

ACTION! VIDEO STORAGE QUIZ

Learn more about video storage for your marketing or creative needs by playing a game of trivia.

Circle the answer(s) you think are correct. Check your answers on the next page.

Question 1: When would you transcode video?

- a. When the target device or platform (mobile phone, tablet, video sharing site) does not support the format that the original data is in.
- b. When the target device or platform has a reduced capacity. The reduction in capacity needs to be made to the original file in order to fit the new format.
- c. In order to convert incompatible and obsolete file types into a modern format that is better supported by the device or platform.
- d. All of the above.

Question 2: What is Video Asset Management?

- a. It is used to measure how many objects are in a video.
- b. A way to downsize video files.
- c. A method used to store and share videos sometimes called [digital asset management](#).
- d. Another way to place videos in chronological order.

Question 3: When working with video assets, there is no difference between storing videos “on premise” or in the cloud. True or False?

- a. True.
- b. False.

Question 4: Resolution is the size of a video on screen and is determined by width and height measured in pixels. This is basically the amount of “lines” that are displayed. For example, 1350 x 500 pixels means there are 1,350 lines piled on the screen and 500 pixels in width. True or False?

- a. True.
- b. False.

Question 5: Metadata impacts how people discover and utilize files, including video files.

- a. True.
- b. False.

Question 6: When should you consider using a DAM solution (digital asset management) to organize and manage your video assets?

- a. When assets are scattered everywhere - on a server or individual computers, CDs/DVDs, hard drives, etc.
- b. It's difficult to find video assets that we already have.
- c. Large files take too long to preview and require additional codec software to view.
- d. Email size restrictions limit the ability to share videos throughout the organization.
- e. All of the above.

Question 7: What is codec?

- a. A type of video formatting.
- b. A font typically used in videos.
- c. A type of software used to compress large video files.
- d. a and b.

Answers

Question 1: The correct answer is **D!** Transcoding is a way to update formats in order to fit various devices and platform types.

Question 2: **C** is correct! Video asset management is an effective way to store and share video assets. Because video files are typically large, bad habits are often formed about where and how they get saved. This makes it difficult to find, use, and share them—so a specific solution is needed to house them. Sometimes, video asset management is called digital asset management or sometimes, media asset management.

Question 3: **FALSE.** An on premise solution is typically a more cost-effective and secure way to store large video files. Storing video files in the cloud can be very expensive depending on the amount of terabytes (TB) you need.

Question 4: Yes, this is **TRUE!** The resolution is the size of a video on screen that is determined by width and height measured in pixels. The higher the resolution, the larger the video may be, resulting in the need for more storage space and increased bandwidth.

Question 5: **TRUE.** Metadata is a large part of digital asset management and video asset management. Metadata includes keywords and descriptions for files including video so those files can be found and utilized quickly and easily.

Question 6: **E** is correct. Digital asset management or video asset management can help streamline workflows and remove bottlenecks such as file load time and the inability to find assets quickly because they are stored in various places.

Question 7: **C** is correct! Videos with high resolution can be very large files. Luckily, a software called codec helps shrink these files so they can be utilized effectively. A digital asset management or video asset management system should include codecs to play video files and contain the codecs that are needed when converting files.



For more information on managing your creative assets, from video to images to documents, please download our [Best Practices Guide](#).

To learn more about **Extensis' Digital Asset Management System** - Extensis Portfolio - visit www.extensis.com/portfolio.

Learn more about How to Select a DAM System and DAM Best Practices at www.extensis.com/dam-toolkit.