



2019

VIDEO SOLUTIONS BENCHMARK REPORT

Brandlive and IBM have partnered together to evaluate the state of companies using live and/or pre recorded video solutions. Last year, the report we released focused specifically on live video. The data gathered for this report comes from the responses of over 200 marketing, training, and sales executives across multiple industries.

Of the participants, 42% work for companies with fewer than 100 employees, with 21% working for companies with over 5,000 employees. There is also wide a range in revenue from these represented companies, with 31% earning under \$5 million annually, and 24% earning over \$1 billion annually.

This report aims to answer the following questions:

- ✓ How frequently are companies leveraging video solutions?
- ✓ Are budgets for video solutions increasing or decreasing?
- ✓ What were the most common use cases for video solutions in 2018?
- ✓ How are use cases for video solutions going to change in 2019?
- ✓ What are the primary barriers to utilizing video solutions?
- ✓ Which business problems attempting to solve through the use of video?
- ✓ To what degree will video play a role in marketing, internal education, sales enablement, and eCommerce strategies in 2019?

You will see the term 'video solutions' used frequently throughout this report. We define video solutions broadly as platforms, tools, or channels used to produce, broadcast, and repurpose live and/or on-demand video.

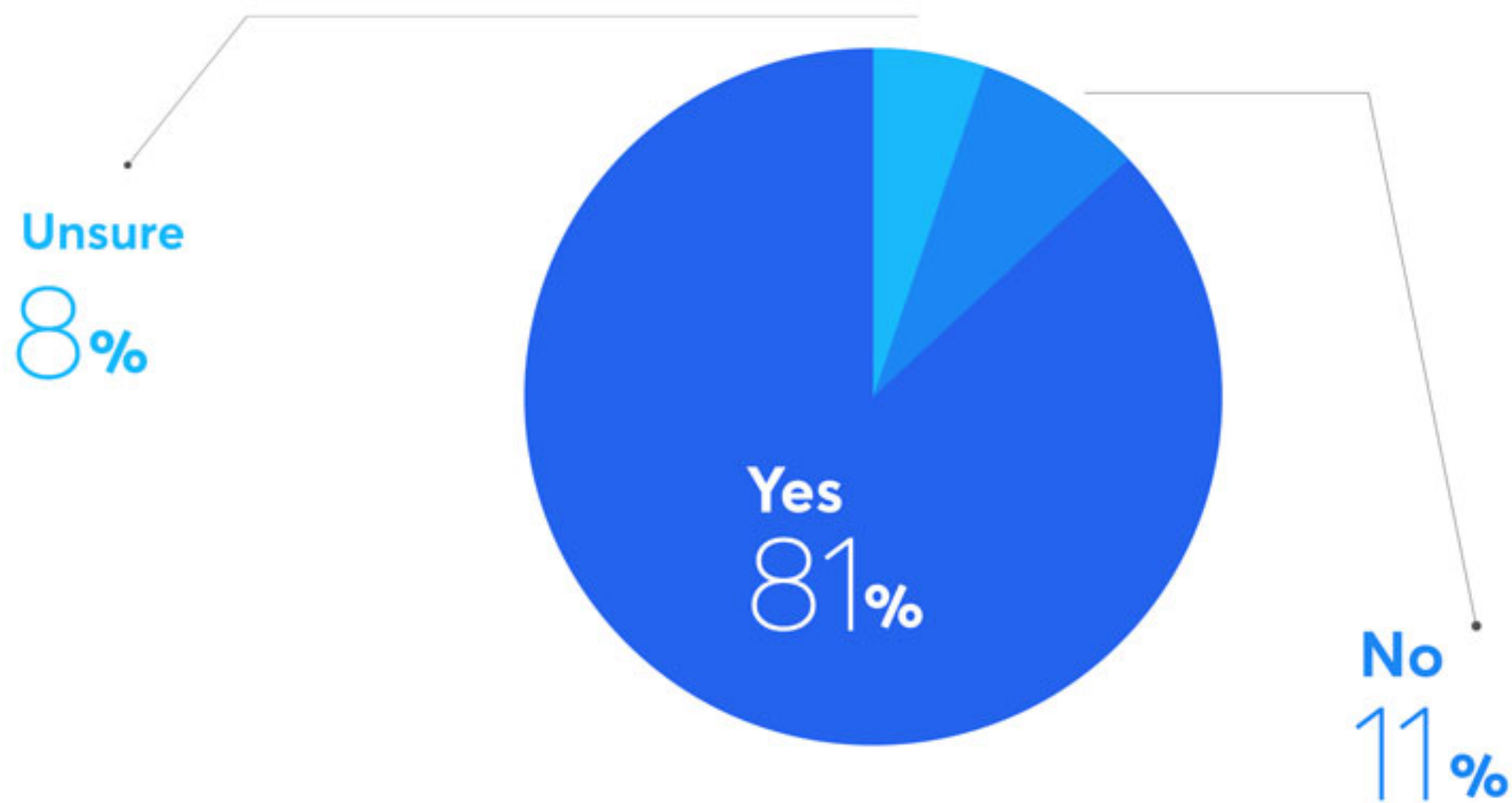


Video is helping 81% of companies meet or exceed their business objectives

81% of participants (each representing a different company) said that live and pre-recorded video solutions helped them meet or exceed business objectives in 2018.

