LibreOffice
The Document Foundation

Making awesome videos

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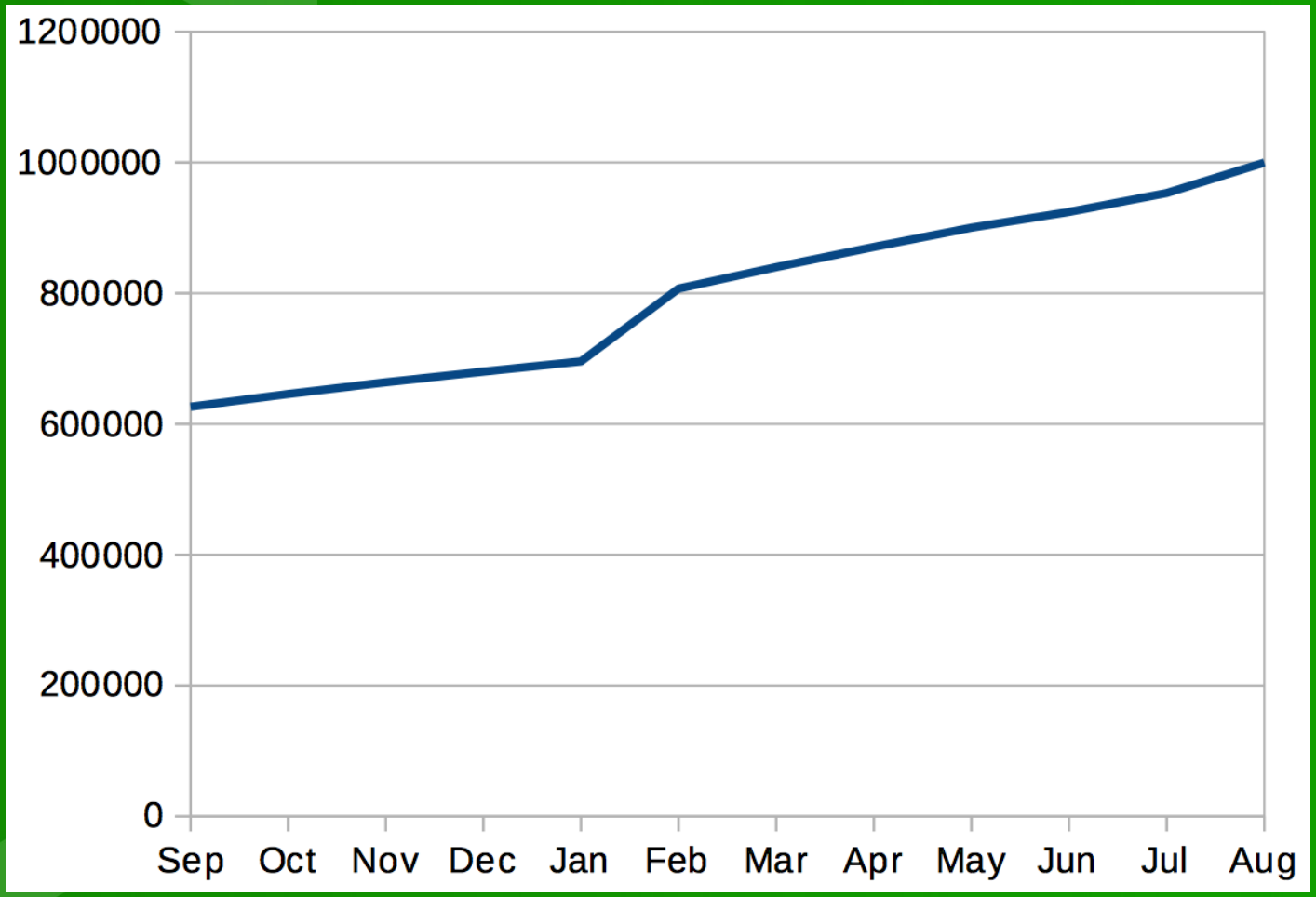
TIRANA | 27 September 2018

LIBOCON
TIRANA 2018

Who am I?

