RSS or MRSS but rather than linking directly to each video file, links lead to a video player application. For commercial distribution and syndication, a

i *Fast Fact*

High definition (hi-def or HD) video is quickly becoming the preferred standard for high quality, authoritative online video production.

direct link to the video file is necessary. In other words, unless the host offers complete MRSS feeds with links directly to .mpeg, .mp4, .mov, or .flv video files, then a video producer’s distribution options will be significantly limited.

Promoting Online Video

So what should a video producer do? It’s simple. Determine your goals and then pursue the hosting option that best helps you reach those goals. At the same time, determine how you want to distribute your videos in order to expand your audience. The first way video producers typically start promoting their video content is by writing about their videos on their own Web sites, blogs, Twitter feeds, Facebook profiles, and so on.

For example, the social nature of blogs allows a video producer to publish a post announcing the video, providing a summary and asking for feedback. People will read the blog post, watch the video and return to the blog post to provide their thoughts and opinions through the blog comment feature. This is an excellent way to promote video content and develop relationships with viewers through ongoing

conversation. It also aids in search engine optimization, because search engines such as Google don't index video content well. A blog post can provide search engine optimization benefits, which helps drive additional search traffic to the blog and video content.

Another option for promoting online video content is by uploading it to as many video sites as possible. TubeMogul makes this process very easy by allowing users to upload their videos at TubeMogul.com and automatically sharing them on a variety of other video sites. This is an excellent way to ensure your videos are available and have a greater chance of being found amidst the online clutter. However, it could be argued that the varying online video destination sites compete with each other (meaning your videos are also competing with each other).

In other words, your videos are available on the open Web in a variety of places in the hope that the right audience will find them. Alternately, you can use licensed syndication to ensure your video is delivered to the specific audiences that want and need access to authoritative online content but have neither the time nor the patience to hunt for it on a variety of Web sites.

Pushing Video to Pull Viewers through Licensed Syndication

Self-promotion on a blog isn't going to drive huge numbers of video viewers to an online video. In time, yes, the audience will grow, but an excellent way to enhance the distribution strategy of online video content to highly targeted

“ To be successful on the Web, videos need to live on more than one site. Whether a branded video, a news report, an instructional video, or otherwise, the nature of the fragmented Internet requires creators to distribute their videos across many sites. Such syndication is critical to survival and can come through individual relationships as well as licensed syndication through a company like Newstex.”

— *Daisy Whitney*
of [Daisy Whitney's New Media Minute](#)

audiences is through licensed syndication, particularly for small and mid-size producers who don't necessarily have a well-known brand name or business to help them burst through the online clutter. With licensed video syndication, a producer's content is delivered through top distributors to customers who pay for access to authoritative, relevant and meaningful content from subject matter experts. Rather than trying to get people to visit your online video destination, your videos are delivered directly to an influential audience of professionals who want that content.

What is Newstex?



[Newstex](#) is one of the leading online content syndication companies. The Newstex team helps content distributors such as [LexisNexis](#), [Thomson West](#), [Gale Cengage Learning](#), [Canwest MediaWorks](#), [ProQuest](#), [NewsBank](#), [CEDROM-SNi](#), and more provide the best collection of content from authoritative sources to their end-user customers around the world in real time. Since the company's inception in 2004, the Newstex team has prided itself on being first-to-market with cutting edge content aggregation and syndication products and services. Today, Newstex offers a full spectrum of authoritative content from thousands of top news organizations and media outlets, bloggers, microbloggers, and video producers.

What sets Newstex apart from other online content syndicators is the value that Newstex delivers by editorially selecting authoritative content producers, enhancing content and standardizing that content for distribution. Also, since Newstex operates under the licensed syndication model, content producers are paid royalties when their content is accessed by end-user customers. It's a complete package for content producers, distributors and syndicators, and that's why companies and professionals like [Johnson & Johnson](#), [MultiVu](#) (from PR Newswire), [Google](#), [SBTV](#), Gary Vaynerchuk's [WineLibrary.tv](#), [Zacks Investment Research](#), the [U.S. Chamber of Commerce](#), and many others syndicate their video content with Newstex.



All Content is NOT Equal

What is Newstex Authoritative Content?

