

How to generate engaging content for online video site.

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Abstract

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The title of your thesis How to generate engaging content for online video site.	Number of pages and appendices 20 + 2
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<p>The thesis identifies how the Google's YouTube and G+ can be utilized together with Wordpress to build an online sports community. The different parts of video sharing website are discussed and analysed.</p> <p>The thesis is based on a real life business plan, and reports on findings concluded from trying out myriad different ways to create a thriving online media site. The actual deployment has already been done as beta, and there are two sport clubs attending the free service. IHK – Itä Helsingin Kiekko, Ice-hockey team, and Prime fighters, self-defence and kickboxing gym. The content is not much but the beta can be accessed at www.urheilutv.net.</p> <p>The YouTube and G+ are discussed as a leading application for creating online video sites, the Wordpress platform solution is briefly mentioned.</p> <p>The audience identification and self-producing nature of good community service is discussed.</p> <p>The process of adding a new site to the community is described in detail.</p> <p>As conclusion the viability and future of the Sportsdom is discussed.</p>	
Key words Online video, YouTube, Google+, Growing community, online services	

Table of contents

1	Introduction	1
1.1	Background.....	2
1.2	Case Company	2
1.3	Project Objective	3
1.4	Project Scope	4
1.5	International Aspect	5
1.6	Key Concepts	5
2	The audience, or who would be to use the product	6
3	The service for online video sharing community	8
3.1	Testing the different platforms.....	8
3.2	Branding the Sportsdom	8
3.3	The layout of the Service	9
3.4	WordPress multisite	9
3.5	YouTube	10
3.6	G+.....	10
3.7	Setting up a new Channel to Sportsdom.fi	11
4	Content for the Sportsdom	12
5	Growing the community.....	13
5.1	Manage the community.....	13
5.2	Personalize the support	13
6	Conclusion	15
7	References.....	16
8	APPENDIX.....	17
	Figure 1 Sportsdom service layout	17
	Figure 2 Process description for a new site	17

1 Introduction

Internet and Social Media are getting bigger chunk of the media audience every year, young peoples are saying that TV isn't something they would need if they had to make a choice about having a phablet or TV. Over 3 billion people are connected to internet and the trend is rising. All new TV-sets are internet capable, and there really is nothing that can't be done in internet and can be done in old TV. TV attendance is going down, with the other traditional media, like newspapers and radio, while at the same time, mobile media consumption is on the rise. (BI Intelligence, 2014).

The general issue the whole entertainment industry has today is how to get interesting content without paying too high cost for it. The scripted programming has huge cost involved, ER (U.S. drama) can cost more than 13 million dollars by one program. The reality tv costs run from 150 thousand to about 1 million for Survivor episode. (Oregon State Edu) This is one reason why reality programs are there still, and will be there in future. It is a cheap option for documents or drama (Reality TV origins).

YouTube has been built by users who put their life, ideas and skills to video and let everyone to see them. As the YouTube, has been growing to be one of the big sites in internet, also more professional videos are there, and most successful companies have their own YouTube account. From the viewpoint of one company or sport team in Finland, the YouTube is huge, and does not give them more audience from others like them.

With Sport TV, we give platform for smaller clubs and hobbies, which is free or for small fee, the club can sell their own ads. They will also have blog, calendar, web shop and their social media at one place. The clubs will be next to their peers, so it's possible to have real community as well.

In the thesis, I will show the parts of the service that need to be to grow and function as an online video community.

1.1 Background

Noise Vision originally started to think about making internet tv-channel in 2012-2013, and the idea was to have different channels for motor vehicles, hobbies and so on. Product was real tv-channel in internet, with costs shared by many companies, there was many companies interested, like VW, Audi, and BMW to name a few. The problem wasn't the cost for the platform, but getting the content interesting enough to get people to view it. There was also idea and strategy for doing Helsinki channel, which would have very lot of content about everything happening in the city, something that viewers would probably view, if only to see their own neighbourhood on viewpoint. The problem with this channel would be to finance it all; making programs takes a lot of time, and buying programs is not cheap.