These included more clearly informed employees and partners, better aligned sales orgs, increased revenue, and more engaged consumers.

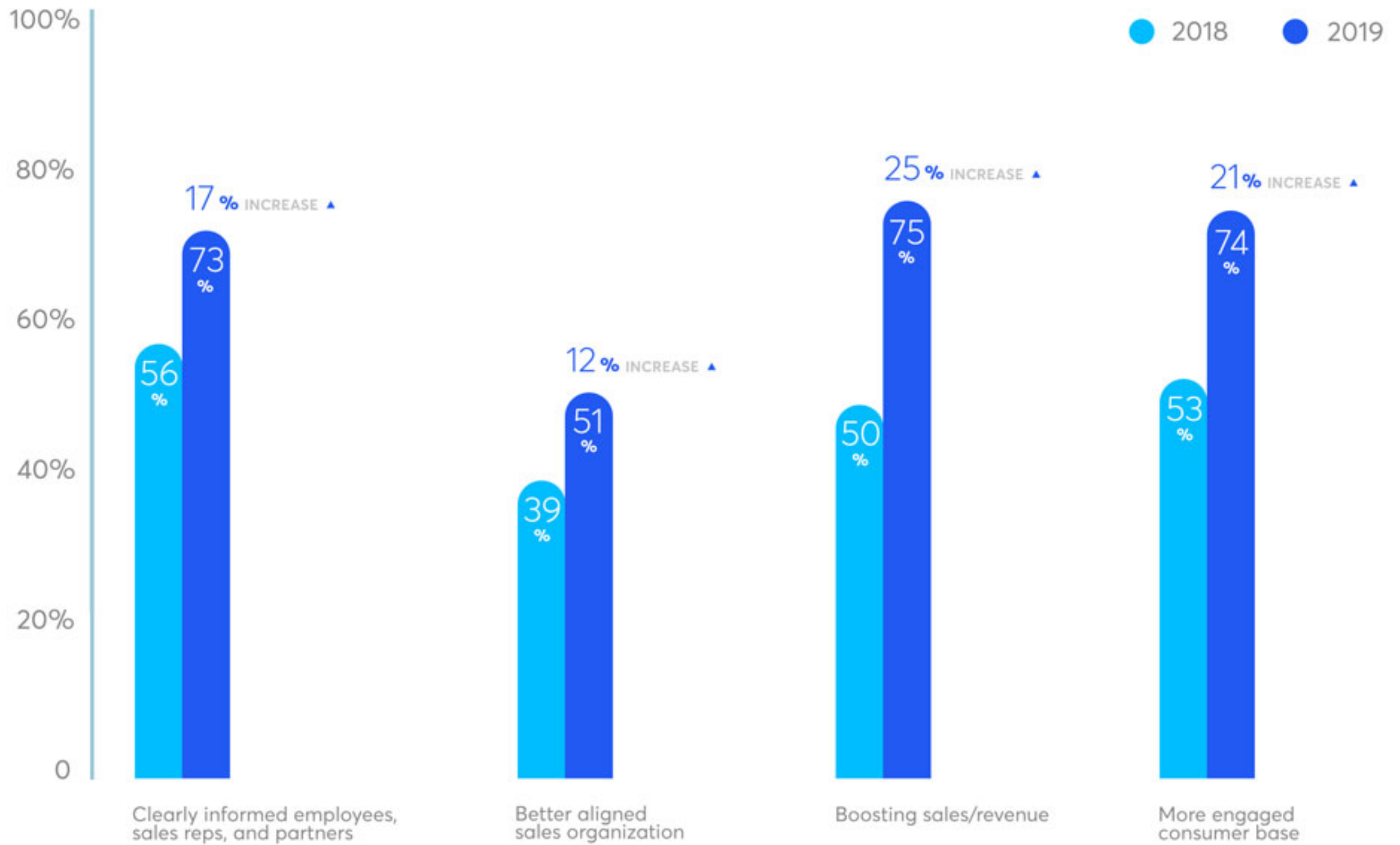
Did video solutions help your company meet/exceed business goals in 2018?



In 2019, 75% of companies will use video solutions to increase sales

The use of video to achieve business outcomes will increase in 2019 across every category identified in the 2018 survey. Boosting sales and revenue led the way with a 25% jump year over year, but the average increase across all categories is 19%.

