

What makes short-form different?

ALEX AYLING: I'm Alex Ayling. I'm head of BBC Worldwide Digital Studios. One of the things we do is look after the BBC Worldwide YouTube network which is around 10 channels.

So when you're creating short-form content for an online audience you have to really think about what their expectations are. What they are used to viewing in these spaces. When someone has come to YouTube they are more likely to have been spending a lot time on YouTube looking at bloggers, or content that's being recorded on a mobile phone, and that will influence the way that they want to consume the content. So you have to think about where your audience is as well and how they're watching this content.

So if for example, they're watching it on their phone and it's a one to one relationship, this is very different from sitting and watching a television that's in the corner of the room, where you might be sharing that experience with lots of other people. And for that reason you might want to think about the choice of shot that you're making being different to fit on a screen that's probably only a few inches across rather than 50 or so. Specifically that means choosing more close-ups or mid-shots and have your presenters talking directly down the barrel.

So some of the things that you might do differently if you're shooting or editing for online video, especially if you're used to making TV productions, is that by having a presenter talk down the lens you're really not giving yourself any option for cutaways. If you imagine that, and you imagine cutting away to that, but imagine on this screen, suddenly it looks like the presenter is talking to somebody else and not talking to me anymore. And that can cause an emotional disconnect and that's why we've seen the rise of the jump cut.

Forget all the rules you were taught at film school, if you went to film school, they would have told you that jump cut's bad.

They would have told you that you need a sense of place and a sense of coverage. You don't need that beginning intro bit where the person walks outside a building. You don't need shots of flags waving and flowers to bring people into your story. People have clicked on your video, they want the story right now. So be immediate, get straight in there.