

VIDEO AS THE COMMUNICATIONS PRIORITY FOR THE 21ST CENTURY

A Contrast of Generations

Millennials	Older Workers
Accustomed to receiving information quickly and from multiple sources in real time and processing it immediately.	Used to receiving information about it, and digesting it.
Like to parallel process and multitask — i.e., listen to music, talk on the phone, and answer email all at the same time.	Like to proceed step-by-step and do tasks in order.
Prefer to look at graphics and then maybe read the text.	Read text first and then review graphics.
Like to work in peer groups.	Like individual work.
Are more learner-centered with teacher as a guide.	Are more teacher-centered with teacher as the “sage.”

Have little tolerance for delays; expect Web pages to load immediately; generally respond quickly to email.	Are happy when the technology works; show more patience but also experience frustration; tend to do less experimenting with technology but use it for the purpose it was intended and in the manner instructed.
Prefer to “construct” their knowledge from experiences.	Prefer to receive instruction in a logical sequence and understand what they are going to learn and its purpose.
Prefer to interact with peers.	Like the role of listener or viewer.
Tend to be more visual and kinesthetic learners.	Tend to be more text-based learners who are careful observers.
Are flexible, adaptable, and comfortable with the uncertainty that characterizes their change driven world.	Resist change and are uncomfortable with doing things differently but generally find coping strategies to live in this change-driven world.

According to a separate study by Deloitte, 62% of Millennials and 41% of Xers watch YouTube or other video streaming sites.

According to Comscore, in May 2007, nearly 75% of U.S. Internet users watched an average of 158 minutes of online video during the month.⁴

Millennials want communications experiences that are richer, portable and integrated. They want to download and play songs and videos, send text messages, conference with colleagues and friends, and exchange pictures or videos on whichever device they are using. And they don't want to be tied to any one location to do it.

The truth is that the long-anticipated convergence of TV and the computer is happening faster than anybody predicted. It's happening now. Let's look at just a few data points on this: Around 10 billion videos are viewed monthly online in the U.S. alone On YouTube 13 hours of content are uploaded every minute The number of people consuming video on their PCs is higher than ever before. In France over 120 million hours of video content is watched per month while over 3 million mobile phone subscribers use their phone to view a video

So online video is here to stay and evolving faster and in more dynamic ways than anyone imagined, even a few years ago. As for the business questions: the market potential of online video distribution may be in its early stages, but it's here and growing fast.

The online video advertising market is set to be worth over a billion dollars by 2010, will reach over \$3 billion by 2012, and over \$5 billion by 2013

People want solutions for searching, discovering, watching, and interacting with video. And you, as content providers, are looking for new audiences and new revenue channels. Given these demands, how can we take advantage of this massive market opportunity?

Ultimately, the online video experience is about empowerment. Consumers of online video are empowered to be their own content programmers, consuming the relevant mix of mass, niche and personal media they demand. Advertisers are empowered through data to better understand and engage with their audiences. And content owners are empowered, through sophisticated identification tools, to control their content and make smart business decisions with their content.

Online Video a Win-Win

For the first time, young adults are spending more time in front of the computer each week than the television screen, according to Ipsos Insight. The Pew study found that news and educational videos make up more than half of the videos streamed online, followed next by comedy and music videos.

According to Pew Internet Project, 57% of all Internet users watch online videos. One in five of these users watch videos daily.

For the first time, young adults are spending more time in front of the computer each week than the TV screen, according to Ipsos Insight. But its not just the "YouTube generation" devouring video content. More than half of all Internet users ages 30-49 watch videos online, a proportion exponentially larger than just two years ago.

On Demand Is in Demand by Millennials, Motorola Study Shows

70% feel their expectations and demands are far greater than their parents' for rich media experiences (such as mobile TV or video) and on-the-go broadband access.

84% expressed interest in archived TV programs and movies available on demand.

Finding are based on online panel survey among 1000 members of the Millennial generation in the United States, ages 16-27, April 18-23, 2008. The sample included 500 men and 500 women. Millennials currently account for 17% of the total U.S. population.

Over the next five years, I'd guess that video will become a much larger channel for us to convey and receive information. If pressed to pick a winner, I'd place my bet on video. However, there will continue to be a place for audio in the foreseeable future, like during a car commute.

Source: [ABA Journal](#), December 2008 issue.



