

May 2008

digital edge report

Newspapers' Online Video

An NAA report on current practices



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Prologue

IN FEBRUARY 2008, INTERNET USERS VIEWED 10 BILLION VIDEOS, a 66 percent increase over February 2007, according to comScore, a leading Web measurement firm. Almost a third of those views came from YouTube alone.

Meanwhile, local online video advertising was a \$400 million business in 2007, according to Borrell Associates. eMarketer expects that online video ads will pull in \$1.3 billion nationally this year.

While still a small percentage of total and local online advertising, online video represents an enormous opportunity for newspapers to grow revenue and audience. Borrell estimates that online video advertising will grow from less than 5 percent of local online revenue in 2007 to 28 percent in 2012.

“Zooming In on Online Video: A Development & Growth Guide for Newspaper Web Sites” is intended to help newspapers of any size develop profitable video applications. The cost of entry to create quality video continues to decline while the success of online video continues to grow. As competition heats up for online video mindshare, newspapers have an excellent opportunity to leverage their skills and content and capture an even large share of online advertising spending.

The Newspaper Advantage

Newspapers have done well at monetizing online video, capturing a 26 percent share of online local advertising last year. But local TV stations are beginning to wake up. CBS in March announced that they will be syndicating local TV station content via widgets to local Web sites and bloggers, splitting ad revenue with the local site.

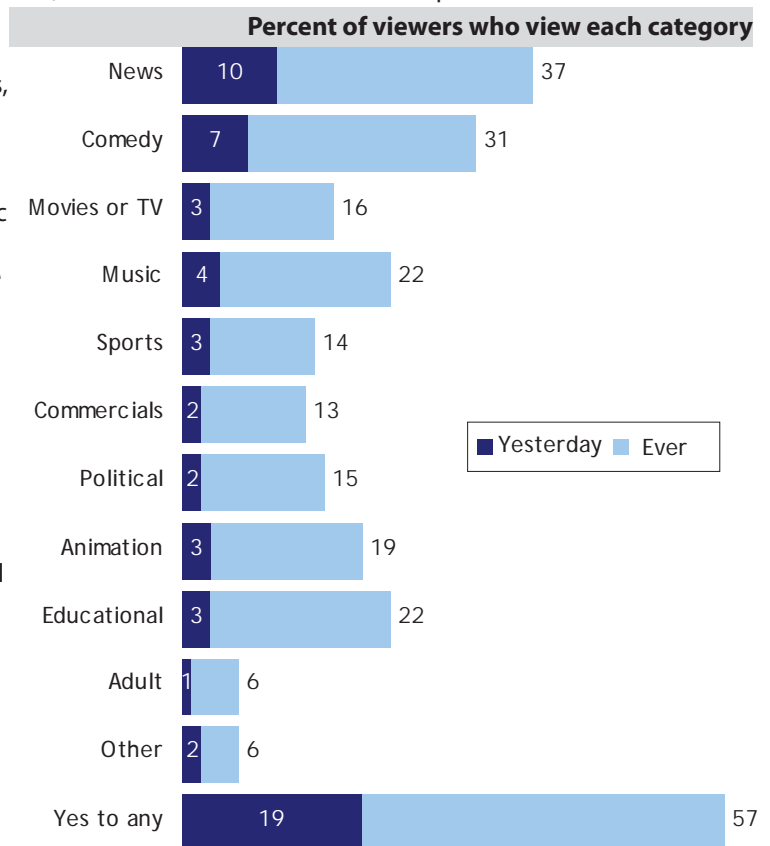
That’s a smart move by CBS. Online video is a very viral activity, creating additional opportunities to build awareness of, and drive traffic to, newspaper sites. A 2007 Pew Internet & American Life study found that 57 percent of online video users (67 percent of 18-29 year olds) send video links to others and 75 percent receive video links.

The good news for newspapers is that “news” is the most popular video category, according to Pew. Sports, Political and Educational also garner great interest among online video viewers.

As newspapers grapple with building loyalty to their Web sites, online video also appears to have a dramatic impact on time spent on the site. According to Compete.com, average time spent per visit to YouTube was about 17 minutes, compared to less than eight minutes for USAToday.com and just about six minutes for latimes.com.

A 2007 report by information technology research firm Gartner, titled “Newspapers Can Find Salvation as TV Channels,” cited a variety of reasons why the online video opportunity is right for newspapers, including:

- Newspaper reporters’/columnists’ comfort in front of the camera, based on experience with earlier local and national TV partnerships.
- Newspaper editorial skills at coming up with interesting story ideas and clever prose.
- Barriers to creating high-quality video content are low.
- Growth in the field of video service providers, whose functions include content creation, distribution, management and reporting.



Source: Pew Internet & American Life Project Tracking Survey Feb15-Mar 7, 2007 n=1,492

Gartner's recommendation:

- 1) Develop a video plan by identifying your unique market characteristics and "brand identifiers."
- 2) Quickly develop video production and content management skills among the editorial and IT staff.
- 3) Seize the opportunity for online ad revenue with local advertisers.

Monetizing Online Video

As noted above, the size of the online video ad pie is likely to expand dramatically over the next several years, particularly as media companies experiment with a variety of video ad formats that are both engaging and acceptable to consumers.

Video represents a new opportunity for newspapers to compete with other "branding" media and extend its portfolio of ad vehicles that impact consumers at every step of the purchase funnel. In 2007, newspapers captured 26 percent of local online video advertising, according to Borrell, much of it from video related to classified verticals.

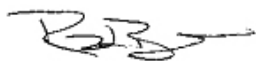
While the prospect for newspapers to use online video to steal share from TV, at this stage online ad dollars appear to be coming from marketers' Web, not TV, budget. According to a 2006 JupiterResearch survey, 60 percent of advertisers and 79 percent of agencies were buying online video ads from their online budget.

While producing video has become much cheaper, newspapers will still need to focus on quality, ease of buying and targeting issues. A recent survey by online ad network Tribal Fusion indicates that, for marketers that have purchased online video ads, smooth delivery, detailed reporting, pricing, video quality and targeting are the most important issues for making purchasing decisions. For those who have not yet purchased online video ads, delivery and targeting (content or audience) are the key issues.

As with display advertising online, a number of video ad networks are emerging, although standards across video sites continue to be an issue. Networks include companies such as BrightRoll, BrightCove, VideoEgg and ValueClick.

This report will help newspapers understand online video advertising opportunities, in addition to offering guidance on starting or growing your newspaper's online video operations – from purchasing equipment to best practices. "Zooming In on Online Video" also includes the results from the following NAA survey of newspapers.

Many newspapers already have a great video platform to build on and have attracted more than a quarter of the online video advertising dollars in the marketplace. For those who are just starting out, or thinking about launching video content, now is the time to extend your expertise, build your video brand and solidify your value proposition. Newspapers have a great opportunity to tap new audiences and attract new dollars by zooming in on the potential of online video.



