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# A Guide to Creating a YouTube Channel

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So now you are done creating your amazing audition video or your hilarious video blog...what do you do now? You could create a DVD and hassle with mailing the DVD or you can even email (such a large video...unlikely) the video or you can upload it to YouTube where anyone (or whomever you want) can view it. In this course you will learn how to create a YouTube channel, whether or not you are violating copyright laws, how to customize your YouTube channel, how to upload a video to your channel, how to embed the video onto your website & understanding YouTube analytics.

Creating a YouTube channel	
I. Creating an account.....	2
II. Creating a channel.....	2
III. Exploring YouTube.....	2
YouTube Copyright policies	
I. Copyright infringement, what is it? ( <a href="http://www.youtube.com/t/copyright_what_is">www.youtube.com/t/copyright_what_is</a> ).....	3
II. Reporting copyright infringement ( <a href="http://www.youtube.com/t/dmca_policy">www.youtube.com/t/dmca_policy</a> ).....	3
III. Avoiding copyright infringement.....	3
IV. Licensing for your YouTube video.....	3
Customizing Your YouTube Channel	
I. Appearance, Info & Settings, and Featured Tab.....	3 - 4
II. Customizing a background image.....	4
III. Inserting a customized background image.....	4
Uploading Video Content to Your YouTube Channel	
I. Uploading a video.....	4
II. Basic Info Tab.....	5
III. Advance Settings Tab.....	5 - 6
IV. Enhancements Tab.....	6
V. Audio Tab.....	7
VI. Annotations Tab.....	7 - 8
VII. Captions Tab.....	8
Sharing Your Video	
I. Using the link to your video to share.....	8 - 9
II. Using the embed code to share.....	9
III. Using email to share.....	9
IV. Using the social media buttons to share.....	9
YouTube Analytics	
I. Data Filters.....	9
II. Line Charts.....	10
III. Interactive Map.....	10
IV. Download Report.....	10
Appendix	
I. List of Most Common Codecs.....	11
II. List of Most Common Containers.....	11
III. Sample Bit Rates.....	12
IV. Encoding in iMovie, Final Cut Pro & QuickTime Pro for YouTube.....	13 - 14
V. Encoding with Windows Movie Maker for YouTube.....	15

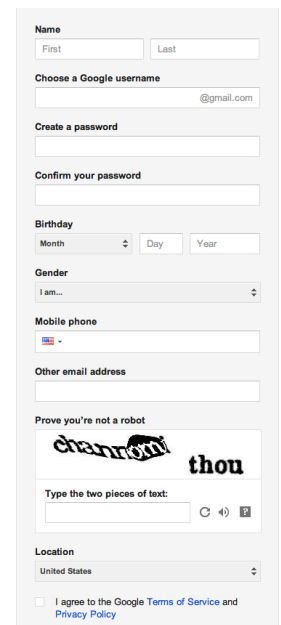
# Creating a YouTube Channel

## I. Creating an Account

- Click on the link labeled "Create Account" located at the top right corner of the screen next to "Sign In"
  - Creating a YouTube account will also create a Google account for you. If you already have a Google account you can sign in via your Google account.
- Fill out the "Create a new YouTube/Google account" form then click on the blue button labeled "Next step"
- The email/password you used to create your account will serve as the log in for your YouTube account.

## II. Creating a Channel

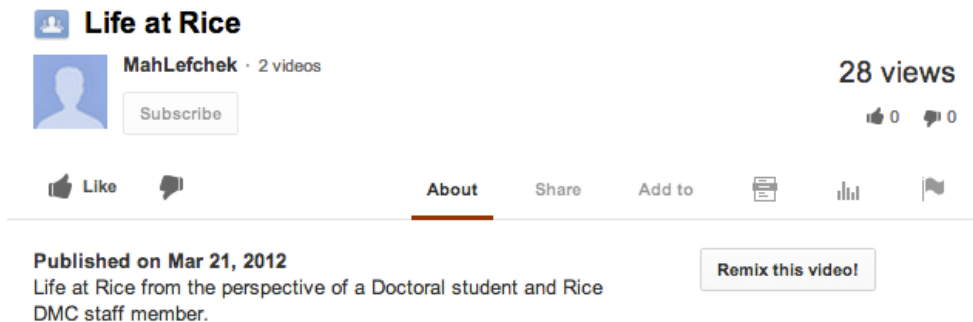
- At the upper right corner you will see your Account name, click on it.
- A menu will appear right below it, click on "My Channel", this is where you will setup your username and channel.
- Choose your username and enter your DOB (which needs to be over 18 years of age) and gender then click on "Next!"
  - this username can also be used to log into your YouTube account.
- Your account now has a channel and you can control what other people see, such as videos you like, videos you commented, channels you subscribed to and videos you favorite. When you have set your controls click "All done!"



The image shows a screenshot of the YouTube account creation form. It includes fields for Name (First and Last), a Google username (with a @gmail.com placeholder), a password, and a confirmation password. There are also dropdown menus for Birthday (Month, Day, Year), Gender, Mobile phone, Other email address, and Location (United States). A CAPTCHA section asks to prove you're not a robot with the text "channel" and "thou". At the bottom, there is a checkbox for agreeing to the Google Terms of Service and Privacy Policy.

## III. Exploring YouTube

- When you view other user's videos you have several options that will appear below the video.



