Video Hub Update Project v1.0(7)

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Project Purpose:
Create a new presentation platform for promotion of original and popular video content in a manner which results in click through and video views. Findability of video content for users looking within specific content genres or categories should also be supported.

Business Goals:
Content Promotion: Present the depth and range of IGN's growing inventory of originally produced content to build brand awareness and audiences for these original shows and videos.
Audience Engagement: Promote expansion of our video ad inventory views along with overall unique views and video view metrics.
Video Findability: Help users find videos within content categories and platforms with video content on IGN.

KPI:
Click-through rate
Unique visitors
Page views

Tracking:
ATA tracking, Google Analytics etc to determine how often video hub is viewed and links are accessed.

Exclusions:
This project will not cover:
Creation of Video Mini-Hubs for promotion of Game Trailer, HD, Review, or Shows/Review content. These will each be new projects or a combined project.
Creation of Super Sized Indices or Video Mini-Hubs on a per channel basis. This would be a new project which is network wide or specific to Video Indices.

Requirements:

CR-1: Hub Redesign

a) The hub must be redesigned to promote original content, core video channels, and popular or relevant content.

b) Users must also be able to find video content by topic area.

CR-2: Hub Slotting

a) Editors must have the ability to slot direct links to the video player and the new video or video playlist galleries.

b) The hub slotting tools must be updated to support this.

CR-3: Dynamic Indices

a) Dynamic Indices must be locally created for popular video platforms or popular video content in order to keep users within the IGN Video experience.

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Overview

Description: Change Log

Entry Points: N/A

Notes for Developers

Change Log

Version	Page	Change Summary
v1 draft 5		Initial released version.
v1 draft 6		Non-released draft.
v1 draft 7		Addition of Change Log page and Project Summary page, as well as some typographical corrections.

Video Hub Update Project v1.0(7)

