



Cost-effective alternatives for video production

A case study for the video production company SkyProduction

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<p>Sammandrag:</p> <p>Det här är en fallstudie som behandlar om video produktions kostnadseffektivisering. I fallstudiet försöker jag ta reda på, om produktionsbolag kan producera korta marknadsförings videon i stor massa, med billigare utrustning och endast en person. Då teknologin tar stora framsteg, har det börjat komma fram flera billigare alternativ för att filma, med vilka man ändå kan nå hög kvalitets video material. Produktionsbolag försöker kontinuerligt hitta sätt med vilka de kan producera videon mer kostnadseffektivt, utan att slutliga produktens kvalitet lider.</p> <p>I denna fallstudie kommer jag att följa produktionsbolag SkyProductions fastighetsfilmings metoder och efter det kommer jag att försöka skapa ett mer kostnadseffektivt sätt för dem. Jag kommer att gå djupt in i SkyProductions nuvarande metod att filma fastigheter och dela in hela processen i delar, för att lättare kunna hitta var problemet ligger för tillfället. Efter att jag studerat deras nuvarande metod, kommer jag att planera en kostnadseffektiv alternativ för dem, där jag använder mig av billigare utrustning. Efter att ha planerat nya metoden i teori, kommer jag att göra en pilot test, var jag filmar en lägenhet med den nuvarande och nya metoden. När pilot testen är klar, presenterar jag slutliga produkterna till SkyProdcution och med hjälp av deras kommentarer och åsikter, kommer jag att försöka hitta lösningar till hur jag kan förbättra metoden.</p>	
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<p>Abstract:</p> <p>This is a case study, that researches the methods for cost-effective productions with low-cost camera gear. In this case study I will try to find out, if video production companies can produce short promotional videos in bulk, with cheaper gear, that only requires one operator. The technology of cameras is growing fast, this has led to companies manufacturing smaller and cheaper tools for filming, while still achieving high quality video. Production companies are continuously trying to find ways to produce videos more cost-effectively, without it affecting the quality of the end product.</p> <p>In this study I will follow the video production company SkyProduction's real estate video methods and try to propose and test an alternative cost-effective way of producing these videos. I will thoroughly examine their current method of filming and breaking it down into steps, so that it is easier for me to find the problems with it. After examining their current process I will plan a new way of producing these videos with low-cost cameras. When I have planned the method in theory, I will conduct a pilot test where I will film an apartment using the current and new method. After the pilot testing I will present the end products to the employees at SkyProduction and with the help of their notes about the videos, try to find solutions to make it work even better.</p>	
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<p>Tiivistelmä:</p> <p>Tämä on tapaustutkimus, joka käsittelee videotuotannon kustannustehostamista. Tapaustutkimuksessa yritän selvittää, jos tuotantoyhtiöt voivat tuottaa lyhyitä markkinointi videoita isommissa määrissä, halvalla kalustolla, käyttäen ainoastaan yhtä työntekijää.</p> <p>Teknologian edistyessä on markkinoille tullut paljon halpoja vaihtoehtoja kuvaukseen joilla kuitenkin voi saavuttaa hyvän laatuista kuvaa. Tuotantoyhtiöt yrittävät jatkuvasti löytää tapoja, minkä avulla voisi tuottaa videoita kustannustehokkaammin, vaikuttamatta lopullisen tuotteen laatuun.</p> <p>Tutkimuksessa seuran videotuotantoyhtiö SkyProductionin kiinteistökuvaus menetelmää ja yritän sen jälkeen luoda sekä kokeilla sovellettua kustannustehokkaampaa menetelmää heille. Tulen paneutumaan SkyProductionin kiinteistökuvaukseen tarkasti ja jakamaan koko prosessin osiin, jotta voin helpommin löytää ongelmalliset osat heidän tuotannosta. Tämän jälkeen yritän kehittää kustannustehokkaamman ja nopeamman tavan kuvata kiinteistöjä. Kun olen teoriassa suunnitellut uuden menetelmän kuvaamiseen, tulen tekemään piloottitestauksen, jossa kuvaan saman asunnon nykyisellä sekä uudella kuvausmenetelmällä. Tämän jälkeen esitän tulokset SkyProductionin työntekijöille ja heidän kommenttien perusteella, yritän löytää ratkaisuja, joiden avulla menetelmää voi parantaa.</p>	
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1 INTRODUCTION

The technology of cameras is growing fast, this has led to companies manufacturing smaller and cheaper tools for filming, while still achieving high quality video. There is still a difference between high end production cameras and the ones that are affordable for an average filming enthusiast.

The video production market is highly competitive and companies are continuously looking for ways to produce videos with a lower cost. Trying to find a cost-effective and mobile substitute for full-scale promotional videos using low-cost technology is a general problem that companies want to figure out. Companies who have a need to market several products or services on the web e.g. hotels, resorts or real estate, need an affordable way of producing short promotional videos in bulk. Can these new low-cost cameras be the solution for them?

In this thesis, I will conduct a test case for SkyProduction Oy, who provide a high end real estate video service for real estate agencies in Finland. In this case, I will examine their current working method in detail, after that propose and test a low-cost alternative for them. I will conduct a pilot test, where I will use the current method of filming and the low end alternative and log their responses. When the test is done and the responses are logged, I will be able to acknowledge, if it is possible for production companies to use low-cost cameras as a way of reaching a wider market. This will help me to conclude if production companies can adopt this low-cost method safely.

1.1 Background

I have chosen SkyProduction for the case study, because I have been working as an intern at the company since February 2017. I have been participating in the filming and editing of real estate videos with the company, so studying them as a case will work to my advantage. I know how their video service works and that will make it easier for me when I try to find solutions for the problem I am trying to solve.

As a start-up company, every channel of income is crucial to keep the company afloat. While doing big time consuming productions there should be a way of getting a continuous cash flow for the company, that does not take up too much time and helps pay the fixed costs. SkyProduction is at a point where the demand for real estate videos is growing and my case study could help them to be able to meet the demand, while still having time to work on their bigger productions.

1.2 Purpose and question formulation

The purpose of this thesis is to observe a film production company that produces short promotional videos for their customers. By taking notes of their current methods of producing these videos, I will try to provide them with a cost-effective alternative that would only require one operator instead of two. This case study could give the video production companies a solution to provide cheaper services for their customers, while saving their resources in the production.

The question I am trying to find an answer to with this case study is:

Can the low-cost cameras work as an acceptable substitute for production companies, when producing short promotional videos in bulk?

1.3 Method and material

I am trying to find a more affordable way to make real estate videos for SkyProduction and the best way to get something concrete to show, is to conduct a pilot testing of the new way of filming. It is easy to plan a new way of filming videos in theory, but to be able to compare it with the old way of filming a pilot testing is needed. When I conduct a pilot testing, I will be able to compare both services and through that find possible problems. "Pilot tests or test-marketing activities are conducted as "trials" to see the reactions from the market." (The World of Direct Selling, 2011) In my pilot testing the market reacting will mainly consist of workers at SkyProduction, because this is in such an early stage. There is no point in going straight to the customer with the first pilot test, if there is still changes that need to be done. As this is the first time I am conducting a pilot test of this sort it is better to be able to test it in a closed group before going public. Pilot testing is important if you are new to running usability tests, "Better to have your first try with a session that you can throw away if needed." (Schade, 2015). After conducting the pilot test I will be able to start working around the problems that might come up and start finding solutions for them.

I will conduct this thesis with case study as the method. A case study is an investigation of a specific phenomenon, a course of events, an institution or a social group (Merriam 1994 p.24). This is a qualitative case study, because it is concentrated on the real estate videos that SkyProduction provide and doesn't compare it with other company's services. There are four characteristics that define a case study, particularistic, descriptive, heuristic and inductive.

That a case study is particularistic means that it has its focus on a certain situation, event, phenomenon or person. This method works for my case because it focuses on practical problems that might occur in everyday life and real estate videos are a part of the everyday life of SkyProduction.

A descriptive case study means that the description of the phenomenon is comprehensive and thick. A descriptive case study should be comprehensive with as many variables as possible and at the same time describe how they interact

with each other. (Merriam 1994 p.26-27) In this thesis I will break down the current and new video service into descriptive phases of the process to be able to find out the strengths and weaknesses of both services. This will help me to get deeper in the whole process and finding the things that need to be changed to be able to find a solution for them.

A heuristic case study means that it can improve the readers understanding and knowledge of the case that is being studied. It also confirms the things the reader knew or thought he knew. (Merriam 1994 p. 26-27) My study will be heuristic because it will give a deeper insight of how the real estate video process goes. The reader might have a general thought of how you should film a real estate video, but this case study will possibly improve their knowledge of it.

