

"Online Video and Cybersecurity Websites" Part 4  
Copyright (c) 2016 plaintext Communications Inc.

-----  
058

## MUSIC ##

TITLE  
Online Video &  
Cybersecurity  
Websites

-----  
059

TITLE HORZ SCROLL

stat4

-----  
060

WIDE SHOT

Costume: Sports coat

Hello, I'm Robert Metzger.  
This is the final part of a series  
which presents a survey of online video  
used in websites of cybersecurity firms.

In this part, we will answer the final  
two questions.

-----  
061

MEDIUM SHOT

Costume: loud Hawaiian shirt  
overear headphones

Props:

The ninth question is:  
Which audio elements were mixed in  
to construct the final video?

## FADE MUSIC ##

-----  
062

BAR CHART GRAPHIC  
HIGHLIGHT BAR WHEN MENTIONED  
Audio Elements

VO 340  
MU 236  
FX 24  
YY 5

There are only a limited number of audio  
options: voice, music, and sound effects.

340 of the videos reviewed include human

voice, either that of the visible speaker, or as a voice-over. 236 of the videos included background music, which was 64% of the total.

In 20 of the videos, there was music but no voice-over. At least two dozen videos had sound effects on their sound track.

---

063  
MEDIUM SHOT

Five videos we viewed had no sound track at all, neither voice nor music. They all came from one website.

---

064  
OVERLAY TITLE  
Principle of  
Least Astonishment

This violates the principle of least astonishment, a fundamental concept in user interaction design. People expect a sound track. If one is not provided, they think that there is something wrong with their equipment.

---

065  
MEDIUM SHOT

All of the videos we viewed which had no voice over were demonstrations of software shown as a screencast.

This wastes a communication channel. In these demos, the viewer was expected to locate a tiny cursor on screen, with no assistance from a narrator. It was frustrating.

---

066  
SPLIT SCREEN TITLE / CLOSE  
Costume: Sports coat

Royalty-free music  
is effective  
and inexpensive

High-quality professionally-performed royalty-free music is readily available on the Internet at prices anyone can

afford. Take advantage of this resource.

-----  
067

MEDIUM SHOT

Costume: Indiana Jones hat,  
aviator sunglasses,  
brown shirt rolled sleeves

-----  
## MUSIC ##

The tenth and final question is:  
What kinds of talent were used?  
When videographers refer to "the talent"  
they mean the men and women whose  
appearance or voice is included in the  
production.

## FADE MUSIC ##  
-----

068

BAR CHART GRAPHIC  
HIGHLIGHT BAR WHEN MENTIONED  
Talent Usage

MV 155  
FV 60  
SE 126  
AA 15  
FM 1  
MM 1  
SP 5  
XX 16

Costume: Sports coat

There were 155 videos in which a male  
voice was heard over video content, and  
60 videos which used female voices.

There were 126 videos in which a subject  
matter expert appeared and talked. We  
originally attempted to distinguish  
between technical experts and executives,  
but this distinction proved artificial.

There were 17 videos in which actors or  
male or female models were used. The  
distinction is that actors have speaking  
parts, may express emotion, and may be  
in costume.

-----  
069

SPLIT SCREEN TITLE / CLOSE

Professional voice

over is effective  
and inexpensive

Using professional voice-over artists is an inexpensive way to upgrade the production quality of your video. Your videographer should know several to whom he or she can refer you.

-----  
070

WIDE SHOT  
Costume: Sports coat

-----  
## MUSIC ##

Thank you for watching this series of videos. We hope you have learned something new about the state of the art of online videos presented by cyber security firms. Online video is a powerful marketing technique that is becoming more and more popular.

-----  
071  
TITLE  
URL  
LOGO

-----  
To learn more about how we can help you produce marketing content for your business, please visit our website at:  
<https://www.plaintextcomms.com>

## FADE MUSIC ##