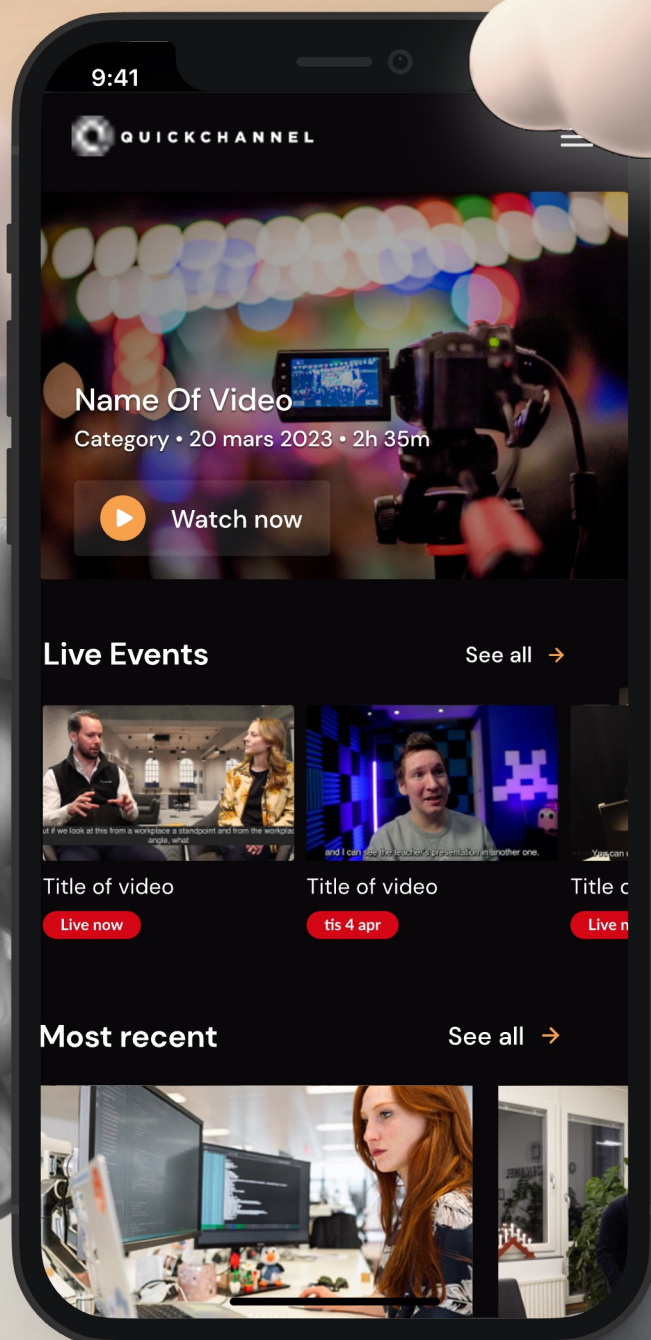


The 2024 Video landscape report

By Quickchannel



Embracing the future of video communication

At Quickchannel, we believe that video is an essential tool for effective communication in today's digital world. This is why we are excited to present the "**The 2024 Video landscape report**", which provides a comprehensive analysis of how organizations are leveraging video.

Video is a powerful medium that increases engagement, improves communication, and drives higher conversion rates. **Our report reveals that 93% of organizations are creating on-demand videos, which highlights their enduring value.** Additionally, video content on company websites remains the primary distribution channel, underscoring its importance in reaching targeted audiences.

With the rise of AI for video creation and editing, personalized content, and immersive technologies like AR and VR, the future of video looks promising. The integration of these technologies not only streamlines production but also enhances viewer engagement, making video an indispensable tool for modern communication strategies.

By sharing these insights, we aim to help you harness the full potential of video to achieve your strategic goals. **Your success is our mission, and we are committed to supporting your journey with innovative solutions and valuable data.**



A handwritten signature in black ink that reads "Viktor Underwood". The signature is fluid and cursive.

Viktor Underwood
CEO, Quickchannel

Executive summary

The "**The 2024 Video landscape report**" report offers an in-depth analysis of how organizations utilize video as part of their communication strategies. Based on survey responses, this report highlights trends in video production, distribution, platform satisfaction, challenges, KPIs, compliance, and future expectations. The findings provide valuable insights into the current state of video usage and its anticipated trajectory in the coming years.

