



Types of product video

What each is for, and when to re-record it

any2.video

cheat sheet

\$ cat types.tsv

TYPE	MINS	OWNER	EVIDENCE IT NEEDS	RE-RECORD WHEN
Task walkthrough	3–8	Product mkt	Result verified on screen	Release changes the path
Support answer	2–4	Support	Ticket reproduced, then fixed	Fix changes
Integration proof	3–6	Product mkt	Both sides show the result	Either product ships
Install / first run	5–10	Docs	Working instance reached	Installer changes
Release note	2–4	Product	Each item run on the build	Every release
Comparison / migration	5–12	Product mkt	Both paths run, edges named	Either side changes
Chart / benchmark	1.5–3	Product mkt	Raw data published beside it	Hardware or version changes
Partner enablement	6–12	Partner team	Click path reproduced exactly	Demo tenant or UI changes
Onboarding series	2–3 ea	Cust. success	Activation step completed	Onboarding flow changes
Localised cut	same	Marketing	Same run, new narration	Source video re-runs
Short-form cut	0.5–1	Social	Cut from a verified run	Source video re-runs
Concept explainer	1–1.5	Product mkt	Facts checked, nothing filmed	The concept changes

\$ cat skip.tsv

x Brand film	Answers no question a buyer asked. Justified at a rebrand, rarely twice.
x Unedited webinar	Eleven minutes of waiting room. Cut it into task walkthroughs instead.
x Testimonial with no task	Praise without a problem proves nothing. Name the job they did.
x Animated tour, no product	Ages instantly, and viewers notice they never saw the software.

How to choose

Rank your tasks by search demand and support load. Make the top ten as walkthroughs and support answers. Add one integration proof, put a release note on the ship checklist. Everything else is a cut of those.