Combining the two ideas would be possible, but as companies want their share, and their share in start-up channel was more than Noise Vision wanted to give. Companies also don't usually give funds easily if their own product is not in the focus, unless you already have the audience.

The solution to everything would be to get first enough audience to have more say when doing anything further involving internet video. This is where the free platform for sports comes up. By utilizing Google's YouTube and Google+, the platform can be put up without too much effort, at the same time creating utility and possibility to raise funds for sports teams.

1.2 Case Company

Noise Vision Oy, founded in 2014, by Mikko Hellemaa, Director Roope Päivänen and TV producer/Filming Tommi Tikka, is an independent company that does commercial movies and TV programs. This year, a well appraised expert in branding, Dr Teemu Moilanen, joined the company too.

Noise Vision is start-up company and does not have any turnover yet, but no outstanding loans either. Noise Vision owns their own domains and few others as well, to have place to put the sites up when ready. The company consists of the four owners only, and want probably hire new employees before there is enough turnover. The headquarters of Noise Vision are shared by Help production, as well as Roope Päivänen owned commercial film company Helsinki Leffa Productions, are located at Kalasatama.

Noise Vision has started projects on two TV-programs for the digital tv at the year 2016. The first has working title of Energiatalkoot. The program pilot is produced by Noise Vision and sponsored by Kesko. The show has Mikko Hellemaa as a host, and is about meeting the people and their house, investigating their habits and possible energy losses with Motiva, the discussing how to improve on those. The pilot is in the last stages, further filming delayed by the snowfall. Another show in the pipeline has its focus on local food produced and people behind it.

This thesis is to help the company to focus its efforts on the Sportsdom, the service for the smaller sports teams.

1.3 Project Objective

This thesis will go through the parts of the plan to make the Sportsdom grow and prosper.