Randy Bennett
Vice President, Audience & New Business Development
NEWSPAPER ASSOCIATION OF AMERICA ■

Executive Summary

LAST YEAR, RESEARCH FROM THE NEWSPAPER ASSOCIATION OF AMERICA revealed that the majority of newspaper Web sites features video. Results from this 2008 NAA survey, which looks more closely at the area, show newspapers' video operations are quite extensive. This is a pleasant and encouraging surprise from an industry going through a difficult period of change.

To help newspapers further develop their video initiatives, NAA has developed a guide to online video. The NAA Online Video Survey is part of that guide, which will also include articles and information on purchasing hardware and software, expert advice and several case studies. For more information about the project, please see "About This Project" on p. 6.

NAA conducted this survey in February and March 2008 to assess how newspaper Web sites are creating and using online video. NAA solicited the top digital contact at 1,117 U.S. daily newspapers that are members of NAA through e-mail. The survey was completed online.

The table at right shows the number of newspaper respondents by category. In the less than 50,000 circulation category, 87 percent of respondents said their newspaper Web site features online video. All respondents in the larger circulation categories reported having online video.

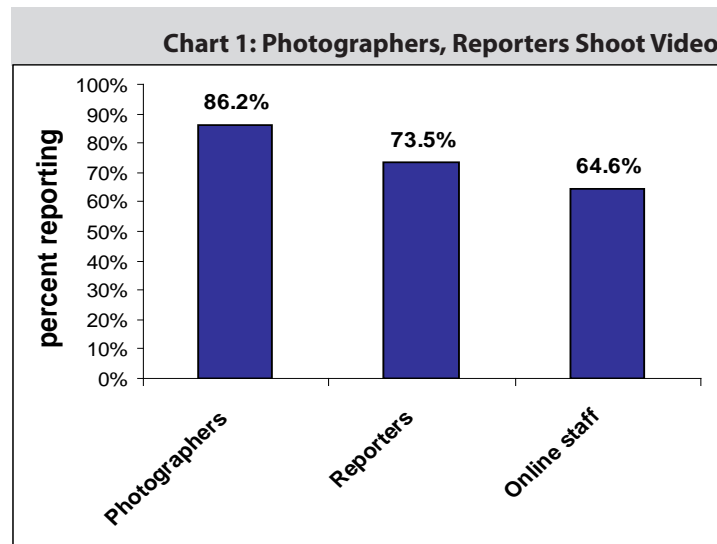
Less than 50,000 circ.	108
50,000 TO 99,999 CIRC.	49
100,000 TO 249,999 CIRC.	36
250,000 OR MORE CIRC.	20
TOTAL	213

Key Findings

1. Content: In addition to running content from the Associated Press or other wire services, most newspapers are putting resources into producing their own, locally focused, original video content. Many newspapers reported a strong focus on local news and local sports videos. The majority of newspaper Web sites in all circulation groups also accepts user-generated video.

2. Editing and Publishing: Flash video is overwhelmingly the most popular format for newspaper Web sites, followed (distantly) by Windows Media. At many newspapers the online staff is responsible for editing and posting video content.

3. Staffing: As the chart below shows, print journalists are picking up video cameras. Many newspapers reported photographers and reporters are more responsible for shooting video content than the online staff.



More details about these findings and dozens of others in the areas of producing, editing, publishing, earning revenue and more are included in this study.

About This Project

This survey is part of a much larger project about online video on newspaper Web sites. Other components of this project, available at www.naa.org/onlinevideo, include the following:

Articles (B-Roll)

- ▶ Online Video: The Time to Invest is Now
- ▶ Making a 'Good' Newspaper Video: Expert Advice
- ▶ Spending Money: A Guide to Purchasing Cameras and Peripherals
- ▶ Editing, Publishing and Hosting: Cutting It Down and Putting It Up
- ▶ Live from the Scene: Newspaper Web Sites Take on Television
- ▶ Making Money: Pre-Roll, Post-Roll and the Ads In Between
- ▶ Live from the Newsroom: Set Building 101

Case Studies (In-Focus)

- ▶ The Holland (Mich.) Sentinel
- ▶ The Oklahoman
- ▶ The Miami Herald

Additional Pieces (Extras)

- ▶ A Beginner's Online Video Glossary
- ▶ Training Video Newbies (from NAA's PRESSTIME magazine, June issue)
- ▶ Video Tours from washingtonpost.com, Naples Daily News and The Oklahoman

We hope this report and all the other components of "Zooming In on Online Video: A Development & Growth Guide for Newspaper Web Sites" are helpful and interesting. If you have any comments, please do not hesitate to contact me at beth.lawton@naa.org or at (571) 366-1037.



Beth Lawton
Manager, Digital Media
Newspaper Association of America ■

Section 1:

Producing, Editing and Publishing

Content

The [Associated Press' Online Video Network](#) and offerings from Reuters and other wire services have made adding video to a newspaper Web site fairly easy. Of the 213 newspapers that responded to this NAA survey, 174 (or 87.9 percent) said they put Associated Press or other wire service video on the site.

Partnering with local television Web sites, however, is not so popular among smaller-market newspapers. The opposite is true among larger-market newspapers. This may be due in part to the relatively low number of local television news stations in smaller markets.

Table 2: Larger newspapers are more likely to partner with a local television news outlet

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	199	94	49	36	20
YES	25.1%	9.6%	26.5%	41.7%	65.0%
NO	74.9	90.4	73.5	58.3	35.0

Question: Do you partner with a local television station to get online video for your newspaper's Web site?

Many newspapers are also set up to receive user-generated video content, though larger newspapers are more likely to do this. Anecdotal evidence suggests user-generated content can positively affect newspaper Web site traffic.

Table 3: Most newspapers accept user-generated video

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	198	94	49	36	19
YES	66.7%	59.6%	63.3%	77.8%	89.5%
NO	33.3	40.4	36.7	22.2	10.5

Question: Do you accept reader-contributed or user-generated video for use on your newspaper's Web site?

