



**KALTURA**

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# *Webcasting Trends and Challenges 2017*



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# *How Are We Using Webcasting?*

Webcasting has become a major trend in corporate communications, both internal and external. As video assumes a leading role in our everyday communication, using live video to get a message out has become less of a gimmick and more of a routine.

But how are companies actually using webcasting in their day-to-day business? That's what this survey, conducted by we.CONECT as part of the Intra.net Reloaded events, aims to find out.

So come explore how real businesses around the world are using webcasting throughout their business. Which department is responsible for running the webcast? What are some of the challenges still to be overcome? The answers may help inform your own webcasting strategy.



# SURVEY REPORT

## Webcasting Trends and Challenges - Survey 2017

## Study profile

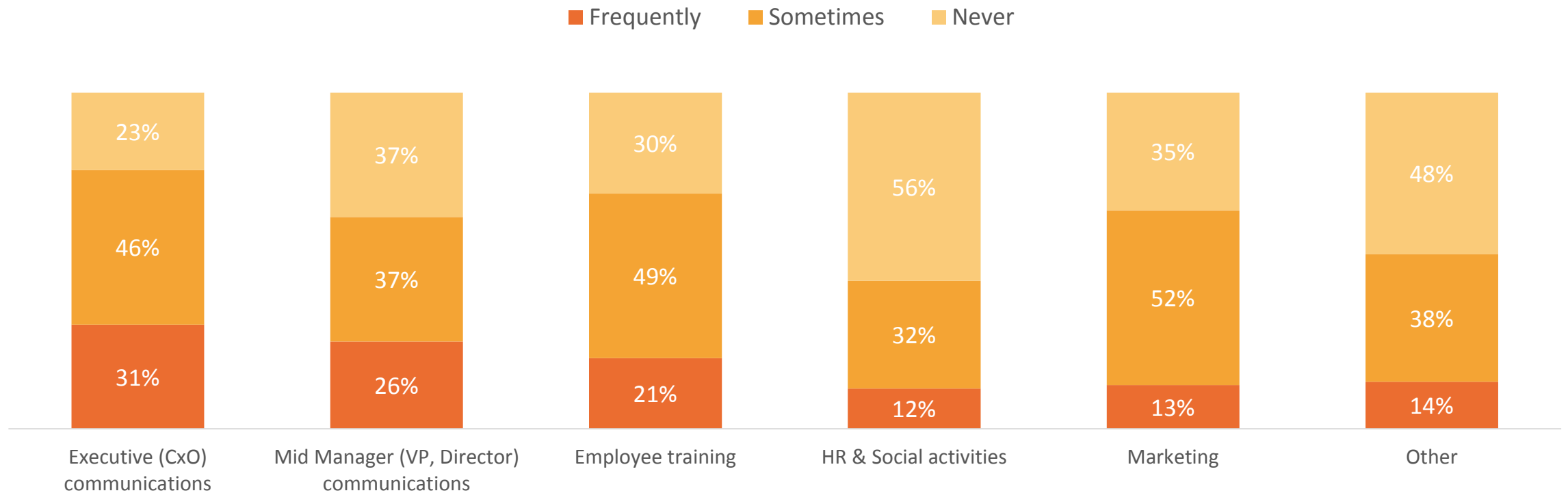
MAIN UNIT	Senior level executives and directors from global companies
APPROACH	Online survey
PARTICIPANT GENERATION	Email invitation
SAMPLE SIZE	100+
DATE OF ENQUIRY	April 2017