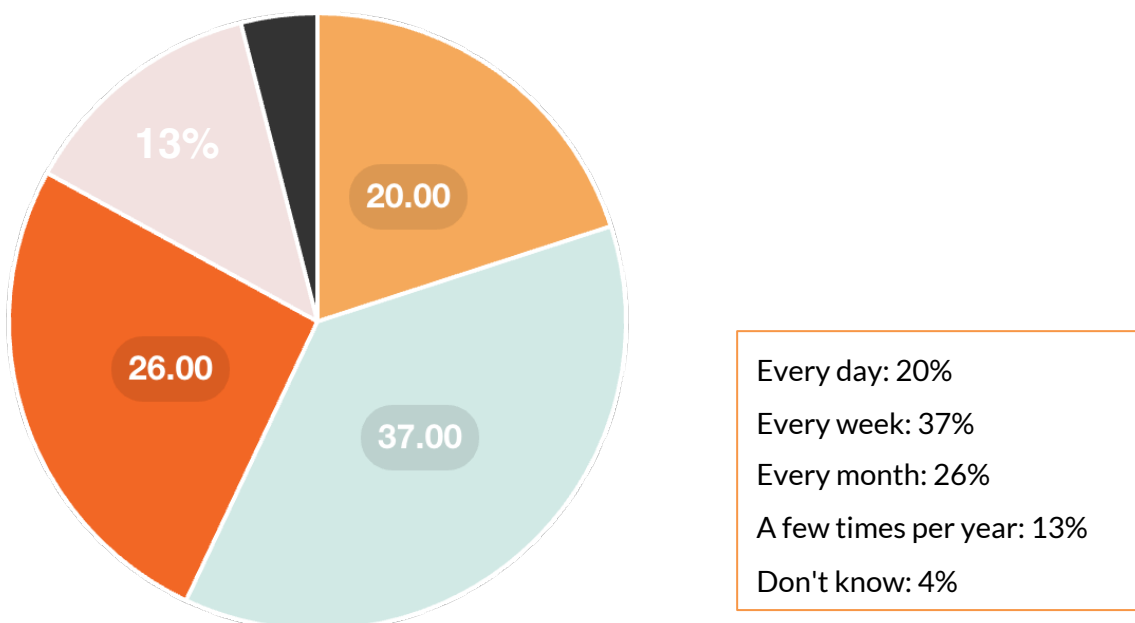
Survey methodology

The "**The 2024 Video landscape report**" report is based on a survey conducted over a three-months period (February-April), targeting Quickchannel's broader network of video communication professionals. We reached out to over 500 companies to gather comprehensive data. The survey was followed up with in-depth interviews with respondents to gain deeper insights into their experiences and perspectives on video usage.

Video usage & strategy

57% produce video content every week

Organizations vary significantly in their frequency of video production:



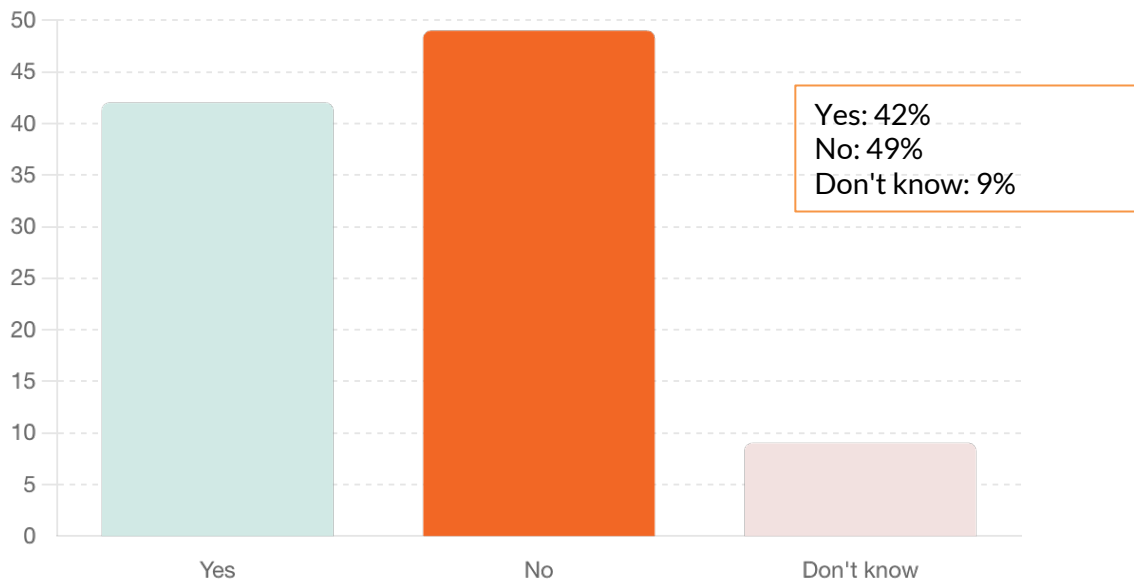
83% of organizations (57% weekly and 26% monthly) produce video content on a regular basis. This signifies a substantial commitment to video as a primary medium for communication and engagement.