PT 1. Defining the Platform

PT 2. Defining the Audience

PT 3. Defining the Content

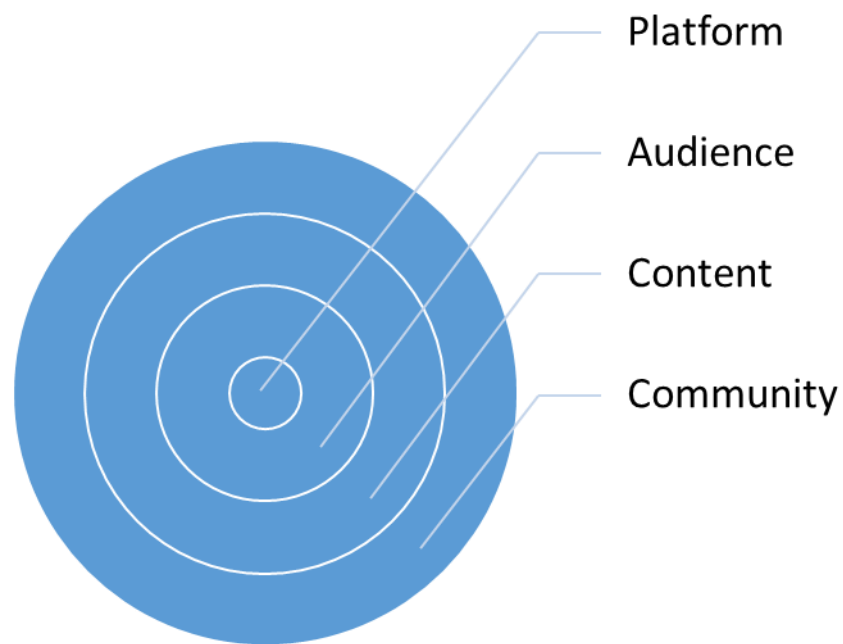
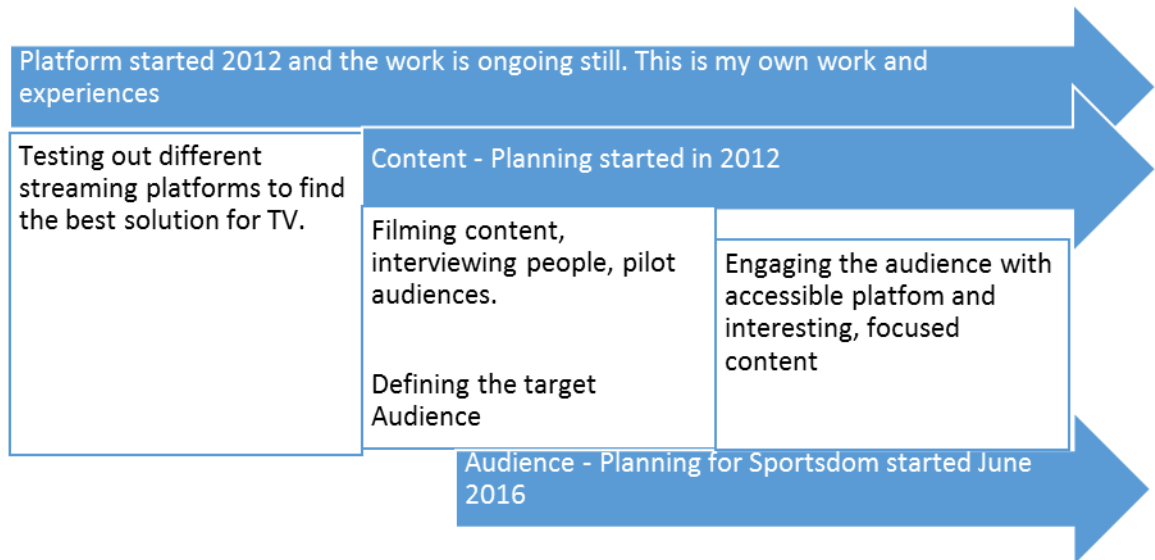
PT 4. Growing the Community

Table 1 below presents the theoretical framework, project management methods and outcomes for each project task.

Table 1. Overlay matrix

Project Task	Knowledge base*	Project Management Methods	Outcomes **
Defining the Audience	Internet study	Desktop Study	Target Segment
Platform	Web, own knowledge, IT people	Empirical testing, interviews, Desktop study.	Right choice of a platform
Content	Own knowledge, Partners knowledge, TV people	Desktop study	Method of acquiring content.
Growing the community	Own and partners knowledge, web	Desktop study	Plan for deployment

I had lot discussions with Dr Teemu Moilanen on the topic of audience gathering from branding perspective, TV producer Tommi Tikka and Roope Päivänen on the content creation processes and acquirement of new and older programs. The more technical side of platform mostly rely on my own experiences and meetings with the providers.



The Platform enables the content, which engages the audience which makes the channel tick. But to make it true, the community behind the whole, needs to be healthy.

1.4 Project Scope

The scope of the thesis will be about how to get interesting content to the Sportsdom platform, who will be providing it, why they want to do it, and how this could make money for everyone in future.

1.5 International Aspect

The domain is in Finnish now, but Sportsdom domain could be used in any country with English known, so basically anywhere in the world. The servers owned by the friends of the company host the domain for free for now, and all the movies are in Google's servers, in cloud. UK based streaming company was tried in the past, and Mikko Hellemaa has had meetings with US and Indian based companies about co-operation, which might or might not play part in the Noise Vision's future.

Being an internet TV, it really has no boundaries as such, and can be easily reproduced elsewhere if needed, named as needed.

1.6 Key Concepts

Streaming TV, internet TV, the heart of the platform, high definition media served utilizing cloud services to multiple platforms, iPad, Android, Windows and Linux, Google products, Sport teams.

Branding, considering the future as how to create the interest and more importantly, how to keep it after first contact. The channel appearing unified and being something people remember is very important. (Moilanen, 2015).

