



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



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 **You** 



“Private” isn’t private enough

Private



Unlisted

← → ↻ ⓘ unlistedvideos.com 🔍 ☆


Unlisted Videos 🔍 [All Videos](#) [Random Video](#)
[Playlists](#) [Submit Video](#)

Unlisted Videos

A [website](#) for submitting, searching for, and watching unlisted YouTube videos.
No registration required.

In 2010, YouTube introduced a new option of unlisted videos. Unlisted videos are like the ordinary public videos but won't appear in YouTube's search results (except in playlists). Unlisted videos differ from private videos in that anyone can [watch the video](#) if they know the URL, or know of a webpage that links to or embeds that [video](#).

Unlisted videos on YouTube have an unlocked padlock icon to the left of the video title.

The Greatest Gig In The Sky
Pink Floyd  **Unlisted video icon**
Subscribe 226,537



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%

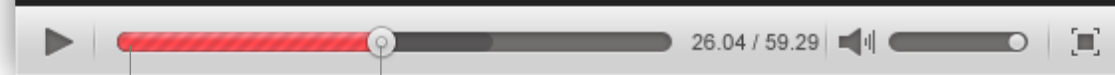
The network is the entry point to your application. It provides the first gatekeepers that control access to the various servers in your environment. Servers are protected with their own operating system gatekeepers, but it is important not to allow them to be deluged with attacks from the network layer. It is equally important to ensure that network gatekeepers cannot be replaced or reconfigured by impostors. In a nutshell, network security involves protecting network devices and the data that they forward.

The basic components of a network, which are the front-line gatekeepers, are the router, the firewall, and the switch. An attacker looks for poorly configured network gatekeepers to exploit. Common vulnerabilities include weak default installation settings, wide-open access controls, and unpatched devices.



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

Manually-entered
title, description, tags



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

Panopto Video Platform - 3 Minute Introduction

More videos

0:02 / 3:03

CC HD YouTube

2K 40

Blue arrows point to the top right corner of the video player, the 'More videos' section, and the bottom right corner of the video player.



The analytics are great...
if you don't care who's watching

You 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

You can't tell you:

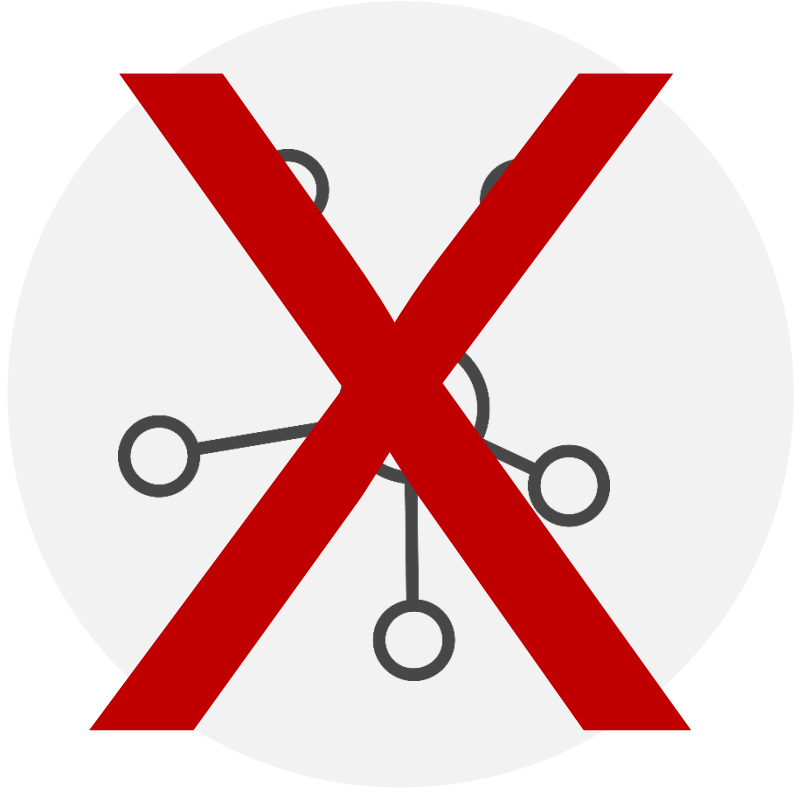
Did Sam in Accounting watch the last compliance video?

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?

