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# The Forrester Wave™: Online Video Platforms, Q1 2013

by Philipp Karcher, March 8, 2013

## KEY TAKEAWAYS

### **Businesses Use Video Platforms To Manage Their Online Video Presence**

Organizations in all verticals turn to commercial platforms to serve their online video publishing needs because they want the scalability, customizability, enterprise software integrations, and multichannel delivery capabilities that do-it-yourself solutions and YouTube can't provide.

### **Vendors Are Focusing On Extensibility, Portfolio Integrations, And Analytics**

OVPs innovate with content targeting and personalization features to help customers with large video libraries maximize engagement. They've added or improved integrations with web content management (WCM) and web analytics platforms. And they are improving the extensibility of their platforms with open APIs to expand partner ecosystems.

### **In A Maturing Market, Mobile, Customizability, And Partner Ecosystems Differentiate**

All OVPs in this Forrester Wave are capable of serving the majority of online video publishing needs. However, some have better support for mobile device formats and for customizable workflows. Some vendors provide end-to-end functionality in a single SKU, while others rely on integrations with complementary products.



## The Forrester Wave™: Online Video Platforms, Q1 2013

Kaltura Joins Leaders Brightcove And Ooyala In A Maturing Market

by [Philipp Karcher](#)

with [Stephen Powers](#) and Andrew Smith

### WHY READ THIS REPORT

Video is integral to many consumer-facing websites, not just from traditional media providers but from brands, companies, and organizations without a history of content creation. In Forrester's 21-criteria evaluation of online video platforms (OVPs), we identified the five most significant software providers in the category — Adobe Systems, Brightcove, Kaltura, Limelight Networks, Ooyala — and researched, analyzed, and scored them. This report details our findings about how well each vendor fulfills our criteria and where they stand in relation to each other to help application development and delivery professionals select the right partner for their online video publishing needs.

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Forrester conducted product evaluations in October and November 2012 and interviewed five vendor and user companies: Adobe Systems, Brightcove, Kaltura, Limelight Networks, and Ooyala.

### Related Research Documents

[The Forrester Wave™: Video Platforms For The Enterprise](#)  
March 8, 2013

[Online Video Best Practice](#)  
August 5, 2010

[Introducing Forrester's Online Video Product Scorecard](#)  
April 30, 2010

## OVPS ARE A CRITICAL PIECE OF YOUR CUSTOMER ENGAGEMENT TOOLKIT

Companies increasingly recognize the value of using online video to engage and inform consumers, create brand awareness, and even drive direct action (such as in an eCommerce setting). Online video platforms are end-to-end software-as-a-service (SaaS) solutions to publish video on the Internet. They include integrated encoders, video players, lightweight video editing tools, and basic media management, complete with hosting and distribution through partnerships with content delivery networks (CDNs). Many organizations start with custom do-it-yourself (DIY) solutions, YouTube, or other consumer video sites to serve video publishing needs. However, as they scale up their video publishing operations, they typically find they need a commercial video platform to help:

- **Manage video presence across channels.** Whether they are experienced with online video but have multiple disconnected publishing processes or are adding it to their website for the first time, companies want a single interface to manage videos across their websites in different geographies with different languages on PC and mobile platforms and across social sites like YouTube and Facebook. Marketers and eBusiness professionals increasingly need control over the design of the video player to reflect their company's branding and maintain consistency with the look of their websites.
- **Overcome delivery complexity and extend reach.** OVPs free nontechnical users from worrying about things like HTML5 compatibility across browsers and transcoding videos to a multitude of mobile device formats. They also address the performance concerns of global delivery through bundled partnerships with Internet CDNs like Akamai Technologies and Limelight. These are complex issues that cause organizations starting with a DIY approach to struggle with escalating development costs and fall behind on innovation and core features. Customers emphasized to Forrester over and over again the importance of customer service and technical support — something that users of free video sharing sites don't get.
- **Integrate with enterprise systems.** Many organizations need customized approval workflows and customized content ingestion processes. OVPs integrate with popular web content management, digital asset management, and web analytics platforms. Customers also have the flexibility to choose encoding or content stores on-premises (while the management software remains in the cloud), if desired for security or performance reasons.