Streamlined processes for content creation are another very important piece of the puzzle, the ability to slightly altering a template and creating different shows is essential in order to have enough content and to have it easy to copy for new people. (Päivänen, Tikka, 2015).

2 The audience, or who would be to use the product

YouTube is huge, and if we want to see nice movies about sports, probably the best option to utilize. It is having more than billion registered users (YouTube 2016), all kinds of quality can be seen there, and it can be hard to get that movie you really wanted to see, without lot effort. Young people, middle-aged people and old people use YT as well. As a platform, it is something you don't need to tell most people what it does.

Cisco has published a whitepaper that states that internets yearly use moved into zettabytes, or over 1 trillion gigabytes in 2016. Cisco suggests that by 2020 this should reach 2.3 zettabyte, or 184 billion gigabytes per month. The whitepaper also forecasts video traffic's part out of all consumer internet traffic to grow from 70% in 2015 up to 82% in 2020. There would be more than four times as much video traffic in 2020 compared to 2020. Mobile data traffic is suggested to increase eightfold at the same time. (Cisco 2016)

It is a certainty that videos will be increasingly online and mobile in very near future. As Sportsdom is for the sport teams and their friend and family, they are the first target, but we think there might be scouts and coaches looking for new players in the future. And with more teams under the same platform, probably fans of the teams too. The hard target we have is the old guys sitting in the president's chair, who don't see the future and think having a website is modern enough.

Of course, any website that gets lot of viewers, will also target commercial companies. This is something we want to happen as well, and the platform is designed so there are good places for the ads, while the content marketing in videos will be our bread and butter.

Most big sport teams have their videos in their website, coming from different platforms, and have their games in national TV, commercial one and quite a few internet applications as well. These videos have big fan-base, so they are getting views easy enough. The smaller teams don't have large fan-base, nor are their games in TV. They do have a small fan-base though, and especially in the case of youth clubs, their videos would have interest to many peers, grandfathers, and grandmothers, not to mention the possibly scouts looking for that next big thing. As of now, quite few teams have their own YT channel, and very few have anything going in training by videos, not to mention videoing their games.

As the audience, it could be seen that everyone in the Team, their family, their friends and their opponents are the first ones who have interest. One team probably would not spur too much interest in any bigger audience, but when you have many in same platform, next to others, the community grows. Every new channel for a Team will create a reference to the Teams own site, and all the channels share the audience as YT and Google are seeing the websites. This will mean that once the ball is moving, it will feed itself. The more teams there are in the Sportsdom, the more viewers there will be, the more reference sites and more people putting their videos up.

As incentive to add more and better videos there will be one site where you see the most views, best voted videos, and similar statistics. Being very competitive people to start with, we think this will be something that can work. The audience in a Youth sport team will probably vary from adults in very young sport team, via young people in older player teams, to back to adults in hobby teams' platforms.

From marketing view, the platforms will have audience from all age groups, focusing on sports activities in general, with further focus on any given sport chosen by the team.

3 The service for online video sharing community

The road to what we have now, has been quite long and difficult. Project started before there were easy to use, streaming channels in YouTube. Lot of different platforms were tested to see if they could be made to work. Most of these needed more than one platform to work, creating possible cost-issues and unneeded complexity for the future.

3.1 Testing the different platforms

During a period between 2014 and 2016, company tested different platforms extensively. The requirements were to have easy to use, secure and possibility to have huge volumes, without going apocalyptic in costs.

Out of the box solutions like Adobe were very hard to customize, the support base wasn't too good, having only little knowledge about the technical things and usually having a lot of volume made it less than cost-effective.

The more complicated solutions like Wowza, can be customized with some work, but these solutions need to have the actual data for the movies somewhere else, preferably in the cloud, adding costs and things that can break. Also, the possible support base to hire in the future would need lot of skills to manage the services. From the view of streamlined processes, and reproduction of services, this kind of setup is not very good.

