glueisobar

Electoral Commission
Spring 2011 Elections and Referendums

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

SUMMARY OF COST OPTIONS FOR CONTENT ON AMV.CO.UK, MOBILE AND YOUTUBE

OPTION 1	**IMPLICATIONS:**	**COST:**	**TIMINGS (inc. RedWeb time)**
1) HTML buttons on AMV.co.uk pulling in **Video A** from Youtube. 2) Linear version, **Video B** (without interactivity) for use on AMV.co.uk MOBILE. **Video B** would also be the main sharable Youtube video	- 2) Sharable video on Youtube would be purely linear and not feature any interactivity to navigate between chapters.	**£39,084.00 Includes £100 required for COI Welsh guide VO. (Inc. VAT)**	Deliver test files to RedWeb: 23rd March Go Live of HTML and Linear: 1st April
OPTION 2			
1) HTML buttons on AMV.co.uk pulling in **Video A** from Youtube. 2) Linear version, **Video B** (without interactivity) for use on AMV.co.uk MOBILE. 3) Annotated version, **Video C** to be hosted purely on Youtube and features	- 2) Video B will be hidden from Youtube Search functionality. 3) Annotated version, if shared on other websites or user's blogs, would result in users being directed to the Youtube page upon clicking on the annotation rather than staying on the site they'd been viewing.	**£41,048.40 (Inc. VAT)**	Deliver test files to RedWeb: 23rd March Go Live of HTML and Linear: 1st April Go Live of annotated Youtube: 6th April

GLUE RECCOMENDATION

Our recommendation would be Option 1; using the HTML buttons to pull in Video A from Youtube and using the Linear, non interactive video as the version to run on mobile and on Youtube.

We feel that without its own seeding/amplification, the additional Youtube film with annotations wouldn't get so much visibility and even if we are prompting users to use an embed code for their own/blogs and websites the user will be ultimately directed out of the page they were viewing and onto the Youtube channel.

Finally, users familiar with the functionality of Youtube and are accustomed to using the scrolling bar to replay content.

SUMMARY OF THE HTML + YOUTUBE SOLUTION FOR AMV.CO.UK

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. There are two ways in which the page would be shared:

1) The user just copies and pastes the URL into their Facebook Feed:

Standard link if user cut and pastes a link into a post

2) The user clicks on the Facebook Share widget that would be implemented on the page by RedWeb. Here we have the option to personalise the description copy to accompany the link. Below is an example of how this was implemented with another client campaign:

If client confirm with Redweb that they would like a share or like button then they should be able to put more specific copy on the FB link as we did for Visit Sweden superlotto site.

Is there a way of ensuring the Youtube video doesn't link to any other videos?
When embedding a Youtube video we are able to disable related videos. Below the embed code, we need to uncheck the dialog box that says 'Include related videos'. This amends the embed code to ensure related videos are omitted.

PLEASE NOTE – This can only be activated when embedding into pages. We cannot prevent related videos appearing if a user views the linear film on Youtube. OR if a user embeds the video themselves we cannot control their un-ticking of the 'Include related videos' box.

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.

Suggested process for EC to action with RedWeb

1. EC to brief RedWeb on the need to include share functionality on the AMV.co.uk page that will host the Victor the Vote Counter content
2. EC to request a screenshot/mock up of how the page will look WITH the share plug-in, HTML placeholder buttons, sample Youtube video player and button for Welsh translation. Plus a screenshot of how the page will be viewed on a mobile (i.e. linear version with NO HTML buttons).
3. EC to request RedWeb's recommendation on how to share the embed code for the Linear version on Youtube (copy e.g. – 'If you want to share this on your blog or website, please use this embed code)
4. RebWed to share WIP visual with wider team for EC approval.
5. EC to request RedWeb build a staging/test page using the placeholder HTML buttons and a sample Youtube video. This ensures all functionality work ahead of dropping the final HTML buttons and Youtube video in.

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 7 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.

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.