## Vendors Focus On Extensibility, Portfolio Integrations, And Analytics










As basic content management and support for multichannel delivery become table stakes, vendors differentiate with video platforms that can:

- **Drive engagement through personalized experiences.** Vendors hope to differentiate with features aimed at helping businesses maximize engagement with their online videos. Ooyala has a recommendations engine that presents users with content based on their consumption

behavior. Adobe offers marketers a way to create variable offers and promos within video by leveraging content targeting and personalization. OVPs can also provide insights into video viewership, which are key to helping businesses improve engagement. For example, Brightcove is bolstering its analytics capabilities with “conversion rate” and “engagement score” metrics.

- **Provide integrated end-to-end publishing capabilities.** This evaluation only looks at core video platform capabilities (see Figure 1). However, some vendors differentiate by offering more components in an end-to-end publishing solution. Limelight is integrated with its proprietary WCM, Dynamic Site Platform (formerly Clickability), for publishing workflows and with the Limelight Network to optimize publishing to a CDN. Brightcove recently acquired Zencoder, a leading cloud encoding service. Adobe provides marketers with an end-to-end video solution from content creation (with Adobe Creative Cloud), to content management (CQ5 DAM and WCM), to analytics (SiteCatalyst) and optimization (Test&Target).
- **Offer more access to discrete capabilities through APIs.** As platforms, Brightcove and Kaltura have successfully built extensive tech partner ecosystems to enable complementary functionality through integrations and extensions. All vendors are taking the “platform” aspect of their solutions further by expanding the breadth of functionality available via APIs. They are focused on improving customer access to these APIs and are pursuing more partner opportunities with WCM, third party analytics, and ad network providers.

**Figure 1** Competitors Include Free Video Sharing Sites And Offerings For Digital Media Companies

	Content type		
	User-generated	Online media	Premium
Requirements	Basic enablement	Branding, workflow, content management, multichannel delivery, integrations, and scalability	Digital rights management, advanced monetization, analytics, and considerations for regulatory compliance
Target customer	Consumers; brands and organizations without a history of content creation	Brands and organizations without a history of content creation	Traditional media providers and digital media companies
Vendors	 	  	   

91161

Source: Forrester Research, Inc.

### ONLINE VIDEO PLATFORMS EVALUATION OVERVIEW

To assess the state of the online video platforms market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top video platform vendors. After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 21 criteria, which we grouped into three high-level buckets:

- Current offering.** To assess the strength of the video platform offerings, we evaluated the vendors along 16 criteria including player embed features, syndication to social sites, integration with WCM, video file ingestion options, workflow, reporting, and security.
- Strategy.** We reviewed each vendor’s product strategy in three areas: 1) differentiation and road map; 2) enterprise track record; and 3) partners and support.

- **Market presence.** To determine a vendor's market presence, we considered each vendor's revenues and number of customers on the product.

### A Focus On Consumer Video Publishing Tools For Enterprises Narrows The Field

Forrester included five vendors in the assessment: Adobe, Brightcove, Kaltura, Limelight, and Ooyala. Each of these vendors has (see Figure 2):

- **A focus on consumer on-demand video.** The vendors evaluated for this Forrester Wave primarily enable organizations to create on-demand video experiences for external consumers or constituents (although most can and are improving their support for live feeds). We did not include vendors that have a primary focus on webcasting or internal enterprise communications.<sup>1</sup> Kaltura is an exception because it focuses equally on internal and external communications.
- **A product that enables marketers and web developers.** We did not include products that primarily focus on the high end of the market such as thePlatform and Adobe Primetime in this evaluation — although some of the vendors we evaluated also compete in that space. Adobe Primetime and thePlatform have advanced support for digital rights management, regulatory compliance, scalability, monetization, and analytics required by premium content providers. Vendors in this Forrester Wave work with enterprises in different verticals, not just media and entertainment companies.
- **Enterprise customers and at least \$10 million in revenue.** The OVP market is filled with dozens of competitors you can use to put a video player up on your website. Vendors evaluated in this Forrester Wave have the management features, integrations, customizability, and scalability demanded by enterprises. They have years of experience serving Fortune 1000 customers and are frequently mentioned in competitive scenarios by Forrester clients.

