

## WHY DO COMPANIES USE VIDEO?

**96 %**

*Say video helps improve communication*



**94 %**

*Say video connects geographically dispersed teams*



**96 %**

*Believe it improves training*



**92 %**

*Think it makes executive communication more personal and relatable*



## HOW MUCH BUSINESS-RELATED VIDEO ARE WE CONSUMING?



**63** %

*Spend more time watching work-related videos this year than last year*

**79** %

*Watch 30 min+ of video a month at work*

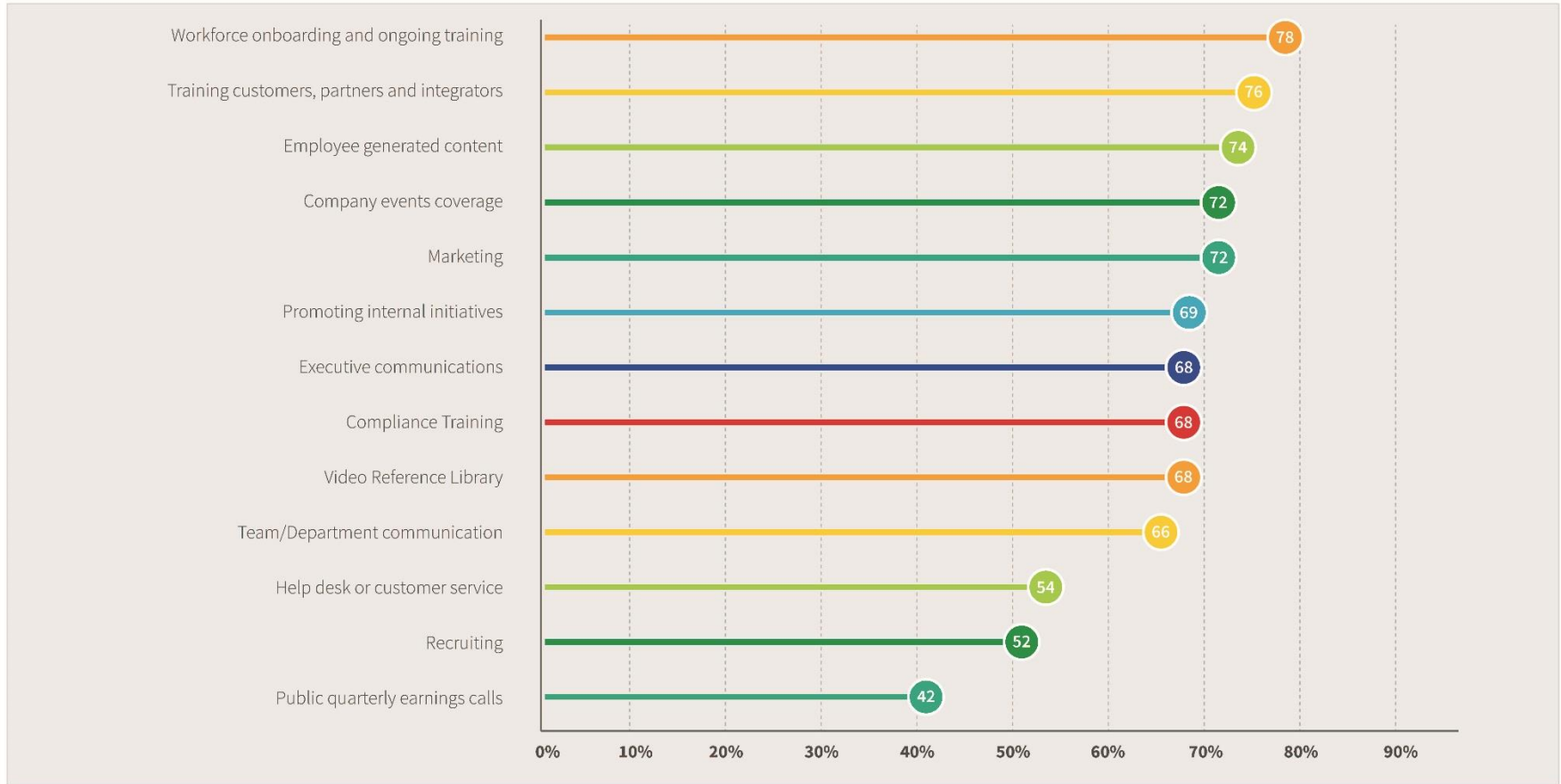
**53** %

*Spend 30 min+ a month creating video*

**18** %

*Spend more than 10 hours a month creating video!*

# HOW DO ENTERPRISES USE VIDEO?



Source: The State of Video in the Enterprise 2016 – A Kaltura Report