With 54% of consumers desiring more video content from brands they support, according to a survey from HubSpot, there is a clear alignment between consumer demand and organizational efforts in video production.

Organizations should develop a strategic plan for video content that aligns with consumer interests and brand messaging. This plan should incorporate regular content schedules, thematic consistency, and engagement strategies to maximize impact.

49% have not yet formalized their video strategies

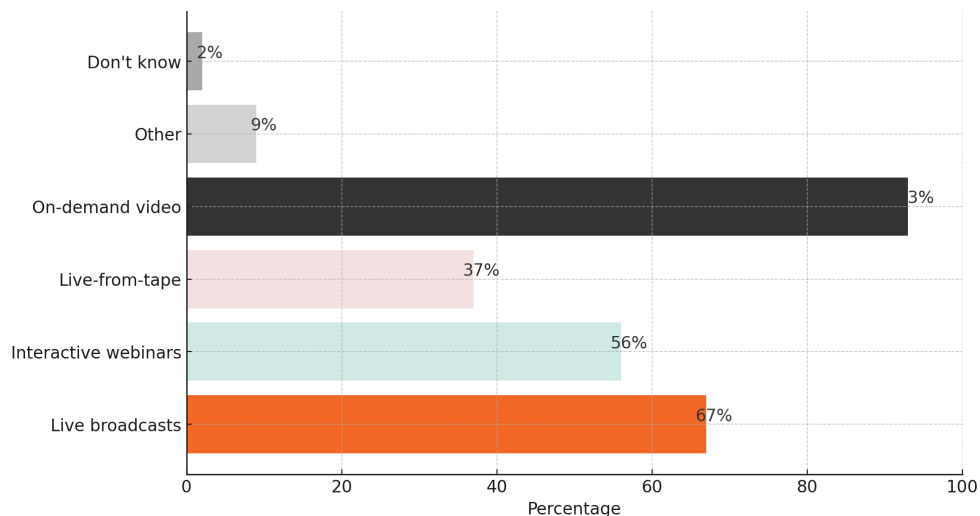
A notable portion of organizations have not yet formalized their video strategies:



Nearly half of the organizations lack a documented video strategy, suggesting a significant opportunity for improvement in planning and aligning video content with overall business objectives. This underscores the need for a structured approach to leverage video effectively. The findings from our survey, combined with insights from other industry reports, highlight the critical importance of having a formalized video strategy. Organizations that lack a documented video strategy are missing out on the full potential of video to drive engagement, understanding, and conversions.

On-demand, Live broadcasts, and Webinars lead the way

Organizations create a variety of video types to meet different communication needs:



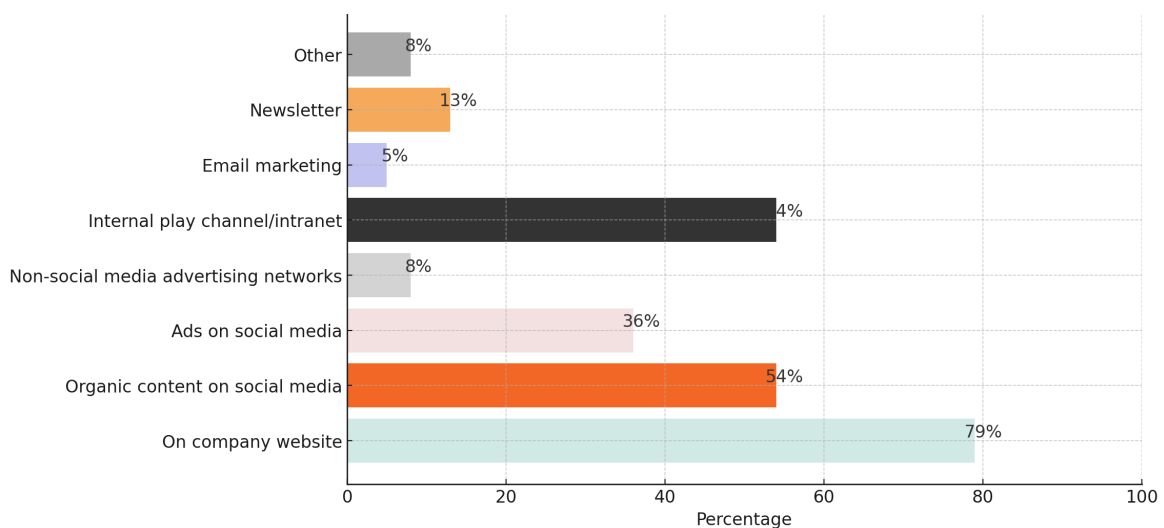
The data reveals that organizations are leveraging a diverse array of video content types to meet their communication needs. On-demand videos, which are produced by 93% of organizations, dominate due to their versatility and lasting value. This format allows viewers to access content at their convenience, making it a highly effective tool for ongoing engagement. Live broadcasts (67%) and interactive webinars (56%) are also significant components of video strategies, underscoring the importance of real-time and interactive engagement. These formats foster direct communication and immediate feedback, which can enhance viewer involvement and satisfaction.

The variety in video content types demonstrates a strategic approach to video production, catering to different audience preferences and maximizing the impact of video communication. Organizations that adopt a multi-faceted video strategy are better positioned to engage their audiences, convey their messages effectively, and achieve their communication objectives. This trend underscores the need for efficient video production workflows and robust strategies to manage diverse content types, ensuring that organizations can meet the growing demand for high-quality video communication.

Distribution channels

Company websites reign supreme as the hub for all video content

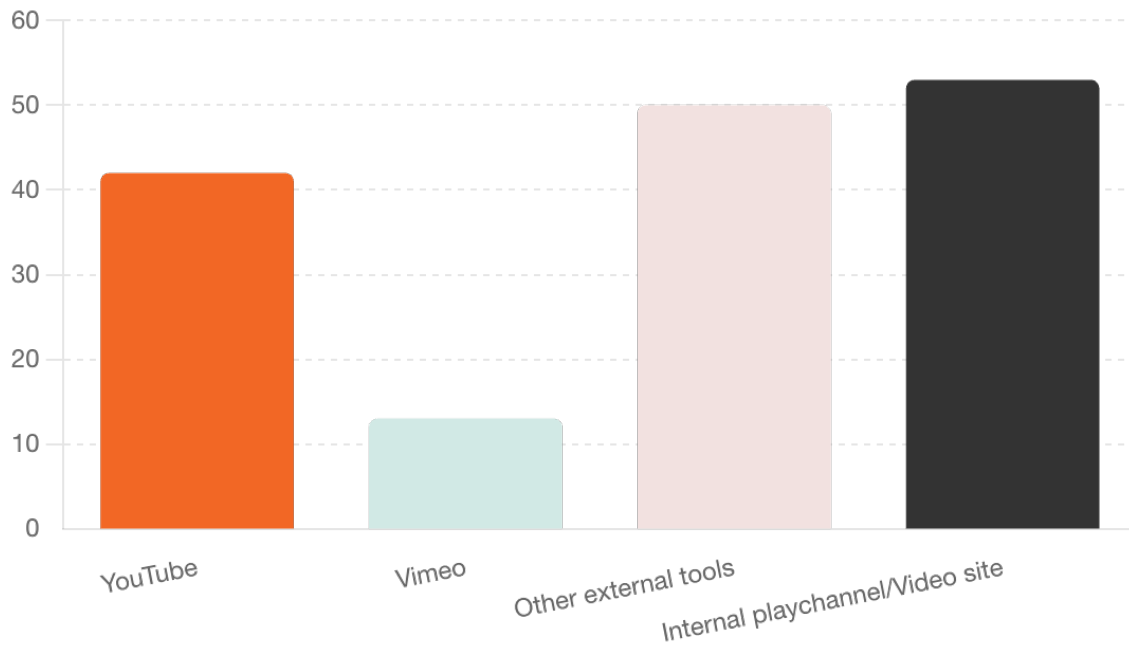
Organizations leverage multiple channels to distribute their video content :