Below the Video you will find:

- The title of the video.
- The uploader (username) of the video, clicking on it will take you to their channel.
- A "Subscribe" button that will allow you to subscribe to that channel.
- A "# videos" next to the username that will allow you to view all the videos belonging to that channel.
- A Like or dislike button to rate a video by clicking on the thumbs up/down icons.
- To the right of the like/dislike buttons are tabs and the first tab is "About" which gives you a description of the video you are watching.
- An "+Add to" button to add the video to your "Watch Later" playlist, or your "Favorites" Playlist or you can "Add to new playlist" and customize/name your own playlist.
- You can "Share" the video by copying the link or embedding the code or emailing a scripted message to your desired recipient. You can also share it via social media by clicking on the social media icons. You will need to provide your login information as well as provide authorization so that YouTube can post to your social site.
- The "Transcript" button will show you a transcript of the audio, along with the time code stamp.
- The "Statistics" tab shows you the statistics for the video.
- You can flag the video as inappropriate by clicking on the "Report" tab.

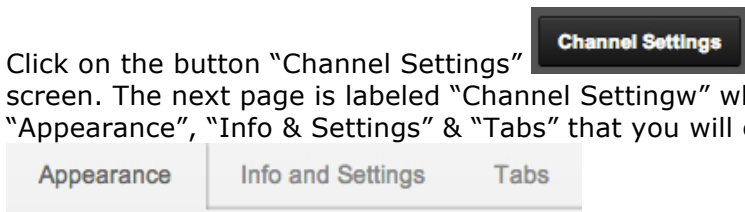
## YouTube Copyright Policies

- I. Copyright is meant to protect the creator of content uploaded to their YouTube channel. According to YouTube "Copyright infringement occurs when a copyrighted work is reproduced, distributed, performed, publicly displayed or made into a derivative work without the permission of the copyright owner."
- II. If someone is using your content without your permission, you have the right to submit a Copyright Infringement Notification.
  - a. Visit [www.youtube.com/t/dmca\\_policy](http://www.youtube.com/t/dmca_policy) and read the content to assure that someone is indeed infringing on your material.
  - b. Click on the "Copyright Complaint Webform" and complete the form.
- III. Avoid copyright infringement by:
  - a. Creating your own content, all of it...video, audio and images.
  - b. Creative Commons is a type of license that will allow you to use created content in your videos.
  - c. Seek permission from the creator to see if they will allow you to use their content in your video.
- IV. Licensing for your YouTube video: you can choose whether you want only YouTube to have license rights to your video "Standard YouTube License" or select whether you want others to be able to copy, distribute and create derivative works from your video — but only if they give you credit "Creative Commons Attribution license"

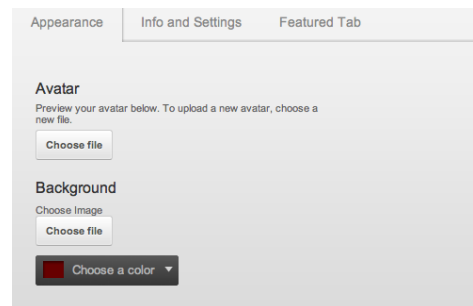


## Customizing Your YouTube Channel

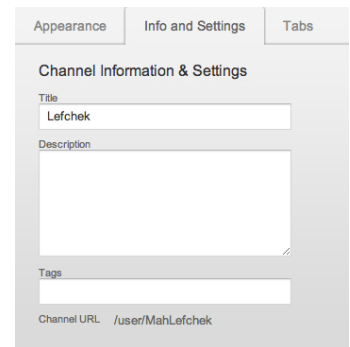
- I. Click on the button "Channel Settings" located at the top right corner of your screen. The next page is labeled "Channel Settings" which has three tabs labeled "Appearance", "Info & Settings" & "Tabs" that you will edit.



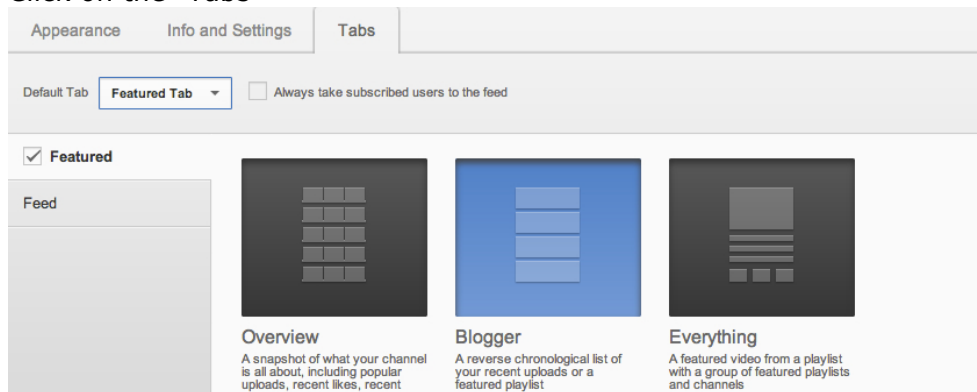
- a. Click on the "Appearance" tab
  - i. An "Avatar" is the icon that appears next to your channel's name, here you can add a picture of yourself or a logo. To do so click on the "Choose file" button located under Avatar. Locate the file in your computer and click open.
  - ii. A "Background" is an image file that will customize the background of your channel. Click on the "Choose file" button located under Background. Locate the file in your computer and click open. Choose whether or not to repeat the background.
    1. The width of the channel is 970px so you can design a background around the channel.
  - iii. You can choose a color for the background of your channel by clicking on the dropdown menu labeled "Choose a color".



- b. Click on the "Info and Settings" tab
  - i. Title your channel, this title will appear to the right of your avatar.
  - ii. Give a description of your channel in the "Description" box.
  - iii. "Tags" is to set metadata for your YouTube channel so when people enter keywords in the YouTube search bar, your channel's tags will match the keywords.