## Content

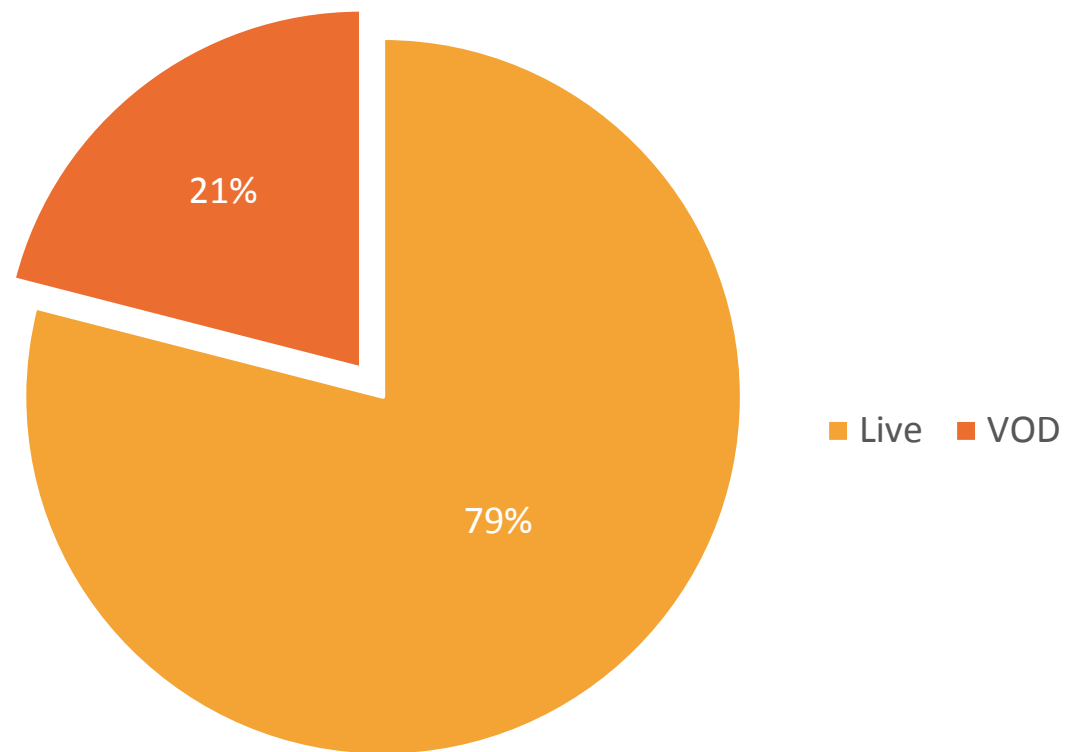
Frequency of webcasting usage at companies	5
Consumer behaviour: Live or VOD?	6
Number and size of webcasting events	7
Important features on webcasting platforms	8
Challenges regarding live events	9
Satisfaction with webcasting solutions	10
Department of webcasting ownership	11
Webcasting production team	12
Potential challenges during webcasting	13
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# SURVEY RESULTS 2017

## How often does your company use webcasting for these uses?

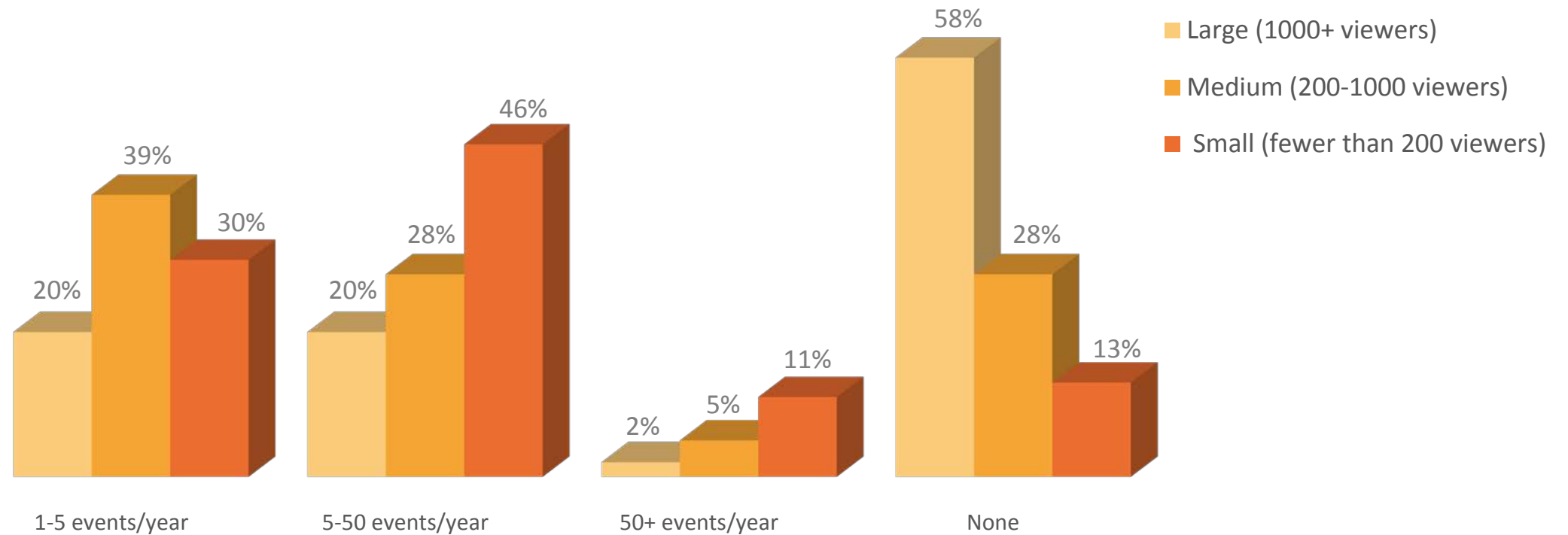


Do more people watch those events live or use VOD to view later on?

