You get what you pay for:

5 reasons your training videos don't belong on YouTube, and the pros & cons of your 5 best alternatives

Steve Rozillis,
Panopto
video platform

Employee
Handbook
0:35 / 2:25

5 reasons never to share training videos on YouTube

The 5 best alternatives to sharing videos on YouTube

The pros & cons of each alternative to YouTube

How many videos does your organization have?

What’s so wrong with using YouTube

“Private” isn’t private enough

Private

Unlisted

About 806,000 results

About 243,000 results

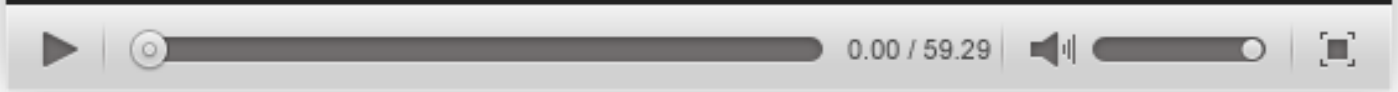
About 171,000 results

“Search” doesn’t find much

Title: An Introduction to Network Security

Tags: Network security, intrusion detection, corporate WAN, firewall, authentication

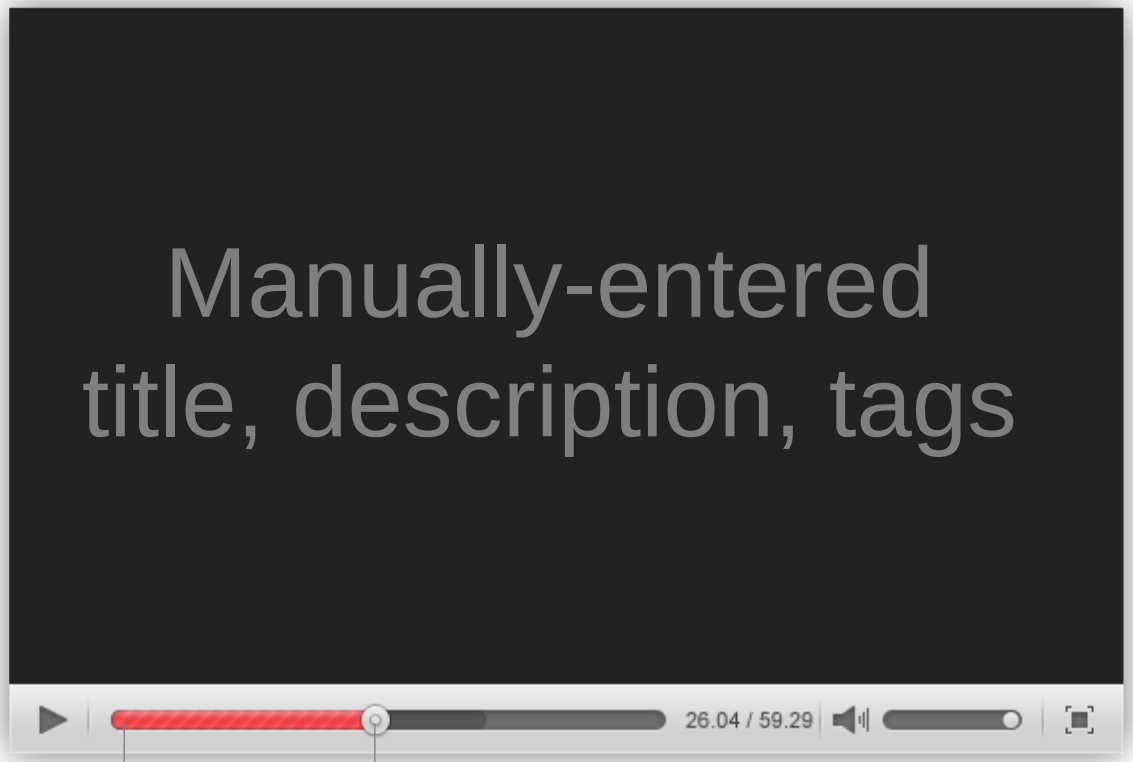
Description: A broad overview of network security as defined by today's hybrid corporate WANs.



