



The Australian Internal Communications Video Benchmark

VIOSTREAM

In December 2016, Viostream conducted a real-time survey to gain insight into the ways Australian organisations are using streaming video to drive employee engagement.

156 responses were received from leaders in the Internal Communications, HR, L&D, Organisational Development, Intranet and Digital Workplace functions, providing an in-depth snapshot of the usage and trends in Australia's leading Corporate and Government organisations.

These survey findings have been compiled to produce the Australian Internal Communications Video benchmark, the first in a series of reports to identify and share trends, use cases and solutions to common business video challenges.

Here, we share with you these insights as well as the implications the survey results have for your organisation in terms of internal communication best-practice.



This is an interactive document, so click on the video thumbnails or highlighted text to watch the video or open the content described.



VIOSTREAM

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THE IMPLICATIONS FOR INTERNAL COMMUNICATIONS IN AUSTRALIA

Experience and research has shown that organisations which recognise the importance of employee engagement and dedicate the time and resources to foster it ultimately achieve greater returns.

With the emerging ubiquity of video streaming in the workplace, it's clear that the majority of Australian organisations are not only on board already, but are becoming ever more sophisticated in their use of video for internal communications.

There were two key themes that emerged in this research; the rapidly growing adoption of live streaming for internal communications, and the prominence of user generated content.

Both these applications of video for internal communications directly enhance employee engagement, ensuring that all geographically dispersed employees have access to the same information at the same time, with the ability to contribute to the organisational dialogue through interactive Q&A and by uploading and sharing their own content.

Given the ability to easily connect and engage with large proportions of the workforce wherever they are, interactive live streaming and user generated content is clearly resonating with internal communication leaders in Australia.

The most critical decision organisations need to make now is to consider how proactive their approach will be when it comes to using video technology for employee engagement to make sure they have the tools and the roadmap for success with the YouTube generation of workers.

“By 2018, 75% of workers at large organizations will interact with various kinds of video more than three times daily”

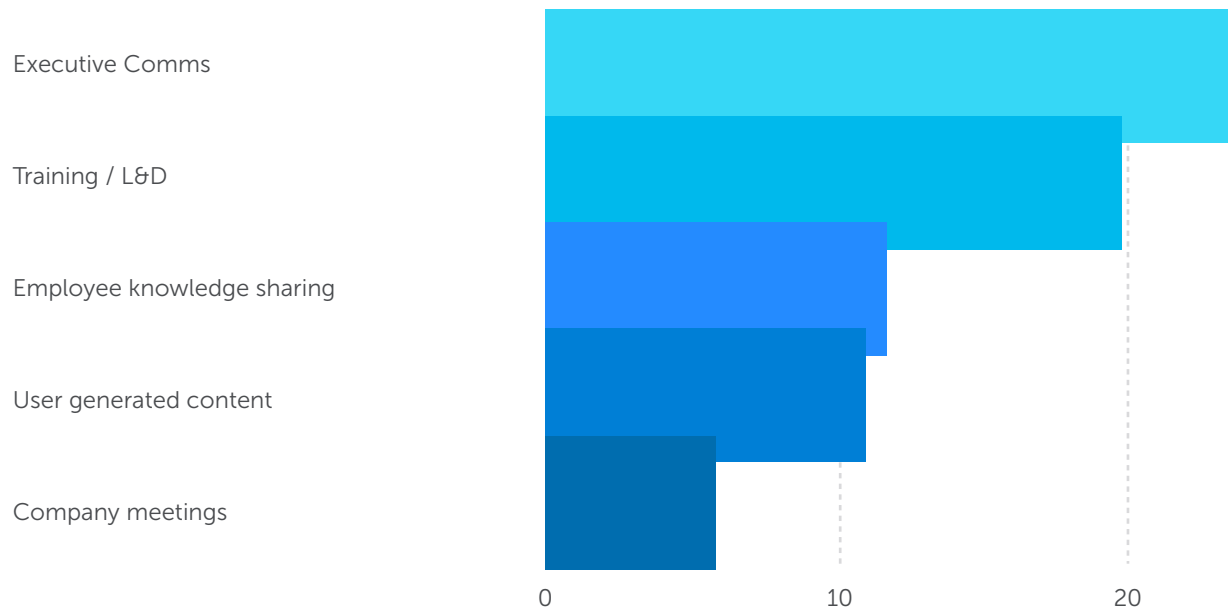
Gartner, February 2016

CURRENT USE OF INTERNAL VIDEO



CURRENT USE OF INTERNAL VIDEO

Internal Video Use Case



One third of the audience listed executive communications as the top use case. Given that 71% of employees feel that managers don't spend enough time explaining goals and plans¹, the use of video messages from executives and managers is a scalable, cost-effective yet personal way to define corporate objectives and align your people around them.