An inductive case study means that you base the study on inductive reasoning. Generalization and hypotheses emerge from the information you have access to. These hypotheses might change during the study. The changes, new discoveries and understandings you get during the study, instead of the verification of the existing hypotheses are distinctive for qualitative case studies. (Merriam 1994 p.27) This characteristic is the only one that does not immediately fit into my case study. I still wanted to bring this up in my research for my method. I feel like I can use the case study as a method when three out of four characteristics match with my case study.

As the real estate video service is still such a new phenomenon, there is not many written theories about it yet, so the staff working at SkyProduction will provide the majority of the information for this thesis. To get a better view of how to make videos cinematic I have studied Blain Brown's Cinematography - Theory and Practice. Studying this book helps me understand why things are done as they are at the moment and seeing the benefits of it. This case study will mainly be based on my own notes that I have collected while observing and being involved with filming real estate videos. The solutions I will get to in this thesis will be based on my own interpretations and analyzes that I come up with while studying the two video services.

2 REAL ESTATE MARKETING

We live in a time where internet is the go-to channel when you want to research something. People are used to opening their internet browser and with a few chosen search words find what they are looking for. This is something that has also made a big difference in the shopping behavior. Instead of going to a mall to look around for clothes you can do it in the comfort of your own couch at home now that eCommerce has started to grow its share in the retail market. Digitalcommerce360 author Stefany Zaroban says that "e-commerce sales represented 11.7% of total retail sales in 2016", this percentage is after the author excluded things that are normally not sold through the internet i.e gasoline and automobiles. (Zaroban, 2017) To implement eCommerce to the clothing market is easy, because the customers know their sizes and retailers offer a good return policy if the clothes don't fit.

When it comes to turning the real estate market into the eCommerce age it will never get as easy as buying clothes. Buying a house is a bigger investment than a new top or jacket. But the real estate agents are doing their best to save the customers time by not having to go to several viewings just to be disappointed, that the ground plan and few images they saw on the internet did not live up to their expectations. The new way to help customers get a better view of the house is to film a comprehensive video of it. With images of the house it is easier to manipulate what the buyers see and what they don't, but with a video you will get a better view of the layout of the house. When the buyers have a possibility to see a tour of the house as a video, they can look at more options in a shorter time period, making it more time-effective for the consumer being able to narrow down their alternatives before visiting potential houses.

2.1 Real estate video statistics

This new way of marketing houses has gained a great success. One of the leading real estate agencies of Finland, Kiinteistömaailma, can back up this claim.

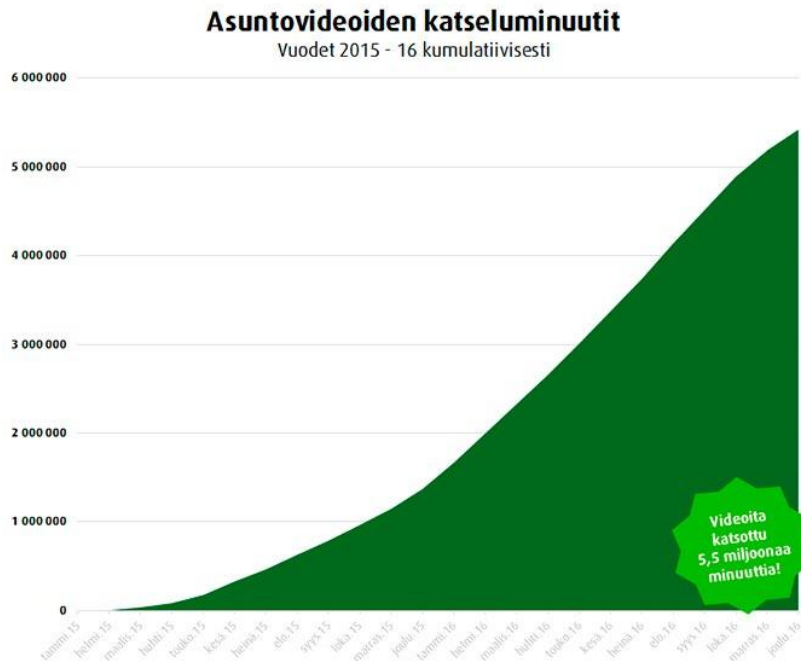


Figure 1. The amount of minutes spent watching Kiinteistömaailma's real estate video. Kiinteistömaailma Oy 2017

In 2016 Kiinteistömaailma filmed approximately 20 000 real estates and during 2016 their videos got 2.7 million views that equals 4 million minutes. To be able to provide proof of the benefits of real estate videos Kiinteistömaailma sent a survey to their customers and 766 of them answered. Three out of four thought that a video of the house helps in the process of finding a new house and the same answer came from people who had sold their houses with the help of a video. This directly indicates that there is a significant demand for real estate videos in the real estate market.

Asuntovideoiden katselijat ikäryhmittäin

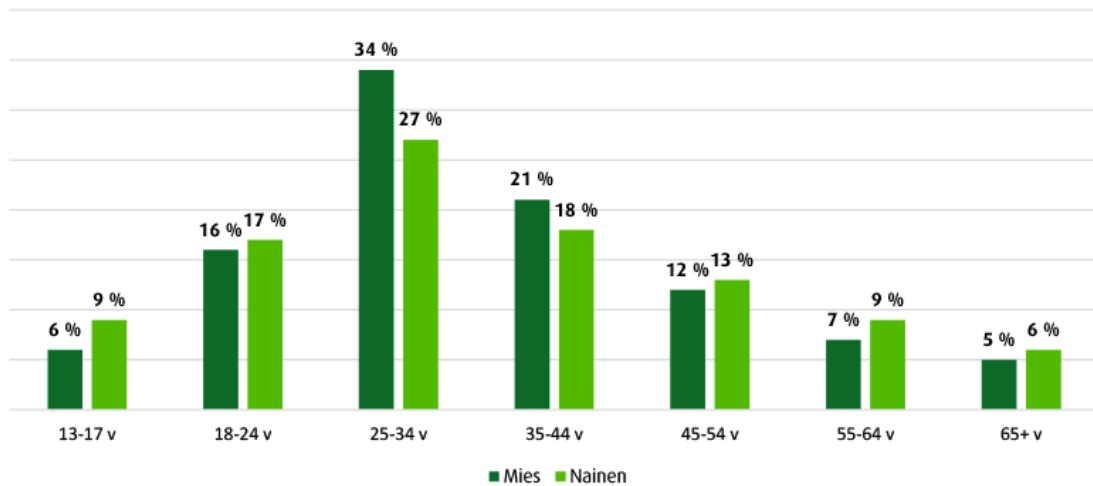


Figure 2 A separation of the ages and genders of the real estate video consumers. Kiinteistömaailma Oy 2017

The biggest target group for the real estate market are the new families looking for a house where they can start building their future together. This same target group is one of the busiest groups of people, working full time while taking care of their children and hobbies. It is clear that they want to save as much time as possible and this can also be seen in the results of the survey. A third of them who watch the real estate videos were between the age of 25-34 and half of all the viewers were 25-44 years old.

3 HIGH END VIDEO SERVICE

In this chapter I will go into detail of the current real estate video service that SkyProduction provides to their customers. The goal with this chapter is to give a descriptive explanation of how the service works at the moment, this will help me with the problem finding and solving in the end of this thesis.

3.1 Explanation

At this point SkyProduction only provides one service for real estate videos and it's a high end production that requires a two person crew to go to the location where they film the house or apartment with top of the line equipment. This service is time consuming for the company, but the end result makes it worth it when they film big houses. The high end video is meant to give a luxurious and comprehensive tour of the house and give potential buyers a glimpse of what their future life could look like living in the house. The video consists of wide, smoothly moving images of all the rooms and close-up images of all the unique details that add value to the house. These details are usually the fireplace, kitchen appliances and built-in electronics, e.g. home theaters. The real estate video also includes aerial footage of the house and the surrounding area with the closest stores etc. pinpointed in the video.

3.1.1 People needed

SkyProduction video services usually start when two workers arrive to the house in question with the real estate agent and owners also present. The real estate agent and the owners want to be there to be able to point out what they want to be highlighted in the video. So this service takes the time of four to five persons for 2 or more hours.