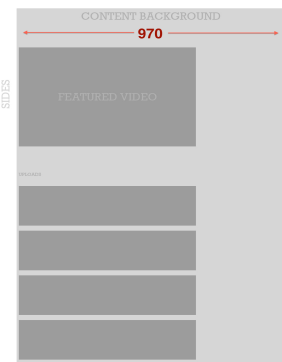
- c. Click on the "Tabs"



- i. Set the "Default Tab" to "Featured Tab", "Uploads" or "Feed" by clicking on the drop down menu. Recommend selecting "Featured Tab"
- ii. To customize the look of your channel click on the box next to "Featured" then select the layout you want your channel to look like: "Overview", "Blogger", or "Everything"

## II. Customizing a background image

- a. The Channel viewer is 970px wide, the height is of no relevance as it changes depending on the number of videos you have in your blog.
- b. The Channel viewer is located at the center of the page, so if you make the window larger the viewer will remain at the center of the page, moving as you move expand the size of the window.
- c. If your image is 1570px wide, 300px of the image will be revealed to the left & right of the channel viewer, 970px of the content will be hidden behind the viewer.

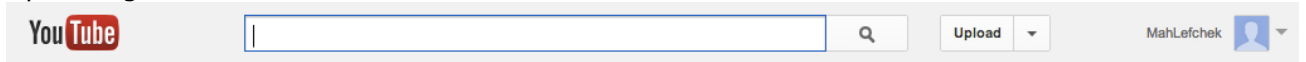


## III. Inserting a customized background image

- a. Go to your channel and click on button "Channel Settings".
- b. You are now in the "Appearance Tab" window, click on the button "Choose file" located under Background.
- c. Locate the image on your PC then click "Open". The image will be placed at the top and center of the channel.
- d. Once it is uploaded you have the option to "Remove" or to change the position of the image. To the right of the "Remove" button is the drop down menu to position the image. Select where you would like the image to be positioned.

# Uploading Content to Your YouTube Channel

## I. Uploading a video

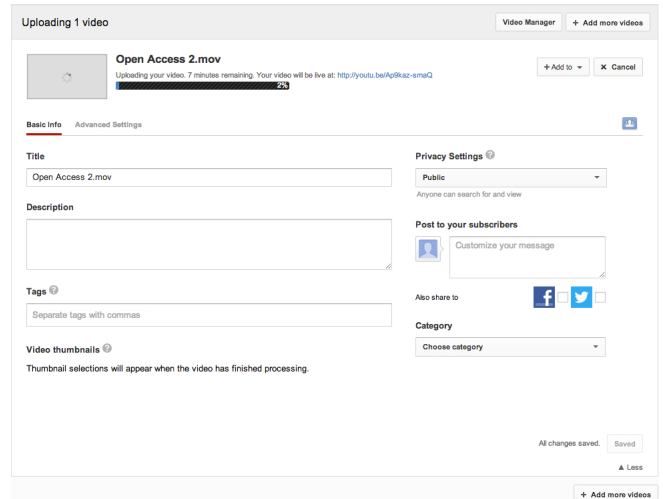


- At the very top of the YouTube page click on the "Upload" button.
- You can drag and drop the video from your pc to the upload box on the page to start uploading.
- You can also click on the button labeled "Select files to upload" and navigate to the video file and click "Open" when found. You will begin uploading and processing. While your video is processing you can update the info.
- Video length cannot exceed 15 minutes and YouTube supports file sizes up to 20 GB's.
  - YouTube only removes the limits on video length for users who have verified their account is active and in their control via SMS, as well as for users whose accounts are in good standing, meaning they have no copyright or community guidelines violations.

Drag and drop videos anywhere on this page to start uploading.  
Upload HD videos in various formats up to 15 minutes. **Increase your limit.**

## II. Basic Info Tab

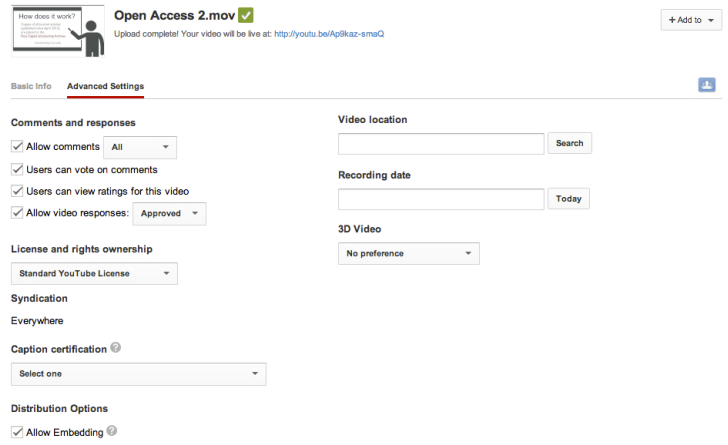
- Title:** enter the title of your video
- Description:** Provide a brief description of your video and any other information you would like to provide regarding the video.
- Tags:** tags are search terms to describe your video so that it can be found when viewers are entering keywords in the search bar. Enter single/double words separated by a comma, that describes your video.
- Video thumbnails:** select the image (one of three generated by YouTube) that you feel best represents your video.
- Privacy Settings:** select whether you want the video to be "Public", "Unlisted" or "Private". Public is where anyone can search for and view the video, Unlisted is where anyone with a link can view it but is not searchable, & Private is for only people you choose to view it.
- Post to your subscribers:** this is so you can send a message out to your social media accounts letting your subscribers know you just uploaded a video.
- Category:** click on the drop down menu and select the category that best describes your video.
- Save your changes by clicking the "Save changes" button.