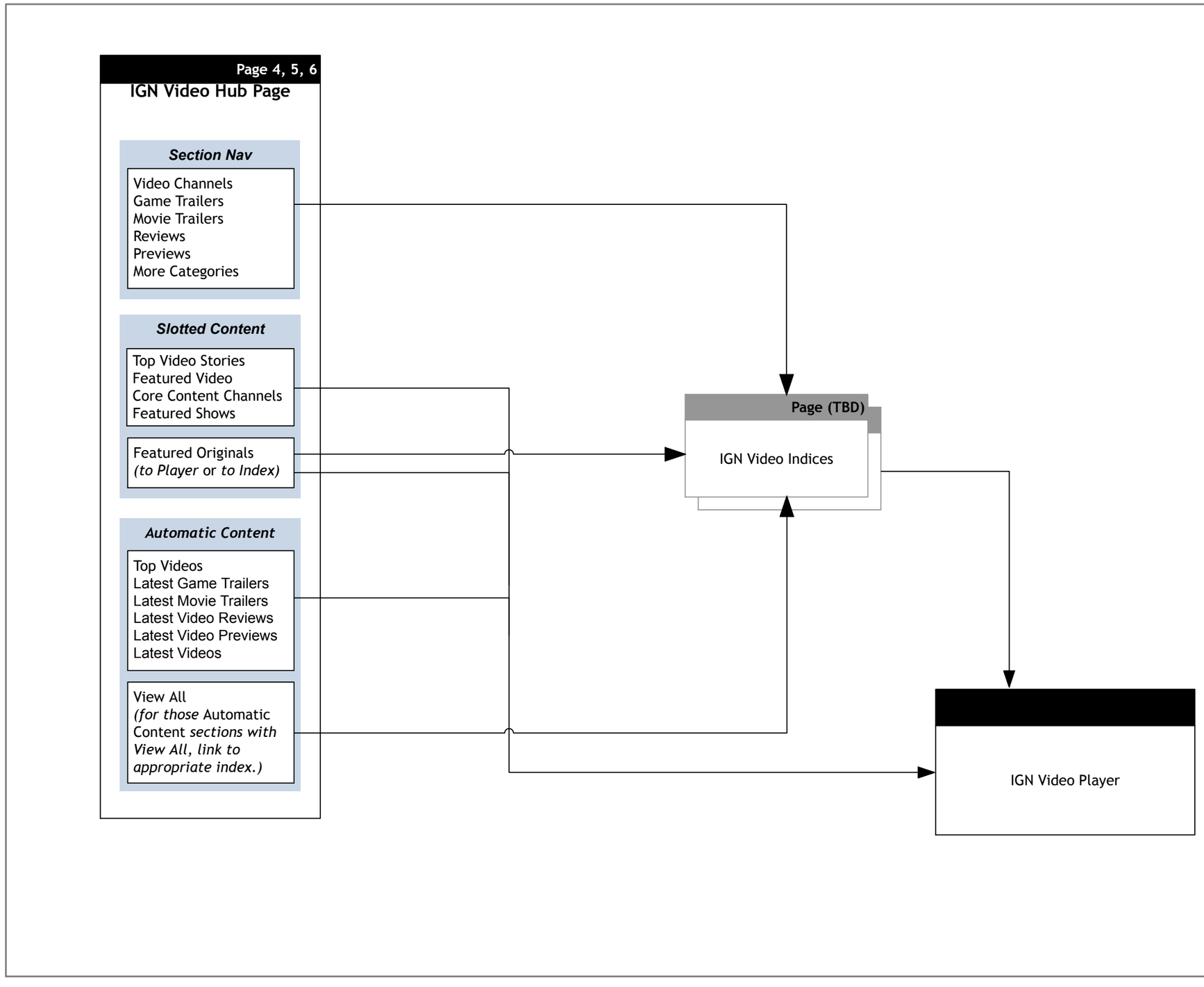
Overview

Description: Video Hub Project Summary

Entry Points: N/A

Notes for Developers

Overview.
New Hub page.
Links to new indices for video objects.
Links to video player.



Video Hub Update Project v1.0(7)

Overview

Description: IGN Video Hub – Top of Page (1)

Entry Points: IGN Home Page, global nav, search engines.

Notes for Developers

1. **Network Imprint.**
   Standard network imprint.

2. **IGN Logo and Video Image.** (To be designed.)

3. **Login/Logout.**
   Single line login box. Refer to mockup on Page 6.

4. **Google Search.**
   Shortened Google search for hub (*Web*, *IGN.com*, *hub* options).
   Refer to mockup on Page 6.

5. **Section Navigation.** Links to individual sections within video channel.

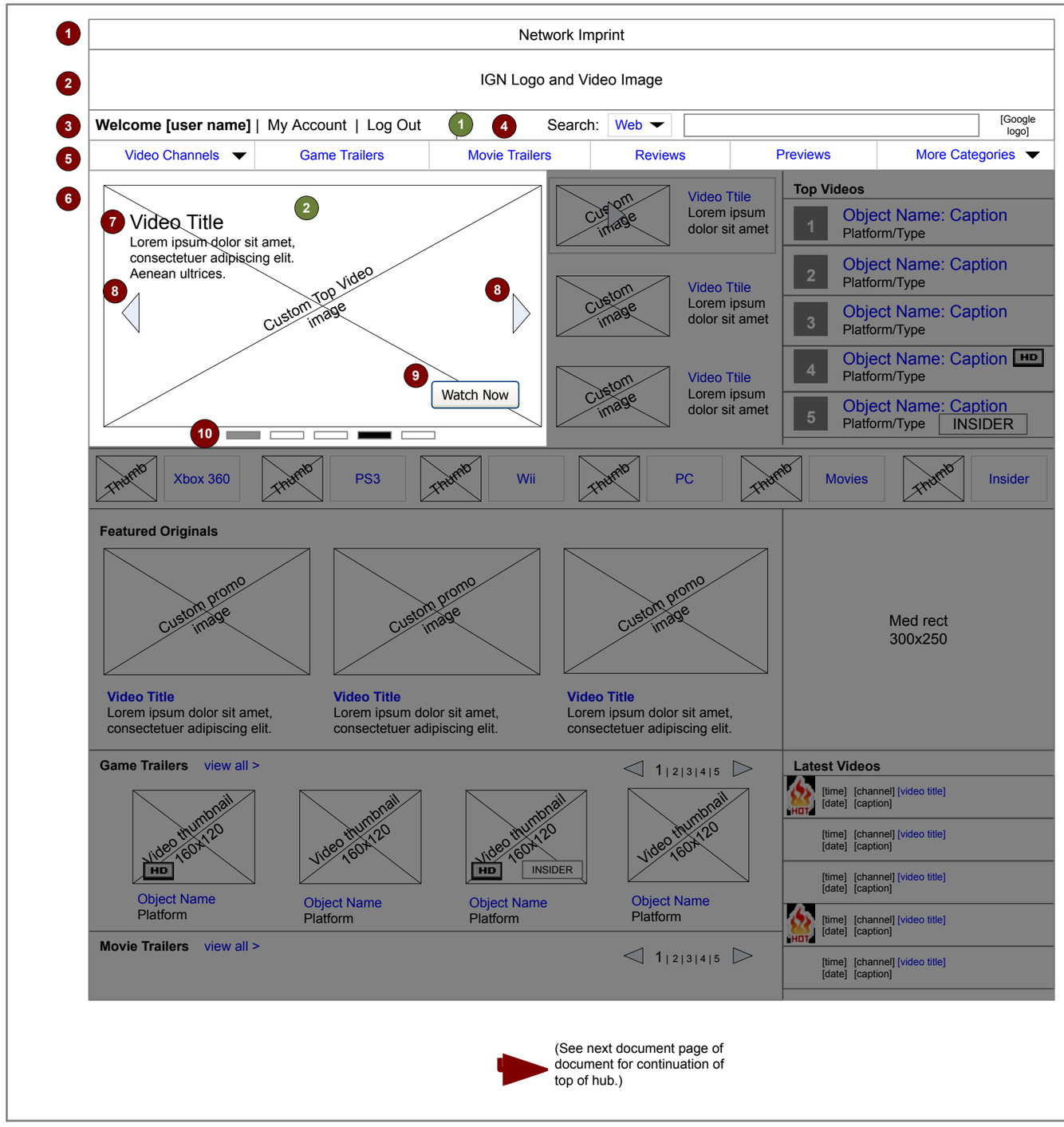
   Video Channels – dropdown that contains the following links to video indices (which correspond with links in Video Channels section described on "Bottom of Page" page):