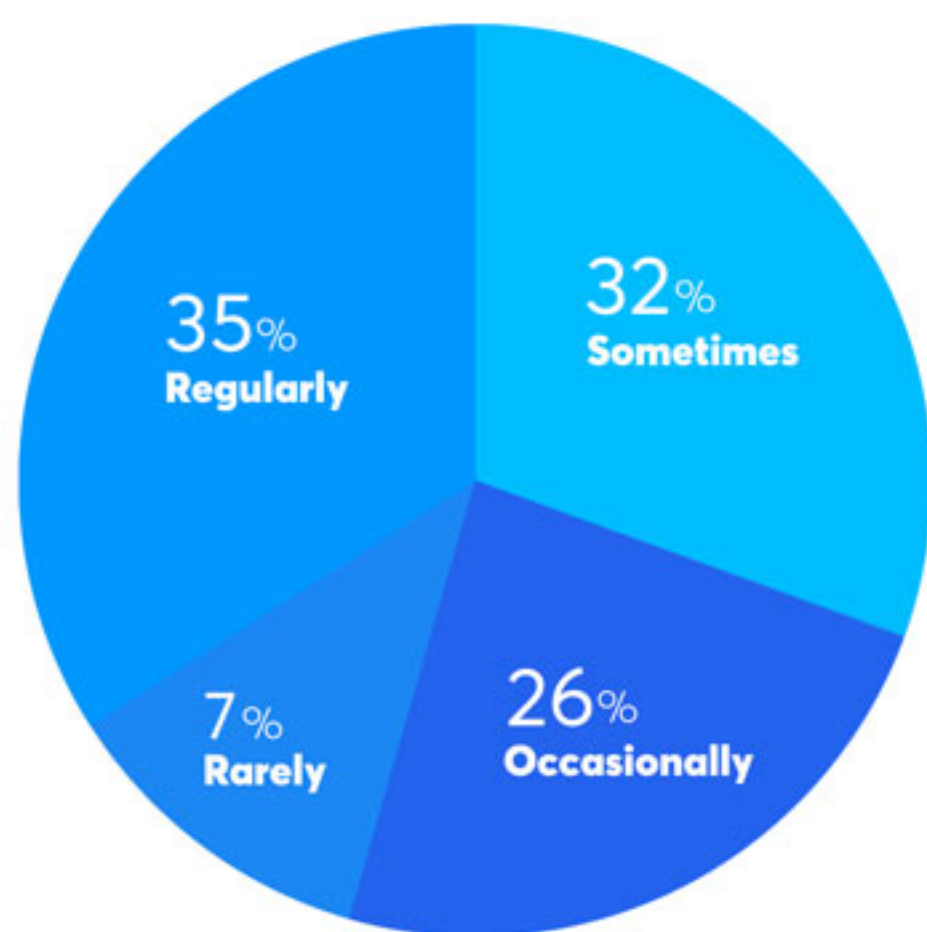
Business outcomes that video solutions were used for in 2018 vs. 2019



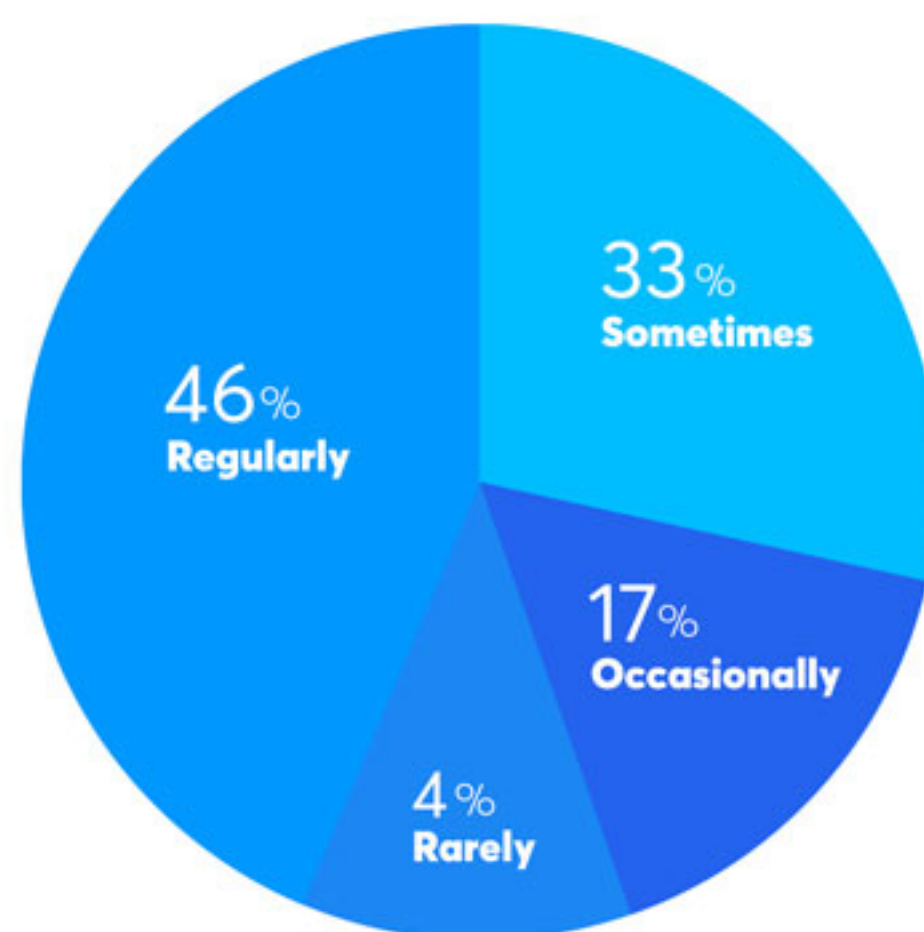
Companies are leveraging video with increasing frequency

The data shows that in 2019, fewer companies will only use video solutions occasionally or rarely, and more will leverage video on a regular basis. 46% of all participants said they would use video regularly in 2019, an increase of over 10% from 2018.