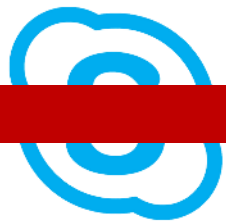
vinco *



GoToMeeting
by **CITRIX®**

Cisco

webex



Skype for Business

Enterprise file sharing tools

The collage displays three different enterprise file sharing interfaces. The top interface is Box, showing a sidebar with 'CONTENT' (All Files, Favorites, Synced to Desktop, Trash) and a main area with a table of files. The middle interface is Acme Inc Design workspace, showing a sidebar with 'Files', 'Paper', 'Sharing', 'Recents', 'File requests', and 'Deleted files', and a main area with a table of files. The bottom interface is Google Drive, showing a sidebar with 'NEW', 'My Drive', 'Incoming', 'Recent', 'Starred', and 'Trash', and a main area with a table of files.

Box Interface:

- Search: Search Files and Folders
- CONTENT
 - All Files
 - Favorites
 - Synced to Desktop
 - Trash
- Table:

Name	Modified	Size
Internal Collaboration	Jan 13, 2016 by Karna...	3 Files

Acme Inc Design Interface:

- Search: Search
- Table:

Name	Modified	Members
Assets	--	6 members
Creative briefs	--	6 members

Google Drive Interface:

- Search: Search Drive
- Table:

Name	Owner	Last modified
12th experiments	me	Apr 4 me
Alegria 2013	me	Sep 20 me
Books	me	Sep 11 me
Dell	me	Sep 20 me
docs	me	Sep 20 me
Documents	me	Sep 20 me
f	me	Jun 8 me
gvr	me	Sep 20 me
ieee	me	Sep 20 me
Important	me	Sep 20 me