3.1.2 Gear needed

When going to a real estate filming SkyProduction has to drive to the location with a fully packed Ford Fiesta Van to get all the needed filming gear with them. For the videos they use two Panasonic Lumix GH4 cameras that film 4K video. One of the cameras is filming with a 10MM Voigtländer wide lens while being attached to a DJI Ronin steadicam rig that guarantees smooth movement without a risk of the shots ending up shaky. The DJI Ronin/camera setup is used to film the big pictures of each room.

The second camera is usually filming with a 25MM Voigtländer lens while being attached to a Rhino Slider Evo glidetrack standing on a tripod. The Rhino Slider setup is used to get the detailed images of the house. The Rhino Slider Evo is a 24 inch long glidetrack that is controlled with a controller. The glidetrack has an add-on called the Arc that gives you the opportunity to move the camera angle horizontally while moving on the glidetrack. The Arc is used to keep the camera pointing at a specific thing while still giving the video a smooth movement. Due to the inconsistency of the Finnish weather and lighting in the houses, SkyProduction also brings an extra light to the location so that they can add light or change the light temperature of a room when it is needed. This usually comes in handy when filming dark places like the sauna or when there is not enough natural light coming in from the outside.

For the aerial footage surrounding the house a DJI Inspire drone is used. The DJI Inspire is a drone that can be operated by one person, but to guarantee great footage SkyProduction has two persons operating it. One person is in command of the drone's movement while the other person operates the camera. Setting up this gear is a significantly time consuming process, all together with all the gear setting up and putting back together can take up to 20 minutes.

3.2 Process visualization steps

The easiest way to explain the process of filming is breaking it down to phases and explaining them one by one. Visualization of a processes is not only important, because it explains the phases. Visualization will also help you find the problems that are time consuming and expensive.

"everyone discovers exactly how the process happens, not how it is supposed to happen or how it happens on paper. In creating the process map, you uncover where those discrepancies between the ideal and the reality creep into your process." (Big Sky Associates)

When making a visualization of the whole process you can find a way to trim unnecessary steps and make the process more effective. "Discover unnecessary repetitions or time-wasting sidetracks, then trim as needed when you re-map the process" (Big Sky Associates) This is what i am hoping that the visualization of both processes will give me, an idea of what things need to be changed or taken away to make the video process more effective.

I broke down the high end process into 12 steps as shown in the illustration below. I will now go into detail of each of these steps.

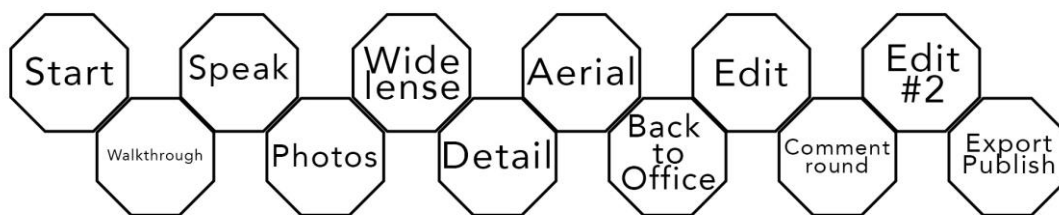


Figure 3 A process visualization of the 12 steps needed to produce a high end video service. Rasmus Sjöberg 2017

3.2.1 Start

The high end video process starts from the office where the crew has a list of everything that needs to be taken with them to the location. They check that everything has fully loaded batteries, formatted memory cards and all the necessary gear needed. When everything is ready the van is packed with all the gear and they start driving to the location. The locations are usually in Espoo or Vantaa so the drive time is around 30 minutes from the office that is located on Fredrikinkatu 61 in Kamppi.

3.2.2 Walkthrough

It is important to create a trustful relationship with the client, which usually are both the real estate agent and the owner of the house. An open conversation and interaction with the clients is the basis for a good working relationship, making sure that everybody is on the same page.

When the film crew arrives to the location they start off with a walkthrough of the house. The real estate agent and the house owners show all the rooms and point out the details they want to be brought up in the video. The film crew has to show that they respect the client's opinions and property, but still bringing their own professional input.

3.2.3 Speech

It is possible, if decided in advance, for the real estate agent to do an introduction and ending speech for the video. This can give the viewers a more personal feeling, when watching the video. In the speech they usually welcome the viewer to the location and they tell a few appealing facts about the house. They can welcome their viewers to follow them in and see the house. After the video tour they can say a few final words and encourage the viewer to be in contact if they want a private viewing.

3.2.4 Photos

Because traditionally photos are still mainly used by real estate agencies, SkyProduction wants to provide that service in the same package while filming the houses. One person starts photographing the rooms while another starts filming the detailed images of the other rooms. Photographing the rooms is a time consuming part of this filming process, because there is no margin for error in images. The images should give a clean and high quality view of all the rooms, while being as realistic to the actual room as possible.

3.2.5 Wide lens shots

These are the DJI Ronin shots that are taken with the wide lens. These images are the ones that give you the big picture of the house. When filming with the DJI Ronin you are trying to achieve a smooth movement that gives the viewer enough time to look at the layout of each room. When filming with the DJI Ronin you take two different shots of each room, one where you walk into the room and then a panning from side to side of the room. The panning shot is usually taken from a few different corners of the room so that it gives you a few options in the edit.



Figure 4 The DJI Ronin with a Lumix GH4 attached to it. The camera setup used for the wide lens shots. Photograph Riku Leppänen 2017

3.2.6 Detailed images

When filming the detailed images you have to visualize and decide what specific details would add value to the house. As I mentioned earlier the normal things you want to bring out in the detailed shots are the built-in appliances, like the fireplace and the stove. Because you also want to give the viewer an image of what it could be like living in the house, you want to film nice furniture and decorations in the house. The other reason for the detailed images are to add cinematic value to the video, these images give the video different image sizes and they also work as a good tool for the edit while changing from one room to another room. The demand for detailed images depends on the clients as well, some clients want to keep the video completely focused on the bigger picture of the house, while some want to give the house a more personalized feel. Every client has their perspective of what makes the house unique and it is SkyProductions task to bring that out in the video. This is something that needs to be made clear before the filming begins, so that the camera crew doesn't have to film unnecessary images.



Figure 5 . Jussi Lauren filming a detailed shot of the kitchen appliances with the Rhino Slider Evo glidetrack. Photograph Riku Leppänen 2017

3.2.7 Aerial images

As Finland's leading aerial video production company SkyProduction takes great pride in their knowledge and competence in this field. It is important for the potential buyer to get a picture of the surrounding area and the facade of the house. SkyProduction has a possibility to embrace the surrounding as an added value for the videos. The aerial footage adds a lot to the value and gives an overall and bigger cinematic feel. The usual regime for the aerial footage is to film the house from a few angles where the house is the main focus. The camera crew does research beforehand of the surrounding area and locates for example the closest grocery store, schools and public transport possibilities.

3.2.8 Moving back to the office

After filming everything that is needed, the camera crew heads back to the office where they can start editing the video. Traveling back to the office once again adds approximately 30 more minutes to the process.

3.2.9 Edit

When the camera crew gets back to the office, they can start editing the videos. There is a clear structure for how the video should be edited. All the real estate agencies have their own music, animations and pointers for their videos that have been done beforehand for them by SkyProduction. The video starts off with an establishing shot of the geography. In the book *Cinematography - Theory and Practice*, Blain Brown calls this Laying out the scene, "In other words we have to give the audience some idea of where they are, what kind of place it is" (Brown, 2013, p.18). In real estate videos these are the aerial footages with a wide image of the house and its facade. When the outside of the house is introduced, the real estate agent gives his introduction speech.

During the introduction outside of the house, the editor adds the basic information of the house in the bottom right corner. The information is basically the same that you would've seen in a paper ad, it contains the address, the size of the house

and how many rooms it contains. Then the tour of the inside of the house is usually built in a chronological order based on how the layout of the house is.

The detailed images are used as a smooth transition in between rooms, while giving the viewer some time to process what they've seen. Brown calls these atmosphere inserts, "these are little touches that contribute to the mood, pacing or tone of a scene" (Brown, 2013, p.26) After the inside tour the video changes to the outside of the house where the editor pinpoints the information about the surrounding area. The video ends with the real estate agent giving the ending speech where he or she hopes the viewers enjoyed the tour and encourages them to be in contact if they want a private viewing of the house. After this part the editor adds the ending animation that includes real estate agents name, number and e-mail and the company's information. When the video is completely edited, it has to get color corrected to get a cohesive color scheme throughout the whole tour. This part can be time consuming or it can be done in a few minutes. All depends on how much the lighting varies in the different rooms.