Frequency of companies using video solutions in 2018 vs. 2019



2018



2019



Companies will employ more video use cases in 2019

In 2019, nearly 80% of companies will use video for both internal and external use cases.

Utilization of video use cases will increase across the board in 2019, with participants indicating that marketing, internal education, and training will see the highest adoption.

In general, external (consumer-facing) video use cases will see more growth year over year than internal ones. It's also noteworthy that eCommerce sales saw the biggest increase in usage year over year, but still remains the smallest category overall (at only 31% in 2019).

Internal use cases: 2018 vs. 2019

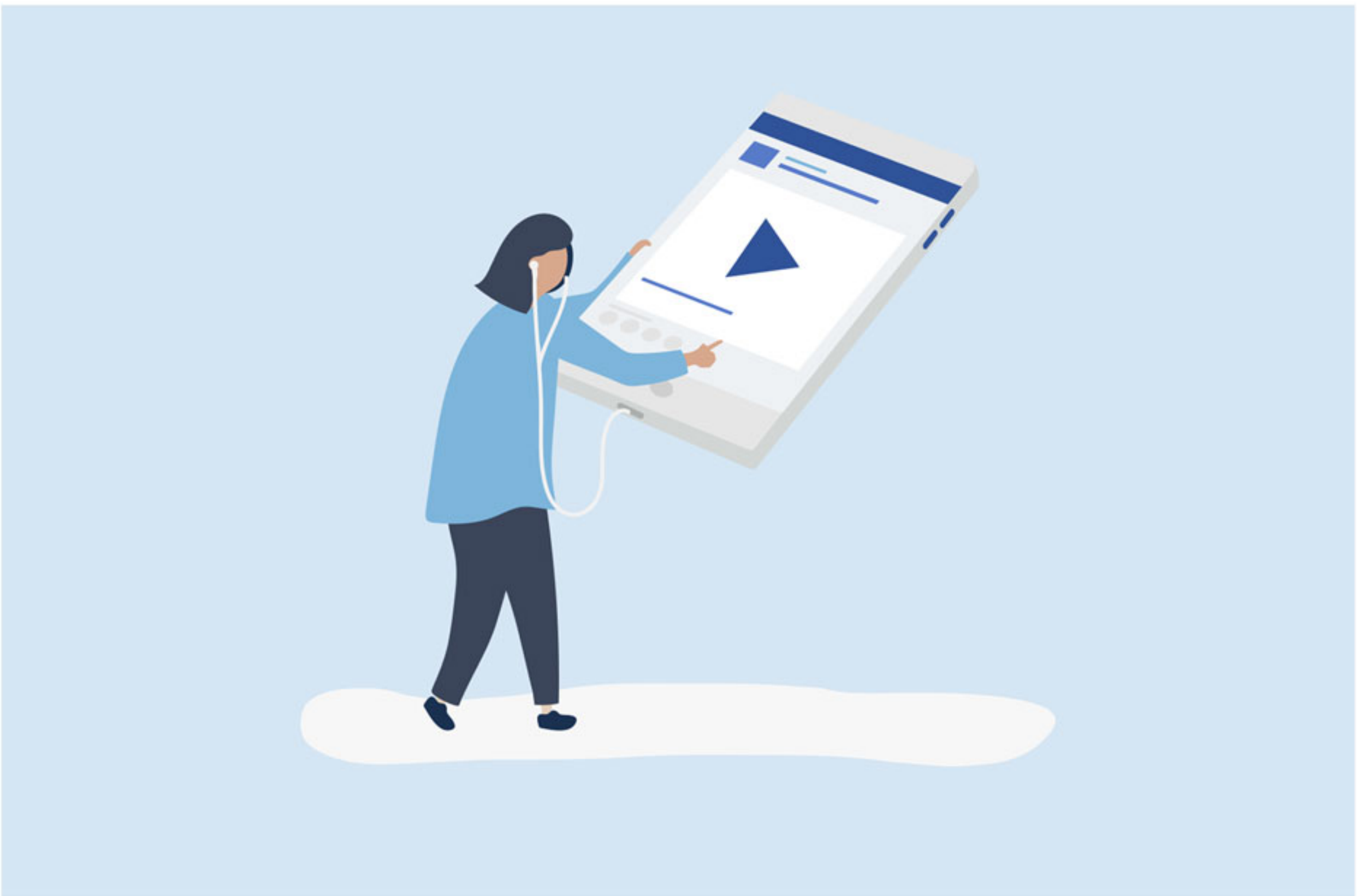
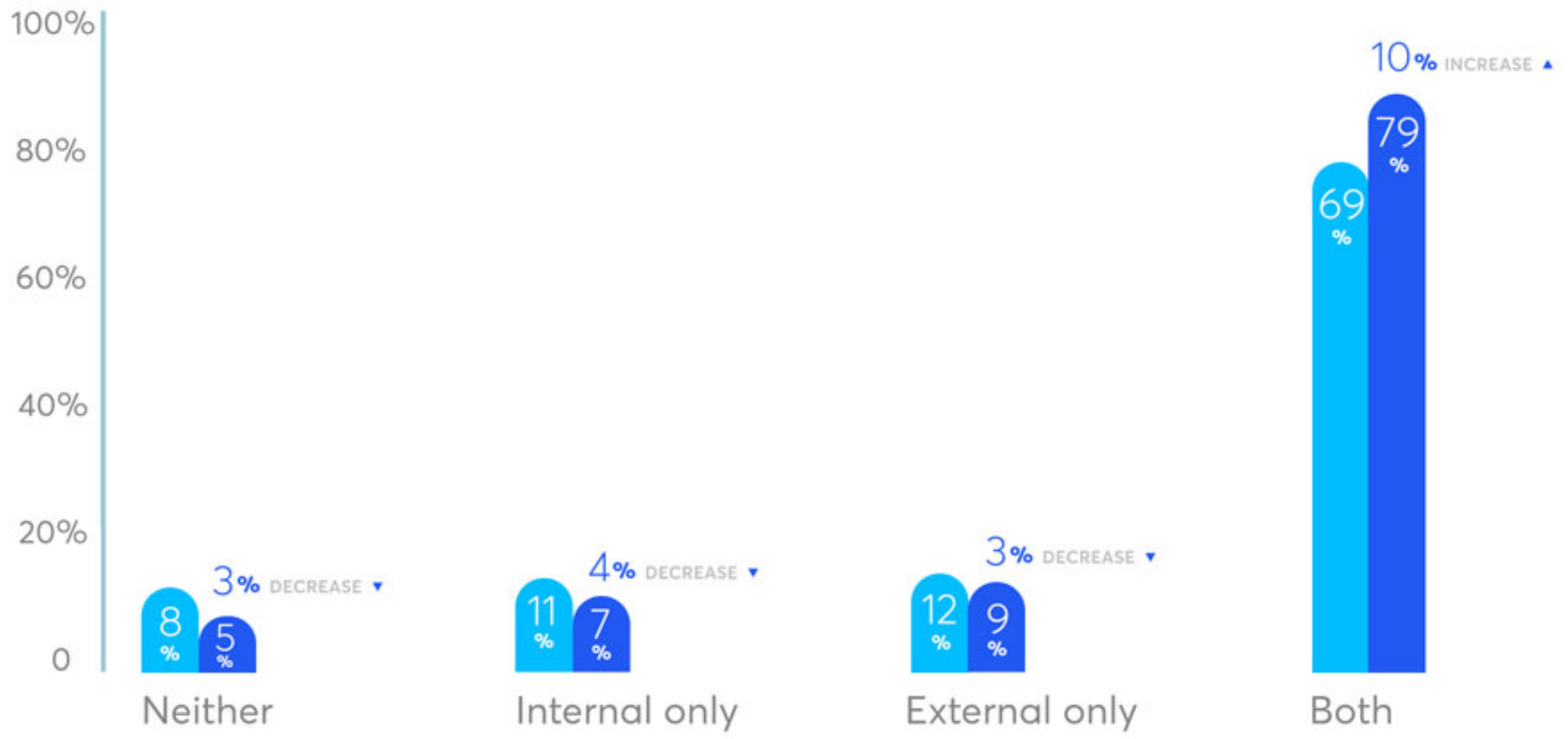


