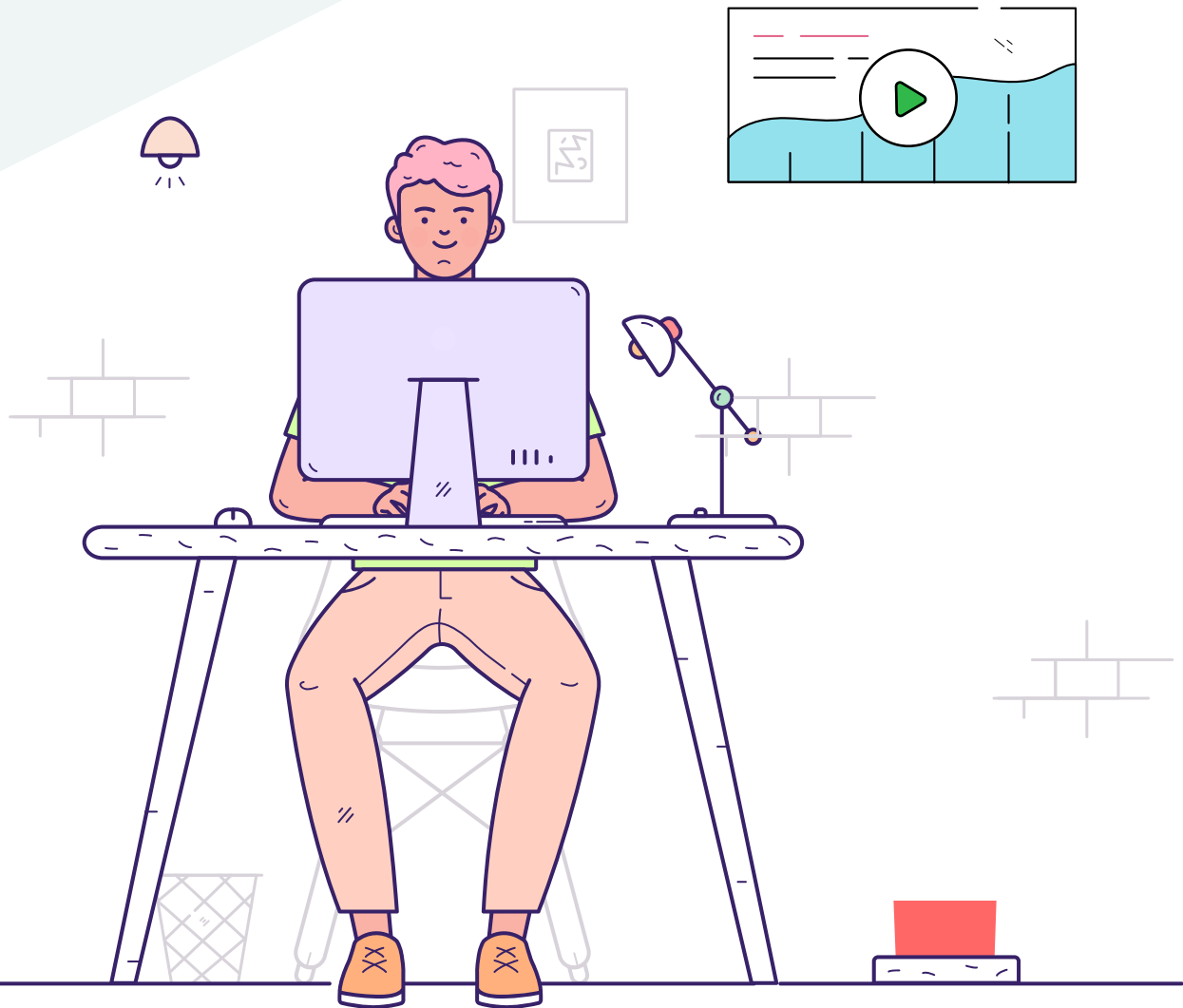


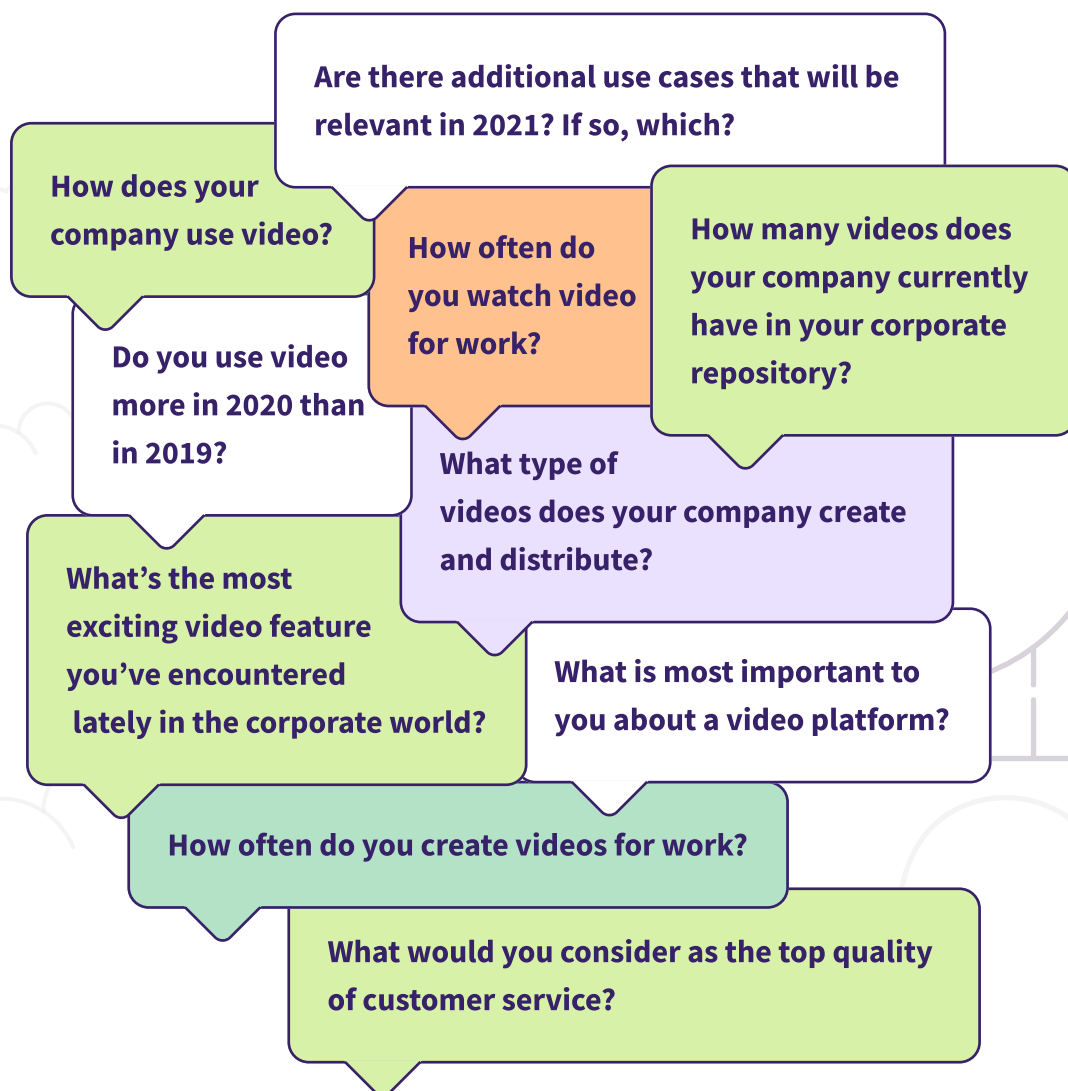
# State of Enterprise Video 2020



**Insights, Trends & Forecasts**

# About the Report

In September 2020, movingimage held its first-ever virtual User Group Meeting. Before the event, we asked the participants to complete a survey about their video patterns, use, and expectations. We asked them to answer the following questions:



The purpose of this report is to shed some light on the use of video in enterprises, assess its impact on business environments, and understand video trends better.

