

Assignment brief

Learning Outcomes and Assessment Criteria 2020-21



Sample number: 1

Unit Title: Online Digital Video Production – KJ2/3/AA/08G

Overview of assessment task

A music venue is looking to raise their profile. They have approached you to advise them on how best they could distribute their content online. They have asked you to produce an online report explaining the range of online distribution methods so that their marketing team can decide how they can best reach their customers.

You are required to carry out research into the range of online distribution for digital video production and examples of it in use

- Downloading
- Streaming
- Progressive Streaming

Using the information you have gathered from your research you need to produce a blog post titled 'Online Distribution for Digital Video Production'. Your blog post will explain each of these methods and their suitability in online video distribution. You will need to provide relevant examples to illustrate your understanding.

Word Count: 1500

Learning outcomes and assessment criteria

| Learning Outcomes | Assessment Criteria |
|---|--|
| 1. Understand the range of online distribution for digital video production | 1.1. Explain the range of online distribution for digital video production <ul style="list-style-type: none">- Downloading- Streaming- Progressive Streaming |

Grading Descriptors and Components 2020-21

Sample number: 1

Unit title: Online Digital Video Production – KJ2/3/AA/08G

GD 1: Understanding of the subject

| Merit | Distinction |
|--|---|
| The student, student's work or performance: a. demonstrates a very good grasp of the relevant knowledge base | The student, student's work or performance: a. demonstrates an excellent grasp of the relevant knowledge base |

GD 7: Quality

| Merit | Distinction |
|--|---|
| The student, student's work or performance: a. is structured in a way that is generally logical and fluent | The student, student's work or performance: a. is structured in a way that is consistently logical and fluent |

Downloading

Progressive downloading is one of the range media of online digital distribution or the processing of transfer digital video from the server to client. This is a video or audio delivered by a different type of regular web server such as YouTube, Netflix, etc.

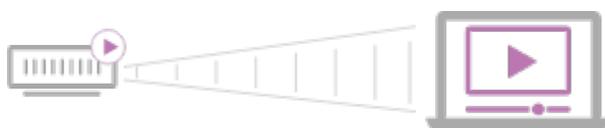
In this processing once the video is already downloaded to the viewers device or hard drive, the content of the video will be able playing at any time even if there is no internet access. But that's all after the servers uploaded the video on their web or channel. Most video contents delivered through progressive downloading is playing smoothly until the end of the video. When the video distribution by progressive download, the systems allow to encode at higher rate

when delivering via progressive download, you can encode at higher rates than you could when delivering via streaming, because even if the data rate exceeds the viewer's connection bandwidth, ultimately, it will reside on the viewer's hard drive, from which it will play smoothly.

True Streaming

True streaming is one of the method digital distribution. This is the connection between the server and client. the server distributing the content by online, then the client attending the videos online too. That is continuous transmission of video files from a server to client.

In this processing, the viewers once they play the video, they could not get access to skip or fast the video. Because, streaming is that's exactly what happening when the consumers watching the video on a different kind of devices by connected of internet service. By another words, why the viewers who are they watching the video unable to skip content of the video, even the server may does not know what will have happen until finishing the streaming.



This is a diagram shown us how streaming does work.

Progressive streaming

A progressive streaming is one of a technically ways of transferring digital media from the web server to a client such as a video player on a laptop or mobile phone. The method that progressive streaming is simply distributing the videos through standard web servers such as Netflix, YouTube, daily motion, prim, now tv, Facebook. Etc... This is the way how the clients attending on the servers' web. Regularly, most media files are too large, for this reason the viewers should be wait until they can watch the video.

In Progressive streaming the consumer may begin playback of the media before the video download completely and progressive streaming allow to access the videos received and stored by the client devices.

In progressive the media server sends metadata to the video player that's all about a video file, it helps to make possible the videos download. The metadata working like a table of the video content, it is making that possible play back to begin before all the data being available.

Online Distribution for Digital Video Production

Digital video distribution is the delivery or distribution of a digital video content or the process of transferring digital video from the server to the client or viewers. The servers can use many ways to distribute or transferring their videos to their target of audience. For example; the server they may can use the following distribution system such as progressive streaming, true streaming and downloaded. According that different ways, the clients can be use or follow the server by having an account of different websites.