125 words per minute
5,625 words spoken

80%

With 10 tags, you've covered **less than 1%** of valuable content

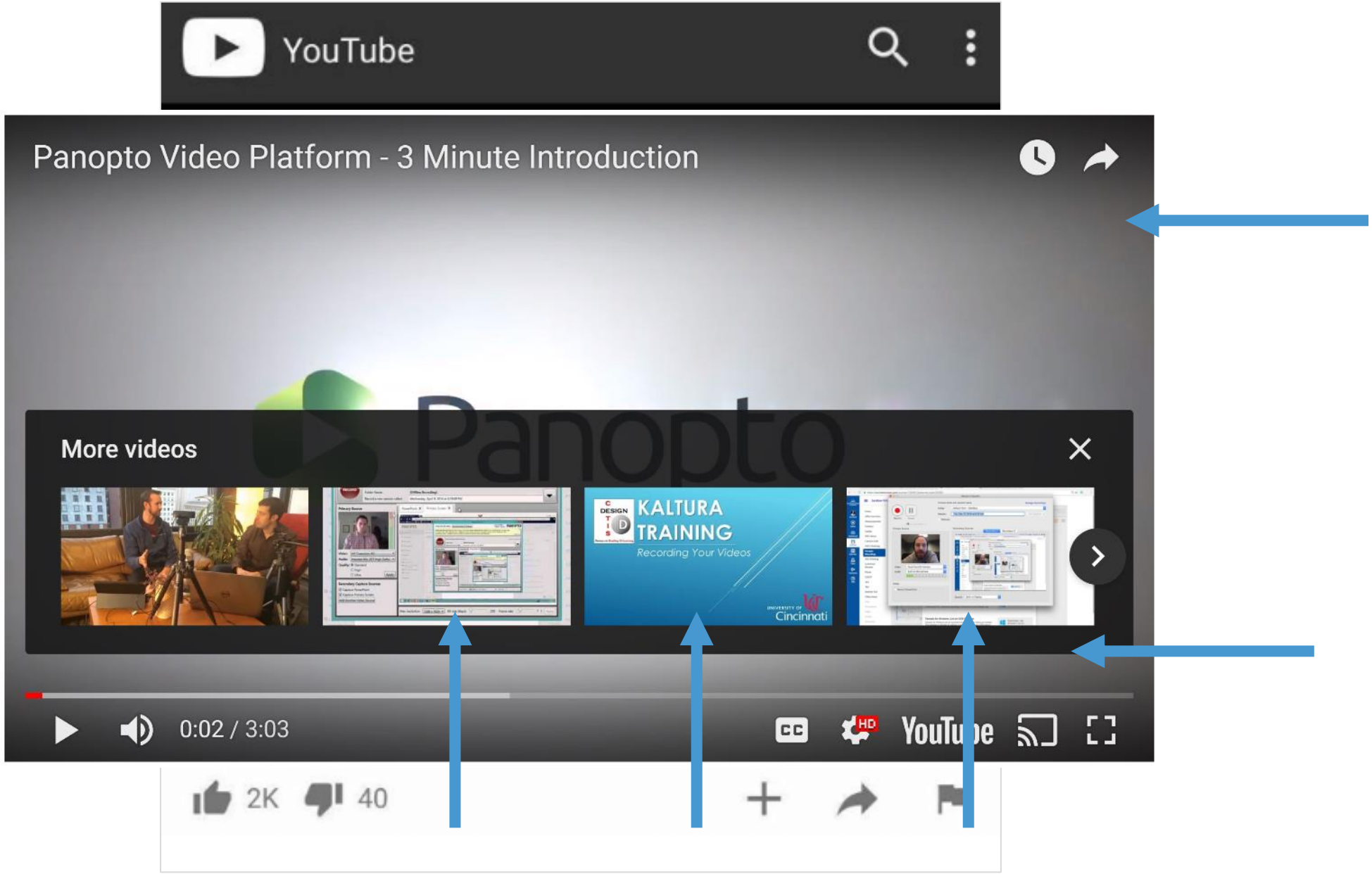


Helps you get here (sometimes)

But how do you get here?

For clarity, you retain all of your ownership rights in your Content. However, by submitting Content to YouTube, you hereby grant YouTube a worldwide, non-exclusive, royalty-free, sublicenseable and transferable license to use, reproduce, distribute, prepare derivative works of, display, and perform the Content in connection with the Service and YouTube's (and its successors' and affiliates') business, including without limitation for promoting and redistributing part or all of the Service (and derivative works thereof) in any media formats and through any media channels. You also hereby grant each user of the Service a non-exclusive license to access your Content through the Service, and to use, reproduce, distribute, display and perform such Content as permitted through the functionality of the Service and under these Terms of Service. The above licenses granted by you in video Content you submit to the Service terminate within a commercially reasonable time after you remove or delete your videos from the Service. You understand and agree, however, that YouTube may retain, but not display, distribute, or perform, server copies of your videos that have been removed or deleted. The above licenses granted by you in user comments you submit are perpetual and irrevocable.