# Executive Summary

Our work environment keeps changing at an increasingly rapid rate. The immense amount of tools available at our disposal keeps growing by the minute, unveiling new opportunities that we couldn't imagine not long ago. This new reality is as exciting as it is challenging: How can technology and business leaders make the necessary adaptations to succeed, create, and sustain a competitive advantage? One solution that addresses this challenge and is gaining more traction over the last few years is video. Not only has video become a predominant communication medium that, according to Cisco, accounts for 90% of all internet traffic, but it's also multi-functional. It can, therefore, support different business activities in different ways, and accommodate organizations during their digital transformation and beyond. With plenty of supporting evidence, there's no doubt that video is shaping the future workplace. But how? Given video's increased adoption among large companies as well as ever-changing work dynamics, we've decided to review video's position using a survey.



Naturally, companies also expect their platform to be innovative. This is what Russell Zack, Board Member of movingimage & Video Advisor in the EVP Market has to say:

Video has become the core element of how companies communicate both real time as well as on demand.

## Below are our conclusions:

Video use in enterprises continues to grow, with companies seeing a rise in the number of video use cases as well as the frequency of both consumption and creation. Respondents mostly use video for **internal communication** as well as **learning & development** and are seeking an enterprise video platform that is **easy-to-use**.

Most companies use videos versatily. **89%** of respondents **use at least two video use cases**, the most common ones being **internal communication** (89%), **learning & development** (89%), and **external communication** (78%). On top of their existing use cases, 56% of respondents consider using video for event-streaming, 11% for advertising, and 11% for software instructions.

Video use is rising. **100% of respondents say they use more video in 2020 than in 2019**. Whereas all of the respondents consume videos, 89% also say they create them.

When asked about the type of content they do create 78% said they use it for **high-end-production videos**, and 44% said they create **user-generated content**.

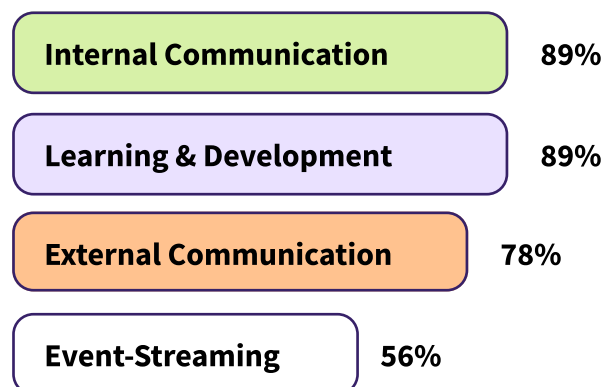
**Usability** is the most crucial feature users are looking for in a video platform. 44% say it's more important than the **extensive features** (22%) or **easy integration/plugins** (22%).

Survey Findings:

# How does your company use video?

Video use in enterprises continues to grow, with the most popular corporate video use cases being **internal communication** and **learning & development** (both 89%) followed by **external communication** (78%) and **event-streaming** (56%). Most respondents (89%) use video for multiple corporate use cases.

This data correlates with movingimage's video logs, according to which a substantial increase in corporate learning videos, internal communications videos, and live streaming has been registered since March 2020. [Learn more.](#)



# Are there additional use cases that will be relevant in 2021? If so, which?



63%

**As video extends into new departments, respondents believe they will use it mostly for sales & product demos (63%).**

38%

**38% are planning to use video for marketing & advertising and 25% for customer service.**

While some video use cases seem to maintain their market dominance, others, such as video for customer support, are becoming much more prevalent. Video plays a pivotal role in today's customer service operations, as it enables customers to perform self-troubleshooting and get their hardware, software, and other products up and running in less time. Interesting fact: 68% prefer to watch a video that explains how to solve a problem rather than calling the business to speak to their support team\*.