## III. Advance Settings Tab

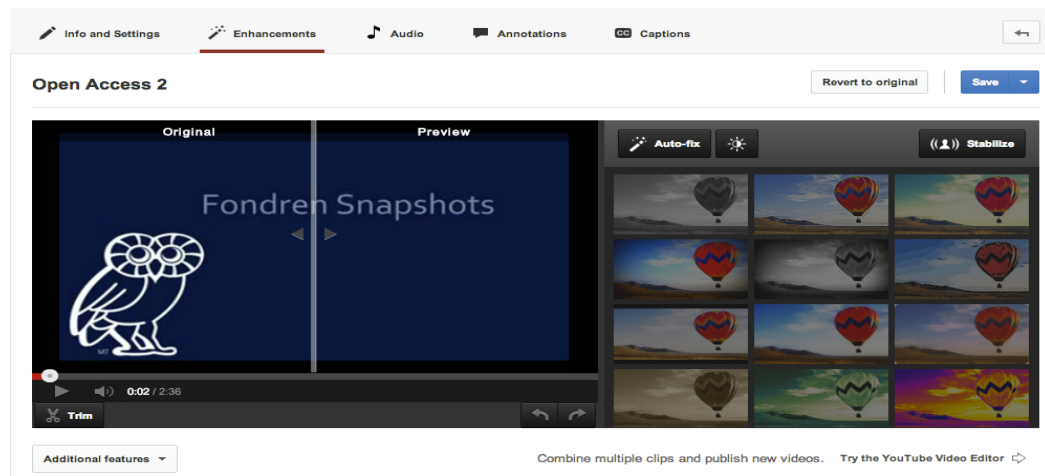
- Comments and Responses:** change the settings for commenting on your video.
- License and rights ownership:** select whether you want only YouTube to have license rights to your video "Standard YouTube License" or select whether you want others to copy, distribute and create derivative works from your video — but only if they give you credit "Creative Commons Attribution license"

- c. *Caption certification*: this setting allows you to certify your video for closed captioning. Select, from the drop down menu, the option that best describes your video.
- d. *Distribution Options*: click on "Embedding" to allow external sites to embed or not embed the video on their sites.
- e. *Video location*: you can set the location of where the video was uploaded.
- f. *Recording date*: you can set the date of when the video was uploaded.
- g. *3D video*: this option gives you the option to make it 3D.



#### IV. Enhancements Tab

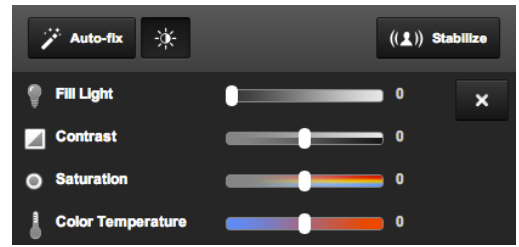
- Once your video is uploaded you now have options to edit it. Click on the dropdown next to your login name at the top right corner. Then click on "Video Manager" and the first page that opens is "Uploads". Your posted videos will be available for edit. Click "Edit" on the desired video.
- a. The video to edit will open up on the page "Info & Settings", you are able to edit the video information, video thumbnail, Privacy settings, & License settings that you initially inputted while the video was uploading/processing.
- b. Click on the "Enhancements" tab located next to the Info & Settings button in the menu bar at the top. As soon as you load, your video will appear in two windows "Original" (unedited version) and Preview (allows you to view changes being made).



- i. *Trim*: lets you adjust the start and end times of your video.
  - Click on the Trim button.
  - Below the videos are the Trim bars, drag the first bar to where you would like the beginning of your video to start then drag the end bar to where you would like the ending to be.
  - Click on the Done button located above the videos.
- ii. *Rotate Left and Rotate Right*: allows you to rotate the video 90 degrees left or right.
- iii. *Stabilize*: removes shaky camera motions.
- iv. *Auto Fix*: one-click fix for lighting and color.

v. *Fine tune lighting (sun icon):*

1. *Fill Light*: allows you to increase the brightness of the video.
  - Click on the Fill Light button and increase the level until you are satisfied.
2. *Contrast*: allows you to increase or decrease the contrast of the video.
  - Click on the Contrast button and increase or decrease the level until you are satisfied.
3. *Saturation*: allows you to increase or decrease the intensity of the colors.
  - Click on the Saturation button to increase or decrease the level until you are satisfied.
4. *Color Temperature*: allows you to ability to give the video a blue/brown tint to the video.
  - Click on the Temperature button and adjust the level to the left for a blueish tint and to the right for a brownish tint.

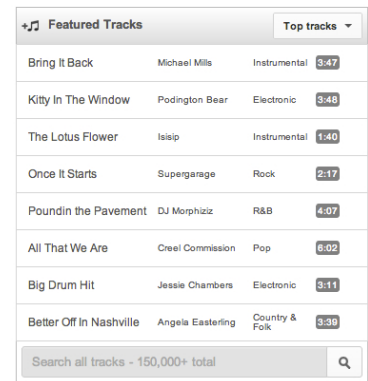


vi. Effects

1. There are over 18 different effects to apply to your video.
2. Hover over the desired effect and click the image to apply.

V. Audio Tab

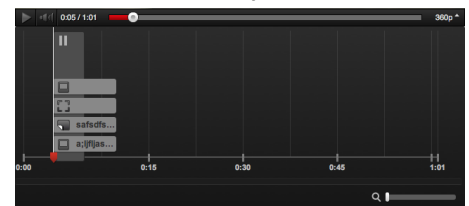
- a. YouTube will recommend tracks to accompany your video.
- b. Select a track to sample with your video.
- c. There is a Volume slider located below the video that will allow you to mix the Videos audio with the audio track you selected. Moving the slider to the left will increase the audio of your video and decrease the audio of the selected track and vice versa.
- d. There is a button labeled "Position audio" that will allow you to position the audio track to a specified portion of your video. Click on it and adjust the sliders (below the video) accordingly. Click on the "Done positioning" button when done.