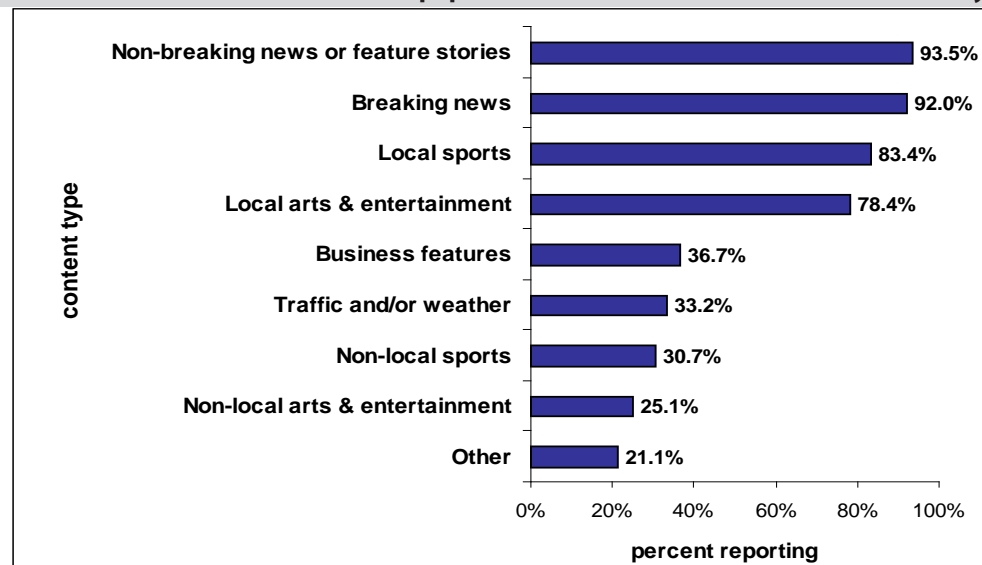
The “local” mantra for newspapers seems to hold true for online video on newspaper sites. Rather than partner with national television news outlets or cover national news themselves, most newspapers are focusing newsroom resources locally. Among respondents, the top subject areas for online video are non-breaking news and feature stories, breaking news, local sports and local arts/entertainment. The number of newspapers that include non-local sports and arts/entertainment paled in comparison to the local versions.

Although weather is among the top reasons people visit newspaper Web sites (according to a [2006 study from MORI Research for NAA](#)), only about one-third of newspapers offer this content in video form, this survey found.

Answers for “other” included cooking-related videos, politics, real estate, humor segments, human interest/personal stories and teasers for the next day’s print newspaper.

Larger-market newspapers were slightly more likely than smaller-market newspapers to have business features such as advertiser profiles, traffic or weather reports, non-local sports and non-local arts/entertainment online video content.

Chart 2: Most newspapers focus their online video resources locally

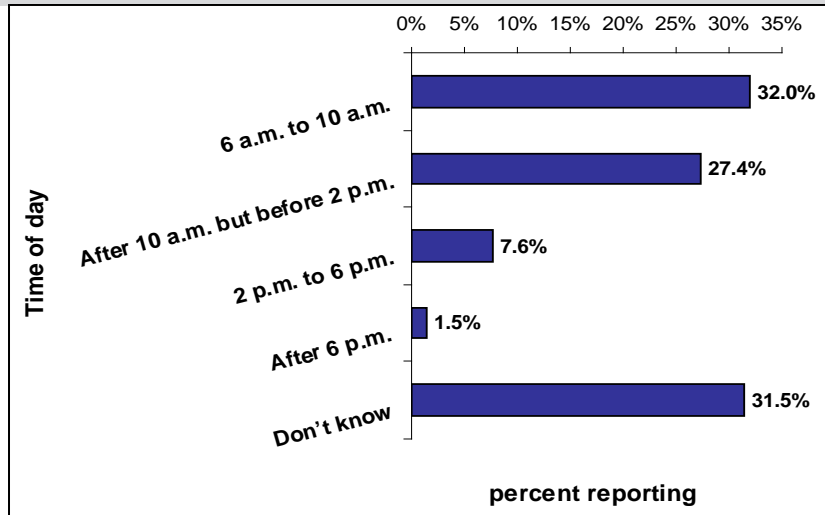


Question: Which of the following areas are included in your newspaper's online video offerings? (Choose all that apply.)

Time of Day

Many newspaper Web site audience visitors are watching online video with their morning coffee. 6 a.m. to 10 a.m. is the most popular time of day for newspaper Web site visitors to watch video, followed by mid-day. The [New York Times earlier this year reported](#) many online video sites get a surge in traffic around lunchtime. (Note that almost one-third of the 197 respondents to this question answered “don’t know.”)

Chart 3: Most newspaper site visitors watch video in the morning or mid-day

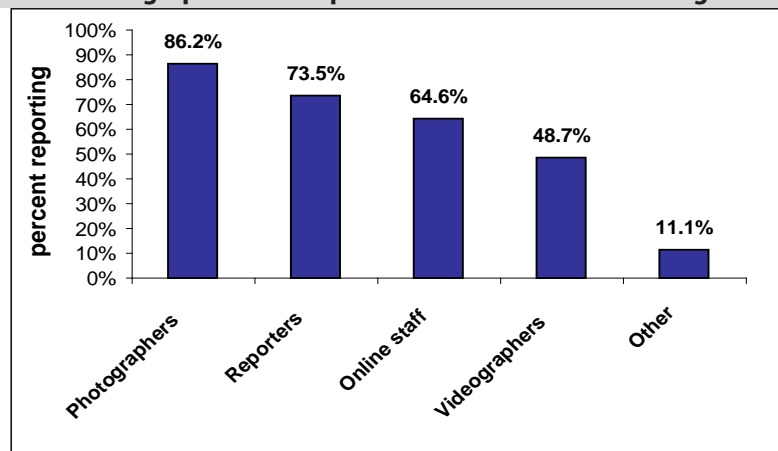


Question: What time of day is most popular for your Web site visitors to view video on your newspaper's Web site? (Choose one.)

Production

Online video is no longer the domain of the Web department. Although online editors and producers remain highly involved in shooting, editing and publishing video for the newspaper's Web site, the photography department and reporters are also involved. In addition, it's very rare for newspapers to outsource Web video production – less than three percent of newspapers that responded to this survey have original online video produced by non-staff members.

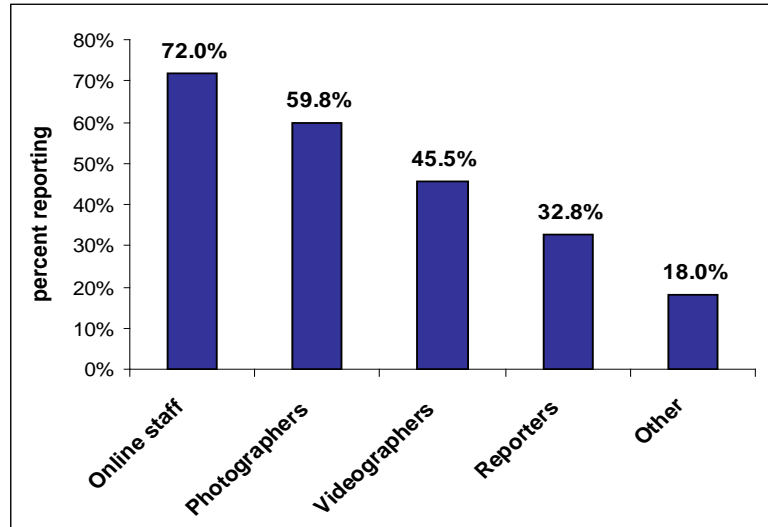
Chart 4: Photographers and reporters are involved in shooting video



Question: Who at your newspaper shoots video for the Web site? (Check all that apply.)