As the focus moved from the streamed TV to online video sharing Sportsdom and community videos, more problems were met. To have the community chance to upload and share their videos is critical for the project to live. To limit the who gets to upload anything needs that you can manage the users, and it was seen that it was either building something by the company, or buying something that might not work without changes to the core system or re-thinking the setup totally. New round of checking the suitable platforms was conducted in 2016 and Google's YouTube was seen to have everything the company wanted to make the Sportsdom work for the Beta round.

3.2 Branding the Sportsdom

Branding is something every application needs to do, without very good brand, people won't remember which platform they liked, and can't recommend Sportsdom to others,

which would be the death to our site. Since we can't rebrand Google's YouTube, we need to have something people can remember and forward to other people. With Sportsdom, having very open communication about the service and where the money goes, or being transparent is very much about our brand and what the company is about. Our service has options for the users to sell their own ads for 50% profit, which they get. To get the option, they need to pay us little money every month. Selling even one ad gets the cost for free.

3.3 The layout of the Service

The platform is provided by WordPress, located in virtual Red Hat Linux, on Metropoli Oy premises. The videos are uploaded and streamed to and from Google's YouTube, utilizing Noise Vision's own channel. The management of access rights is setup in G+ page.

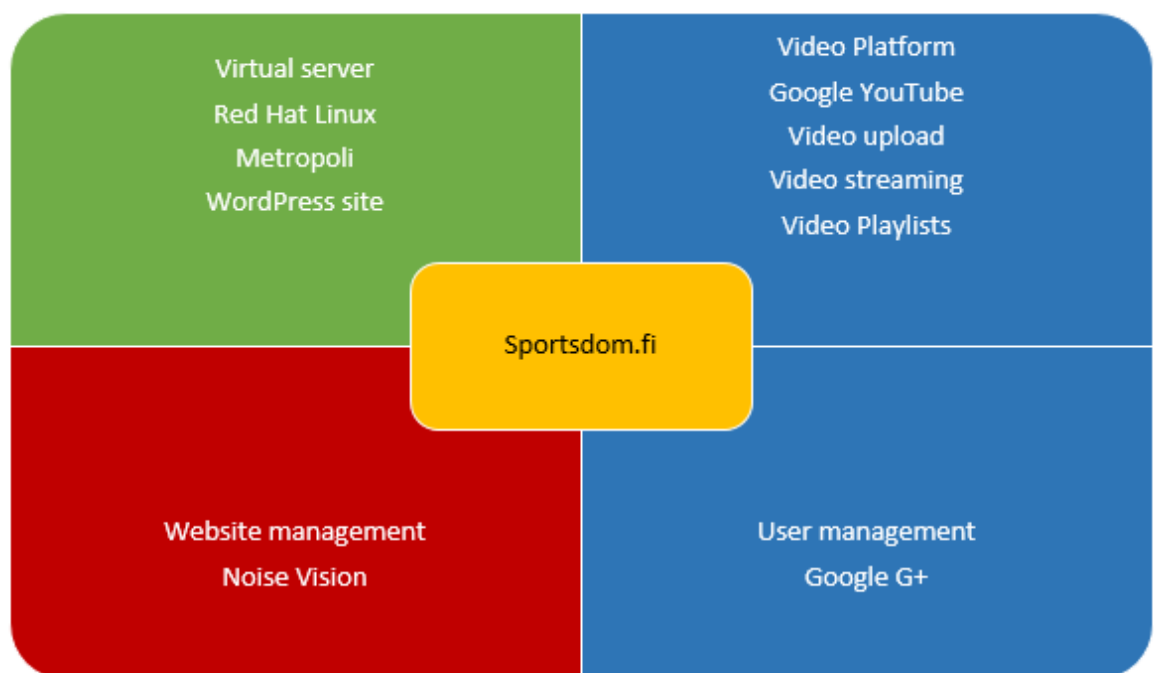


Figure 1 Sportsdom service layout

3.4 WordPress multisite

The business idea needs to have all the sites in one place, and this means that we have two options, use the WordPress multisite, or have something similar build for us from the scratch. As we are not getting any funds yet to do any serious R&D, and WordPress offering suitable product for us, the choice is easy to do. Normal site/blog in WordPress is not tied to any platform provider, you can move it to any domain or platform pretty easy. Multi-