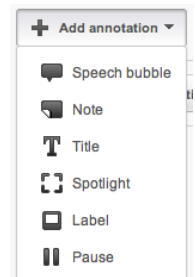
VI. Annotations Tab

- Allows you to emphasize a particular area in a scene of your video, or to overlay comments on on your video

- a. Click on the Annotations tab located next to the Audio tab in the menu bar at the top. As soon as you load, your video will appear in a window already playing. Below the video is the timeline where your selected Annotations will appear.
- b. In the timeline, move the red play head until the scene where you would like to add a Notation. Then click on the "+ Add Notation" button to the right of the video. A drop down menu will appear with the different types of notations.
- c. Select the type of annotation you would like to place for that particular scene.

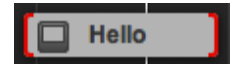


- i. *Speech Bubble*: allows you to place a speech bubble over an individuals head to express a thought. You can change the font size, font color, background color, and Start & End time. You are also able to add a "Link" to speech bubble.
- ii. *Note*: allows you to place a note within your video. You can change the font size, font color, background color, and Start & End time. You are also able to add a "Link" to the note.
- iii. *Title*: allows you to add a Title to a particular scene of your video. You can change the font size, font color, and Start & End time.
- iv. *Spotlight*: allows you to add a frame around a part of the scene you wish to spotlight, with text below (outside of) the frame (with a transparent



background) that will appear when you rollover the frame. You can change the color of the frame, font size, font color, and Start & End time. You are also able to add a "Link" to the spotlight.

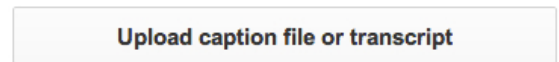
- v. *Label*: works the same as spotlight except that the comment will appear within the frame and with a background color similar to the frame. You can change the color of the frame, font size, font color, and Start & End time. You are also able to add a "Link" to the label.
  - vi. *Pause*: allows you to pause the video for a brief period to pause & emphasize a scene within the video.
- d. When you've selected your Annotation and edited it to your liking, you can set the start & end time within the edit functions or you can drag the red brackets, left or right, within the timeline.
- e. You can resize the Annotations by clicking and dragging the little gray boxes in the four corners.
- f. When you are satisfied with your Annotations, you must click on the Save button then the blue Publish button located at the top right corner under the "Video Manager" button.



## VII. Captions Tab

- Allows you to add closed captioning to your video for the visually impaired.

- a. Click on the Captions button located next to the Annotations button. Your video will appear along with a "+ Add New Captions or Transcript" button next to the video. Click on the button.
- b. You will be prompted to Browse for a file to upload. Select a caption/subtitle or transcript file to upload (supported file types are .SUB, .SRT, .SBV). If you are uploading a transcript (no time codes), select Transcript file, otherwise, select Caption file.



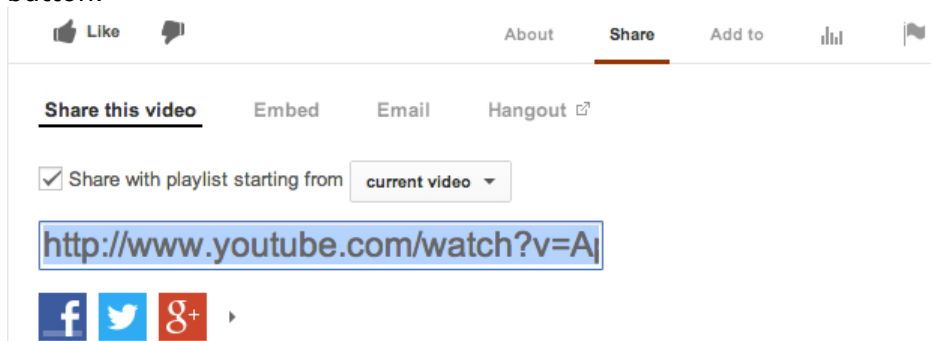
- A **caption file** contains *both the text and information* about when each line of text should be displayed.

- A **transcript file**, on the other hand, just contains *the text* of what was said in the video. If the video's in English, YouTube can use speech processing algorithms to determine when the words in a transcript should be displayed.

- c. Select the appropriate language. If you wish, you can also enter a track name.
- d. Click the Upload File button.

## Sharing Your Video

The "Share" button is located under the video located next to the "+ Add to" and thumbs down button.

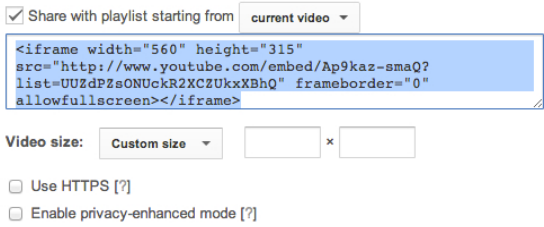


### I. Using the link to your video to share

- a. When you click on the "Share" button a drop down menu will appear. The link to the video will be highlighted.