YouTube video views



Two types of video:

1 – Product (new features)

2 – Community (get involved)

Let’s look at a product video (with some community bits)

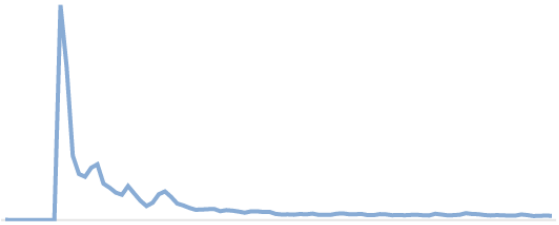
190,523 views

First 90 days (Jan 22, 2018 – Apr 21, 2018)

Watch time

Minutes

304,860



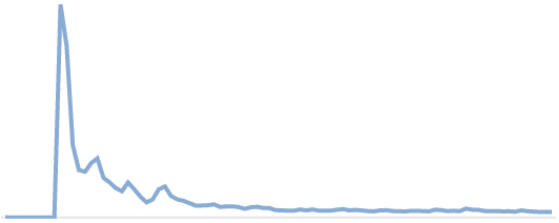
Average view duration

Minutes

2:15

Views

135,010



Likes

1,816

Dislikes

27

Comments

114

Shares

940

Videos in playlists

1,014

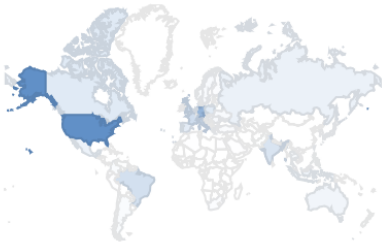
Subscribers

948

Top geographies

Watch time

United States (18%)
Germany (12%)
Italy (5.7%)
United Kingdom (5.6%)
France (5.4%)



Gender

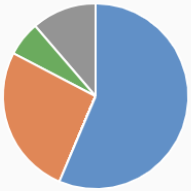
Views

- Male (100%)
- Female (0.1%)

Traffic sources

Watch time

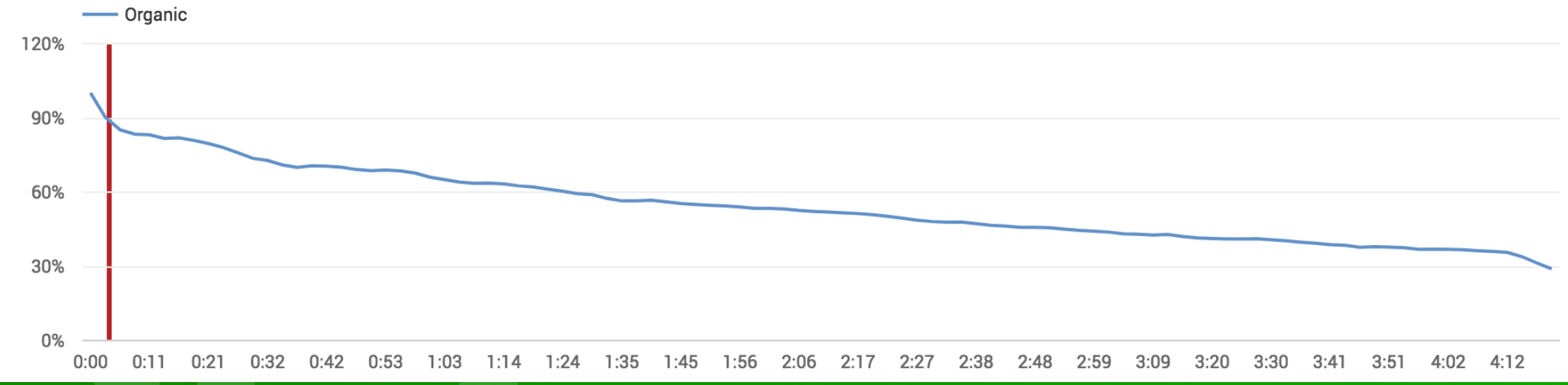
- External (56%)
- Browse features (26%)
- Suggested videos (6.0%)
- Other (11%)



Playback locations

Watch time

- YouTube watch page (62%)
- Embedded in external websites and apps (38%)
- YouTube other (0.0%)


Organic
120%
90%
60%
30%
0%
0:00
0:11
0:21
0:32
0:42
0:53
1:03
1:14
1:24
1:35
1:45
1:56
2:06
2:17
2:27
2:38
2:48
2:59
3:09
3:20
3:30
3:41
3:51
4:02
4:12

TOP TIPS

* Intro max 5 – 10 seconds
* Tell the audience straight away what it’s about
* Background music about 10% of voice volume
* Non-intrusive background music – http://ccmixter.org
* Super clear voice (get a good mic and pop guard!)
* Show features on a clean white background
* Gently zoom/pan to show specific elements
* Put a call to action at the end!

AMA (Ask Me Anything)

And drop me a line: mike.saunders@documentfoundation.org

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