

Report On
Video Content Management System

By

Rahbar Afroz
16104095

An internship report submitted to the Brac Business School in partial fulfillment of the requirements for the degree of Bachelors of Business Administration

BRAC Business School
Brac University
October 2020

© 2020. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Rahbar Afroz
16104095

Supervisor's Full Name & Signature:

K.M. Nafiul Haque
Lecturer, Brac Business School
Brac University

Letter of Transmittal

K.M. Nafiul Haque

Lecturer,

Brac Business

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

This is my pleasure to display my entry level position provide details regarding 'Video content management system', which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Rahbar Afroz

16104095

BRAC Business School

BRAC University

Date: October, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Liberty Media House and the undersigned student at Brac University

.....

Executive Summary

A content management system, short formed as CMS, is a system or software that assists users, clients or, the companies to create, manage, store, and modify on a website.

A video content management system shortly known as Video CMS, is a system or software that assists a client user or company or organization to edit, store, organize, maintain, and present video content.

Whereas, video CMSs performs well for private content like training, tutorial videos, informational videos, and meetings. This technology or system lets the user find the videos by words articulated in videos or given as texts in the videos. Liberty Media House is not using any of the Video Content Management Systems as it is not yet a big company and doesn't have enough revenue to spent behind such a system.

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Executive Summary	v
Table of Contents	vi
List of Figures.....	vii
List of Acronyms	viii
Chapter 1 Introduction.....	1
1.1 Content.....	1
1.2 Content Management System	2
1.3 How does a Content Management System work?	2
1.4 Benefits of Content Management System.....	4
Chapter 2 2.1 Video Content Management System.....	5
2.2 Benefits of Content Management System	5
Chapter 3 Video Content Management System.....	7
Chapter 4 WordPress	10
4.2 Brands using CMS	10
4.3 What is my learning from this report?	11
Conclusion	14
References.....	15

List of Figures

Figure 1: WordPress3

Figure 2: Trello17

List of Acronyms

CMS	Content Management System
VFX	Visual Effects
HD	High Definition
VCMS	Video Content Management System

Chapter 1

Introduction

1.1 Content

Content is a combination of different components for example texts, graphics, images, animations, audios, videos, and downloadable files.

"Content is the presentation of information for a purpose to an audience through a channel in a form."

On the deeper meaning, Content is an experience that adds value to the client (viewers or the reader) by making them a little bit smarter every day or making them laugh or making them feel good about themselves or making them contribute to society or charity.

1.2 Content Management System

A **content management system**, short formed as **CMS**, is a system or software that assists users, clients or, the companies to create, manage, store, and modify on a website. It provides the client with a simple, non-technical path of updating and modifying his or her content. Meaning clients necessarily have to be a tech-savvy, clients just have to upload the file, do some point-and-clicks, type something, and hit save. It is easy to add a new page, deleting the older one according to business needs.

Instead of creating their system for contents like images and videos, CMS takes care of all the stuff for the client so that the user can focus on their main goal.

1.3 How does a Content Management System work?

WordPress is a really good and easy example of a content management system.

With a content management system like WordPress, one can write, upload content in an interface that is almost similar to Microsoft Word:

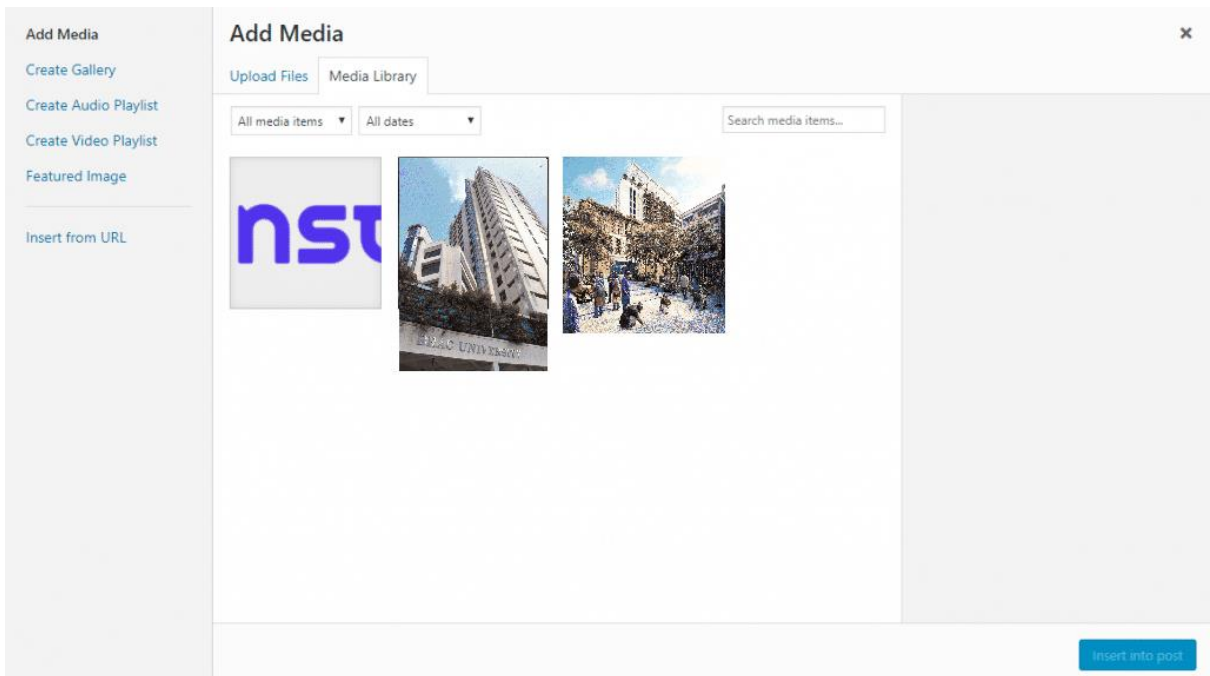
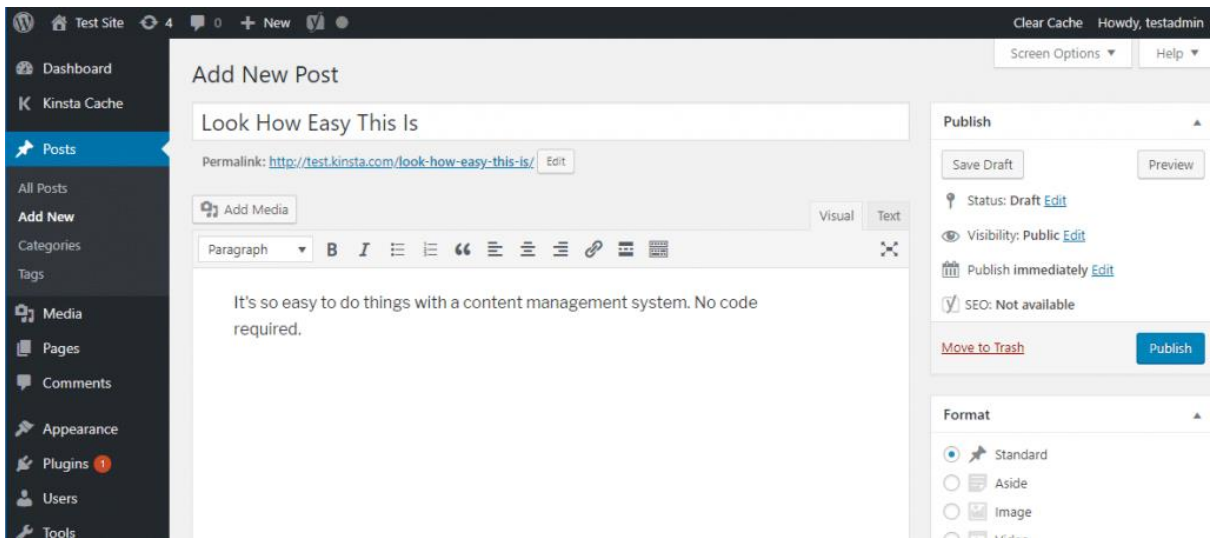


Figure:1 WordPress

1.4 Benefits of Content Management System

Here are some benefits of Content Management System:

No technically mind needed:

Not everybody has the same knowledge and hands-on experience with technology. Keeping that in mind, CMSs are created such a way that everyone can easily understand and navigate the site.