**Figure 2** Evaluated Vendors: Product Information And Selection Criteria

Company	Product	Version	Release date
Adobe Systems	Adobe Scene7	6.5	September 1, 2012
Brightcove	Brightcove Video Cloud	N/A	June 27, 2005
Kaltura	Kaltura Core Platform	Falcon (5.0)	July 1, 2012
Limelight Networks	Limelight Orchestrate Video	Orchestrate Video 2012	2012
Ooyala	Ooyala Backlot	Ooyala Backlot Enterprise License	January 1, 2013

**Vendor selection criteria**

- The vendor has a focus on consumer on-demand video.
- The vendor has a product that enables marketers and web developers.
- The vendor has enterprise customers and at least \$10 million in revenue.

Source: Forrester Research, Inc.

**ALL VENDORS EFFECTIVELY SUPPORT CORE VIDEO PUBLISHING NEEDS**

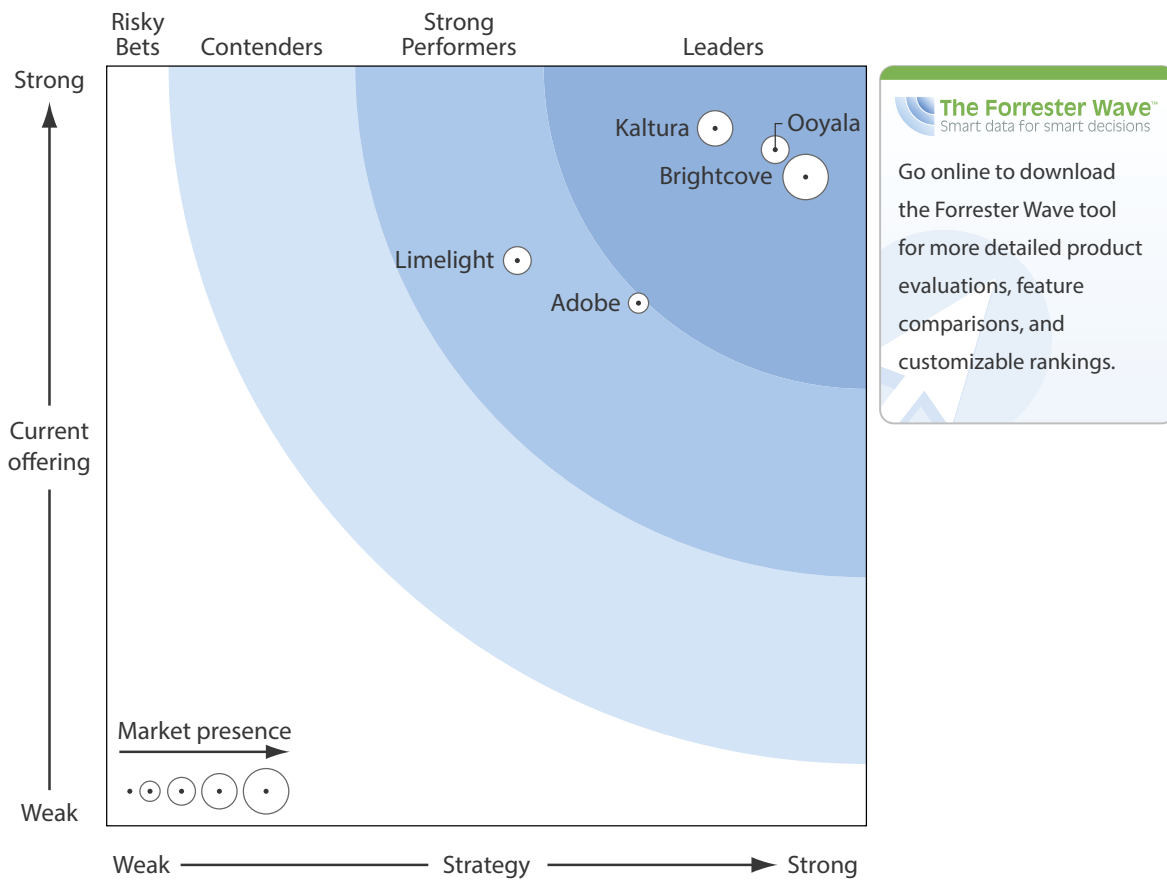
The evaluation uncovered a market in which (see Figure 3):

