

## Online Media – the benefits

- Online media is an effective way to add to an organisation's ability to communicate its messages effectively.
- It adds an alternative experience for users who are of the "YouTube generation", where text-based information is used primarily for detail against multimedia, which acts as a fast way to understanding an organisation's raison d'être.
- Video/audio can support existing text and photographs to reinforce the overall message; it requires no extra hardware beyond the computer.
- Where DVDs can be thrown away, the availability of online video means it's "always on" and readily viewable when time and need is right. Unlike disc-based media, online video/audio is just a click away.
- Durations can be variable, from short clips to unedited material – a sort of "warts and all approach".
- This means people who want information quickly can watch short packages while those with a more in depth interest can view longer material.
- Online media can be updated quickly. Once a DVD is produced and distributed, there's no going back! Online video/audio content can be altered and changed as required.
- Material can be kept fresh, topical and relevant; if changed frequently, new content can contribute to a website's 'stickiness'.
- Depending on server space, video and audio content can be maintained in an archive, alongside press releases, images, articles and so on.
- Video content in particular is a user-friendly way of communicating online messages; it can (and should) be produced to a high standard where video and audio content is effective and not just there to dress a site with "flashy-looking" content
- Online media content can reach out and meet the expectations of a new generation of visually aware web users.

**James Harrison**  
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Morris Lane Creative Media ● Communicating Experience

**Morris Lane Creative Media**

7 Morris Lane, Devizes, Wiltshire, SN10 1NU

Telephone: +44 (0)1380 730758

Email: [info@mlcm.co.uk](mailto:info@mlcm.co.uk)

Web: [mlmc.co.uk](http://mlmc.co.uk)