



Course Video Hosting Decision Guide

Use this worksheet to compare video hosting options before you commit to a platform. Work through each section, score the platforms, and capture your final decision.

1 Course launch profile

Course name

Target launch date

Students in first 90 days

Students in first 12 months

Number of course videos

Average video length

Longest video length

Are videos part of a paid course?

☐ Yes

☐ No

☐ Some are free, some are paid

2 Viewer experience requirements

How important is a clean, distraction-free player?

☐

1 — Not important

☐

2 — Somewhat

☐

3 — Important

☐

4 — Very important

☐

5 — Critical

Do you need to avoid: (check all that apply)

☐ Ads

☐ YouTube branding

☐ Related content

☐ Suggested videos

☐ Public comments

☐ External platform navigation

Must the player match your brand?

☐ Yes

☐ No

☐ Nice to have

Do you need captions or transcripts?

☐ Yes

☐ No

☐ Later

Do you need playlists or video collections?

☐ Yes

☐ No

☐ Later



3 Privacy and protection requirements

How protected does the content need to be? (check all that apply)

- ☐ Public: anyone can watch
- ☐ Unlisted: only people with the link can watch
- ☐ Embedded only: videos play inside the course
- ☐ Password protected
- ☐ Login protected
- ☐ Domain restricted
- ☐ Signed embeds / advanced playback protection
- ☐ Enterprise-level access control

Are you trying to prevent casual sharing, serious piracy, or both?

Notes

4 Budget comfort zone

Monthly budget target

Monthly budget maximum

Are you comfortable with usage-based pricing?

- ☐ Yes
- ☐ No
- ☐ Maybe, if estimates are clear

Do you prefer predictable monthly plans?

- ☐ Yes
- ☐ No
- ☐ No preference

Are overage charges acceptable?

- ☐ Yes
- ☐ No
- ☐ Only with a spending cap

5 Internal management

Who will upload and manage videos?



- ☐ Course owner
- ☐ Developer
- ☐ Marketing team
- ☐ Web designer
- ☐ Virtual assistant

Other:

How technical is that person?

- ☐
1 — Not technical
- ☐
2 — Somewhat
- ☐
3 — SaaS tools
- ☐
4 — Technical settings
- ☐
5 — Developer/admin

Do you need multiple team members to access the video account?

- ☐ Yes
- ☐ No
- ☐ Later

6 Platform comparison scoring

Score each option from 1 to 5. 1 = Poor fit 3 = Acceptable fit 5 = Strong fit

Platform	Cost fit	Clean player	Ease of use	Privacy/ security	Course fit	Marketing features	Overall
YouTube	☐	☐	☐	☐	☐	☐	☐
Vimeo	☐	☐	☐	☐	☐	☐	☐
Bunny Stream	☐	☐	☐	☐	☐	☐	☐
SproutVideo	☐	☐	☐	☐	☐	☐	☐
Cloudflare Stream	☐	☐	☐	☐	☐	☐	☐
Wistia	☐	☐	☐	☐	☐	☐	☐
Spotlightr	☐	☐	☐	☐	☐	☐	☐

7 Recommended shortlist

Based on your scores, choose your top three:

1.
2.
3.



8 Final decision

Chosen platform

Why this platform is the best fit right now

What would cause us to upgrade or switch later?

Review date

Decision owner

Note: Third-party video providers may set their own cookies or collect playback-related data. Course creators should review each provider's privacy and cookie practices and disclose embedded video providers in their own student-facing policies where appropriate.