The State of Enterprise Video

Creation, Broadcasting, Distribution

2021

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Executive Summary

In the past year, video emerged as the overwhelmingly preferred engagement channel for customers and employees, as brands sought to connect with their audiences in fresh and dynamic ways. However, producing great videos at scale can be challenging for many enterprises who lack the budget, team capacity or internal expertise.

To better understand how organizations are approaching video content creation, broadcasting and distribution today, we conducted a survey of more than 600 enterprise professionals across three core audiences — marketing, HR and video services. The resulting report, *The State of Enterprise Video: Creation, Broadcasting, Distribution*, reveals the demographics, objectives, needs and challenges of primary video content creators and users across the enterprise.

The research found that demand for video content skyrocketed in the enterprise. Businesses are tapping into video for a multitude of new use cases, enabling them to reach wider audiences, improve customer engagement, support learning and development, recruit and retain employees, and sell more products and services. With use cases for video rapidly multiplying, respondents expressed strong interest in self-serve technology to support the creation of new video content.

The State of Enterprise Video: Creation, Broadcasting, Distribution study sought to determine how organizations are leveraging video content to drive business results.

The study explored:

- How surging demand for video content in remote environments has impacted video creators
- Key pain points when creating, broadcasting and distributing video content
- How enterprises plan to remove the friction associated with traditional video content creation methods to meet the rapid rise in demand
- Emerging use cases for video content across the enterprise
- How enterprises are addressing fatigue generated by traditional video conferencing tools like Zoom and Google Meet

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Key Findings

1. **Enterprise Video Content Creation Is on a Massive Upswing**
   - In the past 12 months, 84% of respondents reported their company's video content output increased, and 88% of respondents anticipate their company's video content output to increase in the next year 82% of respondents expect their organization's budget for video content creation, broadcasting and distribution to increase in 2022

2. **The Benefits of Video in the Enterprise are Clear**
   - 58% of respondents said video helped them reach wider audiences
   - Other top benefits of video cited: improving remote workforce engagement (52%), improving their ability to train staff quickly (48%) and enabling their company to sell products or services more effectively (41%)

3. **Remote Work Sparks New Video Creation Challenges**
   - 55% of respondents said it's been challenging for their organization to create, broadcast and distribute video content with a remote or hybrid workforce
   - 93% of respondents have used standard video conferencing tools for virtual events in the past year, but nearly half of respondents (42%) only experienced moderate engagement throughout the event
   - To address "virtual meeting fatigue," 50% of respondents plan to produce higher quality and more engaging video content to replace certain meetings

4. **Self-serve Technology That Democratizes Video Creation Could Hold the Key to Meeting Demand**
   - 83% of respondents believe their company would create more video content if technology made it possible for anyone to more easily create video content without requiring prior video expertise

5. **More Than Half of Marketers Say Video Creation Takes Too Much Time**
   - 51% of marketing respondents cited the time required to create video content as their biggest pain point
   - HR professionals see video as a powerful tool for employee engagement
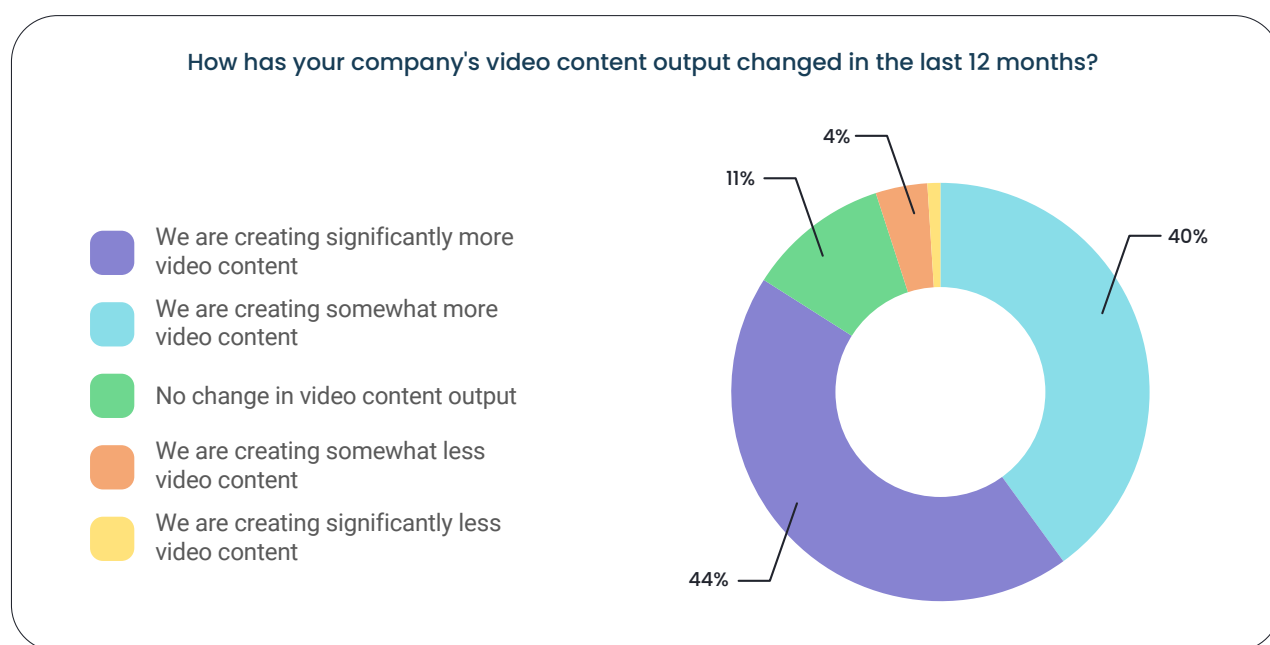   - 93% of HR respondents believe video content is an effective tool to engage employees

6. **Demand for Video Content Leaves Most Video Services Professionals at or Over Capacity**
   - More than half of video services respondents are creating new video content weekly – no wonder that 95% of video services professionals report they are at or over their work capacity

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Pandemic Prompts Enterprises to Embrace Video

At the onset of the COVID-19 pandemic in 2020, enterprises were forced to adapt to the reality of remote and hybrid work while continuing to engage with their core audiences – customers, prospects, partners and employees – to drive business value. As a result, video-based experiences emerged as the new standard for storytelling, communication and community building in the enterprise. This paradigm shift, which began long before the pandemic, is now the new status quo for businesses worldwide.

The vast majority (84%) of surveyed businesses report their company's video content output increased in the last 12 months, with one in four respondents citing a significant increase in video content.

How has your company's video content output changed in the last 12 months?

- We are creating significantly more video content
- We are creating somewhat more video content
- No change in video content output
- We are creating somewhat less video content
- We are creating significantly less video content

44% / 40% / 11% / 4%

As demonstrated by the study, enterprises have no plans of slowing down the pace of video content in the year ahead. In the next 12 months, 88% of respondents anticipate their company's video content output to increase, with 43% anticipating a significant increase.

To accommodate the ever-increasing demand for video content, most respondents (82%) expect to see an increase in their organization's budget for video content creation, broadcasting and distribution in 2022. Nearly one-quarter (18%) expect an increase of more than 50%.

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Video Helps Enterprises Reach Wider Audiences, Improve Remote Workforce Engagement

Video content strategies are helping many organizations achieve measurable business results, from increasing engagement with audiences to raising brand awareness, enhancing ability to train staff, and even supporting the business to sell more products and services.

When asked what benefits their companies have seen from using video content, 58% of respondents said video helped them reach wider audiences. Additional benefits of video include: improving remote workforce engagement (52%), improving their ability to train staff quickly (48%) and enabling their company to sell products or services more effectively (41%).

Benefits of Enterprise Video Usage

Benefit	Percentage
Helps us reach wider audiences	58%
Improves remote workforce engagement	52%
Improves our ability to train staff quickly	48%
Allows us to sell products or services more effectively	41%
Humanizes our brand	38%
Improves the customer onboarding and training process	38%
Allows us to build a more robust workplace culture	36%
Helps us attract top talent	24%
Allows us to showcase more voices across the organization	22%
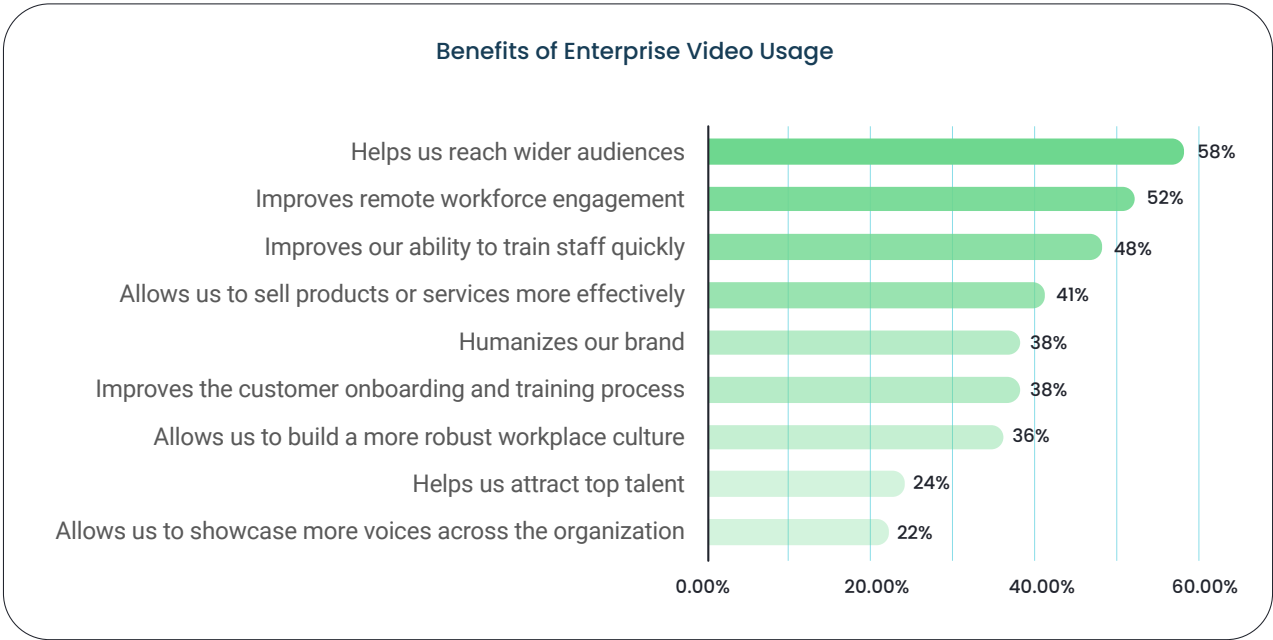
Video Content Creation Emerges Across Key Functional Areas

The study found that enterprises are implementing a wide range of strategies to meet the increased demand for new video content — with multiple departments taking the lead. Respondents cited internal video services or production teams (34%), followed by marketing teams (29%) and creative teams (19%), as the main drivers of video content creation, broadcasting and distribution.

