

Global Enterprise Video Market By Component (Solution and Services), Solution Type is further segmented into, Video Conferencing, Video Content Management and Webcasting), By Application (Corporate Communications, Training & Development and Marketing & Client Engagement), By Deployment Type (On-premise and Hosted), By End User (BFSI, Government, Healthcare, Consumer Goods & Retail, Education, IT & Telecom and Others), By Region, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Global Enterprise Video Market size is expected to reach \$28.5 billion by 2026, rising at a market growth of 9.7% CAGR during the forecast period. Enterprise video platform can be considered as a communication and entertainment hub for partners, vendors, workers, stakeholders and outside public. Enterprise video assists in successful communication for the companies. Video on the enterprise is for restricted individuals unlike social media platforms like YouTube. Enterprise video has a wide scope of application in Corporate Communications and Training & Development purposes.

Enterprise video market is facing massive demand for more effective solutions because of the developing popularity of on-demand video services for internal communication. Top organizations, for example, Microsoft and IBM are focusing on giving high-quality and proficient enterprise video answers for their customers. Developing companies and an expansion in demand for on-demand solutions are anticipated to fuel this market.

However, the significant expense of installation and the requirement for specialized help are the key components that may hamper the development of this market.

In business conditions, employees focus on set aside time for learning while at the same time prioritizing daily tasks and overbooked schedules, in this manner expanding the demand for on-demand videos for learning. Through on-request videos employees get detailed data recorded by mentors, executives, and associates, which can be accessed universally. Besides, different organizations have stressed enterprise video platforms for external activities including sales, marketing, broadcasting of public events, and training of clients and stakeholders. Likewise, there has been an expanded demand for the combination of video content into a company's innovation platforms, for example, enterprise learning management systems, customer relationship management, marketing automation system, and content management system, among others. These components have affected the development of the market in a positive manner.

The outbreak of COVID-19 has caused rise in the number of individuals staying inside that has resulted into an expanded requirement for enterprise coordinated software. The developing trend of remote working and collaborative methodology has caused expanded demand for solutions, for example, video conferencing and content management. Moreover, since April 2020, numerous organizations, for example, Google LLC and Zoom Video Communications, Inc. have emphasized the provision of video conferencing services on the basis of freemium. For example, in April 2020, Google LLC announced that it had opened its Google Meet videoconferencing services to all the customers. This service was before accessible just for enterprise and education users through the G Suite. Downloads for video conferencing and business applications kept on expanding in April and recorded in excess of 70 million installations as of April 12, 2020.

Based on Component, the market is segmented into Solution and Services. Solution Type is further segmented into, Video Conferencing, Video Content Management and Webcasting. Based on Application, the market is segmented into Corporate Communications, Training & Development and Marketing & Client Engagement. Based on Deployment Type, the market is segmented into On-premise and Hosted. Based on End User, the market is segmented into BFSI, Government, Healthcare, Consumer Goods & Retail, Education, IT & Telecom and Others. Based on Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The major strategies followed by the market participants are Partnerships and Product Launches. Based on the Analysis presented in the Cardinal matrix; Microsoft Corporation, Cisco Systems, Inc., Amazon.com, Inc., and IBM Corporation are the major forerunners in the Enterprise Video Market. Companies such as Kaltura, Inc., VBrick Systems, Inc., Avaya Holdings Corporation, and Brightcove, Inc., Plantronics, Inc., and Adobe, Inc. are some of the key innovators in the market.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Adobe, Inc., Avaya Holdings Corporation, Brightcove, Inc., IBM Corporation, Microsoft Corporation, Cisco Systems, Inc., Amazon.com, Inc., Plantronics, Inc. (Polycom, Inc.), Kaltura, Inc., and VBrick Systems, Inc.

Recent strategies deployed in Enterprise Video Market

Partnerships, Collaborations, and Agreements:

Sep-2020: Brightcove announced its collaboration with Cvent, the meetings management company. The latter company has been offering Brightcove's video solutions as part of Cvent's Virtual Attendee Hub. Cvent customers can use Brightcove for launching scalable, broadcast-grade video experiences to their audiences.

Aug-2020: Adobe came into partnership with SundaySky, the leading platform for video-powered experiences. The latter company announced the partnership within the Adobe Exchange Program for addressing the ever-growing demand for digital customer experience (CX) transformation. The partnership fulfilled brands' requirements for content at the speed of changing customer needs with relevant and captivating engagement.

Jun-2020: Amazon came into partnership with Slack, an international software company. Following the partnership, all Amazon employees got access to slack's office tools. Slack moved its voice and video calling features over to Amazon Web Services (AWS).