Capable of storing large files

Some support for playback

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





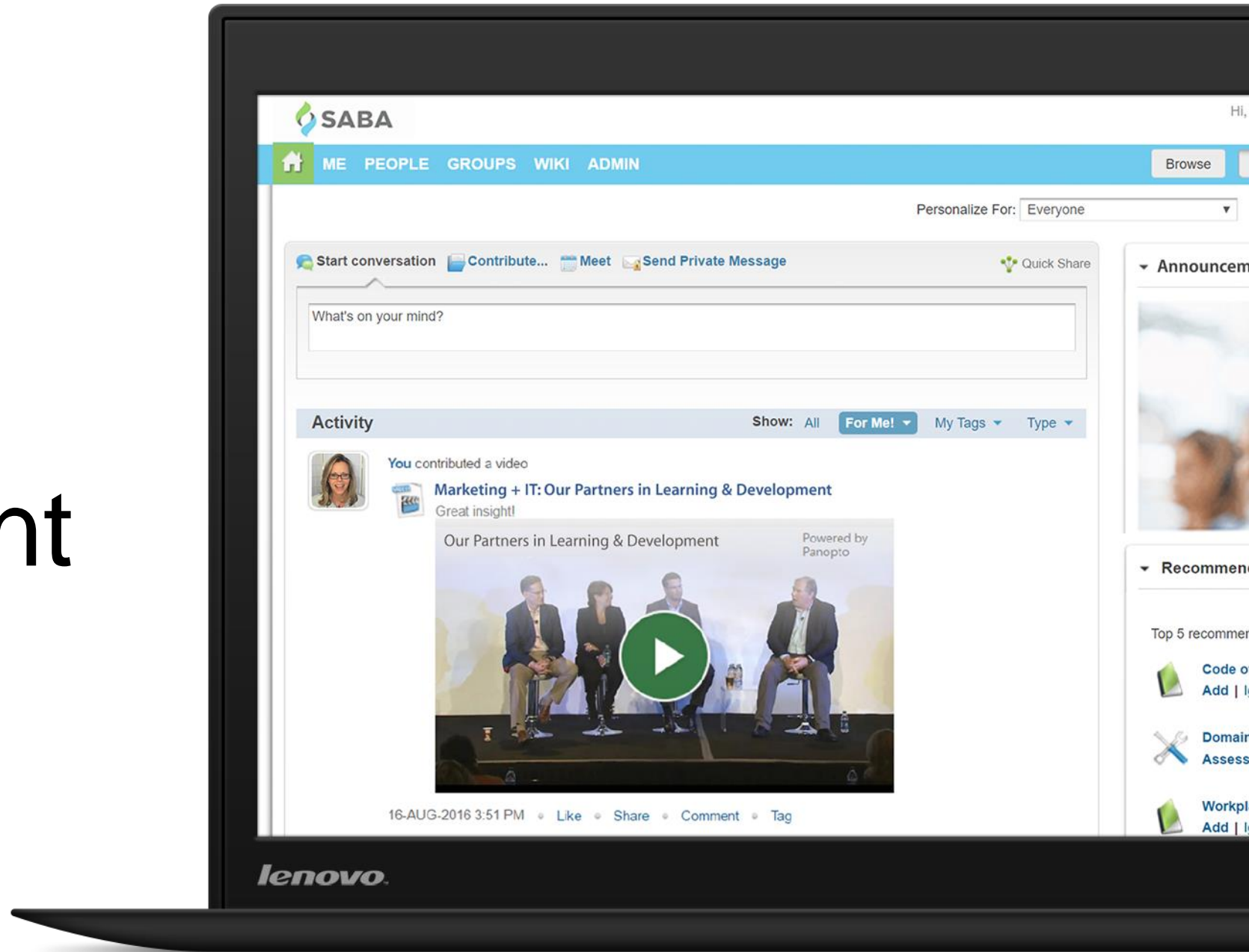
No analytics whatsoever

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

