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Interactive Media Strategies  
**Research Report**

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# Deployment Trends in Business Online Multimedia

Quantifying the Implementation of  
Corporate Web Audio and Video

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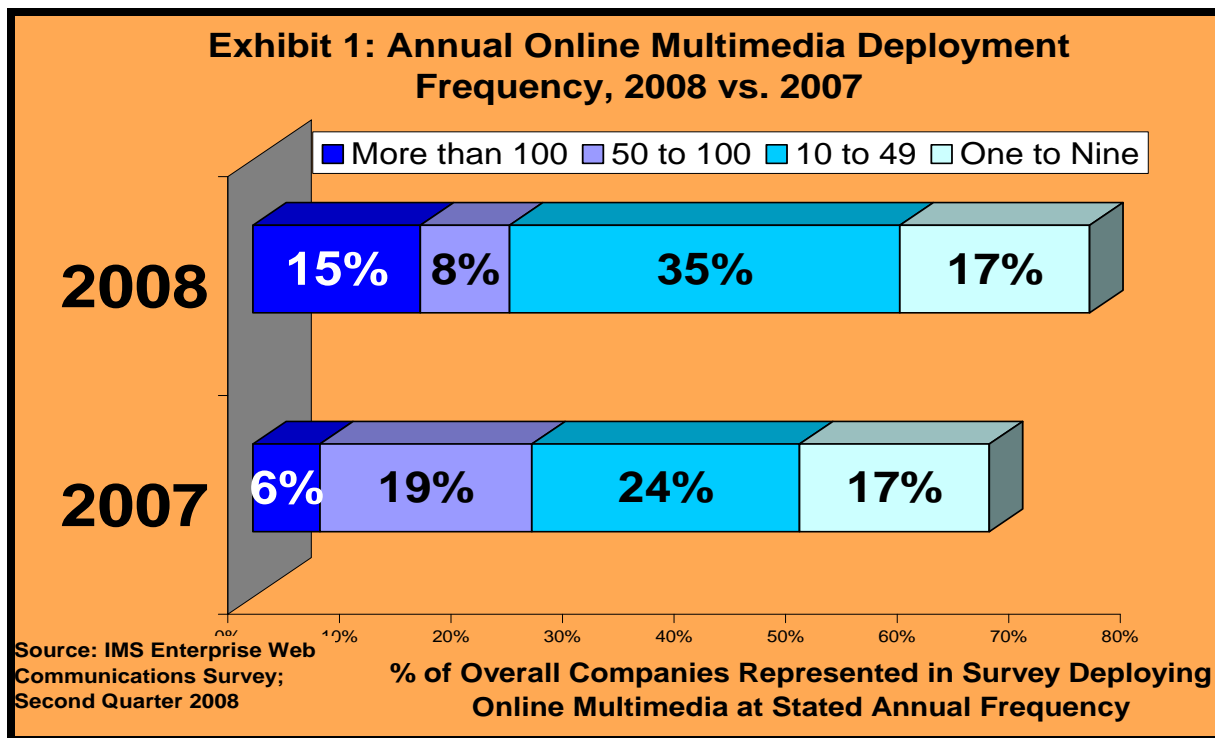
**\* All Survey Results Presented Represent totals from the Interactive Media Strategies' Enterprise Web Communications Survey, conducted in the Second Quarter of 2008 and the First Quarter of 2007. In the surveys, 1,212 and 1,209 corporate executives, respectively, were asked to detail their use, deployment and perceptions of a wide range of Web Communications technologies, including online multimedia, rich media, Web Conferencing, instant messaging and podcasting.**

***"Deployment Trends in Business Online Multimedia"***

# I. Introduction

Business users are deploying online events incorporating multimedia at a more frequent rate than ever before. Three quarters of the 1,212 companies represented in Interactive Media Strategies' Enterprise Web Communications Survey conducted in the 2<sup>nd</sup> Quarter of 2008, report that they have deployed online events enriched with Web audio and/or video. In 2007, two-thirds of all responding organizations reported deployment of online multimedia.

In addition, a higher percentage of companies are implementing online multimedia events on a frequent basis. As illustrated in Exhibit 1, 15% of all companies represented in IMS' 2008 survey report the deployment of at least 100 events per year that incorporate online audio and/or video. Last year, in comparison, only 6% of all companies represented in the IMS survey deployed online multimedia at that frequency.



Much of the expanded implementation appears to have resulted from existing users increasing the frequency of their deployment of these technologies. The percentage of companies deploying between 50 and 100 online multimedia events per year was more than cut in half between 2007 and 2008 as a large share of these mid-range users appear to have migrated to the aforementioned high-frequency category of 100+ online multimedia events per year.

Another area of growth that potentially sets the stage for further adoption in coming years is the increase in companies deploying between 10 and 49 online multimedia events per year. Thirty-five percent of the survey group reported this

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rate of deployment compared with 24% of respondents reporting this frequency in 2007.

The overall growth in online multimedia frequency is an important metric to monitor. Companies that deploy on a frequent basis are more likely to invest heavily in the technologies enabling this form of business communications.

This report will first profile the characteristics associated with high frequencies of online multimedia deployment, segmenting implementation patterns by online multimedia budgets, deployment tenures and vertical industry sectors. Later analysis in the report will highlight key differences in market outlook and perceptions between firms that use online multimedia frequently and those organizations on the fringes of the growing wave of adoption for the technology.