3.2.10 Comment round

When the editing is done the video is exported as a compressed version and published on Wipster. Wipster is a tool for customer to look through the video and if they have anything they want to change they can pause the video on that place and add a comment of their desired changes. Wipster is the perfect tool to skip unnecessary misunderstandings, that can come up when communicating through e-mail. When the customer refers to a part in the video via e-mail there is a big chance, that the editor doesn't understand what they are trying to explain. When the customer comments on Wipster, the editor saves a lot of time. The editor immediately knows what changes need to be done. The first version that is posted to Wipster is a compressed one. The company saves time by not having to export a full quality video at this point.

3.2.11 Edit #2

If the customer has any changes they want to be made in the video, the editor makes the changes. When the changes are done, the final version can be exported.

It is important that the customer feels that their voice is heard throughout the whole process. Through open conversation both the client's opinions and the company's expertise combine in the final product.

3.2.12 Export / Publish

At this point the whole video is done and it is time to export the video for the internet. The editor sends the final video to the real estate agent and they then publish it online.

3.3 Benefits with the high end service

The benefits of the high end video service is that it will really give the house a luxurious feeling. When you are looking for your future house you really want to get the WOW-effect already at the moment when you are just sitting at home on the computer scrolling through tens of houses. If you are an upper class member of the society you have the expectation, that everything you buy has to be up to a luxurious standard. If the video is not top of the line you might lose interest at an early stage, that will lead to you not going to the house for a viewing. The video is made to be a cinematic experience for the viewer. It tries to make the viewer feel like they could live in the house.

Because the cameras are top of the line, it's easier to adapt to the problems that might come while filming, for example if the house is too dark.

3.4 Problems with the high end service

Even though the high end video as an end product is spectacular and proven to have a positive effect on selling houses, it still has problems. You can look at the service from the perspective of the provider, SkyProduction, or the customers and both of those have different problems that can be brought up. I will look at it from SkyProductions perspective at this point. I decided to go in on two of the main problems, problems that are the main reason for this whole case study to be exact.

3.4.1 Time consuming

As I've explained it earlier in this chapter of my thesis the high end service is a long process that is very time consuming. It takes the time of two persons for two or more hours, just to get to to the editing part of the process. When SkyProduction is still a small company with only 3 persons who work with the real estate videos and the demand for videos is growing fast, they are starting to get to a point where they can't do all the videos their customers ask for. There is an urgent need to find a solution for the real estate video service to save time and get to making more videos on a shorter time period.

3.4.2 Too exclusive for smaller apartments

The high end video service is too exclusive for smaller apartments. My point with this is that when you are filming a smaller house there is not a need to be as detailed as in big luxurious houses. When filming smaller houses or apartments, the amount of potential details to add to the videos decreases, but that doesn't mean that the workload for SkyProduction would be smaller. They still need to go with the gear to the location and do the exact same thing as in bigger houses. The only factor that changes is that they don't film as many detailed images. The time spent in the house still stays almost equal to the bigger houses. When SkyProduction only provides exclusive high end videos for real estates, the price for the service becomes too big for the smaller apartments. This is the main reason for my case study, to find a solution to provide a more affordable service

for the smaller houses and apartments so that SkyProduction can reach a wider customer base.

4 LOW END – NEW PRIMARY IDEA

This is the theoretical explanation part of the new idea for the cost-effective way of producing real estate videos. This will work as the basis for the pilot testing that I conduct. Explaining the new idea thoroughly at this point will make the pilot test make more sense. When both ways of filming videos is explained in depth it will be easier to compare the end results and finding the problems.

4.1 Explanation

SkyProduction has a clear need to come up with a cost-effective and affordable way of providing real estate video services for their customers. A way of providing the customers good videos for a smaller price and at the same time saving the company's resources. This new service is planned to fulfill the need for real estate videos for smaller apartments, while keeping a good consistent quality that the customers are used to getting from SkyProduction. SkyProduction wants a service that can be produced in bulk. A service that would only require one person to go to the location and quickly film the house and move to the next location to film. The aim for the low end video service is to make it more mobile, while keeping the smoothly moving cinematic feel that they give with the high end service.

4.1.1 People needed

The aim for this new service is to save time of the company and the customer. When the high end service takes up a long time of three to five people. The aim

for the low end service is that it would only take the time of two persons, one from SkyProduction and the real estate agent or the owner of the house. The aim is not only to save time for smaller amount of people, it's also meant to save time on the location.

4.1.2 Gear needed

The high end service needs a fully packed Ford Fiesta Van to move the gear to the location, but with low end service everything needed would fit in one backpack. The camera used in this service would be a DJI Osmo, a handheld full HD camera attached to a stick with a gimbal stabilizer. You attach your smartphone to the stick and connect it to the cameras WiFi and you are ready to start filming. The DJI Osmo has a joystick like button that you can move with your thumb that gives you the opportunity to move the camera in all directions. It also has a trigger that that you can hold to keep the camera pointed at a certain direction even if you are moving around. Setting up this gear takes you around one minute. This means that it is already at this point saving a massive amount of time. If the customer wants aerial footage you will also need a DJI Phantom 4 with you. The DJI Phantom 4 is a smaller drone that has a fitted backpack for it.



Figure 6 DJI Osmo, the camera that would be used to the low end videos. DJI 2017

4.2 Process visualization

I'm going to break this process down to phases to demonstrate how this way of filming is faster in theory. This will help me in a later phase to compare the two services. I broke this process into 5 different phases. As you might see, I excluded the photographing from this visualization, because the photographing is actually an extra service for the customers.

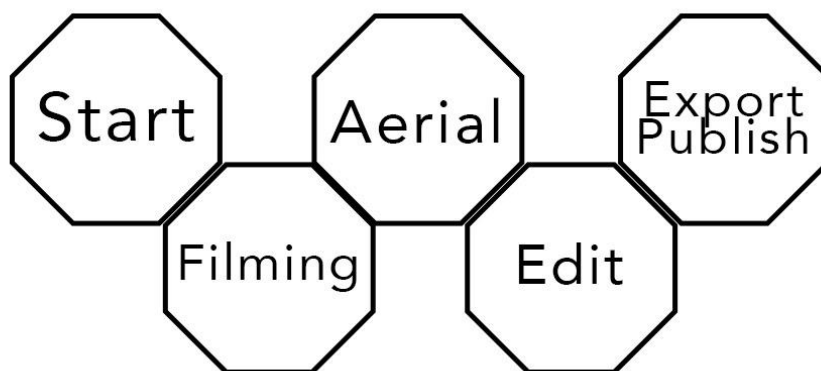


Figure 7. Process visualization of the 5 steps needed to produce a low end video. Rasmus Sjöberg 2017

4.2.1 Start

When you start from the office you check the batteries and memory cards and then grab the DJI Osmo and if the customer also wants aerial footage you take the DJI Phantom 4 backpack with you. This process will clearly be faster than the high end service, because there's so much less things to pack with you when you leave.

4.2.2 Filming

Once you get to the location you setup the camera and can almost instantly start filming. While walking from room to room the customer can tell you if there is anything special they want to be brought up in the video. The communication with the customer is still an important part of the process. It may be easier to communicate on an one to one basis with the customer. If there's fewer people in the house during the filming, the process will be faster. The DJI Osmo films with a wide angle so when filming you want to film the same way as you would when with the DJI Ronin, one shot where you walk into the room and then a few panning from different corners from the room. If the house has unique details you film a close-up of them with a smooth horizontal or vertical movement. As you might realize this will clearly be a remarkably faster way of filming a house.

4.2.3 Aerial images

After filming the inside of the house you setup the DJI Phantom 4 and film a few shots of the facade and fly the drone high up and film the surrounding area. Because you are flying the drone alone it will be a bit more complicated to film, so the shots taken will be a bit simpler than in the high end. The aerial footage will still give the video that extra spice needed to give it a high quality look.

4.2.4 Edit

When everything is filmed you go into the car and start importing the media to

your laptop and after that practically do the same thing as in the high end video except for adding the pinpoints to the aerial footage. Instead of the pinpoint, you can add text that tells the viewer what the distance is to the closest grocery store and school. After editing the video to the music and adding the intro and outro animations you do a quick color correction and then the video is done.

4.2.5 Export

With the low end video SkyProduction is hoping that they can skip the comment round and directly send the customer the final product. The reason why this could work is that because the houses filmed with the low end service would be smaller there is a smaller chance that there is things the customer wants to be changed. This would save a lot of time and if there would still be something that needs to be changed it can be done afterwards. When the video is edited the person can start exporting it and then driving to the next location and when filming the next location leave the laptop in the car to upload the video to the customer.

