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Interactive Media Strategies  
**Research Report**

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# **Social Multimedia in Business Communications**

Understanding How Software Helps  
Executives to Sort and Share Web Video

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**\* All Survey Results Presented Represent totals from the Interactive Media Strategies' Enterprise Web Communications Surveys, conducted in the Second Quarter of 2008 and the First Quarter of 2007. In the surveys, more than 1,200 corporate executives were asked to detail their use, deployment and perceptions of a wide range of Web Communications technologies, including online multimedia, rich media, Web Conferencing, instant messaging and podcasting.**

***"Corporate Online Multimedia Spending Patterns - 2008"***

# I. Introduction

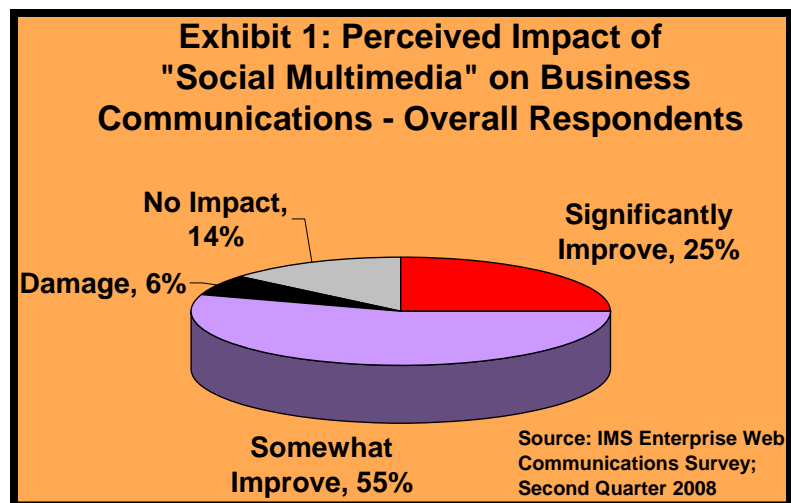
“Social multimedia” is relevant in Corporate America. Best known for its role in helping popularize consumer video sites such as YouTube, social multimedia should be thought of as software applications that make it easier for individuals to sort through and share online video.

Many of these “social” applications derive their value from the wisdom of the crowds. Some software makes it easy, for instance, for individuals to send e-mails sharing a video clip with other viewers. Other applications offer a platform that allows users to rate the value of a specific piece of video, helping raise general awareness of highly rated content.

Another branch of social multimedia software development fosters applications that provide some centralized control and capabilities in an environment where online video is being shared on an extensive basis. Software that keeps tabs on where and how online video clips are being distributed on a network of Web sites, for instance, gives corporate users the piece of mind that their business content is not being misrepresented in some way on the public Internet.

While social multimedia should not be considered a central element of the online business communications experience today, it is emerging as a sector of software development that offers vendors an increasingly high-profile way to differentiate their solutions in the eyes of executives, according to results from a survey of 1,212 executives conducted by Interactive Media Strategies in the Second Quarter of 2008.

When asked about the impact that social multimedia can have on improving the usefulness of online multimedia communications, one quarter of IMS survey respondents say they think that social applications can “significantly improve” their business online multimedia communications experience. Another 55% of respondents say that social multimedia can “somewhat improve” the usefulness of online business multimedia communications. (Exhibit 1)



This research report will highlight the market sectors that have the highest regard – and therefore are likely to have the highest demand – for social multimedia applications. The report also will identify the specific social multimedia applications that draw the most interest from business executives.

Another key theme to be discussed will be the high levels of interest in social multimedia among executives at companies with large libraries of on-demand online multimedia content. These results spark a new link of thinking about the role of social multimedia within the context of the strong and growing market for content management solutions. While social multimedia is unlikely to emerge as a direct competitor to traditional content management, social applications do hold the potential to evolve into a vital piece of comprehensive content management solutions of the future. As will be discussed in this report, any vendor that dismisses social multimedia as a YouTube-driven novelty does so at their own long-term competitive peril.