
Interactive Media Strategies Research Report

Lessons from the World of Consumer Online Video:

Applying Trends in Video Use to Identify
Business Communications Opportunities

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

InterActive
Media Strategies

Table of Contents

I. Introduction	3
Exhibit 1: Frequency of Business Video Use, Segmented by Status of YouTube Use	
II. Identifying Consumer Users of Online Video	4
Exhibit 2: Frequency of Consumer Online Video Use	
III. Corporate Segmentations of Video Use	6
Exhibit 3: Frequency of Use of You-Tube Style Clips, Segmented by Company Size	
Exhibit 4: Frequency of Usage of E-Commerce Video Clips, Segmented by Company Size	
Exhibit 5: Frequency of Individuals' YouTube Usage, Segmented by Online Multimedia Deployment Frequency	
Exhibit 6: YouTube Usage, Segmented by Cumulative Size of Business Content Archives	
IV. Segmentation of Video Use by Individual Traits.....	10
Exhibit 7: Frequency of E-Commerce Video Use, Segmented by Functional Discipline	
Exhibit 8: Top Executives' Use of Consumer Online Video, Segmented by Frequency	
Exhibit 9: IT Executives' Use of Consumer Online Video, Segmented by Frequency	
Exhibit 13: Frequency of Participation in Less-than-10 Attendee Telephone Conference Calls, Segmented by Company Size	
Exhibit 14: Frequency of Participation in More-than-100 Attendee In-Person Meetings, Segmented by Company Size	
V. Video Usage Impact on Business Perceptions.....	12
Exhibit 10: Preferences for Online Video Technology Deployment Format, Segmented by YouTube Usage Status	
Exhibit 11: Selected Measures of Web Communications Effectiveness, Segmented by YouTube Usage Status	
Exhibit 12: Selected Barriers to Online Multimedia Deployment - Segmented by YouTube Usage Status	
IV. Conclusions and Recommendations.....	15

“Lessons from the World of Consumer Online Video”

I. Introduction

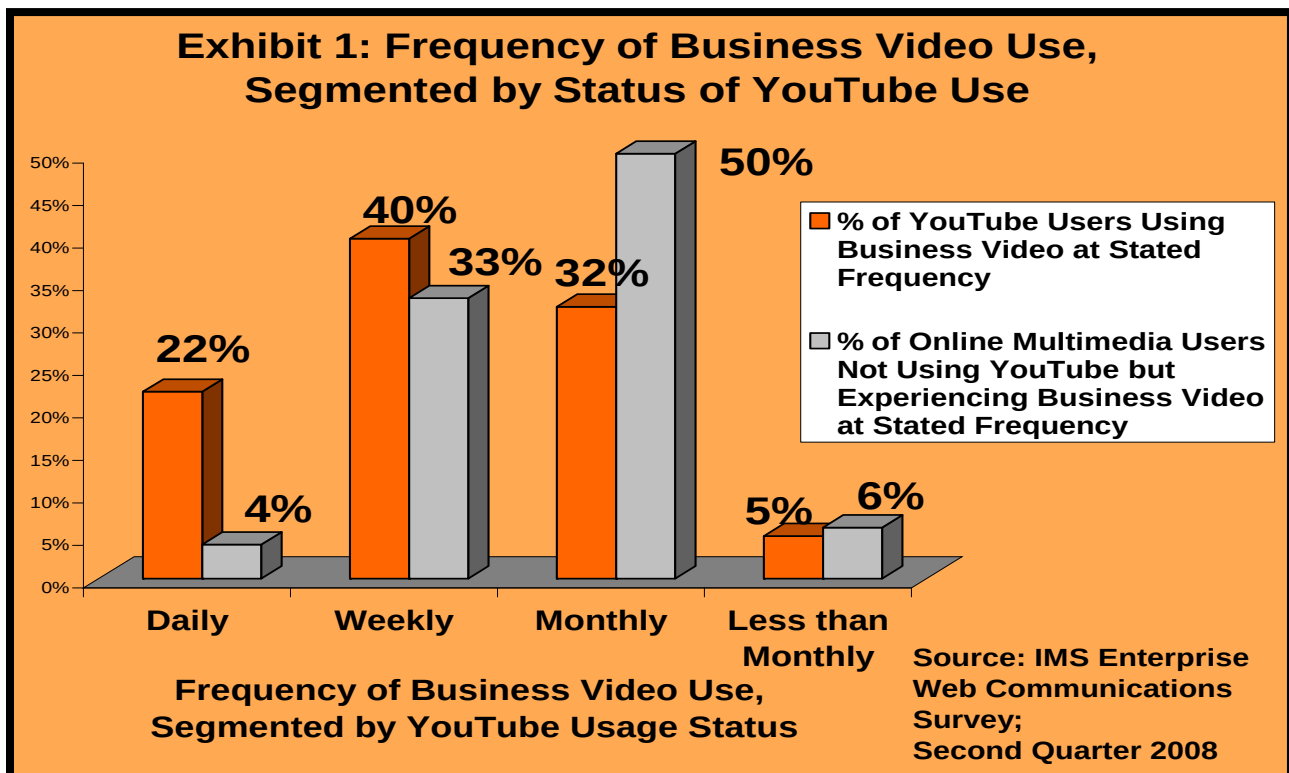
Consumer online video is the elephant in the room when it comes to discussing the adoption of online multimedia in the enterprise. Simply put, growing attention paid to consumer-oriented sites like YouTube and Hulu can distort perceptions on the potential role for online video in the enterprise setting.

For better or worse, some executives associate online video with the bloopers and comedy clips found on increasingly popular consumer sites. This does not jive with the notion of using technology to enhance employee productivity. Others perceive online video as data-clogging content that can threaten the viability of corporate computing networks.

In short, consumer video sites create a public relations problem of sorts for vendors of business communications solutions. Makers of enterprise-class video solutions work diligently to distinguish their advanced offerings from their less-secure, more lightweight alternatives targeting the entertainment sector.

But while many vendors may be comfortable with this separation of the entertainment and enterprise worlds, they ignore the lessons of the consumer video space at their own peril. Executive adoption of business video correlates significantly with their use of different forms of consumer online video.

As illustrated in Exhibit 1, 22% of executives who experience YouTube-style videos say they also experience business oriented video content on a daily basis. In contrast, only 4% executives who use business online multimedia but no YouTube video say they use business video alternatives on a daily basis.



"Lessons from the World of Consumer Online Video"

Likewise, YouTube users also are more likely to use business video on a weekly basis than are individuals not actively using YouTube-style content. Essentially, the most active users of consumer online video also happen to be the executives most likely to embrace business video in a big way, as well.

In this report, Interactive Media Strategies will analyze the self-reported usage trends for consumer online video among business executives. In addition to usage patterns for YouTube-style content, survey results generated by Interactive Media Strategies also gauge the extent of use for other forms of consumer online video that can serve as proxies for productivity-oriented applications of online video. These include individuals' use of online video news clips and the integration of video into online product descriptions and political campaign materials.

After identifying the business-related characteristics correlating frequent use of consumer online video, the report will highlight key factors that distinguish how usage of consumer online video can influence perceptions of business online multimedia deployment.

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

“Lessons from the World of Consumer Online Video”