4.3 Benefits with the low end service

This low end video service has the potential to be the solution that SkyProduction needs. It will only take up the time of one person from the company and it will save a magnificent amount of time if executed correctly. With the low end video one person can optimally produce 5 videos in one day if needed. As the demand for more videos is growing this would be the optimal way of being able to keep up with the orders.

4.4 Problems with the low end service

It is clear that there will be problems with this service, if the customer compares

it with the high end video. However, this service will be more affordable to the customers as well. One of the main concerns SkyProduction has for this is that the quality of the video will not be good enough to keep up with the high end video production company, that they have branded themselves as.

4.4.1 Quality

The possible problems with the low end service are that the quality of the video will not be good enough for the real estate videos. One problem is that the light intake of the camera is not to the standards of the high ends. Because you can never fully rely on the weather outside and the lighting of the houses, there is a chance that dark places like the sauna will be problematic to film. That is the reason for pilot testing both services in a location to be able to have a side by side comparison of the end results of the videos. The other problem that might come up when testing this service is, that even though the DJI Osmo has a stabilizer the videos might still be too shaky while filming. Thankfully there are ways to stabilize the footage while editing the videos.

5 PILOT TESTING THE SERVICE

When we started testing out the new service we had to have a way to see the difference between these two services. The only way to do that is to film a location using both styles and then compare the outcome. The location we filmed was a 52 square meter apartment located in Herttoniemi, Helsinki. The apartment had a living room, bedroom, bathroom with a sauna, a balcony and kitchen. This location had all the elements to work as a pilot for the new service, because it had a sauna and a balcony. It would really highlight the problems that we had thought about before we started. The sauna is one of the parts of every location where you might have problems filming, because it's such a dark room. You usually need an extra light source to be able to get good quality footage. When you film with a high end camera the light intake is superior to low end cameras and the chance of the image to get grainy is lesser. When it comes to the balcony, you are completely relying on the weather outside. If it's a really sunny day there

is a big chance that the image gets overexposed and that is something you don't want to happen. For this pilot this is a good thing, because when we filmed with the high end camera and low end camera we would instantly see how big the difference would be and from that it would be easy to do a comparison of the outcome.

Before we started the pilot test we needed to do a list of what we wanted to find out, what are the elements we want to compare?

The things we decided to look at are:

- The duration from start to beginning of filming, this includes setting up the equipment.
- Duration of editing, this includes the time of importing the material to the computer.
- The quality of the end product.

To be able to benchmark this test SkyProductions DoP (Director of Photography) Riku Leppänen filmed the apartment first. I followed him and took notes to be able to replicate what he did. when it was my time to film with the pilot equipment. We hoped that the end result would visually look the same so that the only thing to compare was the quality and not the cinematics. Because I mimicked the way Leppänen filmed the apartment it made it easier for me to try to edit both of the videos to have the same kind of cinematic view.

5.1 Results of the pilot test

In this part I will go through the results of the pilot test. I will look into the three elements that I decided to look at, the duration of the process, the editing and the final product.

5.1.1 Duration of the process

With the high end process from walking into the apartment to walking out it took 1 hour and 20 minutes for Leppänen to film. The setting up of the filming gear took 6 minutes and 30 seconds. With the low end process it took me only 40 minutes from walking into the apartment to walking out and less than a minute to set up the gear. The reason why I managed to film the apartment in half the time of the high end way is because of mobility. When filming with the DJI Osmo you do all the work with the camera in your hand and you can easily adjust the angle you film from. With the high end process filming with the Rhino slider you constantly have to adjust the angles and height to get the perfect shot. This of course guarantees a stable and smooth video, that will turn out better in the end.

5.1.2 Editing

To edit the videos I used a MacBook Air with 4GB DDR3 Ram, 1.6 GHz Intel Core i5 processor and Intel HD Graphics 6000, 1536Mb graphics card. It is not the fastest laptop to use for importing and editing big files, but it gives a good reference to compare the amount of these two videos. When importing the files from the high end video, it took me about 15 minutes and under 8 minutes with the low end video. The editing for the high end took me about 45 minutes when again the low end took me around 30 minutes. The reason why it might be a bit hard to do a comparison with the editing is that first I edited the high end video and concentrated more on the story. Editing the second video I already had the vision in my head, this made it easier to complete it. When exporting the videos it took me 8 minutes for the high end and 3 minutes for the low end.

What I can take out of the editing part is that there is not really a large difference at this point, but when you film the videos on location you should already at that point try to visualize the end product and the flow of the video so that you save time in the edit.

5.1.3 The final products comparison

When both of the videos were done it was time to look through them and try to see the differences. There was a difference with the videos, that is for sure. The first thing that catches the eye is that the high end video is sharper than the low end. When you watch both of the videos side by side you can clearly see which one is the high end video and which is the low end. As I thought there would be a notable difference with how the camera had dealt with the light source. In the sauna part the low end video gets grainy, but the quality exceeded my expectations. When looking at the cinematic part of the two videos you see that the image size is not changing at all in the low end video because you can't change the lens on the DJI Osmo. This is a minor thing when the point with the videos is to give an overall view of the apartment, but as professional video producers that is one thing that catches the eye.

5.2 Acknowledging the problem with the low end service

When I had edited and exported both of the videos I presented them to Miika Rätty and Jussi Lauren to see what their thoughts were. As a first reaction they were surprised of how good the low end video looked compared to the high end video. There were still notes that they had about it. One the problems that we assumed would come up was the low light problems that occurred in the sauna. Another problem that we discussed about was that the low end did not save enough time and that there should be a different approach to the the whole process of the video. One of the big things that got brought up by Lauren was that the brand of a high end video production company could be affected if SkyProduction started providing a service of this sort. The low end video should not try to take over the high end video at this point, it should be sold as a completely different service with a different target customer group.

6 SOLUTION FINDING FOR THE LOW END SERVICE

After pilot testing and discussing it with Rätty and Lauren I had to try to find a better solution for the low end video. What are the factors that need to be changed so that SkyProductions high end brand doesn't get affected? How should these two services be separated?

6.1 Separating the two ways of filming into different services

As I mentioned earlier one of the problems with the low end video service is that it doesn't really fit into SkyProductions high end luxurious video brand, so I need to find a way to make it suitable for the brand. While branding the low end service SkyProduction has to make a clear segmentation for whom this service is meant for. There has to be a clear line drawn between the target customers of the high end and low end service.

6.1.1 Exclusive for luxurious houses

The high end video should be targeted for them who live in high class, luxurious houses, that have many details that need to be brought up in the video. The focus is to give the viewer a comprehensive view of the house while at the same time showing them how good their life would be if they lived in this location. If the house has unique features that clearly add value to the house, then the customer should use the high end service. The high end video service has proven to be working for a specific target group and should stay as it is at this point. It shouldn't try to be the solution for the average customer who are selling their house. This service should be sold as the exclusive video for them who really want to impress the possible buyers from the beginning.

6.1.2 Low end videos for smaller houses

The point with the low end service is to be cost-effective and fast to create from beginning to end. The low end service should target the bigger part of the real estate market, it should target high rise apartments, row houses and duplexes.

While filming these houses, the point is to get an overall view of the layout of the house. This is easy to execute with the DJI Osmo as you film a steadicam shot into every room and a panning from one corner to the other. These standard houses don't have the same amount of the luxurious installations in them, so the high end service might not be needed. When filming the house you should skip filming the close-ups of the details, because they won't give the same kind of effect as it would with the high end filming gear. As one of the big problems that occurred when filming with the DJI Osmo was the light, these parts should be skipped. There is no need to film inside the sauna, you can just film the bathroom so that the viewer sees that there is a sauna in the house.

When the high end videos are around 2 minutes long, the low end videos should not be stretched out to be the same length. The video can easily be 60 seconds or less while still giving the viewer a comprehensive look of the house. The point with the low end video should be to save the potential customers time while trying to find their new house, it doesn't need to be the most cinematic video that they've seen. If the video shows all the rooms and an aerial video of the building and the surrounding area, it will do its job. This way it would save even more time for SkyProduction, the real estate agent and even the potential house buyers.

One change to make the video more effective, would be to still employ two persons working on these videos, but one would never set foot in the house. If one person goes to the locations and films them and while driving to the next place uploaded them to an editor at the office, there would be a possibility that the amount of videos made per day would be higher. If this change would be done to the service, both persons would have a clear task for them and that would give them the chance to fully concentrate on either filming or editing. That would lead to a better workflow, when the one who films ends his day he will send the last video to the office and when the editor comes to the office the next morning he would immediately have one project to start on, without having to wait for the first materials to come. Even though there would still be two persons working on this service, it would be saving a lot of time and in that way in a while become more cost-effective for the company. I have illustrated how this workflow would work as a process visualization like I did in the earlier stages as well.