The fundamental principle behind the Authoritative Content delivered through Newstex is this:

All content is *not* created equal.

Authoritative Content is the online content published by experts, professionals, industry thought leaders, and knowledgeable individuals and organizations that produce useful, meaningful and respected content.

In recent years, the concept of user-generated content has grown to take on an “anything goes” mentality where there is little fact checking and no one controlling the chaos. As a result, people who need access to credible, professional, and expert content find themselves asking three questions:

How can I find useful content when the Web is cluttered with spam, nonsense, and junk?

How can I separate the good content from the bad content?

How do I know which content I can rely on?



The answer is Authoritative Content.

Newstex understands the problems researchers, professionals, and academics face when it comes to sorting through the masses of unhelpful online content to find respectable and trusted content. To meet those needs, Newstex introduced Newstex Authoritative Content in October 2009—a rebranding and repositioning strategy that affects every touch point of Newstex’s business as well as every distributor, publisher and end-user customer who relies on quick and easy access to authoritative content to do their jobs everyday.

Today, Newstex is *the* source for Authoritative Content published by respected professionals and organizations from around the world and across the Web.

What Does Newstex Do with Licensed Video Content?



Newstex aggregates content from Authoritative Content producers and then enhances that content in a variety of ways to make it more appealing and more useful to both content distributors and end-user customers. Each enhancement Newstex applies to the content it syndicates provides consistency and

increases the value of that content to both distributors and end-user customers.

Unlike people who find content through a Web search using Google or their preferred search engines, consumers who pay for access to licensed syndicated content expect a higher level of value, credibility, authority, and ease-of-use than they would get from a long list of results a Google keyword search provides. That's why they rely on Newstex to provide top quality content that meets their needs, and Newstex works hard to both find that content by partnering with authoritative content producers and to deliver that content by partnering with leading distributors.

Following is a list of some of the enhancements Newstex applies to the content it aggregates and syndicates:

- **Transcription:** Newstex fully transcribes certain video content or adds publishers' own video transcriptions and delivers the complete computer-generated transcripts to distributors and end-user customers along with the corresponding videos. Adding transcription enables end-user customers to find relevant content through the search functions in the closed systems through which they access syndicated content.
- **Hosting and Streaming:** Newstex hosts and streams licensed video content—we assume all costs for sharing videos with distributors and end-user customers.
- **Standardization:** Newstex standardizes the content it aggregates and provides to distributors for delivery.
- **Categorization:** Newstex contextually categorizes each video to ensure maximum context relevancy and targeted exposure.
- **Tagging:** Transcripts are tagged with public company stock ticker symbols for all of the North American exchanges and with tickers for key executives, government officials, and topical categories. Tags make it easier for end-user customers to find more of the information they need.
- **Links and attribution:** All content syndicated through Newstex includes appropriate links and attribution to the original source. Doing so preserves the producer's original branding and the search rankings for the original source.

5 POINTS TO REMEMBER ABOUT LICENSED SYNDICATION AND NEWSTEX

1. Newstex publisher agreements are non-exclusive and provide content, blog, and video producers maximum flexibility and opportunity.
2. Most licensed syndication contracts, including Newstex contracts, remind video producers that their content must not violate any copyright laws (e.g., images, music, etc. used in the video are used with permission).
3. Licensed syndicated video content through Newstex is not distributed through the open Web, so the exposure does not compete with existing traffic but rather adds to it by getting video content in front of an audience of influential professionals who would be unlikely to find it otherwise.
4. Newstex end-user customers come from a wide variety of industries and professions. They include academics, business people, financial analysts, journalists, scientists, law enforcement specialists, and more.
5. Newstex pays royalties to video producers when end-user customers access their content.

Is Licensed Video Syndication through Newstex Right for You?

Video producers need to analyze their goals for their video content before they can determine if licensed video syndication through Newstex is right for them. If you want to get your video content in front of professional influencers alongside content from top news organizations and Authoritative Content producers via distributors such as LexisNexis while earning royalties at the same time, then licensed video syndication through Newstex might be a perfect enhancement to your online marketing plan. Visit Newstex.com for more information about licensed online syndication opportunities.





Newstex.com

Please feel free to post this on your blog or email it to whomever you believe would benefit from reading it. *Thank you.*