Video is edited primarily by the online staff, according to most respondents. Those who answered "other" reported having dedicated video staffers, using staff from the creative or marketing department, or using college interns or freelancers.

Chart 5: Online staff most frequently edits video for the newspaper Web site



Question: Who edits video for the Web site? (Check all that apply.)

Software

The most popular editing software for newspapers are Final Cut Pro (53.8 percent of the 184 question respondents) and iMovie or the Apple iLife Suite (40.2 percent). In the “check all that apply” question, 15.8 percent reported using Adobe Premier Pro and another 15.8 reported using Final Cut Studio 2.0. Less than 8 percent reported using Adobe Premier Elements, Ulead Video Studio, Pinnacle Studio, Roxio or Apple Final Cut. For the “other, please specify” answer, which 28.3 percent of respondents chose, editing programs included Canopus, Avid, Movie Maker, Sony Vegas Studio and Final Cut Express.

Table 4: Flash is the most popular publishing format

Flash is overwhelmingly popular as an output format for newspaper online video. For newspapers with circulations of 50,000 or less, 69 percent publish Flash video. The Flash usage percentages rise with print circulation size, peaking at 85 percent for newspapers with circulations of at least 250,000.

Format	Percent
No. of newspapers	188
Flash	75.5%
MPEG4	12.8
QuickTime	16.5
Windows Media	24.5
RealVideo	0.5
DivX	1.1
.mov	13.8
Don't know/other	5.9

Question: What format does your newspaper publish most video in? (Check all that apply.)

Section 2: Training and Equipment

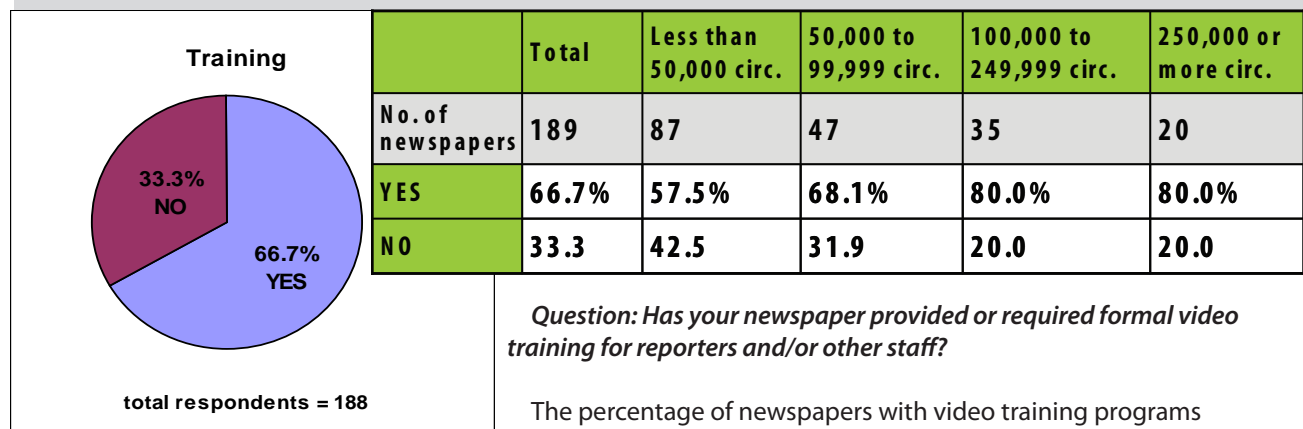
In PRESSTIME

In June, NAA's **PRESSTIME** magazine will feature an article about training newsroom staff to shoot and edit video for the newspaper site.

One of the most important things for a newspaper that wants to incorporate online video is a training program, said Chet Rhodes, washingtonpost.com assistant managing editor for news video. "The key thing is that we tried the route of just handing cameras to reporters, and it never works," he said. "[The training] doesn't have to be five days, but it has to take them through what you expect."

Many other newspapers have figured that out, too. Two-thirds of the 189 newspapers that responded to this question reported the newspaper has provided or required formal video training.

Chart 6: The majority of newspapers require or provide video training; Table 5



The majority of newspapers reported using online staff or editors to train newsroom staff on shooting and editing video, but is it also very common for a newspaper to bring in outside training or send reporters out for training. Across circulation sizes, 65.9 percent of respondents reported the newspaper's online staff is responsible for online video training, and 35.7 percent reported staff photographers or newspaper editors are responsible. Almost 59 percent reported using external training. Fifteen percent reported "other." (Respondents could choose more than one answer.)

Cameras and More

The video equipment in newsrooms varies widely. The tape-debate is not settled – 58.5 percent of newspapers reported using a video camera with a video tape of some kind; 49.5 percent reported using a tape-free video camera, and 43 percent reported using a digital photo camera that happens to shoot video.

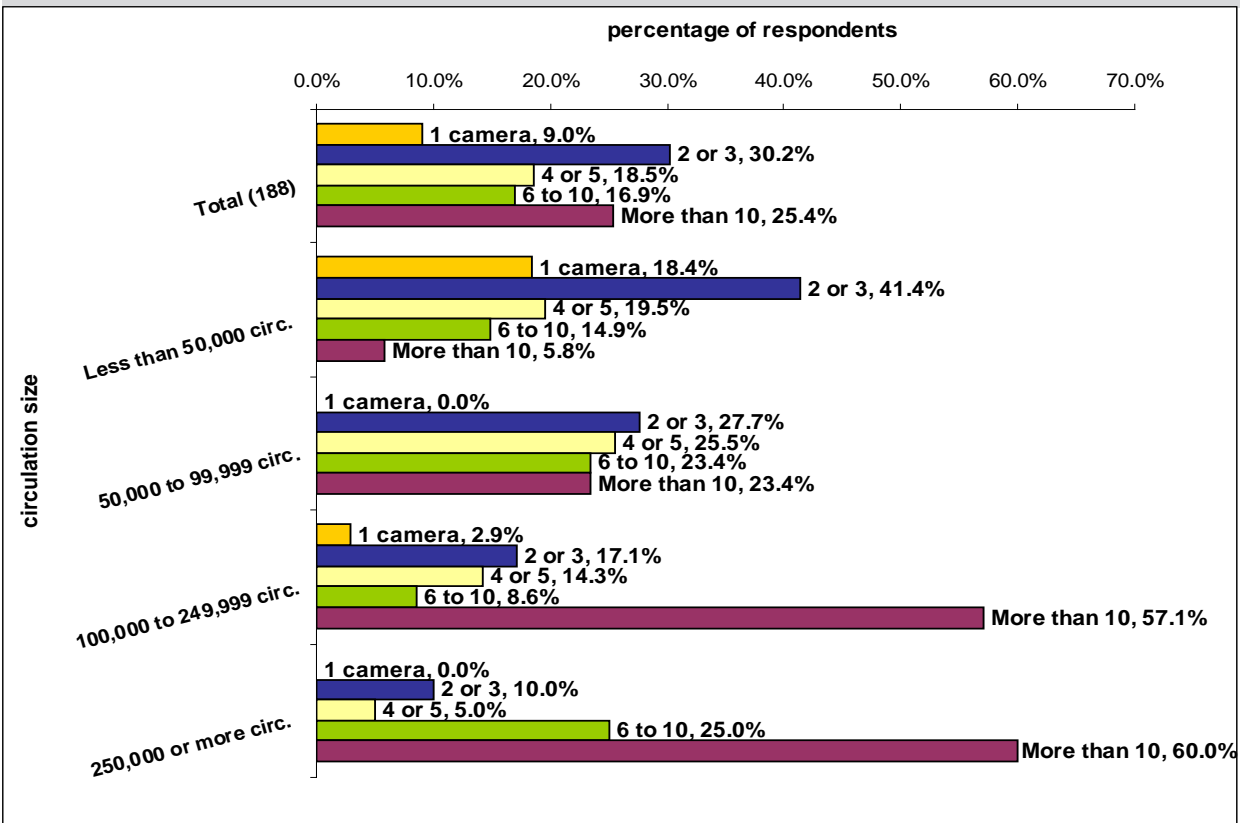
The number of video cameras a newspaper owns is not necessarily related to circulation size. Most newspapers own two to five video-shooting cameras. Only 25 percent of all respondent newspapers (but more than 57 percent of newspapers with circulations greater than 100,000) reported owning 10 or more cameras.