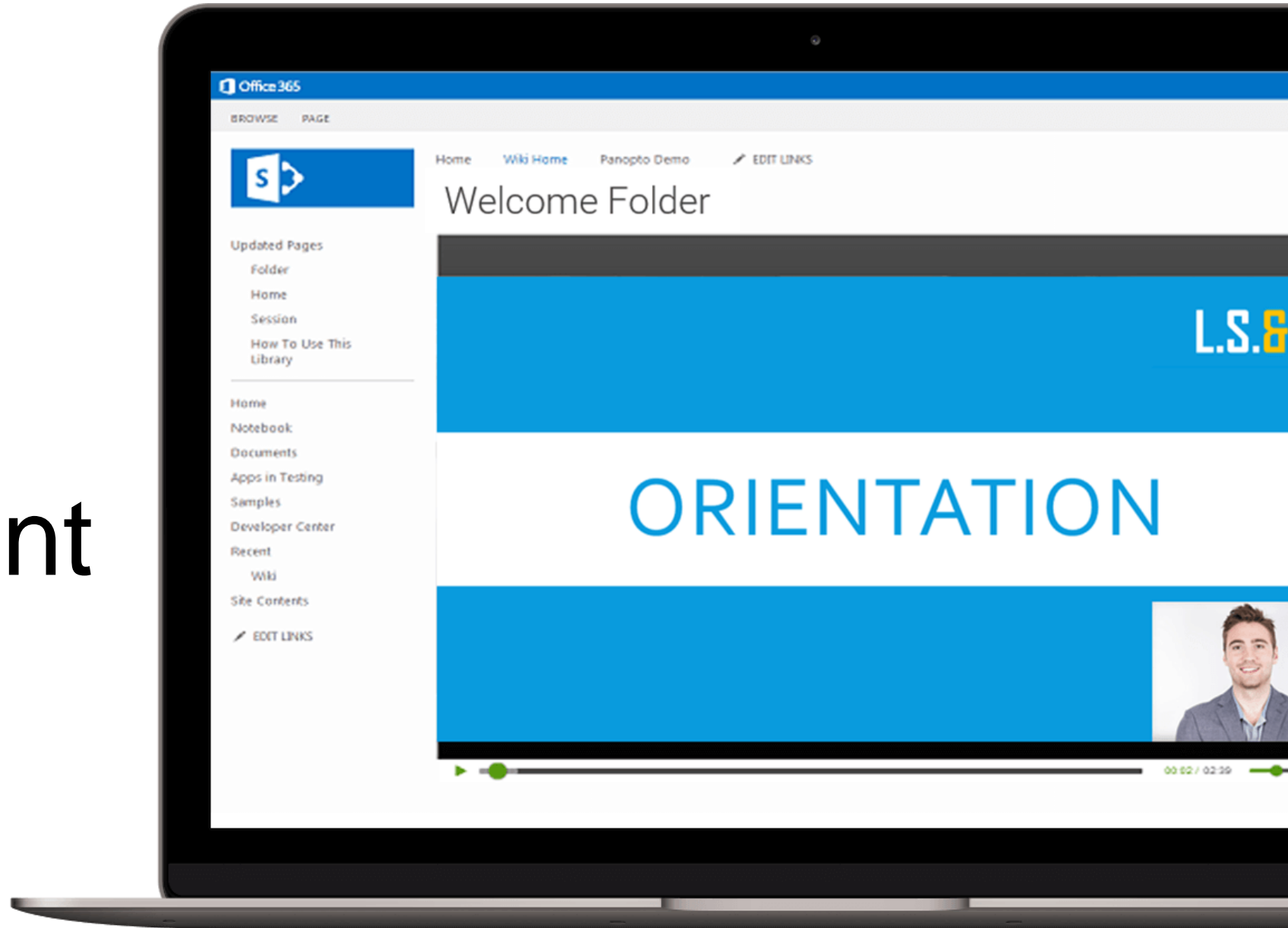
File size restrictions

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

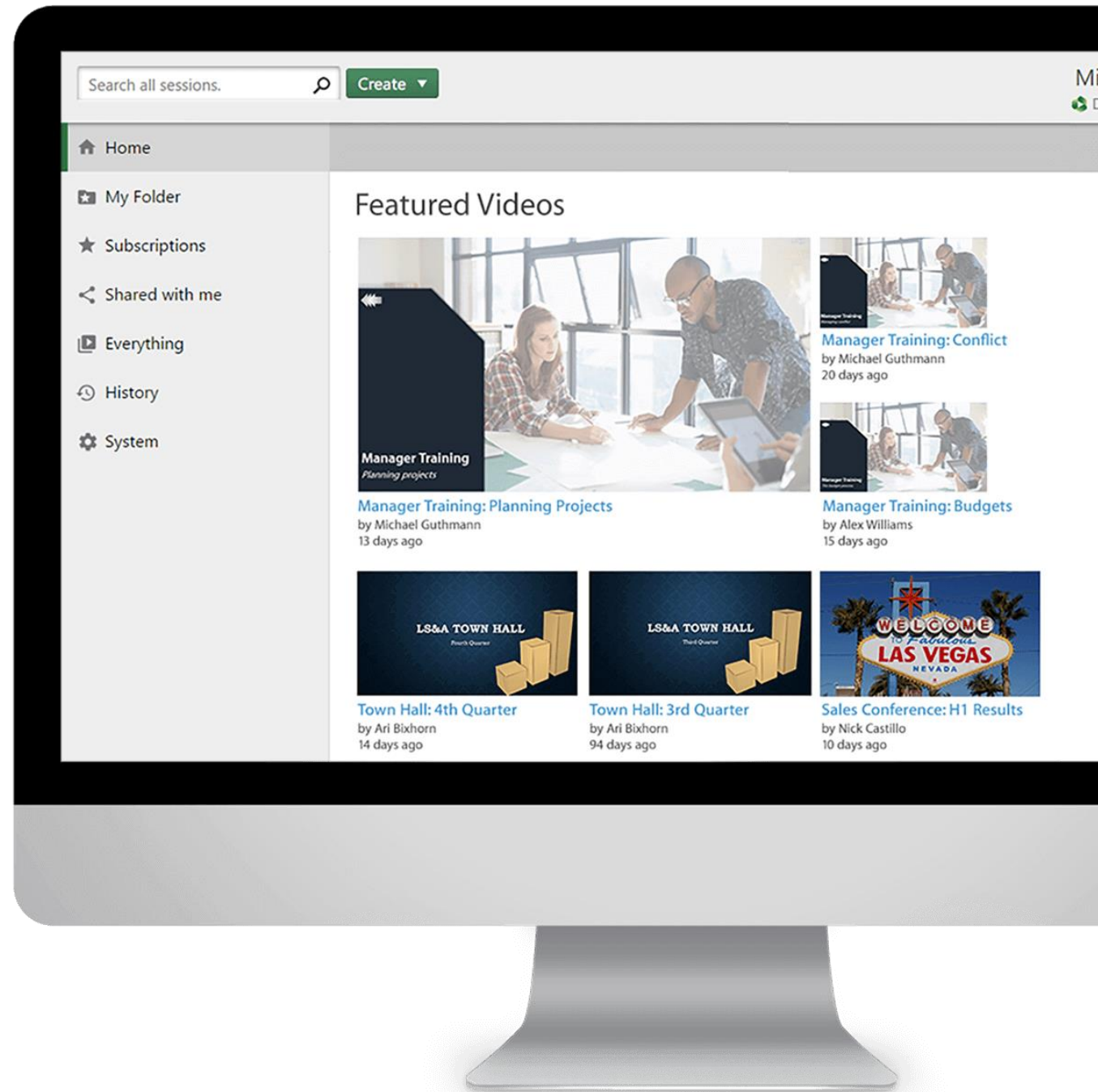
Buffering in playback

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>