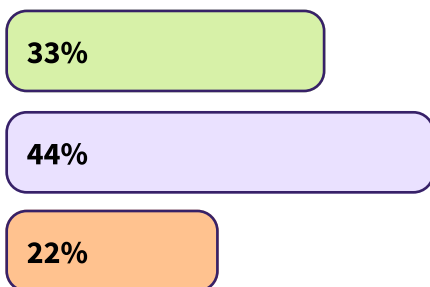
\*<https://www.wyzowl.com/how-to-improve-customer-support-with-video/>

# How often do you watch video for work?

# How often do you create video for work?

☐ Daily    ☐ Few times per week    ☐ Few times per month    ☐ Other

## WATCH



## CREATE



While video is unquestionably a popular medium, most respondents still watch more videos than create them for work. Nevertheless, the margin is relatively small: all of the respondents watch videos regularly (at least a few times per week), and 89% state that they create videos themselves, out of which 22% do so daily or a few times per week. This piece of data should come as good news for their employers: employee-generated videos are by far more engaging than branded content. In fact, employee-shared content gets **8 times more engagement** than content shared by brands\*.

\*<https://www.socialmediatoday.com/content/employee-advocate-mobilize-your-team-share-your-brand-content>

# Do you use more video in 2020 than in 2019?

Another testimony to the surge in video use is our respondents' unequivocal "yes" to that question.

Whether it's due to the embracement of the digital workplace or transition to remote work, companies are increasing their reliance on video. According to Cisco, by 2022, online videos will make up more than 82% of all consumer internet traffic — 15 times higher than it was in 2017.

