



NEWS YOU CAN USE



And the Oscar camera used was...



With all the tech out there (8K and beyond), it's fascinating to reveal that good filmmaking is still a conservative thing, meaning the art is beyond the tech.

It turns out that many of Oscar 2019 films were shot in old film cameras and mastered to 2K resolution. Surprisingly (or not), the only camera used is Alexa (oh... and one Panaflex and Aaton).

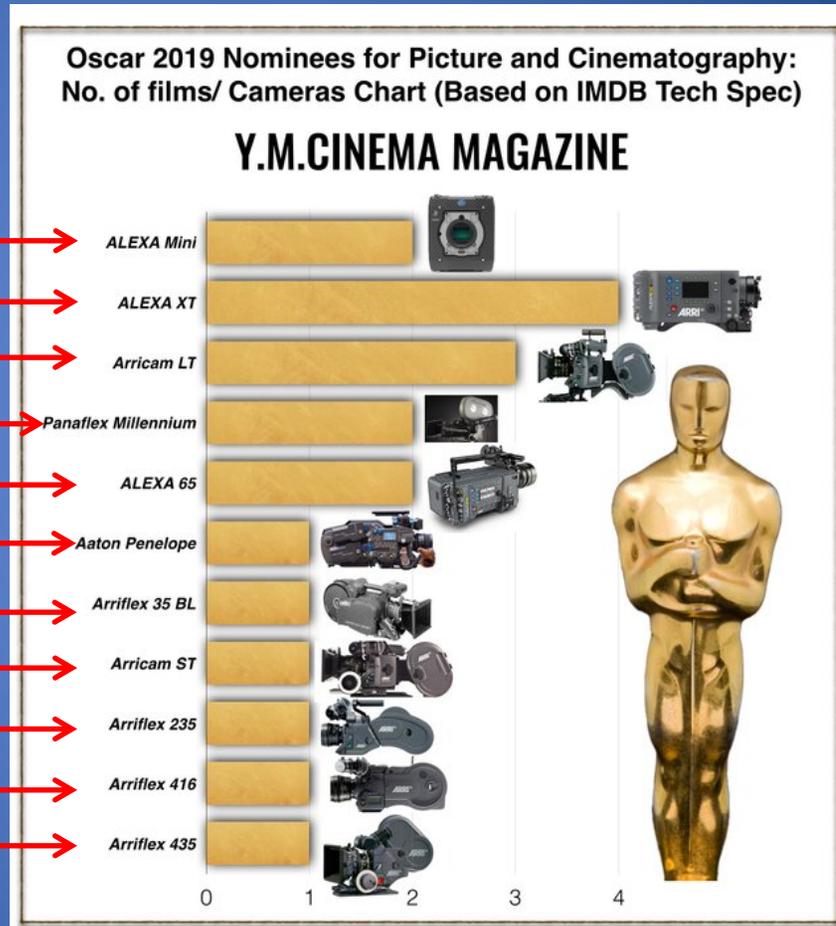
Furthermore, the main codec used is ARRIRAW 2.8K which mastered to 2k. There is no 8K. Is it right to say that cinematography is more art than tech? Explore the data below (based on IMDB tech-spec).

<https://ymcinema.com/2019/02/15/the-cameras-behind-oscar-2019-old-film-cameras-2k-resolution-alexa-and-more-alexa/>



And the Oscar camera used was...

- A Star Is Born, Greenbook →
- Black Panther, Cold War →
- The Favourite →
- The Favourite, Blackkklansman →
- Roma, Bohemian Rhapsody →
- Blackkklansman →
- Bohemian Rhapsody →
- Vice →
- Vice →
- Vice →
- Vice →





You Get What You Pay For (?)

The \$1K, \$10K, \$100K Challenge



Wistia wanted to know: Do companies have to spend hundreds of thousands of dollars on video production to get a return or can they use something as simple and low-cost as an iPhone to create compelling ads that engage viewers?

Method: Create 3 videos with similar targets and copy and release on YouTube and Facebook.

Measurement: ROI Key Performance Indicators (KPIs): Cost per install and Cost per 25% view.



You Get What You Pay For (?)

The \$1K, \$10K, \$100K Challenge



Key Findings:

Storytelling means more: Results showed that the \$10,000 video performed twice as well as the other two videos across all factors (target, ad type and ad copy.)

The \$10,000 video had a Cost Per Install on Facebook of \$23.57 versus the \$100,000 video which had a Cost Per Install of \$77.54.

Just recently, two UK ads for the holidays demonstrated a similar result.

More people connected with a John Lewis ad made for 50 pounds (about \$65) versus the Elton John ad that cost more than seven million pounds (about \$9.1 million.)

Video production doesn't need to be polished:

The results showed that the iPhone ad performed just as well and sometimes better than the video that included Hollywood actors and film crew. Wistia spent \$1.09 on Facebook to get one viewer to watch 25 percent of the \$1,000 ad and \$1.53 to get the same impression for the \$100,000 ad. Therefore, the average Cost Per Install for the \$1,000 ad was 30 percent less than the \$100,000 ad.

What this means for businesses of all sizes.

The good news for small and large companies alike is that they don't need to figure out how to create a huge budget for their video advertising campaigns. Not much difference in results between the \$1,000 and \$100,000 videos.

Instead, all businesses should focus on developing compelling stories for their target audiences versus production quality.

<https://www.entrepreneur.com/article/328835>

Going Vertical

Should you (gasp!) think about doing it?



Facts:

57% of all video plays worldwide come from mobile devices.

Smartphone users hold their phones vertically 94% of the time and don't like to turn them sideways and back .

Vertical videos see a 90% higher viewing completion rate than horizontal videos.

YouTube, Facebook, Instagram and Snapchat all are adding support and features that push vertical video.

Great avenues for vertical video include:

- Product explainers

- In-app advertising

- Digital billboards

- Mobile live videos

- Behind-the-scenes sneak peak videos

<https://breadnbeyond.com/wp-content/uploads/2018/09/vertical-videos.jpg>



NEWS YOU CAN USE