Allows more than one user:

People all around the world may be contributing to the project, keeping that in mind there is a feature so that multiple users can work in a collaborative environment.

Time-saving:

As everyone can collaborate at the same time and knows what is happening and when it saves a lot of time.

Improves site maintenance:

Having a CMS helps users update the other part of the system, without disrupting the whole site.

Cost reduction:

It requires less manpower to create and maintain a website.

Cross-media publishing:

Content can be reused effectively in different formats and for different purposes as content is easily reformatting. This allows reformatting one content for other media for different types of devices.

Automation:

Certain processes can be automated or scheduled in the CMS.

Chapter 2

2.1 Video Content Management System

Video has taken over major social media platforms as a means of engagement and entertainment.

A video content management system shortly known as Video CMS, is a system or software that assists a client user or company or organization to edit, store, organize, maintain, and present video content. User doesn't have to be a programmer or coder to build such a diverse video ecosystem. Video CMSs are mainly used for public-served videos for example ads tutorials training meetings etc.

2.2 Benefits of Content Management System

Here are some benefits of Content Management System:

No technically mind needed:

Not everybody has the same knowledge and hands-on experience with technology. Keeping that in mind, CMSs are created such a way that everyone can easily understand and navigate the site.

Allows more than one user:

People all around the world may be contributing to the project, keeping that in mind there is a feature so that multiple users can work in a collaborative environment.

Time-saving:

As everyone can collaborate at the same time and knows what is happening and when it saves a lot of time.

Improves site maintenance:

Having a CMS helps users update the other part of the system, without disrupting the whole site.

Cost reduction:

It requires less manpower to create and maintain a website.

Cross-media publishing:

Content can be reused effectively in different formats and for different purposes as content easily. This allows reformatting one content for other media for different types of devices.

Automation:

Certain processes can be automated or scheduled in the CMS.

Chapter 3

3.1 Video Content Management System

Video has taken over major social media platforms as a means of engagement and entertainment.

A **video content management system** shortly known as Video CMS, is a system or software that assists a client user or company or organization to edit, store, organize, maintain, and present video content. User doesn't have to be a programmer or coder to build such a diverse video ecosystem. Video CMSs are mainly used for public-served videos for example ads tutorials training meetings etc.

3.2 Benefits of Video Content Management System

Here are some advantages of Video Content Management System:

Dedicated Storage for Large Files:

One of the main problems we as creators face is the storage of hard disk space. Working with 4k video files and complex motion graphics and animation heavy VFX make the file extremely large. Gradually, these keep taking up most of our space in hard drive. This is the key difference between video content and other content. These culprits take a lot of space. These files only take a lot of space and exceed the limitation most CMS provides, forget about other large files or tutorials, training, and meeting files.

Video CMSs are created with this space problem into consideration. Video CMSs are designed specifically for problem-free uploading, storing, and delivering large size videos. As the video content library expands, CMS scales with the library.

Disruption-Free Streaming:

People all over the uses various devices to watch videos. Half of the Global Internet Traffic comes from smartphone users. So, considering this last portion of the audience is a must.

Storing and organizing videos on regular CMS might not guarantee they will perform well on a smartphone device, as the different device has different formats. To deal with this issue, video CMSs automatically convert the videos to the optimum format for the device. This process is widely known as “Transcoding”. This system optimizes the overall viewing experience for viewers using any devices.

As internet speed and connection varies from place to place, most popular video CMSs also adjust for the connection of the internet. Like YouTube, this software can identify users’ connection, then adjust the video quality accordingly to reduce buffering.

Privacy and Security:

The first idea that comes to our mind is why not put all other videos on sites like YouTube? YouTube is no doubt a top-notch video marketing platform, but it's also a public platform. Anyone can view videos after posted.

Whereas, video CMSs performs well for private content like training, tutorial videos, informational videos, and meetings.

A decent video CMS will improve a secure survey of users’ private recordings. The site’s framework needs to encode the association between the watchers' video and clients. These measures improve admittance to user’s video transfers.

Enhanced Search:

Users can search video by title, name of the file, or any kind of metadata. This makes it easier for users. So, it is suggested that the company should have a system for organizing videos by category.

