vidyard

The State of Video in Remote Work

Table of Contents

Introduction

When COVID-19 came into our lives, businesses everywhere immediately adopted new technologies to stay connected with customers, employees, and their teammates while working remotely.

Central to this shift has been the rise in popularity of online video as the next best thing to being there in person.

Vidyard and Demand Metric recently partnered to understand how organizations and business professionals are using video while working remotely, what non-traditional use cases have emerged, and what impact video is having.

The following report shares insights from more than 300 study participants.

Glossary and Key Findings
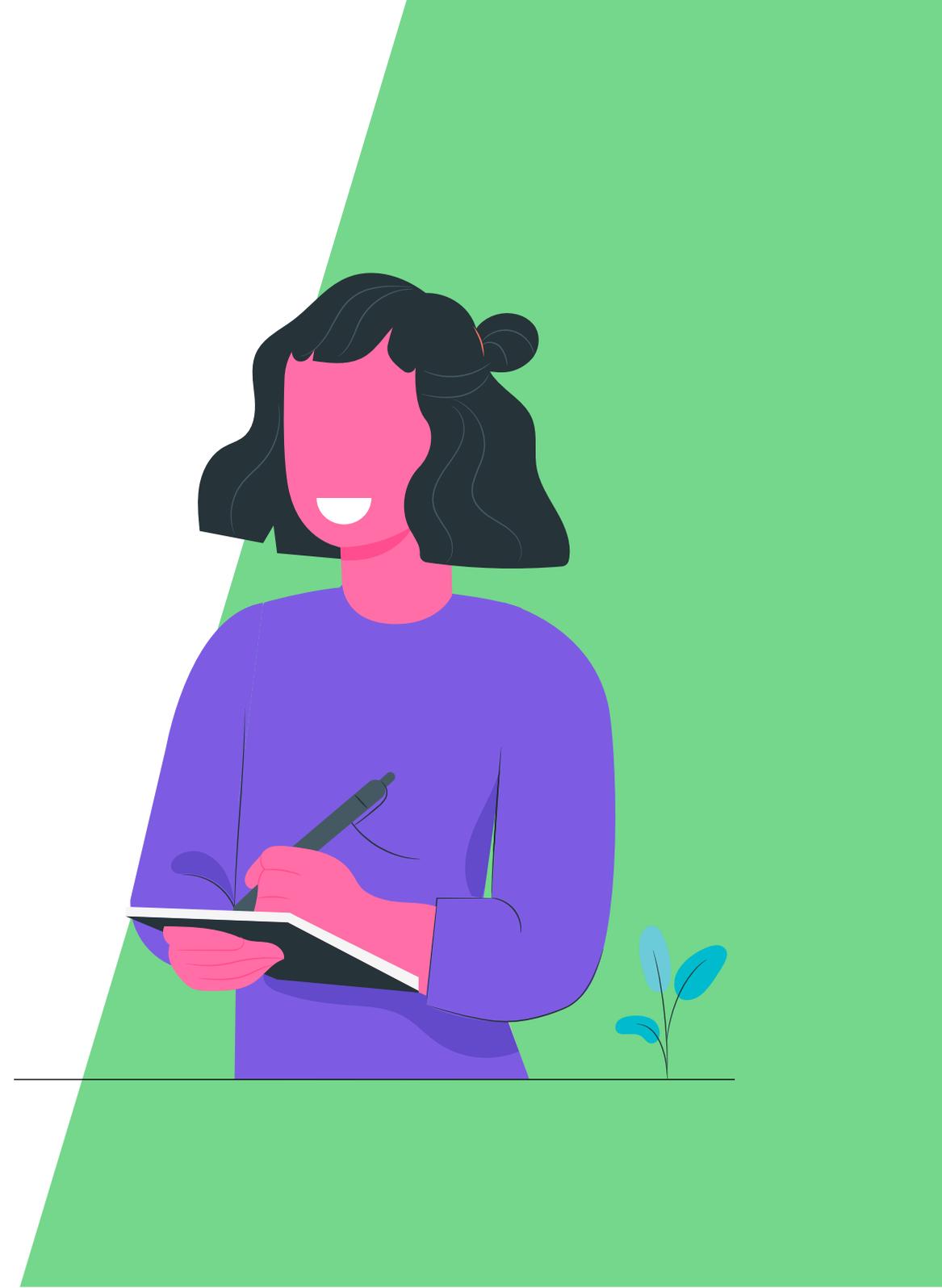
We provided study participants with the following definitions of synchronous and asynchronous communication.