If we are taking YouTube as an example of how people they used or getting the videos from the servers through true streaming, progressive streaming and download. YouTube now that is one of the famous websites it has over 1.8 billion users. In YouTube the servers can distribute or transferring the videos by the tree different way or systems, according that's all three methods how the servers distributed their videos, all viewers also served by those different way such as true streaming, progressive streaming and downloaded.

the server can used true stream through YouTube, Facebook, twitech etc. true streaming is the only does not allow to skip and download the video until the

streaming finish completely but the viewers can be rewarding the videos if any part of the video want to review. To get serve any live videos through the YouTube website dose not anything to do only must be having any devices with connected internet access by using YouTube application nether websites. Once fewer found the video by using researching tub for what the YouTube creator or server broadcast live in real time, there is a **live** icon at the bottom of the player. But if there is not a **live** icon the viewers do not watching true



streaming.

example of true streaming.

This screenshot is an

The creator or the server can also distribute the videos by other ways such us progressive streaming and download. Let's see blow an example of progressive streaming.



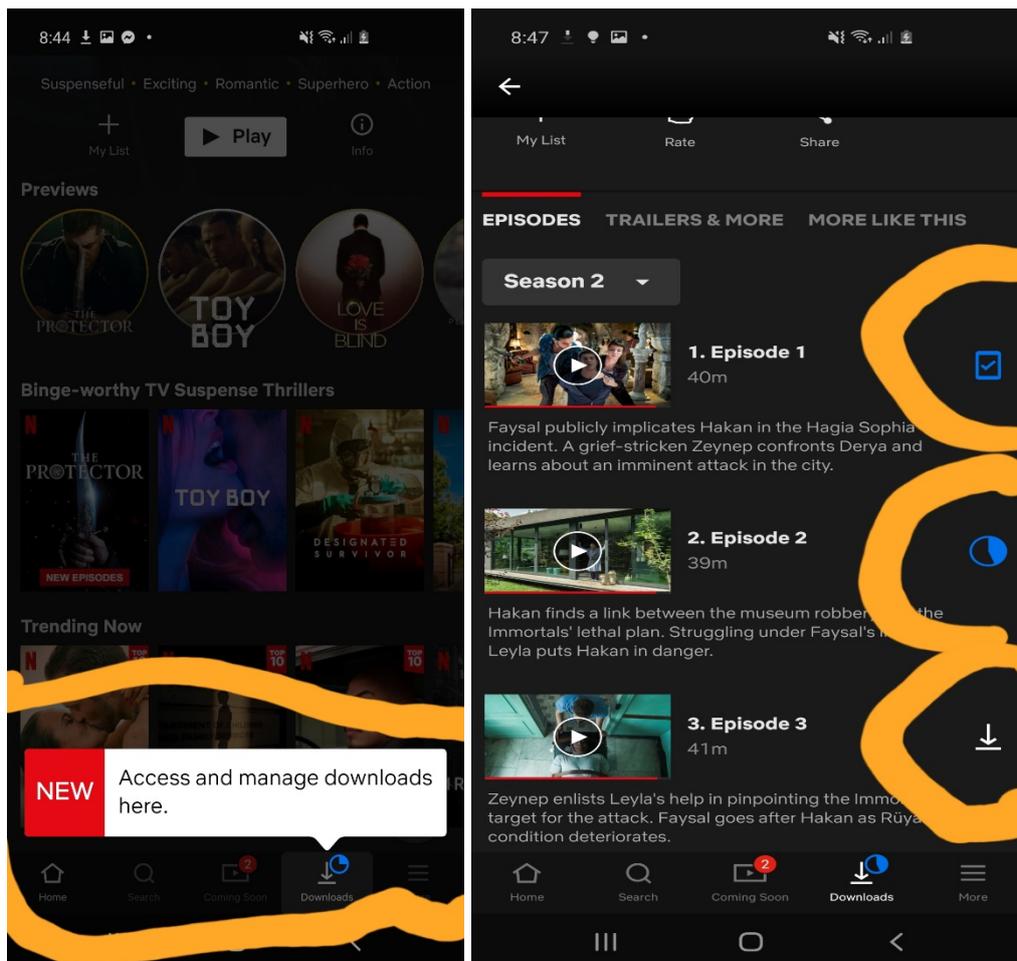
As we observed above, once the server distributes the videos through their website or channel, the viewers having access for skip from a section to another section of the video. But that is all after the video completely downloaded or cached. Let's see blow on the picture of the video window,

there are two separate indicators on the progressive bar, which are how much the video has downloaded while how much the video has played.