Feb-2020: Avaya Holdings collaborated with RingCentral, Inc., a leading provider of global enterprise cloud communications, collaboration, and contact center solutions. Following the collaboration, the companies announced Avaya Cloud Office by RingCentral. Together, the companies are redefining business communications by providing a solution delivering seamless communication and collaboration through multiple channels.

Jan-2020: Avaya Holdings announced its partnership with Noble Systems, a developer

of call center technology. The partnership enhanced Avaya IX Contact Center solutions with additional new toolsets, including gamification for employee engagement, and data analytics solutions for intelligent automation of processes to improve customer contact strategies.

Dec-2019: Amazon Web Services collaborated with Fox Corporation, a mass media company. Under this collaboration, Fox aimed to use AWS's unmatched portfolio of services, highly reliable infrastructure, and professional services organization for enabling a new cloud-based media production and delivery platform. The integrated platform for broadcast and digital video services would distribute Fox's leading sports, news, and entertainment television content to multichannel video programming distributors, to more than 200 affiliate stations, and over-the-top (OTT) providers.

Sep-2019: Brightcove teamed up with Stuff, New Zealand's largest news publisher. The publisher selected Brightcove to power Stuff's new online video streaming service Play Stuff, together with video app partner, Accedo. The Play Stuff video streaming service has built on Brightcove's OTT Flow, powered by Accedo, as part of Brightcove's OTT experience portfolio.

Sep-2019: Kaltura announced that AVer Information Inc. USA, the provider of video collaboration solutions and education technology solutions joined the Kaltura Video Technology Marketplace. The partnership enhanced the value to customers using AVer Auto Tracking and PTZ cameras through Kaltura's market-leading video platform. The seamless and automated video content captures solutions combined with the professional PTZ cameras.

Sep-2019: Microsoft Azure teamed up with Tata Elxsi, a global design and technology services company. Under this collaboration, Tata Elxsi announced its video streaming services offering on Microsoft Azure. Tata Elxsi combined its OTT platform SaaS, TEPlay, with Azure Media Services for providing OTT content from the cloud. Tata Elxsi also integrated its proactive QoE Monitoring solution, FalconEye with Azure to offer a positive customer experience.

Sep-2019: Microsoft came into collaboration with Eros Now, a South Asian entertainment OTT (over-the-top) video platform by Eros International Plc. The collaboration was focused on developing the next generation online video platform on Microsoft Azure targeted at its consumers across the globe.

Jul-2019: Kaltura partnered with Hive Streaming, a leader in enterprise video distribution. The partnership was aimed to provide joint customers with premium video delivery capabilities. Hive's peering and data visualization solutions joined Kaltura's broad network optimization offering, including Kaltura eCDN, along with additional video delivery and network optimization solutions.

Acquisition and Mergers:

Oct-2020: Cisco completed the acquisition of BabbleLabs. Its technology uses AI

(Artificial Intelligence) and ML (Machine Learning) for distinguishing human speech from unwanted noise resulting in enhanced speech quality in communications and conferencing applications. The acquisition provided Cisco with noise removal capability to its entire collaboration portfolio, providing a best-in-class audio experience for Webex meetings users.

Jan-2020: Kaltura announced the acquisition of video conferencing and collaboration platform, Newrow. The acquisition expanded Kaltura's footprint in the Video Conferencing and Meeting Solutions markets.

Apr-2019: Brightcove took over the online video platform business of Ooyala, a provider of cloud video technology. The acquisition strengthened Brightcove's position as the market leader in the online video industry.

Jan-2019: Adobe acquired Allegorithmic, the makers of Substance, the industry standard for 3D textures and material creation in game and video post-production. By integrating Allegorithmic's Substance 3D design tools with Creative Cloud's industry-leading imaging, video, and motion graphics tools, Adobe empowered VFX artists working in film and television, video game creators, designers, and marketers to deliver the next generation of immersive experiences.

May-2018: Kaltura completed the acquisition of Rapt Media, an interactive personalized video startup. Rapt Media's technology complemented Kaltura's enterprise-grade video solutions.

Mar-2018: Avaya Holdings completed the acquisition of Spoken Communications, a leading innovator in Contact Center as a Service (CCaaS) solutions and customer experience management applications. The acquisition accelerated Avaya's growth in cloud-based solutions and provided a reliable and highly scalable cloud platform for customers of all sizes.

Jan-2016: IBM took over Ustream, Inc., a provider of cloud-based live video streaming services. The acquisition extended the IBM Cloud platform to help enterprise clients unlock the value of video, a rapidly-evolving digital media, and data assets.

