Screencast.com®

Getting the Most from Your Screencast.com Account

July 2009

TechSmith

Show the world.

Contents

Getting the Most from your Screencast.com Account

Screencast.com is a TechSmith solution for business and academic professionals looking to manage and share videos, images, documents, or anything else online. On Screencast.com, there are no advertisements, third-party links, or banners. So, your viewers only see what you want them to see – your amazing content!

This guide will help you get the most from your Screencast.com account by introducing you to several important concepts. Things like, organizing your content, how to share your content, securing your content against prying eyes, and much more.

We'll also give you some pointers for creating content that works best on Screencast.com so your viewers will have the best experience possible.

In this guide, find the following topics:

More Resources for Learning to Use Screencast.com

The **Help Center** located on the Screencast.com website includes many in-depth articles and videos on each of the topics covered in this guide.

You will also find information on using features not covered here such as **Commenting**, creating a **customized View Page** template, and much more.

There are also two companion PDF guides available for download:

- The *Getting Started* guide gives an end-to-end workflow for using Screencast.com.
- The *Example Case Study* is a practical application of how the Screencast.com features work together.

First Things First: Get Organized

In order to provide the best viewing experience for your intended audience, the first thing you need to do is organize your library.

This allows you to:

▶ More easily manage your content.
▶ Better secure your content.
▶ Help facilitate the sharing process.

Making changes to your library after you share content can cause unwanted consequences. For example, changing your Display Name or the name of a folder, playlist, or piece of content breaks all URLs associated with that name or folder/playlist.

Take some time to think about how you want to manage, secure, and share your content *before* you begin to upload and share.

My Library

When you sign in to Screencast.com you are in the library - this is your primary working view. In the library you create the folders and playlists for your content.

The following graphic gives you an overview of the library.
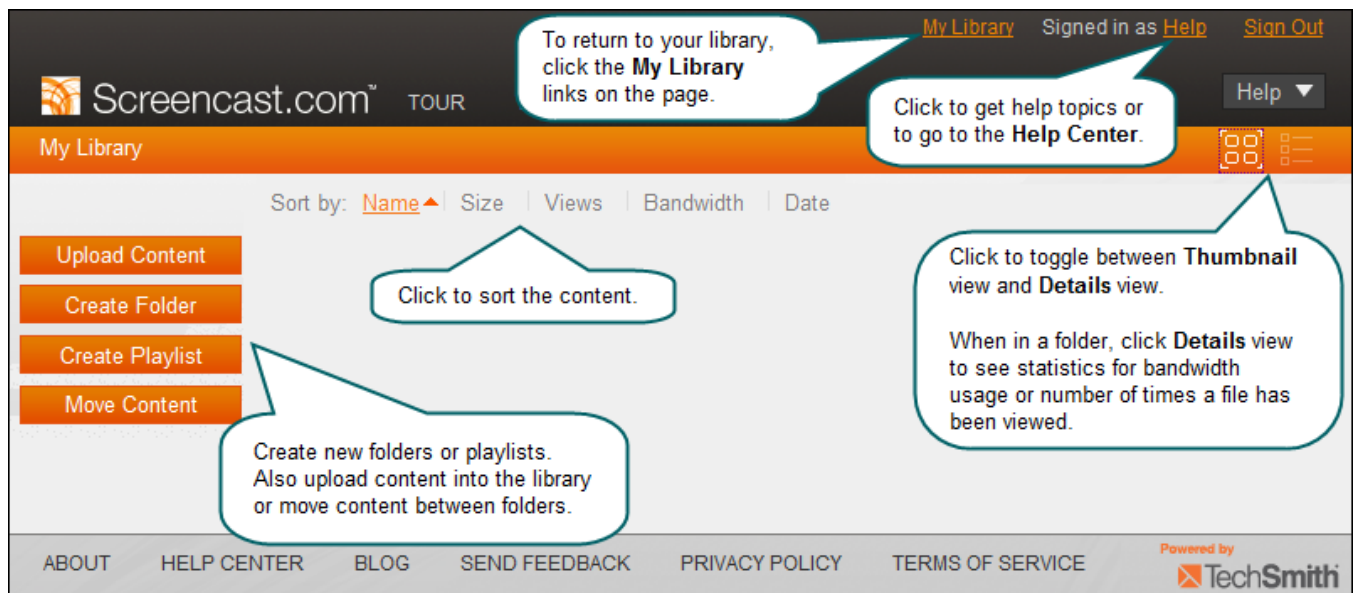
Get Familiar with the Icons in the Library

When you begin to add content, folders, and playlists, you see several different icons in the library. At a glance, you can see how your content is organized and the privacy levels applied.

Folder and Playlist Icons

The level of privacy applied to a folder or playlist is portrayed by the following icons.

Library Icon	Folder Views
	Pubic Folder
	Hidden Folder
	Password Protected Folder
	Authenticated Folder

Library Icon	Playlist Views
	Playlist
	Hidden Playlist
	Password Protected Playlist
	Authenticated Playlist

Content Icons

These are the icons you will see for content files.

| Library Icon	Other Views
	Screencast.com can use a miniature version of an uploaded graphic and the first frame of an uploaded video for the thumbnail graphic.
	Thumbnails are automatically generated for some image file formats (BMP, GIF, JPG, and PNG) and video file formats (MP4, SWF, FLV, MOV).
	Graphics or other content that cannot automatically display a thumbnail. A custom thumbnail can be uploaded.
	Video files that cannot automatically display a thumbnail. A custom thumbnail can be uploaded.

Organizing Content in the Library

When organizing your content in the library, you have two options:

1. Put content files in folders. (Highly recommended)
2. Put individual content files directly in the library. (Not recommended)

Individual Content Files in the Library

If you put content files in your library, you cannot secure them. You can secure the content in folders. Individual content files located in the library are always unsecured and available for anyone to view.
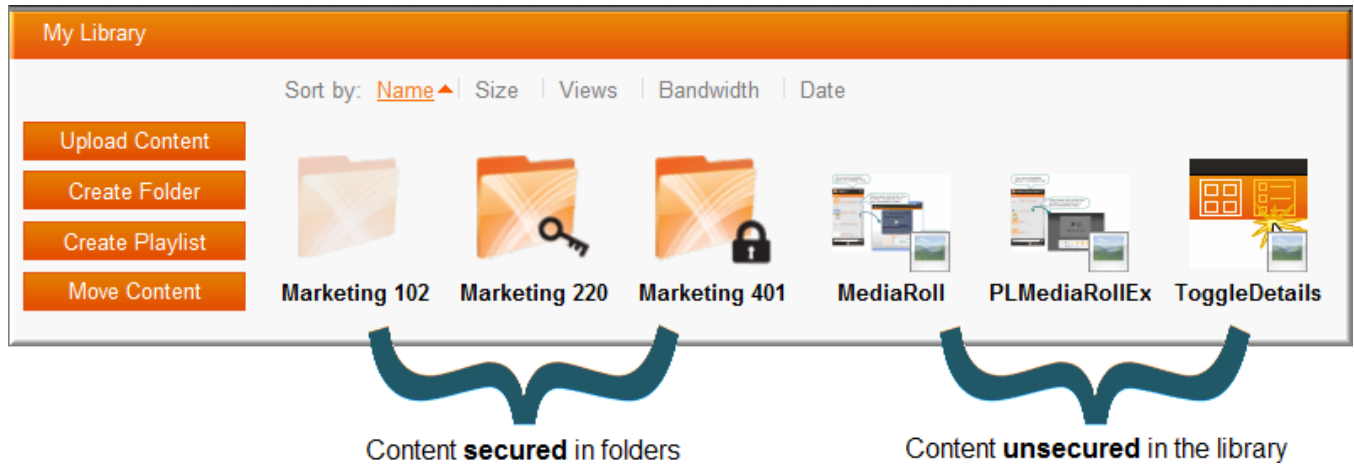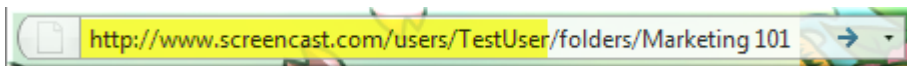