The analysis of distribution channels for video content highlights the strategic importance of various platforms. The company website is the leading channel, with 79% of organizations using it to ensure their content is easily accessible to the intended audience. Social media, both organic (54%) and paid (36%), plays a crucial role in expanding reach and engaging with broader audiences. Internal play channels and intranets (44%) are also significant, indicating the value of internal communication and content control.

53% prefers to publish video content on their own video sites

The preferred platforms for content distribution include:



The preference for internal play channels over YouTube and other external tools indicates that organizations value platforms that offer greater control over their content and audience engagement. With 53% of organizations opting for their own video sites, it's clear that the ability to customize the viewer experience and maintain proprietary control is a significant factor. This trend highlights the importance of secure, customizable video platforms that can be tailored to meet specific organizational needs and enhance the overall effectiveness of video communication strategies. As organizations continue to prioritize control and engagement, the use of internal play channels is likely to grow, underscoring the need for robust, feature-rich video hosting solutions.

Opportunity for improvement in video platform satisfaction

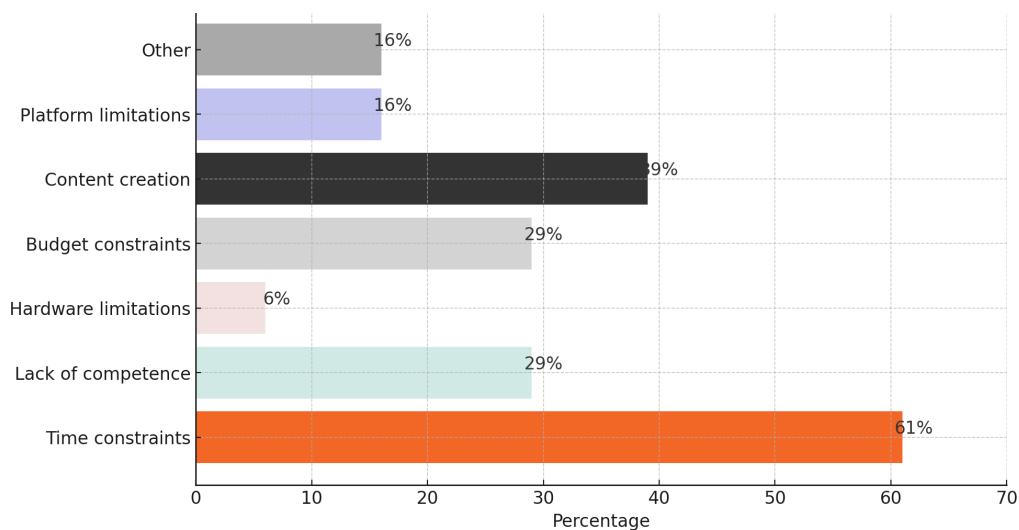
The survey results reveal that organizations have varying levels of satisfaction with their current video tools and platforms. While 17% of respondents are very satisfied and 47% somewhat satisfied (rating 7-8), a significant portion remains neutral (25%) or dissatisfied (11%). These findings highlight a clear opportunity for improvement. By enhancing platform features, addressing user concerns, and focusing on user experience, video platform providers can increase satisfaction levels. Improving functionality, offering better support, and ensuring seamless integration with other tools can help meet the evolving needs of organizations and boost overall satisfaction with video tools and platforms.



Respondents identified several features they feel are missing. For instance, the demand for AI-generated summaries, full integration with existing CMS, enhanced analytics, more customization options, and interactive elements highlights the need for advanced features that can streamline video management and enhance user engagement.

