BUSINESS SOLUTIONS ASSOCIATION

Video Standard
BSA Standard 02-14 – Replaces 02-12

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A. Definition:

For purposes of this document, the term video refers to online video, including commercials, product demonstrations, how-to guides, reviews, installation instruction, etc. that aid in the purchase decision and awareness for end-consumers.

B. Purpose:

The purpose of this document is to establish a common standard for creation and distribution of videos, thereby creating value for members of the industry.

The intent of this standard is to define the industry's best practice as it relates to the creation and distribution of videos among multiple supply chain member companies for a common project. It is the goal of this BSA standards team to ease distribution and adoption of video to the benefit of the end-consumer. This standard was created by a separate task force of manufacturers, wholesalers, manufacturer representatives, third party providers, consultants, and buying groups. It also utilized feedback from the reseller community.

The value of video as a key element of e-commerce has been proven time and time again. 93% of shoppers say that visuals are the most influential factor on purchase decisions[1], and more than 3/4 of retailers and manufacturers are planning to increase their video budgets in the next three years.[2]

- **Shoppers Interact with Video**: **12%** of visitors watch video when they encounter a video call-to-action on a site.
- **Shoppers Find Video Content Engaging**: **2/3** of viewers watch at least 80% of a product video.
- **Shoppers Overwhelmingly Say Video is Useful**: When asked to rate the usefulness of product video on a scale of 1-5, **58%** rated 5 and **19%** rated 4 stars.
- **Video Drives Conversion**: Product video viewers are **1.8x** more likely to purchase than non-viewers[3]

C. Goals and Objectives:

This material is intended to introduce one common and consistent standard of guidelines and best practices for video creation to be used on participant sites. Driving consistency around the standards of video production will provide ease of video distribution through the already complex commercial content flow for manufacturers, wholesalers, and dealers who are creating the videos. End-users who are viewing the videos will benefit from an improved customer experience during their path to purchase, which will return value and benefit to the Reseller community through increased customer conversion and loyalty.

Videos enable customers to make more informed buying decisions by more efficiently communicating appropriate customer use, product demos, and/or key feature related information.

This document seeks to provide insight and guidance for the Online Reseller community to increase customer conversion and loyalty rates. Video content can significantly improve conversion when leveraging best-practices, hence driving differentiation in Online marketplaces and search result pages where video can be a prominent visual component.

Finally, this document sets expectations around video production, format, and quality for Wholesalers and 3PV's who will be distributing the video content through their content flows. Adhering to this standard will maximize a Wholesaler or 3PV's ability to utilize the video quickly and easily to benefit the Reseller

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[1] MarketingProfs, Consumer Psychology and the E-Commerce Checkout [Infographic].
[2] Retail TouchPoints, The Next Phase of Video Marketing.
[3] E-commerce Video Benchmarks Report (Q1-2014), Invodo

community. The standard eases video distribution (and increases viewership) across the commercial content flow.

D. Standard:

The industry best-practice is to create new video using the **mp4** format.

Videos must also adhere to a minimum set of quality standards as described in this document.

In addition to mp4, two additional video formats - AVI and MOV- will be established as the industry standard as defined by the BSA Content Management Standards Task Force given that most contemporary Video platforms accept a wide range of video formats, and both AVI and MOV are ubiquitous online.

E. Technical Specifications:

It is important to draw a distinction between the format that is delivered by a video player, and the format that is ingested by the video platform or player. The format delivered by a video player is the content that is viewed by a Web visitor on a Web site. Acceptable formats for video delivery are prescribed by Internet browsers such as Internet Explorer, Google Chrome, Apple Safari and Mozilla Firefox. However it is important to point out that this delivery format is controlled by the video player itself.

In contrast, the video format that is ingested by the video platform is determined by what the specific video platform will accept. This is where encoding to the BSA standard becomes important. It is important that videos are created in a universal standard, able to be ingested by a wide array of video players. MP3, MP4 AVI and MOV are four such standards.

Those consuming videos (3PVs, Wholesalers, Online Retail ("e-tail") Community) should ensure that the video platform (player) they select will be capable of ingesting MP4 (and preferably MOV and AVI) -encoded videos.