**100% of the respondents say they use more video in 2020 than in 2019.**



# What type of videos does your company create and distribute?

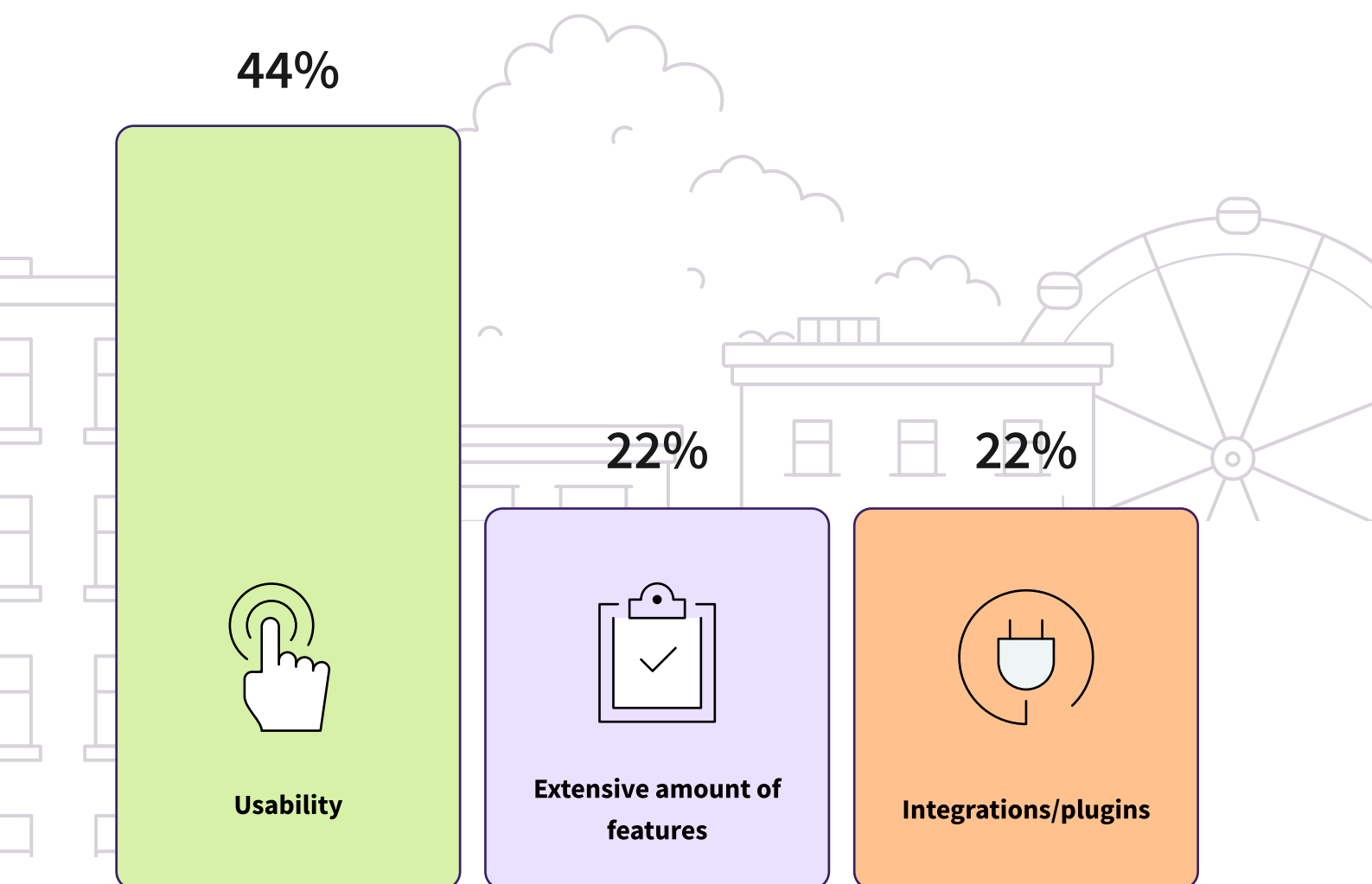
Though we've learned most of our respondents create video themselves, 78% also say their workplace prefers high-end production content over user-generated videos. Nevertheless, with the introduction of new and intuitive video creation tools and the rise of remote working culture, user-generated content seems to be closing the gap, slowly but surely.





# What is most important to you about a video platform?

Though price is an important aspect of any service, none of our respondents consider it to be a deciding factor. Instead, most (44%) say **usability** is the most crucial element of a video platform. 22% of respondents say they care most about a **rich feature set** and 22% prefer video **integrations/plugins**.