Sources: ¹ <https://www.slideshare.net/ldickmeyer/cost-of-poor-internal-communications-912> ² <http://trends.e-strategyblog.com/2013/09/20/video-engagement-live-vs-on-demand-video/14253>

CURRENT USE OF INTERNAL VIDEO (Continued)

In a close second with 28 per cent, training and development is seen as another principal application of video.

Video can reach around 65% in contrast to just 10% for text

This is a smart way to promote organisational development as retention rates for visual information such as video can reach around 65% in contrast to just 10% for text.

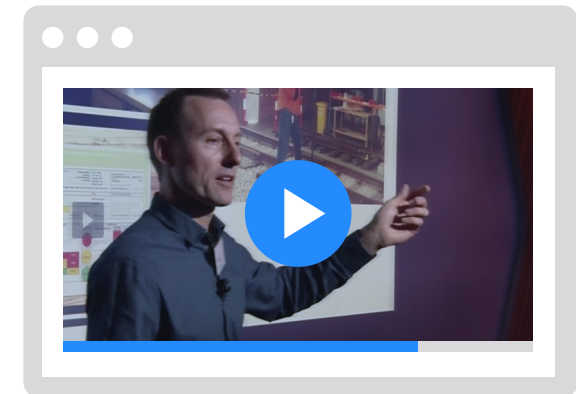
The rise of user generated content in the workplace

Our personal lives have been transformed by the ease of capturing and sharing video content. Every aspect of online communication, from social media to news gathering, has been disrupted by the proliferation of HD video cameras in mobiles and tablets and the accessibility of basic video editing.

The workplace has clearly been impacted by this technology paradigm shift, with widespread use of video already common in Australian organisations for user generated content and employee knowledge sharing.

Given the speed and ease of capturing a staff member describing a process or sharing an idea in a short video, it's no surprise that this is already a widely used tool to unlock latent knowledge in Australian businesses.

"To share that story... shares inspiration, capability, innovation. People can relate, they get engaged"



Paul Gaudion, ICT Mobility Program Manager, John Holland

CURRENT USE OF INTERNAL VIDEO (Continued)

How do your company meetings need to adapt?

The use of video to share company meetings was the least common application, a surprising contrast to the most popular business outcome, connecting geographically dispersed employees.

One of the main reasons for this is likely to be that company meetings commonly run for 30-60 minutes in duration. While this may be a great format for an in-room audience, it far exceeds the average engagement or watch-time that is generally observed in online video audiences.

Communications leaders can manage this challenge by live streaming company meetings (with the added benefit of real-time viewer interaction) as live content is likely to be watched up to 15 x longer than recorded², or by publishing meeting recordings with video chapters that break up longer content into bite-size segments (see recommendations below).

Recommendations

01 *Try adopting a TED Talks style format to your internal presentations, which are famously only 18 minutes in duration; “long enough to be serious and short enough to hold people’s attention” and it turns out that this length also works incredibly well online. [Read our blog article “What your internal presentations need to learn from TED Talks” for practical advice on copying the TED Talks successful recipe.](#)*

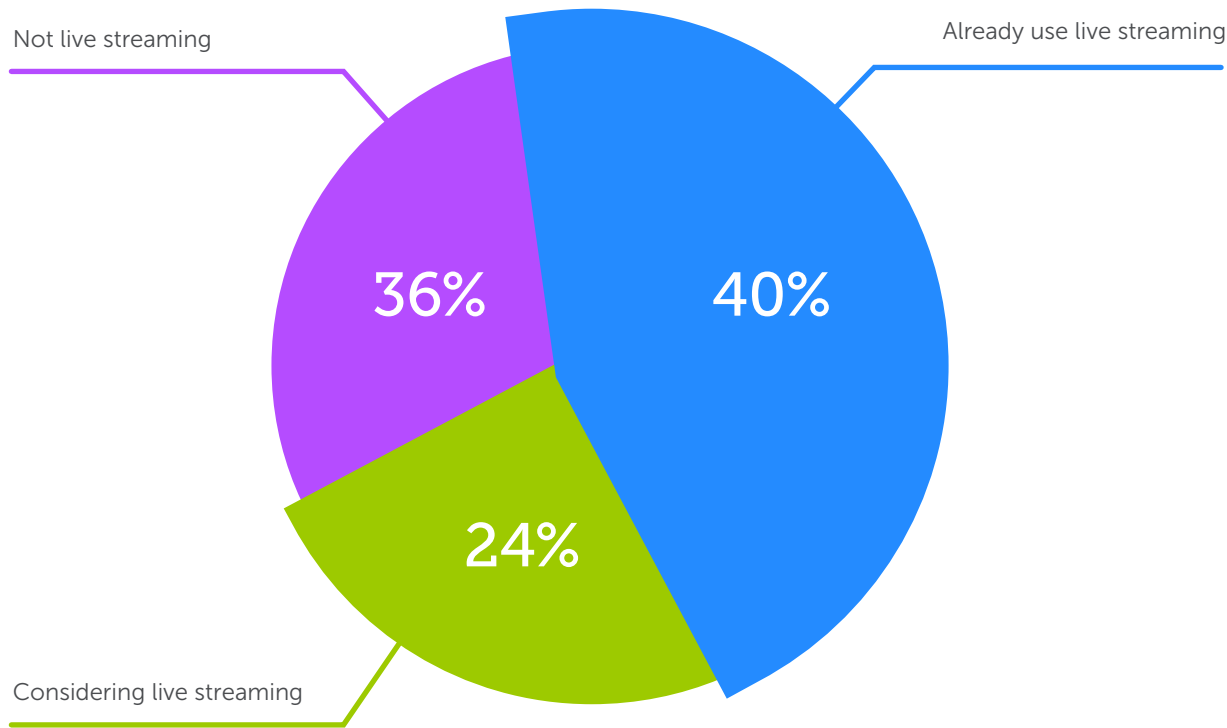
02 *Use video chapters to make longer recordings such as company meetings more user friendly. Viewers can click the title of the segment they’re most interested in and jump straight to that point in the video. You can [learn more about video chapters here.](#)*