The terms of use aren’t on your side


YouTube
Panopto Video Platform - 3 Minute Introduction
More videos
KALTURA
TRAINING
Recording Your Videos
0:02 / 3:03
2K
40

The analytics are great…
if you don’t care who’s watching

YouTube can tell you:

- Total and real-time video views
- Viewership demographics
- Ad performance
- Estimated earnings
- Playback locations
- Traffic sources
- Devices
- Audience retention
- Subscriber counts
- Likes and dislikes
- Favorites
- Comments
- Sharing
- Annotations

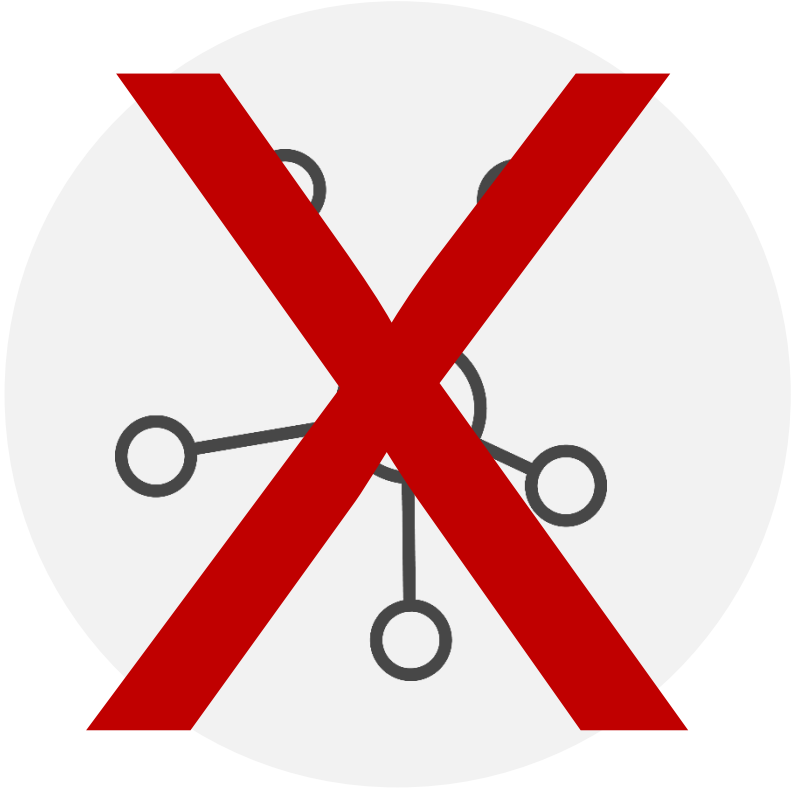
YouTube can’t tell you:

Did Sam in Accounting watch the last compliance video?

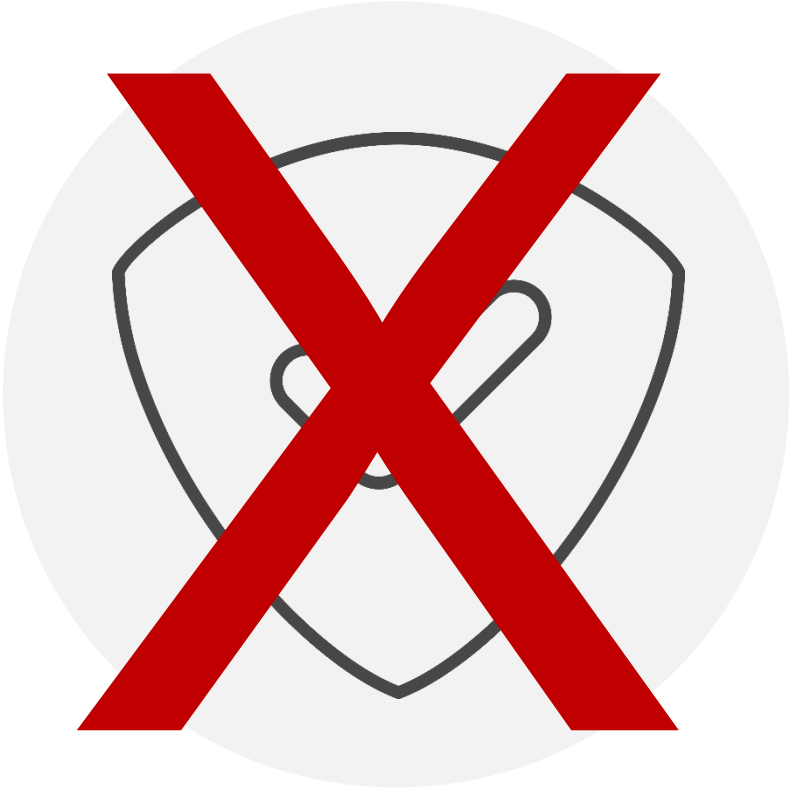
Did he watch the whole thing?

Did he understand it?

