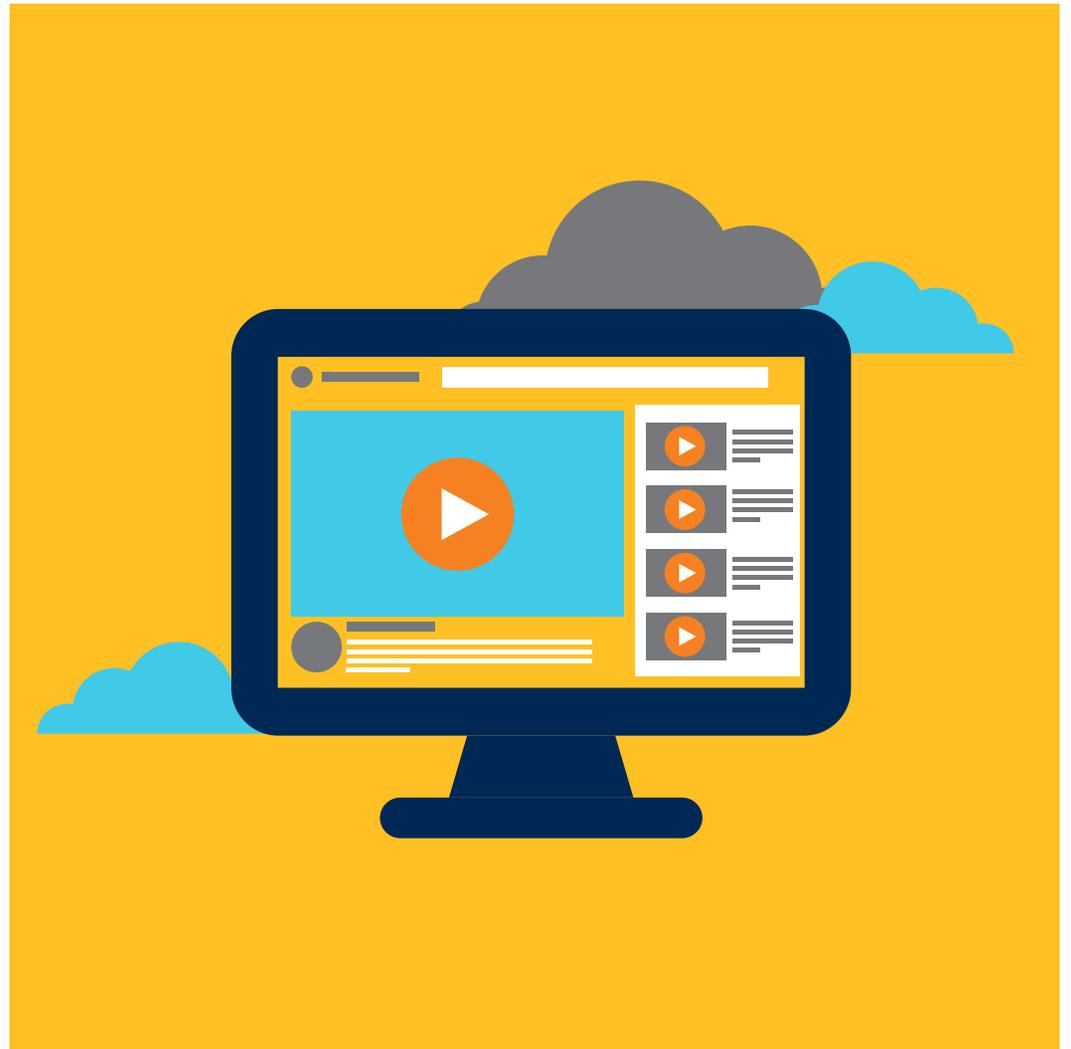


Communicating through video is engaging and interesting.

Prerecorded video allows for retakes and post-production, as well as high-quality renders and uploads. This can help create more polished and professional content than a live stream event.



Let's compare and contrast two of the most popular platforms for video sharing:

- **YouTube:** YouTube is great for allowing people to view videos on your channel and leave comments. It can also be used to send a private link to a group of select people so that only they can view a posted video. YouTube is also a live streaming platform, allowing for consistency despite different content delivery systems.
- **Vimeo:** Vimeo functions similarly to YouTube, but tends to be more professional and used more frequently for business rather than entertainment. Vimeo has fewer or no ads (depending on the plan), and offers superior privacy options. Vimeo limits the content that is uploaded and has guidelines for what they allow to be uploaded. The platform also can be used to live stream.