LIVE STREAMING FOR INTERNAL COMMS



LIVE STREAMING FOR INTERNAL COMMS

Internal Video Use Case



It has been said that in today's world if it wasn't live streamed it didn't happen, so it follows that 40% of organisations surveyed are already live streaming internal communications, with a further 24% looking to use it.

The growth in online video, and in particular live streaming, is simply staggering. Cisco predict that globally, IP video traffic will be 82 percent of all consumer Internet traffic by 2020 - a four-fold increase over 2015.¹

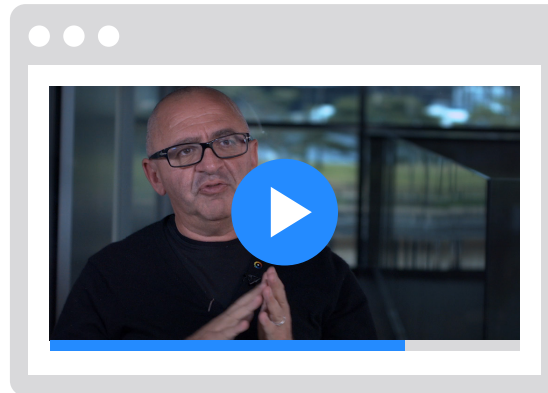
Source: ¹ <http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html>

LIVE STREAMING FOR INTERNAL COMMS (Continued)

The challenge this presents for corporate networks can be daunting; supporting a large-scale internal audience tuning into a live stream of 1Mbps or more is guaranteed to make a CIO break a sweat, but fortunately intelligent video delivery solutions have now made it possible to make 100 viewers look 1 on the network.

Where historically organisations would have needed to invest substantially in upgrading their corporate bandwidth or installing media servers on their network, secure cloud video platforms such as Viostream have now made it simple to introduce large scale live streaming for internal communications without up-front IT investment.

“Live streaming has always been an important part of our strategy”



Remo Giuffre, TEDx

Recommendations

03 **This guide** to live streaming your next corporate event outlines the steps you need to take to ensure success and how to avoid common pitfalls of live streaming.

04 Give your IT team **this best-practice guide** to managing video on your corporate network to help overcome IT objections to adopting live streaming for internal communications.

