
Creating Meaningful Online Media Content



Nick Hui

Co-Founder, Head of Production
Level 2 Productions

→ **Level 2 Productions**
Co-Founder, Head of Production



→ **ON24**
Studio Director, Video Editor



→ **Discovery Digital**
Video Editor

→ **BitesizeTV**
Video Editor



→ **TFC**
Studio Production Intern



→ **SFSU**
B.A. - Broadcast Media Arts



Modern Times Call for Modern Solutions



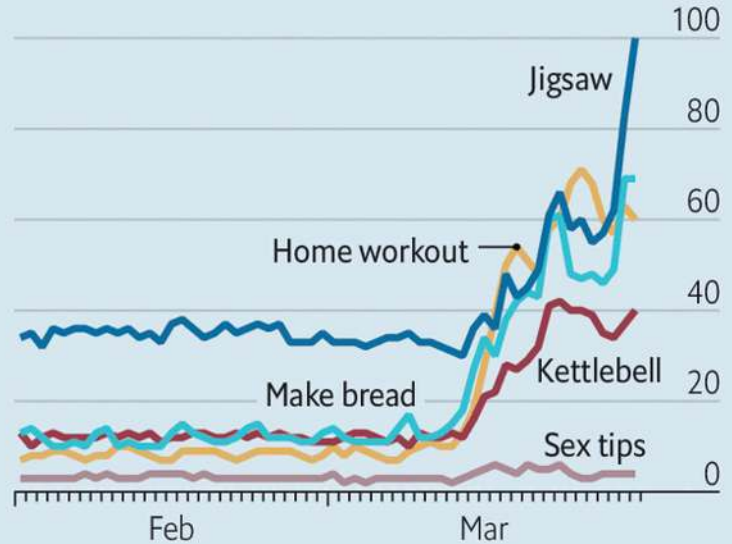
Improve your video production skills for online classes and live streaming content.

Fitness Demand is BOOMING.

Alexa, I'm bored

Worldwide Google-search traffic, peak=100

By search term, 2020



Source: Google Trends

The Economist



Pre-Production

- Video strategy/goals
- Budget/scope
- Story selection
- Project timeline
- Script creation
- Talent/characters
- Production team/
equipment needs
- Location Scout



Production

- Setting up the sound/
lighting/video
equipment
- Conducting interviews
- Recording voiceovers
- Capturing b-roll



Post-Production

- Logging the interviews
- Producing the final story
- Music selection
- Supporting graphics
- Video editing
- Reviews/approvals
- Final Delivery

Video Types

Instructional



Follow-Along Workouts



Individual, 1:1 Classes



Group Classes



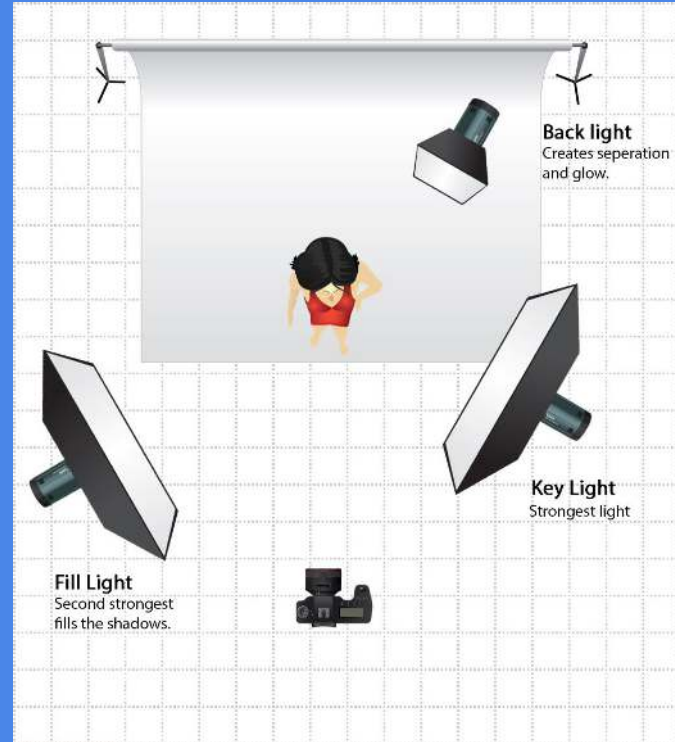
Catering to the needs of virtual students:

- What do students want to see?
- How do students learn online?



Building Your Home Studio

- Lighting
- Camera Angles
- Sound
- Positioning



Livestream Platforms



Editing Your Videos



Adobe Premiere Pro
Video Editing Software



Who's Watching + Where?

How Marketers Are Using Video

% of Marketers Sharing Video Content Broken Down By Platform

Rank	Platform	% of Marketers
1	YouTube Video	87.00%
2	Facebook Video	68.00%
3	Webinar	44.00%
4	Instagram Video	41.00%
5	Twitter Video	41.00%
6	LinkedIn Video	38.00%
8	Facebook Live	34.00%
9	Interactive Video	20.00%
10	360 Video	15.00%
11	Virtual Reality (VR)	14.00%
12	Snapchat	11.00%

Source: Wyzowl, "The State of Video Marketing 2018"

Video Posting Tips

- Thumbnail with Human + Text
- Keyword-focused titles and tags
- Posting Hours (1-4PM)
- Engage with your audience



Q & A

Let's Keep in Touch!

- Home Studio Setup
- Video Recording/Editing
- Livestream

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