INTRODUCTION

FROM HIGH PROFILE public events like the launch of the Apple iPhone 6, the GoPro Hero 4 and the Nike Air Jordan XXX shoe; to internal non-public events such as national sales team trainings and CEO town halls, more and more consumer product brands and retailers are exploring the advantages and benefits of live streaming digital video as a new digital communication channel.

In the traditional practice of predicting the next big digital marketing trends for the coming year, several marketing influencers included mention of live streaming video as a key trend for 2016.

In this context, Brandlive conducted a research study targeting brand and retail executives (and their agencies) to help establish an industry benchmark for the use of live streaming video by brands and retailers. Over 200 people responded to the survey.
Live streaming is leveraged throughout the entire Go-to-Market process for consumer product brands and retailers.

**TOP TAKEAWAYS**

**WHILE IT IS STILL EARLY** in the evolution of brands and retailers leveraging the power of live interactive streaming video, many brands have tried it and many more plan to try it in 2016, seemingly validating those who predicted this would be a top trend.

According to the survey results, there are a variety of ways that live streaming video can be used for business. In fact, it is leveraged throughout the entire Go-to-Market process for consumer product brands and retailers. While product training use cases lead the way for existing uses, the planned growth area for use cases in the next 12 months are marketing-related (consumer product launches, ecommerce sales, etc.).

The respondents identified several perceived benefits unique to the medium itself, mostly centered around the idea of bringing a more human touch to digital communications.
KEY INSIGHTS

RESPONDENT PROFILES

1. Based on annual revenue, the respondents represent an even mix of small (under $5M), medium ($5M to $100M) and large companies (over $100M).

2. Only a third of respondents said their company has an in-house video production team.

ANNUAL REVENUE of our survey participants

- $0-$5M: 30%
- $5M-$10M: 23%
- $10M-$100M: 21%
- $100M-$1B: 15%
- $1B+: 10%

3. Nearly half of the respondents have tried some form of live streaming video already (and most of those are mid-to large-sized companies). More than one fifth of them plan to test live streaming video for the first time in 2016 (with the highest percentage of these being large companies with 3000+ employees). However, not everyone is convinced: 35% do not plan to test live streaming video in the next 12 months, but that answer is skewed by respondents from small companies, which accounted for almost half of those companies that do not plan to test.

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR SITUATION RELATED TO LIVE STREAMING VIDEO FOR TRAINING OR MARKETING?

- HAVE CONDUCTED ONE OR MORE LIVE STREAMING VIDEO EVENTS IN THE PAST 12 MONTHS: 44%
- DOES NOT PLAN TO TEST OR CONDUCT A LIVE STREAMING VIDEO EVENT IN THE NEXT 12 MONTHS: 35%
- PLANS TO TEST ONE OR MORE LIVE STREAMING VIDEO EVENT(S) IN THE NEXT 12 MONTHS: 20%

COMPANY TYPE

- RETAILER: 20%
- BRAND: 46%
- AGENCY: 15%
- OTHER: 25%
USE CASES FOR LIVE STREAMING VIDEO

3. The business use cases for live streaming video span across the entire Go-to-Market process for consumer product brands and retailers. However, product training use cases clearly lead the way for those companies who have used or plan to use live streaming video in the next 12 months. Train Sales Reps is the most mentioned use case. However, regarding plans to test new use cases for the first time in the next 12 months, marketing examples lead the way, with product launches, ecommerce sales, consumer marketing events, consumer panels and influencer briefings all being planned by more than 50% of the respondents answering the question.

4. Popular use cases across all categories (have done, plan to do again, plan to do for the first time) include sales rep training, streaming physical events, consumer marketing and product launches. The biggest planned jump in new use cases is conducting consumer panels via live video, from barely any current usage, to many companies planning to test in the next 12 months.