WHY VIDEO FOR INTERNAL COMMUNICATIONS

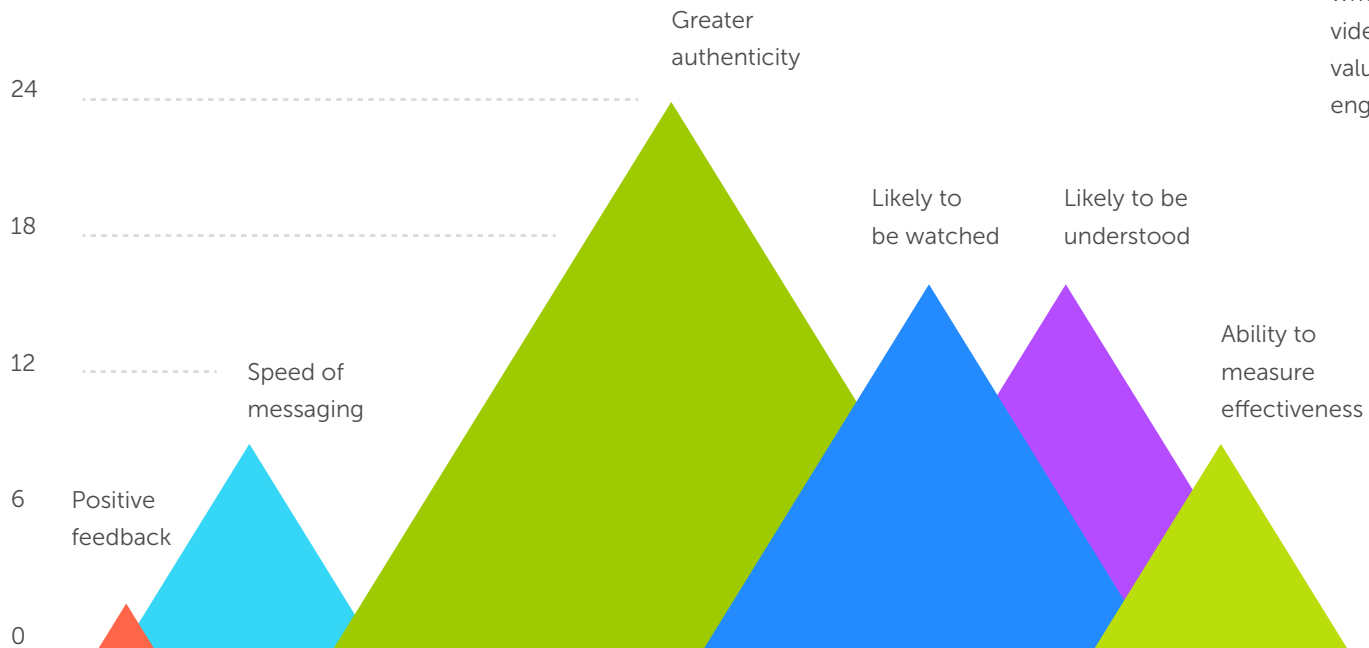


WHY VIDEO FOR INTERNAL COMMUNICATIONS

Why do you choose video over other content formats?

When we polled the audience as to why they choose video over other formats, they said video content is most attractive because it has greater authenticity than other formats.

By overcoming any perception of 'spin' that a written announcement can suffer from, direct video messages from senior executives are a valuable platform for building trust and engagement.



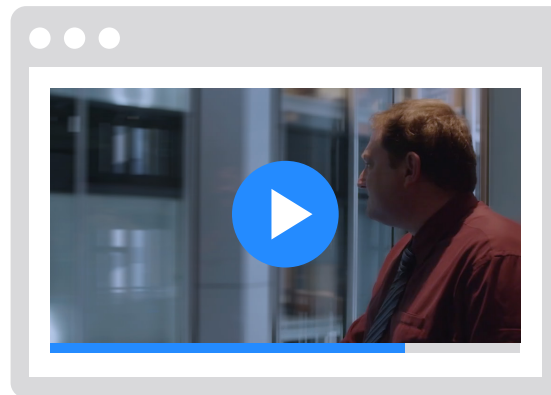
Source: ¹ <https://www.salesforce.com/blog/2015/02/internal-communications-strategy.html>

WHY VIDEO FOR INTERNAL COMMUNICATIONS (Continued)

A profoundly confronting statistic is that only 48% of employees actually open emails regarding internal communications¹, and Australian organisations have recognised that video is more likely to be watched, giving them a powerful tool to break through this communication lethargy.

Improved comprehension of message was also highly rated as a reason to use video, with speed of messaging and ability to measure effectiveness reflective of the increasing pressure on internal communications functions to keep pace with and demonstrate value in a digital age.

"I'd say to anyone thinking about trying video go for it... you can start small and it's really rewarding"



*David Bradbury
Web & Extranets Manager,
Allens Linklaters*

Recommendations

05 [This infographic](#) explains what it is about video that makes it so effective as a communications medium.

