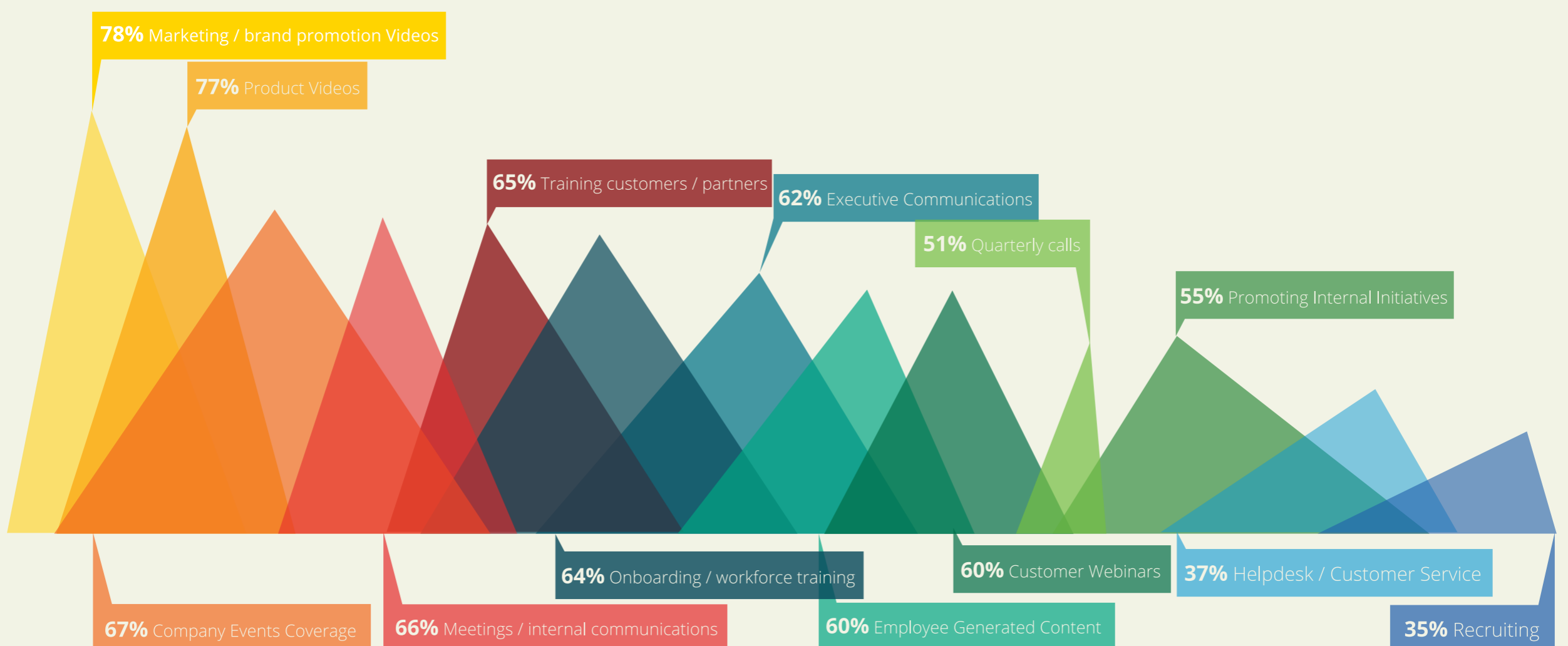


THE STATE OF VIDEO IN THE ENTERPRISE

How are enterprises using video?



Larger and geographically distributed organizations see more value in video and use it more.



91% of huge organizations agree that easily including video in all of the organizations' tools (e.g. email, social business, instant messaging, etc.) will play an important role in the near future. **68%** of small organisations agree on the same.