HR and marketing respondents are more likely to use an internal video services or production team to create new video content. Notably, almost one-third of marketing respondents (30%) and 25% of HR professionals report they are currently able to create new video content within their own department.

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Which team within your company is the primary driver of video content creation, broadcasting and distribution?
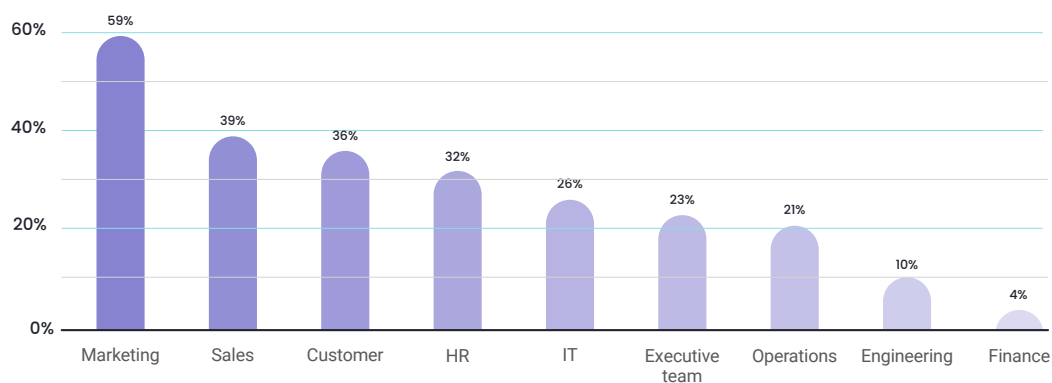
- Internal video services or production team — 34.0%
- Marketing team — 29.0%
- Creative team — 19.0%
- It varies (depending on bandwidth or type of video being produced) — 14.0%
- Third-party agency or contractor
- Other
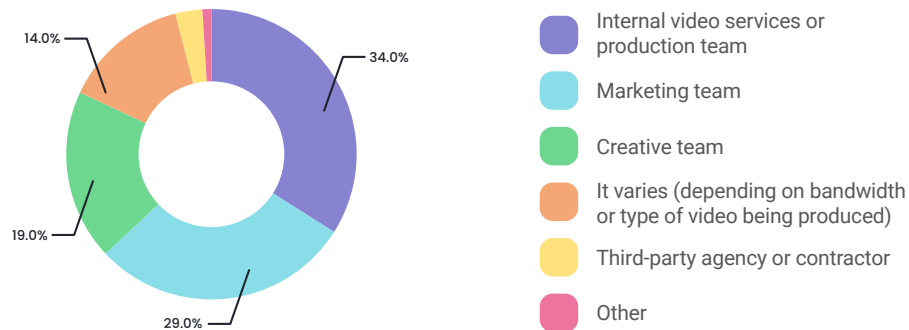
While video usage is increasing across the enterprise, some departments are more likely to use video than others. Fifty-nine percent of respondents report that marketing teams are using video most often, followed by sales (39%), customer success (36%) and HR (32%).

HR and marketing respondents were more likely to state that their own department is using video most often, with 56% of HR professionals listing HR as the largest video user, and 73% of marketing professionals listing the marketing department.

**Which department useS video the most?**

Department	Percentage
Marketing	59%
Sales	39%
Customer	36%
HR	32%
IT	26%
Executive team	23%
Operations	21%
Engineering	10%
Finance	4%

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Democratizing Video Content Creation With Self-serve Technology

Traditionally video content creation, broadcasting and distribution has required a large number of disparate and expensive tools, specialized skills and extensive planning. As the demand for new video content increases, many enterprises are seeking out new ways to ease the burden and enable more individuals to become their own video producers.

The study found that there is a strong interest in self-serve video content creation technology. In fact, the majority (83%) of respondents believe their company would create more video content if technology made it possible for anyone to more easily create video content without requiring prior video expertise.

Would your company create more video content if technology made it possible for anyone to more easily create video content, without requiring prior video expertise?

17.0%

Yes

No

83.0%
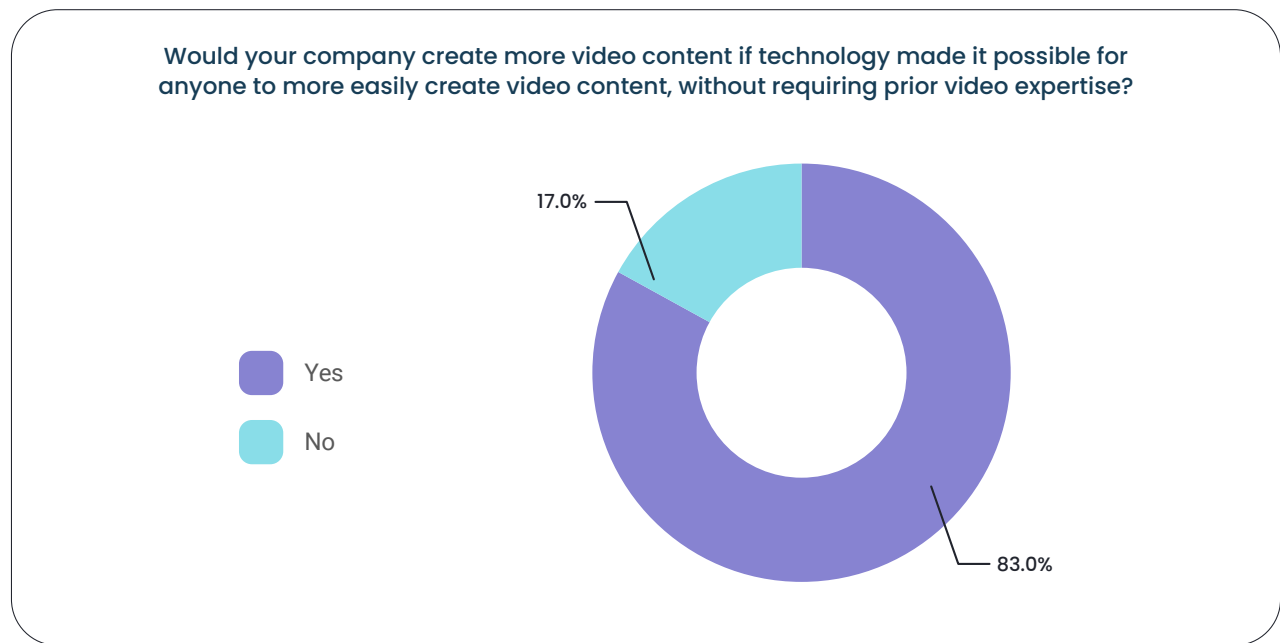
Key Takeaways

- The vast majority of enterprises increased their video output in the last 12 months, with no signs of slowing down in the year ahead. Budgets are increasing to meet this increasing demand.

- The main benefits of video content are to reach wider audiences, improve remote workforce engagement, train staff quickly, and sell products or services more effectively.

- How enterprises create video content varies widely, with internal video services or production teams, marketing teams and creative teams cited as the primary creators of video content.

- Most businesses believe they would create more videos if they had access to self-serve video content creation technology.

Remote and Hybrid Work Sparked an Evolution in Enterprise Video Use Cases

The reality of remote and hybrid work sparked an evolution in how modern enterprises are using video content to further their business objectives. While corporate brand videos are seen as the most common use case for video content, as cited by more than half (52%) of respondents, the research found that enterprises are leveraging video for a wide range of new use cases.
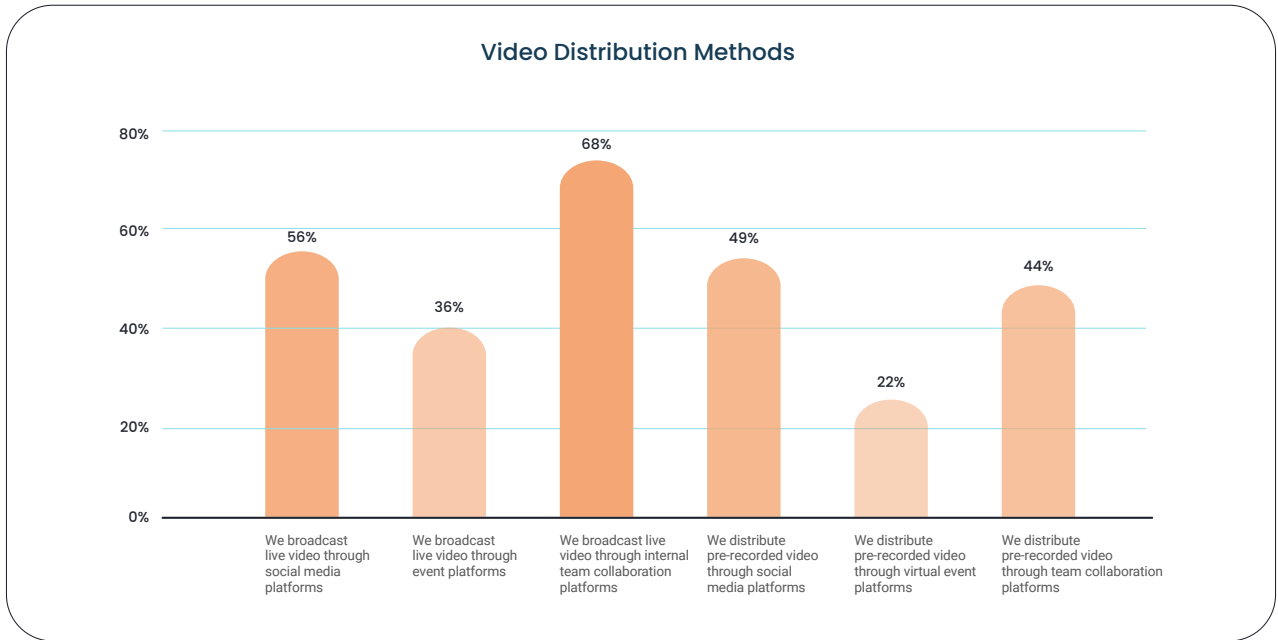
After corporate brand videos, the most common use cases for enterprise video were product demo videos (48%), how-to videos (48%), employee training videos (44%), video created for virtual events (43%) and customer training videos (41%).