   [Games]
   Wii
   Xbox360
   Playstation 2
   Playstation 3
   PC Games
   DS
   PSP
   Retro

   [Entertainment]
   DVD
   Gear
   Movies
   Stars
   TV

   Game Trailers – links to Games Trailer Index (*NEW*).
   Movie Trailers – links to Movie Trailers Index (*EXISTING*.)
   Reviews – links to Video Reviews Index (*NEW*.)
   Previews – links to Video Reviews Index (*NEW*.) (Combines multiple classifications: Behind the Scenes, Preview, Developer Commentary)
   More – dropdown with additional links. Each item links to video index for listed item *(THESE ARE ALL NEW INDICES)*:

   Gameplay (Combines multiple classifications: Cinematic, Single-Player Gameplay, Multiplayer Gameplay)
   Movie Clips
   TV Clips
   Interviews
   Shows



(See next document page of document for continuation of top of hub.)

Notes for Developers (cont'd)

6. **Top Video Stories – General Requirements**
   DHTML unit that displays custom story images of top 5 videos (slotted by editorial.)
   Unit must be 16:9 aspect ration. Pixel dimension of image area will be fixed and will be in the range of 427 x 240 to 480 x 270 (TBD by visual design.)
   Images may transition via animation (TBD by technical limitations of DHTML.)
   Image order determined by editorial.
   The images will auto-refresh; users may also navigate through images using UI elements described below.
   Top Video Stories should be SEO friendly with headline for each image included as an ALT tag.

7. **Top Video Stories – Video Title and Description.**
   Each image will be accompanied a header and summary/strapline as slotted by editorial.
   Size, font and placement TDB by visual design.

8. **Top Video Stories – Navigation Arrows.**
   DHTML unit will include previous and next navigation arrows.
   Arrow will enlarge, change color or otherwise indicate active state on hover.
   Clicking left arrow displays previous image and headline; right for next image and headline.

9. **Top Video Stories – Watch Now button.**
   DHTML unit will contain a button that links to video player for Top Video currently displayed.
   Button will animate (glow, enlarge, etc.) on hover (TBD by visual design.)

10. **Top Video Stories – Image Picker.**
    DHTML unit will feature an image picker below image(s).
    Picker will not have labels but user should intuitively comprehend purpose.
    Each rectangle corresponds to an image and order of rectangles mirror order of images as slotted by editorial.
    Picker will have three states: unselected, current selection and hover selection. Each state will be visually distinct.
    Clicking on unselected rectangle will cause DHTML Top Story image unit to transition to image which corresponds to clicked rectangle. See Hulu.com for example (albeit in Flash.)

Notes for Visual Designers

1. **Login/Google Search Sections.**
   To appear on the same line, space permitting.
   Google search options will appear in a dropdown rather than as radio buttons.
   Likewise, links to community content will be displayed in a drop down.

2. **Top Video Stories – General Requirements**
   This section should be DHTML. Flash may be utilized as a last resort if DHTML is technically incapable of fulfilling requirements.
   Images must be 16:9 aspect ration. Pixel dimension of image area will be fixed and must be in the range of 427 x 240 to 480 x 270.
   Images may transition via animation (TBD by technical limitations of DHTML.)

Video Hub Update Project v1.0(7)

Overview

Description: IGN Video Hub – Top of Page (2)

Entry Points: IGN Home Page, global nav, search engines.

Notes for Developers

1 **Featured Video – Slotting.**
Three (3) featured videos will be slotted at all times which.
Each featured video will link to the video player.

2 **Featured Video – Custom Image.**
Each Featured Video will be represented by a thumbnail image.
Image ratio will be 16:9; exact pixel dimensions to be determined by visual design.
Image will be slotted by editorial.
As with Top Video Stories, Featured Story image should be SEO friendly with headline for each image included as an ALT tag.