- **Brightcove, Kaltura, and Ooyala check all the boxes.** These vendors have extensible platforms with more integrations and technology partners than others in this evaluation. They have also added support for things like customizable workflows, reporting features, and the option to have some components of the video platform on-premises due to their experience addressing the needs of enterprises with various video publishing requirements. Among the three Leaders, Kaltura has the most feature-rich platform, Brightcove has the best enterprise track record and partner and support ecosystem, and Ooyala has the most differentiated strategy with its focus on analytics.
- **Adobe’s true value lies in its customer experience management ecosystem.** Although we evaluated Adobe Scene7 as a standalone product in this report, the true value of the Adobe video platform is in the combined functionality and integrated workflow of its Marketing Cloud, which adds audience targeting, social distribution, monetization, and measurement capabilities.<sup>2</sup> Scene7 by itself doesn’t have all the bells and whistles that video platforms in the Leaders category do, but it meets core online video publishing needs.

- **Limelight has an intuitive tool set but a weaker track record.** Limelight's video platform wins many deals on the merit of its iTunes-like interface and tight integration with Limelight's WCM. However, Limelight doesn't have the same breadth of support for video formats, integrations with third-party WCMs, and enterprise track record of some established players. However, Forrester spoke with Limelight enterprise customers that are very happy with the solution today. Limelight is building out its platform and continues to pick up wins.

This evaluation of the online video platforms market is intended to be a starting point only. We encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool.

Figure 3 Forrester Wave™: Online Video Platforms, Q1 '13



Source: Forrester Research, Inc.



**Figure 3** Forrester Wave™: Online Video Platforms, Q1 '13 (Cont.)

	Forrester's Weighting	Adobe Systems	Brightcove	Kaltura	Limelight Networks	Ooyala
<b>CURRENT OFFERING</b>	50%	3.44	4.27	4.59	3.72	4.45
Player embed and sharing features	7%	4.00	4.00	5.00	4.00	5.00
External publishing features	15%	3.00	5.00	5.00	4.00	5.00
Playlists, channels, and content discovery	7%	3.00	3.00	5.00	4.00	5.00
Video file ingest options	3%	5.00	3.00	5.00	3.00	3.00
Video editing features	5%	5.00	4.00	5.00	4.00	4.00
Monetization features	3%	0.00	5.00	5.00	5.00	5.00
Player customization	5%	5.00	5.00	5.00	5.00	5.00
Extensibility	3%	5.00	5.00	5.00	5.00	5.00
Search and metadata support	9%	4.00	4.00	3.00	5.00	3.00
Workflow	9%	2.00	5.00	4.00	2.00	5.00
Reporting and analytics	9%	3.00	4.00	4.00	3.00	5.00
File format, video codec, and protocol support	7%	4.00	4.00	5.00	3.00	5.00
Deployment models	3%	2.00	3.00	5.00	2.00	3.00
Content delivery network (CDN) support	5%	4.00	4.00	4.00	5.00	4.00
Scalability	5%	5.00	5.00	5.00	2.00	4.00
Security	5%	2.00	4.00	5.00	4.00	3.00
<b>STRATEGY</b>	50%	3.50	4.60	4.00	2.70	4.40
Differentiation and road map	40%	5.00	4.00	4.00	3.00	5.00
Enterprise track record	30%	2.00	5.00	4.00	3.00	4.00
Partners and support	30%	3.00	5.00	4.00	2.00	4.00
<b>MARKET PRESENCE</b>	0%	2.00	4.50	3.50	2.50	2.75
Total revenue	25%	5.00	3.00	2.00	4.00	2.00
Customers	75%	1.00	5.00	4.00	2.00	3.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