TECHNOLOGY VENDORS

5. On the technology vendor front, over 60% of the respondents have tried a live interactive streaming video platform like Brandlive, and the same for a Webinar platform like WebEx, to conduct their live streaming video events. 15% have tried a live streaming platform like Ustream and 14% have tried a consumer mobile video streaming app like Periscope (and most of those are small companies). Refer to the Live Video Platforms chart in the “Other Charts” section.

Regarding plans to test new Use Cases for the first time in the next 12 months, marketing-related examples lead the way.
BENEFITS AND BARRIERS

6. Live video’s unique ability to add an authentic human element to digital communication is clearly the greatest perceived benefit by the respondents (combining responses #1, #2 and #5 below). The next biggest advantage is the interactive nature of the experience (combining responses #4 and #6 below). When asked to rank the perceived benefits of conducting live streaming video events, executives listed these:

a. More authentic interaction with the audience (79%)

b. Bring a human element to digital marketing (63%)

c. Creating a library of video content that can be viewed or re-purposed later (61%)

d. Learning from the real-time audience feedback (60%)

e. Product story communication directly from our main product experts (48%)

f. Ability to adjust program content based on audience feedback (44%)

7. As with many new emerging technologies, available time and money are the biggest barriers to getting started. However, just under that more obvious surface, some barriers specific to a new communication channel like this exist: No internal champion (23%) and Lack of knowledge of the benefits (19%).
8. Nearly half of the respondents who have conducted live streaming video events said they relied on external resources to help with the production aspects (audio/video). This echoes the early days of other digital marketing channels such as email marketing and social marketing, where brands sought the help of agencies prior to developing in-house expertise.

9. The survey data indicates that there are opportunities for different types of agencies to help support their brand and retail clients with this emerging trend. Over half of the respondents said they plan to use outside agency help to support their live streaming video events in the future. About a quarter of those said they plan to use a video production company and a fifth said they plan to use their live video platform vendor’s production services. 10% said they plan to use a digital marketing agency and even less would use a PR firm, which seems to indicate these agency types may miss out on the growth of live streaming video as the next digital marketing channel if they don’t make it part of their capabilities.

### PRE-RECORDED VIDEO VS. LIVE VIDEO

10. Looking ahead to 2016, respondents ranked the importance of pre-recorded video just slightly ahead of live streaming video. However, about two-thirds...
ranked live streaming video as Important, Very Important or a Top Priority. Respondents from Retail companies ranked the importance of live streaming video slightly higher than respondents from Brands.

11. Budgets allocated for video (including both live video and pre-recorded video) are set to either stay even with 2015 or to increase (in 25% of the cases). Live video and pre-recorded are on par with each other as far as budget adjustments up or down for 2016 (expressed as a percentage).

Budgets allocated for video (including both live video and pre-recorded video) are set to either increase (for 25% of the respondents) or to stay the same between 2015 and 2016.

**WHAT ARE YOUR 2016 BUDGET PLANS RELATED TO VIDEO MARKETING?**

**PRE-RECORDED VIDEO**

- **4%** $\downarrow$ BUDGET WILL DECREASE
- **25%** $\uparrow$ BUDGET WILL INCREASE
- **71%** $\leftrightarrow$ BUDGET WILL BE ABOUT THE SAME

**LIVE STREAMING VIDEO EVENTS**

- **8%** $\downarrow$ BUDGET WILL DECREASE
- **24%** $\uparrow$ BUDGET WILL INCREASE
- **68%** $\leftrightarrow$ BUDGET WILL BE ABOUT THE SAME
OTHER CHARTS

DOES YOUR COMPANY HAVE A DEDICATED IN-HOUSE VIDEO PRODUCTION TEAM OR PERSON?

- Yes: 30%
- No: 65%
- I Don’t Know: 5%

NUMBER OF EMPLOYEES

- 1-49: 14%
- 50-150: 17%
- 150-500: 9%
- 500-1,500: 7%
- 1,500-3,000: 13%
- 3,000+: 0%

DOES YOUR COMPANY HAVE A DEDICATED IN-HOUSE VIDEO PRODUCTION TEAM OR PERSON?