You get what you pay for



Central Administration

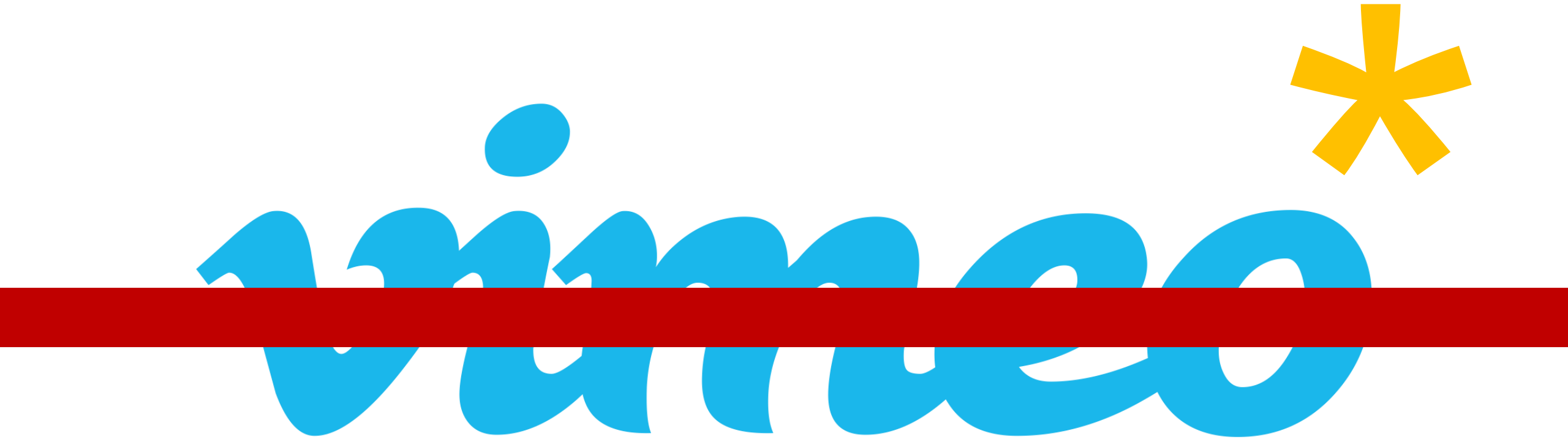


Branding

Customer Support

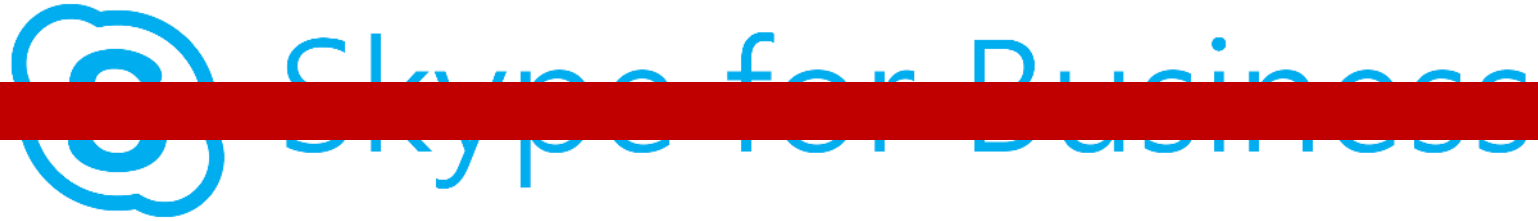
But is there a better option?

Where do you store your video files today?