Use Cases for Enterprise Video

Use Case	Percentage
Corporate brand videos	52%
Product demos and showcases	48%
How-to videos	48%
Employee training, learning and onboarding	44%
General virtual events and webinars	43%
Customer training, classes and certification	41%
Hybrid events and conferences	35%
Customer case studies and testimonials	29%
E-commerce (e.g., "shoppable" videos)	29%
Employee spotlights and stories	28%
Employee events (e.g., town halls, all hands, etc.)	25%
Recruitment events and videos	25%
Customer panels and roundtables	21%
CEO earnings calls and briefings	21%
C-Suite fireside chats and interviews	19%
Personalized asynchronous videos	16%
Company shows (e.g., game shows)	16%
Entertainment (e.g., digital programming)	16%

Internal Team Platforms, Social Media Cited as Most Common Video Distribution Methods

As companies embrace new use cases for video, they must also consider the best means of disseminating this content for both internal and external audiences. Sixty-eight percent of respondents reported their most common video distribution method is broadcasting live video through internal team collaboration platforms such as Microsoft Teams and Facebook Workplace.

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Social media was the next most common distribution method, with 56% of respondents using social media channels for live video broadcasting and 49% using social media channels to distribute pre-recorded video.

Video Distribution Methods

	56%	36%	68%	49%	22%	44%
	We broadcast live video through social media platforms	We broadcast live video through event platforms	We broadcast live video through internal team collaboration platforms	We distribute pre-recorded video through social media platforms	We distribute pre-recorded video through virtual event platforms	We distribute pre-recorded video through team collaboration platforms

Across video distribution methods, 32% of respondents believe live video yields the greatest volume of engagement or interactions, while 28% believe the most effective distribution method involves using a combination of live, "simulated live," and/or pre-recorded video. Simulated live video is defined as the broadcasting of pre-recorded video to mimic the live-stream experience.

Which video distribution method yields the highest volume of engagement?

- 32.0% Live video
- 26.0% "Simulated live" video
- 14.0% Pre-recorded video
- 28.0% A mix of live, "simulated live" and/or pre-recorded video
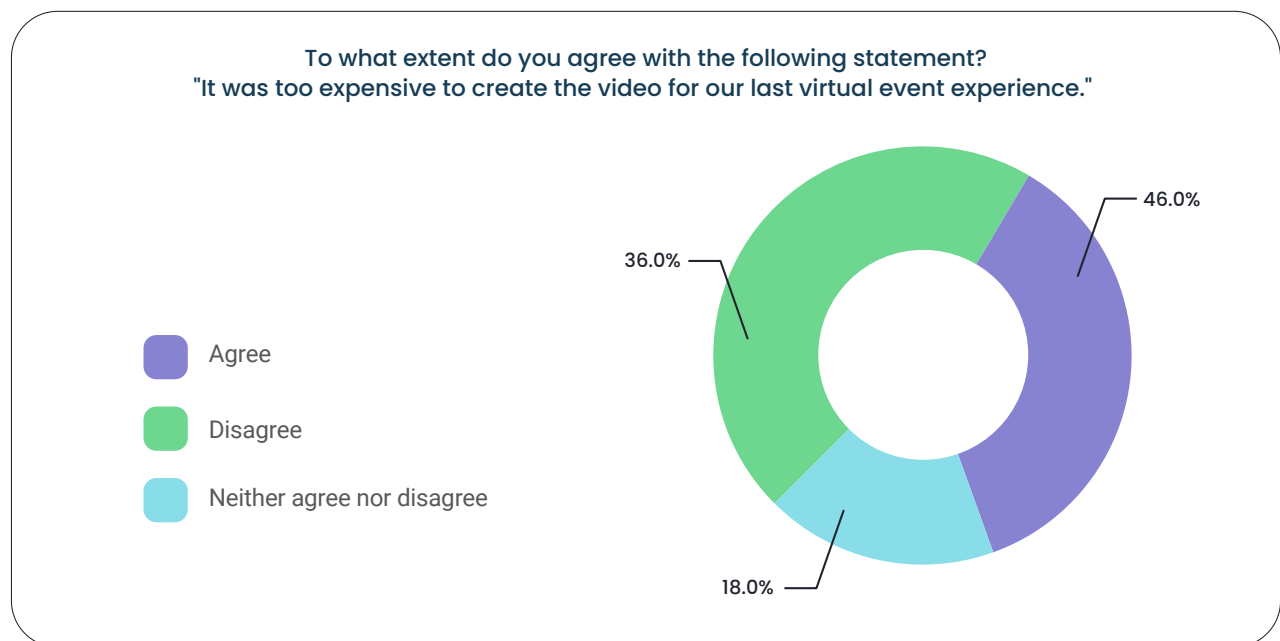
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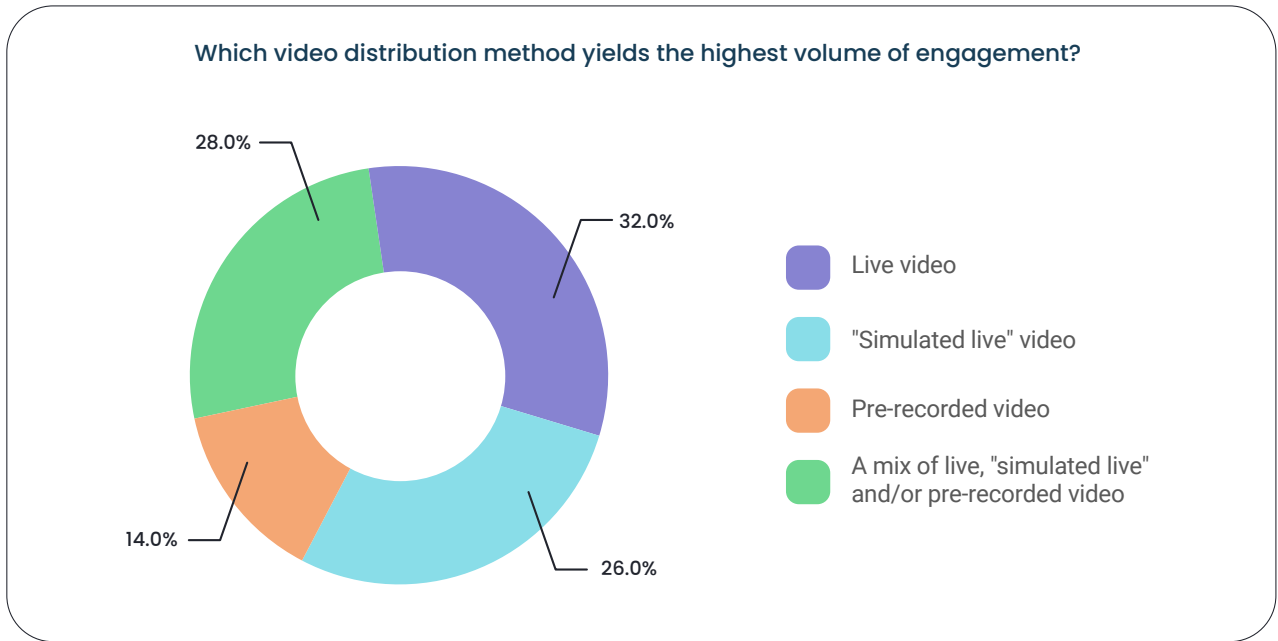
Virtual Events

To continue communicating with remote audiences, a large percentage of enterprises have embraced virtual events during the pandemic. In fact, in May 2020, one virtual events platform reported a 1,000% growth since the onset of COVID-19.

This broad adoption of virtual events is validated by our study, which found that the vast majority (88%) of surveyed companies have produced virtual event experiences with live video in the past year.

More than nine in 10 respondents said they were able to record their live video-based virtual events and use the content afterwards for other internal or external communication purposes.

While 94% of respondents stated they were satisfied with the production value of the live video for their virtual event experience, nearly half (46%) believe that creating the video content was too expensive.

To what extent do you agree with the following statement?
"It was too expensive to create the video for our last virtual event experience."

