

# WHY INTERNAL WEBCASTING?

Fancy videos used to be the province of marketing departments. But companies are increasingly discovering that using video makes for more effective internal communications as well.



## WHY VIDEO?

Not every interaction can be in person. Video is incredibly efficient at making communication more personal, engaging, and efficient.

More than **90%**<sup>1</sup>  
of professionals believe that video



makes executives more relatable and personal



is valuable for celebrating corporate culture



improves communication

If you want your employees to pay attention, skip the emails. Go straight to video.

## HOW DO YOU USE VIDEO FOR INTERNAL COMMUNICATIONS?

Companies are using live video



Companies that communicate effectively with their employees are **50%** more likely to report employee turnover levels below industry average.<sup>2</sup>

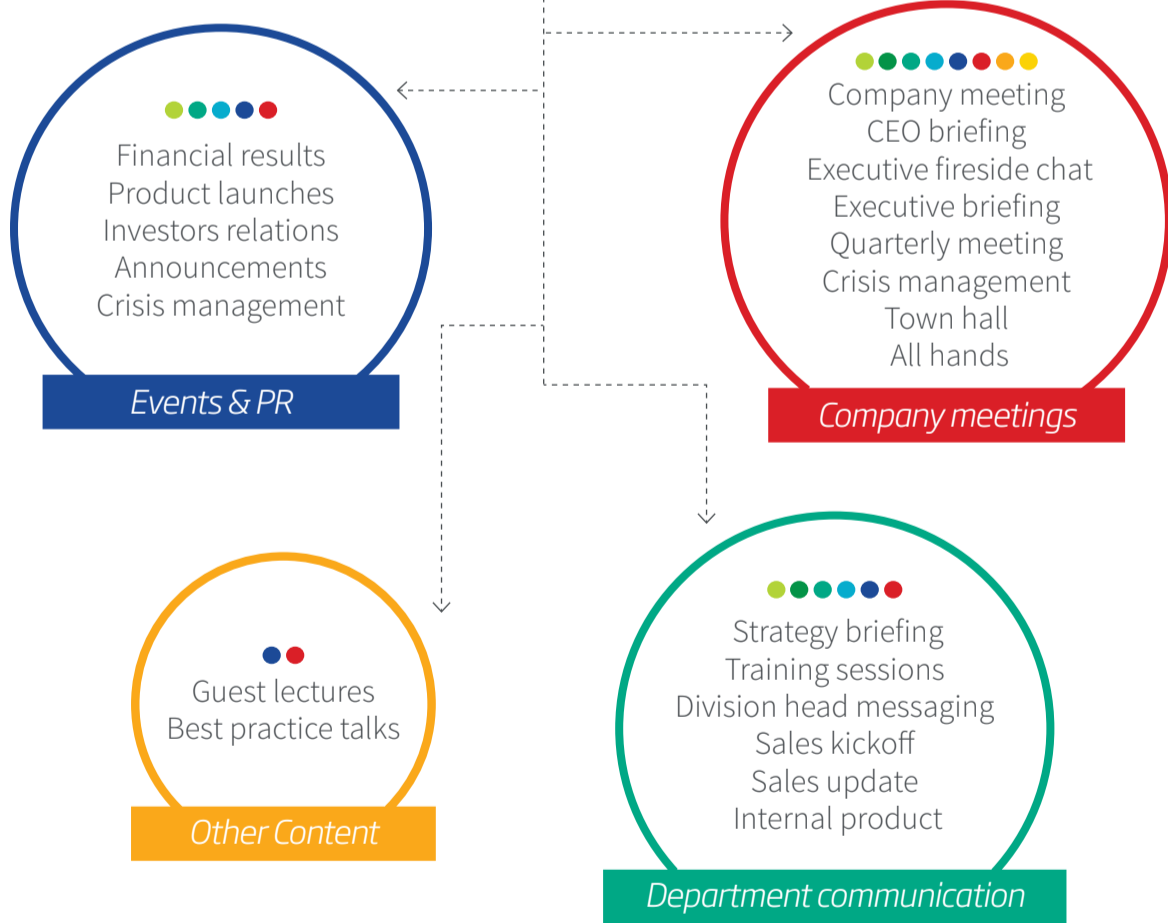
### SHOULD MY CONTENT BE LIVE?



For big, important events where you want to make a splash, there's nothing like the excitement of a live event to make people pay attention.

High quality broadcast turns into beautiful videos you can easily search and view later.

## WHAT'S WEBCASTING GOOD FOR?



## WHAT DO YOU NEED IN A WEBCASTING PLATFORM?



**91%**

Of professionals<sup>1</sup> say the the most important feature of a webcasting system is a high-quality video broadcast

Business executives think the most important feature for one-way video is the ability to view, access, and manage video from any Internet-enabled device, regardless of where the video was captured or recorded<sup>3</sup>.

Make your webcast engaging and easy - your audience need high quality playback on any device, anywhere.



**TIME TO GET STARTED**

[Kaltura Webcasting >](#)

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<sup>1</sup> State of Video in the Enterprise 2015  
<sup>2</sup> "Connecting Organizational Communication to Financial Performance – 2003/2004 Communication ROI Study" (2003). Watson Wyatt & Company, 3 November 2003  
<sup>3</sup> Cisco [http://www.cisco.com/web/about/ac79/docs/re/Enterprise\\_Video\\_Top-10\\_IBSG.pdf](http://www.cisco.com/web/about/ac79/docs/re/Enterprise_Video_Top-10_IBSG.pdf)