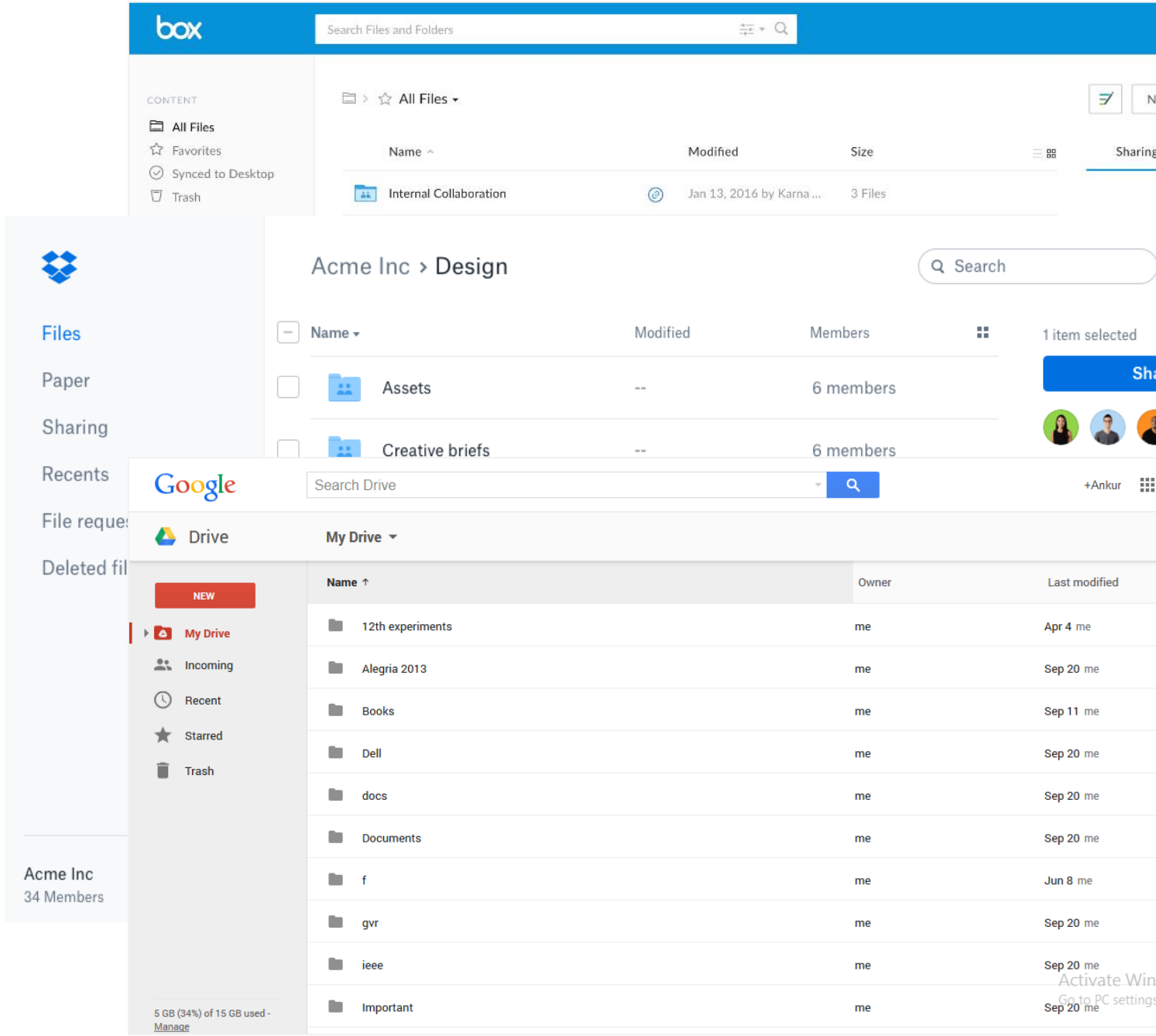

vimeo

GoToMeeting
by CITRIX

Cisco
webex


Skype for Business

Enterprise file sharing tools



Capable of storing large files

Some support for playback

Fast options for storing and sharing media that people are generally familiar with