- Agree
- Disagree
- Neither agree nor disagree
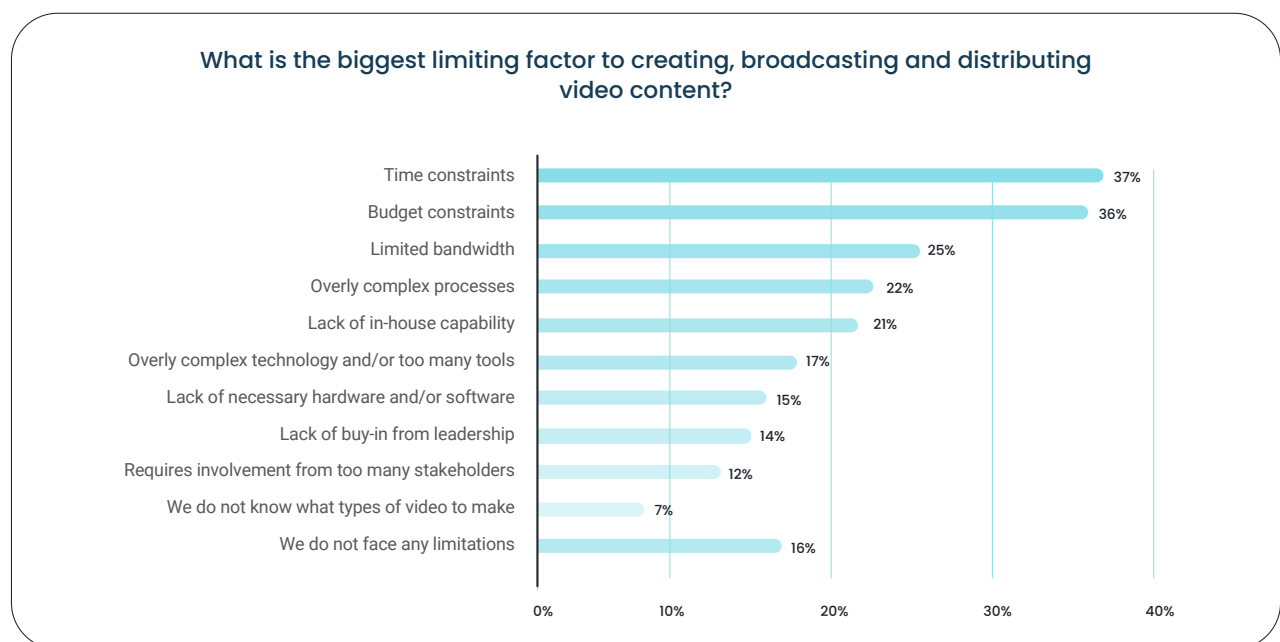
46.0%
36.0%
18.0%

Key Takeaways

- The most common use cases for video in the enterprise are corporate brand videos, product demo videos, how-to videos, employee training videos, video created for virtual events and customer training videos.

- Internal team collaboration platforms and social media channels are the most common video distribution methods. Most enterprises see live video as the most engaging.

- Although most enterprises were satisfied with the production value of the live video for their last virtual event experience, many believe that creating the video content was too expensive.

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As the Demand for Video Content Increases, Challenges Emerge

More than half (55%) of respondents reported it has been challenging for their organization to create, broadcast and distribute video content with a remote or hybrid workforce.

Respondents (37%) cited time constraints as the biggest limiting factor to creating, broadcasting and distributing video content. Followed by budget constraints (36%) and bandwidth limitations (25%).

What is the biggest limiting factor to creating, broadcasting and distributing video content?

Factor	%
Time constraints	37%
Budget constraints	36%
Limited bandwidth	25%
Overly complex processes	22%
Lack of in-house capability	21%
Overly complex technology and/or too many tools	17%
Lack of necessary hardware and/or software	15%
Lack of buy-in from leadership	14%
Requires involvement from too many stakeholders	12%
We do not know what types of video to make	7%
We do not face any limitations	16%

Additionally nearly three in five respondents reported that they have to use so many different technologies to create, broadcast and distribute video content , they often feel overwhelmed.
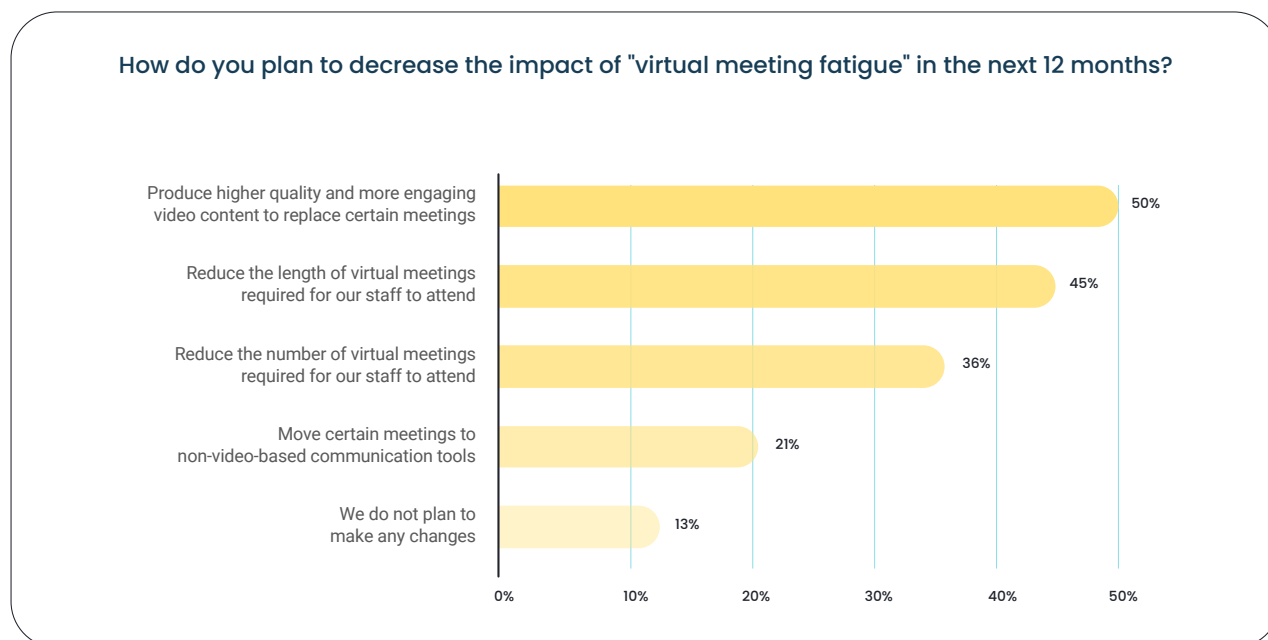
Standard Video Conferencing Tools Lead to Meeting Fatigue and Short Attention Spans

Ninety-three percent of surveyed businesses have used standard video conferencing tools for virtual events in the past 12 months. Of these respondents, 92% reported they were satisfied with the quality of the video for the virtual event.

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However, nearly half of respondents (42%) only experienced moderate engagement throughout the event. Twenty-nine percent of respondents also reported that these events received higher engagement at first, with attention dropping off over the course of the video event.

One potential cause of diminishing engagement for virtual events is the rise of "virtual meeting fatigue," which is characterized by tiredness, worry or burnout associated with the use of virtual platforms of communication, particularly video conferencing tools. One study suggests that nearly half of remote workers have experienced a high degree of exhaustion as a direct result of numerous daily video calls.

When asked how their organization plans to decrease the impact of virtual meeting fatigue in the next 12 months, 50% of respondents plan to produce higher quality and more engaging video content to replace certain meetings. This is followed by reducing the length of virtual meetings (45%) and reducing the overall volume of virtual meetings (36%).

How do you plan to decrease the impact of "virtual meeting fatigue" in the next 12 months?

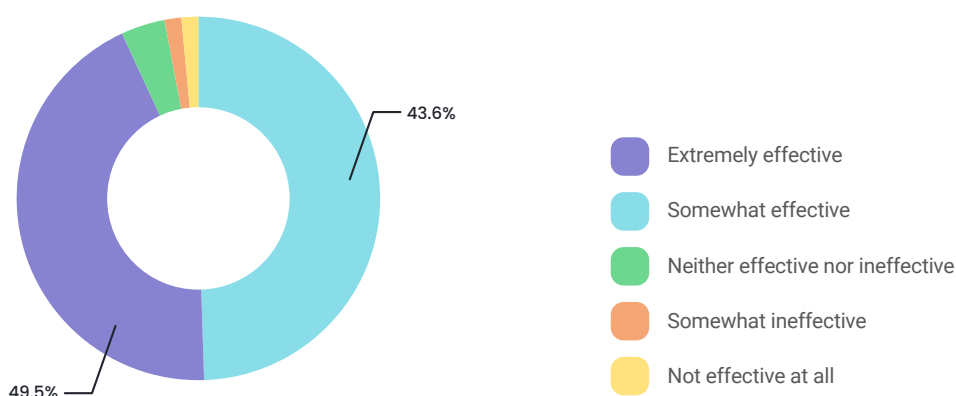| Response	Percentage
Produce higher quality and more engaging video content to replace certain meetings	50%
Reduce the length of virtual meetings required for our staff to attend	45%
Reduce the number of virtual meetings required for our staff to attend	36%
Move certain meetings to non-video-based communication tools	21%
We do not plan to make any changes	13%

Key Takeaways

- Most enterprises say that it has been challenging for their organization to create, broadcast and distribute video content with a remote or hybrid workforce. Time constraints, budget constraints and bandwidth limitations are seen as the biggest limiting factors to creating new videos.

- Nearly every enterprise has used standard video conferencing tools for virtual events – with mixed results. Many businesses only received moderate engagement, with some reporting higher engagement at first, with attention dropping during the course of the event.

- To decrease the impact of virtual meeting fatigue, businesses plan to produce higher quality and more engaging video content to replace certain meetings.

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Marketing Trends Spotlight

Marketers Tap Video to Communicate With Existing Customers, Engage Audiences on Social Media
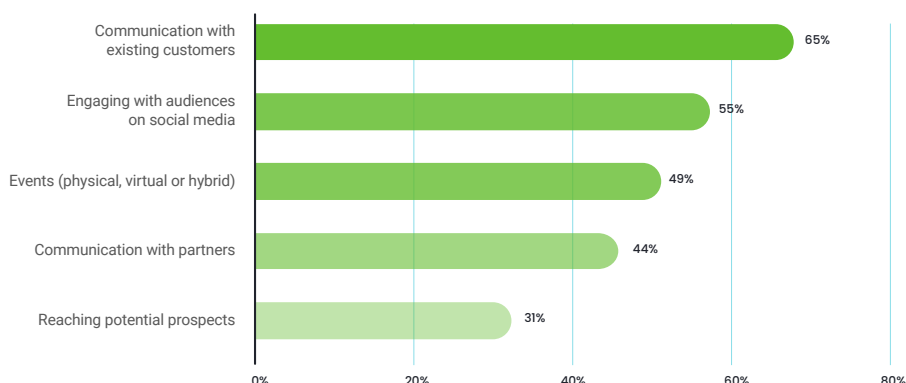
Of the more than 200 enterprise marketing professionals we surveyed, 94% believe video content to be an effective tool to engage external audiences such as customers, prospects and partners; 44% say it is an extremely effective tool.

How effective do you believe video content is as a tool to engage external audiences?

