

What is Corporate Video?

Forward thinking executives are embracing video as a key element to the company's over-all visual-based communications and learning strategy.

As the digital transformation continues and the role of video expands, making it a business requirement, organizations are assessing their enterprise-wide video ecosystems to ensure that they conform to, and perform within, the entire network infrastructure. It is critical that everyone has a common understanding of video and how it can represent significant cost savings: by avoiding investments in multiple and unnecessarily replicated systems; and by improving workflow.

The following description may provide a helpful perspective.

What is Corporate Video?

Corporate video is not just a single event, such as a corporate or training video.

Corporate video is the umbrella term to describe all means of video-based uses, systems and strategy throughout the enterprise for communications and learning.

It is much more than a message, presentation or training session distributed live over the company's network or recorded on a DVD.

The corporate video strategy is a key component of an organization's media business strategy and is used to leverage the systems, staffing and associated resources to meet the company's business objectives.

Corporate video is anything involving visual (and audio) content, including the transmission of the content over a proprietary corporate network (terrestrial or satellite) or content delivery network (CDN) via the public Internet. It may feature a live program, event, training session, executive meeting or other communication. Also, it may be an animation, converted film or series of pictures, PowerPoint or computer generated message.

A corporate video can be created by anyone or any department, using company managed production studios, learning centers or conferencing systems or third-party, commercial facilities, or be user-generated-content that is created on personal devices.

Corporate video is the recording and distribution of content on an electronic (hard or removable) medium such as DVD, Blu-ray disc, and memory sticks or flash drives.

Video content can be viewed on large television or projection screens in group settings, such as meeting or conference rooms, training centers, public gathering and high traffic areas as well as at desktops or on personal mobile devices.

Corporate video can be a webcast, video stream and/or satellite broadcast to multiple locations and viewers who are geographically dispersed or include two or more sites via videoconference or telepresence systems. It can be an embedded video or learning module that is available via a proprietary network or the public Internet. Also, it can be distributed over a digital signage network for both internal and external (customer or public) consumption.

Organizations use video for a wide range of applications, distributing content live and/or on-demand via numerous media channels for viewing on devices and screens of all sizes. Those producing video content can also view content from other departments and sources.

For example, the learning group may use some of the organization's video systems (such as videoconferencing, webcasting, desktop video, and collaboration tools) to ensure that all employees are informed and up-to-date on company business issues. Then, they may use these and other video capabilities (such as satellite distance learning, computer-based-training, and hard-media playback) to provide learning and training video content throughout the organization.

The important consideration is that everyone in the organization is collectively using the enterprise-wide video systems efficiently and effectively for corporate communications and workplace learning.