How would someone find my library?

▶ If you share a link to a video in your library, a breadcrumb link at the top of the view page points back to your library. If someone clicks this link, they have access to the content files in your library and your public folders.
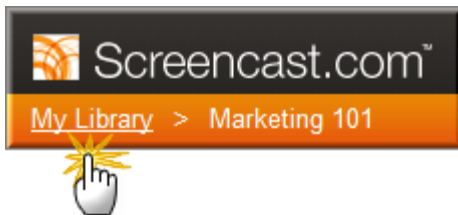
▶ The path to the library is contained in the URLs you share.

Create a New Folder

1. While in the library, click the **Create Folder** button. The *Edit Folder Properties* dialog box appears.
2. Enter the **Title** for this folder. That displays in the library.
3. If desired, enter a description in the **Description** field.
4. Select the **RSS** feed, if any.
5. For Pro account holders, if desired, customize the page that your viewers see.
6. Click **Change** to **select the privacy level**.
7. Click **Done**.

Screencast.com's Pro account holders can create uniquely branded templates and assign different templates to individual folders.

Add your own logo, use your own color scheme, and customize what appears to your audience in the View Page.

Click the New button to create a new template.

Edit Folder Properties

Title: How to Get Started

Description: Provides an overview of Screencast.com. Describes the privacy levels, commenting, and more.

Choose which feeds to show ☑ RSS Feed ☑ iTunes

View Page Template: Use your logo, change the color, and more.

Screencast | Edit | Delete | New

Privacy: Public | Change

Anyone can view a public folder. Public folders appear in your library.

Done

Choose whether to display RSS and iTunes feed buttons to your viewers.

Viewers who subscribe to the RSS feed are automatically notified of any updates.

Viewwers maintain control of their RSS feeds and can "unsubscribe" at any time.

The privacy settings apply to all the content in a folder. If the folder is password protected all the content in the folder is password protected.

Click **Change** and select from public, hidden, password protected, or authenticated privacy settings.

Uploading Content

Folders act just like folders on your computer desktop; you create the folder and then place one or more content files inside of it.

Content is put into a folder by clicking the **Upload Content** button found inside the folder.

If you have large files (over 100 MB) use the **Desktop Uploader** – a free uploading utility from Screencast.com.

Upload Files Smaller than 100MB

1. While in a folder, in the left navigation pane, click the **Upload Content** button. The *Upload Content* dialog box appears.
2. Click **Browse**.
3. Select the files to upload.
4. Click **Open**. The files begin to upload.
5. Once the files finish uploading, click **Close**. The files are now in the folder.
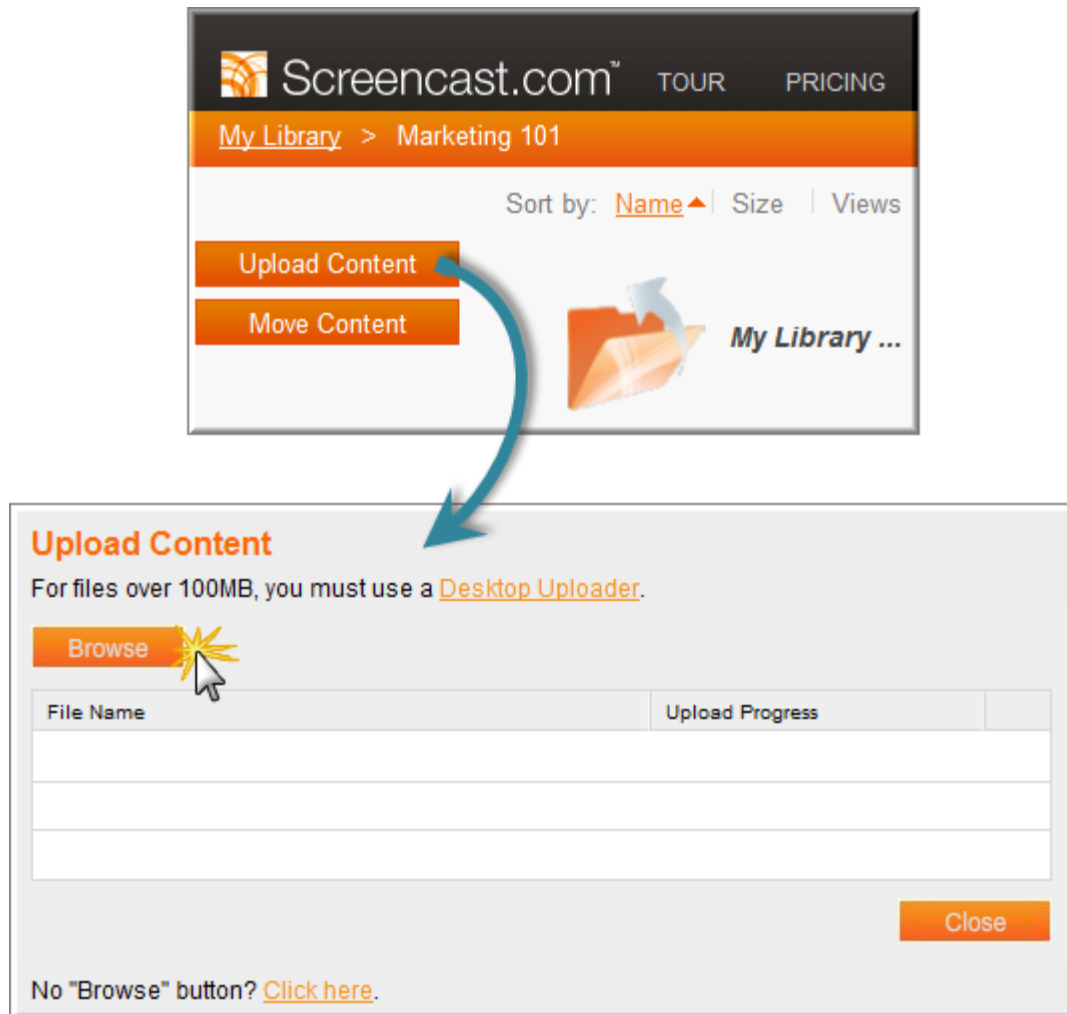
Upload Files Larger than 100MB Using the Desktop Uploader

To upload files larger than 100MB, use the free **Desktop Uploader** utility.

