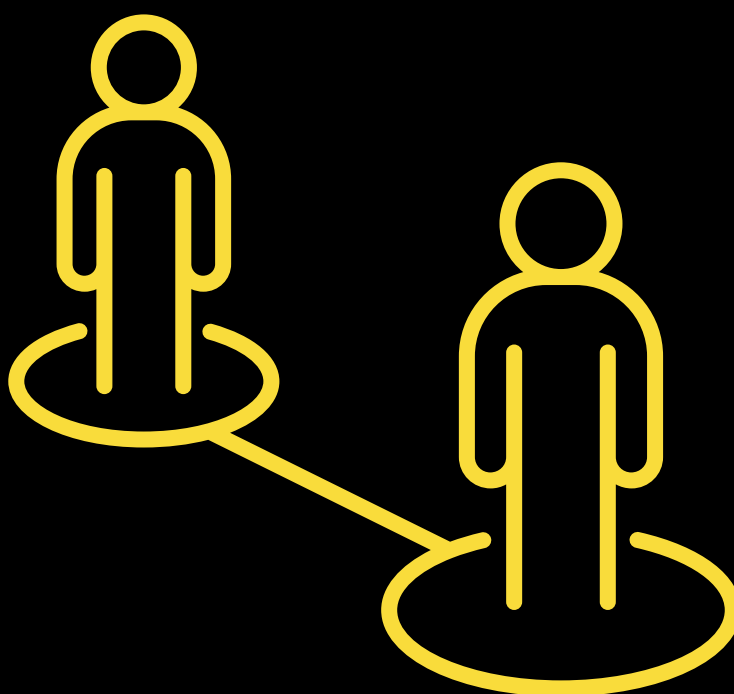


Research Report:

The Video Engineering



Gap



Introduction

In 2021, digital video consumption has reached an all time high. The average adult spends nearly 150 minutes a day watching digital video.

As these numbers continue to grow, executives across industries are doubling down on video as a key part of their growth strategy. But developing a successful and scalable video strategy requires a level of personnel and resource investment that many leaders don't realize. This leads to a disconnect between the decision makers that strategize, and the engineers that execute.

This market research report looks at how enterprise companies are prioritizing video in their company roadmap, and sheds light on the gaps that exist between management expectations and product and engineering team capabilities in terms of building and scaling video product development and distribution.

About the Survey

- 300 Individuals were surveyed (60% Male / 40% Female)
- Respondents live in the United States
- Respondents work at a business with 500+ employees in a technical role (ie product/engineering team, etc)
- Video content curation and distribution is important to their business

Determining the Magnitude of the Situation

As mentioned above, video has become imperative for modern business success. According to survey results:



92% of respondents agree that video is key for their company when it comes to customer engagement.



80% feel that video has become a mission-critical piece of their company's overall business strategy.



70% believe the success of their company hinges on video components and capabilities.

Clearly, executives and engineers alike realize that in order to truly engage with consumers in the digital age, they must integrate online video into their business strategy. Companies from a variety of industries are prioritizing video in a way that Media & Entertainment companies have for years. As video becomes mission critical for more and more businesses, it's becoming a major focus in long term plans. In fact:



64% of respondents said that their company included significant plans to build or enhance their video streaming capabilities are part of their 2021 roadmap.

What's Driving These Initiatives?

While it's clear that online video is playing a major role in business growth in 2021 and beyond, it's important to understand why businesses have determined that they need to implement online video into their growth strategy. In order to gauge what the driving force is behind this shift in focus, we asked our respondents about the primary goal behind these new initiatives.



An overwhelming **84%** of respondents believe that customer engagement is the primary reason for this shift in focus, stating that video is the best way for companies to engage with their customers.

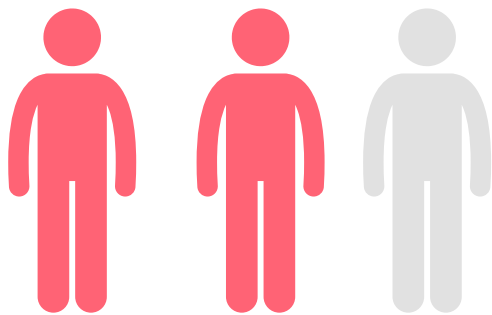
Additionally, respondents believe that video puts companies in front of key audiences, stakeholders, and new talent.

- **78%** of respondents believe that their company needs to launch video capabilities to reach key audiences and achieve overall company goals.
- **60%** feel that video is helpful in targeting talent and investors, **50%** cite video as a helpful tool in reaching partners, and **33%** cite video as a helpful tool in reaching prospects.

Video can play a major role in achieving departmental goals across the entire organization, but most importantly, video can create new opportunities that enable businesses to engage with their customers in a whole new way.

So What's the Problem?

It's evident that respondents agree that video is important. So, what's the problem? While some respondents do in fact believe their management team understands what it takes to design and implement video distribution and streaming capabilities, there is a segment of engineers that feel a disconnect when it comes to management expectations.