Synchronous communication is communication between two or more people that takes place in **real-time.**

One person says something and the other receives that information instantly and has the ability to respond straight away. Common examples include **face-to-face conversations, phone calls, and video conferencing**. In some contexts, synchronous communication may also include chat and messaging platforms.

Asynchronous communication is communication between two or more people that happens **time-shifted.**

One person shares something and the other responds at a later time when they receive that message or when they've had time to process the information in it. Email is one of the most common examples. **Recorded, asynchronous videos fall into this camp.**

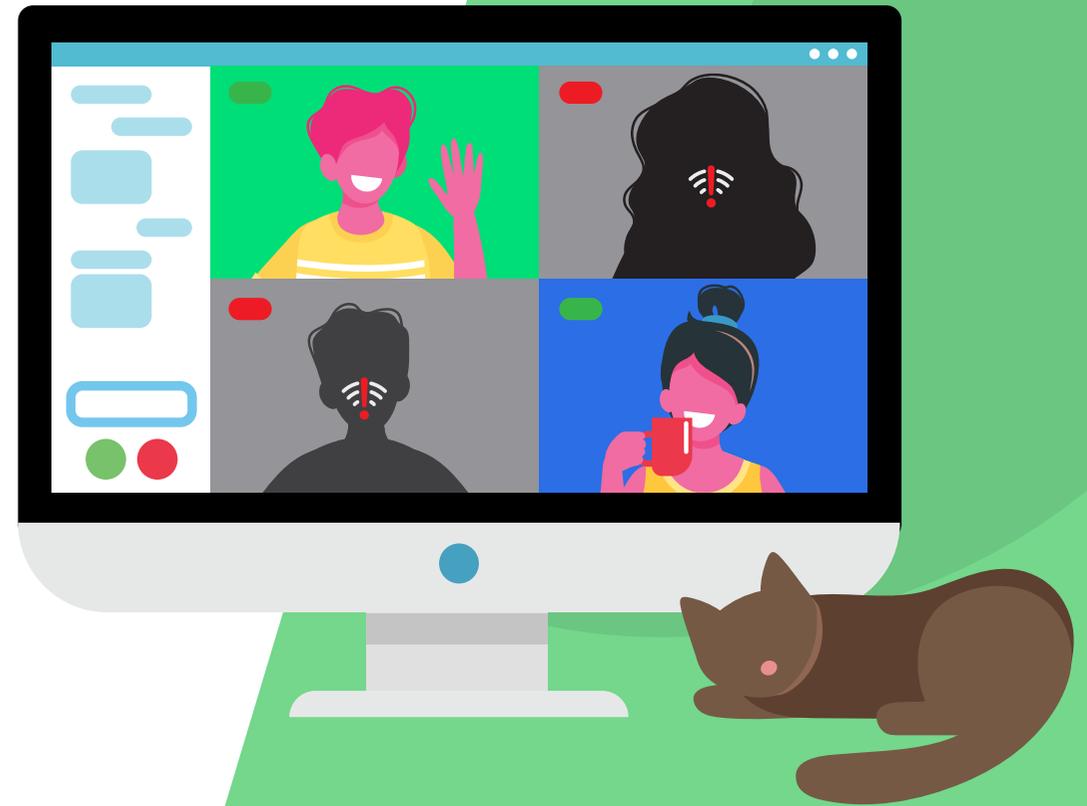**Key Finding #1**

Working from home, social distancing, and travel restrictions have led to an increase in business video usage.

