Chapter 9

Publishing a Movie

Congratulations! You’ve completed your movie, and now you want to share it with the world. Who wouldn’t? All that hard work — editing, cropping, voice-overs, animations, and text narration — should be on display.

Fortunately, Movie Maker has made sharing your movie a very simple task. I’m not kidding: with just a few clicks and a sign-in, your movie will be available for viewing to anyone with an Internet connection.

Publishing your movie is just as important as all the previous work you’ve done — choosing the proper method for sharing your movie is an important decision, so I’m also going to provide you with some things to think over before you actually put your movie out there for the world to watch, review, and tell their friends about.

So, let’s get started. I’m going to walk you through the process of uploading your movie with one of the biggest names in video sharing: YouTube. When we’re done, you’ll have the know-how to share your future movies with anyone and everyone.

YouTube.com

If you’ve never heard of YouTube.com, I’m very surprised. It’s the single largest provider of both amateur and professional videos and movies on the Internet. You can find home movies, how-to videos, television shows (not all, but many), commentaries, documentaries, and stuff that’s just too strange to classify.

Fortunately, YouTube.com has some heavy-duty search and filtering tools available that help visitors to the Web site find exactly what they’re looking for, whatever that may be. That said, the search and filtering tools are useless if users (like you) upload movies without any information about your movie. I’ll get into that a bit later when I show you how to upload a movie, but for now I
need you to understand that the key to getting your movie viewed is to give YouTube visitors a way to actually find your movie among the estimated millions of movies in its database.

**ExplainED**

There doesn’t seem to be an official response to the question of how many movies/videos that YouTube hosts. In 2009, YouTube did announce that 20 hours of video is uploaded every single minute (yes, every 60 seconds), so that should give you some idea of how much video content is being added to its database.

YouTube will allow you to watch videos for free: no subscription fees or costs incurred. You can also upload videos for free, but you do have to create a YouTube user account (more on that shortly). After creating an account, you can upload videos to your heart’s content.

**LinkedED**

YouTube does have quite a few restrictions – you cannot upload copyrighted material, such as a digital recording of your favorite television show, for example. For a complete list of its standards, visit www.youtube.com/t/community_guidelines and read carefully. YouTube can remove movies at any time, without any explanation. Some violations will even be reported to the authorities, so please be careful what you choose to upload.

YouTube does have competitors (Google Videos is a big one — even though Google owns YouTube, it still has Google Videos to offer search capabilities that aren’t available with YouTube), so don’t think you’re limited to just YouTube for sharing your movies. But there is a benefit to using Movie Maker and having a YouTube user account — Movie Maker allows you to seamlessly upload your finished movies from within Movie Maker with a few clicks of your mouse. That simplicity is a strong argument for considering sharing your movies via YouTube.

And that’s exactly what I’m going to show you. First, I’m going to walk you through creating a YouTube user account, and then I’m going to show you how