glueisobar

Electoral Commission
Spring 2011 Elections and Referendums

Victor the Vote counter – UPDATE on how the content will be hosted on aboutmyvote.co.uk

4th March 2011: Upon arriving at AMV.co.uk, users will see the Youtube clip and a series of HTML buttons that, when clicked, triggers a corresponding Youtube video relevant to that section.

7th March 2011: Update on the proposed solution following internal tests and questions raised by client.

User clicks on Aboutmyvote.co.uk:

- Upon arrival at the specific page that will be hosting the Victor content, the user will see ONE linear Victor the Vote Counter clip that will have been embedded from Youtube.
- HTML buttons underneath this clip will allows users to skip to the relevant sections (Find out about FPTP, Find out about AV, Find out about May 5th referendum)
- **Upon clicking one of these buttons, the same film will re-load at a specific time stamp point that is relevant to that chapter. This has been tested by glue Isobar on 07.03.11 and negates the need to upload multiple videos onto Youtube.**
- User has the option of loading the page on AMV.co.uk in Welsh, which will subsequently load the Welsh video and Welsh HTML buttons.
- Whether viewing English or Welsh, the user can hit the CC button on the Youtube player to bring up the closed captioning.

IF THE USER ARRIVES AT THE PAGE VIA MOBILE: The user will not be able to skip to chaptered content on the mobile, but the HTML buttons will not be present to confuse the user into thinking that they are required to watch a different clip. In order to achieve this, we have confirmed with RedWeb on 07.03.11 that we'll supply HTML, Javascript and CSS code for the page that detects when a user is browsing with a mobile handset.

Will the content play automatically on the page?
This is a decision for EC/Red Web to confirm. It is possible to have the video auto playing but it is also possible to get the user to click to play.

How will the content be shared?
After speaking with RebWeb, we have confirmation that they are able to implement a 'Share to Facebook' widget on the AMV.co.uk page with the content but they require confirmation from EC on being able to do this. The share button would allow users to share the link of the AMV page on their news feeds rather than the video itself. However, the video will also exist on Youtube should other platforms (e.g. Democracy UK) with to share it.

Is there a way of ensuring the Youtube video doesn't link to any other videos?
By default a Youtube video will always show recommended videos at the end. This can not be avoided. However we are testing options within the playlist order to see if there is a way to ensure relevant content is encouraged to be viewed next.

Are glue happy to liaise with Redweb to ensure the designs work on AMV?
Yes. WE have spoken with RedWeb on 07.03.11 and they have confirmed that our solution can be accommodated. For the testing period they'd require us to send through HTML buttons ahead of the final animation in order to test.

What are the implications on costs and timings?
There are no implications on costs. The developer resource required to create theYoutube annotations will be used to create the HTML buttons and test/QA with RedWeb.

The solution does require extra QA and testing time from RedWeb but as mentioned above, if we can get them HTML buttons ahead of the final animation this will allow them to test all functionality ahead of dropping in the FINAL video.

As you'll see in the updated timing plan, we have allowed for 5 days for RedWeb to test. They have confirmed that only half a day would be required to upload the final asset and would need a placeholder/sample film to work with which will be fine.

The current go-live is 4th April but we need to discuss additional time required for EC creation of the Welsh VO. Once the final script and storyboards have been approved we'll re-assess to see if timings can be brought forward to meet the 1st April ideal live date.

PROS of using Youtube

- The Youtube functionality is a tried and tested player that our online audience are familiar with (especially the younger, more apathetic audience that consumer online content).
- We also know that the Youtube player works across a variety of different browsers both for PC and Mac. As content is hosted on Youtube, this will prevent a high level of data being served on Aboutmyvote.co.uk in light of the traffic being directed at the website for 1st April
- Accessibility within Youtube complies with basic government standards and allows for the Close Captioning functionality required.
- The Youtube solution is achievable in our budget and timeframe where as a Flash build for instance would require further QA and testing for accessibility and compatibility on browser.

CONS of using Youtube

- 2 videos (Welsh version and English version) will be uploaded to the Youtube channel. However we can ensure these are removed from the Search directory (if preferred) and disable wall comments on all uploaded content.
- Misuse of the Youtube content. Technically a user can use software to download Youtube footage to make their own clip. However this would also be possible for any solution (i.e. a screen capture of a flash unit could be made). We are unable to pre-empt of counter any misuse of content and this is a risk that all advertisers of publishers of content face when using digital media.