site is different, having one site that you create child-sites from, this makes it possible to have very fast option to copy the site and create new ones in minutes. In our case its critical, partly because of tying the YouTube to the site, partly for making our work easier.

The WordPress consists of the PHP files and MySQL tables located in Apache2 server on Red Hat Linux on virtual server. The Red Hat runs the databases and supplies the web server. The SQL controls who can use the WordPress and quite many options are done here also.

The WordPress can be managed utilizing web-based solutions like PHP Admin, they can also be updated by using FTP solution, like Mozilla's FileZilla. The actual website management is done on the WordPress portal most easily.

3.5 YouTube

The service began in early 2005 and has grown very fast. In 2016, every minute, 4 days' worth videos were uploaded. The YouTube is a service owned by Google, and is second-largest search engine after Google, with more than 3 Billion searches every month. (Queensland Government 2016).

YouTube has few moving parts, the account is your identity in the service, and with the account, your able to upload your own videos to the platform. Anyone without account can view videos from YouTube, but need to register to see some age-restricted content. YouTube makes having company channel in YouTube easy. Every channel created have also G+ page coming with them. For the channel, you can have playlists and customize the look and feel.

The YouTube can provide Full HD movie and real-time streaming, if needed.

3.6 G+

Formerly known as Google+, the G+ is Google's product to challenge Facebook. In the community, you can find people and hobby groups, share pictures, links, and movies. You can also follow other G+ pages. It is generally considered to be the less successful social media network, but offers quite a lot of utility.

The G+ page can also be set up for business, and this is where we can use it. By creating the customer new G+ page if they don't have one already, we can then let them choose who is manager for the videos in their YouTube channel. There can be more than one manager and the G+ page allows for some analytics to go with it. You can see how many

views your YT videos have and similar statistics. You can also have a Google Business application in your mobile, where this information can be seen from all the sites.

3.7 Setting up a new Channel to Sportsdom.fi

The user supplies Noise Vision their wanted Logo and any custom widget information, like timetables and also description. These will then be used to create a new site under the main site. All this takes less than 30 minutes to do. After the new site is created, Noise Vision then creates a new Channel for the user under the Noise Vision's account, the channel gets G+ page created automatically and the Channels ID next gets to be added to the newly created WordPress site, telling the site which channel to show for the videos. All this can be done very quickly, with not too many chances to make errors. In future, the new channels could be done in groups, by easy process.

