

Viral Video Recommendations

Specifications and Requirements

1. Videos will be served in our Shockwave Flash player and as Windows Media Video (WMV). These formats have proven to hold the largest potential for viral spread and are accessible to the majority of online users.
2. If the brand is to be unknown, we need to know in advance as we might use the brand when promoting the viral online.
3. If you do not want your video associated with any well-known brands, concepts, products, etc., we need to know before we accept the material. Any limitations on our well-proven and unique way of promoting your viral video might change the amount of users who will be enticed to watch the video.
4. Always specify whether you have different versions of the material for different countries/language zones. We need to know in advance since it takes longer to encode, and we thus need more preparation time.
5. We receive material in the following file formats: MOV, WMV container (in prioritised order). We do not wish to receive material in mpeg, mp4, mpg, mpeg4 formats. The optimal video codec used for compressing is Sorensen Video 3, and the framerate needs to be constant at either 25fps or 30fps. The file size is not to exceed 80 MB. We usually receive large files via FTP or on CD-Rom / DVD.
6. The final size of the movie is 4:3 (our standard flash player size is 400x300 pixels). If we receive material in a different aspect ration than 4:3, we will add a letterbox to your video.
7. We will host the videos - so do not worry about bandwidth and hosting.

Content and Production

8. The viral video should be self-contained and be able to stand alone on entertainment sites such as YouTube. This makes it possible to place the video on entertainment sites and still retain the meaning of the video.
9. Short videos have proven to work best virally because a short video increases the chance that people watch the video to end, pass on the video, or place it on their own sites. Most successful viral videos are around 1 minute long, however there are exceptions. The longer the video, the larger the file size will be, and very long videos may be a problem on some video sites which have a maximum upload size of 2-3MB.
10. Viral videos should be edited so the first 10 seconds are very interesting since this is when people decide whether they will watch it to end.
11. Make sure that the first and last frame look good when paused. Many sites will use the first frame for screenshots, and when the movie is over, a big replay button will often be placed on top of the movie and the last frame will be frozen behind it. A good first frame will hence result in a good screenshot, which will bring more users to watch the video. A good last frame will potentially be frozen on the user's screen for 5-10 seconds and will influence the user's decision on whether to pass on the video or watch it again.
12. Strive to have content and commercial message weaved into each other so it is harder to edit out the commercial message afterwards. If the viral video is very good, and the commercial message edited out, it might result in a large amount of wasted views.

Timing and Handling

13. Once viral material is seeded on the internet, it will stay out there. Since good viral content spreads to a great number of sites and blogs, we have limited control over content on the web after seeding. Material can therefore not be removed from the web after a certain amount of time or after reaching a certain amount of views.
14. The final material needs to be in our hands 48 hours before the seeding in order for us to have time to prepare and test material with tracking and set up the campaign. If we have not received the material in due time, we will move the seeding date to the next possible date and at least 48 hours after the day we receive material.
15. We need to know the seeding date 48 hours before the seeding is to take place to plan the seeding, contact sites etc.