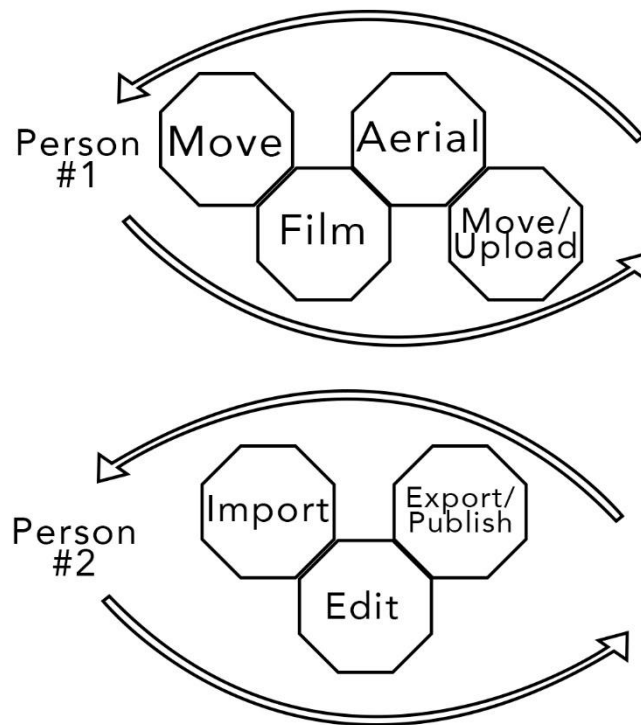


Figure 8 Process visualization of how the low end video service could become more cost-effective. Rasmus Sjöberg 2017

As you can see in these two process visualizations, there wouldn't be wasted time in between the filming and editing because they would be working the same time. While one person is filming a house the other one would simultaneously be at the office editing the previous house. The workflow would be continuous and that would lead to an increase in the amount of projects completed in one day.

6.1.3 Alternative solution

There could be an alternative way to make the low end video service even more cost-effective, SkyProduction could start educating the real estate agents to film with the DJI Osmo. If SkyProduction could start providing training seminars for the real estate agencies where they teach the real estate agents how to film a house in a simple way, it would save even more time for the company. The real estate agent would go to the house and film a steadicam shot into every room and then a few pannings from different corners and then just send the material to

an editor at SkyProduction who then edits and color corrects the video. If the real estate agents would feel comfortable with filming on their own it would give SkyProduction the chance to start producing these videos in an even grander scale where the traveling to locations would completely vanish. That would also give SkyProduction the possibility to target the real estate market in a national scale. SkyProduction would work as an educating and supporting company for all the real estate companies in Finland. This is of course a ambitious way of trying to penetrate the whole nation's real estate video market and it wouldn't be something that would happen in the near future, but it is something SkyProduction should consider.

7 CONCLUSION

In the beginning of this case study the plan was to find a more cost-effective way of filming real estate videos, but this quickly took a turn to me planning a completely new service that would give SkyProduction a chance to target the bigger part of the real estate video market. In the beginning it felt really difficult to get a hold of the way I should start working around this project, as I didn't really know how to write about changing an existing service to a similar service with lower quality gear and a smaller staff. This whole process still became a lot clearer when we discovered that these two services should be separated. When I understood that the easiest way to find the problems with these two services was to break them down into steps of the process helped me a lot to visualize them and actually finding the differences with them.

The question I was set out to find an answer for was: "How does pilot testing a new video service help in finding the solution for a new video service?". I feel like that the pilot testing was the most important part of this case study.

Without doing a pilot testing where I was able to compare the two end results I feel like I wouldn't have figured out that the low end video should be changed in a bigger way. To do the pilot test really helped me getting deeper into the projects strengths and weaknesses and figuring out how to make the most cost-effective way of producing these videos. If I would have had more time I would have liked

to do a new pilot testing in a grander scale. I would have wanted to try to figure out how many videos could actually be produced if SkyProduction started providing the new service with one person editing and one filming compared to the old high end way of doing it. I feel like that test would have given a more convincing result where the comparing would not circulate around how many minutes the company saved, but how many more projects they did in a day. This is something I hope SkyProduction will continue researching and by that being able to start providing this service on a larger scale in Finland.

Overall I would say that I have learned a lot during this case study and I feel like this will give SkyProduction a good basis to start expanding their services. This has not only helped me get a deeper insight of how the real estate video business works, but I have also learned a lot about doing research and problem finding. This skill is something I will be able to use in the future and I am thankful for that.

7.1 Continued research

Now that the testing and solution finding is done, SkyProduction has to think about the branding part for these two services. SkyProduction can't go to customers and sell these services as high end and low end services. These services need to be named in a way that doesn't degrade them. Nobody wants to buy a service if it's called "low end real estate video". The service has to have a more attractive name, that gives the customer a convincing feeling that it will boost their chance of selling the house.

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APPENDICES

Kostnadseffektiv alternativ för video produktion

En fallstudie för produktionsbolaget SkyProduction Oy

Introduktion

Kamera teknologin växer i snabb takt, detta har lett till att många företag börjat tillverka mindre och billigare kameran, som uppnår hög kvalitets videon. Video produktions marknaden är väldigt konkurrenskraftig, på grund av detta försöker produktionsbolag konstant hitta lösningar till att producera videon mer kostnadseffektivt. Att hitta en kostnadseffektiv lösning till att producera reklamvideor med billigare teknologi är ett allmänt problem företag försöker hitta lösning till. Företag som har behov att marknadsföra flera produkter eller tjänster, som hotell eller fastigheter, behöver ett billigt sätt att producera korta reklamvideor. Kan de nya billiga kameran vara lösningen för dessa företag?

I detta examensarbete kommer jag att göra en fallstudie för produktionsbolaget SkyProduction Oy, som erbjuder fastighets video tjänster för fastighetsbyråer i Finland. I denna fallstudie kommer jag att undersöka företagets nuvarande metod att producera dessa videor, efter det kommer jag att planera och testa ett kostnadseffektivt alternativ med billigare utrustning. Efter att jag planerat nya metoden kommer jag att utföra en pilot test var jag filmar en lägenhet med den nuvarande och nya metoden. När båda videorna är klippta, presenterar jag dem till SkyProduction och med deras kommentarer kommer jag att kunna finslipa metoden.

Metod och material

Då jag försöker hitta lösning till att producera korta reklamvideor kostnadseffektivt är pilottestning bästa alternativet för att få något konkret att jämföra med. Pilottestningar är utförda som prövningar, för att se hur marknaden reagerar till dem (The World of Direct Selling, 2011). Marknaden i detta sammanhang kommer att vara SkyProduction, för att den nya metoden är i så tidigt skede, att det inte lönar sig att ta det fram till riktiga kunder ännu.

Detta examensarbete är en fallstudie. En fallstudie är en undersökning av ett specifikt fenomen, skeende, en institution eller en social grupp (Merriam 1994 s.24). En fallstudie

har fyra egenskaper som definierar dem, partikularistisk, deskriptiv, heuristisk och induktiv. Att en fallstudie är partikularistisk betyder att den fokuserar sig på en specifik situation, händelse, fenomen eller person. Att fallstudien är deskriptiv betyder att den går in på djupet av fenomen och beskriver den noggrant. Att fallstudien är heuristisk betyder att den kan förbättra förståelsen och kunskapen av fallet man studerar. (Merriam 1994 s.26.-27) Dessa tre egenskaper fylls i detta fallstudie.

Fastighets filmning är en väldigt ny fenomen och därför finns det inte skrivna teorier om det ännu, därför måste jag basera största delen av detta arbete på information jag fått av SkyProduction. För att få en bättre uppfattning av filmande har jag studerat Blain Browns "Cinematography - Theory and Practice", detta kommer att hjälpa mig förstå varför saker är gjorda som de är.

High end

För tillfället erbjuder SkyProduction endast en tjänst för fastighets videor och den är en high end video tjänst med stor produktionsutrustning. Sättet att filma fastigheterna är väldigt tidskrävande för två personer av företaget. Videon består av vidvinkelbilder med smidig rörelse, detaljerade närbilder och fina flygfoton.

Att producera dessa videon tar upp tid av två från SkyProductions personal, en fastighetsmäklare och ägaren av fastigheten. Denna process tar alltså upp tid av fyra eller fem personer för över två timmar.