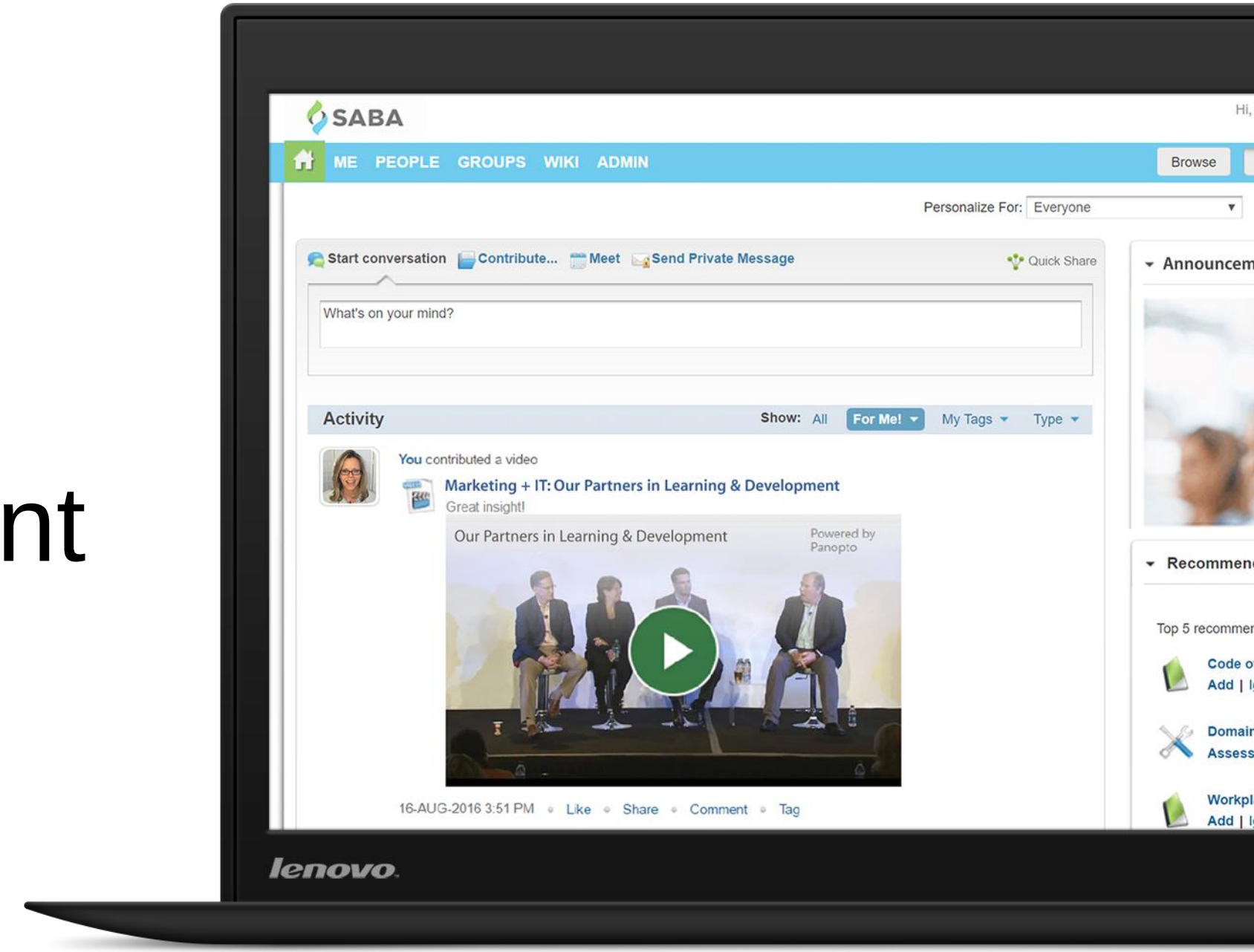
No analytics whatsoever

No support for video search

No support for transcoding = incompatibility with devices

No support for streaming = high stress on bandwidth

Your Learning Management System



It’s already the center of your learning ecosystem

You likely already have SSO, so you know it’s secure

SCORM and SSO often enable you to know who watches what

It’s already paid for

No LMS is built to handle video

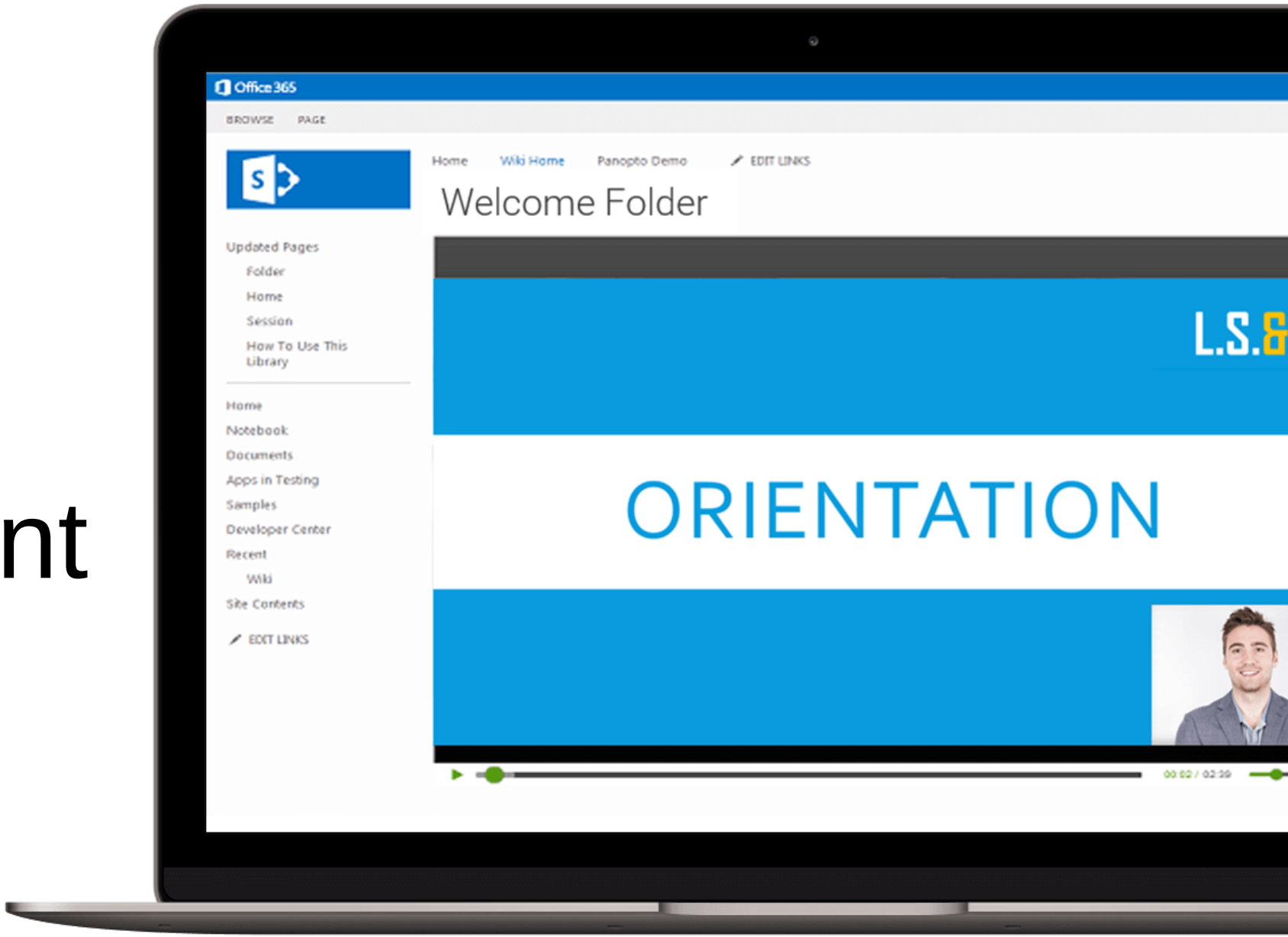
File size restrictions

File type issues

Buffering in playback

Poor, metadata-only search

Your Content Management System