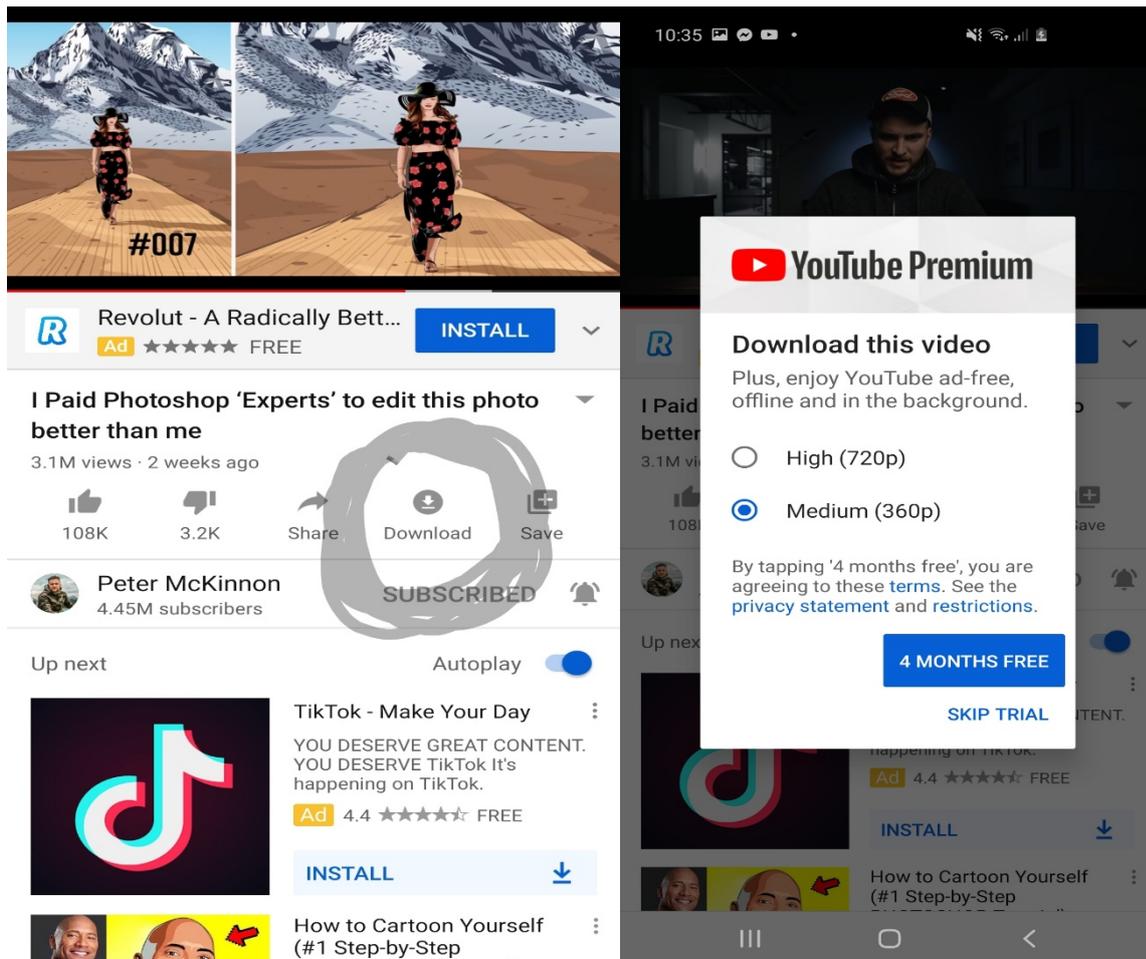
According to the picture shown us, in this progressive, the consumers can skip the video from the begin until the indicator of how much the file downloaded or cached for temporary folder. But does not let skip ahead until that part of the video has been loaded, and it's should load the videos from start to finish. Once the consumers cached the video, they cannot able share to another devices. They can only use on the device which is the one has used to download or cached. When the indicator that shown us how much downloaded discovered the bar on the video windows, even if the internet connection dose nor work won't affected playback because the consumers device has already cached the content or the videos. If the internet is lost or very weak before loaded, the video will be buffering.

The consumers also attending the screen on different downloaded website. Let's take Netflix and YouTube as an example of downloaded progressive. In this way the viewers can download the videos by having primer membership.



as we can observe above in the first screenshot there is one sign that show us access and manage downloaded here, to download any video by click the button then search the video which one use to be.

In this second screenshot there are three episodes with each different sign be sides of, the sing on the first episode is show as the video has already downloaded. The sign has on the second screenshot has shown as that the download processing is in progress and the sing has on third episode telling us the video is ready to download. That is all after the videos available for download. Once the video is downloaded even if it is possible to watching without internet, but it cannot transfer from device to device. It is just allowed to watch on the account that has used to download the video.



pictures of how can download videos from YouTube

There are some differences among the ways how to download videos from YouTube and Netflix. If consumers download a video from YouTube, they can also transfer it from one device to another. However, this is not the same as downloading from Netflix. Netflix does not allow users to get access to all content, and it is just cached on the device used. If videos are cached on a viewer's device, they can work in a temporary folder at any location, even without internet access.