

The Impact of Online Video Communities

According to "Global Content Survey 2007" - user-generated video content may become a real threat in the next few years for traditional media, and a real windfall for web consumers. This gives a tip-off about the impact of the online video sharing communities on the Internet and many other sections like television, media, entertainment and the businesses as a whole.

The main aspects of the impact of the online video sharing communities are as follows-

· Better Communication

Commercial or personal videos uploaded on the video communities are becoming more effective rather than the traditional communications online. Videos are set to fast replace the traditional features of the Internet like communication, business promotion, advertising and marketing as a whole.

· Quality Online Videos

As the videos uploaded are paid based on the number of the views, every video uploaded is expected to get better response and popularity by the video author. Consequently, he/she who produces the video will take much care about the concept and content of the video footage to be aired on the video sharing community. This automatically improves the quality of the video, which gives better entertainment to the viewer.

· Video SEO

Video SEO is ensuring the video content gives more traffic to the target websites compared to using the traditional methods. As video acts as a better medium when compared to simple text to promote business, the concept of video SEO is gaining momentum in the promotion of the websites. For example, a number of American TV networks provide free promotional video clips on the online video sites to drive traffic to their own sites, which contain full-length episodes.

· Online Video Marketing

The online video sharing websites have grown in size and gained publicity. Video Marketing is the latest addition to the online marketing industry. This is not only essential because of the large audiences that can be reached, but also because it allows the promoter to create his/her own and unique promotional films. That means the videos are made based on his/her knowledge and experience about the target market and the market as a whole. This result in bringing traffic to the target web page and ultimately convert into sales.

Thus, the online video communities will have a multifold impact on the basic features of the Internet.

About the Author

Clipta.com is an ever-growing California-based online community. Even though Clipta.com is mainly a video-search website, where you can upload your [video clips](#), our focus from the beginning has been the interaction between our users. You can browse and upload movie clips and [dog pictures](#) like Maltese, Yorkie.

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