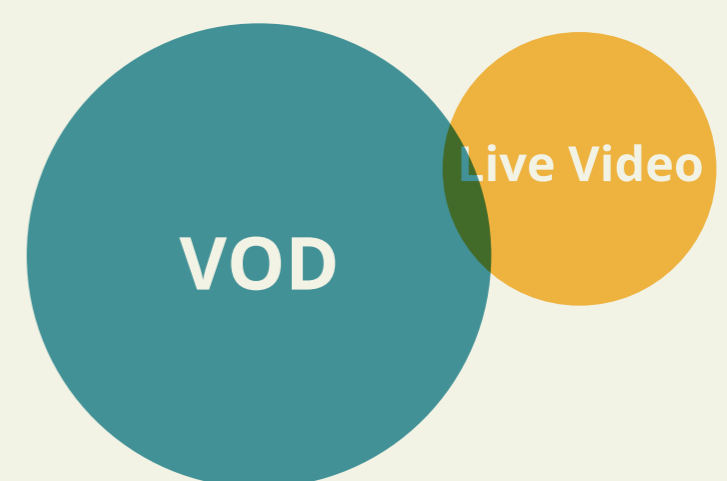
83% of geographically distributed organizations agree that easily including video in all of the organizations' tools (e.g. email, social business, instant messaging, etc.) will play an important role in the near future. **63%** of single location organisations agree on the same.

How do enterprises choose a video solution?