1. While in a folder, in the left navigation pane, click the **Upload Content** button. The *Upload Content* dialog box appears.

2. Click the **Desktop Uploader** link. You are taken to the *Tools* page on the Screencast.com website.

3. Click the **Windows Uploader** link or **Mac Uploader** link. The download begins.
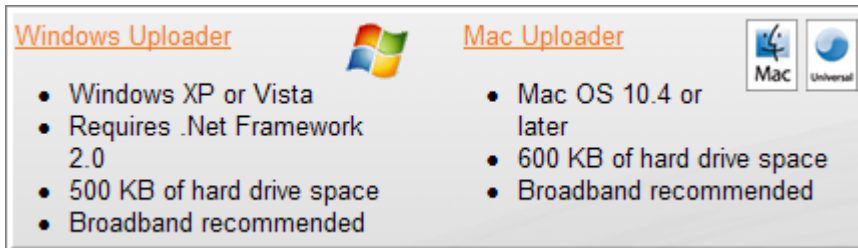
4. After downloading, open the Desktop Uploader file to begin the install. Step through the wizard and click **Finish** when the install is complete, the *Desktop Uploader* will be open and ready to use.

5. Click **Add Files** and select the files to upload or, drag files and drop directly on the uploader. Uploading begins automatically.

6. When all of the files have been added, click **Quit**.

Secure Your Content

Before you share, you should consider the privacy level assigned to your folder or playlist. The privacy level determines who can see your content and when they can see it.

While you have the option of uploading individual content files into the library, you cannot secure individual files in the library. Any content files located in the library are **always available to view** and anyone who can find your library can view this content.

There are four levels of privacy or security for folders: **Public**, **Hidden**, **Password**, and **Authenticated**.

Public

The **Public** privacy level allows anyone who can find your library to view all content set to public – this includes loose files located in the library and any folders set to Public. So, if you share a link to a video inside of a public folder the viewer will see that video, plus all of the content inside of that folder. And, they can view any files in the library.

The default privacy setting for folders and playlists is set to Public. If you do not need to secure the content in your library or folders, then the Public setting will work for you.

Hidden

The **Hidden** privacy level does not allow anyone to see your library – it is completely hidden from view.

▶ You cannot share a Hidden folder – you can only share individual pieces of content within the hidden folder.
▶ Viewers only see the one piece of content they were invited to see – not the rest of the content in the hidden folder.
▶ Viewers cannot gain access to your library while viewing hidden content.

Password

The **Password** privacy level requires viewers to enter the password to view the content.

▶ You set the password when you apply the privacy level.
▶ You can change the password at any time. New passwords must be distributed to those you want to have access.
▶ The password protected folder is set to hidden in the library so viewers cannot gain access to your password protected folders if they find your library.

Authenticated

The **Authenticated** privacy level is the highest level of privacy.

- ► To view the content, the recipient receives an email containing a link to the content.
- ► To view the content, the recipient must have a Screencast.com account (they can create one for free).
- ► The email address used to create an account must match the email address on the invitation.
- ► You can revoke an invitation at any time rendering the link in that email invalid.
- ► You can see at a glance who has accepted your invitation to see your content and who has not.

Apply or Change the Privacy Level

1. Hover over a folder or playlist in the library. From the popup menu, click **Edit**.
2. In the *Privacy* group box, click **Change**.
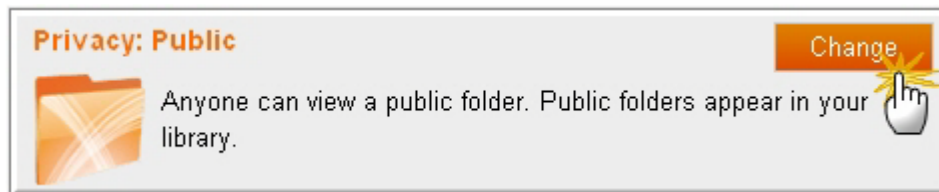
3. The *Edit Folder Properties* or *Edit Playlist Properties* dialog box appears.

4. Choose a privacy option by clicking on one of the buttons.
5. Click **Save**.

Security Snapshot

This table gives you an at-a-glance comparison of the different privacy levels and the way you can share content assigned to each.

Library Icon	Privacy Level	Properties	What Do I Give Viewers?
	Pubic	▶ Anyone who can find your library can view public folders and playlists. ▶ Use public folders and playlists for content you want to share with any and every one.	▶ Share the URL with multiple viewers. ▶ Embed a link or MediaRoll on your website or blog.
	Hidden	▶ Hidden folders and playlists don't appear in your library. ▶ To view content in a hidden folder, a viewer needs the exact URL. ▶ There is no way to browse to content in a hidden folder. ▶ A hidden playlist requires the exact URL as well. However, all the content in a hidden playlist is viewable to someone with the URL to that playlist.	▶ Share the URL with multiple viewers.
	Password	▶ Password protected folders and playlists require a password to view. ▶ They do not appear for browsing in your library. ▶ Viewers require the exact URL and the password to view the content contained in password protected folders and playlists.	▶ Share the URL and the password with multiple viewers.
	Authenticated	▶ An Authenticated folder offers the highest level of privacy. ▶ They do not appear for browsing in your Library. In order for content in an Authenticated folder or playlist to be viewed: ▶ The viewer must receive an email from you containing a link to the content. ▶ The viewer must have a Screencast.com account. ▶ The viewer's email address used to create a Screencast.com account must match the email address on the invitation they receive.	▶ Send separate email invitations to each viewer. ▶ Email invitations prompt viewers to create a Screencast.com Free account to view the content.

Sharing Content

On Screencast.com, your content is always shared in a professional manner without advertising of any kind. If you are a Pro account owner, you also have the option of customizing the page that your viewers see.

The type of content that can be uploaded and shared includes: videos, images, documents, presentations, and more. You can also upload file attachments on the view page for your viewers to download.

You can share your content with others in a number of ways including by email invitation, a URL link, or by embedding the content on your own website or blog.

You can share:

▶ Individual files in your library (while you can do this, it is not recommended since these files cannot be secured).
▶ The entire contents of a public folder.
▶ An individual piece of content in a hidden folder.
▶ An individual piece of content that displays on your webpage or blog.
▶ Content in a **MediaRoll** embedded in your web page or blog. This can be a folder or playlist MediaRoll.

Sharing Snapshot

This table describes the different methods for sharing and what your viewers will see.