It’s where everyone expects information to be shared

Again, you’ve got SSO included for privacy

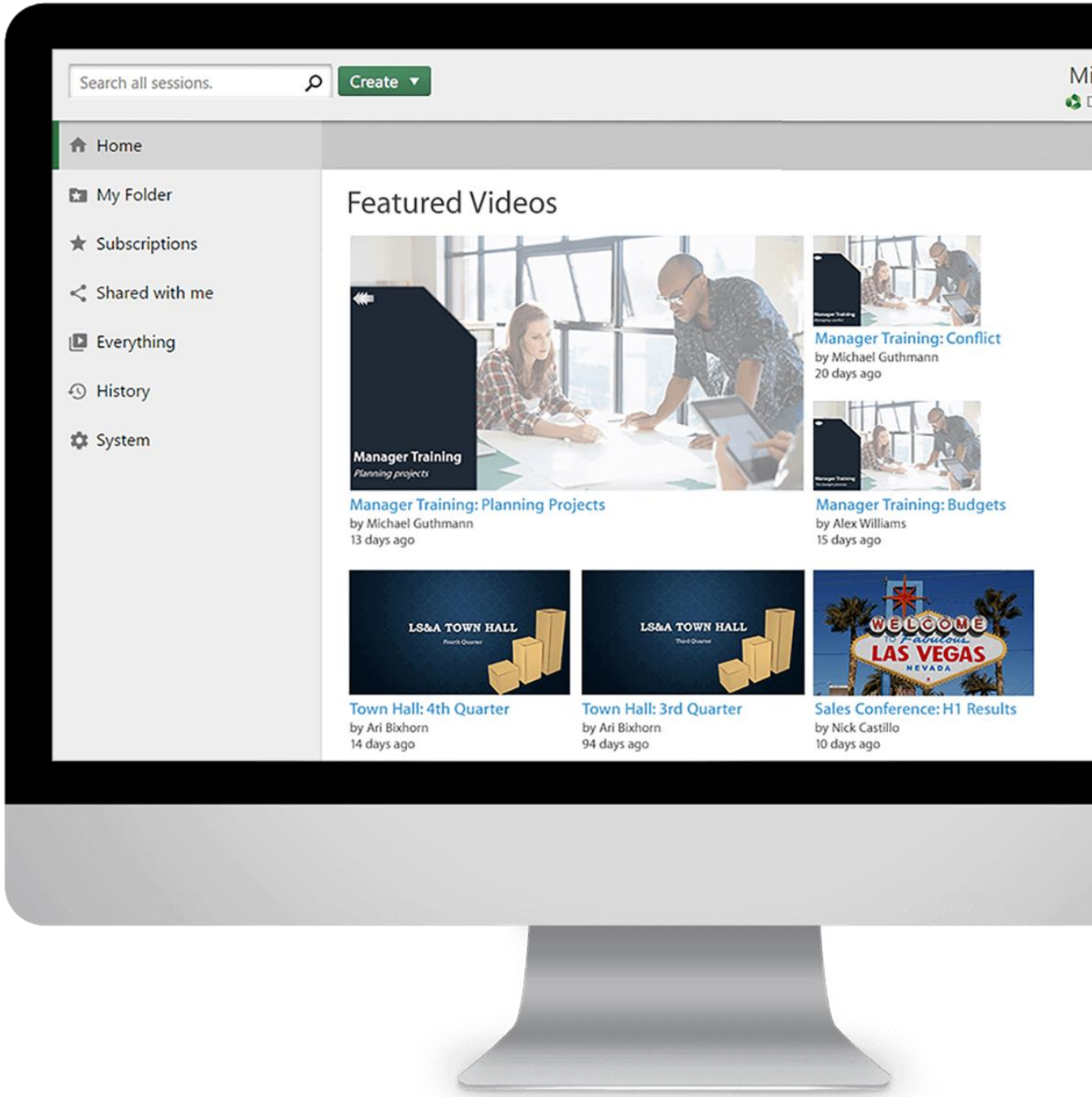
Again, it’s already paid for

Just as with your LMS:
no CMS is built to handle video

- *File size restrictions*
- *File type issues*
- *Buffering in playback*
- *Poor search*
- *Poor analytics*

Varying quality of integration with LMS systems

A Video Content Management System



Built specifically to handle video

Integrate with LMS, CMS, & other tools

SSO support for user-level analytics and real privacy

Support virtually all file sizes & types

