DOES THE COMPANY HAVE...

YES   **NO**

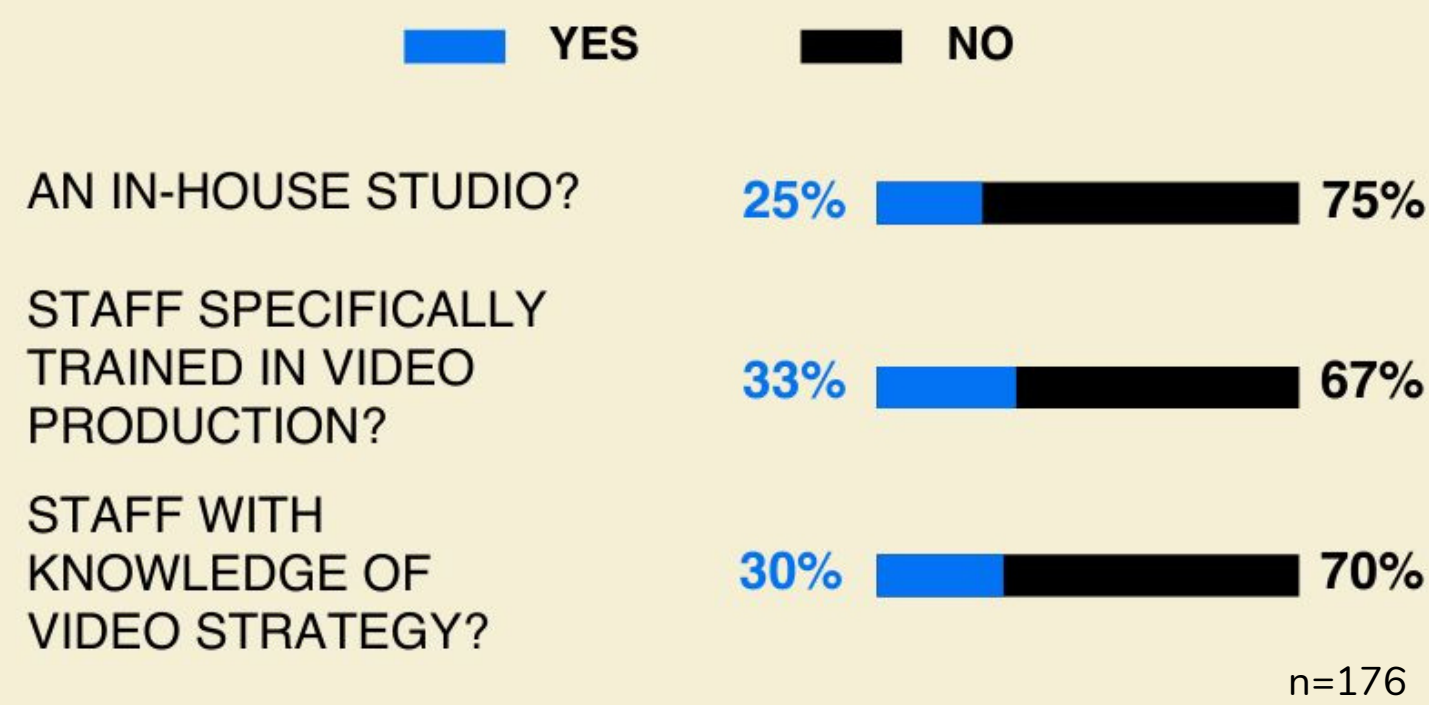|		
AN IN-HOUSE STUDIO?	25%	75%
STAFF SPECIFICALLY TRAINED IN VIDEO PRODUCTION?	33%	67%
STAFF WITH KNOWLEDGE OF VIDEO STRATEGY?	30%	70%

n=176

A quarter of the respondents have their own **in-house studio**. 1 out of 3 say they have personnel with specific technical training in video production. 30% of the companies have personnel with knowledge of video strategy. The main reasons for producing videos in-house are budget and speed.

80% **OF THE COMPANIES SOMETIMES USE EXTERNAL PRODUCERS** (n=277)

80% of the respondents sometimes hire **external producers** for the production of their videos. An important reason is that they themselves do not have enough expertise and/or do not have the right equipment. It is striking that time savings and budget are not only the main reasons for producing a video in-house, but also for outsourcing it to external partners. Outsourcing does not always concern the entire production process. Just over half of the companies outsource certain sub-tasks.

