



CCC Newsletter

Issue No: 005

Monthly Newsletter from the [CCC Mastery Program](#)

Disclaimer: Information provided in this Newsletter is of a general nature only. If you require specific information for your particular circumstances please contact Dr Christiaan Willems.

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Feature Article:

Feature article this month is about *Duration*

Micro Masterclass Video:

'Time

Q&A/Case Study/Tips:

It's All About You!



**Book-a-Chat
with Dr Chris**



Dr Christiaan Willems
Linkedin



This Month: **Time**

- from the desk of Dr Chris...

This month we are taking a look at *Time* and some of the implications that our viewing of television and video has made on our sense of time - over time.

As an audience we have been watching films, television and video for literally decades. More recently, with internet streaming and downloading to hand-held devices, means that we have developed a pretty well-honed appreciation of the screen medium – across platforms.

Given that, we have developed unconscious expectations of time and duration that we need to be consciously mindful of when we are making our own business videos. This month we take a closer look at the implications of that well developed 'bite-sized chunk' mentality.

So let's kick off this month with the feature article – '*Duration*'.

CCC Mastery Newsletter

Feature Article:

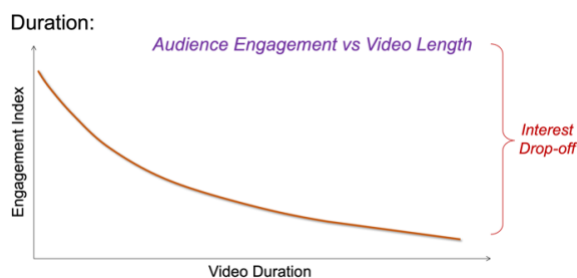
Duration

- by Dr Christiaan Willems

With 500 hours of video being uploaded to YouTube every *minute*, you need to find a way of cutting through that Tsunami of visual information.

Duration: Television gobbles up time. As an audience we no longer have the patience for long, lingering shots of long detailed speeches. Our viewing biorhythms have become so locked in sync with: the news grab; the television commercial; the internet download, that these have and continue to contribute to and indeed shape our 'bite-sized-chunk' mentality as viewers.

We want the instant answer, the instant solution, the instant fix. It is important to recognise this and take it into account when you are making your business videos.



Research tells us that the average duration of the most popular YouTube videos used to be about 120 seconds. We can assume that this includes non-professional content such as cat videos, people falling off ladders, dancing dogs, etc.

However, things continue to rapidly evolve, and I suggest in the professional context a duration of about **1 minute** is optimal.

Micro-Masterclass Video:

This month's Micro-Masterclass shows us how important a sense of time and duration is in creating your business videos.



Behind The Scenes/Q&A/Case Study/Quick Tips:

It's All About YOU!

As a CEO or Business Owner, you are the 'face' of your business. You are the *personification* of your organisation.

So how *you* come across will determine how your business is perceived, assessed, and judged in the professional world. Yes, it's all about **YOU**.

So you need to get Comfortable, Confident and Credible on-Camera, not just for your own professional reputation, but, more importantly, for the reputation of your business.

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