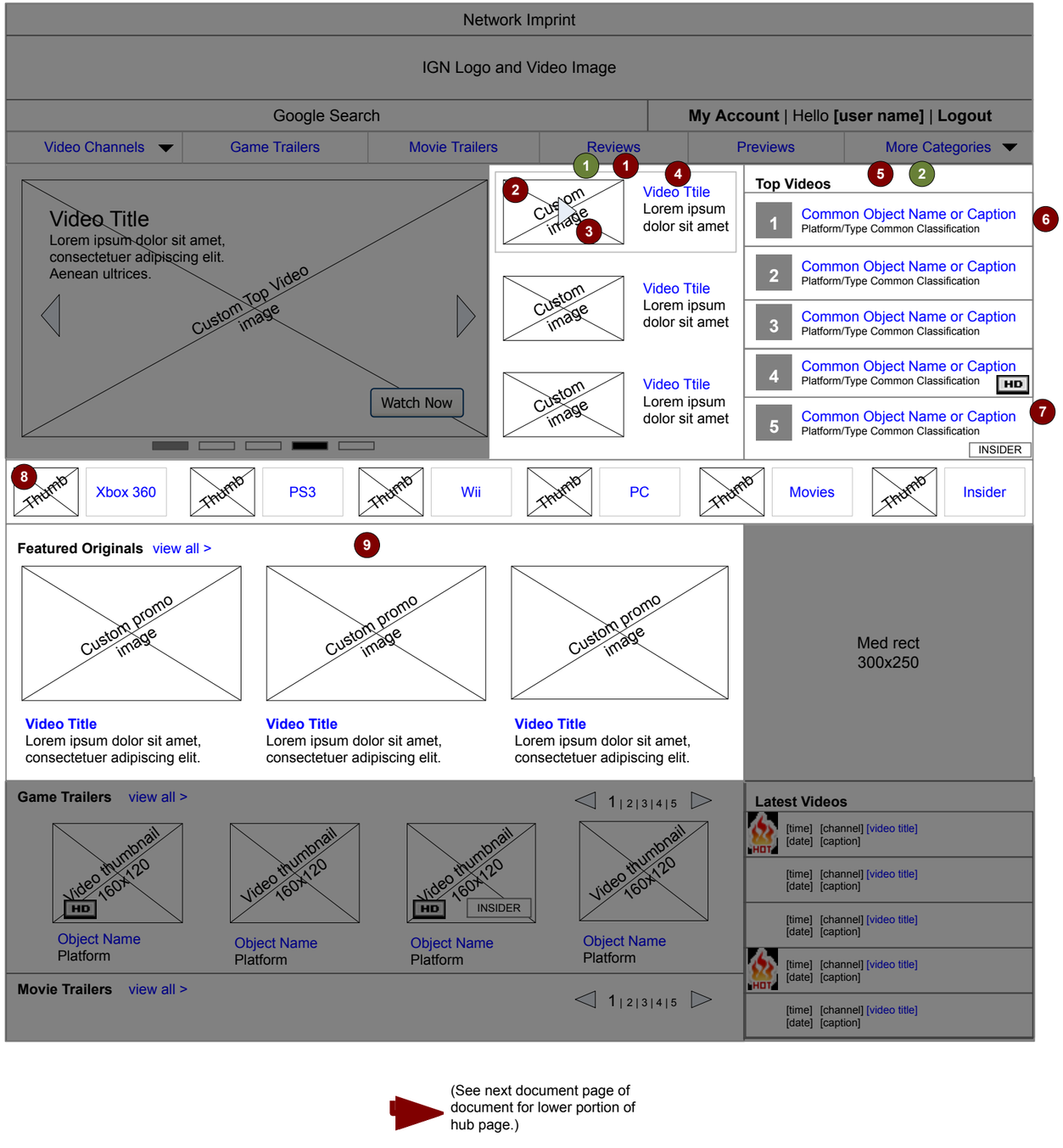
3 **Featured Video – Play Control.**
Hovering over image will cause a play control to display (via DHTML fade-in or other aesthetically pleasing/technologically possible method.)
Clicking Play control or image will take user to video player for video represented by thumbnail.

4 **Featured Video – Headline and Strapline.**
Headline of featured video and linked to video player followed by strapline for same video.
Slotted by editorial.

5 **Top Videos.**
Listing of the five most popular videos from the previous day as determined by ATA data.
Text layout of Common Object Name, Caption and Platform/Type Classification TBD by visual design.

6 **Top Video – Content and Behavior.**
Each Top Video listing should be considered an integral unit (that is, clicking any part of the content area should link to video player for that video.)
Unit should highlight upon hover and return to a neutral state when cursor moves off.
Each Top Video unit should contain rank graphic for video (TBD by visual design), object name, video caption, platform type and Insider badge (if video is Insider-only), and HD logo (if video is HD.)
Display media classification as: Video.
When displaying Object Platform or Type use the following text:

PC	DS	Anime
PS3	Wireless	Gear
PS2	Retro	Sports
PSP	Movie	Car
X360	TV	Stars
Wii	DVD	Comics



(See next document page of document for lower portion of hub page.)