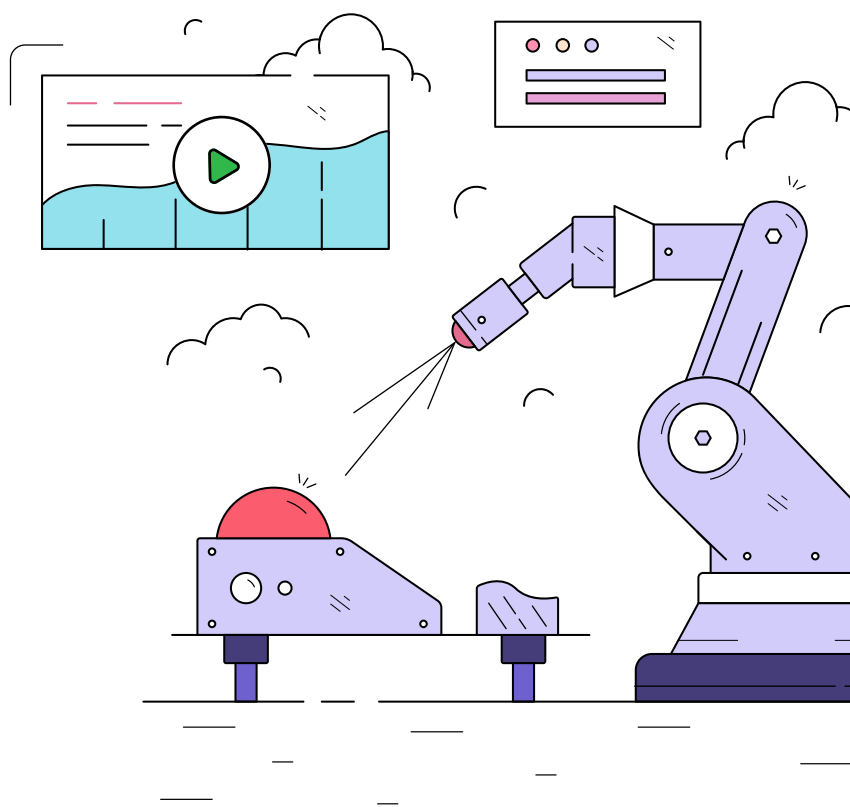


# What's the most exciting video feature you've encountered lately in the corporate world?

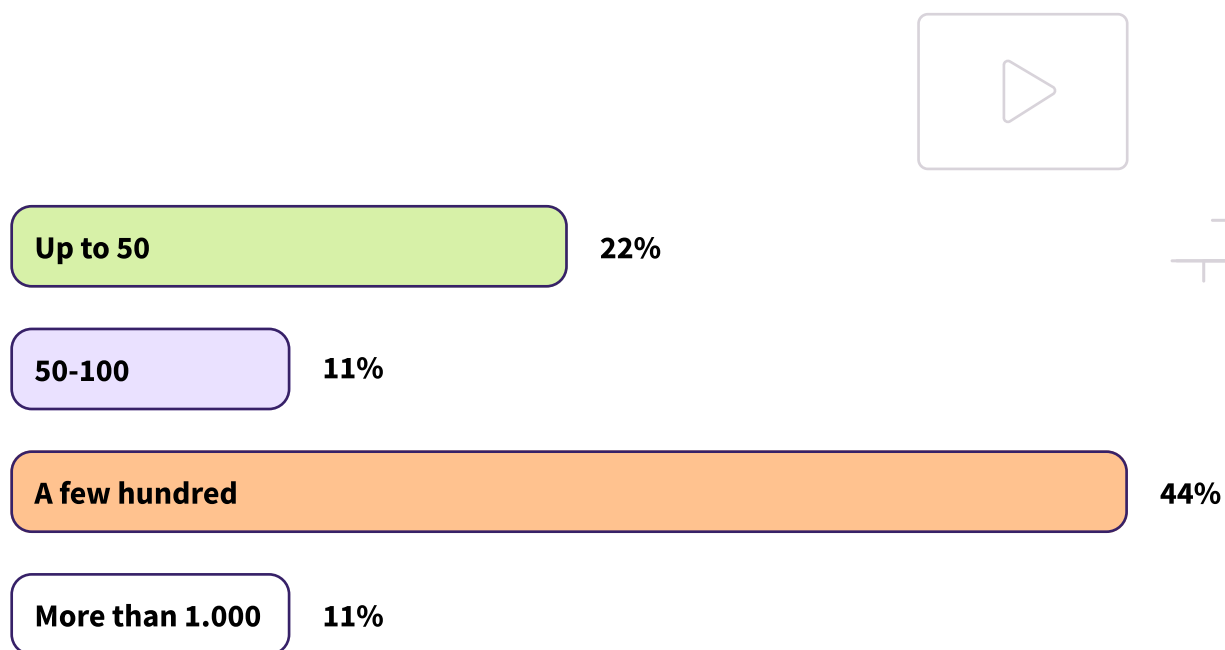
What does the future hold for corporate video? We've asked our respondents what's the most exciting feature they've encountered to date. Answers ranged from multichannel streaming to the ability to jump to a specific video-section of a video. Nevertheless, most answers mentioned AI (artificial intelligence).