Table 6: Newspapers employ a variety of camera types for online video operations

Type of Camera	Total
No. of newspapers	188
Video camera with tape (i.e. a camcorder)	58.5%
Tapefree video camera (digital video recorder)	49.5
Digital photo camera that takes video	43.1
Other	2.1

Question: What type of camera does your newspaper primarily use to shoot internally-produced video for your Web site? (Check all that apply.)

Chart 7: Nearly 50 percent of newspapers own two to five video-shooting capable cameras



Question: How many video-shooting capable cameras does your newspaper own?

The price of cameras, even high-definition cameras, has come down significantly in the past few years. Six percent of newspapers reported spending \$5,000 or more on an individual camera; on the other end of the price spectrum, only 21.9 percent reported spending less than \$250.

More than one-third of newspapers reported spending \$250 to \$499 on a video camera. Approximately 21 percent to 27 percent of newspapers reported spending in all other price ranges.

Table 7: Newspaper size does not necessarily correlate to money spent on video cameras

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	183	84	45	35	19
Less than \$250 per camera	21.9%	21.4%	24.4%	22.9%	15.8%
\$250 to \$499	36.6	35.7	46.7	31.4	26.3
\$500 to \$999	23.0	22.6	22.2	25.7	21.1
\$1,000 to \$1,999	24.6	19.1	31.1	25.7	31.6
\$2,000 - \$2,999	26.2	22.6	24.4	31.4	36.8
\$3,000 - \$4,999	23.0	15.5	17.8	34.3	47.4
\$5,000 or more per camera	6.0	1.2	13.3	11.4	0.0
Not applicable	2.2	4.8	0.0	0.0	0.0

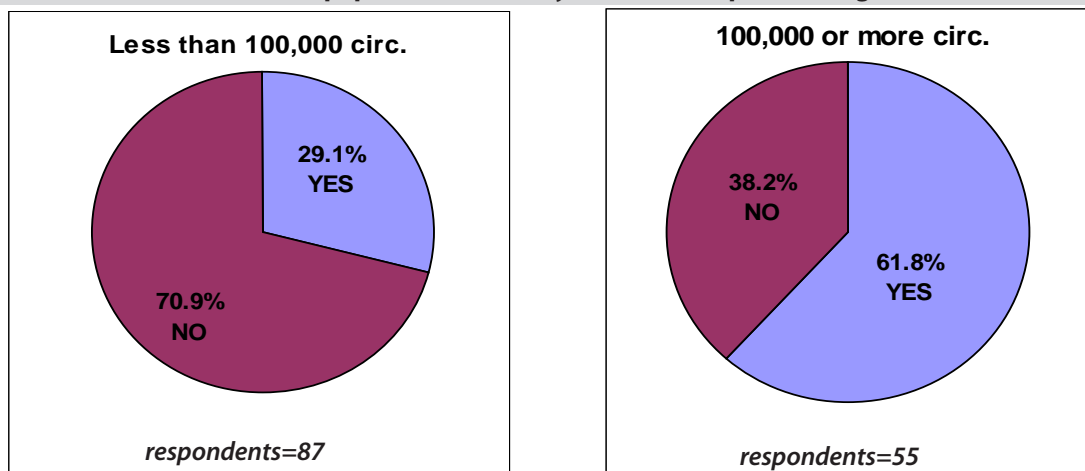
Question: Approximately how much have you spent on each individual camera used for shooting video for your newspaper's Web site? (You can choose more than one range, if applicable.)

There is still debate in the newspaper industry over whether newspapers should produce high-definition video. High-definition cameras are generally more expensive than standard-definition cameras, and HD videos use significantly more digital storage. However, some newspapers that do produce HD videos have reported being able to shoot video frames for photos in the print edition of the newspaper. Other newspapers are planning ahead for a time when their HD videos appear on a television news program.

To HD or Not HD?

For more on the differences between high-definition and standard-definition cameras and information on purchasing peripherals, see "[Spending Money: A Guide to Purchasing Cameras and Peripherals](#)."

Charts 8, 9: Smaller-market newspapers are less likely to shoot and produce high-definition video



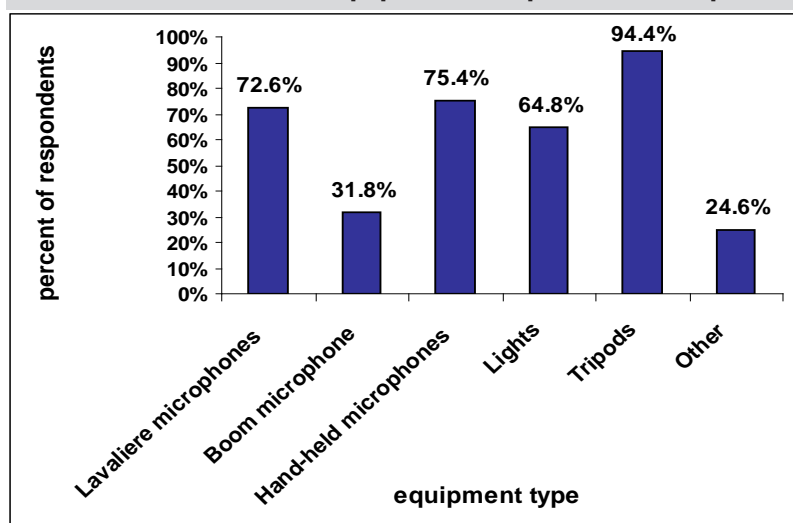
Question: Do you shoot and produce high-definition video?