External use cases: 2018 vs. 2019



Percentage of participants using video solutions for internal use cases, external use cases, or both in 2018 vs. 2019

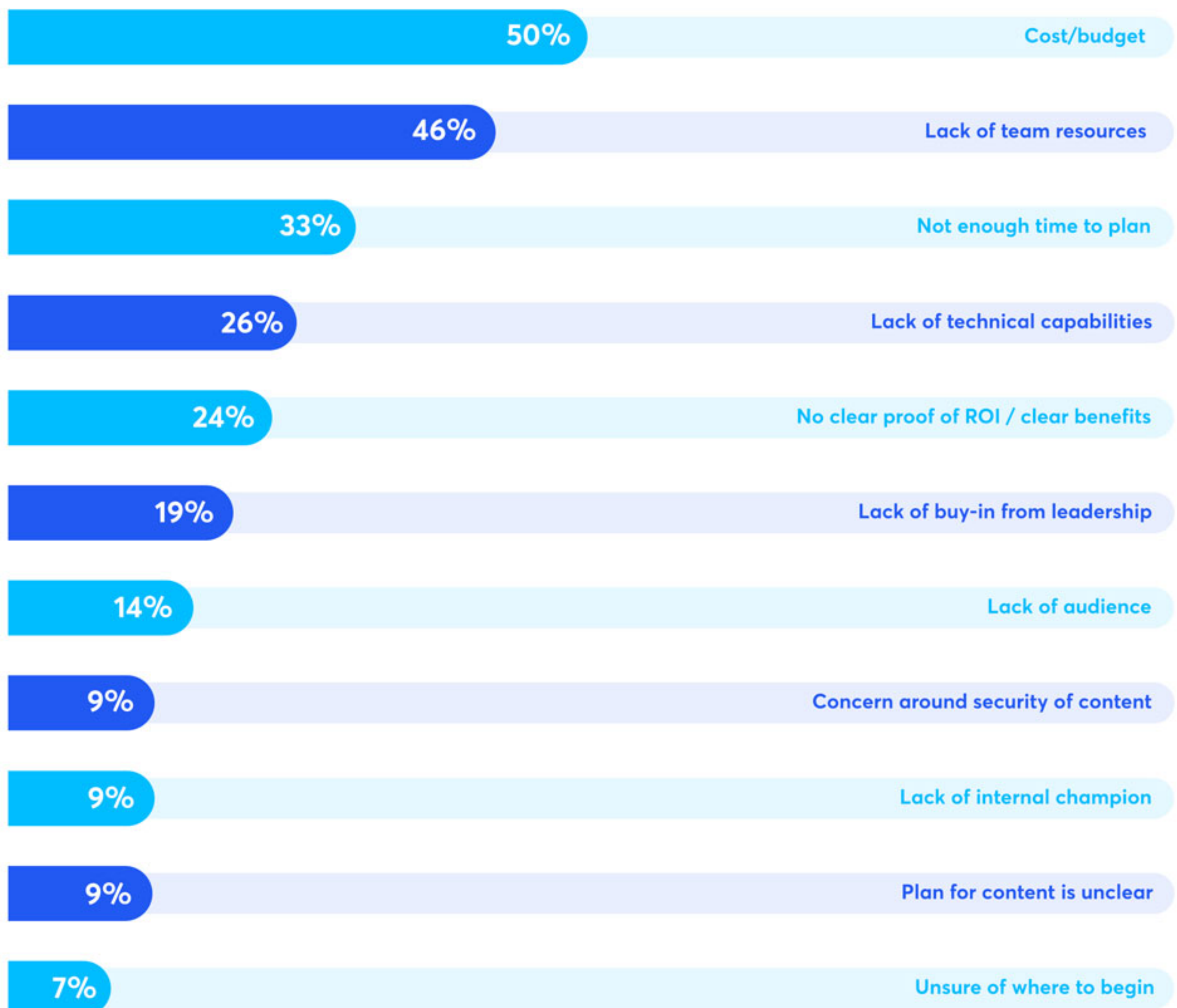
● 2018 ● 2019



Nearly half of participants shared that their video budget and resources are insufficient for utilizing video as often as they'd like

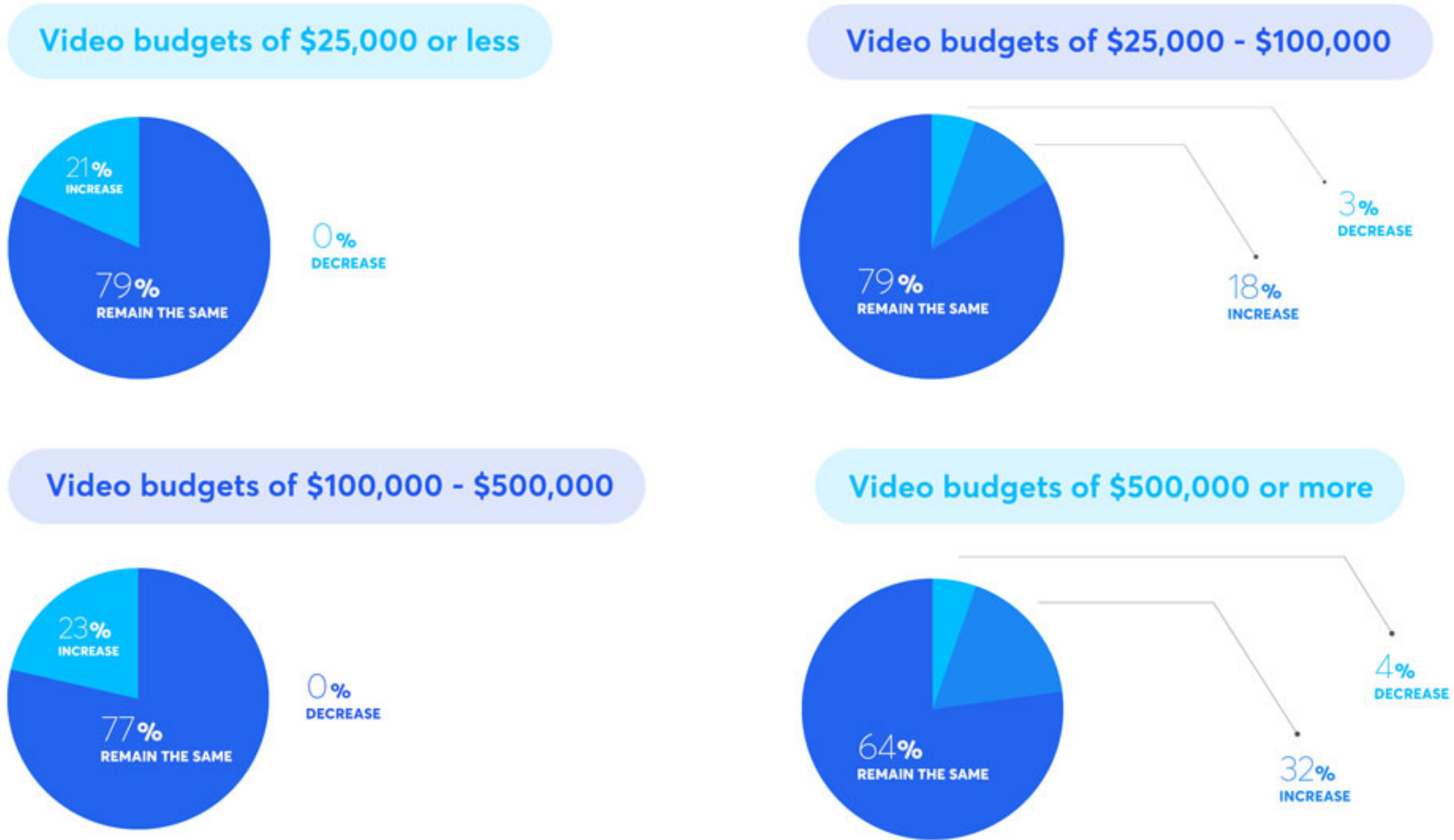
Even though video use cases continue to grow year after year, it's clear that companies are struggling to allocate the appropriate budget, team resources, time, and energy to properly support these programs.