87% of respondents are using more synchronous video than ever before and **55% of respondents** are using more asynchronous video than ever before.

94% of real-time, synchronous video users report they're encountering challenges or barriers to using it effectively.

The 64% of study participants who track video engagement metrics such as average viewing duration are more likely to report they're satisfied with the value they're getting from video.
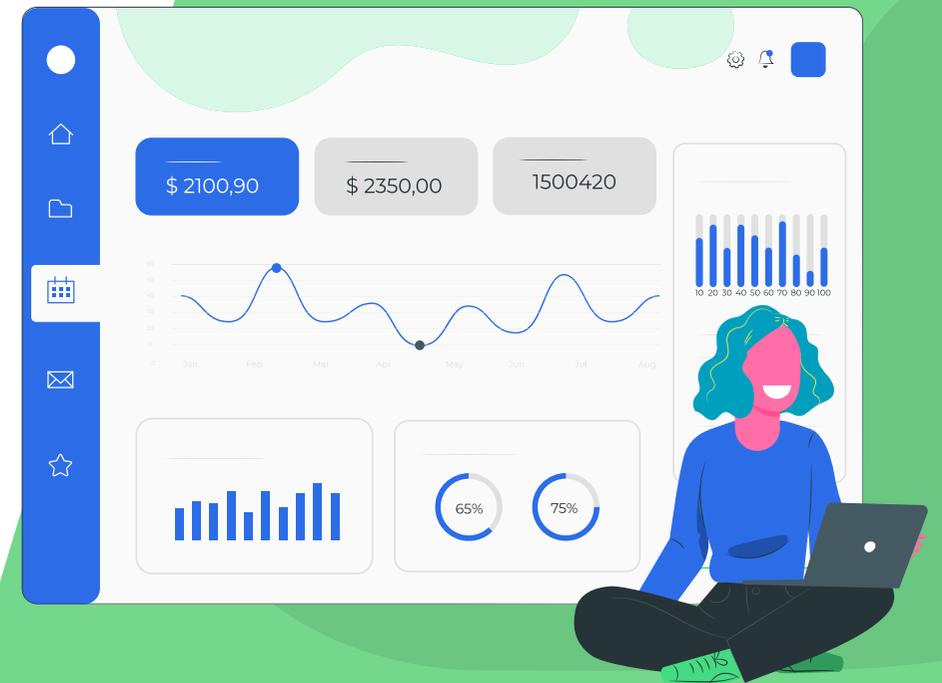
Study participants who are satisfied with the tool they use to create recorded videos are **88% more likely** to report an increase in revenue over the past 90 days.
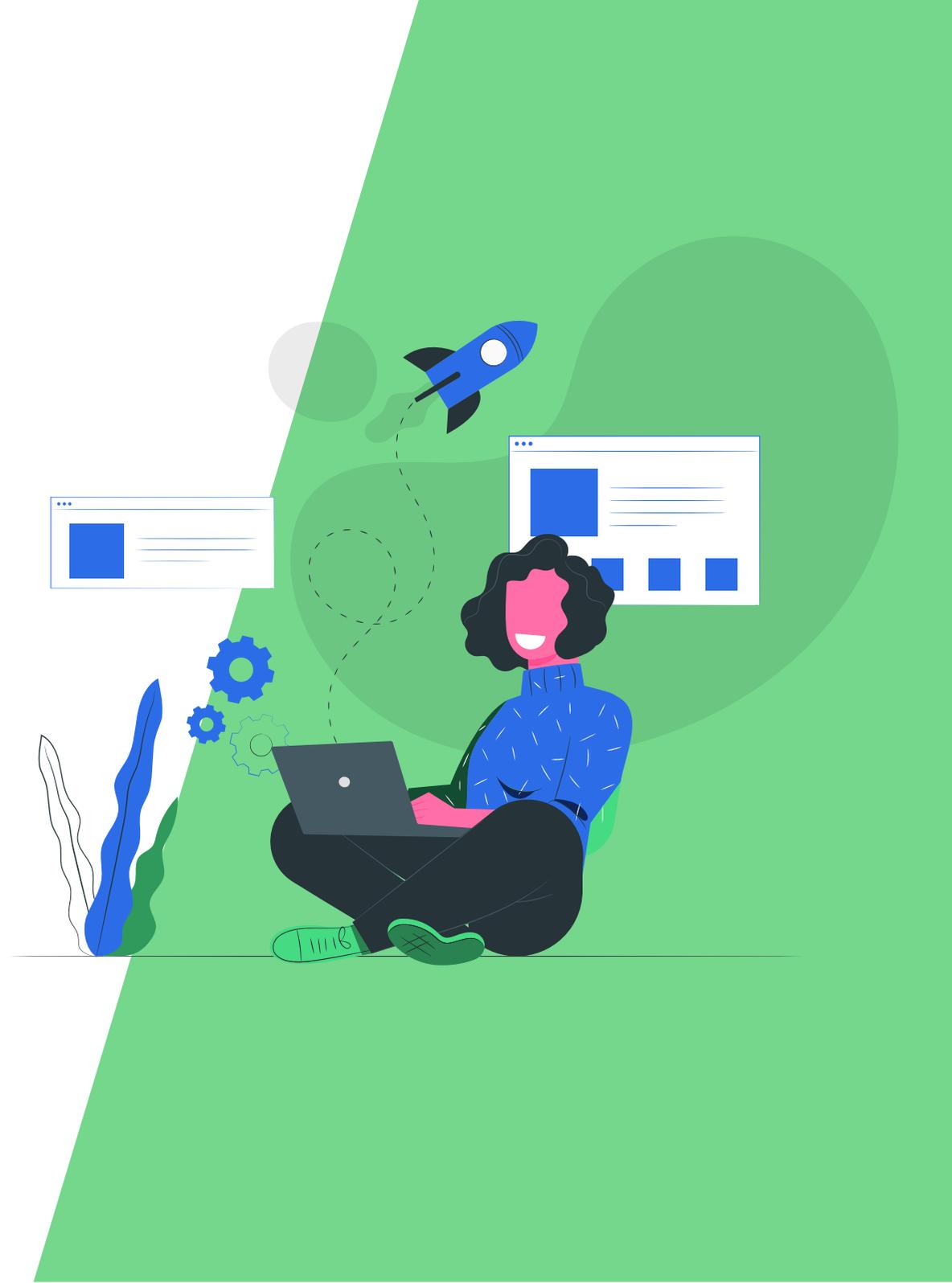
More than 50% of study participants report they're now recording and sharing on-demand, asynchronous videos to communicate with customers and employees, and collaborate with colleagues.