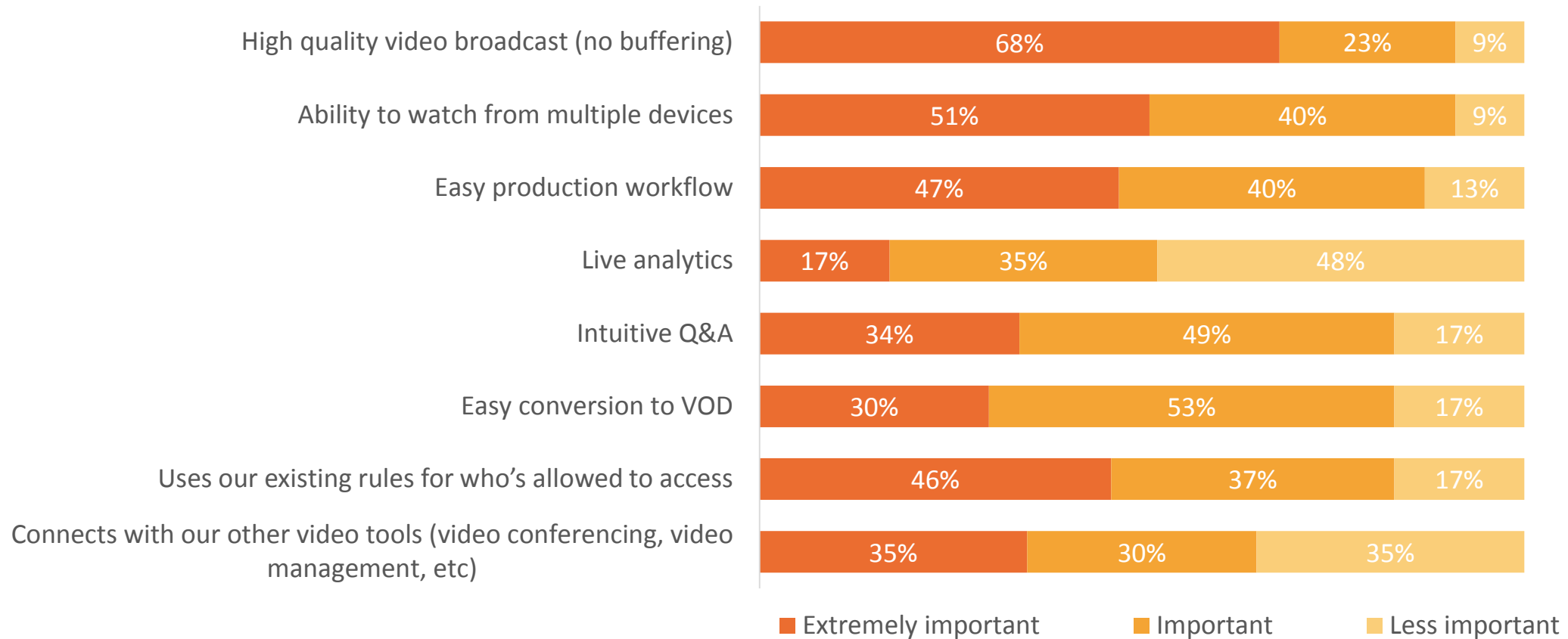




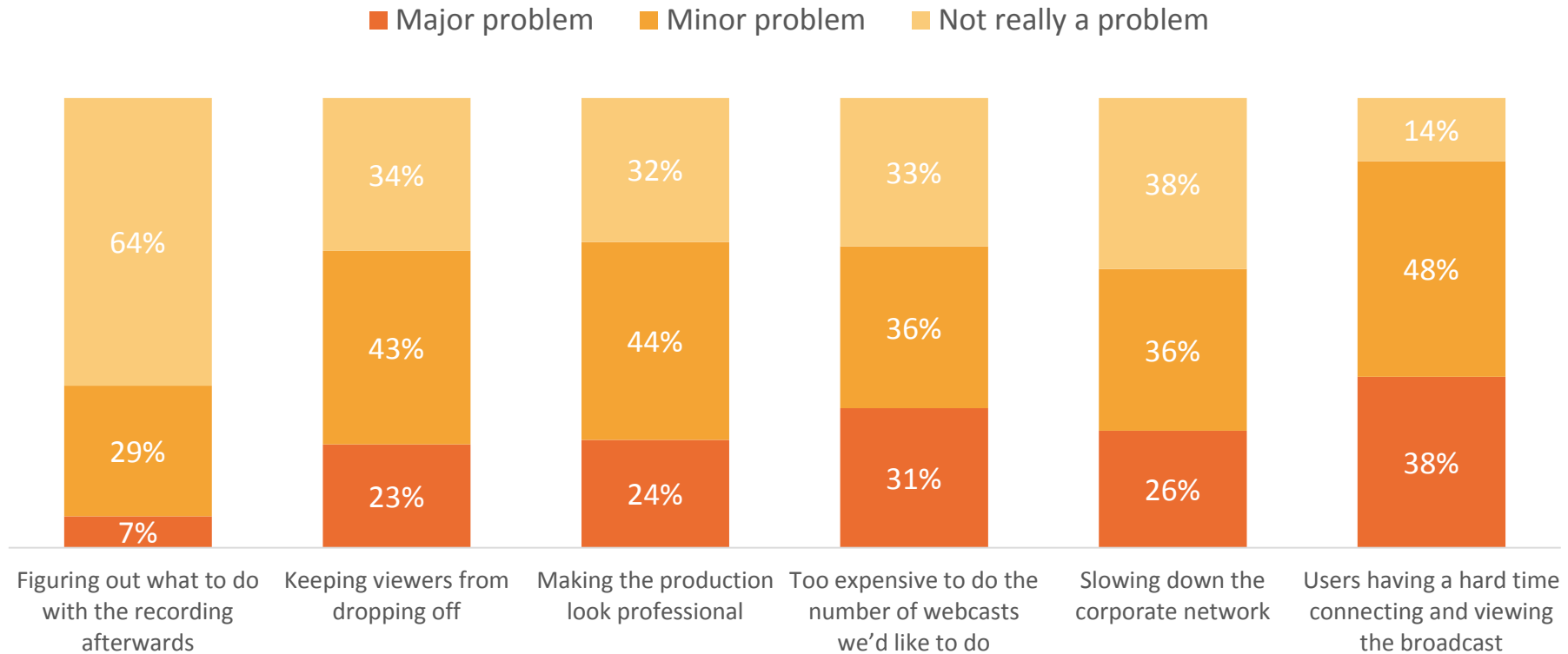
## How many of each size webcasting events are