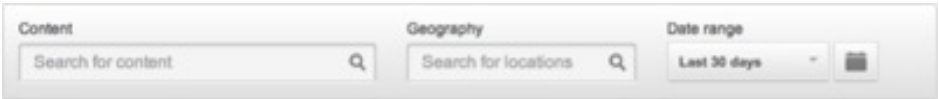
- b. Copy the link and insert where you would like.
  - c. You can also insert the link to play at a particular position of your video. Just pause the video where you would like it to play, then right click (Control + Click on a Mac) on the video and select "Copy video URL at current time"
- II. Using the embed code to share
- a. Click on the "Embed" tab, a dialog box will appear below with the HTML embed code but you must select the options below the dialog box.
  - b. Check off the boxes:
    - i. Show suggested videos when the video finishes: you can check it off if you do not want YouTube to suggest videos when your video is done playing.
    - ii. Use HTTPS: wraps a layer of encryption around the information traveling between your computer and a web server.
    - iii. Enable privacy-enhanced mode: This mode restricts YouTube's ability to set cookies for a user who views a web page that contains a privacy-enhanced YouTube embed video player, but does not click on the video to begin playback.
  - c. Select the size of the video to appear on your website. There are four presets to choose from or you can customize the Width and Height of your video.
  - d. As you make the changes, the HTML code in the dialog box will update. When complete, you can then copy the code and insert it in the HTML code of your website/blog.
- III. Using email to share
- a. Click on the "Email" button.
  - b. Enter the address of the recipient and an additional note if you would like.
  - c. The message is already generated, click the blue button labeled "Send Email".
- IV. Using the social media buttons to share
- a. To the right of the "Embed" and "Email" buttons are the "Facebook", "Twitter" and "+1" social media buttons. You can also select "More" located below Facebook for more social media sites to post your video on.
  - b. When you click on your preferred social media button, you will have to input your log in information and give permission to the desired social media to access your video.



## YouTube Analytics

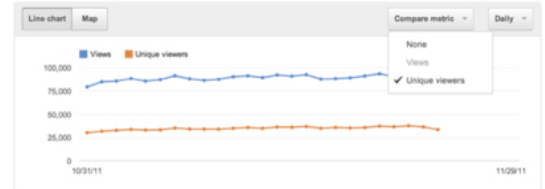
-Analytics provides you with information (demographics) of the viewers of your channel and videos.

- I. All reports are unified with a **Data Filter**, which is a key tool displayed at the top of each report. The **Data Filter** allows you to filter by **Content**, **Geography**, and **Date**.
- a. Click the **Content** search bar to search or browse for specific videos, and view data for any of your videos.
  - b. Click the **Geography** search bar to search for particular regions, or choose from one of the Suggested locations in the dropdown.
  - c. Click the **Date range** to choose from one of several suggested ranges, or enter a custom date range.

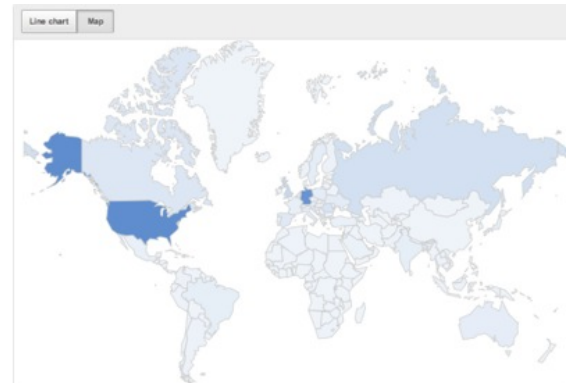


II. Most reports have a **Line Chart** by default, which captures the distribution of a metric over the specified date range, with the following options:

- a. **Date granularity:** charts can be displayed with data points in daily, weekly, or monthly increments.
- b. **Compare metric:** select a second metric for comparison, which will display on the graph. For example, you can chart **Viewers** next to **Unique Viewers**.



III. Most reports have an interactive **Map**, which captures the geographic distribution (limited to the Geography selection on the content picker) of the metric reported over the specified date range. Hover with your mouse over one of the countries to see the data for this particular country. The distribution is also visually indicated by the darkness of the shade of a particular country. For example, the map indicates that this particular user receives a high proportion of views in the United States and Germany.



- IV. The “**Download report**” button will now download the data on the report displayed rather than all data. Even changing the parameters in the **View by** button affects what data is downloaded.
- a. Note that not all reports are available on all data filters.
  - b. The **Subscribers** report is available only on the channel and video levels.
  - c. **Call to action, Audience retention, and Live events** reports are available only on the video level.
  - d. If this is the case, data will not be displayed and you will be asked to select a channel or a video in the content field.

# APPENDIX

## I. List of Most Common Codecs

*MPEG (Moving Pictures Expert Group)*: three video formats, MPEG 1, 2, and 4.

*MPEG-1*: Old, supported by everything (at least up to 352x240), reasonably efficient. A good format for the web.

*MPEG-2*: A version of MPEG-1, with better compression. 720x480. Used in HDTV, DVD, and SVCD.

*MPEG-4*: A family of codecs, some of which are open, others Microsoft proprietary.

*H.264*: Most commonly used codecs for videos uploaded to the web. Part of the MPEG-4 codec.

*MPEG spinoffs*: mp3 (for music) and VideoCD.

*MJPEG (Motion JPEG)*: A codec consisting of a stream of JPEG images. Common in video from digital cameras, and a reasonable format for editing videos, but it doesn't compress well, so it's not good for web distribution.

*DV (Digital Video)*: Usually used for video grabbed via firewire off a video camera. Fixed at 720x480 @ 29.97FPS, or 720x576 @ 25 FPS. Not very highly compressed.

*WMV (Windows Media Video)*: A collection of Microsoft proprietary video codecs. Since version 7, it has used a special version of MPEG4.

*RM (Real Media)*: a closed codec developed by Real Networks for streaming video and audio.