Share Option	Description	What Do Viewers See?
Share URL	Copy and paste a URL to create a clickable link.	A link that takes viewers to Screencast.com where content is viewed or downloaded.
Embed a link	Copy and paste HTML to create a clickable link.	A link that takes viewers to Screencast.com where content is viewed or downloaded.
Embed on your page	Copy and paste HTML to embed the content on a webpage or blog.	Content that is viewed on your webpage or blog.
Embed MediaRoll	Copy and paste HTML to embed the Screencast.com MediaRoll on a webpage or blog.	Content viewed in a MediaRoll on a webpage or blog. When an item is clicked, the content is viewed on Screencast.com.
Send email invitation	Send email invitations that contain a clickable link.	A link that takes a viewer to Screencast.com where content is viewed or downloaded.

To Share Content

1. Mouse-over a folder or playlist in the library, or a piece of content in a folder. Click Share from the menu that appears. The Share Content, Share Folder, or Share Playlist dialog appears.

2. Click on the code snippet that correlates to the share option that you need.
3. Right-click the code and choose **Copy** from the menu.
4. Click **Done** in the dialog box to close it.
5. Paste the code in your email, webpage, blog, etc.

What Your Viewers Will See

While Screencast.com can host any kind of file and make it available for download, Screencast.com only display certain file types within the view page.

Most video and graphic files can be viewed within Screencast.com's view page. When content can be viewed, it is automatically enabled for playback or viewing.

Here is an example of how video and images appear in the Screencast.com view page.

Video
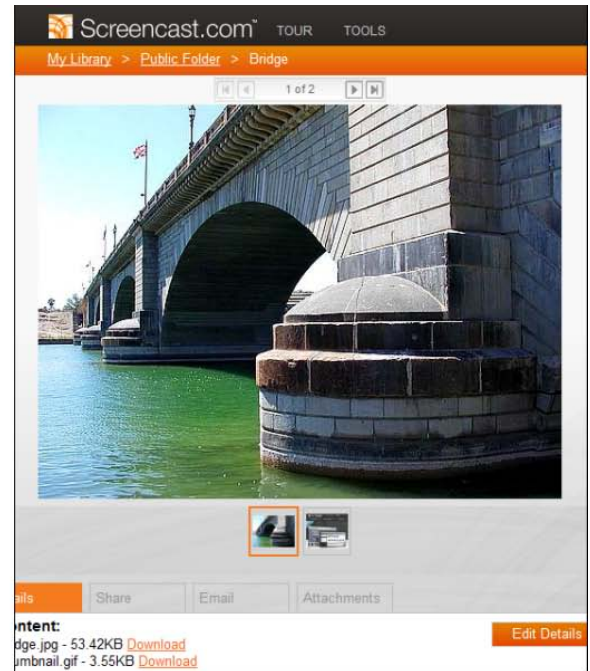
Image

Content such as Word documents, PDFs, and PowerPoint presentations cannot be viewed on Screencast.com and need to be downloaded in order to be viewed. When a content file cannot be viewed in the view page, a link is automatically created that allows your viewers to download the file.
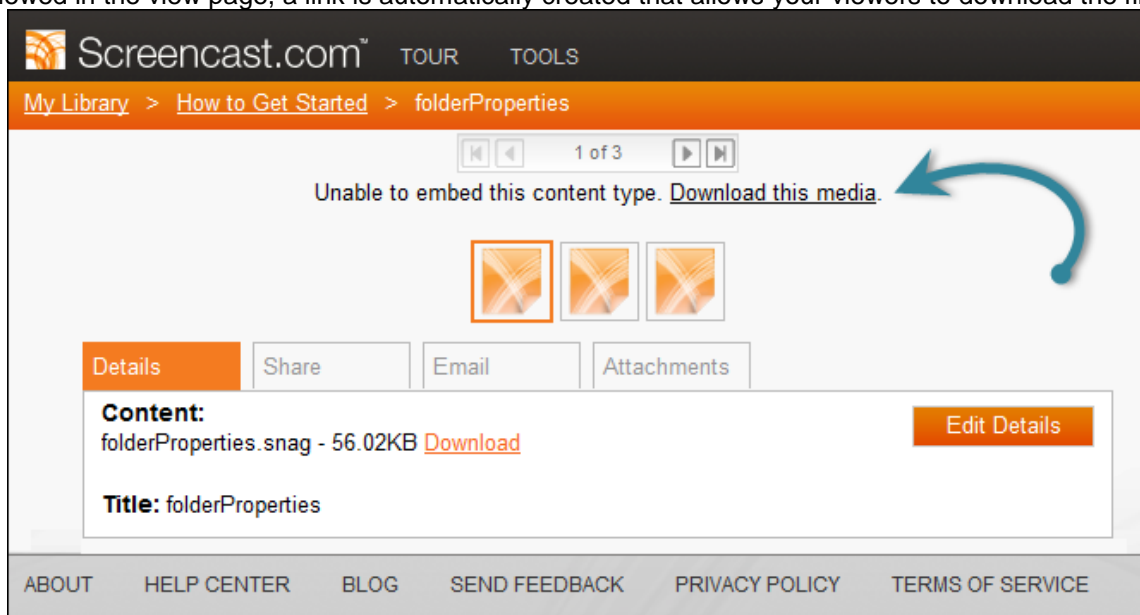
Embedding Content

You can insert or embed a video or image directly into a blog, website, wiki and more using Screencast.com embed code. When content is embedded, viewers see the actual video or image versus seeing a link to your content.

Content hosted on Screencast.com can be embedded in two ways:

1. In your blog or web page. Viewers do not come to Screencast.com.
2. A **MediaRoll widget** in your blog or web page. People see a list of your content on your webpage or blog and click the item they want to view. They are taken to Screencast.com to view your content.

Content Embedded on Your Webpage or Blog

Content embedded on your webpage or blog plays or displays on your page even though it is hosted on Screencast.com.

Here is an example of how an embedded video might appear on your webpage or blog.

When a piece of content can be embedded on your webpage or blog, the **Embed on your page** code option is enabled in the *Share Content* dialog box or the *Share* tab.


When a piece of content cannot be embedded on your page webpage or blog, this option is not available.