Primary barriers keeping companies from utilizing video solutions more often

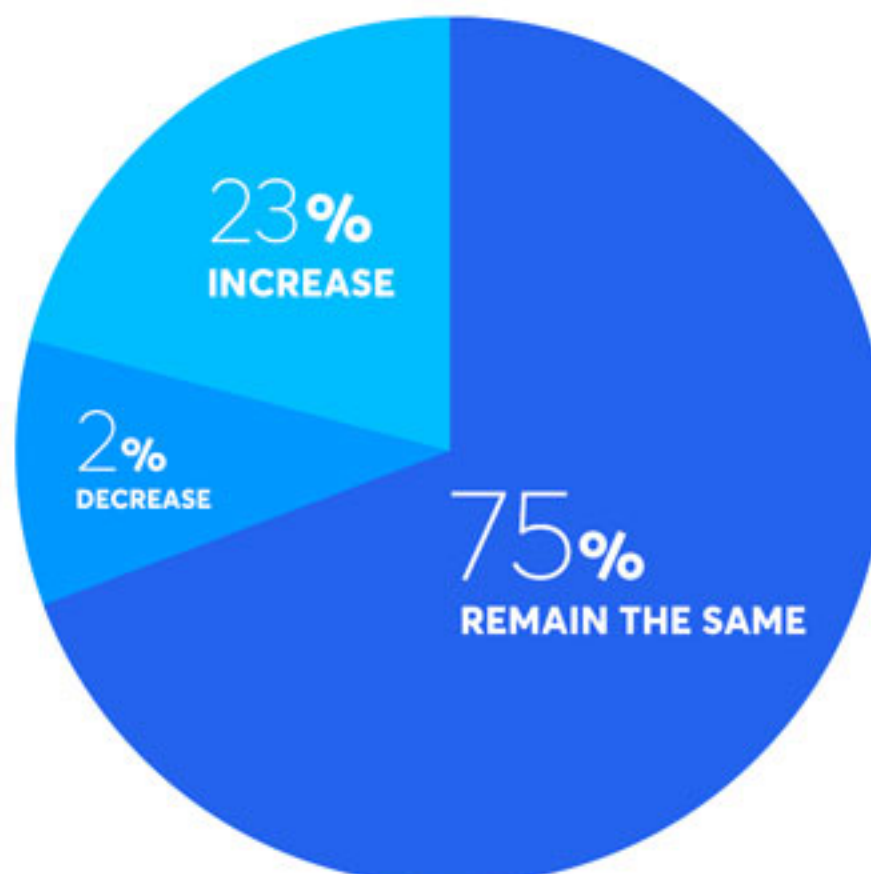


Video budgets of every size will increase in 2019, and companies with the largest budgets are scaling the most

23% of all video budgets are set to increase in 2019, while only 2% will decrease. When we break this down further by budget size, the data shows that companies with video budgets greater than \$100,000 will also see the greatest percentage increase in 2019.