43.6%

49.5%

- Extremely effective
- Somewhat effective
- Neither effective nor ineffective
- Somewhat ineffective
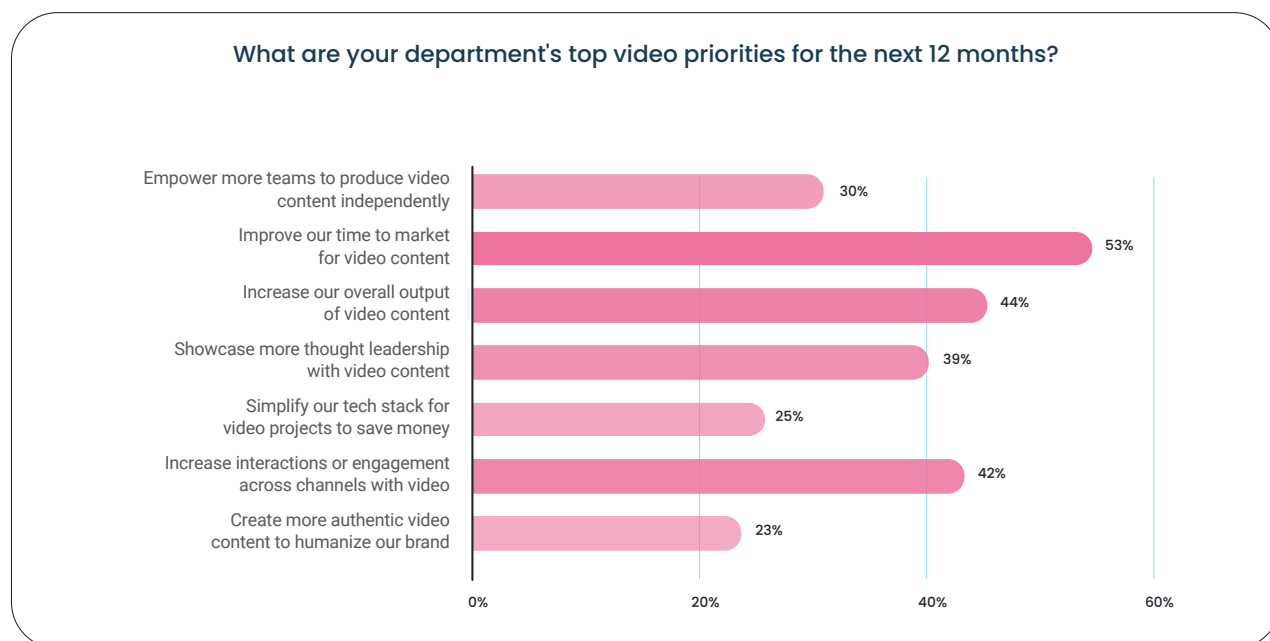- Not effective at all

Sixty-five percent of marketers stated that the most effective use case for external-facing video content is to communicate with existing customers. This was followed by engaging with audiences on social media (55%) and using video content to support events (49%).

For which of the following external-facing use cases do you believe video content would be the most beneficial?

Use case	Percentage
Communication with existing customers	65%
Engaging with audiences on social media	55%
Events (physical, virtual or hybrid)	49%
Communication with partners	44%
Reaching potential prospects	31%

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In light of these benefits, many marketing teams are creating extremely high volumes of new video content. Eight-five percent of marketing teams report they are creating new video content at least once per month, with 40% creating new video content weekly and 17% creating new video content daily.

When asked their top priorities for video content in the next 12 months, more than half (53%) cited improving their time to market for video content, followed by increasing their overall output of video content (44%) and increasing interactions or engagement across channels with video (42%).

What are your department's top video priorities for the next 12 months?

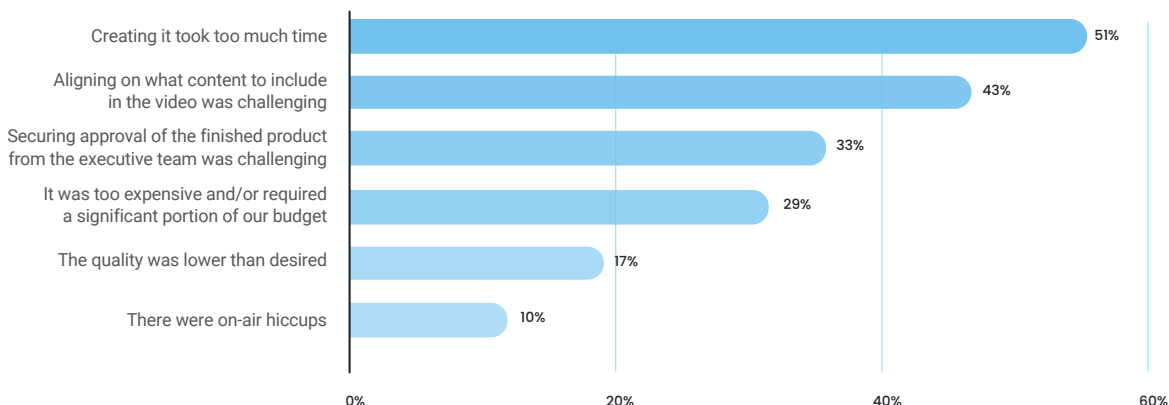| Category	Percentage
Empower more teams to produce video content independently	30%
Improve our time to market for video content	53%
Increase our overall output of video content	44%
Showcase more thought leadership with video content	39%
Simplify our tech stack for video projects to save money	25%
Increase interactions or engagement across channels with video	42%
Create more authentic video content to humanize our brand	23%

More Than Half of Marketers Say Video Creation Takes Too Much Time

When asked how their team would go about creating new video content, nearly half (47%) of marketing respondents said they would work with their internal video services or production team. Three in ten reported they would be able to create video content within their department.

About half (51%) of marketers said the most significant pain points when developing video content is that creating the video took too much time. Additional pain points include: aligning on what content to include in the video (43%), securing approval of the finished product from their executive team (33%) and high costs (29%).

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What were the most significant pain points your team faced when creating video content?

Pain Point	Percentage
Creating it took too much time	51%
Aligning on what content to include in the video was challenging	43%
Securing approval of the finished product from the executive team was challenging	33%
It was too expensive and/or required a significant portion of our budget	29%
The quality was lower than desired	17%
There were on-air hiccups	10%

Key Takeaways

- The vast majority of enterprise markets see video as an effective tool to engage external audiences. Common use cases for marketing video content include communicating with existing customers, engaging with audiences on social media and supporting events.

- Marketers face high volumes of video content requests, with many teams creating new video content daily or weekly. Most marketers are prioritizing ways to improve their time to market for video content, expand their overall output of video content and increase engagement.
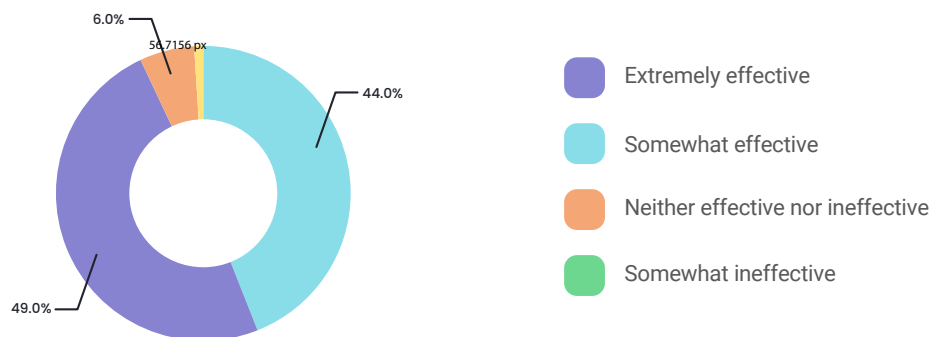
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HR Trends Spotlight

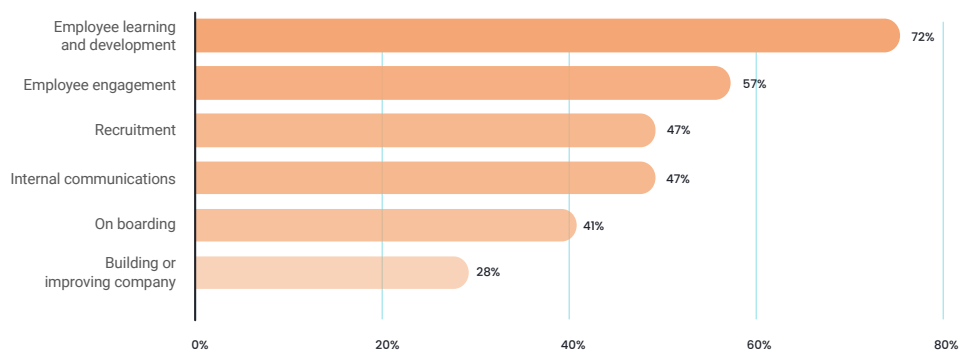## HR Teams See Video as a Powerful Tool for Employee Engagement

Almost all (93%) of the nearly 200 enterprise HR professionals surveyed for The State of Enterprise Video study believe video content is an effective tool to engage employees; 44% view it as an extremely effective tool.

How effective do you believe video content is as a tool to engage employees?

- 6.0%
- 56.7156 px
- 44.0%
- 49.0%

Legend:
- Extremely effective
- Somewhat effective
- Neither effective nor ineffective
- Somewhat ineffective

As enterprise HR teams recognize the potential value of video content to better communicate and connect with employees, many are exploring new use cases for video at their companies. Seventy-two percent of HR respondents believe that employee learning and professional development is the most beneficial use case for video content. This is followed by employee engagement (57%), recruitment (47%) and internal communications (47%).

For which of the following employee-facing use cases do you believe video content would be the most beneficial?

