

Shrinking Online Videos

Companies can use creative short videos with meaningful messages on various social media mix to influence customers about their brand story.

YouTube founders, Chad Hurley and Steve Chen, have introduced MixBit, a brand new video-stitching app. MixBit edits and integrates video clips together to create a meaningful, story-driven video. MixBit gives users 16 seconds and also allows stitching up of 256 video clips into a one hour video. One can reuse another's content, create, a brand new video, and post in Twitter, Facebook, Google + and MixBit.

Social media mix is various social media sites available for companies to promote their brands, products and services. **Social media sites are evolving to provide innovative features to answer every challenge. Companies can expect proliferation of social media websites and applications with better features. The various social media sites (mix) are Face book, You Tube, Instagram, Twitter, Google+, Tumbler, Pinterest, Reddit, StumbleUpon, Flickr etc.**

In Vine or Instragam you shoot something and post but MixBit allows you to stitch a video with various personal content clips. Vine allows 6 sec clips while Instragam allows up to 15 sec. Research shows that the amount of video duration viewer's watch online has declined from 7 minutes to just over 5 minutes. MixBit allows brevity with flexibility.

Topic	Course
Social media mix : Direct and Online Marketing: Unit: 24	Marketing Management

Source: <http://www.theatlanticwire.com/technology/2013/08/internets-attention-span-video-quickly-shrinking/68114/>