
Interactive Media Strategies Research Report

Event Services In Evolution:

Identifying Trends Transforming
Web Event Services –
And the Entire Business Video Sector

By: Steve Vonder Haar
Research Director
Interactive Media Strategies
July, 2009

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Exhibit 2: The Two Top Advantages of SaaS Deployments – Segmented by Frequency of Online Multimedia Deployment

* All Statistical Results Presented Represent Results from the Interactive Media Strategies' Enterprise Web Communications Survey, conducted in the Second Quarter of 2008. In the survey, 1,212 corporate executives were asked to detail their use, deployment and perceptions of a wide range of Web Communications technologies, including online multimedia, rich media, Web Conferencing, instant messaging and podcasting.

I. Introduction

To catch a glimpse of the future of the online multimedia market, simply take a look at the current status of the online event services sector.

Companies focused on providing online event services historically have played a key role in identifying and serving new business applications for customers ripe for embracing online audio and video technology. A decade ago, for instance, leading event services firms pioneered services that helped public companies make their quarterly financial calls with analysts available online.

Since then, many event services firms have graduated to capturing high-profile corporate events, such as new product launches, and making them available online. Some have gravitated to the other end of the value spectrum, offering access to hosted software that allows organizations to self-provision Webcast events for relatively small audiences at low cost.

Today, the event services business is going through another metamorphosis that both reflects the current realities of the business online multimedia sector and begins to chart a course illustrating how the nature of corporate adoption of online audio and video is likely to change over time.

Many of the same market forces that are influencing the strategic decisions of companies developing on-premise business multimedia tools are impacting providers of event services, as well. Both must wrestle with the implications of technology advances that transform basic Webcasting options that once garnered premium prices into commodity offerings.

In the face of commoditization, longtime competitors in the online event services space, such as On24, Thomson Reuters and Onstream Media, all are in the midst of significant efforts to expand the scale and scope of their services. Their strategies diverge wildly but share a common goal. They all are seeking the formula for making high-frequency use of online multimedia a reality in the mid-tier of the corporate market.

The business model experiments now in full bloom in the online events services sector will have significant ramifications for the entire business multimedia market, helping to identify new ways that organizations can leverage the power of video-enriched communications and seeding demand for multimedia capabilities among a new class of organizations ready to embrace the technology in a big way for the first time.

In this report, Interactive Media Strategies will discuss some of the trends influencing the course of the online event services sector and explain some of the steps being taken by the providers of online event services to position themselves to take advantage of the on-going evolution of the business online multimedia marketplace.

“Event Services Evolution”

About the Author

Steve Vonder Haar is Research Director of Interactive Media Strategies and is responsible for the firm's coverage of the enterprise Web Communications sector. Topics of focus include online multimedia, Web Conferencing and rich-media conferencing. Vonder Haar can be reached at (817) 860-5121 or via e-mail at SVonder@InteractiveMediaStrategies.com



About Interactive Media Strategies

Understanding How Multimedia Transforms Communications

The first three waves of mass media served to transform the way people live. From Gutenberg forward, the printed word has allowed people to share ideas stretched across time and distance. Audio gave consumers their first taste of sharing broadcast media simultaneously with the later advent of the video offerings of broadcast television to create the ultimate electronic community.

Mastering the Change Fostered by Technology

Interactive Multimedia opens the door to new forms of tailored communications experiences for consumers. Digitization, connected networks and a sprawling array of emerging devices to handle digital content create the opportunity to weave audio and video into the interactive communications experience. In the process, corporations can capitalize on new tools that enable them to deliver powerful messages enriched by audio and video and tailored to targeted groups. Likewise, media firms can capitalize on the new flexibility of digitization to serve up content, products and services using business models heretofore impossible for media distributors.

Interactive Media Strategies provides research and consulting services to help companies involved in the communications, collaboration and media distribution chains to recognize the potential of interactive multimedia, not only in the packaging of audio and video content but also in the development of new services improved and enriched through the integration of audio and video content that can be accessed on demand.

Interactive Media Strategies provides quantifiable analysis of how business users, IT professionals and corporate executives perceive, use and deploy communications applications delivered via connected networks. Subscribers to the Enterprise Web Communications Research Service can benefit both from IMS' core research activities along with custom support designed to address clients' specific business needs. The foundation of Interactive Media Strategies' research offerings is an annual research and consulting subscription. Individually tailored or proprietary projects or market research studies are also available. The annual subscription package serves up a consistent stream of relevant research publications and slide presentations that help to expand our clients' understanding of the overall marketplace and developing trends. For more information on Interactive Media Strategies and its service offerings, please contact us.

Steve Vonder Haar
Research Director
(817) 860 5121
svonder@interactivemediastrategies.com

Paul Ritter
Vice President – Collaborative Research
(508) 881-7149
ritter@interactivemediastrategies.com

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