Here at movingimage, we share the excitement about the possibilities that AI embodies: anything from auto-editing, to video summary, to AI subtitles, to automating 3D elements. And indeed, the number of AI-powered video applications keeps growing, and so does the ability of machines to automate video creation. With machines driving down the cost and time required to create video content, it's almost certain that video content will increase exponentially, affecting both internal and external use cases.

[Read our blog post to learn more.](#)



# How many videos does your company currently have in your corporate repository?



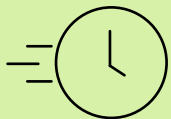
Most respondents (**44%**) say their company has a **few hundred** videos in its corporate repository. **22% say they have up to 50** and **11% more than 1.000**. Either way, it's estimated the number of videos will keep growing as video is becoming an increasingly popular corporate medium. Fun fact: 59% of executives say they would rather watch a video than read text\*.

\*<https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics>

# What would you consider as the top quality of customer service?

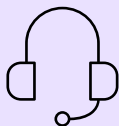
Finally, we wanted to know what customers appreciate most about customer service. It appears that **78%** of respondents value **short response times** most. **11%** say a **comprehensive support center** is most important to them.

78%

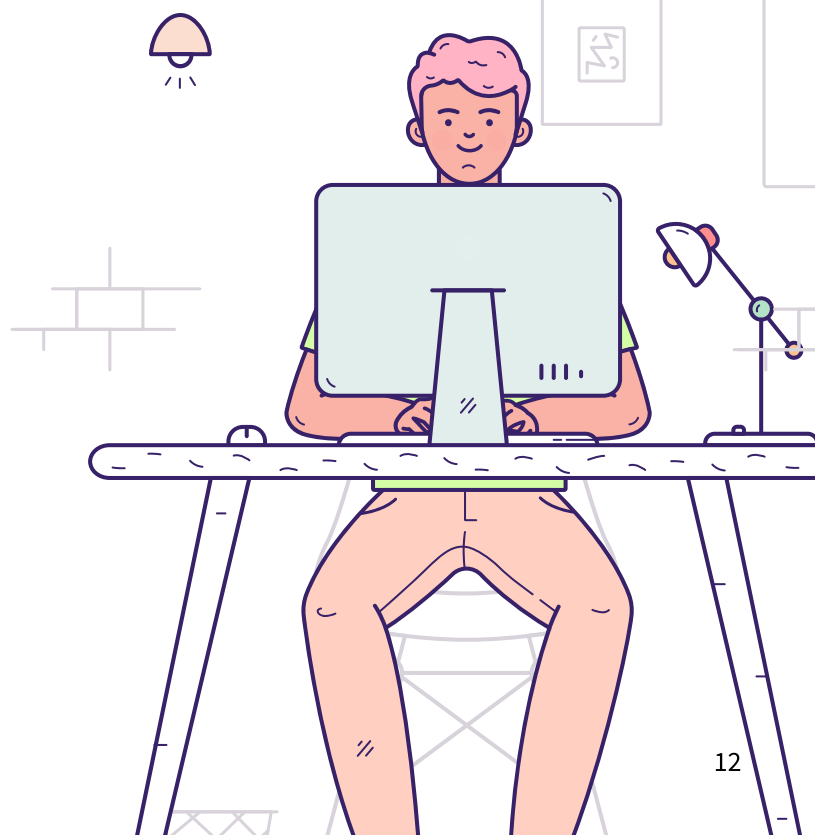


**Short response times**

11%



**Comprehensive support center**





# We are all about Video.

**movingimage** is the leading provider of secure enterprise video platforms for international enterprises. Its cloud-based solution empowers companies to centrally manage and stream business video in the highest quality available and on any device. Some of the largest corporations, including DAX-listed companies, have already put their trust in movingimage.



## Get in touch:

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