Some video CMSs also provides auto-generating caption like YouTube. CMSs use speech recognition technology for the videos.

This technology or system lets the user find the videos by words articulated in videos or given as texts in the videos.

Live Streaming:

Video CMSs also lets users broadcast live videos. This is a great way to conduct video-conference, meetings and webinars, product launches, and live events with clients, audiences, or viewers. Also, it lets you save the video in storage for later usages.

Some examples of Video Content Management System:

- ❖ WordPress
- ❖ Brightcove
- ❖ IBM Video Streaming
- ❖ Panopto
- ❖ SproutVideo
- ❖ Uscreen
- ❖ Vidizmo
- ❖ Vimeo

Chapter 4

4.1 WordPress

WordPress is hands-down one of the most useful free CMS used around there. This site is based on PHP and MySQL and provides many tools that would be beneficial for creating content, videos, images for websites and blogs, and storing them.

Though initially, it provides several pre-made themes, it lets users install third-party plugins or extensions to personalize users' sites according to their needs. One of the strengths of WordPress is it's easy to understand and even easier to use interface.

Though it is free, one can upgrade for more features according to their budget and plan.

4.2 Brands using CMS

BBC America:

BBC uses WordPress as its CMS for BBC America. Most companies use WordPress for its easy layout. It is also smart, sleek, and content-friendly. There's even a clearly defined navigation bar and room for advertisement space.

Though most of the publications for example TechCrunch, have a text-centric layout to showcase their long articles, BBC America uploads content as a visual representation of their tv shows.

PlayStation:

PlayStation also uses WordPress for its blogs. Similar to BBC America, PlayStation gives importance to its brand's visual gaming content, mainly using photos and videos. Though their posts have texts they try to focus on the visual part.

Keeping aside aesthetically pleasing layout, WordPress has some amazing flexibility with Plugins. And, this is another big reason for PlayStation for using WordPress.

Another big advantage of using WordPress is whenever they are not able to find a plugin appropriate to their needs, they can develop it themselves and use it on their site.

PlayStation is an incredible example of a site that has utilized WordPress to smooth out its blog cycle even utilizing further developed plugins to modify and improve its site.

4.3 What is my learning from this report?

First, let me give a brief description of my company. The name of my company is **Liberty Media House**. Liberty Media House is a digital marketing agency that worked with brands like Laughing Buddha, CAF, Arax, and many more. Currently, they are working with Dapper Bespoke, Regent Airlines, and celebrity personalities like Sheikh Tonmoy and Yoganika. I am working as a motion graphics artist in the company since March.

The motive behind this report is to learn about Video Content Management System, why big brands use them and how can they be incorporated with my company and our clients.

Liberty Media House is not using any of the Video Content Management Systems as it is not yet a big company and doesn't have enough revenue to spent behind such a system. Though we do not use Video CMS, we use some free resources that help us to manage our content and projects.

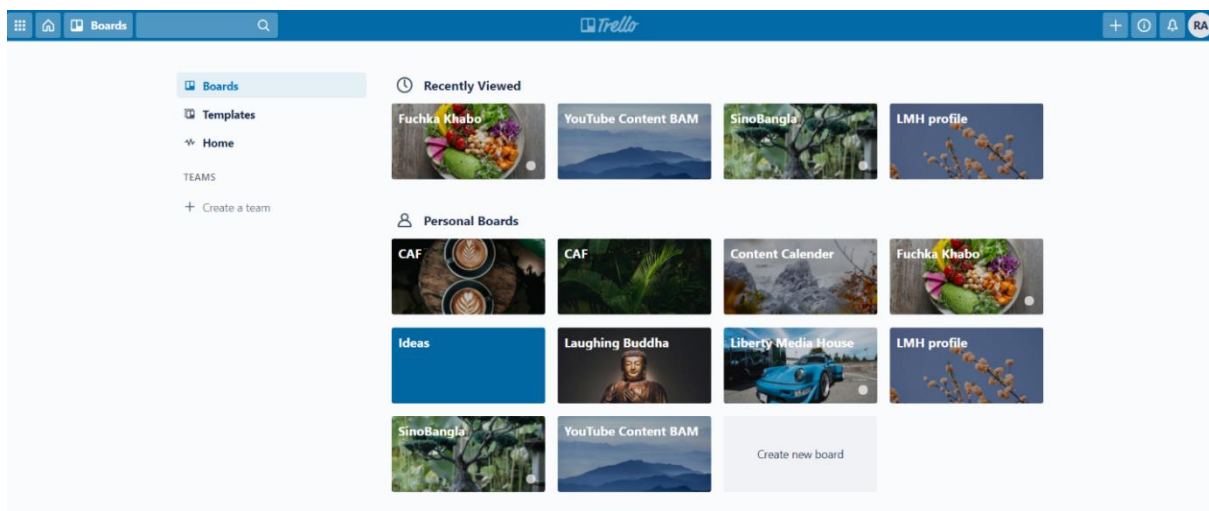
Tools we use:

Trello

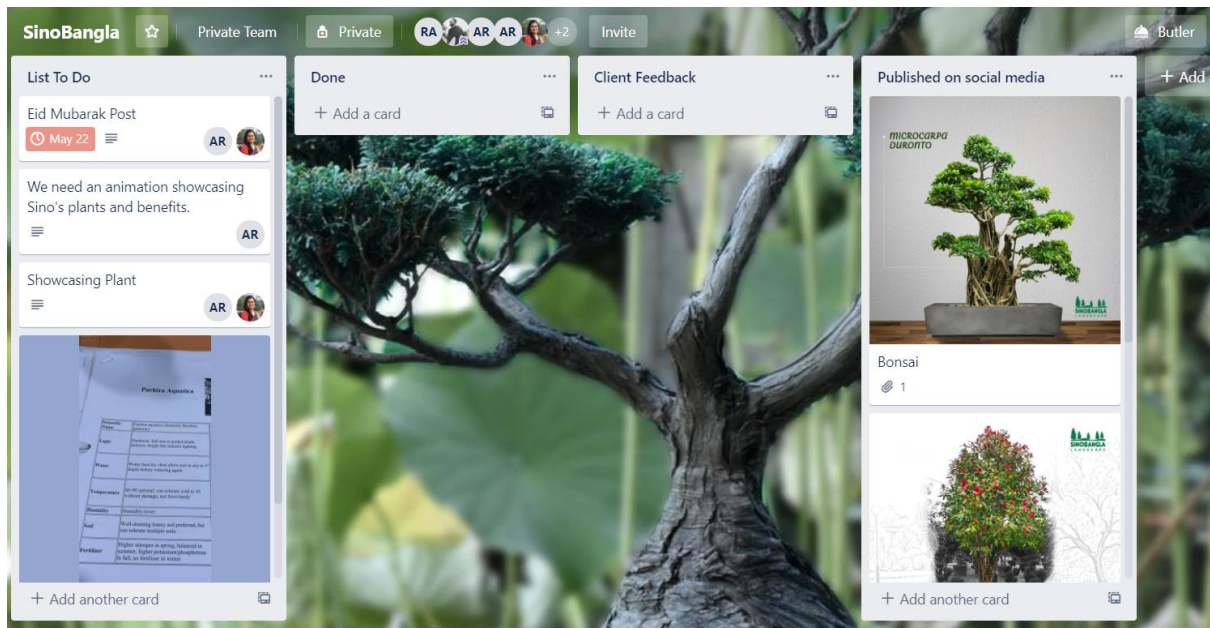
Trello is the app we use to coordinate with the client service team, co-workers, and clients.

Trello is a website that manages our projects and keeps things organized, clean, and tidy.

Here are all boards that we created:



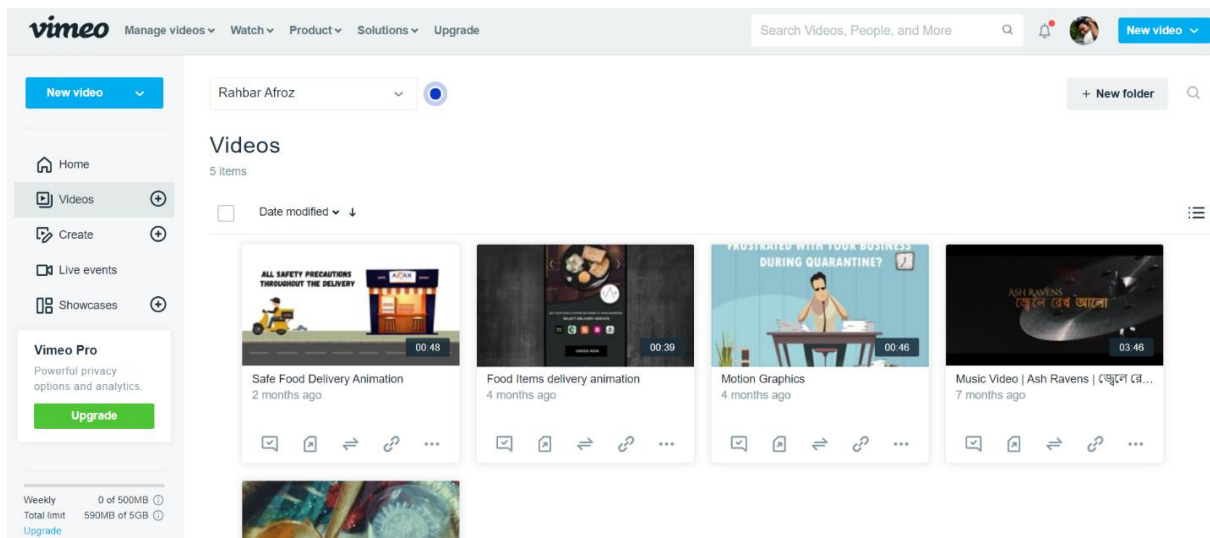
Each board is divided into four parts. First, Part contains the briefs for designers, next there is the First draft part where designers upload their designs for the clients. Next clients give feedbacks and accordingly, designers correct the post, and lastly, after approval, the content is uploaded on social media sites.



Vimeo

Vimeo is where we keep our video files, showreel, animations to present to a client. Vimeo is a subscription-based website but one can upload certain length videos for free here. Vimeo maintains HD quality across a range of devices.

Due to restriction, I am providing a screenshot of my profile instead of the company's profile.



Social blade:

Social Blade is the website we use to keep track of social media statistics and analytics. We mostly use it for tracks the YouTube platform, also we use it for the data to analyze social media site s like Instagram, Twitter, and Facebook.

Tubebuddy

Tubebuddy is used for YouTube. This is a great YouTube management tool. This an extension that helps with the SEO for a YouTube video. Tubebuddy help with tags, title, description, and many more.

Video Content Management System is an amalgamation of all these tools and many more. Though we don't use Video CMS, we use some of its features separately.

Conclusion

As professionals content creators and online brands, it is important to produce incredible video content, and having the right tools or a system enables one to store, arrange, and monetize the creation as much as possible.

With the correct video content administration framework for your necessities, you can proficiently transfer, sort, oversee, and convey your recordings to arrive at the most watchers conceivable and amplify your benefits.

References

1. Bump, P. (2020). 6 CMS Platforms Used By Big Brands. Retrieved 26 September 2020, from <https://blog.hubspot.com/website/cms-platforms-used-by-big-brands>
2. Content management system. (2020). Retrieved 26 September 2020, from <https://www.ukessays.com/essays/project-management/content-management-system.php>
3. Juviler, J. (2020). The 7 Best Video Content Management Systems for 2020. Retrieved 26 September 2020, from <https://blog.hubspot.com/website/video-content-management>
4. What is Video Content Management and How To Do It Right | The Blog. (2020). Retrieved 26 September 2020, from <https://www.cincopa.com/blog/what-is-video-content-management-and-how-to-do-it-right/>
5. What is a Video CMS And Why Do You Need One?. (2020). Retrieved 26 September 2020, from <https://www.panopto.com/blog/what-is-a-video-content-management-system-vcms/>
6. Video Content Management System: What Is a Video CMS? | Dacast. (2020). Retrieved 26 September 2020, from <https://www.dacast.com/blog/what-is-a-video-cms/>
7. Harrison, E. (2020). 12 Content Management Systems (CMS) Used by Top Digital Marketing Companies in the USA. Retrieved 26 September 2020, from <https://digitalagencynetwork.com/content-management-systems-used-by-top-digital-marketing-companies-in-the-usa/>