

Final Paper

by Lily Peterson

In the beginning, movies and videos were only found in the theater or in our homes as video cassettes. Nowadays, they can be accessed from the palm of your hand and can be shared with everyone. The only problem is how to best watch and share them. For my paper, I will be looking at the history of videos and video websites. I will even give an analysis of two websites that I have found and describe what each website offers for its users, as well as determine which one works best.

Before I begin my analysis, let me tell you about the evolution of videos. Video was first created for recording television programs in 1951. As television grew in popularity, so did the number of ways to record each show. In the 1990's, videocassettes and videocassette recorders(VCR's) were in every home in the country. Kids at that time devoured them faster than a Kit-Kat bar. In 1997, a new medium of video recording was introduced: the DVD. This followed with the Blu-Ray Disk in 2006. Since that time, filming companies have been using computers to record and edit videos and movies. Sharing and posting videos first began in 1997, but the idea never really became popular until the mid 2000's, when Vimeo and YouTube were first created. Over the last ten or so years, many people and companies have begun to use sites like these to post videos of events or creations so that they could share them with everyone. Most video websites originated here in the United States, but there are a few other websites that exist all over the world. Some are better than others, depending on what the user wants and the rules of that particular site. Let me introduce you to the two video websites that I have chosen for this project. These are two websites that I frequently use for watching and sharing videos.

The first you are already familiar with: YouTube. This website began as a video-sharing website that was made by three former PayPal employees in February of 2005. In November of the following year, it was bought by Google and is now one of its subsidiaries. This website allows users to watch, upload, rate, comment and share videos from various sources, including film studios and TV companies-such as the BBC and Paramount Pictures-to promote their various projects. These users can even put a series of videos in a playlist so that viewers can watch a set of clips without having to click to the next one, almost like watching a movie or TV show. Other corporations and organizations also use this website to post videos of various events that have already been broadcast. Olympic Broadcasting Services(OBS), for example, uses the site to post broadcasts of events from past Olympic Games, such as London 2012. Mostly, though, YouTube is used by individual users. The website even censors content that may be too mature for users under 18 years of age. They have also made their own subscription service called, "YouTube Red," plus an app that can be used on multiple devices. Because of all this, YouTube is the most popular and the most used video website in the world. This website gets an average of 7 billion views per day, with 461 billion videos to watch.

The second website I have chosen for my analysis is Dailymotion. This website was developed in Paris just one month after YouTube got started, in March of 2005. This website allows its users to browse and upload videos, like YouTube, but it's a bit more flexible. In 2007, it developed a "Fingerprinting" program to counter copyright violation. In 2008, it became an international website. In 2009, "Facebook connect"

made browsing and account creation easier. That same year, the French government invested in the company. They even prevented Yahoo from claiming a big part of Dailymotion in 2013. This website also developed a “mass uploader” that allows users to upload several videos at once. They also have apps that are compatible with most devices. This website does have its negatives. It limits the length of videos posted to 60 minutes, exceptions being given to motion-makers and Official Users. Dailymotion is not quite as popular as YouTube; it gets an average of around 60 million views per day, with less than 10 million videos available.

Now that I have elaborated on the two websites, let us examine the positives and the negatives for each website. First, let us look at limitations and technical options. YouTube does have settings that allow the user to watch a video anyway they want. They can adjust the picture quality, the speed of the picture, add subtitles, and even change the volume. The website also allows the user to set up a sort of parental control, but it also has copyright controls. Sometimes, when someone wants to watch a movie or a TV show without having to pay for it, they end up getting something with a fuzzy picture, or that has the sound out of sync with the video, or the audio doesn’t sound right, or the video was deleted by the user due to copyright issues. This severely limits what you can watch for free. Dailymotion does not have those limits, exactly. This site also allows you to adjust the volume and the quality of the video, but it does not allow you to add subtitles or change the speed. That, however, is not too important. What is important is what the website is used for. Whenever I want to catch up on episodes of my favorite shows without paying for them, I go to this website. The user can find old

episodes of older shows, as well as newer episodes from shows that are currently airing on other networks. I have been able to catch up on new episodes of *Doctor Who* using this website. As far as technical problems are concerned, Dailymotion does not have that many, except when you go to full screen and constantly-changing advertisements keep hindering the video-loading process. On that note, let us continue with advertising.

