



Mark Thorn's five powerful tips for optimising your online video:

Video 3:

Produce content that stays ahead of the competition

Chances are, you don't want to spend a lot of money on your first video because you want to see how things go, right?

Well that used to be true, but these days, the same market forces that brought forth great TV content will also be working to bring forth ever-increasing quality and production values to internet video content. In the early days of television, shows were relatively cheap to produce and kept people entertained. But as TV sets appeared in more and more homes, the shows got better and better.

Why? Because the competition for eyeballs increased. Basically, nobody would want to watch the cheap show when there was another show they could watch with higher production values.

The same thing is happening with the internet. YouTube has had a field day with cheap, user-generated videos, but when there's better content to watch on the internet, people get weary of cute cat videos. Internet video has grown up fast. It's left school and now has to earn its keep.

We'll see an increasing need for quality content, and unfortunately, if your content isn't quality, it won't cut it in the long run. Best option is to get a professional to produce your content going forward, so it's engaging and stands out from the huge global crowd of cute cat videos.

Author: Mark Thorn, Online Video Specialist, www.videolinc.com.au

About Mark Thorn: Mark is the founder and visionary behind VideoLinc. Across a 30-year career in broadcast media and online video delivery, he has designed and implemented substantial new businesses and solutions in video delivery platforms, targeted advertising and content production. Mark is an exemplary producer, writer and technical architect who is always ahead of the curve.

See other videos in this series at www.videolinc.com.au/videoblogs

Attribution: Freely re-use any of this content, accompanied by the credit: "Mark Thorn wrote and presented this content, originally produced by VideoLinc, to appear at www.videolinc.com.au and www.rhetorica.com.au"