you running a year?



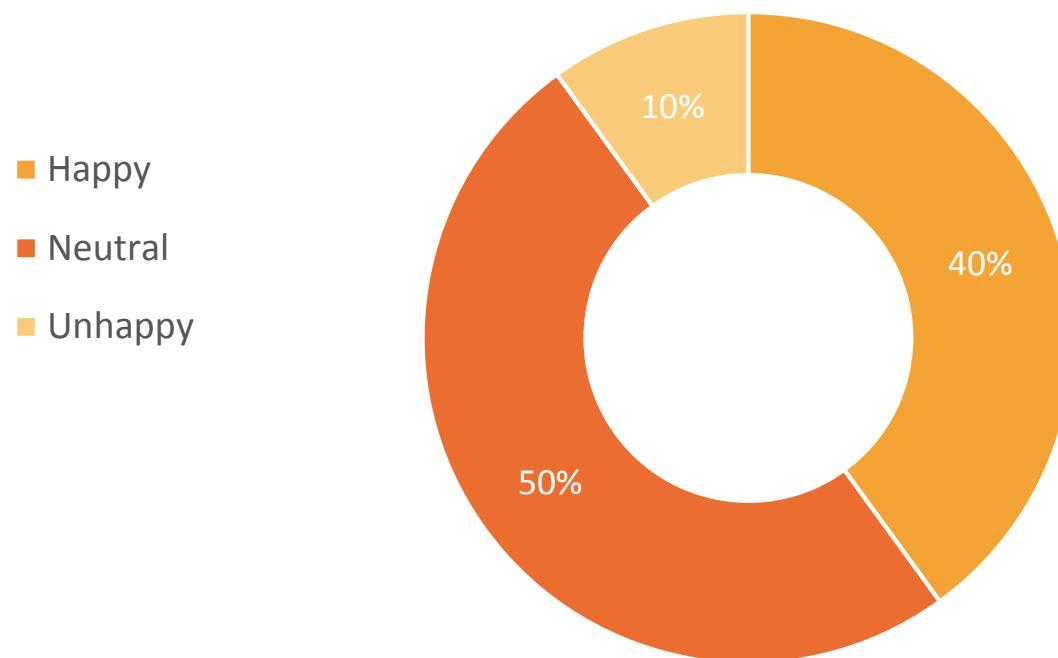
## What features are most important to you in a webcasting platform?



