

EBU Multimedia meets radio &  
TV Interactive pitching session

## The YLE videoblog pilots

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Fromdistance

# Ultralight web video publishing "on the go"

- A system for publishing video files directly from the phone to a website
- The journalist uses a cameraphone (Nokia N90 or N70 for example) with the Fromdistance software installed
- Suitable for professional use, not for user generated content



*Katri Makkonen recording her last post of the Sri Lanka visit*

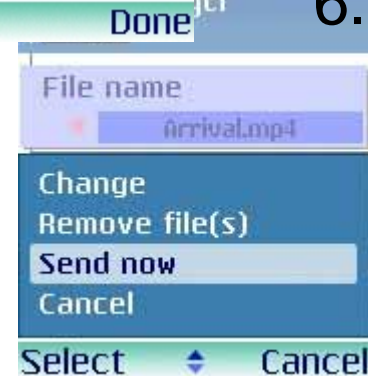
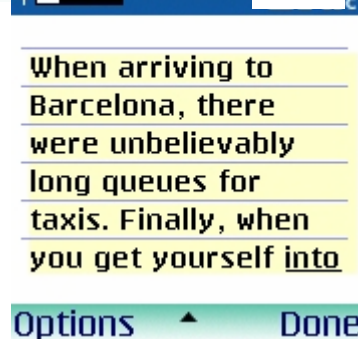
# Workflow

Preparation, production & publishing:

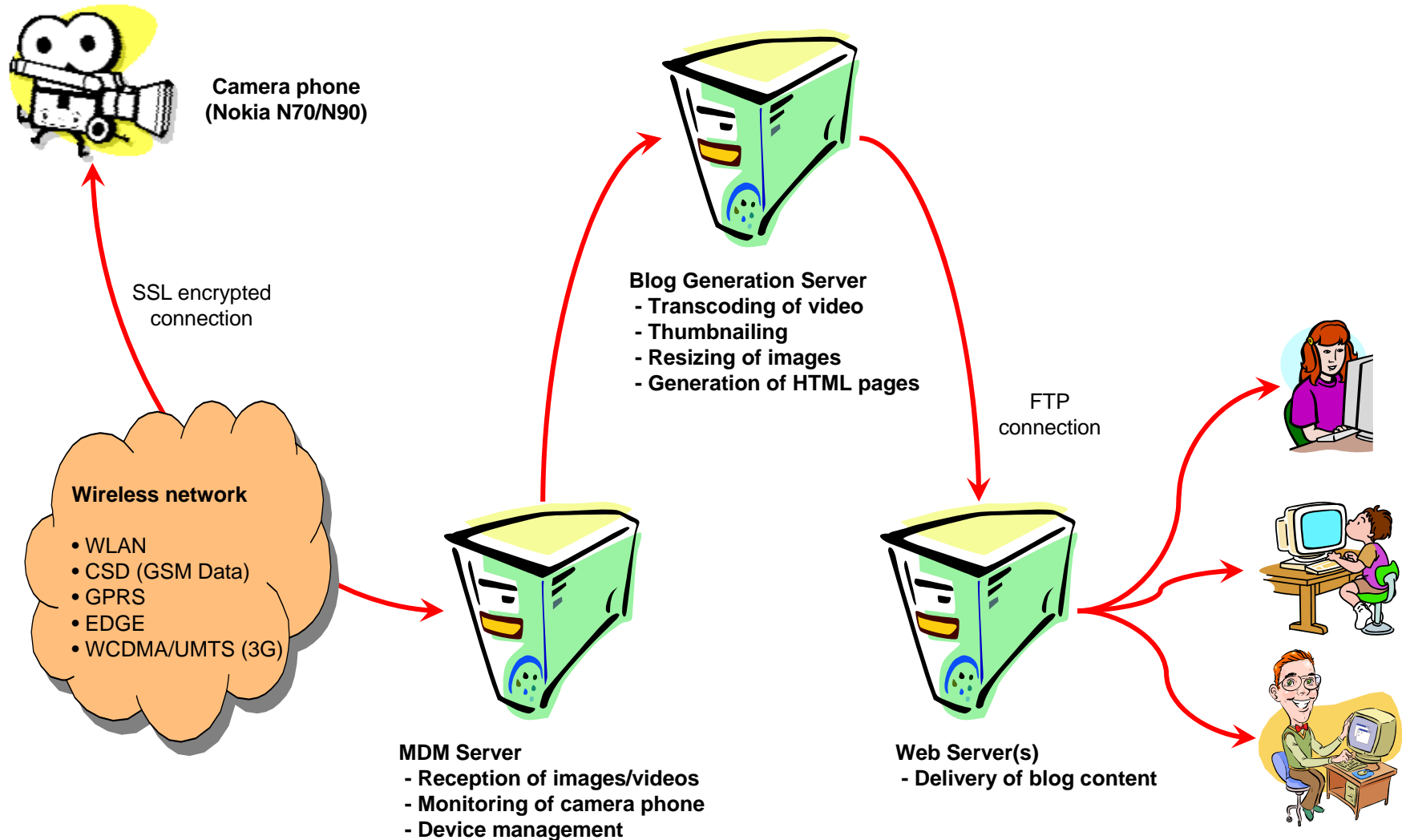
1. Plan what you want to say
2. Plan the picture from start to end
3. Capture the content
4. Select Send via MDM
5. Annotate (write a caption or a longer story if you prefer)
6. Select Send now