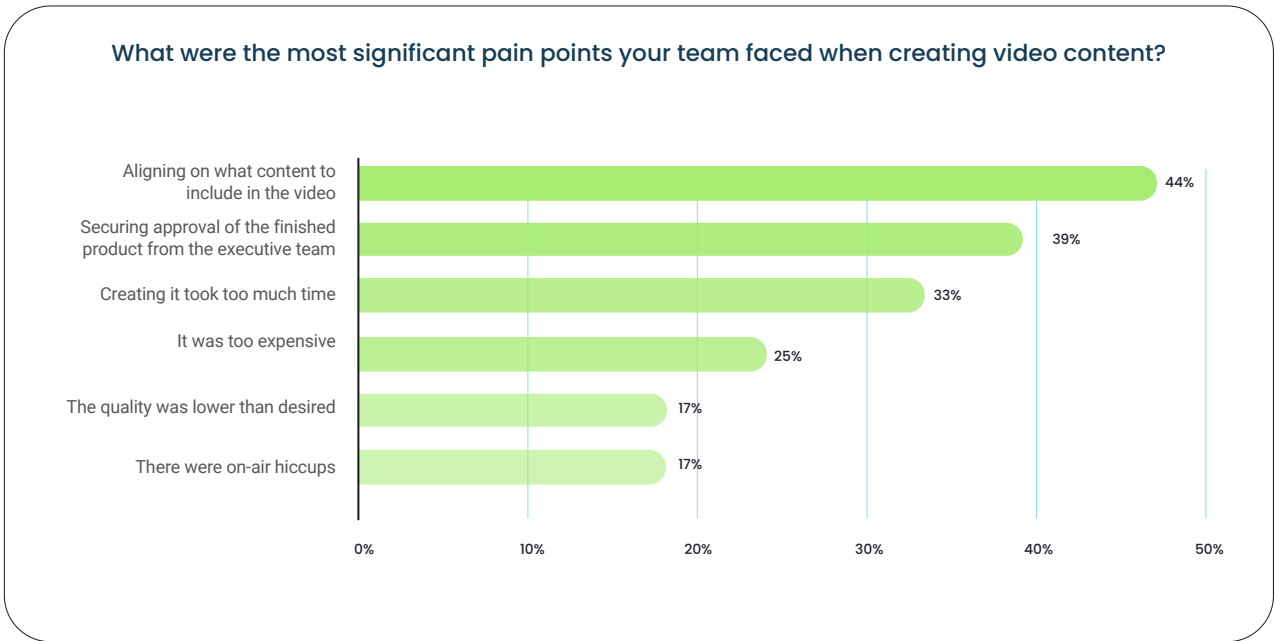| Use case	Percentage
Employee learning and development	72%
Employee engagement	57%
Recruitment	47%
Internal communications	47%
On boarding	41%
Building or improving company	28%

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Because traditional video production methods require significant travel and production expenses, enterprises have historically reserved video only for mission-critical initiatives involving senior executives. However, many businesses are increasingly recognizing that modern video technologies can help amplify diverse voices distributed across the organization and across geographies.

In fact, 85% of HR teams agree that they would like to use more video content to showcase and empower diverse voices throughout their organization.

One in Four HR Teams Can Create Video Within Their Department, Not Without Challenges

When asked how their team would go about creating new video content, more than half (53%) of HR respondents said they would work with their internal video services or production team. A quarter of respondents reported they would be able to create the video within their department, while 21% would need to outsource video content creation to a third-party agency or consultant.
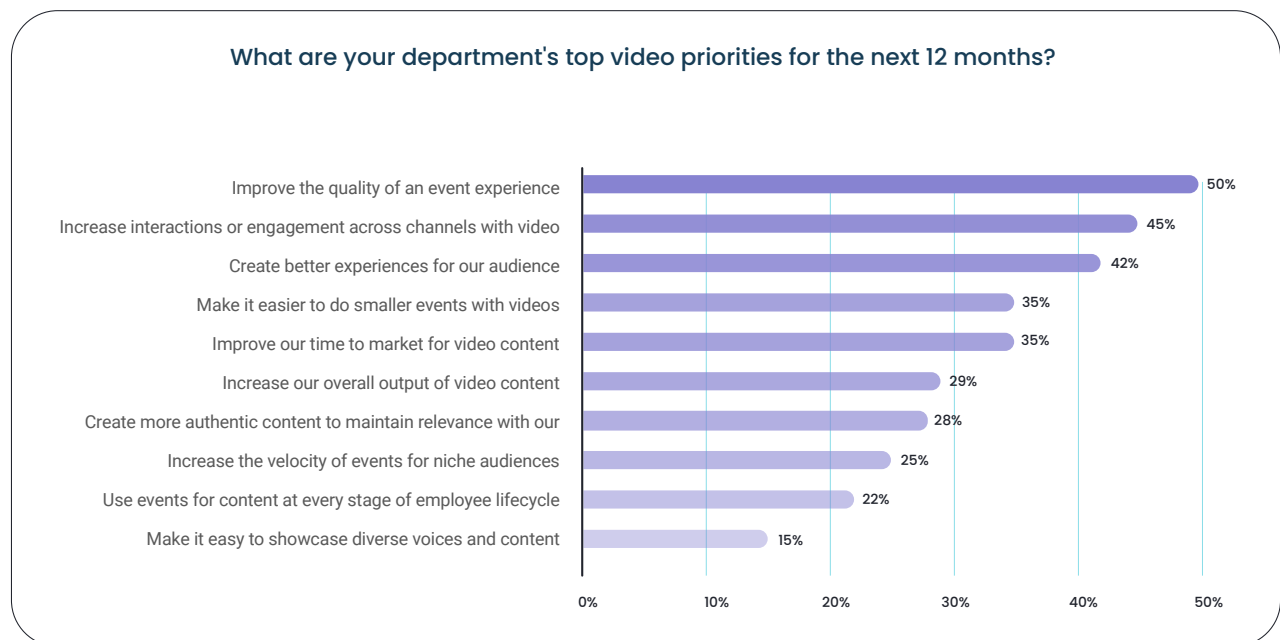
Team alignment and executive approval emerged as the primary pain points for HR professionals when creating new video content. Forty-four percent of respondents cited that aligning on what content to include in the video was challenging. This is followed by securing approval of the finished product from the executive team (39%) and the time required to create video content (33%).

What were the most significant pain points your team faced when creating video content?

Pain Point	Percentage
Aligning on what content to include in the video	44%
Securing approval of the finished product from the executive team	39%
Creating it took too much time	33%
It was too expensive	25%
The quality was lower than desired	17%
There were on-air hiccups	17%

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As HR's Demand for Video Content Increases, Quality and Engagement Remain a Priority

As with marketing respondents, enterprise HR professionals are now creating high volumes of new video content on a regular basis. The majority (82%) of HR teams report they are creating new video content at least once per month, with 44% creating new video content weekly and 10% creating new video content daily.

When asked their top video priorities for the next year, half of HR professionals cited improving the quality of an event experience, followed by increasing interactions or engagement across channels with video (45%) and creating better experiences for their audience (42%).

What are your department's top video priorities for the next 12 months?

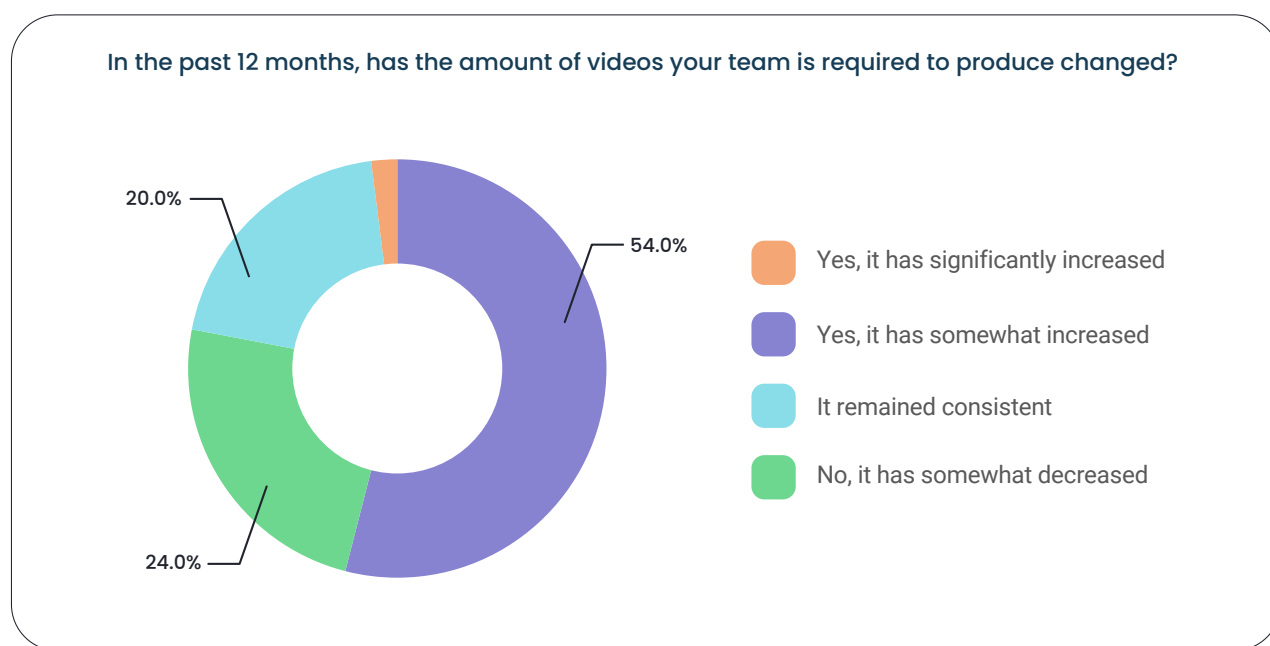| Priority	Percentage
Improve the quality of an event experience	50%
Increase interactions or engagement across channels with video	45%
Create better experiences for our audience	42%
Make it easier to do smaller events with videos	35%
Improve our time to market for video content	35%
Increase our overall output of video content	29%
Create more authentic content to maintain relevance with our	28%
Increase the velocity of events for niche audiences	25%
Use events for content at every stage of employee lifecycle	22%
Make it easy to showcase diverse voices and content	15%

Key Takeaways

- Almost all HR teams see video content as an effective tool to engage employees. The top enterprise use case for HR video content is employee learning and development.

- HR teams expressed strong interest in using more video content to showcase and empower diverse voices throughout their organization.

- As HR teams face a high volume of video content demands, many are still seeking ways to improve the quality and engagement of their videos.