Product Launches and Product Expansions:

Oct-2020: Cisco Systems is launching a series of innovations to Cisco Webex. These innovations help employees have productive, less frustrating meeting experiences, irrespective of their location. The Cisco Webex interface has been redesigned for providing users more control over features and how they like to view content, screens, and speakers.

Oct-2020: VBrick launched the October 2020Rev Platform for innovations in audience experience. The October release provides enhancements to video-on-demand capabilities with expanded embedding and sharing options. The Rev Cloud October 2020 Release builds on Rev's existing webcast capabilities with support for live transcription, live translation, and other webcast attendee experience enhancements.

Sep-2020: VBrick introduced the comprehensive integrations with Cisco Webex, Zoom, and Microsoft Teams. The integrations enabled organizations to use those solutions for providing live video to audiences exceeding 100,000+ with HD-quality video.

Aug-2020: VBrick released the August 2020 Rev Platform for providing enhanced video analytics. The August 2020 Release builds on Rev's existing video analytics strengths for delivering enhanced video-on-demand (VOD) analytics. Users have greater reporting flexibility including improved filtering, enhanced interactive search and data selection, and expanded viewer analytics.

Jul-2020: Amazon Web Services announced the launch of the Amazon Interactive Video Service (Amazon IVS), a new fully managed service. The service made it easy to set up live, interactive video streams for a web or mobile application in just a few minutes. With the Amazon IVS SDK and APIs, customers can build interactive features into their live streams like votes and polls, virtual chat spaces, moderated question, and answer sessions, and synchronized promotional elements.

May-2020: Kaltura bolstered its Video Communication and Collaboration suite of products by launching Kaltura Meetings, a new video conferencing solution. Kaltura Meetings provides cutting-edge video collaboration that is reliable, scalable, and secure. The solution delivers easy one-click entry, eliminating the need for cumbersome downloads and installations.

Apr-2020: Brightcove released Brightcove Engage, a purpose-built application. This application was developed for internal communications professionals for informing employees using the most powerful and effective means of communication ever created; mobile video.

Apr-2020: VBrick announced the launch of the May 2020 Rev Platform for the innovations and enhancements to how video can be sourced and distributed. With this platform, Rev's webcasting capabilities have enhanced for including multicast distribution for video conferencing and enhanced ad hoc webcasting with Cisco Webex.

Oct-2019: Brightcove unveiled the Brightcove Beacon, a new SaaS-based OTT platform. Brightcove Beacon empowers customers to offer captivating OTT experiences on a breadth of devices, with the flexibility of multiple monetization models to fit any business need. Brightcove Beacon addresses this by enabling customers to launch content on multiple platforms simultaneously.

Oct-2019: IBM Watson Media unveiled the new IBM Video Streaming mobile application. The application enabled enterprise users for broadcasting one-to-many live-streamed videos. It offers features tailored for the enterprise, such as AI-powered automated closed captioning, which administrators can edit for clarity or contextual relevance.

Oct-2019: VBrick released the Rev IQ as part of the October release of the Rev Enterprise Video Platform. Rev IQ is the new Video AI solution that unlocks the value

trapped in a company's video library. Rev IQ uses facial recognition and machine transcription for automatically enriching videos with information about who appears in a video and what is being said.

Jul-2019: Avaya launched CU360, a video collaboration device for the Indian market. It was designed for business communications. The video collaboration unit comes preinstalled with a 4K wide-angle camera sensor that records and streams high-resolution A/V. It supports 3X optical zoom and full HD 1080p video.

Jun-2019: Plantronics unveiled the new plug-and-play video bar, Polycom Studio in India. Polycom Studio provides business-class audio and video capabilities in an easy-to-use USB video bar. Teams can experience a new level of a meeting engagement, with automatic camera tracking that zooms in on the conference participant who is speaking.

Feb-2019: Kaltura unveiled its new Video Technology Marketplace. With this new marketplace, Kaltura enterprise and education customers can quickly and seamlessly tap into certified cutting-edge video products that further boost engagement and productivity.

Scope of the Study

Market Segmentation:

By Component

Solution

Video Conferencing

Video Content Management

Webcasting

Services

By Application

Corporate Communications

Training & Development

Marketing & Client Engagement

By Deployment Type

On-premise

Hosted

By End User

BFSI

Government

Healthcare

Consumer Goods & Retail

Education

IT & Telecom

Others

By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Adobe, Inc.

Avaya Holdings Corporation

Brightcove, Inc.

IBM Corporation

Microsoft Corporation

Cisco Systems, Inc.

Amazon.com, Inc.

Plantronics, Inc. (Polycom, Inc.)

Kaltura, Inc.

VBrick Systems, Inc.

Unique Offerings from KBV Research

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