06 Understand the key metrics to will help you measure the effectiveness of your video content with [this article](#).

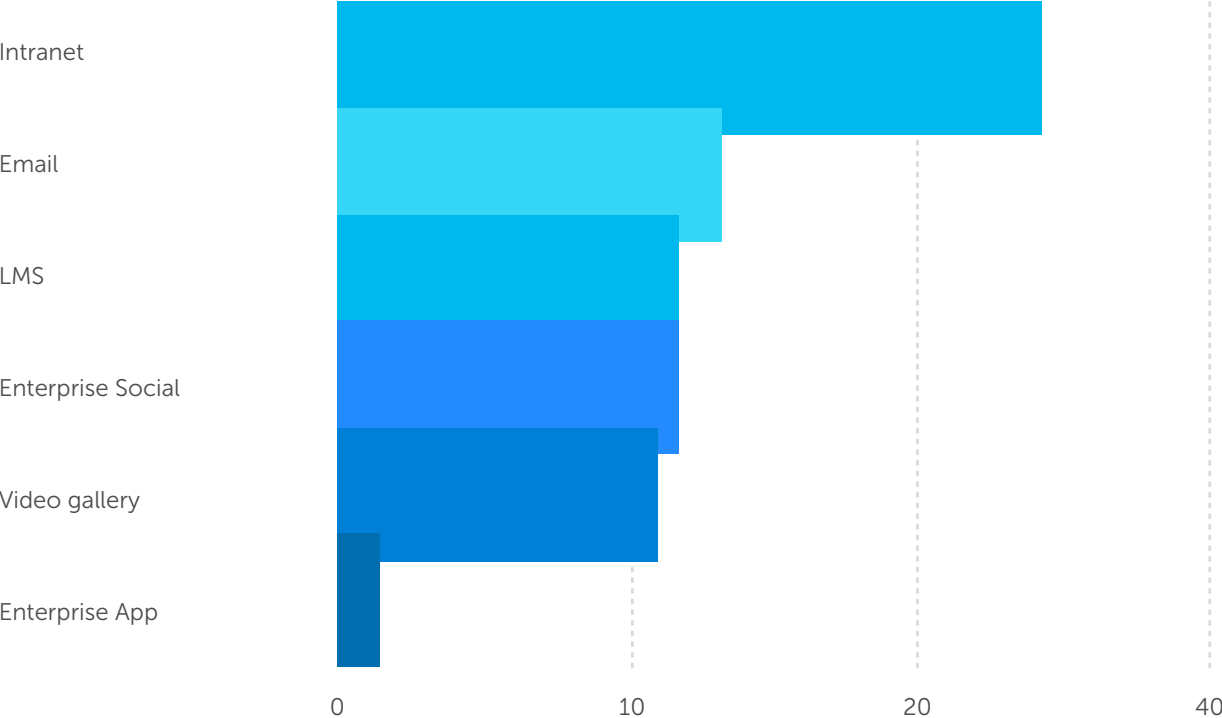
Source: ¹ <https://www.salesforce.com/blog/2015/02/internal-communications-strategy.html>

INTERNAL VIDEO PUBLISHING CHANNELS



INTERNAL VIDEO PUBLISHING CHANNELS

What channels do you publish your internal video through?



Video-enabling the corporate intranet is a clear priority for Australian organisations, no doubt due to the reliance on this as the primary portal for connecting with internal stakeholders.

Intranets have generally developed from file management applications such as SharePoint, which were never originally conceived to support live or even recorded video streaming, leaving internal communications teams waiting on the sidelines for long-promised upgrades to the latest version that would give them what they need.

INTERNAL VIDEO PUBLISHING CHANNELS (Continued)

Fortunately, the majority of enterprise video platforms such as Viostream now offer out of the box connectors for existing intranets such as SharePoint or Squiz Matrix, making adoption cost-effective, simple and removing the reliance on the IT team to enable internal video streaming.

Video is now also commonly integrated into other communication channels, namely email, enterprise social (e.g. Yammer) and Learning Management Systems. This can be linked to a general shift to more efficient and connected digital workplace environments, as well as a focus on creating a more people-centric workplace.

“What we found over time was that we really needed videos to be integrated with the digital services... we wanted to transition between online content into a video back to a service in a really integrated way”



*Daniel Keys
Assistant Commissioner
Australian Tax Office*

Recommendations

07 Read [this guide on “How to launch your own Corporate Tube”](#) to understand how a video gallery can help maximise employee engagement and align your internal communications channels with commonly used social media platforms.

