

How Important is Video for Business?



95%

Say video skills
are important
for employees today



86%

Say all employees
should be able
to watch videos



66%

See video-related
budgets
increasing over time

How Much Business Video Are We Consuming?



85%

Watched at least 30 min
of business related video
in the past month



64%

Say they watch more
video this year
than last year



50%

Spent at least 30 min/month
creating
business-related video

What Makes Video Valuable for the Enterprise?

91%



Think video makes executives more personal and reliable

94%



Think video connects geographically dispersed employees

96%



Think video helps train employees better and faster

80%



Think video increases online sales