The **corporate website** remains the number 1 channel for companies to show corporate video, used by just over 60%. Almost 47% use **internal platforms** such as company-owned intranets or collaboration tools for this purpose, followed by e-mail which is deployed by 40% of respondents to spread corporate video to their stakeholders.

Top 3 social media channels

46,9% — Internal digital platforms
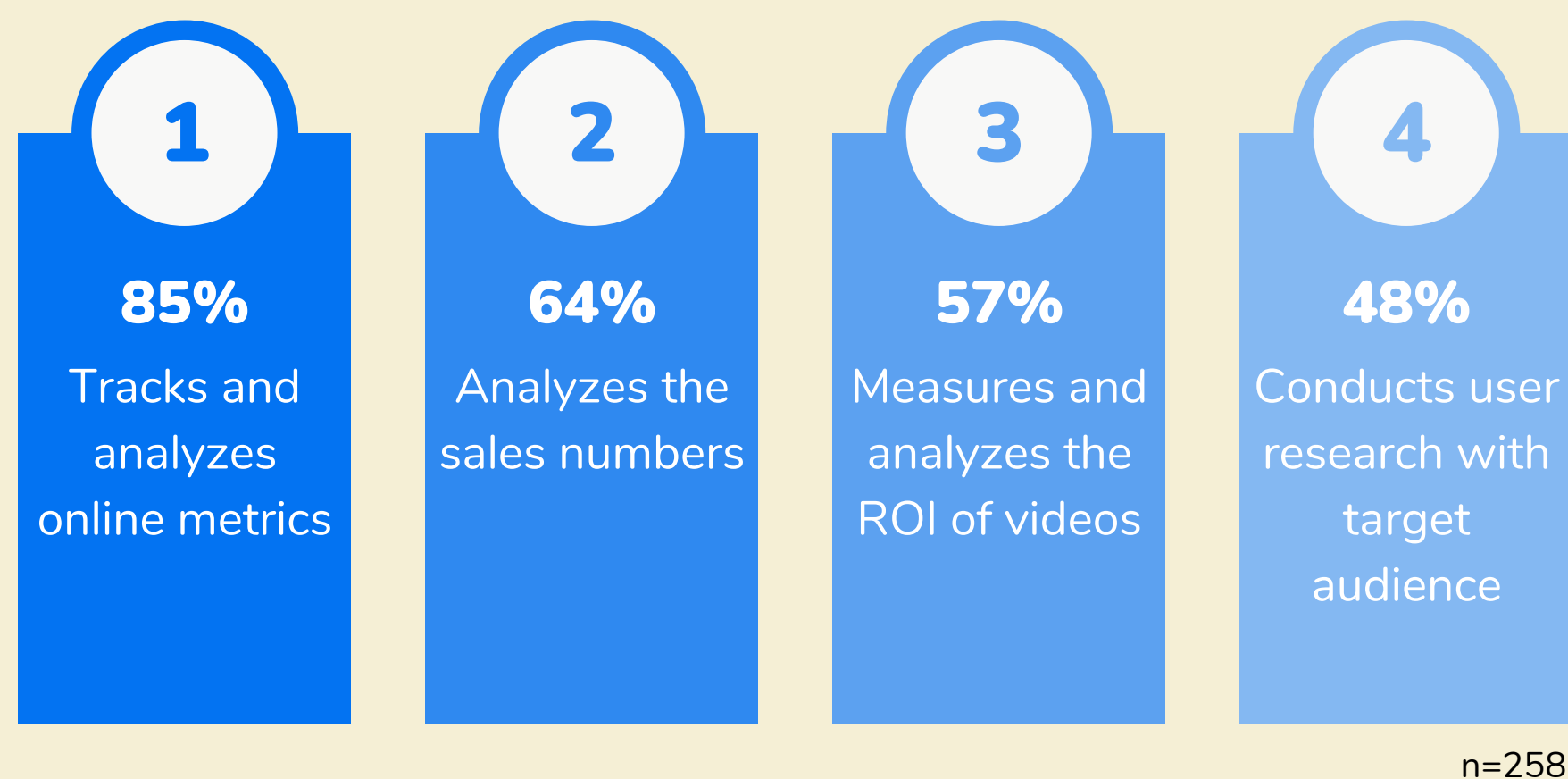60,4% — Corporate website
40,7% — E-mail