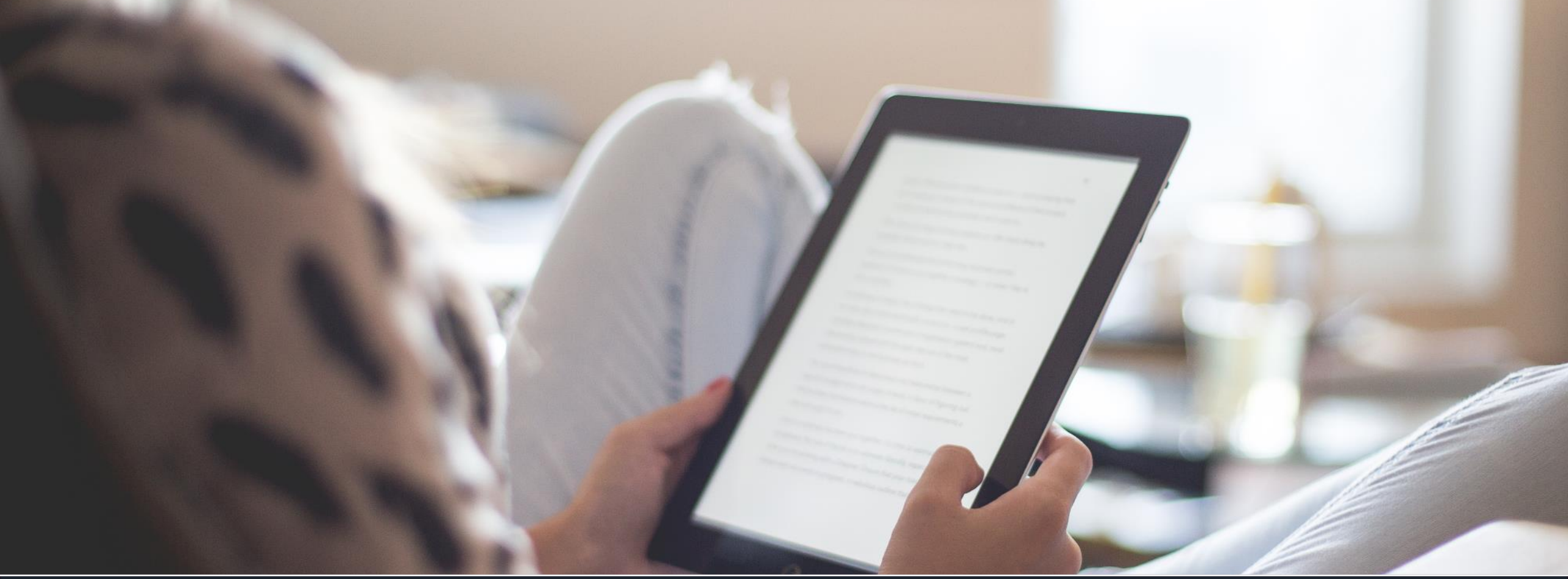
More comprehensive content search

May include extras like recording, live streaming, editing, quizzing, and more

Market is only ~10 years old, so this is a newer toolset

Early versions weren’t much better than your LMS

Unlike your LMS or CMS, you may not already have one



Recommended reading

Why isn’t video standard even in modern LMS & CMS solutions?

http://panop.to/why-isnt-video-standard

10 reasons you shouldn't rely on your LMS to manage video

http://panop.to/10-reasons

3 is a trend: Panopto’s a Leader again in the Gartner MQ

http://panop.to/3-time-gartner-leader