Embed Content on Your Webpage or Blog

1. Mouse-over a piece of content in a folder or the library. Click **Share** from the menu.
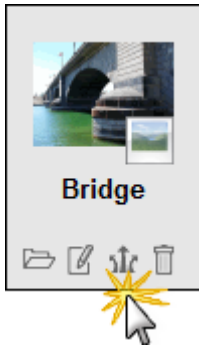
2. The *Share Content* dialog box appears.
3. Click on the **Embed on your page** code snippet to highlight it.
4. Right-click the code snippet and choose **Copy** from the menu. The code snippet is now ready to paste into your blog or web page.
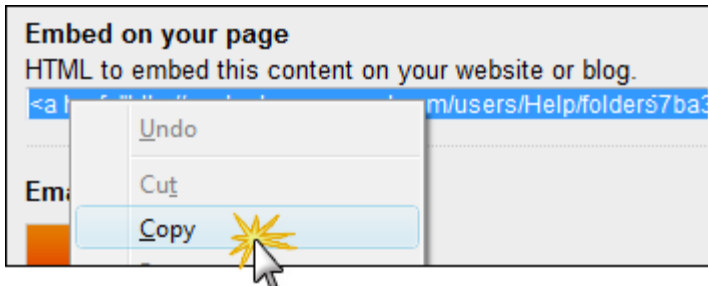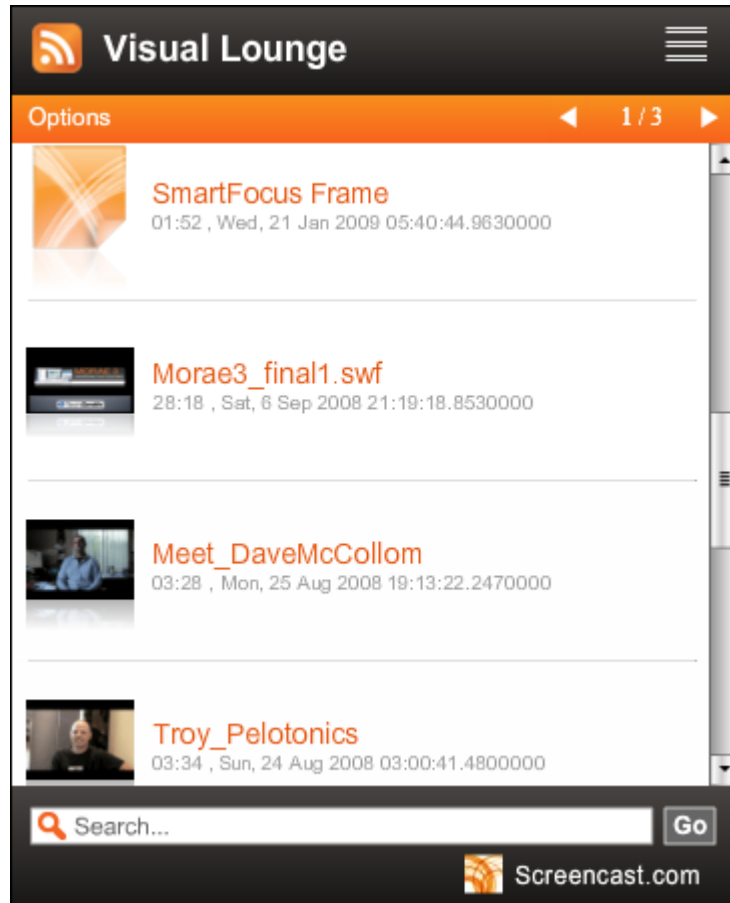
MediaRoll Widget Embedded on Your Webpage of Blog

You can embed the contents of an entire folder or playlist on your web page or blog using the **MediaRoll** embed code.

With this option, content is represented in the MediaRoll with a thumbnail image and a description of the content. When a piece of content is selected within the MediaRoll, the viewer is taken to Screencast.com to see it.

Here is an example of how an embedded MediaRoll might appear on your webpage or blog.

For more information, continue with **Embed Content Using a MediaRoll** on page **18**.

Embed Content Using a MediaRoll

A MediaRoll is an embedded widget that uses an RSS feed to display the contents of a folder or playlist on your webpage or blog. Content is represented in the MediaRoll with a thumbnail image and a description of the content. When a piece of content is clicked on within the MediaRoll, the viewer is taken to Screencast.com to see it.

Any time you add content to the folder or playlist on Screencast.com, the MediaRoll automatically updates on the webpage or blog. If viewers have subscribed to your MediaRoll feed, they are alerted to the change.
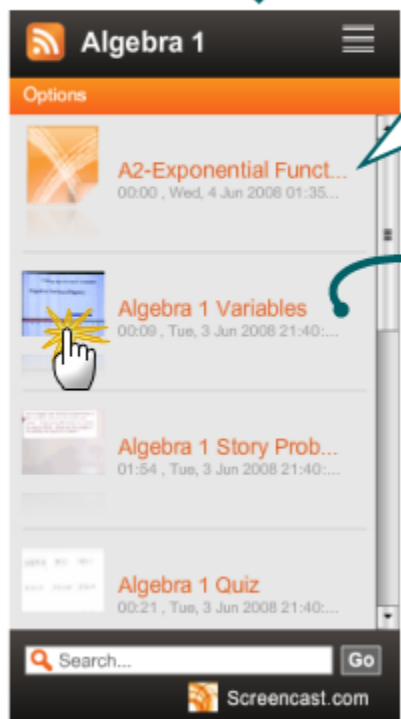
It is easy to use the MediaRoll - no programming skills are required - just copy the Screencast.com generated code and paste it into your blog or webpage.

The MediaRoll comes in two different formats: **Folder** and **Playlist**.

Folder MediaRoll

▶ Folders used for a MediaRoll must have a Public privacy level of Public.

▶ All the content in the public folder is shared when using the MediaRoll.

▶ An RSS feed is available to automatically notify viewers when updates are made to the MediaRoll.
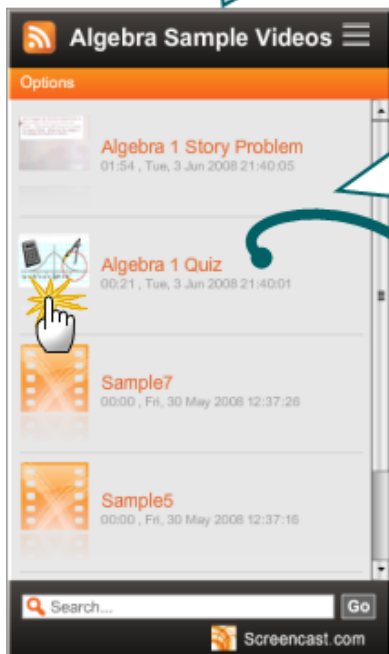
Playlist MediaRoll

Playlists provide a way to share content located in different folders in your library - you just group together the files that you want to share.

▶ Playlists used for a MediaRoll must have a Public or Hidden privacy level of .

▶ All the content in the playlist is shared when using the MediaRoll.

▶ You can add a single piece of content to multiple playlists.

▶ An RSS feed is available so viewers are automatically notified when updates are made to the MediaRoll.

▶ Embed a public playlist on your own Web page or blog using the Screencast.com MediaRoll.