Challenges with video production

61% cite lack of time as major obstacle to producing more video content

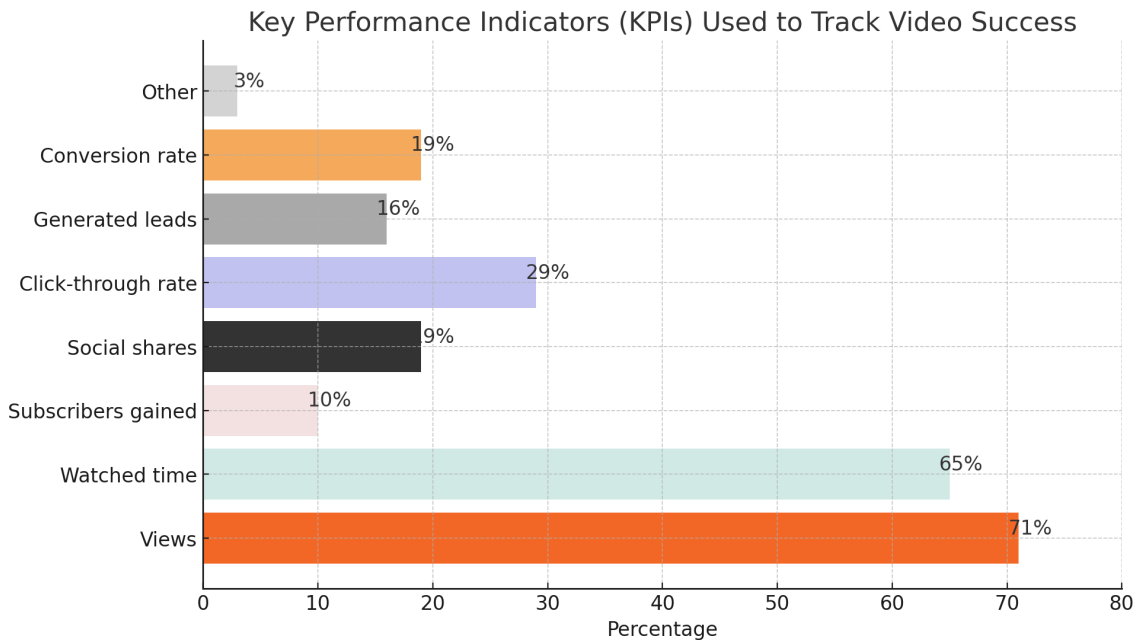


The survey reveals that 61% of organizations cite lack of time as the primary barrier to producing more video content. This significant challenge underscores the necessity for more efficient production processes. Additionally, budget constraints (29%), content creation difficulties (39%), and a lack of competence (29%) are notable barriers.

To overcome these challenges, organizations should invest in training to enhance team skills, adopt advanced video tools to streamline production, and allocate sufficient budgets to support video initiatives. By addressing these areas, organizations can improve their video production capabilities, allowing them to leverage video more effectively as a critical component of their communication strategy.

Views and watched time are the top KPIs

The most important KPIs for organizations include:

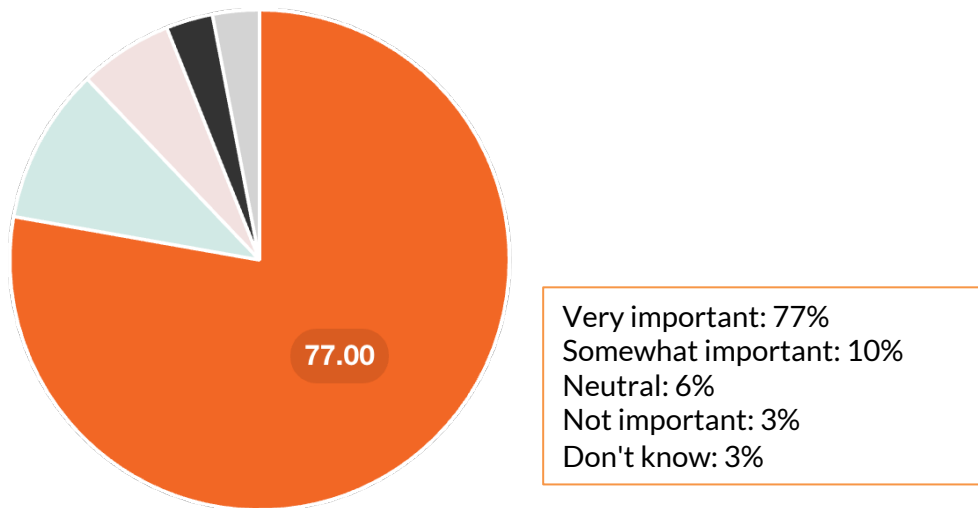


The survey highlights the key performance indicators (KPIs) organizations prioritize to track video success. Views (71%) and watched time (65%) emerge as the most important metrics, emphasizing their role in measuring audience engagement and content reach. However, focusing solely on these metrics may provide an incomplete picture of video performance.