More important than the file format is the quality of the video itself. Similar to images, video should be created and delivered at a high-quality (high-resolution) as prescribed below:

Container format	MP4
Codec	H.264 progressive scan
Min. Resolution	1920x1080 pixels
Aspect Ratio	16:9
Video Bit Rate	3000 bps

The following standards for audio quality also apply to video:

Codec	AAC-LC
Bit rate	160 bps
Audio Sampling	48 khz
Audio Channels	2

Hosted Video

In certain situations a manufacturer may decide to host the video using their own video platform, and then supply the code to embed this video in a Web page rather than providing the actual video itself (i.e. to eliminate costs of streaming services, to provide control over the video if they are legally required to alter it, etc.). When this situation occurs, the following rules *must apply*:

a) Best practice is for a manufacturer to provide the entire snippet of code for embedding the video player in a Web site, in addition to the link to the video file.

b) The video should be hosted at a reputable video streaming/hosting service provider with redundant systems so hosting services are not interrupted. Hosting service should also monitor bandwidth speeds and stream appropriate resolution video for the connection.

c) When providing a URL of an embedded video, the location of the video should not change once it is provided - *video links must remain in place*. Video owner should refrain from altering videos once the online location is provided.

d) Video owners must redirect all links in the event of moving service providers.

e) Videos used on e-commerce sites cannot solely be hosted on YouTube as it violates many user agreements, and many businesses prevent company employees from accessing YouTube on their company networks.

f) To prevent customer confusion, video titles or names (usually visible by customers watching the video) for videos that feature non-OEM product should not begin with an OEM name, OEM part no., OEM model no., or other OEM brand trademark. Video titles or names should clearly state the actual manufacturer and the correct product classification (if applicable), such as "remanufactured",, "refilled", etc.

   o Example titles: 1, *"Installation Demo for Star Image Remanufactured Toner Cartridge, alternative for HP 49A"*. 2, *"Star Image IS49A Installation Demo (alternative for HP 49A)"*

g) When a video is specific to one product, both the GTIN and the manufacturer's product number should be noted in either the naming convention of the video file

name (different from the video title) or the video Meta data to ensure that the product and/or content is properly identifiable.

h) Additionally, bookending – the practice of adding additional content to the intro or close of a video – of videos is allowed but the main content of the video originator is not to be altered by subsequent parties, and the bookend should not contain alternate product references.

Hosting Services

Videos should be delivered using an enterprise-class Online Video Platform with the following capabilities:

- Publishes video assets and player code via a high-speed Content Delivery Network (CDN) with multiple points of presences (PoPs) and direct interconnects to major backbone providers and ISPs around the country
- Supports the most commonly used web browsers in market — which today (2014) include:
  - o Microsoft Internet Explorer: 7/8/9/10/11 (Windows)
  - o Google Chrome: Latest, Latest – 1 (Windows, OSX, iOS, Android)
  - o Apple Safari: 7/6 (OSX, iOS)
  - o Mozilla Firefox: Latest, Latest – 1 (Windows, OSX)
- Seamlessly supports both desktop and mobile browsers — by automatically adapt between Flash and HTML5 video playback depending on the viewer's browser and device operating system — so as to support mobile devices (which only support HTML5 for video playback) as well as older desktop web browsers (which only support Flash for video playback)
- Includes basic video playback controls that allow users to start/pause/scrub video, adjust/mute audio volume, select a higher/lower quality stream (if available), and view in full screen

Video Content

The contents of a video should relate directly to the product with which it is being associated. In addition, video providers should adhere to the following guidelines:

a) The video should not include URLs or links that may encourage viewers to leave a dealer's Web site – including links to purchase the product on a different site.
b) Videos should not include reseller reseller ads, references or product displays.
c) Videos should not include brand references or trademarks belonging to other companies without the express consent of those organizations.

G. Implementation:
Implementation of the video standard will commence on January 1, 2013 or sooner, with all users becoming fully versed and engaged in the implications and technical specifications of the new standard.