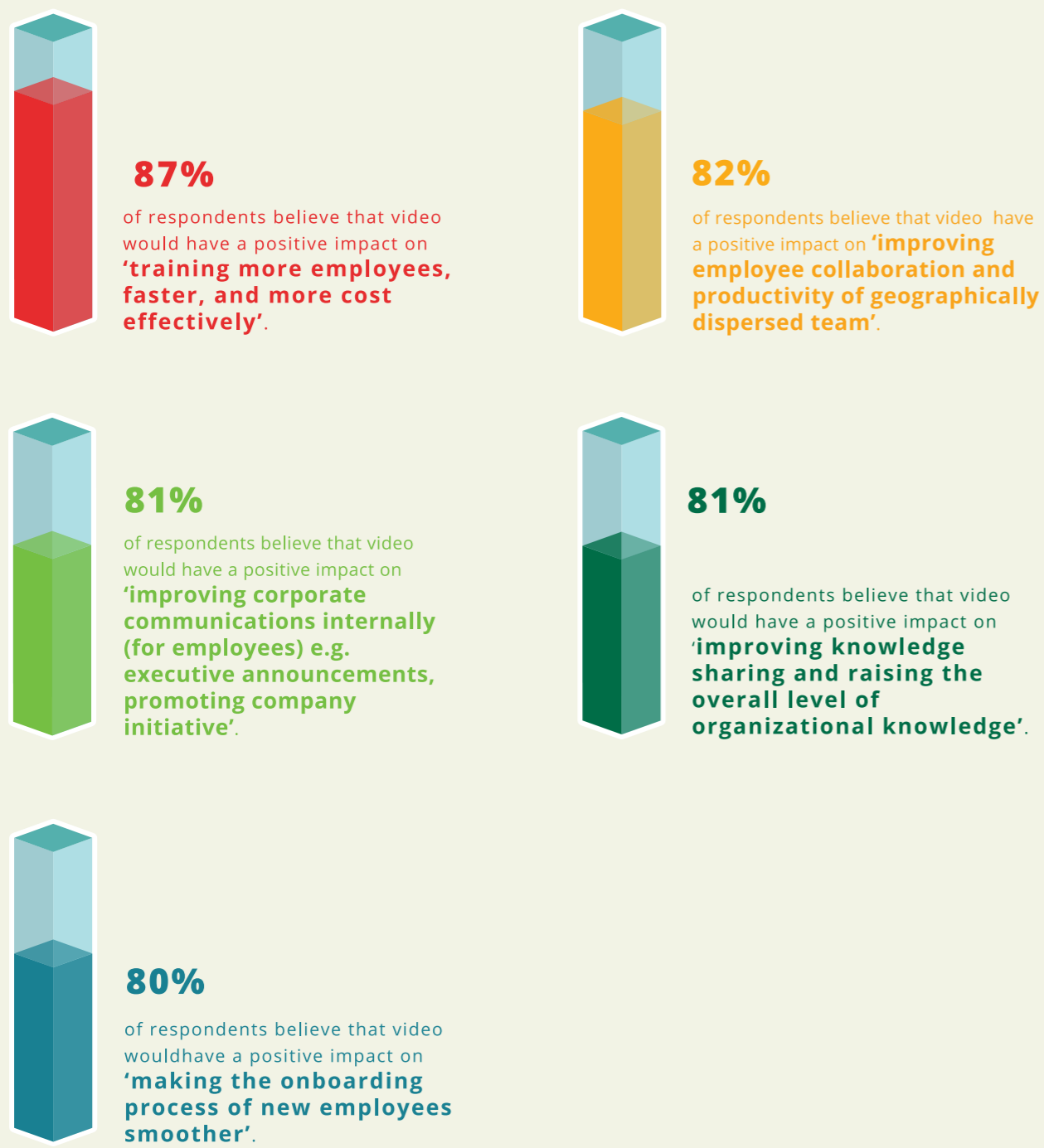


VOD or Live?

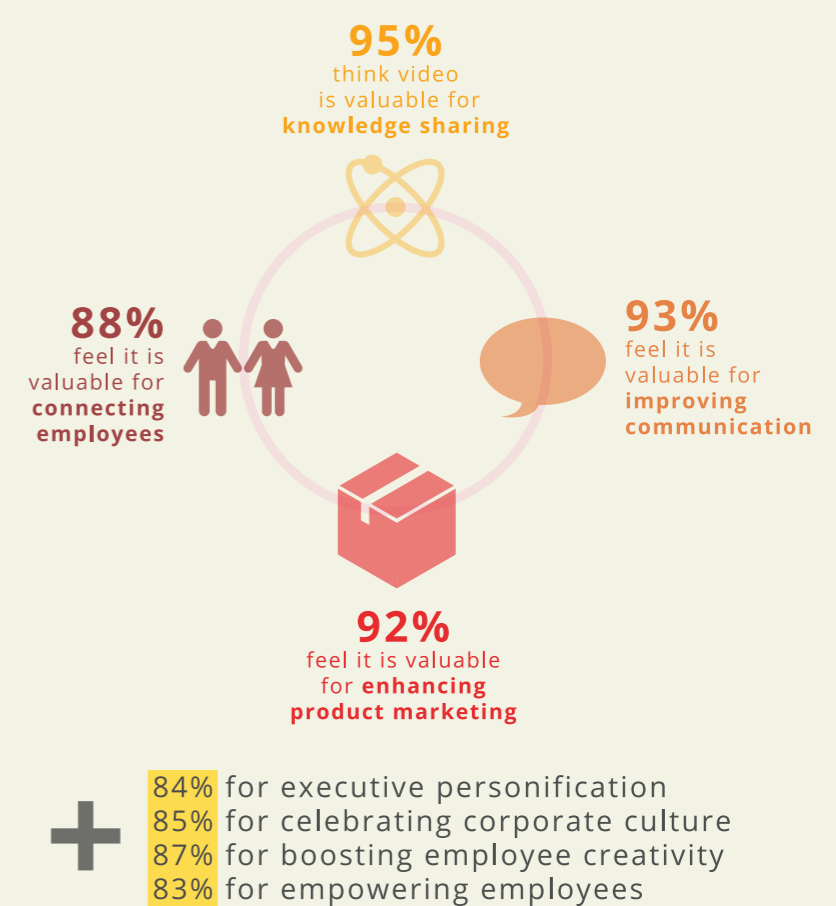
Most organisations predominately use on-demand videos, either exclusively or in combination with live broadcasting.



The positive impact of internal video

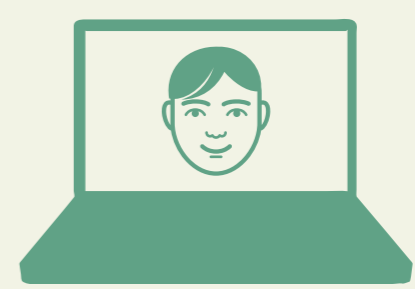


Video helps achieve organisational goals



Video brings executives and employees closer

80% of respondents agree that "videos puts a face, a voice and character to both executives and employees".



The positive impact of external video



Video is powerful

76% of respondents agree that "video makes messages powerful in a way that written communication cannot."



The future of enterprise video. Some thoughts from our survey respondents...



To read the full report visit: http://site.kaltura.com/Kaltura_Enterprise_Survey.html

Learn more about video for the Enterprise at corp.kaltura.com/Video-Solutions/Enterprise
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