Newspapers seem to have learned the importance of quality audio in online videos. More than 75 percent of the 179 newspapers that answered this question reported owning a lavalier and/or hand-held microphone. The steady shot is also important: Almost 95 percent of newspapers reported owning a tripod.

Only the questions about two pieces of equipment yielded significant differences between smaller-market and larger-market newspapers. About 53 percent of smaller-market newspaper respondents reported owning extra lights, but 100 percent of larger market newspapers reported having these. And, 19.8 percent of smaller-market newspapers reported having boom microphones, whereas 50 percent of large-market newspapers reported having boom microphones.

Those who answered "other" reported having video studios, Teleprompters, digital audio recording equipment, green screens, wireless-equipped laptop computers for editing and more.

Chart 10: Most newspapers have tripods and microphones



Question: What other equipment does your newspaper own and use in shooting video for the newspaper's Web site? (Check all that apply.)

Section 3: Online Advertising

Pre-roll dominates among newspaper online video advertising formats, followed closely by banner ads or other ads placed outside the video player.

In this survey, 43 percent of newspapers with circulations of 50,000 or less reported selling pre-roll advertising, but 77.8 percent of newspapers with circulations greater than 250,000 feature this type of advertising. Among all of the 195 newspapers that reported on their advertising formats, 49.14 percent sell pre-roll advertising.

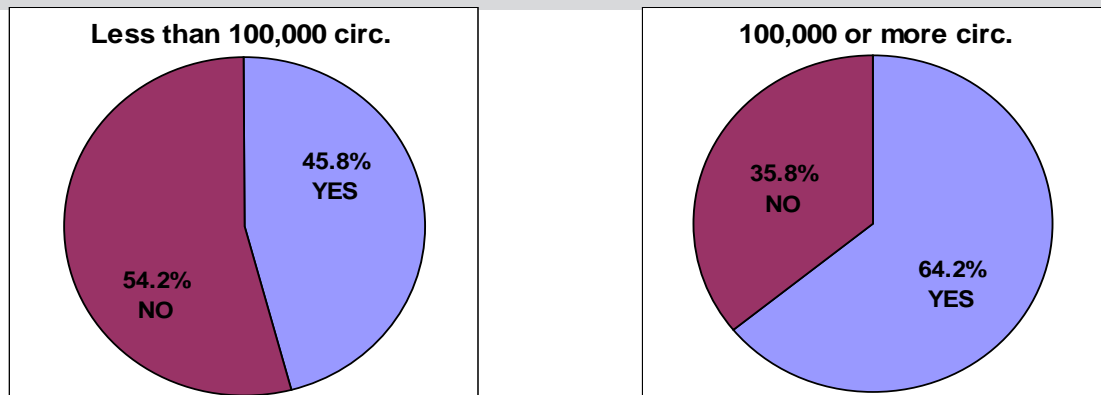
Banner advertising and other ads outside the video player are also very popular – 46.9 percent of newspapers surveyed have this, including more than one-third of smaller-market newspapers and about two-thirds of newspapers with circulations greater than 100,000.

More than 48 percent of smaller-market newspapers reported they do not sell advertising related to video on their newspaper's Web site.

Where's the money?

For more information on what video advertising formats work best for advertisers and viewers, see "[Making Money: Pre-Roll, Post-Roll and the Ads in Between.](#)"

Charts 11, 12: Smaller-market newspapers trail in selling advertising specifically for their online videos



Question: Are you selling advertising specifically for your newspaper's online video?

Note: When reading these results, be advised that the survey did not screen out those who do not sell video-related advertising before sending survey respondents on to the question about advertising format.

Table 8: Pre-roll ads and banner ads are popular video-related ad formats

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	188	87	46	35	20
Pre-roll	49.1%	43.1%	37.5%	64.5%	77.8%
Post-roll	9.7	4.7	7.5	22.6	16.7
Overlay ads (run along bottom of screen while video plays)	8.6	4.7	10.0	12.9	16.7
Sponsorships	29.1	25.6	22.5	32.3	55.6
Banner ads or other ads placed outside video player	46.9	36.1	45.0	67.7	66.7
Not applicable (no online video advertising)	28.0	36.1	32.5	9.7	11.1
Other, please specify	8.6	9.3	2.5	12.9	11.1

Question: What format of advertising are you selling in relation to your newspaper's online video offerings? (Check all that apply.)

Recent research from Borrell Associates shows that video is the fastest growing segment of local online advertising. Local online advertisers are expected to spend \$1.2 billion in 2008, up from just \$363 million in 2007. Newspaper-owned Web sites in 2007 had a 26 percent share of all local online video advertising – higher than any other local competitor.

However, in an open-ended question, newspapers that answered this survey reported such a wide-range of revenues (\$0 to \$1.5 million) from video advertising and so many "\$0" or "don't know" responses that our results are inconclusive.

Conclusion

The results of this survey tell us newspapers have made impressive efforts to produce online video of local relevance for the Web, despite its potential to be an expensive and time-consuming endeavor. Newspapers' embrace of this new technology is encouraging, as is seeing this online technology spread throughout newsrooms, involving photographers and (traditionally print) reporters.

Newspapers may want to consider selling more advertising alongside online video. For more information on video advertising, see "Making Money: Pre-Roll, Post-Roll and the Ads In Between."

Methodology

Survey responses were solicited through multiple e-mails in February and March 2008. Solicitations were sent to the top digital executive or the publisher of U.S. daily newspapers that are members of NAA.

The solicitations went to 1,117 newspapers. NAA received back 213 usable, completed surveys, a response rate of 19.1 percent. Use care when interpreting the results of this survey, as it is possible the conclusions may not fully represent the entire U.S. newspaper industry.

Several of the questions asked respondents to "choose all that apply" and the percentages in the responses to those questions will naturally add up to more than 100 percent. Those questions are clearly noted in this report.

Although some of the responses to survey questions mention products or brands, none of the results should be taken as a recommendation or endorsement of any product or brand by NAA or its member newspapers.

Newspaper Online Video

RESULTS FROM AN NAA SURVEY

May 2008

Newspaper Association of America



Newspaper Online Video

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Newspaper Online Video Survey

Executive Summary

- **Content:** In addition to running content from the Associated Press or other wire services, most newspapers are putting resources into producing their own, *locally-focused* original video content. Many newspapers reported a strong focus on local news and local sports videos. The majority of newspaper Web sites in all circulation groups also accepts user-generated video.
- **Editing and Publishing:** Flash video is overwhelmingly the most popular format for newspaper Web sites, followed (distantly) by Windows Media. At many newspapers the online staff is responsible for editing and posting video content.
- **Staffing:** Print reporters are picking up video cameras, the respondents told us. In many circulation categories, photographers and reporters are more responsible for shooting video content than the online staff.