To Create a Playlist

1. In your library, click the **Create Playlist** button. The *Create New Playlist* dialog box appears.
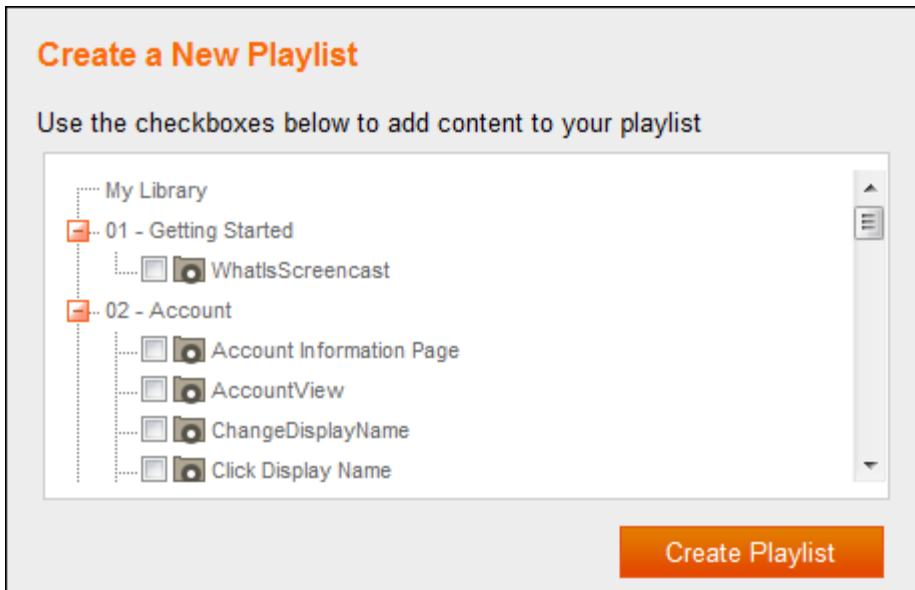
2. Check the boxes to add content to the playlist.
3. Click **Create Playlist**. The *Edit Playlist Properties* dialog box appears.
4. Enter a title and description.
5. If desired, select an RSS option.
6. Click **Change** to select the privacy level.
7. Click **Done**.

To Embed a Folder or Playlist MediaRoll

1. If you would like to enable the MediaRoll with an RSS feed, hover over the folder or playlist in the library. From the popup menu, click **Edit**. The *Edit Properties* dialog box appears. (If you do not want an RSS feed, skip to step #4.)
2. Choose the **RSS feeds** to show.
3. Click **Done**.
4. Hover over the folder or playlist in the library. From the popup menu, click **Share**. The *Share Folder* dialog box appears.
5. Click on the **Embed MediaRoll** code snippet to select it. Right-click the code to copy to the clipboard.
6. Click **Done**.
7. Paste the code in your webpage, blog, etc.

Include an RSS Feed

RSS is a family of Web feed formats used to publish frequently updated content such as blog entries, news headlines, and podcasts. You can add a feed to your folder or playlist so a viewer can subscribe to it and receive an automatic update when you add new content.

Sharing content via an **RSS Feed** is a way to quickly distribute your content to a wide number of people. The viewer who wants to receive the feed adds a URL into a reader. A reader is just a program located on the Web or on the recipient's desktop. Then, when changes or additions are made to your folders or playlists, they are immediately notified.

▶ Screencast.com can generate feeds for any of your public folders and public or hidden playlists. Just point your viewers to the RSS feed on a folder or playlist page, and they can generate the required feed URL by clicking the **RSS Feed** button.

▶ Viewers can use Outlook 2007, Google Reader, or any RSS reader of their choice. They just paste the feed URL into their reader.
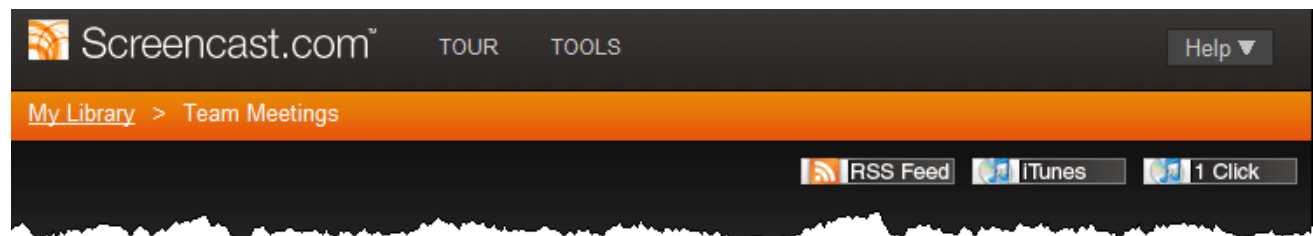
How do I turn on RSS for my content?

1. Mouse-over a folder or playlist and click Edit.
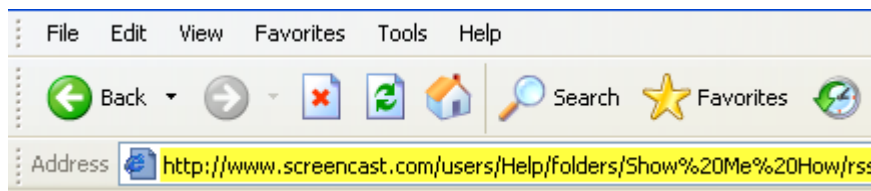2. Check the box next to RSS Feed to enable or disable that option for a folder or playlist.
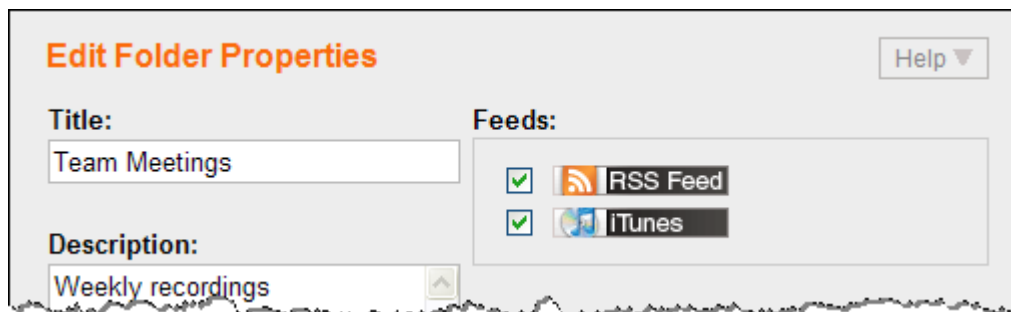
How do viewers subscribe to my RSS feed?

Your viewers will see the RSS option on your view page when they access your content.
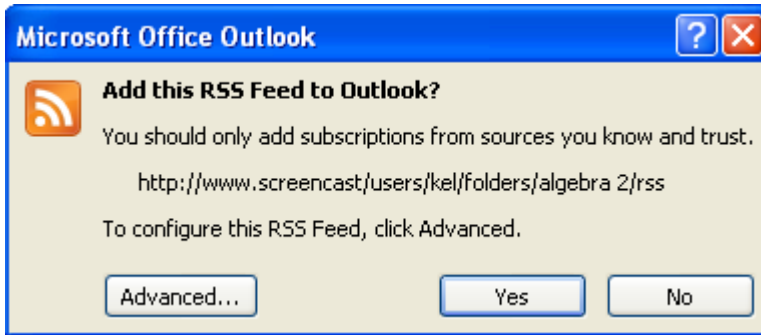
1. Click the **RSS Feed** button. The *RSS Subscription* page appears.
2. Within the URL field at the top of the browser window, copy the entire URL (it should end in RSS).

---

3. Paste the URL into the field provided by the reader.

4. You may see a confirmation dialog box. Choose **Yes** or **OK** to subscribe.

5. The content currently available in the folder or playlist is uploaded to your reader. When new content is added to the subscribed folder or playlist, you receive an update in your RSS reader.