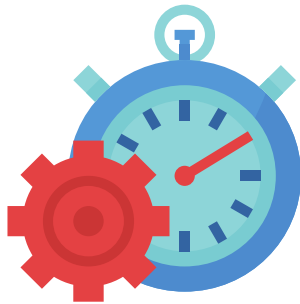
2 in 3 or **66%** of respondents feel that management does not realize the complexities that go into video optimization and distribution.

Naturally, this raises the question: where does this disconnect stem from? The responses vary.

The majority of our respondents believe that there is a lack of understanding when it comes to the required labor and resources, while others feel that they are under the pressure of unrealistic timelines.



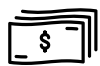
98% say that management simply doesn't understand how many people are needed to continually monitor and support video products across platforms. Of that 98%, **92%** feel management underestimates the amount of manual work that goes into managing video products.



31% feel that their business lacks the internal resources they need to get the job done.

39% of respondents feel that management timelines are unrealistic.

In addition to these concerns, our respondents believe that the general lack of industry knowledge plays a major role in the disconnect between management and engineering.



92% feel that the investment for integrations are more than management anticipates.



78% believe management does not realize the limited scalability that comes with using owned hardware.



75% cite management having no realization of the variety of video formats that are required for distribution.



72% say outright that management lacks understanding of industry regulations and requirements.

But There's Definitely Hope.

Despite the misalignment cited in responses, the majority of our respondents are keeping the faith. While most businesses presently lack the resources and understanding of what is required to successfully implement video into their digital strategy, there is a firm belief that management will come to realize that acquiring the right talent is a vital piece in the puzzle.



94% of respondents are confident that their company will be able to hire all the talent they need to build video across all platforms.



85% believe their company will be able to retain all the talent they need to build out video capabilities.

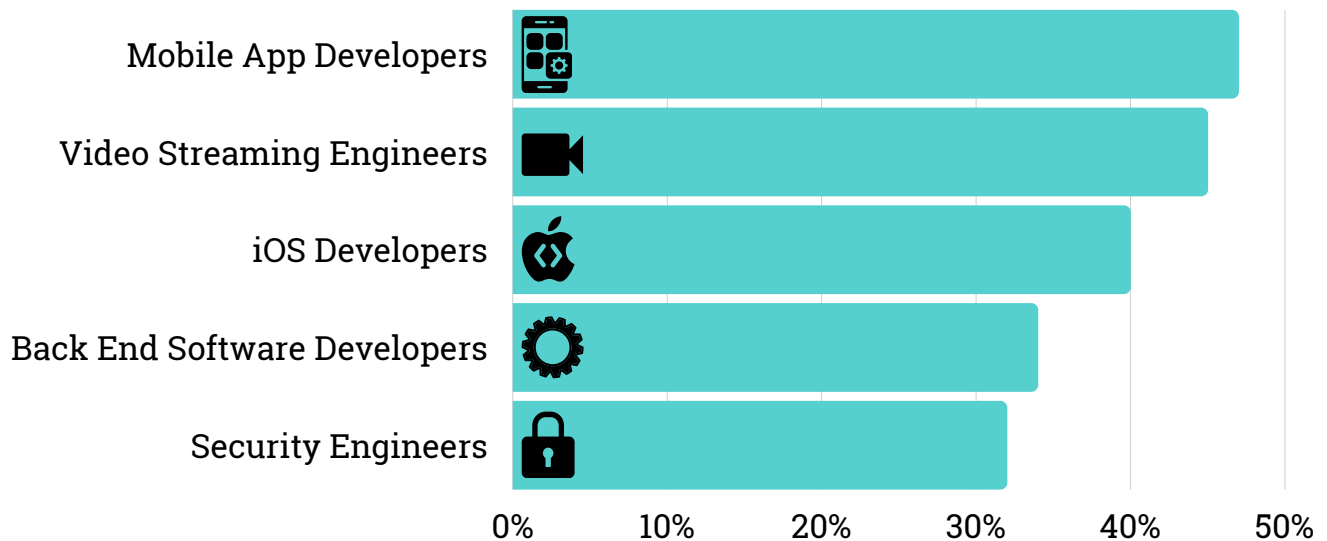


83% feel their company's executive team understands the challenges of recruiting the right talent to build/scale video.

What Roles Will Be Challenging to Fill?

The necessity to acquire and retain talented individuals in order to build and scale video is evident. However, growing and scaling video capabilities is not something that is easily managed by any one individual. Digital video requires talented individuals with specializations across the entirety of the video ecosystem, and hiring and retaining those individuals can be more difficult depending on the role in which they fill.

According to our respondents, the following segments will be the most challenging to fill and retain.



Where do we go from here?

Building and executing on a successful digital video strategy requires multiple departments working together to determine the proper paths to take to achieve company goals.

While some gaps exist between management expectations and product and engineering capabilities, there is still plenty of confidence across the board that the right resources and tools will be put in place in order to succeed.

If you want to learn more about the types of tools you'll need to build your video infrastructure and differentiate yourself in an ever growing market, we recommend you download our comprehensive [eBook: Digital Video Infrastructure: The Complete Guide](#), which provides an in-depth guide exploring the technical, product, and business challenges of building and scaling your digital video strategy.