*DivX*: in early versions, essentially an ASF (incomplete early MPEG-4) codec inside an AVI container; DivX 4 and later are a more full MPEG-4 codec...no resolution limit. Requires more horsepower to play than mpeg1, but less than mpeg2. Hard to find mac and windows players.

*Sorenson 3*: Apple's proprietary codec, commonly used for distributing movie trailers (inside a Quicktime container).

*Quicktime 6*: Apple's implementation of an MPEG4 codec.

*RP9*: a very efficient streaming proprietary codec from Real (not MPEG4).

*WMV9*: a proprietary, non-MPEG4 codec from Microsoft.

*Ogg Theora*: A relatively new open format from Xiph.org.

*Dirac*: A very new open format under development by the BBC.

## II. List of Most Common Containers

*AVI (Audio Video Interleave)*: a Windows' standard multimedia container.

*MPEG-4 Part 14 (known as .mp4)*: is the standardized container for MPEG-4.

*FLV (Flash Video)*: the format used to deliver MPEG video through Flash Player.

*MOV*: Apple's QuickTime container format.

*OGG, OGM & OGV*: open-standard containers.

*MKV (Mastroska)*: another open-specification container that you've seen if you've ever downloaded anime.

*VOB (DVD Video Object)*: It's DVD's standard container.

*ASF*: a Microsoft format designed for WMV and WMA—files can end in .wmv or .asf

Content provided by <http://www.shallowsky.com/linux/videoformats.html>

### III. Sample Bit Rates

*16 kbit/s* – videophone quality (minimum necessary for a consumer-acceptable “talking head” picture using various video compression schemes)

*128 – 384 kbit/s* – business-oriented videoconferencing quality using video compression

*1.5 Mbit/s max* – VCD quality (using MPEG1 compression)

*3.5 Mbit/s typ* – Standard-definition television quality (with bit-rate reduction from MPEG-2 compression)

*9.8 Mbit/s max* – DVD (using MPEG2 compression)

*8 to 15 Mbit/s typ* – HDTV quality (with bit-rate reduction from MPEG-4 AVC compression)

*19 Mbit/s approximate* – HDV 720p (using MPEG2 compression)

*24 Mbit/s max* – AVCHD (using MPEG4 AVC compression)

*25 Mbit/s approximate* – HDV 1080i (using MPEG2 compression)

*29.4 Mbit/s max* – HD DVD

*40 Mbit/s max* – Blu-ray Disc (using MPEG2, AVC or VC-1 compression)

Content provided by [http://en.wikipedia.org/wiki/Bit\\_rate#Video](http://en.wikipedia.org/wiki/Bit_rate#Video)

## IV. Encoding in iMovie, Final Cut Pro, and QuickTime Pro for YouTube

Audio/Video issues with .MOV and .MP4. How to ensure proper Audio/Video sync through a QuickTime conversion.

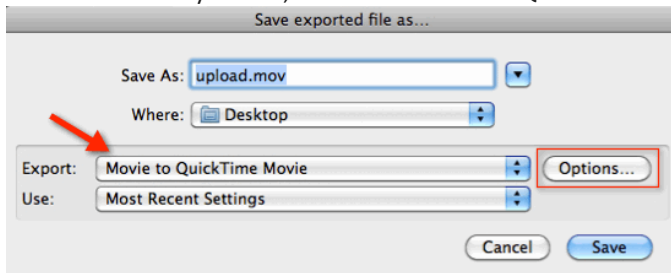
MOV/MP4 files exported from programs such as iMovie, Final Cut Pro, and QuickTime Pro have certain elements that are not handled well by YouTube transcoding. In order to ensure optimal upload quality—and specifically that the Audio and Video of the file remain in sync—use the encoding settings outlined below.

### Export your video using QuickTime

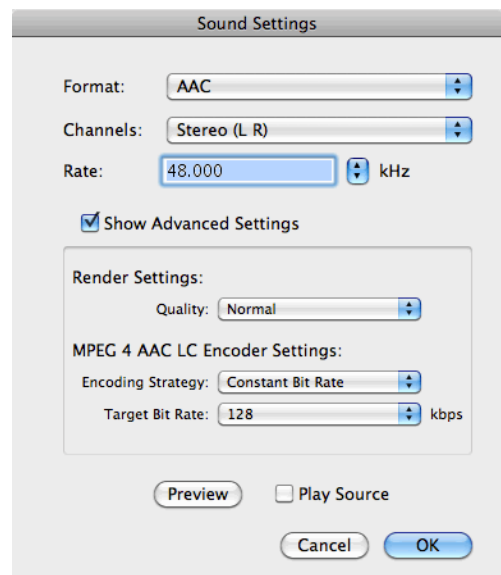
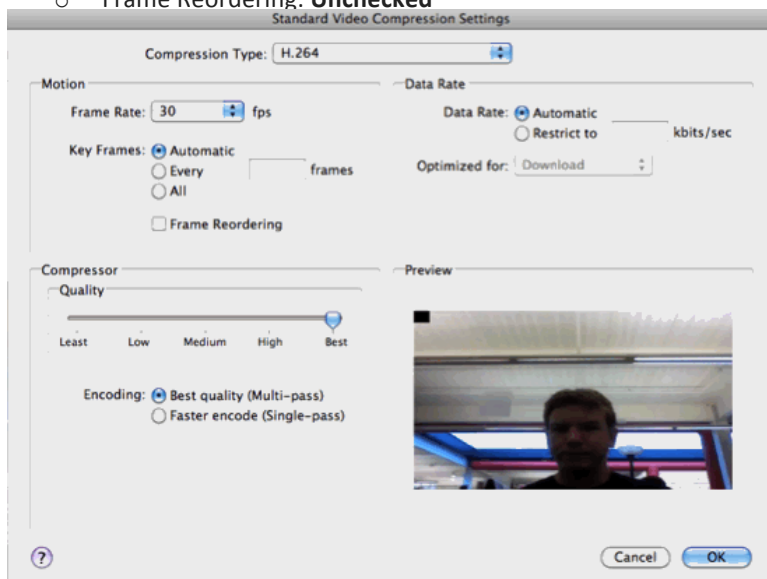
- In iMovie, select **Share > Export Using QuickTime**
- In Finalcut Pro, select **File > Export > Using Quicktime Conversion > Options**
- In QuickTime Pro, select **File > Export > Export: Movie to QuickTime Movie > Options**

