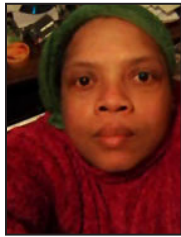




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# BlogHer07 ADVANCED VIDEO LAB

## VIDEO COMPRESSION

### TAKE-HOME INFO

## Why Compress?

An uncompressed 3 minute video will be about 660MB. Good compression settings can get that file down to about 15MB - much quicker for you to upload, and for your viewers to download!

## General Video Compression Settings

These settings work well for making video that is 320 X 240 pixels in size, looks pretty darn good, fits in most blog template layouts, and can be uploaded to video sharing sites like YouTube or Blip.tv.

### WINDOWS MOVIE MAKER

When exporting, choose:

- Video for broadband (512 Kbps)

This makes a .wmv file compatible with Windows Media Player.

### iMOVIE

When exporting, choose:

- Choose the iPod setting
- After the file has been saved, edit the file name to change the file extension from .m4v to .mp4 (some web servers do not recognize .m4v)

This makes a .mp4 file compatible with QuickTime Player.

## Beyond the Basics

There are more detailed video tutorials on compression at [www.freevlog.org/tutorial/](http://www.freevlog.org/tutorial/)

## Conversion Tools (Software)

Here are a few tools we've found that you can use to convert your videos from one file type to another. Consider them if you would like to offer viewers a choice of file formats.

### MPEG Streamclip

[www.squared5.com](http://www.squared5.com)

MPEG Streamclip is a conversion tool, editor and player for a wide variety of formats.

**Cost:** Free

#### Operating System Requirement:

- Mac OS X
- Windows XP or Vista, might work on Windows 2000
- QuickTime 7.1 or higher, or KL QT Alternative installed

**Input Formats:** MPEG, VOB, PS, M2P, MOD, VRO, DAT, MOV, DV, AVI, MP4, TS, M2T, MMV, REC, VID, AUD, AVR, VDR, PVR, TPO, M2V, M1V, MPV, AIFF, M1A, MP2, MPA, AC3.

**What we think:** Able to use as a lite cut and paste editor to extract segments to other formats. Other uses include extracting frames from videos. Excellent free program, highly recommended.

### Free iPod Video Converter

[www.ipod-video-converter.org](http://www.ipod-video-converter.org)

Free iPod Video Converter converts iPod-incompatible video formats into iPod-compatible h264 encoded MP4 files.

**Cost:** Free

#### Operating System Requirement:

- Windows (most versions)
- On Windows 9x/ME, you must have Windows Media Player 7.1 or higher & DirectX 8.1 or higher

**Input Formats:** AVI, MPEG, WMV, RM, RMVB, DivX, ASF, VOB

**Output Formats:** MP4

**What we think:** Best used if you edit on Windows but want to offer viewers a choice that will play on the iPod. This would be especially important if you want your videoblog to be accessible/subscribable via iTunes. The software is easy to use and comes with a good help file. Prompts to create ID3 tags - these are the bits of metadata associated with a video file that allow aggregators such as iTunes to determine the artist/title/etc. Compression options are set by slider - in general, highest quality setting is best.

### Ashampoo Shrink and Burn 2

<http://tinyurl.com/96byp>

Ashampoo Shrink and Burn 2 can convert media files from one file format to the other.

**Cost:** \$50 (30-day free trial)

#### Operating System Requirement:

- Windows XP/2000/ME/98
- Input Formats:** MPEG1 MPEG2, VOB, MOV and WMV  
**Output Formats:** WMV, MP4 and MOV

**What we think:** Newer version can export to DivX and other media players. Software is good for non-technical people who have limited understanding of compression issues but need to convert from one file format to another.