

VIDEO FEATURE IMPORTANCE SCALE SURVEY

Name:
Email:
Project Name:

For each question below, circle the number to the right that best fits your opinion on the importance of the issue.

Feature	Scale of Importance				
	Not at all	Not very	No Opinion	Some-what	Extremely
HTML5 Standards compliant	1	2	3	4	5
AVC/H.264 video compatible	1	2	3	4	5
True full screen view ¹	1	2	3	4	5
Dynamic overlays ²	1	2	3	4	5
Immersive full screen overlays ³	1	2	3	4	5
Subtitles / closed captioning	1	2	3	4	5
Multilingual audio	1	2	3	4	5
HTTP streaming delivery	1	2	3	4	5
Adaptive streaming delivery	1	2	3	4	5
Live streaming playback	1	2	3	4	5
User-controlled quality/delivery options ⁴	1	2	3	4	5
Disabled seek controls ⁵	1	2	3	4	5
Player usage / tracking	1	2	3	4	5
Customizable player skin	1	2	3	4	5
Embeddable player ⁶	1	2	3	4	5
Plug-in assisted playback ⁷	1	2	3	4	5
Social media sharing	1	2	3	4	5
Playlist management ⁸	1	2	3	4	5

¹ Video playback out of browser window, screen take-over. Not "full window" scaling of video.

² Includes graphics, widgets (e.g. content index)

³ Capability to retain overlays on top of video regardless of viewing mode (normal, full screen, windowed)

⁴ Enable controls for user to override default quality and/or delivery method (i.e. switch from adaptive streaming to HTTP delivery)

⁵ Prevent user from seeking ahead of the video

⁶ Easily add video player to any external web site or newsfeed.

⁷ Enable plug-in playback (Flash Player, Silverlight, QuickTime) where native playback is not available

⁸ Includes pre-, mid-, and post-roll options