

## BE A STAR ON YOUTUBE... OR NOT

Greetings!

My oh my how things have changed, and how they have not in many ways.

Today when I produce a video, one of my first suggestions is place your video on the web. YouTube or Vimeo (similar to YouTube) or your web site directly.

Here the whole world, your friends and relatives, business associates, and more can see it, share it, like it, post it and just about do anything else imaginable to it. This may be a problem. Not everyone, every occasion, every moment is shareable by the world. Looking at the videos I produced this month half of the dozen or so have been posted online. Why not all? Well, reasons vary from confidentiality, lack of computers and understanding of how to view video on the net, not ready to go to market with material yet, even religious concerns.

I totally understand all these reasons and am always prepared with an alternate way to distribute your video.

First it should be noted that YouTube has a privacy setting. You need to type in a certain URL (Web address) to get to the video.

It is not searchable in any way so you only get to see it if you have the URL, but of course once you have the URL you can share it with who ever.

Vimeo has something different where you need a URL address and a password to see the video, but you still can share this info with the world.

This is why DVDs never will die. All my work is produced firstly on a DVD. This DVD can easily

To view our past newsletters,  
[click here](#)

### This Month's Event Video



The event video this month is Milton R. Murrill's Celebration of Life Highlights.

The video can be found [here](#)

### Q and A at The Studio

Recently the following questions were posed to me. Here they are with the answers.

If you have a question I can answer please e-mail it to me.

Just one this month

Q.What makes for an successful

be played on any 5 or more year old computer easily and as long as you have a DVD drive in your computer it can be played on all computers with a simple download (It seems Macs no matter how old will play the DVDS.) DVD copies usually cost as little as \$10 each and come with professional looking labels and trap sheets (The insert in the case)

Another distribution method is a USB Drive (memory stick). The videos are converted to files that your computer will easily recognize and are played out instantly.

By the way, the great advantage of DVDs and USB Drives is that menus, chapters, fast forward, rewind can easily be done. In most cases not possible with YouTube.

Now that I have convinced you never to post a video on the web, let me say that I LOVE VIDEO ON THE WEB and DVD too. That is why I offer at no extra charge your video on the web, DVD and USB drive.

Next month Why You Want To Post Your Video On The Web

Sincerely,

**David Cooperstone**  
**The Studio Video Facilities**

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604-612-9767

Hire a professional from The Studio Video Facilities.

*Providing professional video services....since 1985*

## Vendor of the Month

### ED APPLEBY

Ed Appleby is freelance graphic designer and illustrator who has worked with a wide variety of clients on their branding and marketing needs. Ed communicates the needs of his clients through creative and memorable designs in the form of logos, website designs, marketing material designs and illuminating illustrations and animations.

video entrepreneur?

A spouse that will support them. Sorry Andrea. Really three things in no particular order.

A. The technical understanding of Video production and post-production. This is an on going process, talk about professional development. Almost every month new technology in the form of cameras, editing systems, formats, codecs and a wide array of accessories become available. A good videographer knows his tools. Not only the features but how these features benefit their clients.

B. The business, Any successful business owner knows what it takes to run the business. There are set up factors from insurance to business license, marketing strategies, day to day operational concerns, financials, purchases and most importantly a business plan.

C. A creative drive. This in many ways can separate you from your competition. It also is the hardest if not impossible to learn. Every project should be seen in a unique fashion so as to be able to communicate the message effectively and originally. Not always easy but a little bit of creative energy in a project can go along way to making it successful.

## The Studio Video Facilities

### Something To Take Away

Need or want a video?

Among his projects Ed has:

- created graphic marketing material for clients such as A&W, The BC Renaissance Festival, and Grab5.com
- created compelling animated sales videos for clients such as Accelerated Reader, Barton Publishing and Wellness Possibilities
- created professional websites for the BC Renaissance Festival, Rusty Scuppers Pirate Daze Festival and Ed's R Us
- illustrated books and presentations for Cloudscape comics, Easy Online Dating, and Win At Work
- created logos and corporate design for The BC Renaissance festival. And currently working on logos for Digital Dystopia and Results Hypnotherapy

When not designing Ed spends his free time working on his comics, spending time with his family and engaging in acts of high seas piracy for the delight of children.



Ed Appleby  
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## Corporate Video of the Month

Video is a memory maker and keeper! Consider all the visuals you process of your family and friends, photos, computer files, flash cards, videotape, film, slides.

Why not put all that in one convenient place?

We can place all this on a DVD and the internet, or back it up on a memory stick.

While we are at it we can add titles, effects, music and narration.

**Let The Studio create an ever-lasting memory for you!**

## The Studio Video Facilities

### This Month at The Studio

[Event video of the month - Milton R. Murrill Celebration of Life The Highlights](#)

[BNI Ozzie Kipnes](#)

[BNI Pullman's Painting](#)

[BNI Double D Auto Service](#)

[BNI Nissan](#)

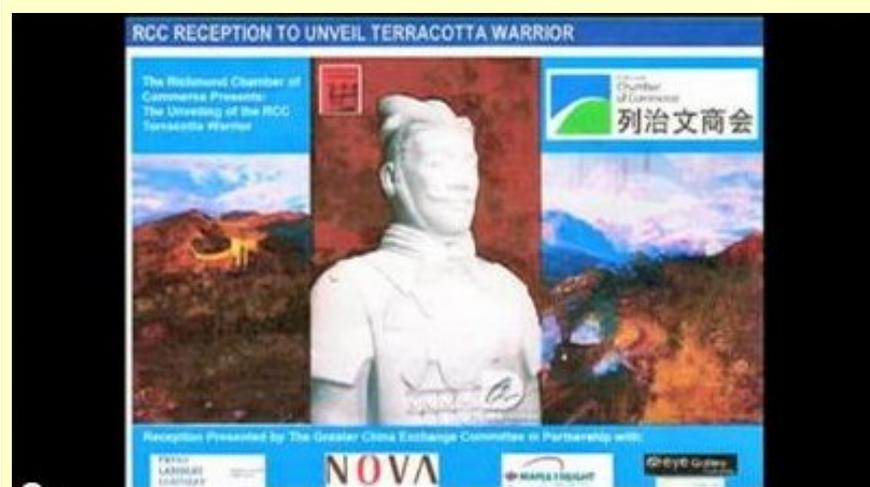
[RCC Larry Berg CEO of Vancouver Airport Authority presentation Part 1](#)

Vancouver master Gardener's 2012 Update Seminars  
(not available on the web)

Giggle Dam  
(not available on the web)

[Corporate Video of the Month - Richmond Chamber of Commerce Terracotta Warrior Unveiling](#)

Kollel Bart Zych



## Richmond Chamber of Commerce Terracotta Warrior Unveiling

A link to the video can also be found on the Chamber's [home page](#)



## All Dressed Up and No Where To Go

Courtesy of:

HOT WAX ENTERTAINMENT'S Photo Booth

604-649-6919

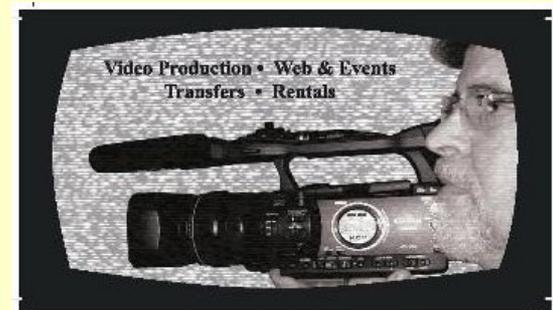
(not available on the web)

Shalhevet With Love  
(not available on the web)

## Our new business



card



Try it FREE today.