n=299
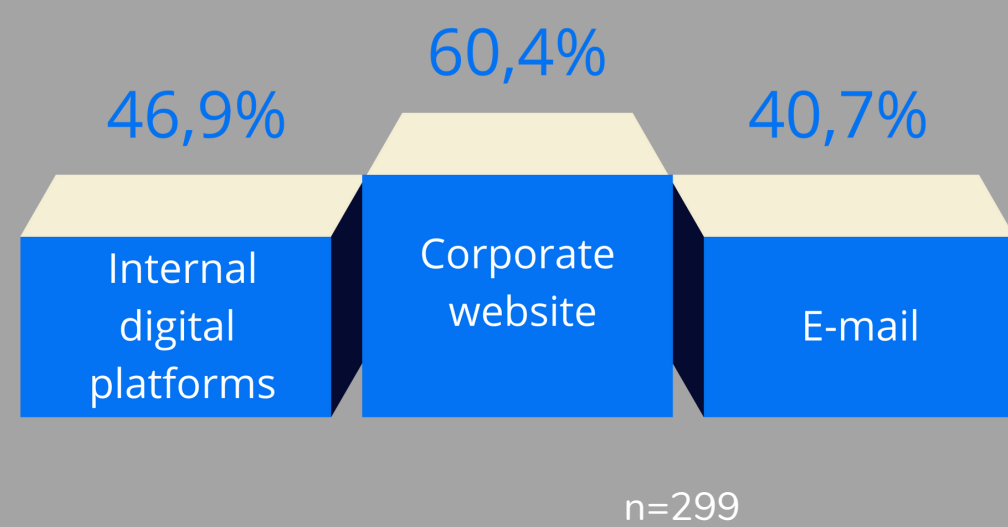
When it comes to **social media channels**, Facebook is most frequently used for showing corporate video with 43% of respondents using it on a regular basis (at least several times a month). LinkedIn is used frequently by 41% of the companies and only 17% stated to never use LinkedIn for this purpose. Almost 35% of companies indicate to use YouTube or Vimeo at least several times a month.

When respondents were asked if they had used **paid video ads** to spread corporate video on social media channels in the past year, the following top 3 emerged:
1. Facebook (34%)
2. LinkedIn (23%)
3. Instagram (23%).

Regarding the companies' focus on **tracking the effectiveness of their videos**, our results show that following up on online metrics (e.g. through Google Analytics, social media analytics) is the most commonly taken action. This is followed by analyzing the sales numbers and the video ROI (e.g. CIM, cost-per-view). Finally, doing user research (e.g. surveys, interviews, focus groups) tops off the list.

1	2	3	4
85% Tracks and analyzes online metrics	**64%** Analyzes the sales numbers	**57%** Measures and analyzes the ROI of videos	**48%** Conducts user research with target audience

n=258

**Top 3 online metrics used** (n=216)

Reach   Engagement   Conversion

Online metrics are thus a popular way to measure and analyse the effectiveness of videos among the survey's respondents. When asked **which metrics** they track, the following top 3 emerged:

1. Reach (97%): e.g. # of viewers, viewing duration
2. Engagement (96%): e.g. # of likes, comments, shares
3. Conversion (88%): e.g. click-through rate

Top 3 activation strategies
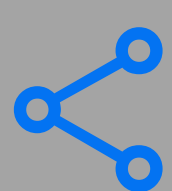
Shares

Likes

Info requests

Our results also show that the importance that is attributed to **stimulating viewer activation** can vary. 19% of our respondents indicate to never focus on activation at all. 73% reports to do so sporadically too often. And a small minority (6%) finds it so important that they declare to always put effort into the activation of their viewers. (n=256)

When asked about how they try to stimulate interaction with their viewers, 3 strategies in particular came up for Corporate Image, Employer Branding and CSR videos:
1. Stimulating shares (avg. 46%);
2. Stimulating likes (avg. 38%);
3. Stimulating requests for information (avg. 31%).

n=158 CI; n=117 EB; n=70 CSR