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- 3,000+: 0%

DEPARTMENT

- Marketing: 30%
- Sales: 20%
- Miscellaneous: 10%
- Corporate/CEO/Executive: 5%
- Accounting/HR/Admin/IT: 5%
- Management/Operations: 5%
- Brand/Customer Relations: 5%
- E-commerce: 5%
- Video/Media: 5%
- Sales & Marketing: 5%
- Product Development/Manager: 5%
- Training: 5%
- Consulting: 5%

WHICH LIVE VIDEO PLATFORM(S) HAVE YOU USED? WHICH LIVE VIDEO PLATFORM(S) DO YOU PLAN TO TEST?

- Live Interactive Video Platform: 80%
- Webinar Platform: 70%
- Live Streaming Platform: 60%
- Mobile Consumer Platform: 50%
- Miscellaneous: 40%

- Plan to Use: 40%
- Have Used: 0%
WRAP-UP

CONCLUSION

Based on the results of this survey, the unique advantages that live streaming video provides for businesses—adding authentic human interaction to digital communication, creating new video content for re-purposing later, enabling real-time audience interaction—will lead to increased use by consumer product brands and retailers in 2016.

Popular use cases in 2015 were simulcasting an in-person live event, educating employees, and some marketing-related events. For 2016, survey respondents indicated that many of these use cases will continue, but there will be increased focus on conducting consumer panels and marketing-related events.

However, some barriers still stand in the way of massive adoption of live streaming video by businesses, including a lack of available staff resources, lack of budget, and live video being lower on the priority list than other initiatives competing for the same resources.

Despite these barriers, live streaming video appears to be on par with pre-recorded video when it comes to priorities and relative budget levels in 2016. It is clear that several innovative consumer product brands and retailers are exploring live streaming video as the next potentially important digital communication channel and they are finding valuable use cases to help their business in a variety of ways.

ABOUT THIS SURVEY

This survey was conducted by Brandlive, Inc. in December 2015 and January 2016. 208 people responded to the survey. Responses were solicited from a variety of professionals, mostly targeting those working at consumer product brands and retailers. Survey Monkey was used to collect the data and additional analysis of the survey data was conducted by Riley Research.

This survey is not considered a scientific survey, as the audience was self-selected, and therefore a margin of error cannot be applied as it would to a scientific survey. However, if it were assumed that the sample represented a random sample, 208 responses would be considered to have a margin of error of approximately +/-7% at a 95% level of confidence. The margin of error increases for the smaller sample sizes.

ABOUT BRANDLIVE

Brandlive, Inc. helps consumer product brands and retailers solve Go-to-Market challenges such as expensive and inefficient product training methods and lack of authentic engagement with consumers and influencers during product launches and other key marketing initiatives. Brandlive’s cloud-based platform seamlessly combines live streaming video with social interaction and product merchandising, enabling brands to bring their product experts directly to global digital audiences on any connected device. Brandlive has been embraced by major brands to conduct product training, marketing and eCommerce events. Companies such as GoPro, Nest, Levi Strauss, adidas, Walmart, REI, Pottery Barn, and Rockwell Tools use Brandlive to launch products, increase eCommerce sales, create innovative live marketing programs and conduct more cost-effective sales training.

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FOR MORE INFORMATION, VISIT www.yourbrandlive.com
Which of the following best describes your situation related to live streaming video for training or marketing?

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<th>Total Participants</th>
<th>MIS / TECH</th>
<th>SALE</th>
<th>MANAGE</th>
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<td>My department or a related department has conducted one or more Live Streaming Video events in the past 12 months</td>
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Chi-Square: 0.024, 0.015

What are the primary barriers keeping your company from using Live Interactive Video more?

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<td>Lack of knowledge of the benefits</td>
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<td>Lack of time to plan</td>
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