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Video Services Trends Spotlight

Demand for Video Content Leaves Most Video Services Professionals at or Over Capacity
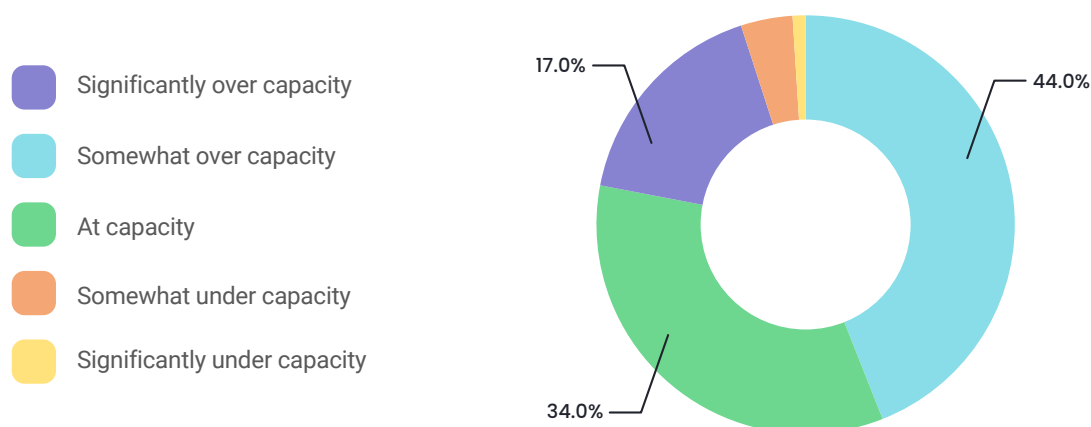
The State of Enterprise Video research included survey responses from more than 200 enterprise video services professionals. Given the purview of their role, it's no surprise that the vast majority are creating new video content *at least once per month*. More than half are creating new video content *weekly*, while 12% are creating new video content *every day*.

Nearly four in five video services professionals stated that the amount of videos their team is required to produce has increased in the past 12 months. Twenty-four percent report a *significant* increase.

In the past 12 months, has the amount of videos your team is required to produce changed?

- 54.0%
- 20.0%
- 24.0%

Legend:
- Yes, it has significantly increased
- Yes, it has somewhat increased
- It remained consistent
- No, it has somewhat decreased

Given the huge demand to produce, broadcast and distribute video content across the enterprise, it's no wonder that 95% of video services professionals report they are at or over their work capacity, with 17% of respondents stating they are significantly over capacity.

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How would you characterize your team's current work capacity to create new video content?

- Significantly over capacity
- Somewhat over capacity
- At capacity
- Somewhat under capacity
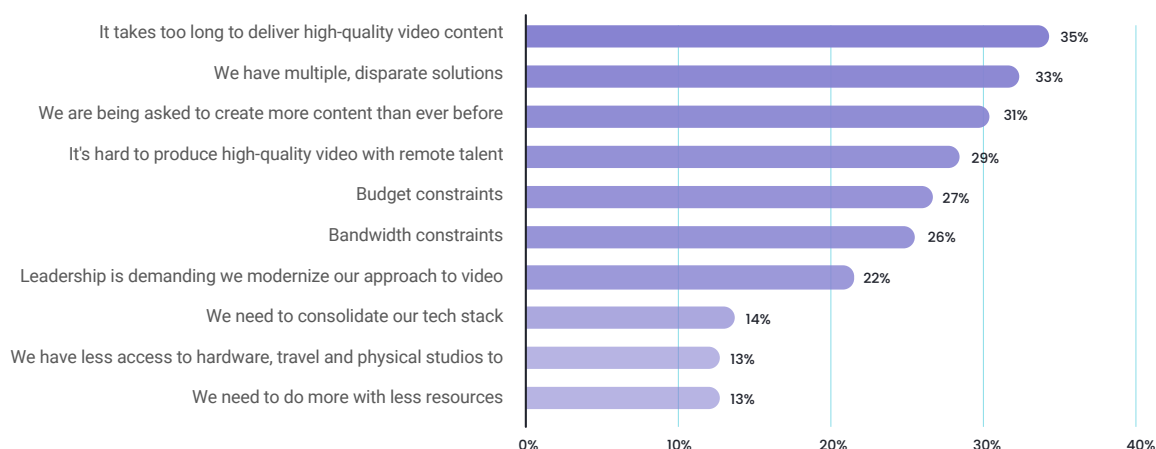- Significantly under capacity

17.0%
44.0%
34.0%

To reduce the burden on their teams, many video services teams have turned to third parties. More than two-thirds of video services respondents report they have partnered with third-party vendors, agencies or consultants to produce video content for some, most or all video projects.

Video Services Teams Seek to Increase Output and Reduce Time to Market

When asked about the most significant pain points for creating video content, 35% of video services respondents said it takes too long to deliver high-quality video content. Additional pain points include: having to use multiple, disparate solutions (33%), being asked to create more video content than ever (31%) and the challenges posed by producing high-quality video with remote talent (29%).

What are the most significant pain points your team faces when it comes to creating video content?

Pain point	Percentage
It takes too long to deliver high-quality video content	35%
We have multiple, disparate solutions	33%
We are being asked to create more content than ever before	31%
It's hard to produce high-quality video with remote talent	29%
Budget constraints	27%
Bandwidth constraints	26%
Leadership is demanding we modernize our approach to video	22%
We need to consolidate our tech stack	14%
We have less access to hardware, travel and physical studios to	13%
We need to do more with less resources	13%

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When asked their team's top priorities for the next 12 months, video services respondents cited increasing their overall output of video content, followed by simplifying their tech stack for video projects and increasing engagement across channels with video.

What are your team's top priorities for the next 12 months?

Rank	Priority
1	Increase our overall output of video content
2	Simplify our tech stack for video projects
3	Increase interactions or engagement across channels with video
4	Improve our time to market for video content
5	Reduce costs
6	Democratize video production across departments

Key Takeaways

- Most enterprise video services teams are facing increasing demands for new video content creation. It's no wonder that most of these professionals are already at or over their current work capacity.

- The greatest limiting factors for video services professionals to create new content include the time required to deliver high-quality video content, having to use multiple, disparate solutions, being asked to create more video content than ever and the challenges posed by producing high-quality video with remote talent.