Notes for Developers (cont'd)

6 **Top Video – Content and Behavior (cont'd).**
Example content:

Alone in the Dark Video Review -X360
The Mummy: Tomb of the Dragon Emporer (2008) Trailer #2 – Movies
The Mummy 3 Trailer #2 – Movies
MGS4: Guns of the Patriots Preview – PS3
Metal Gear Solid 4 Easter Egg: Photo Beauty – PS3

If Media Classification is utilized, follow these rules for display of text.

Cinematic	Commercial
Single-Player Gameplay (Output text as: Gameplay)	Review
	Preview
	Interview
Multiplayer Gameplay (Output text as: Gameplay)	Developer Commentary
	Music Video (Output text as: Video)
Movie Clip (Output text as: Clip)	Fan Video
	Show
TV Show Clip (Output text as: Clip)	Behind the Scenes
	Video
Trailer	

Display object name using Common Object Name format (if available.)

7 **Top Video – Insider.**
If a video is tagged as Insider-only, display an INSIDER graphic identifier (to be designed.)
If a video is HD, display HD logo.

8 **Core Content Channels.**
Prominent links to XBox360, PS3, Wii, PC, Movies, and Insider. 160x120 thumbnails are displayed as reduced via <img> tag properties down to 80x60. (<img src="video_thumbnail" width="80" height="60">).
Image and channel text are linked to video player.
Images and links are slotted by editorial.
Images should have relevant ALT tags for SEO.

9 **Featured Originals.**
Three (3) promotional images appear in the Featured Originals section.
Images may be of an original size in this area (TBD by editorial/visual design.)
Each image will be accompanied by a title and description linked to original content/shows index.
Link may also go to video player at editorial discretion. For SEO, image elements should contain ALT tags mirroring title and description of the promo image (show name, etc.)
View All should link to a dynamic index of all videos with media classification "show".

Notes for Visual Designers

1 **Featured Video Slotting.** This section needs to be visually distinct from the Top Video section to avoid possible impression of linkage.

2 **Top Videos.** Suggested formatting:

MGS4: Guns of…(Common Object Name)
TGS 2007: Sneaking… PS3 (Short, Truncated Caption)

TGS 2007: Sneak… (Short Truncated Caption)
MGS4: Guns of the Patriots – PS3 (Common Name Object, Platform)

Video Hub Update Project v1.0(7)

Overview

Description: Video Hub – Bottom of Page

Entry Points: IGN Home Page, global nav, search engines.