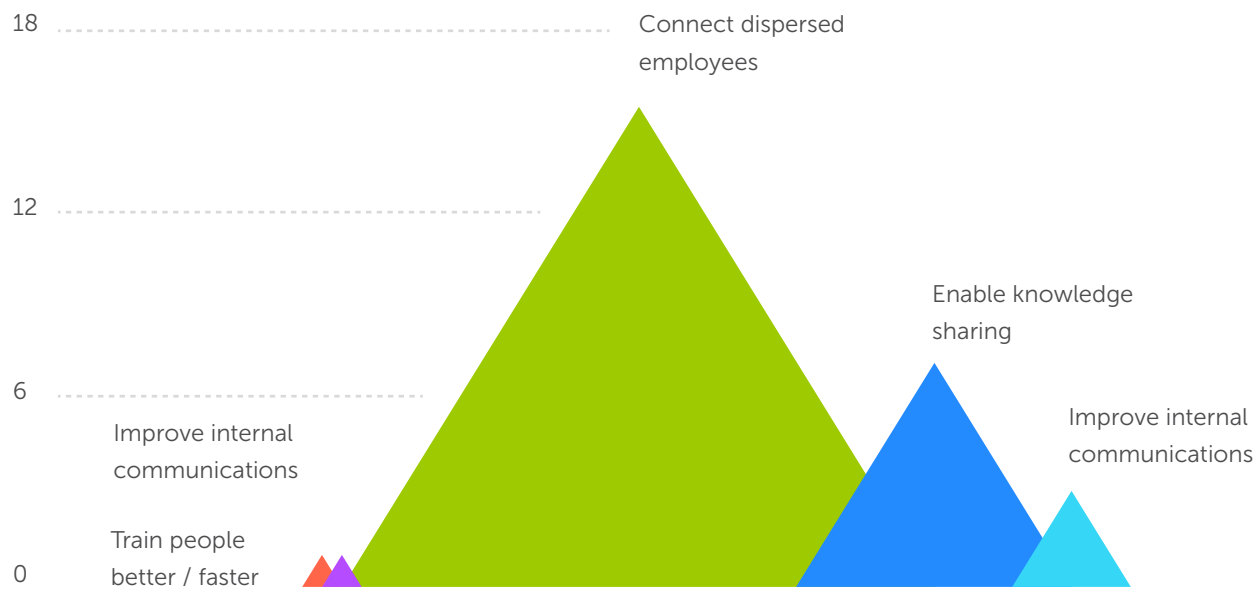
08 Learn how to increase the success of your email communications through [integrated video in this blog post.](#)

THE BUSINESS DRIVERS FOR INTERNAL
VIDEO STREAMING



THE BUSINESS DRIVERS FOR INTERNAL VIDEO STREAMING

The business outcomes video delivers



Companies with effective communication practices enjoy **47% higher total returns for shareholders** compared with the firms that are the least effective at communicating¹, surely a founding principle in the business case for investing in the right tools for employee engagement.

As technology influences how business communication is valued, it's likely that the ability to share knowledge easily, connect different locations and share organisation knowledge will transition from a competitive advantage to a necessity in the modern workplace.

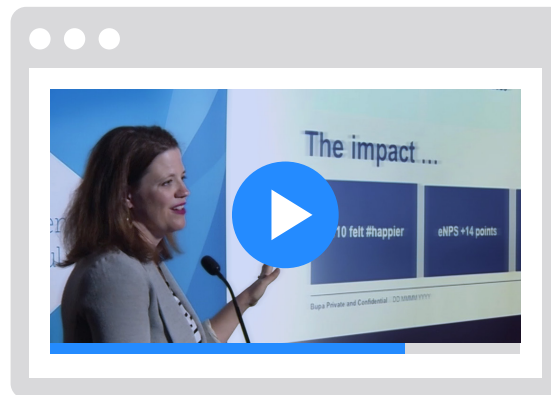
Source: ¹ <http://www.slideshare.net/ldickmeyer/cost-of-poor-internal-communications-912>

THE BUSINESS DRIVERS FOR INTERNAL VIDEO STREAMING

The most dominant benefit of video to Australian businesses is clearly the fact that it allows geographically dispersed employees to be integrated in the company culture.

82% of respondents in the Deloitte Human Capital Trends Study believe that culture is a potential competitive advantage, and given most Australian organisations are faced with the tyranny of distance that such a vast country presents as well as increasing reach into Asia and beyond it's no surprise that streaming video is now relied on as a principle means of connecting dispersed employees.

“We measure Employee Net Promoter Score quarterly and we saw a 14 point uplift on our scores globally after Happier Week (user generated content campaign) and we’ve seen this great rise in user generated video”



Lizzy Geremia, Head of Internal Communications, BUPA Australia & New Zealand

Recommendations

09 Learn how to measure the impact and value of your internal communications video with [this guide to “Measuring the ROI of video”](#).