## VENDOR PROFILES

### Leaders: Brightcove, Ooyala, And Kaltura

- **Brightcove's best-in-class platform provides strong enterprise support.** Boston-based Brightcove has the biggest installed base among online video platforms, a reason why some customers concerned with vendor viability and global support choose its platform in this highly fragmented market. Customers also choose Brightcove for its fast publishing model, attractive player experience, and integrations with popular third-party WCMs. Brightcove has an extensive tech partner network of more than 250 partners to enable complementary functionality. It has added depth in transcoding with the recent acquisitions of Zencoder, a cloud transcoding company, and Video.js, a leading open source player with strong HTML5 support.
- **Ooyala differentiates with content targeting, dashboards, and analytics.** Silicon Valley-based Ooyala has a leading video platform that enterprise customers choose for its comprehensive functionality and attractive user interface. Ooyala differentiates with its focus on content targeting and personalization, which is useful for publishers interested in maximizing viewer engagement with their large libraries of content. Ooyala also has best-in-class analytics and dashboards to give publishers a real-time view of what videos are trending so they can decide what content to feature and understand why some videos are more popular than others. While Ooyala will continue to serve enterprise customers, its strategic direction is to pursue more business with premium content owners — broadcasters and media companies — that would benefit the most from its sophisticated analytics and monetization capabilities.
- **Kaltura's extensible open source platform is a midpoint between build and buy.** New York City-based Kaltura's API-driven approach, open source platform, and large ecosystem of third-party extensions are attractive to customers looking for flexibility in how they deploy video publishing capabilities. Many customers choose Kaltura for the strength of its in-house engineering and professional services organization. Enterprise customers also cite Kaltura's ability to work with industry standard content management and analytics systems and its ability to deal with different video formats as reasons to choose the platform. Unlike other video platforms in this Forrester Wave with a narrower target market, Kaltura targets media and entertainment, enterprise (both internal and externally facing use cases), and education. Kaltura has customers using its platform for both internal corporate communications and external purposes like eCommerce at the same time.

### Strong Performers: Adobe And Limelight

- **Adobe offers an end-to-end solution for marketers via integrations with its other products.** San Jose, California-based Adobe's reputation in the creative, publishing, and digital marketing spaces is attractive to companies looking for a familiar name to help with their online video needs. It is also attractive to customers using other Adobe products — such as its CQ content

management and SiteCatalyst analytics products — to benefit from integrated workflows. Scene7, its standalone video publishing product, is an effective tool for marketers to create and deliver rich media experiences across multiple channels. It differs from other video platforms as a single solution for publishing both videos and images. Scene7 also has advanced video editing features, allowing marketers to design clickable offers and promos within videos that dynamically appear based on information about the viewer. Scene7 has fewer customers than other products in this Forrester Wave, but as a component in the integrated Adobe Marketing Cloud, it serves as a competitive solution from a trusted provider.

- **Limelight delivers an intuitive video platform integrated with its WCM and CDN.** Tempe, Arizona-based CDN provider Limelight Networks acquired the Delve Networks video platform in 2010 and has seen impressive customer growth over the past two years. It acquired Clickability, a SaaS WCM provider, in 2011 to complement its online video publishing offering. Limelight's video platform differentiates in ease-of-use through its iTunes-like interface, its seamless integration with Limelight's CDN, and integration with Limelight's WCM (now called Dynamic Site Platform). Limelight is smaller than other vendors evaluated in this report, but Forrester clients regularly include it in competitive situations. In the next 12 months, Limelight aims to catch up with (or surpass) competitors in some necessary areas including partnerships with third-party content management providers and analytics engines, support for subaccount management, fine-grained user control over encoding, user roles for publishing workflows, and support for dynamically updating channels.

## SUPPLEMENTAL MATERIAL

### Online Resource

The online version of Figure 3 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

### Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution:

- **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.
- **Product demos.** We asked vendors to conduct demonstrations of their product's functionality. We used findings from these product demos to validate details of each vendor's product capabilities.

- **Customer reference calls.** To validate product and vendor qualifications, Forrester also conducted reference calls with two or three of each vendor's current customers.

### The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and we encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve.

### ENDNOTES

- <sup>1</sup> Forrester has also evaluated players focused on internal enterprise communications. See the March 8, 2013, "[The Forrester Wave™: Video Platforms For The Enterprise, Q1 2013](#)" report.
- <sup>2</sup> To manage cross-touchpoint customer experiences, vendors like Autonomy, Adobe, IBM, and more have built or acquired content management, eCommerce, site search, testing and optimization, personalization, and customer service/interaction management products. The goal? To support targeted experiences — both automated and rule-driven — across multichannel digital experiences as well as offline points of contact such as call centers and stores/branches. Organizations use increasingly complex cross-channel strategies to drive customer response, and more will take advantage of customer experience management (CXM) solutions — particularly in the online channels — to drive optimized experiences, improve service levels, and increase sales. See the August 10, 2011, "[Harnessing The Convergence Of Customer Experience Management Solutions](#)" report.

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