Different Options for Businesses for Mobile Video Viewing

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Article published on June 15th 2012 | Internet Business

If you take a good look at the world today, youâ€™d see that there arenâ€™t a lot of people who still use desktop computers to go online. The popularity of other media devices like smartphones and tablets has caused people to ignore the old and bulky desktop computer, or even the still-too-large laptop. If this trend continues, there is a big possibility that the next generation wouldnâ€™t even know what a desktop computer is.

This change in mindset created a different sort of problem for businesses in terms of their marketing needs. Most people donâ€™t care what kind of technology goes into the videos that they view with their phones or tablets, but for businesses, this means a lot more work than setting up videos to be viewed by regular computers. People want to view videos, and they want to view it immediately, which leaves a lot of problems for businesses.

On Your Own

One option that businesses have when it comes to video viewing through mobile devices is to process the videos themselves. This requires a lot of know-how because you would need to create, compress, and upload the videos yourselves. You would also need an online video player that the end-users will be able to use.

With a UGC Website

Another option that businesses have would be to upload their videos to a User-Generated Content website and embed the videos to their website. This is easy, which is why it is a popular choice, but it also has its drawbacks. While people watch your videos in UGC websites like YouTube, they are continuously distracted by ads, links to other videos, and, quite possibly, links to your competitors.

With Video Hosting Platforms

This option is the most effective, and though it comes with a fee, it is almost always worth the expense. By working with a video streaming platform with mobile viewing services, you donâ€™t have to worry about looking for a video player, storage space, or even advertisements. The video hosting service you pay for is dedicated to you, reducing the risk of your customers leaving your site.

Working with a video streaming platform would also give you access to analytics software. This would help you track the efficiency of your video marketing campaigns. You get access to statistics that outline the number of people viewing your videos, the number of people who actually finished watching the video, etc.

Working with a mobile video platform service is a great deal, but make sure you take into account all of your needs first before deciding what route youâ€™d want to take in terms of your video marketing campaign. For more information, you can visit wisegeek.com/what-is-video-hosting.htm.

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Article Keywords:
mobile video platform, video streaming platform

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