Newspaper Online Video: Content

Most newspaper Web sites feature online video.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	213	108	49	36	20
YES	93.4%	87.0%	100.0%	100.0%	100.0%
NO	6.6	13	0.0	0.0	0.0

Question: Do your newspapers' Web sites have any online video?

Newspaper Online Video: Content

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	198	94	49	36	19
YES	87.9%	87.2%	87.7%	91.7%	84.2%
NO	12.1	12.8	12.3	8.3	25.4

Question: Do you put Associated Press or other wire service video on your newspaper's Web site?

Newspaper Online Video: Content

Large newspapers are more likely than small newspapers to partner with a local television station for online video.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	199	94	49	36	20
YES	25.1%	9.6%	26.5%	41.7%	65%
NO	74.9	90.4	73.5	58.3	35.0

Question: Do you partner with a local television station to get online video for your newspaper's Web site?

Newspaper Online Video: Content

Most newspapers accept user-generated videos.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
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YES	66.7%	59.6%	63.3%	77.8%	89.5%
NO	33.3	40.4	36.7	22.2	10.5

Question: Do you accept reader-contributed or user-generated video for use on your newspaper's Web site?

Newspaper Online Video: Content

Most newspapers focus their video efforts and resources locally.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	199	94	49	36	20
Breaking news	92.0%	87.2%	93.9%	100.0%	95.0%
Non-breaking news or feature stories	93.5	89.4	93.9	100.0	100.0
Traffic and/or weather	33.2	25.5	32.7	38.9	60.0
Local sports	83.4	78.7	89.8	86.1	85.0
Non-local sports	30.7	20.2	36.7	44.4	40.0
Local arts & entertainment	78.4	69.2	83.7	86.1	95.0
Non-local arts & entertainment	25.1	14.9	26.5	44.4	35.0
Business features (for example: advertiser profiles)	36.7	29.8	36.7	41.7	60.0
Other	21.1	18.1	18.4	27.8	30.0

Question: Which of the following areas are included in your newspaper's online video offerings? (Choose all that apply.)

Answers for "other" included cooking-related videos, politics, real estate, humor segments, human interest/personal stories and teasers for the next day's print newspaper.



Newspaper Online Video: Time of Day

The morning and mid-day period are the most popular times of day for Web site visitors to watch videos.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	197	93	49	35	20
Morning (6 a.m. to 10 a.m.)	32.0%	30.1%	32.7%	40.0%	25.0%
Mid-day (after 10 a.m. but before 2 p.m.)	27.4	19.4	30.6	31.4	50.0
Afternoon (2 p.m. to 6 p.m.)	7.6	11.8	4.1	5.7	0.0
Evening/overnight (after 6 p.m.)	1.5	3.2	0.0	0.0	0.0
Don't know	31.5	35.5	32.7	22.9	25.0

Question: What time of day is most popular for your Web site visitors to view video on your newspaper's Web site? (Choose one.)

Numbers may not equal 100 percent due to rounding.



Newspaper Online Video: Producing

Most newspaper companies use their own staff to produce Web video.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	199	94	49	36	20
Yes, staff(s) produce original video	95%	92.6%	96.0%	97.2%	100.0%
Original videos produced by others, not by staff	2.0%	2.1%	2.0%	2.8%	0.0%
No original videos on our Web site(s)	3.0%	5.3%	2.0%	0.0%	0.0%

Question: Does your newspaper staff or online staff produce original video for your newspaper's Web site (i.e. shoot and edit video for the Web)?

Newspaper Online Video: Producing

Reporters and photographers are involved in shooting video for newspaper Web sites.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	n = 189	n = 87	n = 47	n = 35	n = 20
Reporters	73.5	77.0	70.2	68.6	75.0
Online staff	64.6	64.4	61.7	65.7	70.0
Photographers	86.2	81.6	93.6	82.9	95.0
Videographers	48.7	33.3	55.3	68.6	65.0
Other	11.1	12.6	8.5	8.6	15.0

Question: Who at your newspaper shoots video for the Web site? (Choose all that apply.)

Those who answered "other" reported having dedicated video staffers, using staff from the creative or marketing department or hiring interns or freelancers.



Newspaper Online Video: Editing

The online staff is most often responsible for editing newspaper Web site video.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	189	87	47	35	20
Reporters	32.8%	36.8%	27.7%	34.3%	25%
Online staff	72.0	70.1	72.3	80.0	65.0
Photographers	59.8	51.7	76.6	57.1	60.0
Videographers	45.5	28.7	53.2	65.7	65.0
Other	18	18.4	12.8	17.1	30.0

Question: Who edits video for the Web site? (Choose all that apply.)

Specific answers for "other" were not given.

Newspaper Online Video: Editing

Final Cut Pro and iMovie or the Apple iLife Suite are popular video editing programs.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	184	85	46	34	19
Final Cut Pro	53.8%	40.0%	50.0%	76.5	84.2
iMovie or Apple iLife Suite	40.2	35.3	41.3	55.9	31.6
Adobe Premier Pro	15.8	11.8	17.4	17.7	26.3
Adobe Premier Elements	7.6	4.7	8.7	17.7	26.3
Final Cut Studio 2.0	15.8	10.6	19.6	14.7	31.6
Ulead Video Studio	0.5	1.2	0.0	0.0	0.0
Pinnacle Studio	2.7	3.5	0.0	0	10.6
Roxio software	0.0	0.0	0.0	0.0	0.0
Apple Final Cut	6.0	2.3	10.9	8.8	5.3
Other, please specify	28.2	29.4	28.3	29.4	21.1

Question: What editing software does your newspaper primarily used to edit video for the Web site? (Check all that apply.)

Those who answered "other" reported using Canopus, Avid, Movie Maker, Sony Vegas Studio and Final Cut Express.



Newspaper Online Video: Equipment

Newspaper companies use multiple types of video cameras.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	188	86	47	35	20
Video camera with tape (i.e. a camcorder)	58.5%	61.6%	51.1%	62.9%	55.0%
Tape-free video camera (digital video recorder)	49.5	40.7	61.7	51.4	55.0
Digital photo camera that takes video	43.1	40.7	46.8	45.7	40.0
Other	2.1	1.1	2.1	5.7	0.0

Question: What type of camera does your newspaper primarily use to shoot internally-produced video for your Web site? (Choose all that apply.)

Specific answers for "other" were not given.