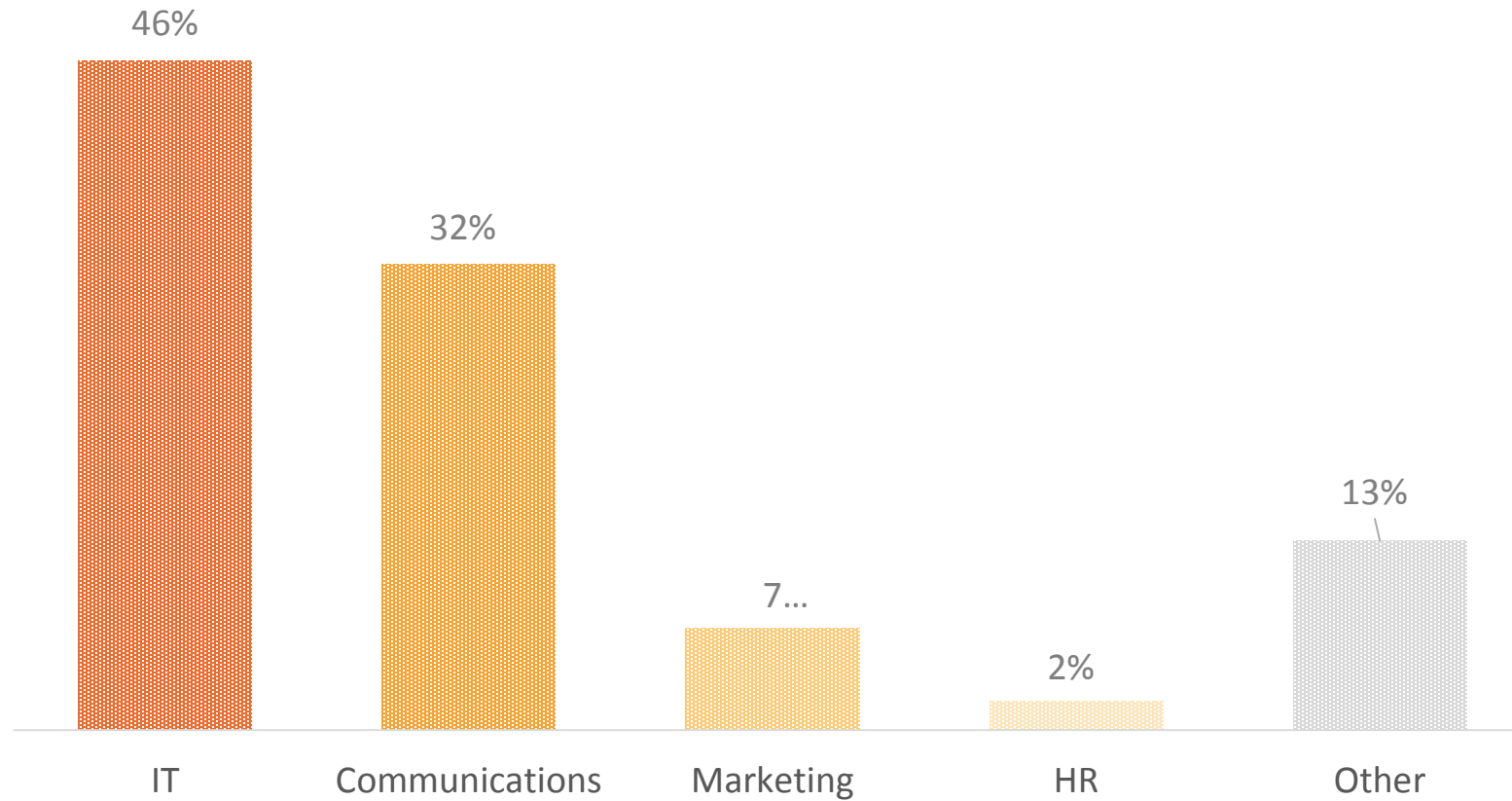
## What is your company's biggest challenge with live events today?