Notes for Developers

1 Med Rect Ad.
Display med rect ad (300 pixels by 250 pixels).
At least 70% of ad must appear above the fold.

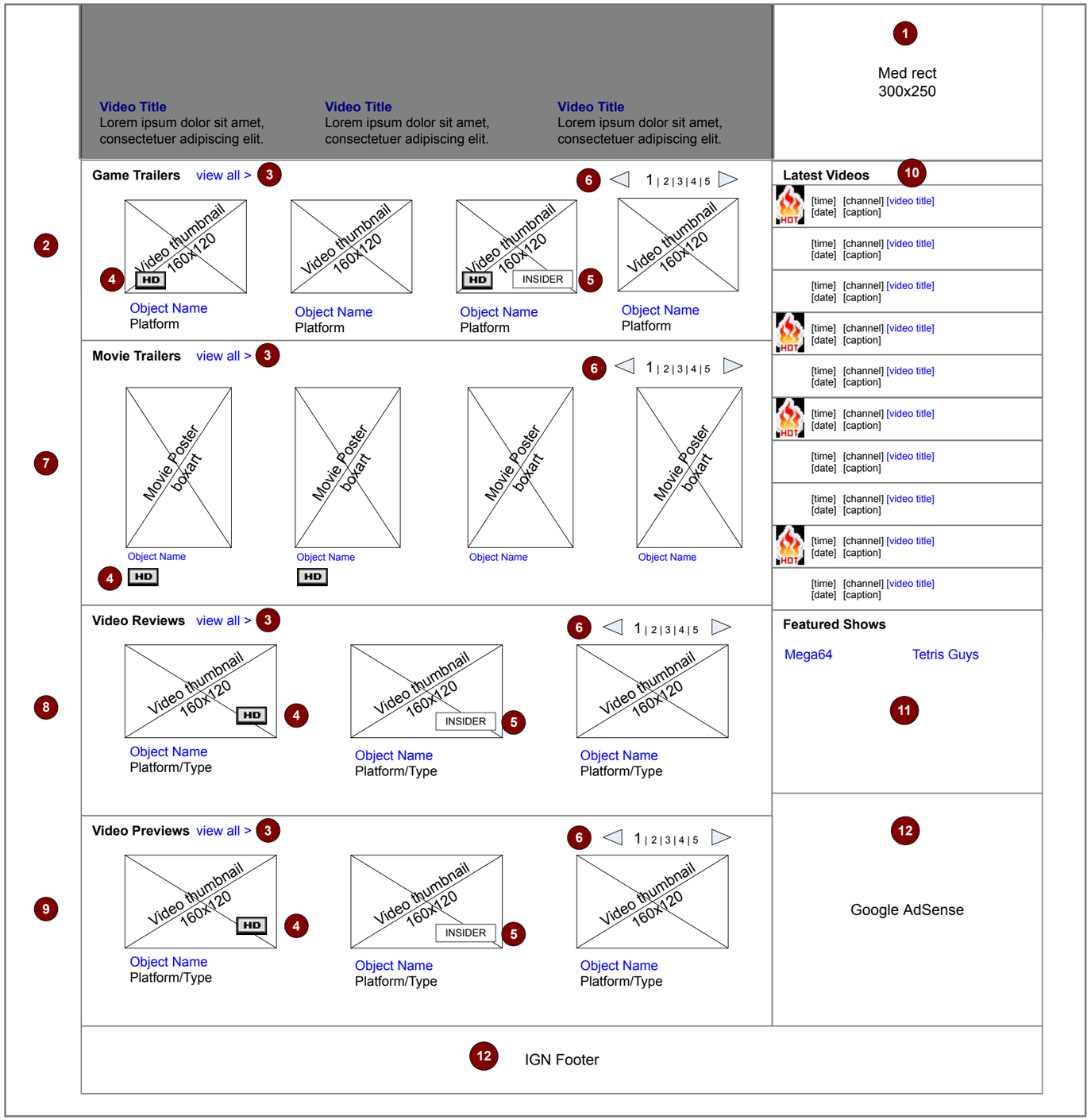
2 Latest Game Trailers.
Display three to four (TBD by visual design) 160 x 120 thumbnail images to be automatically displayed at all times.
Each image is linked directly to video player.
Accompanying each image, display [common] object name and game platform (both also directly linked to video player.)
Database pull logic: Latest 20 videos which are of media classification "trailer" and with primary game objects from all platforms attached.

3 View All Link.
Link to dynamic index page for appropriate section (game trailers, movie trailers, video reviews, or video previews.)

4 HD Logo.
Display standard HD logo with thumbnail images that link to HD videos. Placement TBD by visual design.

5 Insider Badge.
Display standard INSIDER badge over thumbnail of videos which are restricted to Insider-only.
Placement TBD by visual design. (No movie trailers are Insider-only. Consequently, Insider badge is not required for Movie Trailers section.)

6 Paging.
Game Trailers, Movie Trailers, Video Reviews and Video Previews sections should each be accompanied by a paging device that contains forward and reverse arrows, and an appropriate page numbering for the given number of available videos.
Arrows behave in the standard manner for IGN paging.
Numbers and arrows will repopulate section with appropriate image thumbnails for that section.
Images should appear to animate into position via DHTML (TBD by visual design and available technology.)



Notes for Developers (cont'd)

7 Latest Movie Trailers.
Four 160h version of movie thumbnail images to be automatically displayed at all times.
Each image is linked directly to video player.
Accompanying each image, display [common] object name and game platform (both also directly linked to video player.)
Database pull logic: Latest 20 videos which are of media classification "trailer" and with a primary movie object attached.

8 Latest Video Reviews.
Display three to four (TBD by visual design) 160 x 120 thumbnail images to be automatically displayed at all times.
Each image is linked directly to video player.
Accompanying each image, display [common] object name and game platform (both also directly linked to video player.)
Database pull logic: Latest 20 videos which are of media classification "review".

9 Latest Video Previews.
Display three to four (TBD by visual design) 160 x 120 thumbnail images to be automatically displayed at all times.
Each image is linked directly to video player.
Accompanying each image, display [common] object name and game platform (both also directly linked to video player.)
Database pull logic: Latest 20 videos which are of media classification "preview" and "developer commentary" and "behind the scenes".

10 Latest Videos.
Display automatic list of up to 10 (minimum 5 – number TBD by visual design) of latest videos.
Display "Hot" icon if item is designated as hot.
Display publish time.
Display publish date,
Display channel.
Display video title.
Display caption

11 Featured Shows.
Display slotted list of links to Shows video playlists (if any exist.)
If no shows are currently active, do not display section.

12 IGN Footer and Adsense.
Display Google AdSense at bottom of right column.
Display standard IGN footer at bottom of page.

Video Hub Update Project v1.0(7)

Overview

Description: IGN Video Hub – Login/Google Search Bar

Entry Points: IGN Home Page, global nav, search engines.