Include an iTunes Feed

iTunes is a digital media player application, from Apple Inc. for playing and organizing digital music and video files. On Screencast.com, sharing content via an iTunes feed [iTunes] is a way to quickly distribute your content to a wide number of people using the iTunes application as the delivery mechanism.

People who subscribe to your iTunes feed are automatically updated (within iTunes) with changes to your content or additions to your folders or playlists.

If your content is uploaded to the iTunes Store, it automatically becomes searchable and available to anyone who has iTunes installed on their computer.

- Any content in a folder or playlist **not** iTunes compatible is not sent to the iTunes feed.
- Screencast.com can generate an iTunes feed for any of your public folders and public or hidden playlists.
- The iTunes digital media player application is needed in order to subscribe to an iTunes feed.
- An iTunes account is required in order to upload a feed into the iTunes Store.

There are two ways to use Screencast.com's iTunes feed: the basic option that generates the feed URL and the **1 Click** option.

Basic iTunes Feed

Just point your viewers to the iTunes feed on a folder or playlist page, and they can generate the required feed URL by clicking the **iTunes** button.

To subscribe, they enter the URL into the iTunes application under **Advanced** > **Subscribe to Podcast**.

1 Click iTunes Feed - The Fastest Way to Subscribe

The **1 Click** option [1 Click] is the fastest way for your viewers to subscribe to a folder or playlist since it automatically launches the iTunes application, copies the feed URL, and sets up the iTunes feed within the Podcasts list in your iTunes Library.

- Screencast.com can generate an iTunes feed for any of your public folders and public or hidden playlists.
- You cannot use the 1 Click option to upload content to the iTunes Store.
- Content in a folder or playlist **not** iTunes compatible is not sent to the iTunes feed.
- There is no 1 Click option to turn on within Screencast.com. When the basic iTunes feed is turned on, the 1 Click option is automatically enabled.
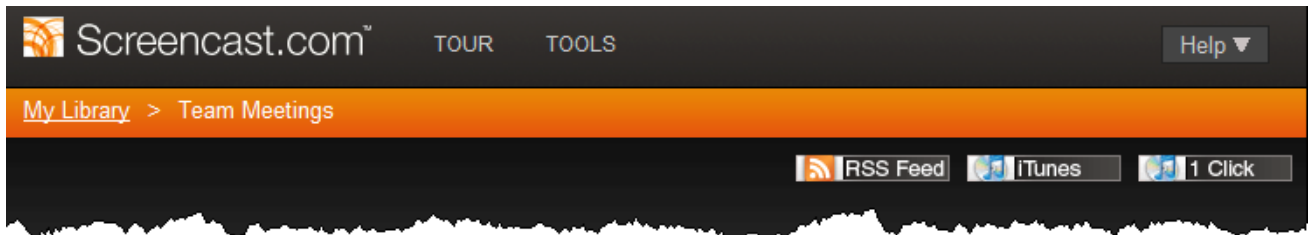
How do I turn on iTunes for my content?

1. Mouse-over a folder or playlist and click Edit.
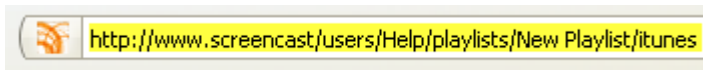2. Check the box next to iTunes.
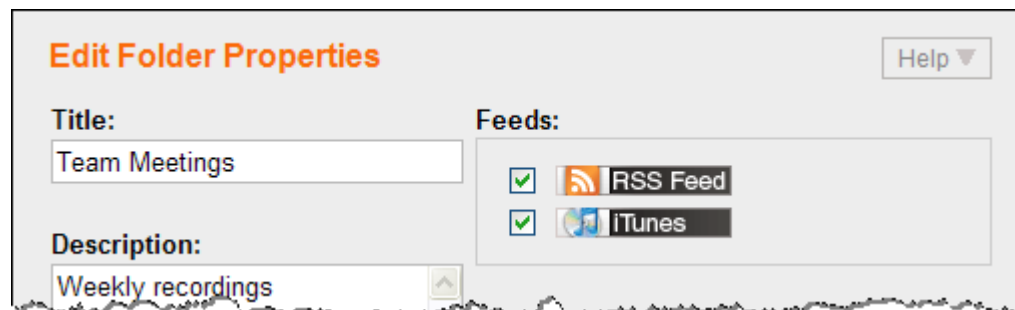
## How do viewers subscribe to my iTunes feed?

Your viewers see the iTunes options on your view page when they access your content.

1. Click the **I Click** option or, click the **iTunes** icon. The *RSS Subscription* page appears.
2. Within the URL field at the top of the browser window, copy the entire URL (it should end in itunes).
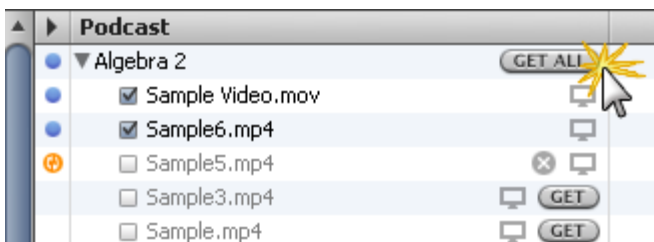

3. Open the iTunes application.
4. From the menu bar, choose **Advanced** > **Subscribe to Podcast**. The *Subscribe to Podcast* dialog box appears.
5. Paste the URL into the field provided.
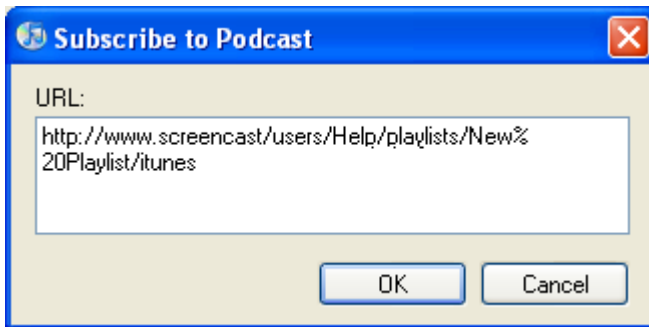
6. Click **OK**.
7. The podcast is added to your library.
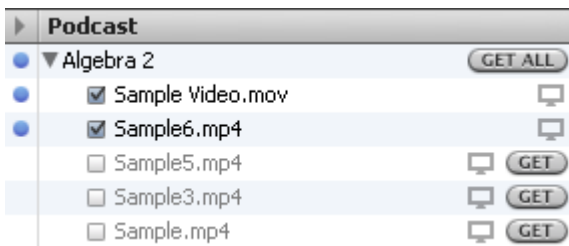
8. Click the **Get All** button to download all of the content into your podcast library.

View Your Content Statistics

You can view statistics for a folder, playlist, or content file. The library has two views: **Tile** and **Details**. The Details view is where you see the statistics.