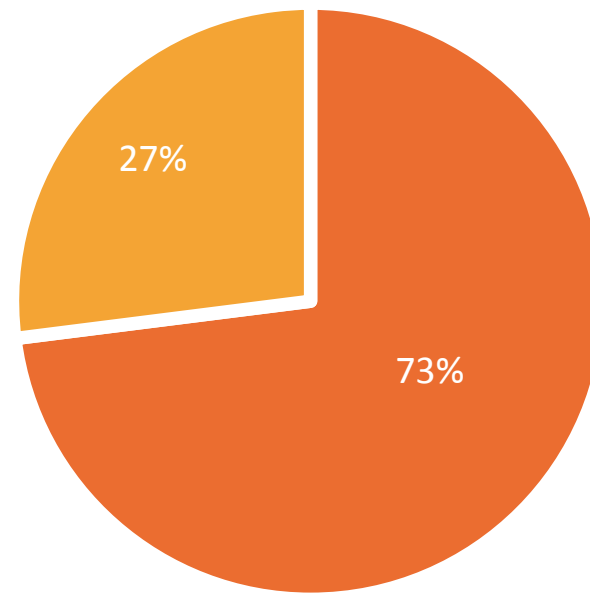
## Are you happy with your webcasting solution?



## Which department owns the service for webcasting and town halls?

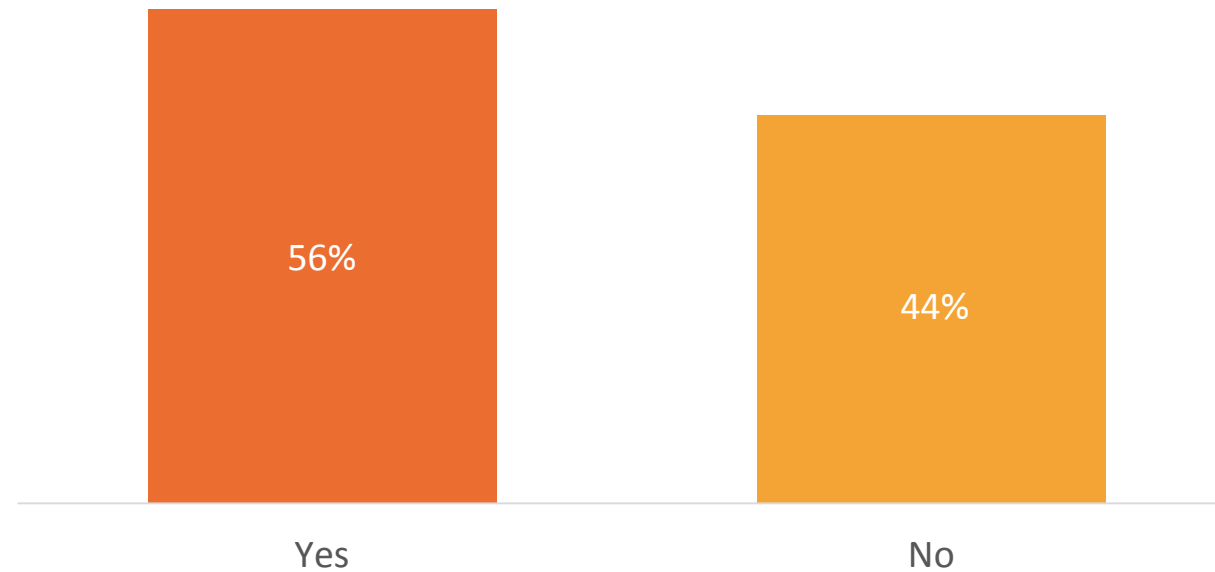


## Do you use an internal or external team to produce webcasts events?



■ Internal ■ External

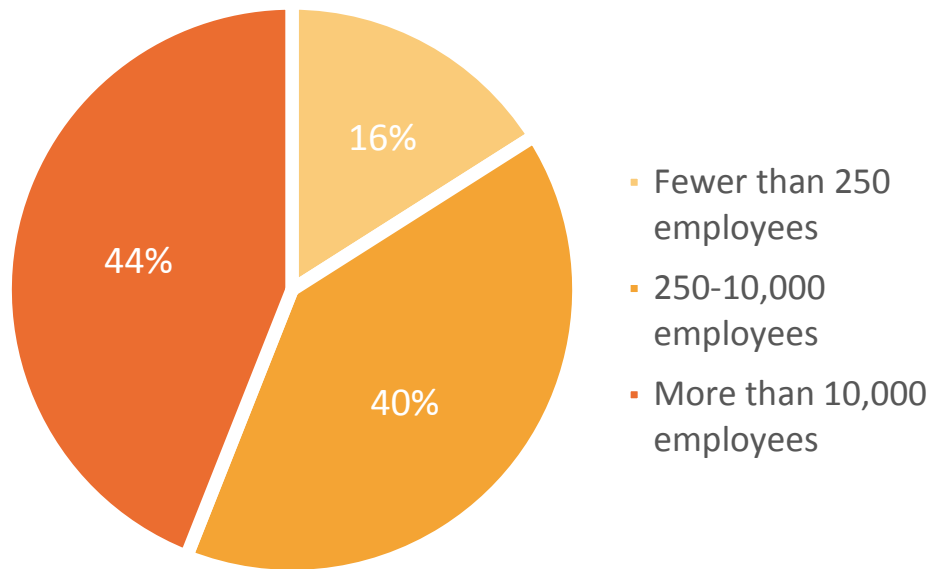
## Have you had problems because of bandwidth during a webcast? *(buffering, low quality video, network slowing down, etc.)*