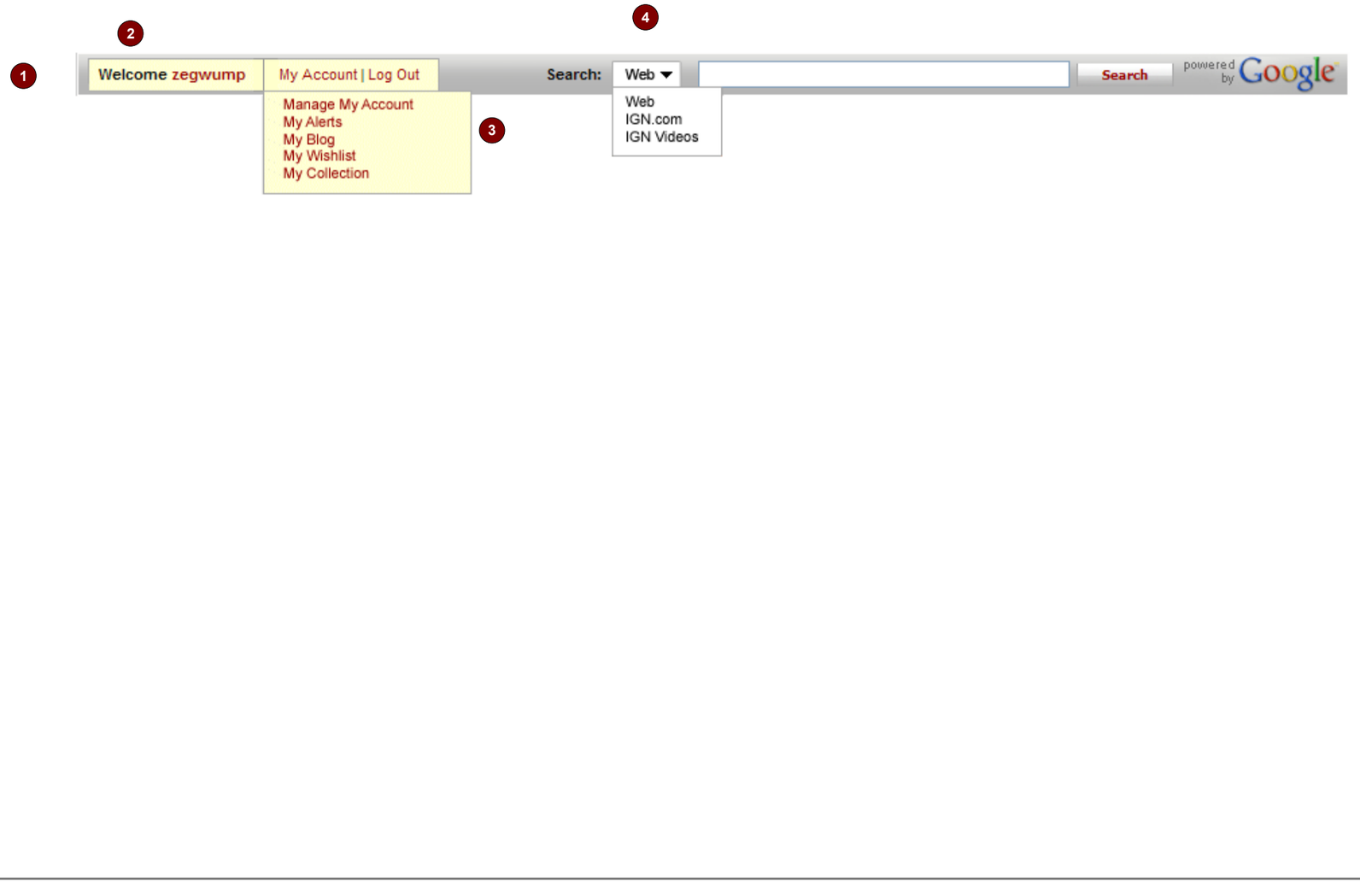
Notes for Developers

1. **Proposed Configuration for Login/Google Search.**
Login and Google Search appear on same bar.

2. **Login/Logout Box.**
User name (links to Profile)
My Account (links to Account page.) Also on hover, displays drop down with Alerts and Club links.
Login/Logout. Same functionality as current IGN Login.

3. **Login Options.**
Displays when user hovers over “My Account” link.
Displays links to Account page, Alerts page, and Blog and List pages.
Only displays if user is logged in.

4. **Google Search.**
“Search:” label.
Drop down of options rather than radio buttons as on current Google Search.
Search field shorter than current implementation but should display at least 25 characters (but accommodate current number.)
Search button and Google logo.