- In the year ahead, video services teams plan to prioritize increasing overall video content output and simplifying their tech stack for video projects.
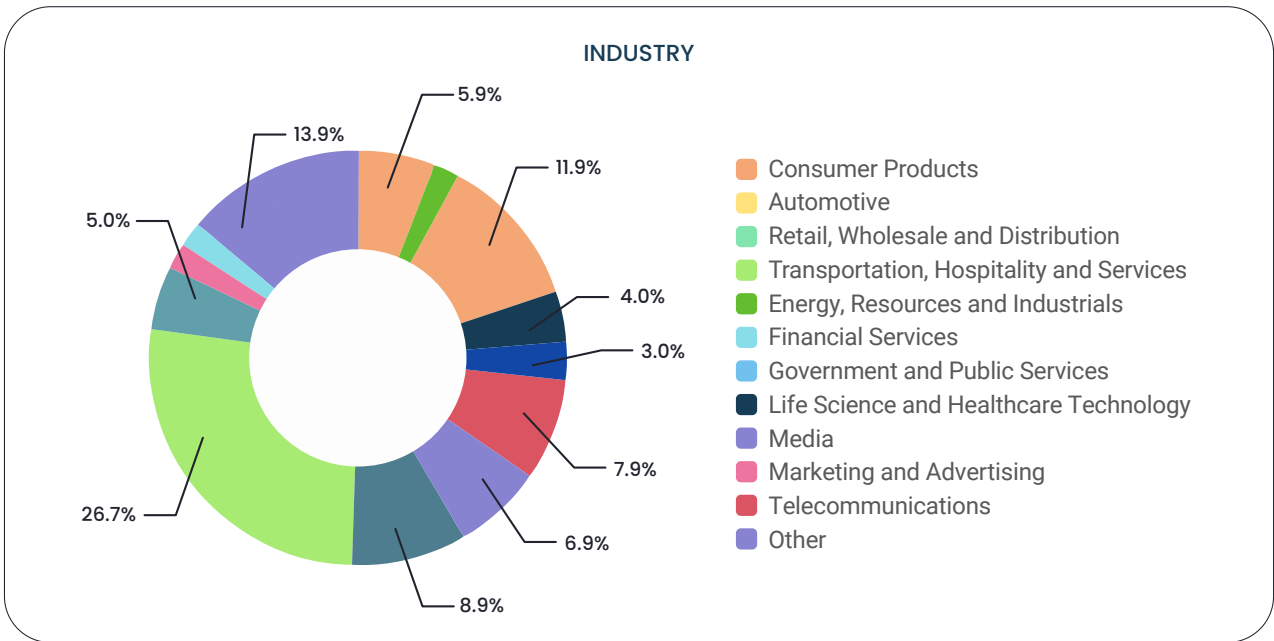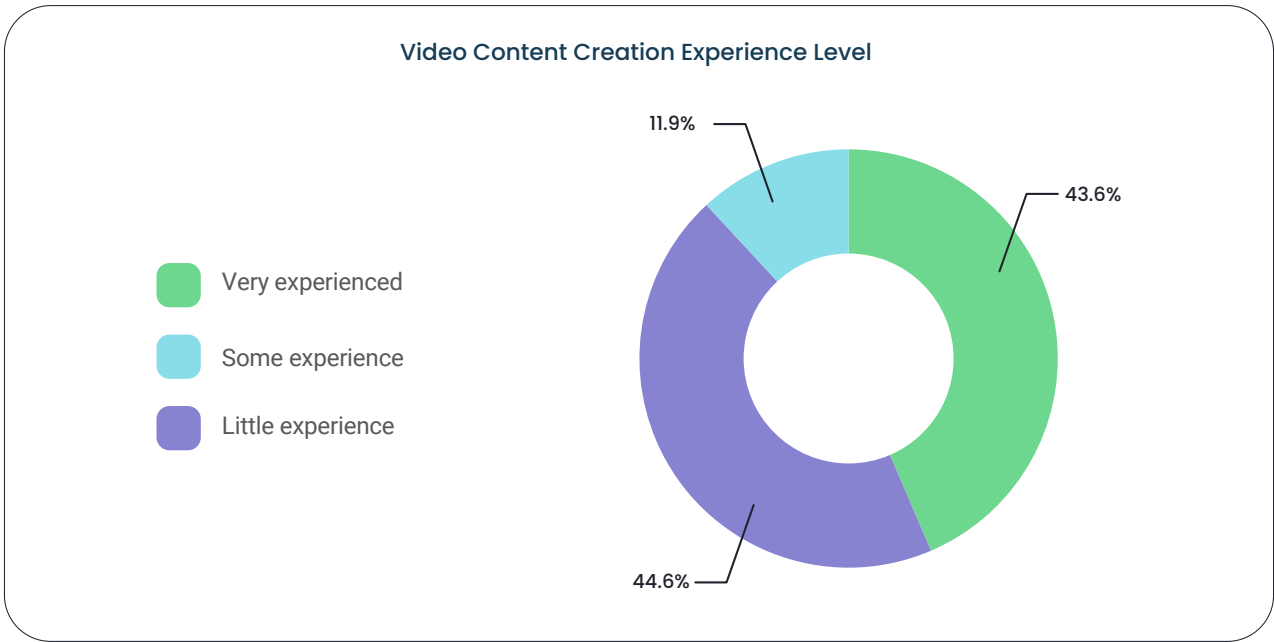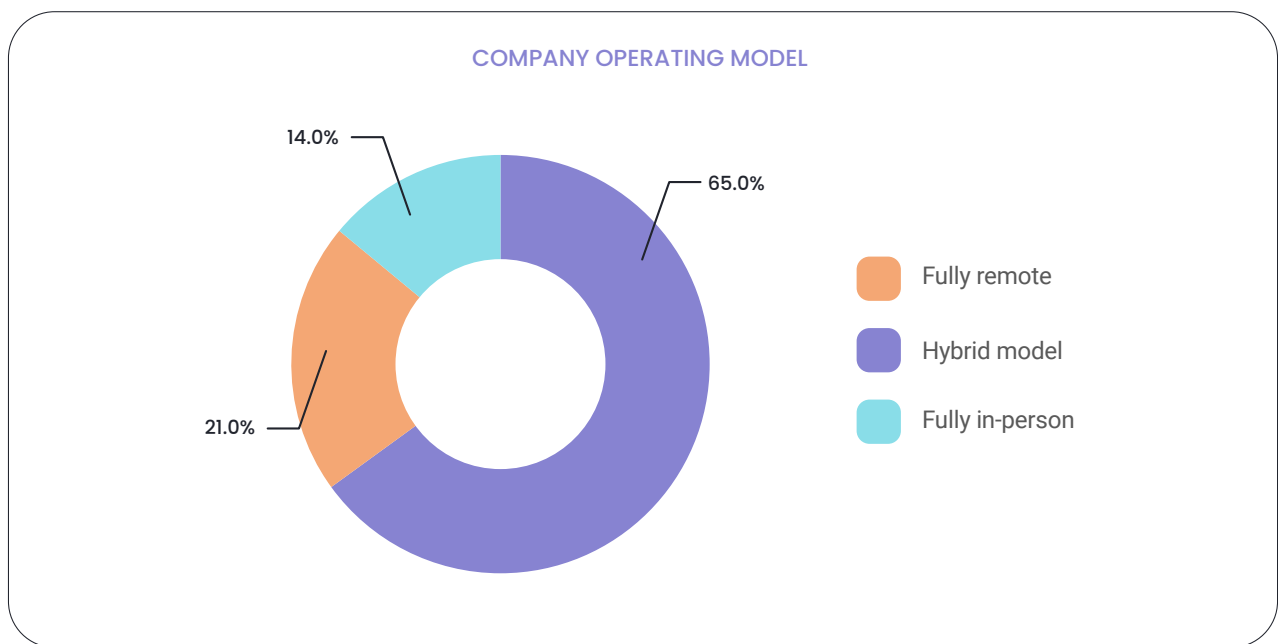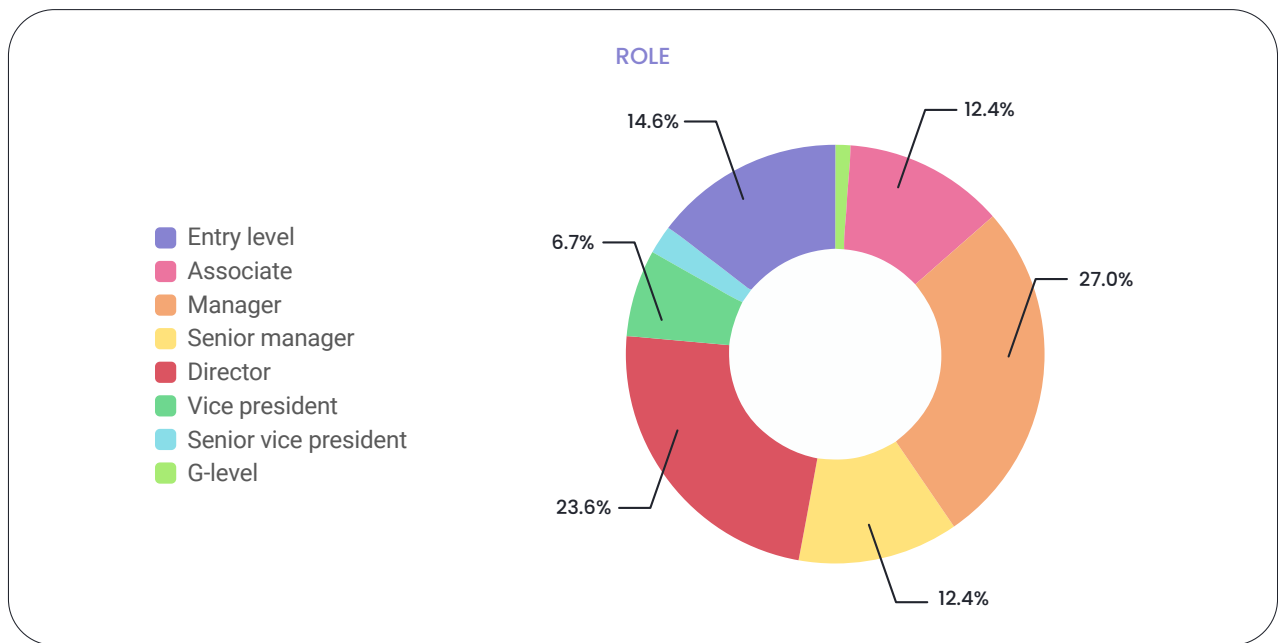
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Conclusion

The State of Enterprise Video: Creation, Broadcasting, Distribution research demonstrates that the demand for video content in the enterprise is surging as businesses seek out new ways to increase engagement with internal and external audiences amid the backdrop of remote and hybrid workforces. Most enterprises are also exploring ways to combat the fatigue created by standard video conferencing tools, spurring many to create higher quality and more engaging video content to replace certain meetings.

Corporate brand videos are the most common use case for video content in the enterprise, but new use cases are emerging, such as product demos, how-to videos, employee training videos and more. While video usage is increasing across the enterprise, departments such as marketing, sales, customer success and HR are more likely to use video than others.

As video demand increases, enterprises face additional challenges — time, budget and bandwidth are in short supply. Many enterprises are also overwhelmed by the number of different technologies typically required to create, broadcast and distribute video content. To address these challenges, many enterprises have expressed strong interest in self-serve technology, reflecting a growing trend toward tools that empower individuals across the organization.

Survey Respondent Demographics

Video Content Creation Experience Level

- Very experienced
- Some experience
- Little experience

11.9%

43.6%

44.6%

INDUSTRY

5.9%

11.9%

13.9%

5.0%

4.0%

3.0%

7.9%

26.7%

6.9%

8.9%

- Consumer Products
- Automotive
- Retail, Wholesale and Distribution
- Transportation, Hospitality and Services
- Energy, Resources and Industrials
- Financial Services
- Government and Public Services
- Life Science and Healthcare Technology
- Media
- Marketing and Advertising
- Telecommunications
- Other

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ROLE

Legend:
- Entry level
- Associate
- Manager
- Senior manager
- Director
- Vice president
- Senior vice president
- G-level

12.4%
14.6%
6.7%
27.0%
23.6%
12.4%

COMPANY OPERATING MODEL

14.0%
65.0%
21.0%

Legend:
- Fully remote
- Hybrid model
- Fully in-person

Methodology

The findings from the *2021 State of Enterprise Video: Creation, Broadcasting, Distribution* research study are based on the results of an online survey conducted in September 2021. It examined the opinions of 617 U.S.-based enterprise professionals from organizations with more than 1,000 employees, including: 210 marketing professionals; 197 human resources professionals; and 210 video services, A/V and video production professionals.

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" We envision a world in which any business professional can become their own video creator, regardless of their technical expertise.

By democratizing the art of video creation through technology, anyone will be able to produce the video content they need, in less time, without sacrificing quality. **"**

— David Moricca, Founder and CEO of Socialive

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Socialive powers self-serve video content creation for the enterprise. It's the fastest, easiest way to create, broadcast and distribute unlimited live and on-demand videos with studio quality.

The Socialive platform puts intuitive, professional-grade video production workflows into the hands of content producers and everyday business users, lowering the barrier to entry and increasing employee-created video output. Videos enable brands to connect with people in fresh, dynamic ways but it's hard to produce great videos at scale while maintaining brand standards – budget, team capacity and internal expertise can be in short supply.

Just-in-time production with Socialive unlocks use cases for video that build human connections through relatable content, turning video into a powerful engagement channel for employee, customer and partner communities to strengthen brand loyalty and company culture. Socialive's Studio in the Cloud™and integrated Virtual Green Room preserve the authenticity of live video while streamlining the end-to-end process from creation to delivery, consolidating the number of tools traditionally required for video production. Mobile friendly and simple to use, Socialive helps bring together diverse people and perspectives to amplify voices distributed across organizations and geographies.

The platform's industry-first remote recording capability captures high-quality video anywhere from any device with full enterprise-grade control. Leading enterprises and high-growth companies including Charles Schwab, Deloitte, Nike, Oracle, TikTok, The New York Times, Walmart and Zendesk use Socialive to drive business value through better, more frequent video creation. Meet the Moment With Video.™

For more information, please visit
www.socialive.us.