Adoption of Real-Time, Synchronous Video
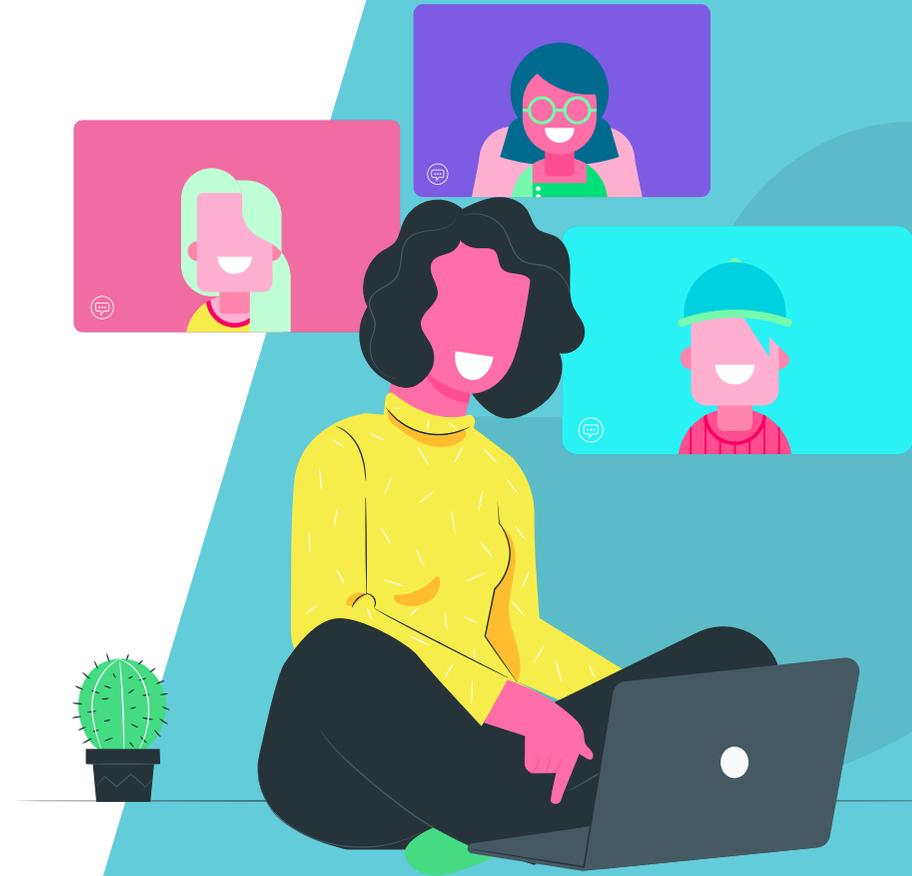
Adoption of Real-Time, Synchronous Video