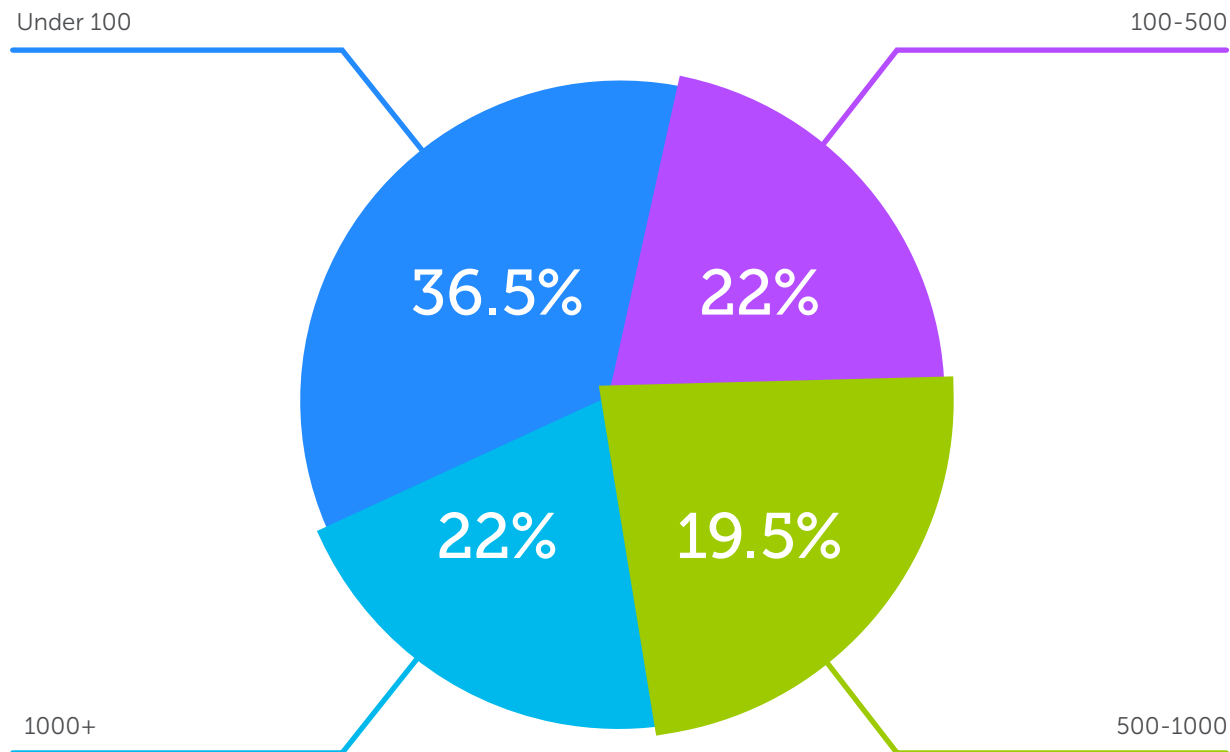
10 Understand how video can contribute to corporate culture development [in this article](#).

HOW MANY VIDEOS DO YOU NEED?



HOW MANY VIDEOS DO YOU NEED?

Number of internal videos



More than 40% of surveyed organisations have more than 500 video assets in their library, with 22% managing more than 1,000. It seems that Australian organisations are not only realising how important it is to be proactive about improved employee engagement, but they are putting in place the strategies to create the content needed to support this.

As corporate video libraries grow in scale, so too does the challenge of effective categorisation and indexing, to ensure that contextually relevant content is available to your audience when they need it.

Advances in video management platforms, including the ability to search the dialogue within a video, and find related content through tags, are facilitating the easy discovery of information in video content even across hundreds or thousands of video files.

HOW MANY VIDEOS DO YOU NEED? (Continued)

Existing video conference, web-conference and HD camera equipped devices within organisations now represent a low-cost, highly scalable way to generate content that is particularly well suited to building a video learning library. Unlocking this latent potential for internal video creation is central to the value proposition of enterprise video platforms such as Viostream.

Almost every organisation has an HD video conference facility in their office, but what many fail to recognise is that these can be used as a high quality video recording platform and even a live broadcast facility.

The challenges and barriers to using video for internal comms

Historically, the scalable sourcing of video content and the secure distribution of those messages to an internal audience presented both technical and financial challenges, as identified by the survey respondents.

Making videos generally required external assistance with individual videos costing thousands of dollars to produce. Likewise, distributing videos securely to a dispersed workforce through existing internal communication channels proved challenging as most platforms such as SharePoint intranets and corporate learning management platforms relied on local hosting of files and weren't designed for the needs of video streaming.

Consumer video sites such as YouTube were generally ruled out as a viable option due to the lack of audience control and inability to protect the corporate network from bandwidth overload that internal communicators and IT leaders require.

Software as a service video platforms such as Viostream, however, have now made it both cost-effective to generate video content and reduced any requirement for investment in IT infrastructure, meaning organisations can be up and running with video streaming with little up-front cost or internal resourcing.

Recommendations

11 This [short video](#) shares the 3 tips you need to know to create usable video content from a Phone or Tablet.

12 Learn about the latest interactive transcript functionality that makes [video dialogue searchable here](#).

By leveraging cloud technology for centralised, secure video hosting and management, and out of the box integrations for enterprise applications (such as SharePoint), internal communication leaders now have an option for easy adoption and minimal involvement from their IT colleagues that overcome the principle barriers identified in the survey.