In the library, folder, or playlist, click the **Details** icon in the upper right corner of the library page.

The library will change and the statistics become available.

From the library, you can view the following statistics for a folder or playlist:

▶ Last modified date for a file in the folder/playlist
▶ Privacy level
▶ Number of files in the folder/playlist
▶ Total size of all content in the folder/playlist

From inside a folder or playlist, you can view the following statistics for content files:

▶ Amount of bandwidth used
▶ Number of views
▶ Lost modified date
▶ Duration (for video)
▶ File size

Library Statistics

Content Statistics Inside a Folder

View Your Storage and Bandwidth Usage

The *Account Information* page provides an overview of your Screencast.com account. Within this page, you can:

- View your storage and bandwidth statistics.
- View or change your email address, display name, and password.

> ⚠ Changing your display name changes the URLs to all of your content, folders, and playlists. Any existing links or embedded content will break.

- Purchase a Screencast.com Pro, by clicking the **Upgrade Account** button.
- If you have a Screencast.com Pro account, view your account expiration date.
- If you have a Screencast.com Pro account, purchase additional transfer bandwidth by clicking the **Purchase more bandwidth** button.

To access the *Account Information* page:

1. Sign in to your account.
2. Click your **Display Name** link at the top of the Screencast.com page.

3. The *Account Information* page appears. Your bandwidth and storage usage are located on the right.

Understanding Bandwidth Usage

Transferring data on the Web is measured by something called bandwidth. Similar to your electric meter or water bill, bandwidth measures how much data you have transferred.

If you have a 10 MB file and it is downloaded once, 10 MB of bandwidth is used. If that same 10 MB file is downloaded seven times, 70 MB of transfer bandwidth is used. Partial downloads only use transfer bandwidth for the part of the file that was actually downloaded, so a file's views multiplied by its size rarely equals the total transfer bandwidth consumed.

When a Screencast.com account owner shares content and that content is viewed, they are billed for the bandwidth required to transfer the content throughout a particular billing cycle. Overall, this can be thought of as the cost of sharing content.

- At the beginning of a billing cycle, the total bandwidth amount starts over.

- For a rough calculation of how much bandwidth you might use, assume you have a 10 MB file and it is downloaded once, 10 MB of bandwidth is used. If that same 10 MB file is downloaded seven times, 70 MB of bandwidth is used.

- Partial downloads only use bandwidth for the part of the file downloaded, so a file's views multiplied by its size rarely equals its bandwidth consumed.

Since transfer bandwidth is used every time a video is downloaded, if a video is embedded on a blog or website, every time that page is loaded the video is downloaded again. To avoid using up your bandwidth, use a format that utilizes the Screencast.com click-to-view functionality (MPEG-4 or SWF). With this option, Screencast.com displays a "Play" image created from the video's thumbnail and the video is only downloaded if a viewer clicks the play button. Other video file formats begin to download the video as soon as the content page is accessed.

Video Formats Best for Screencast.com Viewers

While most video files can be uploaded to Screencast.com – not all file formats provide a good viewing experience for those who will come to view your content.

The following gives an overview of several video file types and recommendations for providing the best experience for those coming to view your videos.

MPEG-4 – (MP4) - Best for Screencast.com Viewers

The MPEG-4 video file format with H.264 encoding plays on any computer with the Adobe Flash Player.

- Offers the best compression for both screen recordings and high motion videos.
- Use to include customizable information such as logos, table of contents, custom about box, and more.
- More people can play Flash video since Flash is pre-installed in more browsers.

TechSmith ExpressShow™ (SWF) - Best for Screencast.com Viewers

The ExpressShow Flash (SWF) format is ideal for producing videos approximately 15 minutes or less in length and **do not** contain a great deal of motion, such as transitions, Zoom-n-Pan keyframes, and animation.

- Use the ExpressShow (SWF) to include customizable information such as logos, table of contents, custom about box, and more.
- More people can play Flash video since Flash is pre-installed in more browsers.

TechSmith ExpressShow™ (FLV) - Great for Screencast.com Viewers

The ExpressShow Flash (FLV) format offers good compression for both screen recordings and high motion videos.

- ExpressShow (FLV) files that contain customized information such as logos, table of contents, custom about box, etc. **are not compatible** with Screencast.com.
- More people can play Flash video since Flash is pre-installed in more browsers.

Adobe Flash (FLV) - Great for Screencast.com Viewers

The Adobe Flash (FLV) format offers good compression for both screen recordings and high motion videos.

- More people can play Flash video since Flash is pre-installed in more browsers.

Windows Media (WMV - Streaming Format) - Could be OK for Screencast.com Viewers

WMV, a Microsoft streaming file format, works well for longer recordings or recordings with higher motion. WMV produces very good image quality with a small file size. The WMV file format might be okay to use if:

- You choose a codec designed for use on the Web. A variety of audio and video compressors are available, including the Windows Media Screen video codec optimized for screen recordings.
- There are no customizations included in the video (from Camtasia Studio, for instance).
- Viewers have the current version of Microsoft's Windows Media Player. If not, Windows Media Player (automatically) contacts Microsoft and downloads new codecs. As a result, the computer playing the video will, in most cases, require Internet connectivity.
- You understand the bandwidth needs. If you don't set the production bandwidth high enough, during playback the video may turn out black, or blocky, or the image may freeze during playback.

QuickTime (MOV) - Could be OK for Screencast.com Viewers

The QuickTime file format might be okay to use if:

- You choose a codec designed for use on the Web. A variety of audio and video compressors are available.
- Viewers have the current version of Apple QuickTime player. If not, QuickTime will automatically try to install the latest version. As a result, the computer playing the video will, in most cases, require Internet connectivity
- Viewers understand that the entire file must download to their computer before it will begin to play.

GIF Animation File (GIF) - Could be OK for Screencast.com Viewers

Use the GIF video format to publish highly compressed and lossless short clips or animations that playback in any browser on any computer platform. The GIF file format might be okay to use if:

- You only have short clips with no real word video or high motion.
- You do not use audio.
- Your video is limited to 8 bit, 256 colors.
- Viewers know that the entire file must download to their computer before it will begin to play.

Audio Video Interleave (AVI) - Do not use with Screencast.com

The AVI format is typically used as a temporary video format while editing. Due to their large file size and viewing prohibitions, AVI files are not suitable for use on Screencast.com.

RealMedia Streaming Media (RM) - Do not use with Screencast.com

The RealMedia file format creates video files using the standard RealVideo and RealAudio codecs. RealMedia requires your viewers to have the RealPlayer and codec installed.

DVD Video Objects File (VOB) – Do not use with Screencast.com

- VOB files require your viewers to have the DVD playback software installed.
- Due to their large file size and viewing prohibitions, VOB files are not suitable for use on Screencast.com.
- Viewers must understand that the entire file must download to their computer before it will begin to play.

Camtasia for RealPlayer (RealPlayer Plug-In (CAMV) – Not supported by Screencast.com

The CAMV file format uses the Camtasia for RealPlayer Plug-In to stream video with perfect lossless quality.