Då SkyProduction filmar dessa videon, har de en fullt packad Ford Fiesta paketbil med utrustning. Videorna filmas med två Panasonic Lumix GH4 kameran. Ena kameran, som filmar vidvinkels bilderna, är bunden i en DJI Ronin steadicam rig. Andra kameran, som filmar detaljerade närbilderna, står på en Rhino Slider Evo glidetrack. Rhino Slider är en 24 tum lång drivband som garanterar en smidig sidorörelse då man filmar. För flygfoton används DJI Inspire, som är en drönare som opereras av två personer, ena styr drönaren och andra kameran.

Processbeskrivning

För att lättast kunna gå in på djupet av den nuvarande filmnings metoden, skall jag bryta ner den i faser, för att lättare hitta problemen. Då man bryter ner en process upptäcker alla exakt hur processen fungerar, inte hur den borde eller hur den fungerar i teorin. Då man gör en processbeskrivning hittar man alla avvikelser mellan de ideala och realistiska processen. Då man visualiserar hela processen kan man hitta onödig repetition och tidsslösande faser, som man sedan kan ta bort då man planerar på nytt processen (Big Sky Associates) Detta kommer att hjälpa mig i slutet då jag skall försöka hitta lösningar till den nya metoden.

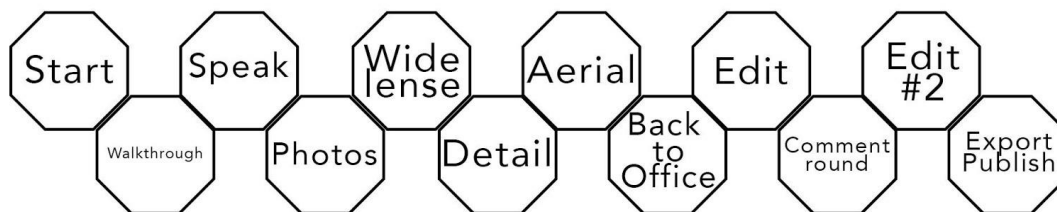


Figure 9 Process visualisering av den nuvarande metoden. Rasmus Sjöberg 2017

Jag delade den nuvarande processen in i 12 faser. Jag kommer nu att kort förklara varje fas.

Hela processen börjar med att man på kontoret kollar igenom utrustningen och packar allt i bilen. Efter det kör personalen till fastigheten, denna resa brukar oftast ta 20-30 minuter, då kontoret ligger i Kampen och fastigheterna oftast i Esbo eller Vanda. Då personalen kommer till fastigheten visar fastighetsmäklaren och ägarna runt i huset, var de påpekar om det finns något specifikt de vill att tas upp i videon.

Om kunden har i förväg bett om att göra en introduktionstal för videon, filmas den först, varefter ena av SkyProductions personal börjar fotografera stillbilder av varje rum. Då ena fotograferar, påbörjar andra personen filma de detaljerade bilderna med Rhino Slidern. Dessa detaljerade bilderna är oftast inbyggd köksutrustning, eldstad eller liknande. När

fotografen har tagit bild på alla rum börjar han filma vidvinkels bilderna med DJI Ronin/kamera kombinationen. Han filmar oftast två olika tagningar av varje rum, en var han går in till rummet och sedan en panorering av hela rummet. Då insidan av huset är filmat tas flygbilderna. Då man filmar flygbilderna skall man filma fasaden och omgivningen från olika vinklar.

Efter att allt är filmat, är det dags att köra tillbaka till kontoret var man kan påbörja editeringen av videon. Varje fastighetsbyrå har sin egen musik och animeringar för deras videon. Videon börjar med stor bild av omgivningen med huset centrerad i bilden, den fungerar som en bra introduktion för tittaren. Tittaren förstår vart de är och hurdan plats det är (Brown, 2013, s.18) I dessa videon är denna bilden tagen med drönaren. Efter introduktionen klipps fastighetsmäklarens introduktionstal vart hen kort berättar om fastigheten. Under fastighetsmäklarens introduktionstal lägger klipparen information av fastigheten i nedre högra hörnet av bilden. Informationen är adressen, hur många rum den har och storleken. Videon klipps in i kronologisk ordning av fastighetens layout. Detaljerade närbilderna används som en smidig övergång mellan rummen, de ger också tittaren tid att bearbeta vad hen har sett. Brown säger att detaljerade bilderna bidrar till stämningen och takten av videon (Brown, 2013, s.26) När insidan är klippt lägger klipparen in flygfoton av fasaden och omgivningen, han animerar nålspetsar för att markera närmaste butikerna, skolorna och kollektivtrafik möjligheterna. Videon slutar med fastighetsmäklarens sluttal vart hen uppmuntrar tittarna att ta kontakt om de vill komma på visning av huset. Klipparen lägger in slutanimeringen med mäklarens telefonnummer, epost och fastighetsbyråns webbsida. När hela videon är i paket tar klipparen ännu och färgkorrigerar den.

SkyProduction vill respektera kundens åsikter och före de skickar slutliga produkten till kunden, skickar de en komprimerad version till kunden på Wipster. Wipster är en plattform som underlättar produktionsbolaget och kundens kommunikation, SkyProduction laddar upp videon på Wipster var kunden kan granska igenom den. Om det finns ändringar som kunden vill ha till videon kan hen stoppa videon på stället som

skall ändras och skriva en kommentar på den. När ändringarna är gjorda exporterar klipparen slutliga videon och skickar den till kunden, som sedan publicerar den.

För- och nackdelar med metoden

Fördelarna med denna filmnings metoden är att videon ger tittaren en väldigt lyxig känsla av fastigheten. När man vill hitta sitt nya hem, vill man genast bli imponerad när man hemma tittar på fastighets videon. Videon skall engagera tittaren att kontakta fastighetsmäklaren för att boka en visning och denna metod gör det garanterat. För att kamerorna som används är av så hög klass kan de anpassa sig bättre till situationer där lägenheten inte har tillräckligt med ljus och detta är väldigt viktigt.

Problem med denna metod är att den är tidskonsumerande till både SkyProduction och kunderna. Även om slutliga produkten är värt tiden som används för processen måste det hittas en lösning för att spara tid och pengar. Andra problemet är att denna metod är onödigt exklusiv för mindre lägenheter. Mindre lägenheter har inte samma mängd av unika detaljer som måste filmas, men detta minskar inte ändå arbetsbördan SkyProduction har under inspelningar. SkyProduction erbjuder endast en high end videotjänst och det är därför de behöver en lösning, för att kunna erbjuda en kostnadseffektivare alternativ till mindre bostäder.

Low end, nya idén

Det är klart att SkyProduction behöver ett billigare alternativ som de kan erbjuda till sina kunder. Ett alternativ som sparar tid och pengar av både SkyProduction och kunden. Denna metod skall kunna utföras av endast en person från SkyProduction med betydligt mindre utrustning. Meningen med denna tjänst är att kunna börja producera mera videon på kortare tid.

Denna metod kommer att filmas med en DJI Osmo, som är en liten kamera som är monterad på en käpp. DJI Osmo har en gimbal stabilisator som hjälper att filma smidiga videon med den. Käppen har en liten styrspak som ger dig möjligheten att styra kameran horisontellt och vertikalt. För flygfoton används DJI Phantom 3, en drönare som opereras av en person. Hela denna utrustning ryms i en ryggsäck och gör tjänsten väldigt mobil.

Processbeskrivning

Jag kommer också dela in denna metod i faser för att visualisera hur den kommer att spara tid.

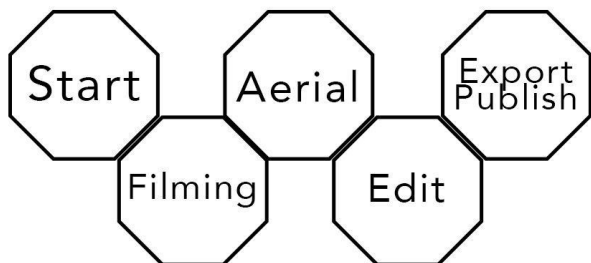


Figure 10. Process visualisering av den nya metoden. Rasmus Sjöberg 2017

Processen börjar på samma sätt som den nuvarande, start från kontoret. Personen kollar att han har fulla batterier i kameran och drönaren och att han har minneskort för dem. Han tar sig med bil till fastigheten som skall filmas. Då han kommer till fastigheten kan han direkt börja filma med DJI Osmon och medan han filmar kan ägaren eller fastighetsmäklaren påpeka om det finns något som borde beaktas eller tas upp i videon. Med DJI Osmon filmar man på samma sätt som DJI Ronin, vidvinklade bilder, en där man går in till rummet och en panorering igenom hela rummet. Om det finns detaljer som skall tas fram filmar man dem med samma kamera med en smidig horisontell eller vertikal rörelse. Att filma på detta sättet sparar direkt mycket tid. Efter att insidan av huset är filmat tar man fram DJI Phantomen och filmar flygfoton av fasaden och omgivningen. För att det är endast en person som opererar både kameran och drönaren, blir videorna lite simplare än i den nuvarande metoden, men kommer ändå att ge videon en cinematisk känsla.