Video Hub Update Project v1.0(7)

Overview

Description: SEO Requirements for Video pages

Entry Points: N/A

Notes for Developers

URL/Page description	Title	Description
video.ign.com	IGN: Game Videos, Game Trailers, Movie Trailers, and More!	Watch videos, trailers, clips, and reviews for the latest video games and Movies only at IGN!
Video Review Index[2]	IGN: Video Game Video Reviews	Find the latest video reviews for video games and movies at IGN!
HD Video Index[2]	IGN: HD Video Index	Browse IGN's complete HD Video library. Check out gameplay videos, trailers, and more - all in HD!
Game Trailers Index[2]	IGN: Video Game Trailers	Browse IGN's extensive list of Video Game Trailers. Also, watch out for exclusive trailer premiers available only at IGN.
Movie Trailers Index[1]	IGN: Movie Trailers	Browse IGN's extensive list of Movie Trailers. Also, watch out for exclusive trailer premiers available only at IGN.

1 – Existing index
2 – New index

Video Hub Update Project v1.0(7)

Overview

Description:

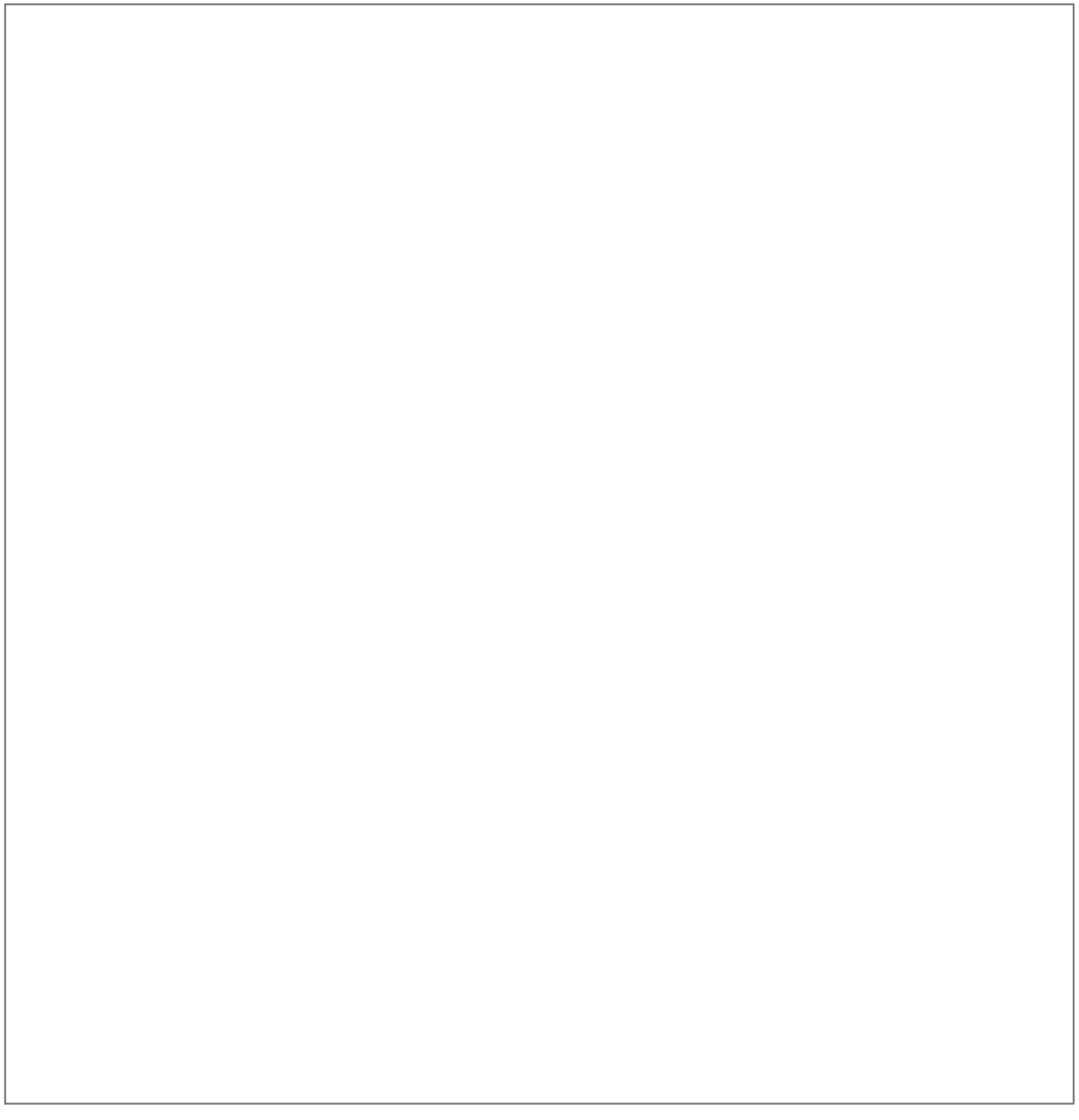
Entry Points:

Notes for Developers

Video Hub Update Project v1.0(7)

Overview

Description:

Entry Points:

Notes for Developers