Anticipated behavior of all video budgets in 2019

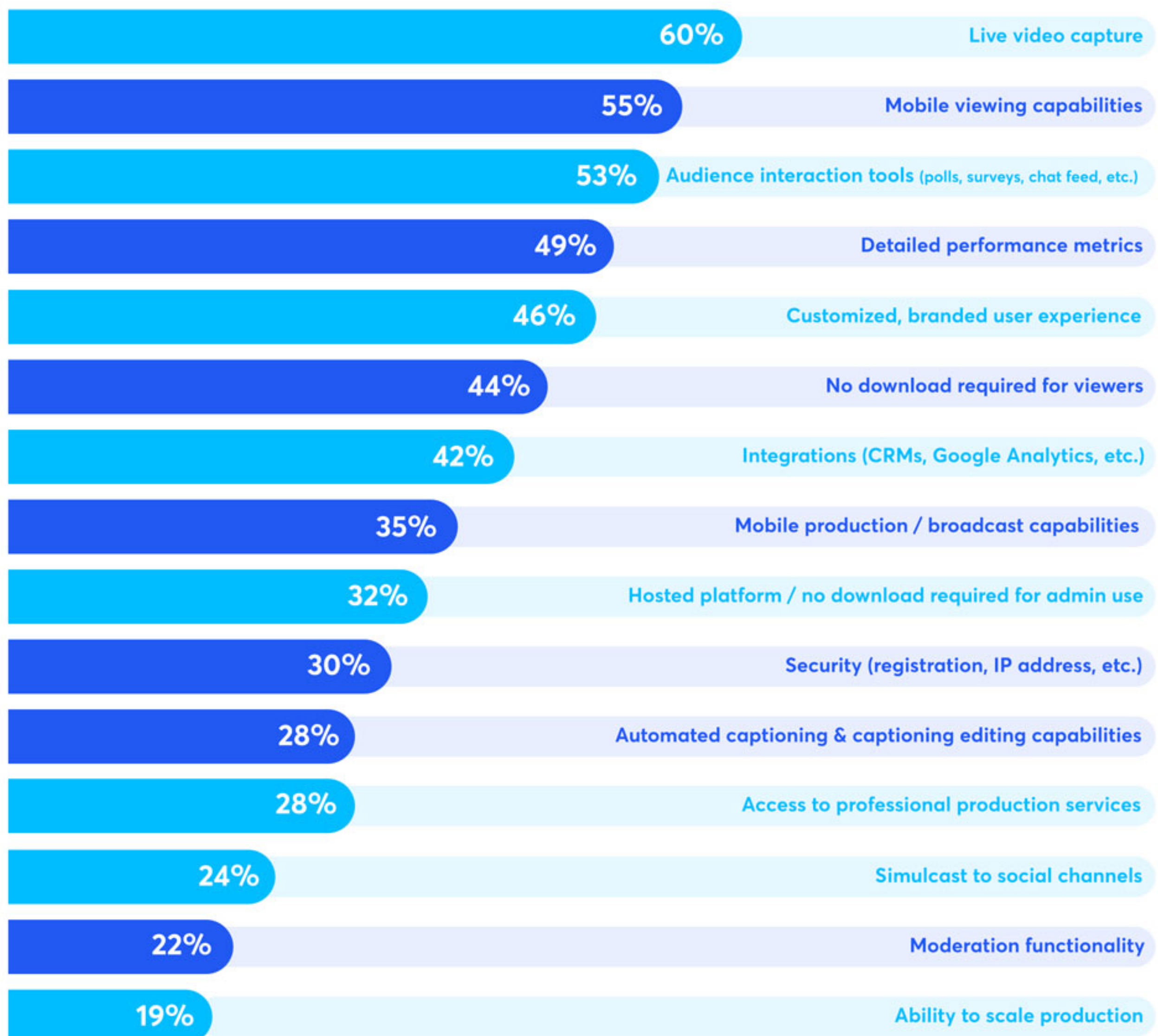


Live video capture is the #1 priority for companies evaluating video solutions

When asked to pick the top features they look for in a video solutions platform, 60% of participants indicated that live video capture, or the ability to produce live video and repurpose it for on-demand use, is the most critical for their business needs.

Just behind live video capture, 55% of participants placed an emphasis on mobile viewing capabilities, 53% included audience interaction tools (such as polls, surveys, etc.), and 49% mentioned detailed performance metrics.

Most important features of a video solutions platform, based on business needs



ABOUT



IBM Watson Media offers a scalable, trusted, AI-powered video ecosystem designed to solve today's digital media challenges and power more engaging video experiences.

This includes end-to-end video streaming solutions, with integrated closed captioning from IBM Watson and automated transcription processes that are then used for content discovery.

This technology utilizes a robust video delivery infrastructure that includes multiple CDNs with built-in QoS (Quality of Service) algorithms, for enhanced reliability and improved end user experiences.



Brandlive's end-to-end video solutions platform enables trainers, marketers, eCommerce professionals, and more to connect their experts and influencers with digital audiences.

Companies such as GoPro, The North Face, Digital Trends, REI, eBay, and Walmart use Brandlive to conduct cost-effective training programs, launch products, increase sales, and much more. Brandlive is headquartered in Portland, OR and can be found online at www.brand.live.