



BUSINESS SOLUTIONS ASSOCIATION

Video Standard BSA Standard 02-12

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A. Definition:

The term video refers to online video advertising and includes commercials, product demonstrations, etc. that aid in the purchase decision and awareness for end-consumers.

B. Purpose:

The purpose is to establish a common standard for creation of videos thereby creating value for members of the industry.

The intent of this standard is to define the industry's best practice as it relates to the creation and usage of Videos within a specific company and / or among multiple supply chain member companies for a common project. This standard was created by a separate task force of manufacturers, wholesalers, manufacturer representatives, third party providers, consultants, buying groups. It also utilized feedback from the independent dealer community.

C. Goals and Objectives:

This material is intended for members of the supply chain who wish to create and/or use videos on their web sites and/or other applications.

The goal is to provide:

1. One common standard for video creation to be used on participant sites. This will provide symmetry not only for manufacturers, wholesalers and dealers who are creating the videos, but for the end-user who is viewing them and making purchasing decisions based off of them.
2. This common standard can be utilized by the wholesale community, independent dealers, buying groups, product manufacturers and suppliers, and others directly or indirectly engaged in the overall business products industry.
3. The common standard allows for a higher level of video production than what is currently on many sites.

D. Proposed Standard:

The proposed standard is to move all new video creation to the **mp4** format. Two current formats of *existing* videos will continue to be accepted until deemed unacceptable by BSA Content Management Standards Task Force (with the understanding that all new videos must be created in mp4):

AVI
MOV

E. Technical Specifications:

mp4 is a multimedia container format standard specified as a part of MPEG-4. It is most commonly used to store digital video and digital audio streams, especially those defined by MPEG, but can also be used to store other data such as subtitles and still images. Like most modern container formats, MPEG-4 Part 14 allows streaming over the Internet. (http://en.wikipedia.org/wiki/MPEG-4_Part_14)

mp4 technology has been developed to provide DVD quality audio and pictures in an extremely small file size - ideal for playing on portable mp4 players such as the iPod Video. **mp4** is here to stay. The Apple Corporation describes mp4 as "the global multimedia standard, delivering professional-quality audio and video streams over a wide range of bandwidths, from cell phone to broadband and beyond". (<http://EzineArticles.com/360187>)

Some audio/video software that are compatible with **mp4** are 3ivx, ALLPlayer, Amarok, Audacious Media Player, Augen Prizm, Banshee Music Player, Dell MediaDirect, Exaile, foobar2000, GOM Player, iTunes, iPods (all versions), jetAudio, J.River Media Jukebox, J.River Media Center, The KMPlayer, KSP Sound Player, Media Player Classic, Music Player Daemon, MPlayer, Nero Burning ROM (Nero ShowTime), Nintendo DSi Sound, Nokia PC Suite, Photo Channel (Wii), Playstation Portable XMB, QuickTime Player, RealPlayer, Rhythmbox, Songbird (software), VLC media player, Winamp, Windows Media Player 12, XBMC Media Center, Xine, Zoom Player, and Zune. (<http://www.tech-faq.com/mp4.html>)

1. In accordance with the standard, the following technical requirements must be adhered to in the creation of mp4 videos:

mp4

Video	
Codec	2 pass H.264
Frame rate:	30
Key frame rate:	24
Resolution	For widescreen (preferred) 16:9 aspect ratio content: 960x540 pixels For standard 4:3 aspect ratio content: 960x540 pixels
Bit rate	3000 kbps
Container format	mp4
Audio	
Codec	AAC-LC
Bit rate	192 kbps
Sample rate	44.1 kHz, stereo

2. In certain situations a manufacturer may decide to supply a link to a video rather than providing the actual video itself (i.e. to eliminate costs of streaming services, to provide control over the video if they are legally required to alter it, etc.). If this situation occurs, the following rules **must apply**:

- a. The video must be formatted in javascript containers (playback, full screen controls, etc) rather than flash containers so that they play across all mobile platforms.
- b. The video must be hosted at a reputable video steaming/hosting service provider with redundant systems so hosting services are not interrupted. Hosting service should also monitor bandwidth speeds and stream appropriate resolution video for the connection.
- c. Video links provided cannot change- **video links must remain in place**. Video owner should refrain from altering videos once links are provided.

- d. Video owners must redirect all links in the event of moving service providers.
- e. Videos used on ecommerce sites cannot be hosted on YouTube as it violates user agreements.
- f. When applicable (when a video is specific to one product), both the GTIN and the manufacturer's product number should be noted in either the naming convention of the video or the supporting documents to ensure that the product and/or content of the video is properly identifiable.

3. In addition, bookending of videos is allowed but the main content of the video originator is not to be altered by subsequent parties.

F. Education:

Video Statistics- The Impact of Video: (<http://www.invodo.com/html/resources/video-statistics/>)

- According to Internet Retailer, **52% of consumers** say that watching product videos makes them more confident in their online purchase decisions. When a video is information-intensive, 66% of consumers will watch the video two or more times. (*Internet Retailer*, 2012)
- Mediapost reports that product videos play a key role in consumer purchase decisions, citing a **9x increase in retail video views** at the start of the 2011 holiday season. (*MediaPost*, 2012)
- According to Website Magazine, video is a driver of consumer confidence. Consumers are willing to watch videos **60% of the time** they are found, and 52% of consumers report that they are less likely to return a product after viewing a video. (*Website Magazine*, 2012)
- Professionally produced video optimized for eCommerce **outperforms user-generated video (UGC video) by 30%**, delivering a 24.7% lift as compared with an 18.7% lift for the UGC video. (*Comscore*, 2012)
- The eTailing Group found that **73% of online retailers used video on product pages in 2010**, up from 55% in 2009 and only 20% in 2005. 74% of the top 50 retailers used product videos, 40% used category videos, and 38% used other types of informational videos. (*eMarketer*, February 2011)

G. Implementation:

Implementation of the new mp4 video standard will commence on January 1, 2013, or sooner, with all users becoming fully versed and engaged in the implications and technical specifications of the new standard.



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