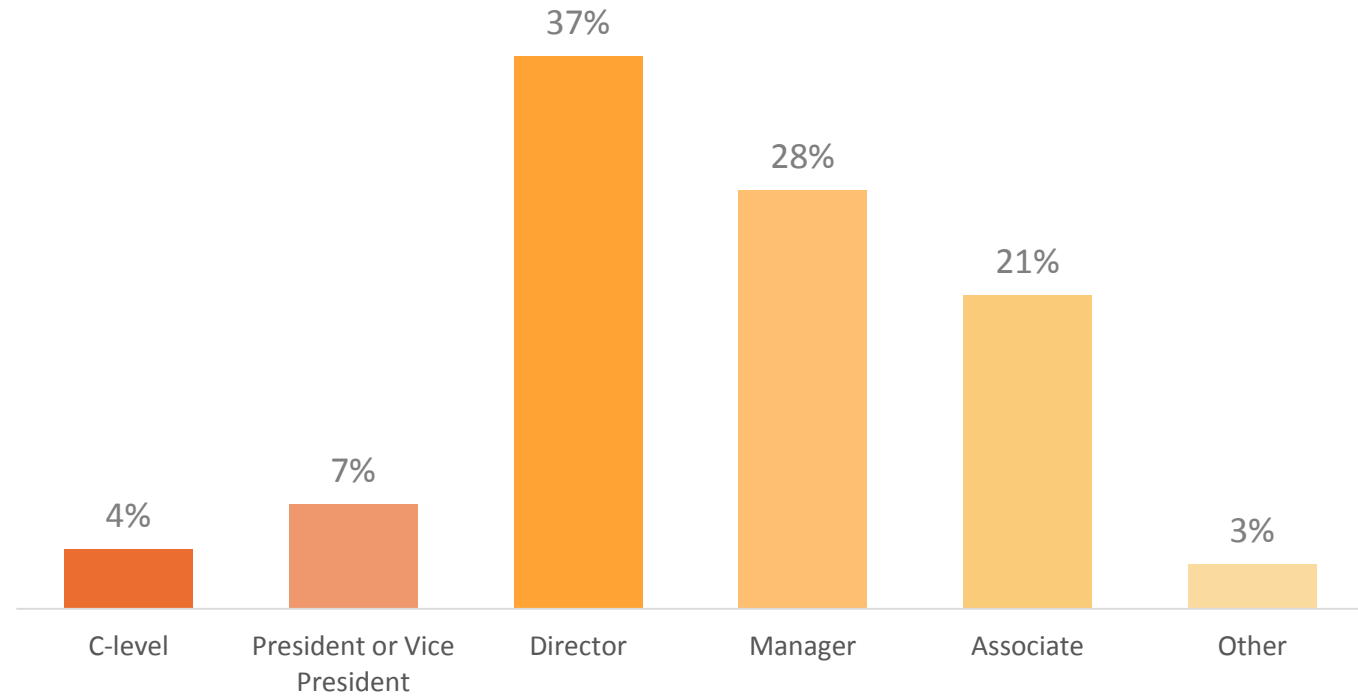
# PROFILE OF SURVEY RESPONDENTS



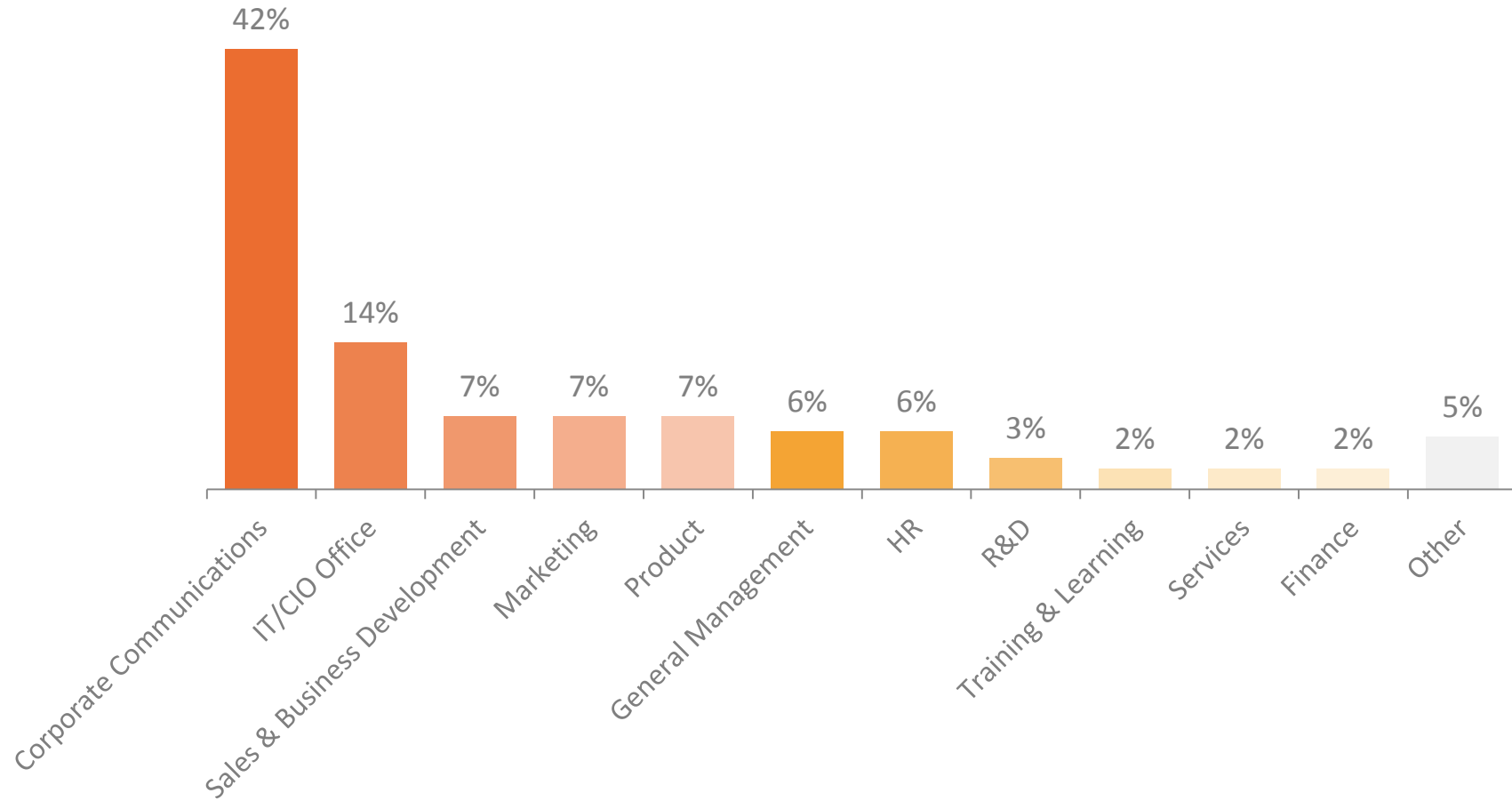
## Organisational size



## Job title



## Industry



# SURVEY REPORT

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# Looking for a Webcasting Solution?

Kaltura offers a fresh look at webcasting with a revolutionary, user experience-focused design.

With Kaltura Webcasting, refocus webcasting on the user experience. Innovative design helps presenters shine, producers relax, and participants engage. Kaltura's robust infrastructure ensures reliable delivery, anywhere. Automated slide synching and customizable views create a flawless, inviting environment. With automated transition from live to VOD and a secure, seamless integration with your corporate infrastructure, you can create an impression that lasts.

To learn more, visit [webcasting.kaltura.com](https://webcasting.kaltura.com)  
or request a demo at  
<https://site.kaltura.com/Request-a-Webcasting-Demo.html?minisite>