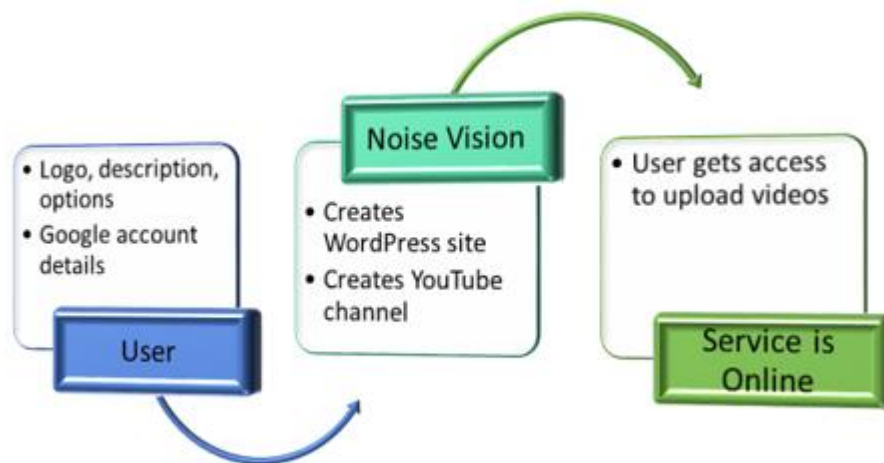


Figure 2 Process description for a new site

4 Content for the Sportsdom

Running a channel without quality or at least interesting content is impossible. Website with videos lives or dies by its content. In Sportsdom the interest should come from the teams itself and friends and family of the teams. The content should also come from the teams, as this content is what makes the users want to view the page at the first place. Personalized content from the team to whomever has interest. Most of the content probably won't have any interest beyond the team and their family, but will be adding to the view count of the site and the YouTube channel as trickles, forming streams and hopefully rivers in the future.

The content can be utilized in many forms, and having the teams compete against them others by who's videos or site has most views, can help to better the quality and number of the videos uploaded. To spur this competition, we will provide different pages, where the most viewed videos are seen and have the most viewed sites coming first in our home page.

When there are enough videos, plan is to have mother channels showing the best from all the sports, categorized by niche, one for ice-hockey and another for football for example. There will be further filters to have one main Sport channel, getting videos from them all.

5 Growing the community

To grow the community, we want to keep the service as free forever. Having cost in starting new service can harm the speed that the community grows. For getting any money for the service though, we are selling ads in YouTube and the site. For small monthly fee, the user can sell their own ads, and will get very large portion from the ads for themselves.

The community creates the videos and mostly views them also. To get the best content, we need to get self-growing community. The product is very hard to sell coming from an outsider, but having your peers recommend the service makes the leap lot easier. We will have the service having free version forever, as not having free service means usually no growth either. We trust the good experiences and getting their money from the sponsors that for once are getting their money worth and not buying a name on the cardboard box next to the playing field.

5.1 Manage the community

To get a self-producing community going, we need to have community managers at some point, the different audiences we have, all are talking different languages. For the sport teams, based by age, we could be talking to 50-year old father or 13-year old player, and the sport is the language. But to engage these people, the talk needs to be something they get.

5.2 Personalize the support

By having somebody in online community talking to members who have problems is a lot better than having only FAQ, the online presence can fortify your brand and gain more information from the root causes of problems. They can be the last line to keep customer as well. We should build different personalities that enforce our ideas of service. Having very good online support is a great way to gain influence too. The tone of the brand should be seen and heard everywhere, not only on logos and mottos. (Young Entrepreneur Council, 2015)

The active users should be encouraged by giving them more than the usual member gets, maybe moderator access or different motif to go with their avatar. Power users, or people who upload a lot of videos in our case, should also get some unique identification to go

with their nickname. (Young Entrepreneur Council ,2015.) In the case of Sportsdom, the teams' pages could have different options for the sites with more than average views.

6 Conclusion

So far, the Sportsdom has been utilized by only two teams, both have my sons practicing there, so the sell has been easy. We have had discussions with HIFK women football and Käpylän Pallo, but these haven't been eager to pioneer the website, perhaps fearing for a reputation loss in case of a failure. We haven't been advertising either, waiting to first get a few teams in the website, making it more easy to try it out for others.

In my mind, the idea of the website is sound, and while it won't give too much profits in the beginning or maybe for many years, there is not too much risk either, but if the Sportsdom gets off nicely, it could be very big thing in the future. Community and online videos are the future, but when the small sports teams take the plunge, is still anyone's guess. We will try our best to be one of the winners in the race.

The Noise Vision needs to start raising funds, so the free work is on backburner now, but if those document projects go up, or snack size docs for companies are sold enough, there could be enough time to start the Sportsdom marketing seriously.

