

# Media Management



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# Media in 2019



- The web is visual
- Images are used to tell compelling stories
  - photographs, adverts, products, gifs
- Video content is on the rise
  - News, music, “youtubers” (self-marketers)

# Images



- Compelling photographs
  - Better storytelling
  - Concise messaging
  - Powerful visual content
  - Appealing product showcase
  - Visual content takes a website to the “next level”
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- And therein lies the problem ...

# Images



- Different browsers support different image optimisations
  - WebP vs JPEG
- CSS manipulation of images
  - Profile images, cropping, managing dimensions

# Video / animation



- Further interaction
- Different formats exist
  - WebM, MOV, MP4
- GIF vs MOV

# Lazy loading



- Load only visible assets
- Load the rest later (when browser is idle)

# Key takeaways



- Serve the best format & dimension
- Use MOV for animation
- Leverage lazy-loading if possible