The file is transferred to the MDM server and depending how robust the telecom network is, published in 20 – (?) minutes.

1., 2., 3.



# Technical framework





# What, where, why?

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YLE has produced four videoblogs Dec 05 – March 06

- Journalist abroad, videoblogging daily while shooting the material for the tv program to broadcast later (The tsunami anniversary and the Sri Lanka orphanage renovation documentary)
- Chronicling the presidential election night broadcast from the participants' point of view (2 videobloggers)
- Documenting how a radio journalist worked during a film festival
- (+) Tuija's videoblog for demo purposes

# What to videoblog?

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- A foreign correspondent's way to communicate with web audiences with short ad hoc pieces among covering other stories for traditional broadcast (Katri Makkonen @ Beijing fall 2006 -)
- Inside view: ie. for a journalist who does a weekly broadcast show, a way to let the fans know what stories she is working on during the week
- Events / festivals, to convey the atmosphere for those who do not participate
- Ambience, emotion, information – it's rich media

# Strengths

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- At best a very fast and simple way to tell a story
- Portable – phone can always be carried along and used whenever something interesting occurs
- Discreet – causes less fuss than broadcast TV cameras on a scene – that can be used as an advantage
- Intimate – brings the journalist close to the viewer



# Limitations

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- Does not replace a camcorder and a laptop with actual editing software if such equipment and an internet connection are available and there's time to use them
- Video not broadcast quality
- Camera needs adequate lighting conditions (see an example at <http://www.yle.fi/blogit/vaali-ilta.html>)
- The N90's battery life very limited

# Storytelling challenge

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- Multitasking: Takes skill to shoot good footage while explaining but Makkonen shows it can be done
- Journalistic performance near live experience, best captured in one take
- Editing, although possible with the phone's own editor, is time-consuming and inconvenient
- Not every posting has to be video: why not combine with a conventional blog

# Links

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Kotona maailmalla, Katri Makkonen's videoblog

- [Tsunami anniversary](#)
- [Sri Lanka orphanage renovation documentary](#)

Mika Niva [videoblogs](#) at Tampere Film Festival

The election night videoblog [Vaali-ilta](#)

Tuija's blog

- <http://blogit.yle.fi/tuijataallahei>

Fromdistance, a broader presentation

- [https://ssl.fmdm.net/joukotest/VB\\_20060220.ppt](https://ssl.fmdm.net/joukotest/VB_20060220.ppt)

# Questions?

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