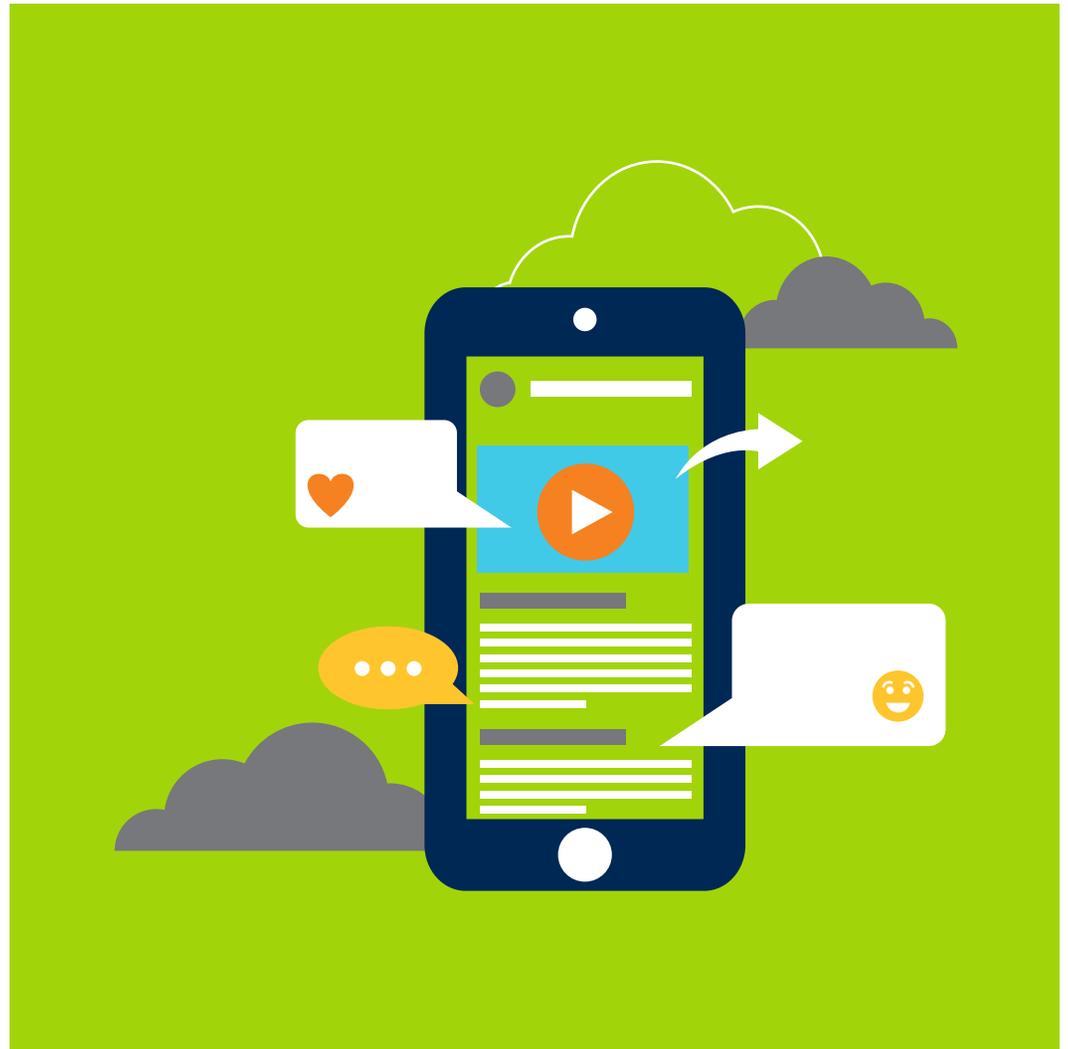


Video can be shared on websites, in emails, and in social media messaging.

One common way of distributing video content is through posting on a social media page. This allows content to be viewed by all of the business's followers.

Another useful way to display video content is to embed it in a website. Many website platforms such as Wix and WordPress allow you to add video content or link a video from YouTube or Vimeo.

Emailing video can also be effective for sharing content with people on a mailing list or among a group of subscribers.





PREMIER EVENTS OVERVIEW

Premier Events are becoming more popular as they combine elements of prerecorded video and live streamed events.

For a Premier Event, a video is recorded and edited. Then, at a set date and time, it is played back on a video platform so viewers can watch it air just like a live event. The advantages of this method are that one can create the experience of a live event, but still offer the high-quality production value of a prerecorded video.