Newspaper Online Video: Equipment

Large newspapers are the most likely to own 10 or more video cameras.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	189	87.0	47.0	35.0	20.0
1 camera	9.0%	18.4%	0.0%	2.9%	0.0%
2 – 3 cameras	30.2	41.4	27.7	17.1	10.0
4 – 5 cameras	18.5	19.5	25.5	14.3	5.0
6 – 10 cameras	16.9	14.9	23.4	8.6	25.0
More than 10 cameras	25.4	5.8	23.4	57.1	60.0

Question: How many video shooting-capable cameras does your newspaper own?

Newspaper Online Video: Equipment

Many newspapers have spent \$250 to \$499 dollars on video cameras; very few have spent more than \$5,000.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	183	84	45	35	19
Less than \$250 per camera	21.9%	21.4%	24.4%	22.9%	15.8%
\$250 to \$499	36.6	35.7	46.7	31.4	26.3
\$500 to \$999	23.0	22.6	22.2	25.7	21.1
\$1,000 to \$1,999	24.6	19.1	31.1	25.7	31.6
\$2,000 - \$2,999	26.2	22.6	24.4	31.4	36.8
\$3,000 - \$4,999	23.0	15.5	17.8	34.3	47.4
\$5,000 or more per camera	6.0	1.2	13.3	11.4	0.0
Not applicable	2.2	4.8	0.0	0.0	0.0

Question: Approximately how much have you spent on each individual camera used for shooting video for your newspaper's Web site? (You may choose more than one range, if applicable.)



Newspaper Online Video: Equipment

Tripods and microphones are common in newspapers' online video operations.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	179	81	46	34	18
Lavaliere microphone	72.6%	69.1%	69.6%	82.3%	77.8%
Boom microphone	31.8	19.8	43.5	35.3	50.0
Hand-held microphones	75.4	69.1	78.3	79.4	88.9
Lights	64.8	53.1	65.2	75.5	100.0
Tripods	94.4	93.8	91.3	97.1	100.0
Other	24.6	25.9	19.6	20.6	38.9

Question: What other equipment does your newspaper own and use in shooting video for the newspaper's Web site? (Check all that apply.)

Those who answered "other" reported having video studios, teleprompters, digital audio recording equipment, green screens, wireless microphones, Wi-Fi enabled laptop computers for editing and more.



Newspaper Online Video: Training

Most newspapers provide or require video training.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	189	87	47	35	20
YES	66.7%	57.5%	68.1%	80.0%	80.0%
NO	33.3	42.5	31.9	20.0	20.0

Question: Has your newspaper provided or required formal video training for reporters and/or other staff?

On Training...

The June 2008 Issue of NAA's PRESSTIME magazine will feature an article about training your newsroom staff on online video, including information on how to conquer reporters' fears and when to bring in experts.

Newspaper Online Video: Training

Online staff or editors often provide video training.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	126	50	32	28	16
Staff photographers or newspaper photo editors	35.7%	34.0%	25.0%	39.3%	56.2%
Online staff or editors	65.9	62.0	59.4	75.0	75.0
External training	58.7	52.0	62.5	67.9	56.2
Other	15.1	20.0	12.5	10.7	12.5

Question: Who has provided this training? (Check all that apply.)

Newspaper Online Video: Publishing

Large newspapers are more likely than small newspapers to shoot and produce high-definition video.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	189	87	47	35	20
YES	38.6%	23%	40.4%	60.0%	65.0%
NO	61.4	77.0	59.6	40.0	35.0

Question: Do you shoot and produce high-definition video?

To HD or Not HD?

For more on the differences between high-definition and standard-definition cameras and information about purchasing peripherals, see "Spending Money: A Guide to Purchasing Cameras and Peripherals."

Newspaper Online Video: Publishing

Flash is the most popular video publication format for newspapers.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	188	87	46	35	20
Flash	75.5%	69.0%	78.3%	82.8%	85.0%
MPEG-4	12.8	14.9	15.2	5.7	10.0
QuickTime	16.5	18.4	19.6	8.6	15.0
Windows Media	24.5	26.4	21.7	17.1	35.0
RealVideo	0.5	0.0	0.0	0.0	0.0
DivX	1.1	0.0	0.0	2.9	5.0
.mov	13.8	17.3	17.4	5.7	5.0
Don't know/other	5.9	6.9	6.5	5.7	0.0

Question: What format does your newspaper publish most video in? (Check all that apply.)

Newspaper Online Video: Advertising

Smaller newspapers are less likely to sell video-related ads.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	195	93	49	35	18
YES	50.8%	48.4%	40.8%	60.0%	72.2%
NO	49.2	51.6	59.2	40.0	27.8

Question: Are you selling advertising specifically for your newspaper's online video?

Newspaper Online Video: Advertising

Pre-roll and banner ads are the most frequently sold advertising formats related to a newspaper site's online video.

	Total	Less than 50,000 circ.	50,000 to 99,999 circ.	100,000 to 249,999 circ.	250,000 or more circ.
No. of newspapers	188	87	46	35	20
Pre-roll	49.1%	43.1%	37.5%	64.5%	77.8%
Post-roll	9.7	4.7	7.5	22.6	16.7
Overlay ads (run along the bottom of the screen while the video plays)	8.6	4.7	10.0	12.9	16.7
Sponsorships	29.1	25.6	22.5	32.3	55.6
Banner ads or other ads placed outside the video player	46.9	36.1	45.0	67.7	66.7
Not applicable (no online video advertising)	28.0	36.1	32.5	9.7	11.1
Other, please specify	8.6	9.3	2.5	12.9	11.1

Where's the money?

For more information on what video advertising formats work best for advertisers and viewers, see "Making Money: Pre-Roll, Post-Roll and the Ads In Between."

Note: When reading these results, be advised that the survey did not screen out those who do not sell video-related advertising (previous page) before sending survey respondents on to the above question about advertising format.

Question: What format does your newspaper publish most video in? (Check all that apply.)

Those who answered "other" reported selling video profiles of local businesses, using video player skins, sharing revenue with AP (which sells ads) and more.



Newspaper Online Video Survey

Conclusion

The results of this survey tell us:

- Newspapers have made impressive efforts to produce online video of local relevance for the Web, despite its potential to be expensive and time-consuming.
- Newspapers' embrace of this new technology is encouraging, as is seeing this online technology spread throughout newsrooms, involving photographers and (traditionally print) reporters.
- Newspapers might want to consider selling more advertising alongside online video.

Newspaper Online Video Survey

Methodology

Responses for this online survey were solicited through multiple e-mails in from Feb. 21 through April 3, 2008. Solicitations were sent to the top digital executive or the publisher of U.S. daily newspapers that are members of NAA. The solicitations went to 1,117 newspapers. NAA received back 213 usable, completed surveys, a response rate of 19.1 percent.

Use care when interpreting the results of this survey, as it is possible the conclusions may not fully represent the entire U.S. newspaper industry.

