



## What is Viral?

- A viral video is a video that becomes popular through the process of Internet sharing, typically through internet media sharing websites. (source: Wikipedia [http://en.wikipedia.org/wiki/Viral\\_video](http://en.wikipedia.org/wiki/Viral_video))
- Viral videos often contain humorous content such as:
  - Comedy sketches such as [SNL](#) and [Lonely Island](#)
  - Amateur video clips like [Numa Numa](#) and [Baby Singing Hey Jude](#)
  - Commercials (usually not aired) such as [Trigon Commercial](#)
  - Parodies such as the [Twilight Trailer Spoof](#)
  - Social Commentary like [Fluffee Talks](#)
- Thanks to the mass penetration of video-capturing devices such as cell phones and portable flash camcorders, many viral video enthusiasts are able to capture those [unbelievable](#) or [humorous moments](#) anytime.
- Film tricks are not just for big budget Hollywood blockbusters anymore! Anyone can be the next Steven Spielberg. Check out [videomaker.com](http://www.videomaker.com/youtube/) for more video special effects tutorials: <http://www.videomaker.com/youtube/>
- Many videos are being shot and edited by everyday people. Great video editing and publishing tools helps video makers edited and distributed their creations virally on the web, by email or via websites. Check out YouTube's tips and tricks on editing - <http://www.google.com/support/youtube/bin/topic.py?hl=en&topic=16561>
- There are a few online tools that can help make a video go viral! For example [TubeMogul](#) and [Blip.TV](#) allows users to distribute video content across a number of video-sharing sites like YouTube so that they don't have to manually upload to each site. Not sure we should include this as we want them to leverage our site to get things done. I would ask Paul what the impact of using this would be



### **Did You Know**

- The first known viral video was the [Dancing Baby](#) in 1996 by Ron Lussier, a 3D animator at LucasArts as a 3D experiment to other workers via a mass email – and [the rest is history!](#)
- One of the most subscribed YouTube users is an 80-year-old retiree from England who gained widespread recognition within a week!

<http://www.youtube.com/user/geriatric1927?blend=1&ob=4&rclk=cti>

### **Other Notable Viral Video Sites**

- Break – [www.break.com](http://www.break.com)
- College Humor - [www.collegehumor.com](http://www.collegehumor.com)
- Pandora TV – [www.pandora.tv](http://www.pandora.tv)
- Veoh – [www.veoh.com](http://www.veoh.com)
- Ebaums World – [www.ebaumsworld.com](http://www.ebaumsworld.com)
- LiveLeak – [www.liveleak.com](http://www.liveleak.com)
- Newgrounds – [www.newgrounds.com](http://www.newgrounds.com)

For more information, to view submissions, and full contest rules, please visit [www.doritosvirality.ca](http://www.doritosvirality.ca).

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