

Video creation and Editing Tool Comparison

Chart #1 - Video Creation Tools

All of the tools listed in the chart below are provided by subscription through UAS, offered for free, or have a freemium version which allows limited tools to be accessed for free.

	Zoom	Collaborate Ultra	Adobe Presenter	Apowersoft online screen recorder	Screencast-o-Matic	VoiceThread*
Cost	Free	Provided through Blackboard	Subscription provided by UAS	Free	Free version	Subscription provided by UAS
Operating System	Any	Any	Windows	Any	Any	Any
Recording Time Limit					15 minutes in free version	
What can be recorded?	Entire screen, window, or whiteboard	Entire screen, window, or whiteboard	PPT slides, insert video, audio, audio is "per slide" and can be edited	Entire screen, window, or selected region of the screen	Entire screen or a selected region of the screen	VoiceThread records "slides" which may contain media of any kind
Record webcam option						
Annotate while recording					Only with a paid subscription	
Whiteboard tool			A blank slide could be used as a whiteboard	A blank slide could be used as a whiteboard		A blank slide could be used as a whiteboard

	Zoom	Collaborate Ultra	Adobe Presenter	Apowersoft online screen recorder	ScreenCast-o-Matic	VoiceThread*
Closed Captioning ability	Zoom creates a transcript and closed captioning	CC can be added using a transcript that you create	Available only if Video Express program is also installed. PPT notes can be included to provide transcript for each slide.	None	CC is available with a paid subscription but the quality is not up to accessibility standards	There is an option to order CC which will be returned in 3 days and can be edited as needed.
Sharing options	Recordings can be downloaded and shared or can be shared via link to the cloud. Note: Unless you disable auto-delete, the video will be deleted after two years, so it is recommended that you download the video.	Recordings are saved to the blackboard course site where created and can be accessed by students	Publishes to Breeze server in HTML5. Share the URL. (URL remains constant even if edited.	Download as a video or GIF and share	Recordings can be saved to your computer, google drive, or to ScreenCast-o-Matic's website. Alternately, they can be uploaded straight to YouTube.	Recordings can be shared on Blackboard through a direct link
Notes		You can't use annotation tools while sharing a webpage	PPT animations can be built in and audio is then tied to animations.	If you record full screen, the annotation tools are in the capture.	If you're using the free version, videos will be watermarked with the logo	Allows students to annotate and interact like a discussion

*(VoiceThread is not technically a screen recording tool, but it does allow for recording and sharing lessons with the added bonus that students can interact)

Chart #2 – Editing Tools

All of the tools listed in the chart below are provided by subscription through UAS, offered for free, or have a freemium version which allows limited tools to be accessed for free.

	Microsoft Video Editor	Screencast-o-Matic free video editor*	iMovie	OpenShot	Screencast-o-Matic**	VoiceThread**	Adobe Presenter**
Cost	Included in Windows Software	Free	Comes installed on most Apple devices	Free	Has a few free editing tools	Subscription provided by UAS	Subscription provided by UAS
Operating System	Windows	Any	Mac	Any	Any	Any	Windows
Closed Captioning ability	none	Only with a paid subscription	none	You can manually add captions, but the options are not user-friendly	CC is available with a paid subscription but the quality is not up to accessibility standards	There is an option to order CC which will be returned in 3 days and can be edited as needed.	Can be added via a script if Video Express program is also installed. PPT notes can be included to provide transcript for each slide.
Trim (cut from the beginning or end of the video)							Audio editing is "by slide" / also "by animation".
Split/Slice/Cut (divide the video and/or remove a section of the video)						Individual slides can be removed and audio for individual slides can be deleted and re-recorded	Done within PowerPoint and audio editor. Can modify slide and/or audio on slide, republish and URL remains the same.

	Microsoft Video Editor	Screencast-o-Matic free video editor*	iMovie	OpenShot	Screencast-o-Matic**	VoiceThread**	Adobe Presenter**
Add audio tracks/music					Only with a paid subscription		Insert using audio editor. You can also insert silence.
Stock music tracks available		Only with a paid subscription			Only with a paid subscription		
Edit video audio		You can record and add narration during editing	You can record and add narration during editing		If you pause and start again, you can compress back to where you paused and re-record that portion	Individual slides can be re-recorded.	You can delete, edit, or record any portion of the audio on a slide.
Add title pages, images, or slides							
Effects				Color filters and zoom motions			PPT animations works as expected
Transitions							Basic PPT transitions work as expected
Add annotations after recording	Text can be added		Text can be added				If video express is downloaded, yes.

	Microsoft Video Editor	Screencast-o-Matic free video editor*	iMovie	OpenShot	Screencast-o-Matic**	VoiceThread**	Adobe Presenter**
Sharing Methods	Finished videos can be exported to your computer	Edited videos can be downloaded to your computer or uploaded to Screencast-o-Matic's website, Google Drive, or YouTube.	Download to your computer or upload to YouTube or cloud storage	Finished videos can be exported to your computer	Recordings can be saved to your computer, google drive, or to Screencast-o-Matic's website. Alternately, they can be uploaded straight to YouTube.	Recordings can be shared on Blackboard through a direct link	Publishes to Breeze server in HTML5. Share the URL. (URL remains constant even if edited).
Ease-of-Use	Easy	Intermediate	Intermediate	Intermediate	Easy	Easy	Easy
Notes	Extremely user friendly but very basic features	A broad spectrum of features but not all are available for free	Very versatile but only available on Apple products	Takes some practice to master	If you're using the free version, videos will be watermarked with the logo	Allows students to annotate and interact like a discussion	Constant URL once published. Works for low bandwidth situations. PPT plugin. Can insert "stops" for user to do a task and then resume video, can insert quiz questions. Statistics reporting is available on the server. However, program can be "buggy".

* The free video editor is developed by the same company as the screen recorder, but it is not integrated with the recording part and can be used on any video whether you made it with Screencast-o-Matic or not.

** Screencast-o-Matic, VoiceThread, and Adobe Presenter have some editing capability so they have a place on both charts.