Both websites have advertising and on both sites, ads can be a real pain in the neck. Most of the time, ads come on at the start of the video, either as a commercial that you can sometimes skip, or as a little pop-up ad that you can close, or an ad that is displayed on the page and constantly changes from one ad to the next. For videos longer than fifteen or thirty minutes, video ads pop up at specific points, like TV commercials. These ads also give you the option of clicking on or scrolling over them to find out more about the advertised product. These ads are annoying on both sites, especially Dailymotion, when the shifting ads make loading videos take longer. Both sites also offer subscribers to create their own profiles with the option to watch ad-free videos, but that service usually comes with a price, in the form of a monthly fee. So, as far as ads go, both sites aren't great, but ads are how other companies make money, so you can't really blame the websites themselves. It's just business. However, ads on Dailymotion are the most annoying because these ads hinder video-watching and come without a warning. YouTube at least has a way of marking when advertisements pop up in a video, so viewers can expect a smoother transition from ad to video(which I find to be a very nice touch).

Now, how do you get your videos onto either of these sites? YouTube and Dailymotion both support a wide variety of file types. YouTube, however, has the most options for uploading videos.

Now, before I give my final analysis, I will tell you what I use these websites for. I use YouTube for watching movie trailers, clips, music videos, and other forms of media. Lots of people use this site to watch clips of episodes of their favorite TV shows. These clips are either uploaded by an individual user or uploaded by the company that made the shows. The BBC does this for a lot of their shows, including two of my favorites: *Doctor Who* and *Sherlock*. However, if I want to watch full episodes of shows that have already aired without subscribing to another video-watching service, I go to Dailymotion. I have found that this website is great for watching full episodes of some of my favorite shows. In my opinion, both of these websites are great for watching and sharing videos, but it must be up to the research I have done to determine which one gets the popular vote.

Let us now sum up the pros and cons of each website by first taking a look at limits and technicalities. Both sites allow for adjustment of volume and picture quality, but only YouTube allows the user to add subtitles or change the speed of the picture. As far as copyright limitations go, Dailymotion has the right technology that allows the user to watch what they want in the best way possible, without having to worry too much about copyright getting in the way. In short, YouTube is the most techy, but Dailymotion has the least amount of limitations.

Next comes advertising. Dailymotion has ads that hinder video-loading and give no warning about when they pop up, making watching a video a not-so-great experience. YouTube is more aware of viewers' opinions about ads and have created ways to get past them, as well as warnings about when they pop up. This round goes to YouTube.

Now to uploading different types of video files. While both websites are compatible with multiple file types, it is YouTube that is the most compatible because it has the right programming to read multiple types of video files.

To sum up, both of these video websites have been compared to each other in four rounds: Tech, limits, advertising, and video-uploading options. Round 1 went to YouTube. Round 2 went to Dailymotion. Rounds 3 and 4 went to YouTube. So, out of all the video websites out there, YouTube is by far the best of the best. I suspect that it will continue to be so until the Internet itself ceases to exist(which is never).

On the following page, I have made a table detailing what each website has to offer for each of the areas previously specified.

Website	YouTube	Dailymotion
Technical Options	Optional adjustment of picture quality, speed, volume, and the addition of subtitles	Optional adjustment of picture quality and sound
Limitations(or lack thereof)	Parental control, copyright management	“Fingerprinting” technology to deal with copyright issues
Advertising	Occasional option to skip or close ads, as well as a label on the video player when the ad comes on	Occasional option to skip, but ads appear with no warning
Video-loading Options	Supports multiple formats, including MPEG and WebM	Supports multiple formats, as well as having the option to use a “mass uploader” to upload multiple videos at once