glueisobar

Electoral Commission
Spring 2011 Elections and Referendums

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

Upon arrival at Aboutmyvote.co.uk, within the specific page that will be hosting the Victor content the user will see the Youtube clip.

The Youtube clip will play the introduction to the animation and underneath will be three HTML buttons that users can use to Navigate with:

- 'Find out about First Past the Post'
- 'Find out about Alternative Voting'
- 'Find out about the referendum on May 5th'

If a user clicks one of the buttons, the respective Youtube video will be pulled into the page, still within Aboutmyvote.co.uk.

This will require the content to be split into three videos, each of which will be uploaded separately to Youtube.

The Welsh versions will also have a further three videos so in total there will be 6 videos uploaded to Youtube that will be required for viewing the content on the website.

For access on mobile a linear piece of animation without the links to separate chapters will be viewable and we are liaising with RebWeb on what they will be including on the mobile version of the site.

Glue Isobar will create the HTML buttons while RedWeb will need to integrate these into the page on the Referendum hub that will house the content. We are currently awaiting a formal response on feasibility/lead times from Red Web.

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

- We require confirmation from Redweb on the use of HTML buttons on the page and what the lead times would be.
- 8 separate videos (6 for web, 2 for mobile) would be hosted on Youtube as separate chapters. However we can ensure these are removed from the Search directory 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.