När allting är färdigt filmat hoppar man i bilen och före man börjar köra tillbaka till kontoret påbörjar man importereringen av materialet till sin dator. När man kommer till kontoret kan man direkt påbörja editeringen. Editerings processen är i princip samma som i den nuvarande metoden, förutom att man inte har fastighetsmäklarens tal och man nålspetsar

inte närmaste butikerna eller skolorna, utan endast skriver som text på bilderna avståndet till dem.

För att spara mera tid, skickas slutliga produkten direkt till kunden utan en kommenteringsrunda. Orsaken till detta är att då bostaden är mindre är sannolikheten för ändringar mindre och om det kommer ändringar kan man göra det sedan efteråt.

Fördelarna med den nya metoden

Fördelarna med den nya metoden är att den skulle spara tid av både SkyProduction och kunden, hela processen blir märkvärdigt snabbare. Med denna metoden kan man optimalt producera 5 videon per dag, då efterfrågan av videon stiger skulle denna metod fungera perfekt för SkyProduction.

Nackdelarna med metoden kan möjligtvis vara att kvaliteten på videon räcker inte för kunderna, för att de jämför den med den nuvarande metoden. Andra problemet som kan komma fram då man filmar med en DJI Osmo är att ljus intagningen är inte till samma standard som med Panasonic Lumix GH4. Ljus intagningen kan orsaka problem då man filmar mörka platser som till exempel bastun. Tredje problemet som kan komma fram är att även om DJI Osmo har en stabilisator så kan bilden ändå skaka mera än med den nuvarande metoden.

Pilottestning av metoderna

För att kunna jämföra båda metoderna med varandra måste vi filma samma lägenhet på båda sätten. Lägenheten var en 52 kvadratmeters tvårummare i Hertonäs. Lägenheten hade alla egenskaper som behövdes för pilot testningen, balkong, bastu, kök, vardagsrum, sovrum och kök. Bastun och balkongen kommer att hämta fram största skillnaderna med metoderna, för att det är där man ser hur bra ljus intagningen fungerar med DJI Osmo. Före vi började pilot testningen måste jag bestämma vilka saker skall jag jämföra. De tre sakerna som skall jämföras är hur länge filmandet tar, hur länge editeringen tar och slutliga videon.

Riku Leppänen filmade med den nuvarande metoden lägenheten och det tog honom en timme 20 minuter från att han steg in i lägenheten till att han steg ut. Jag filmade med den nya metoden och det tog mig endast 40 minuter. Orsaken till att jag filmade så mycket snabbare rörlighet, då DJI Osmo är handhållen kan jag lätt justera vinkeln jag filmar från. Med Rhino Slidern måste man varje gång justera på höjden och positionen av den, men det garanterar smidig och stabil video.

Då jag importerade materialet för den nuvarande metoden tog det mig 15 minuter och endast 8 minuter med den nya metoden. Klippande av den nuvarande metoden tog mig 45 minuter och nya metoden tog under 30 minuter.

Presentation av resultaten

När båda videorna var klart klippta, var det dags att presentera dem till SkyProductions VD Miika Rätty och Creative Director Jussi Lauren. Första saken som man direkt märker är att den nuvarande metodens video är skarpare än den nya, men det kom inte som en överraskning. Andra problemet som jag också förväntade mig var ljus intagningen i bastun, videon på nya metoden var lite grymig, men kvaliteten överskred mina förväntningar. En sak som togs upp av Rätty var att bildstorleken inte ändras då man filmar detaljerade närbilderna. Det är något som filmfotografer lägger märke på, men inte en vanlig tittare.

Problem som togs fram av Rätty och Lauren var att den nya metoden inte sparar tillräckligt med tid. Den nya metoden skall inte försöka ta över den nuvarande metoden, utan försöka nå en annan målgrupp.

Lösning för SkyProduction

Den nuvarande och nya metoden skall klart skiljas till olika målgrupper, för att kunna nå en större del av marknaden. SkyProduction skall klart definiera till vem de vill erbjuda vilken tjänst.

Den nuvarande metoden skall erbjudas till kunder som vill sälja sina stora egnahemshus. Hus som har mycket unika detaljer som måste tas fram i videon, för att höja värdet på huset.

Den nya metoden att filma skall erbjudas till kunder som bor i mindre lägenheter och vill snabbt och billigt få en video, för att få sålt sitt hus. Den nya metoden behöver inte vara lika exklusiv som den nuvarande, den behöver inte detaljer på samma sätt. Det räcker att man filmar en bild då man går in till rummet och en panorering, detta skulle igen spara lite mera tid för företaget. För att en av problemen med DJI Osmo var att videon blir kornig i mörka rum, kan man skippa att filma insidan av bastun, det räcker att man filmar badrummet där man ser bastudörren. Den nuvarande videon räcker ungefär 2 minuter, men den nya behöver inte vara lika lång, för att den inte innehåller detaljer. Videon borde vara en minut som mest och det skulle räcka för att ge en omfattande bild av hela lägenheten.

En ändring till den nya metoden som skulle göra den effektivare skulle vara att SkyProduction har två personer anställda för metoden. Ena personen skulle åka från lägenhet till den nästa och medan han kör till nya lägenheten har han dator brevid som laddar upp materialet till kontoret. På kontoret skulle det finnas en person som tar emot materialet och påbörjar klippande direkt. Detta skulle leda till effektivare användning av tid och skulle göra hela processen rullande. Även om detta skulle binda två personer att jobba på en video, skulle det spara tid och pengar i långa loppet. Jag har gjort en visualisering av hur denna process kunde fungera.

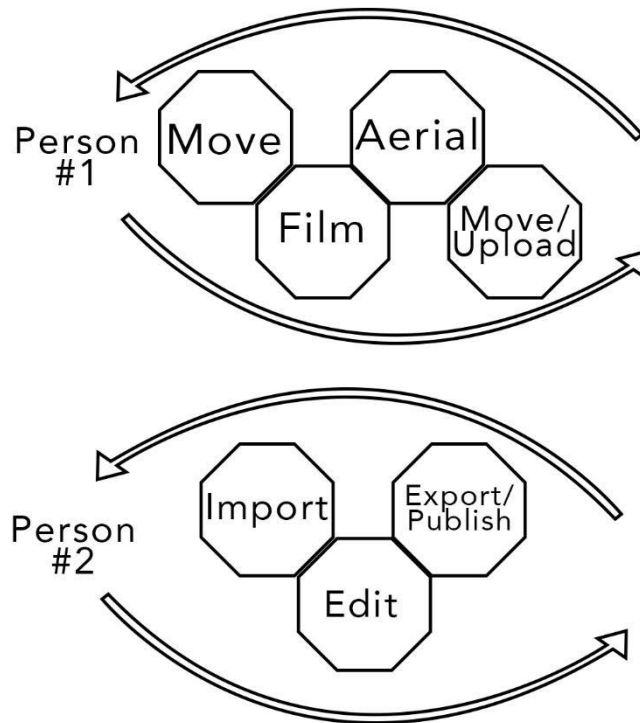


Figure 11 . Process visualisering av det nya alternativet för SkyProduction. Rasmus Sjöberg 2017

8 SLUTSATS

Frågan jag ville få svar på i denna examensarbete var; “Hur kan pilottestning av en video tjänst hjälpa hitta lösningar för en ny video tjänst?”. Jag tycker att pilottesting var en väldigt viktig del av denna fallstudie, om jag inte gjort det skulle jag inte ha konkret kunna jämföra tjänsterna och komma till en lösning. En lösning att den nya metoden måste ändras mycket mer än vad jag hade förväntat mig. Pilottestet hjälpte mig komma djupare in på metodernas styrkor och svagheter och att hitta på hur man kunde göra detta kostnadseffektivare. Om jag hade haft mera tid, skulle jag villat prova den slutliga low end metoden mot den nuvarande i större skala, se hur många videon man kan göra på en arbetsdag. Detta skulle ge mycket bättre slutresultat tror jag.