### Alter your video encoding

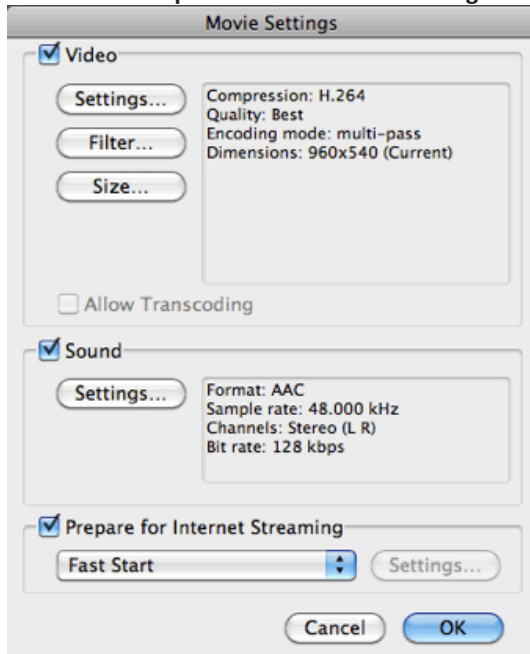
1. Enter a name for your file, and select **Movie to QuickTime Movie** from the Export dropdown.



2. Click **Options** and make the following changes to **Video** settings:
  - Compression Type: **H.264**
  - Frame Rate: **30 is preferred**. 23.98, 24, 25, 29.97 are also acceptable.
  - Data Rate: **Automatic**
  - Key Frames: **Automatic**
  - Frame Reordering: **Unchecked**



3. Make the following changes to **Audio** or **Sound** settings:
  - Format: **AAC**
  - Click **Show advanced settings** and choose **Constant Bit Rate** as encoding strategy.
4. Select **Size** and choose the original size of the video.
5. The section **Prepare for Internet Streaming** must be set to **Fast Start**.



6. Save your video, and then upload the resulting file to YouTube

All users have the ability to upload videos up to 15 minutes in length. You can attain the ability to upload longer length videos if:

- Your account is in good standing, as determined by the [YouTube Community Guidelines](#).
- You verify your account with a mobile phone.
- Your account has no worldwide Content ID blocks on any content

On the upload page, click the link to **Increase your limit** to be prompted to verify your account. If you do not have the option to verify your account, or if you lose your access to long uploads, the best first step is to check [your account for copyright claims and strikes](#).

Content provided by <http://support.google.com/youtube/bin/static.py?hl=en&guide=1728585&topic=1728570&page=guide.cs>

## V. Encoding with Windows Movie Maker for YouTube

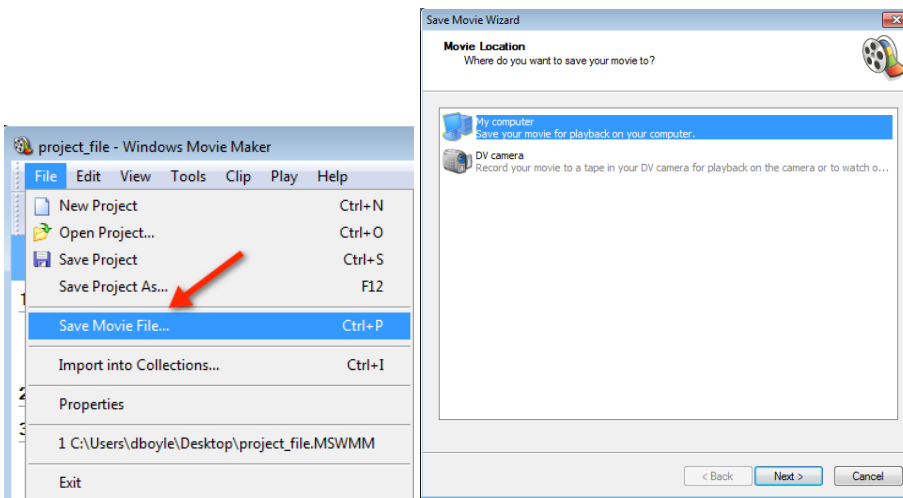
### I'm using Windows Movie Maker. Why won't my video upload?

If you are using Windows Movie Maker or Windows Live Movie Maker and experiencing errors with your uploads, it is possible that you are attempting to upload a project file, which is not an actual movie file. You can follow the simple steps outlined below to convert your video project to a **.wmv** file, which is an acceptable format for upload.

### Windows Movie Maker: Converting .MSWMM

If you edited your video using Windows Movie Maker, you may have also attempted to upload a **.MSWMM** project file. You can convert this project to **.wmv** format by following these steps:

Click **File** and then select **Save Movie File** from the dropdown. In the next step, select **My Computer** as your saving destination, and then click **next**.



Enter a name for your file, and then choose a place to save your movie. In the next step, click **Next** to start encoding your video with default settings. If you would like to make more advanced adjustments to the file, you may also select **Show more choices**