To gain deeper insights and drive business outcomes, organizations should consider additional KPIs such as click-through rates (29%), conversion rates (19%), and generated leads (16%). These metrics can help assess the effectiveness of video content in driving user actions and achieving strategic objectives.

By expanding their focus to include a broader range of KPIs, organizations can better understand the impact of their video content, optimize their strategies, and ultimately achieve greater success in their communication efforts.

GDPR compliance: A top priority for 87% of organizations

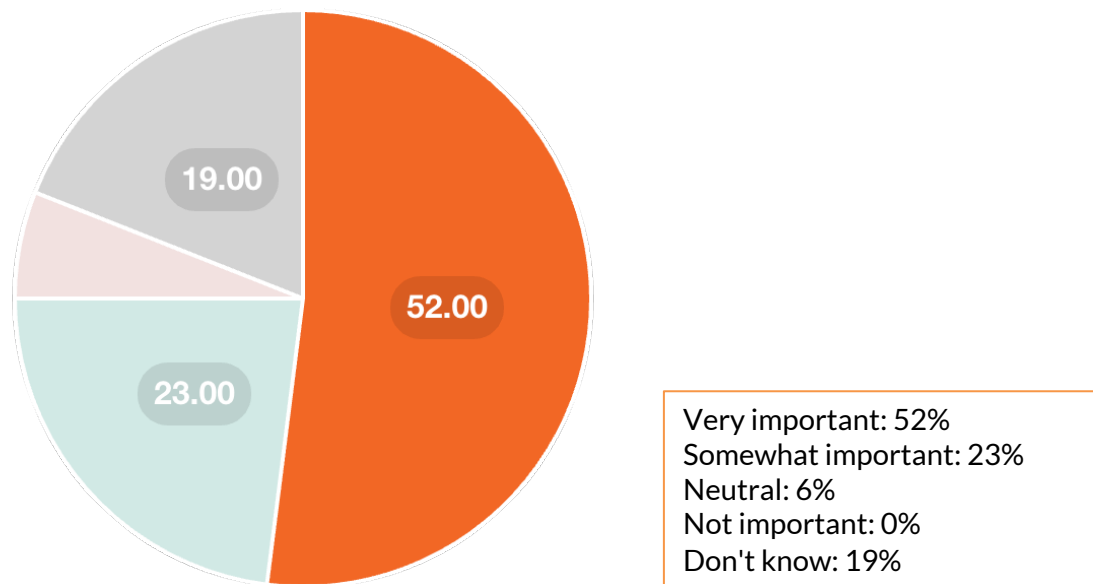


The survey results clearly indicate that GDPR compliance is crucial for most organizations, with 77% rating it as very important and an additional 10% considering it somewhat important. This overwhelming emphasis on GDPR compliance underscores the critical need for secure and compliant video solutions that ensure the protection of user data.

Organizations must prioritize GDPR compliance in their video strategies to meet regulatory requirements and build trust with their audiences. By implementing robust data protection measures and adhering to GDPR guidelines, organizations can safeguard user information, enhance their reputation, and avoid potential legal repercussions.

WCAG compliance: A critical priority for ensuring accessible video content

The most important KPIs for organizations include:

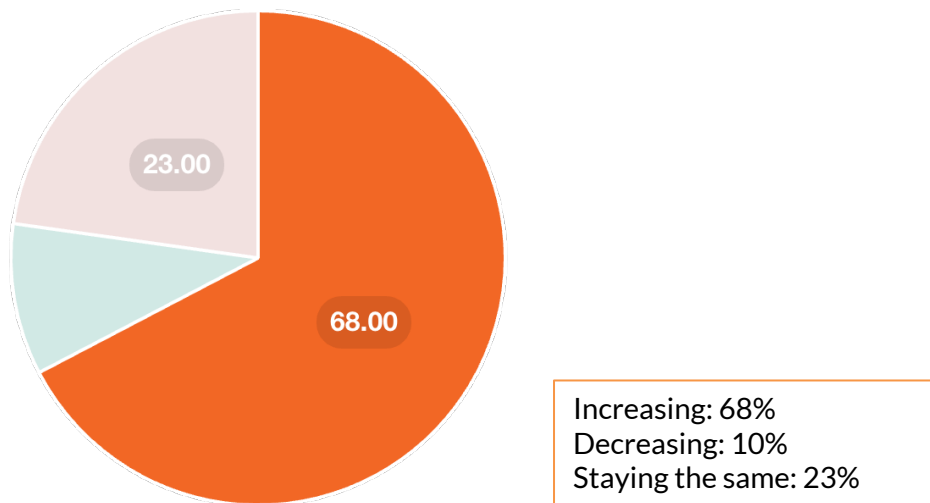


The survey indicates that ensuring compliance with the Web Content Accessibility Guidelines (WCAG) is a priority for most organizations. Over half (52%) consider WCAG compliance to be very important, and an additional 23% find it somewhat important.

This strong emphasis on accessibility underscores the critical need for video content to be inclusive and accessible to all audiences, including those with disabilities. By prioritizing WCAG compliance, organizations can enhance the user experience, broaden their reach, and demonstrate a commitment to accessibility. This approach not only fulfills ethical and legal obligations but also fosters a more inclusive and engaging environment for all users.

Future of video

68% of organizations anticipate a surge in video usage



The survey indicates that the role of video in organizational communication is expected to grow significantly. A substantial majority (68%) of respondents believe that video usage will increase, emphasizing its rising importance in effective communication strategies.

This anticipated growth underscores the need for organizations to invest in video production capabilities and integrate video more deeply into their overall communication plans. By doing so, they can leverage the enhanced engagement and reach that video content offers, staying ahead in an increasingly video-centric digital landscape

5 top trends transforming video production and distribution according

Respondents believe the following trends will impact video creation and distribution:

- **AI for Video creation and editing:** AI technology is poised to streamline the video production process, making it more efficient and enabling the creation of high-quality content with less manual effort.
- **Cloud solutions for video production:** Cloud-based tools will facilitate collaboration, scalability, and flexibility in video production, making it easier for teams to work together and manage content.
- **Interactive video content:** Interactive elements, such as clickable links and polls, will enhance viewer engagement by allowing audiences to interact directly with the video content.
- **Personalized content:** Personalization will become increasingly important, allowing organizations to tailor video content to individual viewer preferences, enhancing engagement and relevance.
- **AR and VR integration:** Augmented Reality (AR) and Virtual Reality (VR) are set to revolutionize the viewer experience, offering immersive and interactive video content that captivates audiences.

These innovations offer exciting opportunities for organizations to enhance their video strategies, engage their audiences more effectively, and stay ahead in a rapidly evolving digital landscape. By embracing these trends, organizations can improve the quality and impact of their video content, driving better communication and business outcomes.

Key take aways

The "The 2024 Video landscape report" report highlights the increasing significance of video in organizational communication. Despite challenges such as time constraints, skill gaps, and budget limitations, the potential of video to drive engagement and achieve strategic goals is undeniable. Organizations are eager to incorporate advanced technologies like AI into their video strategies, positioning video as a pivotal tool for future communication.

Recommendations:

1. Develop a documented Video Strategy:

Streamline efforts: Ensure alignment with organizational goals to maximize the effectiveness of video content.

2. Utilize AI:

Efficiency and personalization: Utilize AI for creating summaries, editing, and generating personalized content, saving time and resources.

3. Enhance compliance measures:

Regulatory adherence: Ensure GDPR and WCAG compliance to meet regulatory requirements and improve accessibility.

4. Expand distribution channels:

Broaden reach: Utilize multiple platforms to reach a wider audience and increase engagement.

5. Focus on emerging trends:

Stay competitive: Stay updated on AI, AR, and VR technologies to remain competitive in video production and distribution.

By addressing these areas, you and your organization can maximize the impact of your video content, enhancing communication and achieving objectives more effectively. Embracing these recommendations will enable organizations to overcome current challenges and leverage the full potential of video as a powerful communication tool.

Thank you!

Thank you for reading the "The 2024 Video landscape report". We hope you found these insights valuable and actionable. If you have any questions or need further assistance, feel free to reach out to our team at Quickchannel.com