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8 APPENDIX

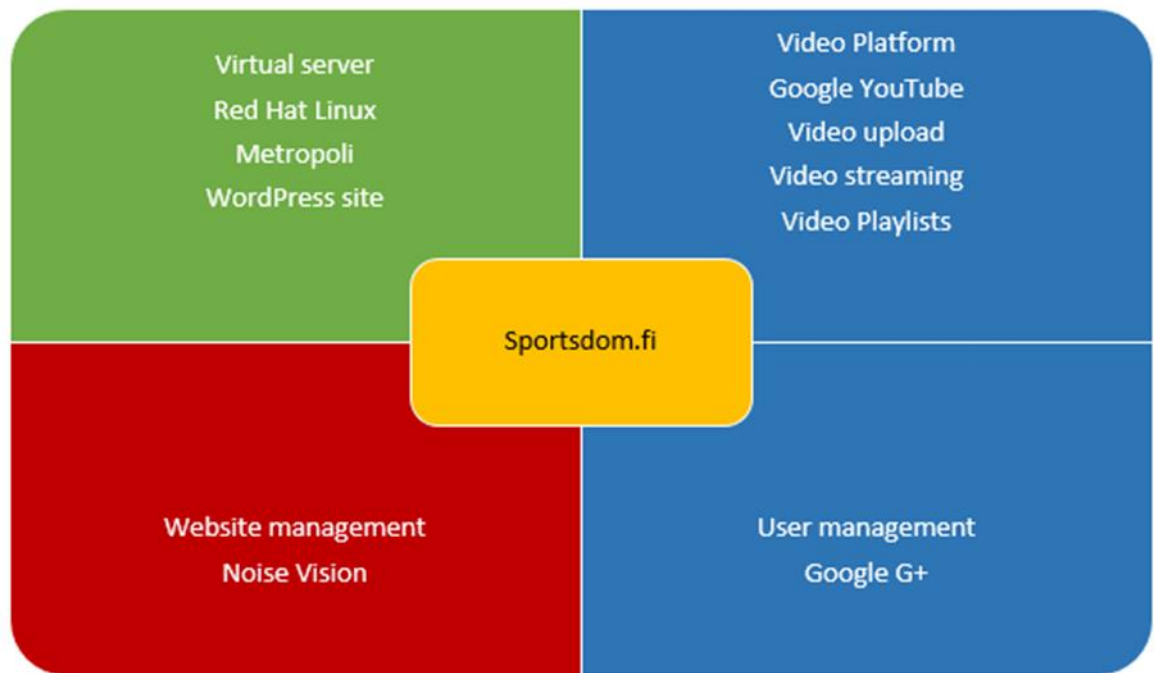


Figure 1 Sportsdom service layout

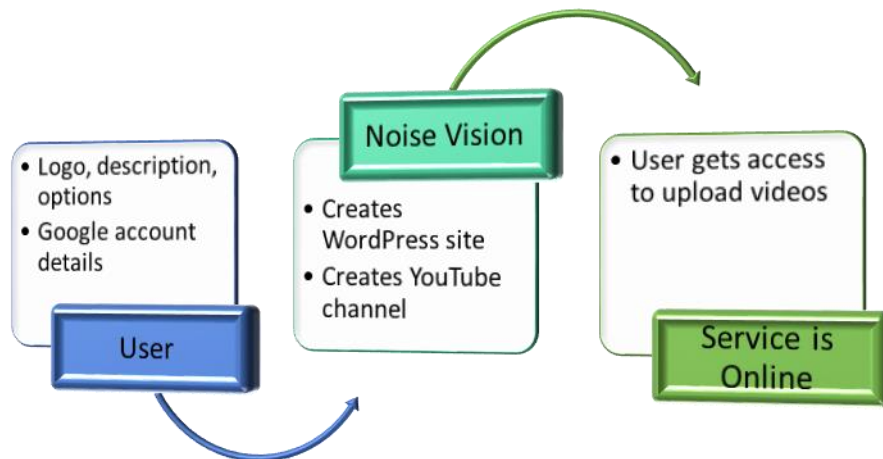


Figure 2 Process description for a new site