Why video technology is **neither challenging to use nor expensive** to run

WHY VIDEO TECHNOLOGY IS NEITHER CHALLENGING TO USE NOR EXPENSIVE TO RUN

Video is a powerful tool. Global consumers spend **17 hours a week** on average watching video content, while digital video viewers worldwide reached **3.5 billion in 2023**. Due to the sheer size and scale of video consumption, the potential for business leaders to reach customers by leveraging this space is huge.

With the right toolkit, businesses can create compelling video content that resonates with their target audience, form meaningful connections, and stay ahead of a competitive curve.

Despite this, many leaders remain reluctant to invest more in video technology, thinking it's too complicated and expensive to run. However, we want to show you that this is a total myth.

VIDEO MADE EASY: KNOW YOUR AUDIENCE

Making videos is a lot easier than you might think, and the first step simply boils down to thinking about who you're targeting.

Understanding the audience is key as it helps to make informed decisions about the language used to best engage with viewers. It also supports making choices around content and knowing what is necessary to include depending on the audience's knowledge – or lack thereof.

Attention spans today are also shrinking. Adult attention spans are now about **eight seconds or less**. Given this, you should stick to a maximum of three critical points you want to convey in the video and make them hard-hitting. You can discuss other things of course, but those things should really support the three main thoughts.

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SHORT AND SNAPPY WRITING

Remember that you can't "re-read" something from a video as if it's written down; it must be heard correctly and understood the first time. Video is a fast-paced medium and so the script must be simple and concise. There's no need to overcomplicate the language.

When writing a script for video, it's essential to write so anyone could understand it – no matter how complex the topic. While you can still discuss complex business or tech topics, these must be easily digestible for the audience.

Video content requires a different tone and approach to content previously written for sales brochures or training manuals, so you shouldn't copy existing materials. A video script needs to be fresh and carefully curated, so a handy tip is to read the script verbally to assess whether it's smooth and appropriate before recording.

Once the script is written, you must ensure it's the right length. Videos on the web usually last up to three minutes, so you should focus on killing extraneous words and be brutal in the edit.

Audiences tend to drop significantly after this three-minute period, so keep sentences as short as possible, ensure ideas flow from one logical step to another, and keep the video short.

BRING THE SCRIPT TO LIFE

Before you start to think about creating the content, it needs to be reviewed by the appropriate stakeholders to ensure that it achieves the desired outcomes. For example, if the video is supposed to cut customer service calls, ask the customer service team to read the script and point out any problems.

The next step is bringing the script to life with powerful visuals. Having a "talking head" rattle off an entire script is a massive waste of the power of video. Think about the best things to show at every word or at least for every sentence of the video. The best visuals captivate an audience and focus on enhancing the overall impact of your message.

THREE, TWO, ONE: ACTION

Here is where the real fun happens: filming your video. This can be as inexpensive as shooting with a camera phone. Smartphone cameras are brilliantly convenient, and their improvement in quality over the past decade has been astounding. If you want to have more control and flexibility, you can also consider using a more advanced camera like the **Vizrt PTZ cameras**. Being able to pan, tilt and zoom the lens will let you capture and deliver better video content.

While you can support the video with stills your company has used for sales brochures, the website, or other resources, a moving picture has far more impact. So, focus on capturing video horizontally and, if desired, look to embellish this content with text to convey certain portions of the script where relevant. However, don't overdo it – your audience is here to watch a video, not a PowerPoint presentation!

While a professional producer is guaranteed to create a high-quality video, there's no reason why you can't create something just as impactful with a camera or smartphone. A few tips to make it as seamless as possible include investing in a tripod to avoid shaking, using a USB microphone for better sound, and learning about different types of lighting. Shoot near a big open window if you're inside as this will look far better than overhead lighting, or, use a lamp to light from the front.

When it comes to editing, you can use plenty of programs to make the video look flawless. Two options include iMovie and Adobe Premiere Elements. Simply input your on-camera "talking head" or voice-over narration audio in its entirety to an editing tool, and then begin overlaying it with the video footage you've recorded.

Vizrt PTZ cameras

for more control and flexibility

THE TECHNOLOGY

Postproduction video methods are common, such as recording your video and using an editor afterwards. However, it lacks the spontaneity and interaction with your audience that live video production offers.

While it's true that you can go live with your phone, a professional video result like you might see on television or news programming will require a powerful video production system like **TriCaster®**. TriCaster gives content producers the freedom to create professional videos and share them live and on-demand. With TriCaster, you can tell your story with advanced graphics, virtual sets using green screen, video playbacks, audio, transitions, and dynamic effects, and bring in remote guests from anywhere in the world.

You can also take multiple video inputs, utilize different camera angles, and switch between your camera shots. You can simultaneously publish and stream your videos on your website, on your favorite social media channels, and on other platforms, with different formats and aspect ratios. TriCaster has various models to choose from, depending on the size of your show. TriCaster is a great way to tell your story, giving you the largest possible audience reach.

You can also create data-driven graphics that link on-screen graphics with scores, weather, stats, news, and even interactive polls and quizzes using **Viz Flowics** that can be integrated into your TriCaster or other productions. Likewise, you can also bring in augmented reality and 3D graphics of your choice using **Viz Engine** and its surrounding products to take your production to the highest level imaginable.

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MYTH, BUSTED

The reality is that creating impactful videos for your business within a reasonable budget is not an impossible task.

With the right approach, tools, and a touch of creativity, businesses can harness the power of video to connect with their audience, stay competitive, and leave a lasting impression.

ARE YOU READY TO EXPLORE HOW VIZRT SOLUTIONS CAN TAKE YOUR VIDEO PRODUCTION TO THE NEXT LEVEL AND BRING YOUR STORIES ALIVE WITH THE RIGHT TOOLS?

CONNECT WITH VIZRT