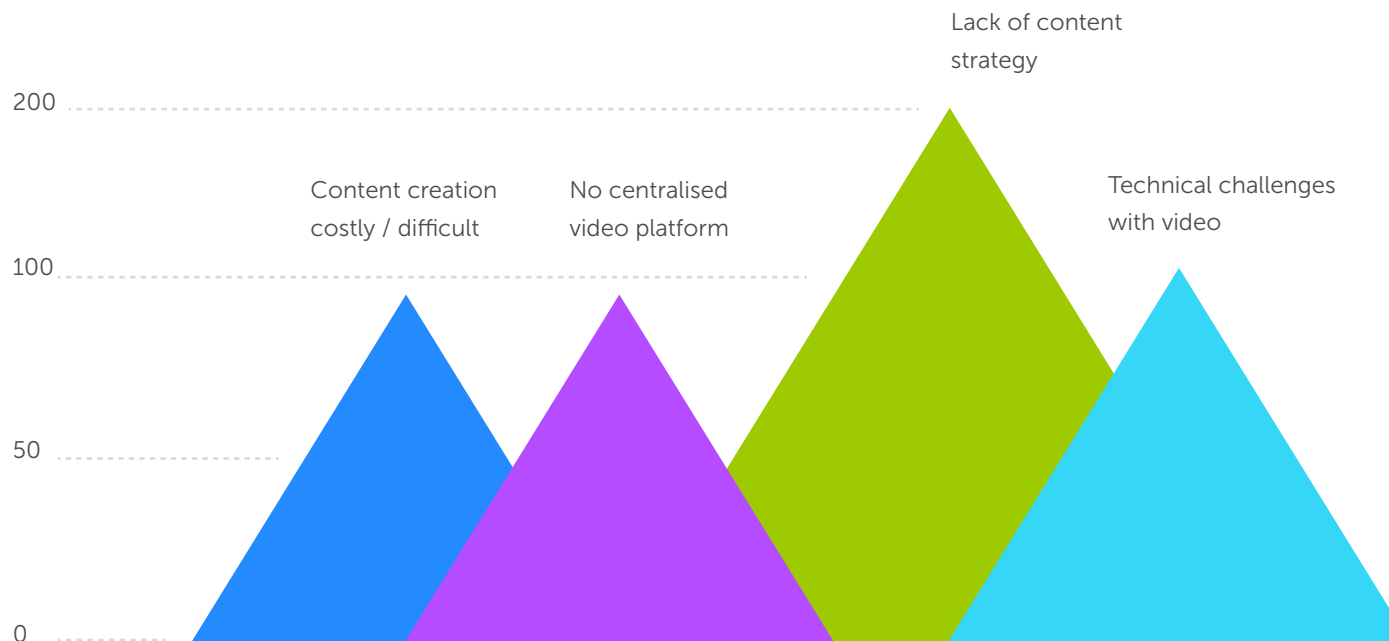
THE CHALLENGES AND BARRIERS TO USING VIDEO FOR INTERNAL COMMS



THE CHALLENGES AND BARRIERS TO USING VIDEO FOR INTERNAL COMMS

What are the barriers to more widespread use of video?

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Source: <https://www.slideshare.net/ldickmeyer/cost-of-poor-internal-communications-912>

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Recommendations

13 *Creating video doesn't have to be expensive, [this article](#) explores 6 ways to create great, low-cost content*

14 *Securing the necessary funds and internal support to use video properly can be a challenge, but this guide ["How to Build a Business Case for Online Video"](#) provides an effective framework to help make it happen.*

SUMMARY OF KEY FINDINGS



There is a spectrum of communication capabilities emerging in Australia when it comes to internal video streaming. At one end of the scale organisations have large, established video libraries, they are connecting with all staff through live streaming internal events and they have encouraged the widespread use of user generated videos from their people.

At the other end are those who are struggling to overcome technical, budget or capability challenges to effectively adopt streaming video in their internal messaging and are relying on text based communication that is failing to cut through.

Private and public sector Australian organisations that have reached a level of sophistication with streaming video are benefitting from a meaningful impact on employee engagement, fluid knowledge transfer and an ability to connect remote employees with authentic messages that are more likely to be watched

As the YouTube generation becomes increasingly prevalent in the workforce, Australian organisations need to ensure that at a minimum they offer the same level of video capability their people have become accustomed to in their personal lives to remain effective in the attraction and retention of talent.

HOW WE CAN HELP



Viostream provides clients with the ability to enhance their internal communications with intuitive and effective video technology. From live streaming town hall presentations to providing your employees with a social video platform on which they can share their knowledge and experiences, our mission is to help our clients drive meaningful engagement.

An Australian developed and managed cloud software solution, Viostream is built specifically to meet the needs of internal communication leaders in this region, with a partner ecosystem that support every step of the video journey.

[Learn more about our internal communications video platform](#)

[Schedule a call with one of our team](#)

[Watch the replay of our Internal Communications Video conference](#)

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