Motorola Survey Reveals Media Mobility is Key for the Millennial Generation

Media Mobility:

Having the option to shift TV programmes from the set-top at home to a mobile device enticed 81 percent of Millennials, demonstrating strong interest in increased media mobility

62 percent would be interested in watching 15 minute mobile versions of 30 minute TV programmes and 61 percent would be interested in a three-minute version of their favorite shows on their mobile device.

Millennials do not passively digest content; they are increasingly looking to interact with what is on the screen:

Over half of those surveyed would like to be able to interact with their TV and accessing information about the content they are watching

Millennials: The Future is Now How to position services to Establish customer loyalty among Millennials

This is a generation of natural-born technologists. They are willing to create their own mash-ups of services, and as a result are simply looking for someone to provide a venue or platform over which they can support their lifestyle. As a group, they are specifically interested in service providers that let them harness technology in a way that allows them to get their work completed quickly and access their entertainment in short segments. For this reason, Millennials are sometimes referred to as the “snack” generation for their desire to work and play in short intense segments.

What these studies (and the general market success of the iPhone) seem to show is that Millennials want products that will simultaneously work with different media types (voice, data, video) and mediums (wired and wireless) to support their lifestyle and interactions with friends, family and co-workers.

Print, Video, or the CEO: The Impact of Media in Teaching Leadership with the Case Method

Our investigation shows, via qualitative and quantitative means, that the leader's presence, even through video, significantly affects student engagement and can substantially enhance impressions of leadership effectiveness.

Do medical students watch video clips in eLearning and do these facilitate learning?

Video-watching was associated with a better course grade.

Conclusions: Students who watched video clips were more active in using collaborative eLearning tools and achieved higher course grades.

U.S. Mobile TV and Video Poised for Continued Growth

The online survey of approximately 1,000 U.S.-based mobile subscribers between the ages of 18 and 35 reveals some compelling new insights into the evolving viewing habits and preferences of today's consumer.

The 2009 independent Market Tools survey shows that consumers are confident in the uptake of mobile TV and video, with 78 percent expecting an increase in usage by 2010.

Communicating in the YouTube Era: Using Video to Reach Employees

Best Practices For Using Video In Employee Communications

1. Find the hook. Employees will decide in the first few seconds whether they will watch a video or not. Draw them in with an interesting hook.
2. Entertain. People love entertainment. A fast-paced and visually interesting video will keep employees' attention to the end.
3. Keep videos as short as possible. Use only the minimal amount of time necessary to get information across--in general, the shorter, the better. On average, videos for employees should range from two to five minutes.
4. Synchronize with the IT department. Know what the capabilities are of your company's computer network and of employees' computers. Employees will not watch even the most exciting video if technical problems make it difficult to view.
5. Remember that video is a visual medium. Go beyond the talking head. Explore the palette of options that video provides to "show" the story.
6. Think small (in size). Most employees do not watch videos in full-screen mode on their computer. Use close-ups and ensure that the images are clear even in a small format.
7. Draw attention to the videos. If possible, place videos on the intranet home page. A video needs to be within two clicks for employees--buried videos will not get the message across.
8. Provide alternative ways to get the content. To reach employees who do not have computers, also offer the information in text form, on a DVD or work with their managers to communicate the information to them.

Research has shown that most people remember what they have watched compared to what they have read.

Emmanuel Ogol, the founder of JobPlant.co.uk, said: "Video is infinitely more powerful than the written word. It grabs viewers' attention, makes the person behind the video more believable and content is delivered in an interesting and consistent manner."

The Number of Online Shoppers Who Watch Retail Videos Grew 40% in a Year (2008)

Source: Video Usage in E-Commerce: The Best is Yet To Come, PR News, April 13, 2009



Safety and Engaging Young Workers

The next generation of workers, particularly those under 30, grew up with video games, instant messaging, e-mail, MySpace and YouTube.

This generation is accustomed to dealing with multiple mediums simultaneously. As a result, lecture-based learning bores them. Some studies even suggest that they have difficulty processing lectures which last more than 30 minutes (Aldrich, 2003).

Adding a video spokesperson to a website is statistically shown to improve customer conversion ratios by as much as 30-40%

According to some statistical studies on website usage, six seconds is all the time available to capture a viewer's attention. In this amount of time, the video spokesperson can direct the visitor's attention to gateway pages, driving them closer to the purchase path. Text based content is effective in many ways, but it does not have the same type of impact on the visitor as an online spokesperson, who is more likely to retain more visual information.

Adding video to email marketing boosts clients' interactions – such as opening an email or clicking on the, by as much as 200-300%

Source: Marc Fleishacker, Ogilvy Consulting Manager. Wall Street Journal

