

Reviewers' Guide to "Channels for Publishers"

(May 2009)

Getting Started

To use Channels.com, just open our home page, www.channels.com, and register. Registration is free and very simple. There's no software to download or install.

What is Channels.com?

Channels.com is a Web site where you can subscribe to video RSS feeds (think Google Reader but designed for Web videos). It's a Web service – not a desktop app and not a video destination site. Channels.com was developed (a.) to simplify video viewing for consumers and (b.) to help Web video publishers develop a more loyal relationship with viewers through video RSS and video podcast subscriptions. The Channels.com Web site provides these three main functions:

- **Searchable Index** – We currently track over 15,000 video RSS feeds (aka "video podcasts"). This video feed count is expanding constantly as our servers discover new feeds.
- **End-user subscription system** – This is pretty simple: You register at Channels.com (free) and subscribe to video feeds from your favorite Web sites. Each time the Web site publishes a new video on Channels.com.a
- **Integrated Video Player** – *Every video in every feed we index can be played on the Channels.com Web site without loading any new applications or linking to 3rd party Web pages.* We support all major video formats. If available, Channels.com uses each Website's custom player.

Video Publisher FAQ

Does any of our video get copied by Channels.com? No. Videos watched on Channels are *streamed directly from your servers* (no copying by Channels, no downloading by consumers). Works like a standard embed.

When viewers watch on Channels, do we get credit for ad impressions? Yes. Videos watched on Channels *include all of your in-video ads* (you get full credit for ads)

Will Channels use our custom video player? Yes. On Channels, your videos are played in your custom player (if provided)

What RSS formats and video formats are supported? Channels feed index includes feeds in most standard video formats (RSS 2.0, Atom, iTunes format, MRSS) but only those with feed items that include video enclosures. Channels supports most standard video formats (e.g. Flash, Quicktime, MP4, WMV and others)

What's Channels' revenue model? We plan to offer video publishers promotion on our Web site through sponsored search and sponsored recommendations.

How do my video feeds (or video podcasts) become available in Channels? Channels is an open video feed index. Read on and you'll see how you get can add to Channels your video feeds/podcasts.

Channels.com Benefits for Video Publishers

During the past two years, as part of a broad trend toward more open video syndication, thousands of Web sites have made available video RSS feeds. Many publishers initially provided feeds with just promotional content (e.g. “Youtube Newest Videos”, “Crackle Highest Rated Videos”, etc.). Today, most video feed publishers include *all* of their video content in RSS feeds.

Channels.com was developed to provide video feed publishers with a powerful system to increase viewer loyalty. During the second half of 2008 we tested Channels with a cross-section of Web video feed publishers. In every case, **subscribers to video feeds watched more than 15 times as many video episodes** as the average visitor to video publishers’ Web sites.

Channels provides video publishers with a variety of ways to increase video views.

Add your Video Feed or Video Podcast to the Channels.com Index

First, it’s important that publishers add their video feed or video podcast to the Channels index. The easiest way to do this is through our Web site at www.channels.com/publisher. Just type the URL of your video RSS feed or video podcast in the input area (see below) and click “Validate”. Channels will verify the contents of the feed and then add it to the Channels.com index.

Add Your Video Feed to Channels.com
Add your video podcast or video RSS feed to the Channels.com feed index. Enter feed URL:

Note: It will take up to 2 to 3 hours for your feed to be added to our index.

Use Channels.com “Chicklets” to Build the Subscriber Base for Your Video Feed

Channels.com auto-subscribe links help Web video publishers attract feed subscribers. These Channels.com “chicklets” create a Channels.com feed subscription with a single click.

Here’s a sample Channels.com chicklet. Video publishers can add this to their Web site to create a one-click subscription to their video feed with Channels.



Channels subscribers watch over 15 times more video episodes than average visitors to a video Web site. To add a Channels.com chicklet to your Web site, just follow these instructions on the www.channels.com/publisher.

Add a Chicklet to Your Web Site

This section of our Publisher page describes how to add a chicklet to your Web site – including a variety of button options:

Get More Subscribers - Add a Chicklet to Your Web Site
Get more subscribers for your video RSS feed or video podcast. Put a Channels.com 1-Click Auto-Subscribe link on your website.

Step 1: Enter your video RSS feed:

Step 2: Click on the button design you want to put on your website, code will appear:

Step 3: Use this URL as the link behind your video overlay (copy & paste it):

Add a Chicklet to Your Flash Video with Video Chicklets™

We created “Video Chicklets” in late 2008. These links can be inserted in Flash videos to allow viewers to subscribe to your video feed as they’re watching the video. This subscription option has proven extremely effective for attracting loyal viewers.

To create a video chicklet, just enter the URL of your video RSS feed on our publisher page (www.channels.com/publisher) and click “Validate”. Once your feed is validated, add one of the graphics as an overlay in your Flash video and include the link indicated in “Step 3”.


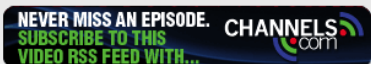
Get Zillions of Subscribers - Add a Video Chicklet to Your Flash Video

Include a Channels.com Video Chicklet™ as an overlay in your Flash video. Video Chicklets are a super-powerful tool to get viewers to subscribe to your video RSS feed or video podcast. When viewers click on the Video Chicklet, they get a one-click subscription to receive every video you put into your video podcast or RSS feed.

Step 1: Enter your video RSS feed:

FEED IS OK AND READY TO USE

Step 2: Copy any one of these Video Chicklet graphics and import it as an overlay into your Flash video (you may need to contact your video hosting company about their procedures for video overlay images).



Step 3: Use this URL as the link behind the video overlay: http://www.channels.com/autosubscribe?feed_url=http%3A%2F%2Ftheclipshow.blip.tv%2Frss%2Fflash

Summary

Video feed subscriptions are a great way for Web video publishers to increase viewer loyalty and traffic (video views). The Channels.com auto-subscribe interface offers publishers the following advantages over other feed subscription methods:

- **Low subscription churn** – cumbersome subscription models for other apps (e.g. iTunes) turn off subscribers before they even get started.
- **No wasted bandwidth \$’s** – Most video feed aggregators are desktop apps that require download-to-play, wasting bandwidth on all of those unwatched videos. Channels.com “streams” videos. If a video is playing, it’s being watched.
- **Ad impressions get counted** – When a Channels user watches a video, the video is playing *from the publisher’s servers*. This means that publishers have full control over video ad management and get full credit for their ad impressions. Feed aggregators that must *download* videos make it impossible for publishers to get credit for ads that are embedded in the video.
- **Web-friendly video file formats** – Channels.com will play just about every popular video format (Flash, Quicktime, MP4, WMV, etc.). We’ll even use the publisher’s custom player if it’s specified in their RSS feed. With our integrated player support, we don’t annoy users by loading a new app or Web site to play a video. Our goal is to provide Channels users with a simple and streamlined experience to watch the publisher’s video.
- **Web app benefits** – Channels.com is a web app, not a desktop application. This consumer convenience makes Channels vastly more useful than a desktop app.

For more info about Channels.com for video publishers, checkout our screencast “Subscribing to Video Feeds with Channels.com” at <http://www.channels.com/publisher/>