Virtually all study participants report using real-time, synchronous video (Zoom, WebEx, GoToMeeting, Skype, Hangouts, etc.) for non-personal use, as **Figure 1** shows.

Figure 1

Do you use real-time, synchronous video communication for non-personal use?

95%
Yes

5%
No

Most people count on real-time, synchronous video communication to do their job.

The Growing Use of Synchronous Video

The current climate has had a major impact on the use of video. The vast majority of this study's participants report they're using more real-time, synchronous video for business purposes than ever before, as shown in **Figure 2**.

Figure 2
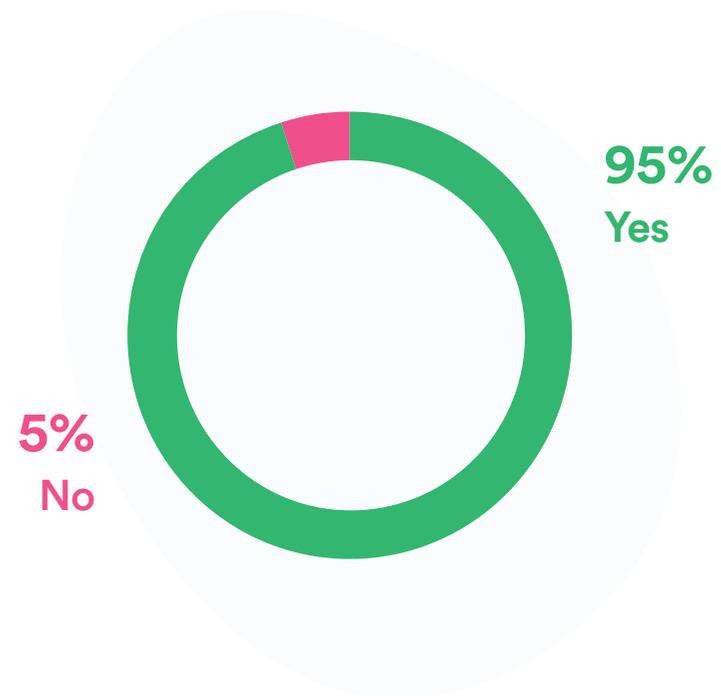
How has the current climate (work from home, social distancing, travel restrictions, etc.) impacted your use of real-time video communication for work or business purposes?
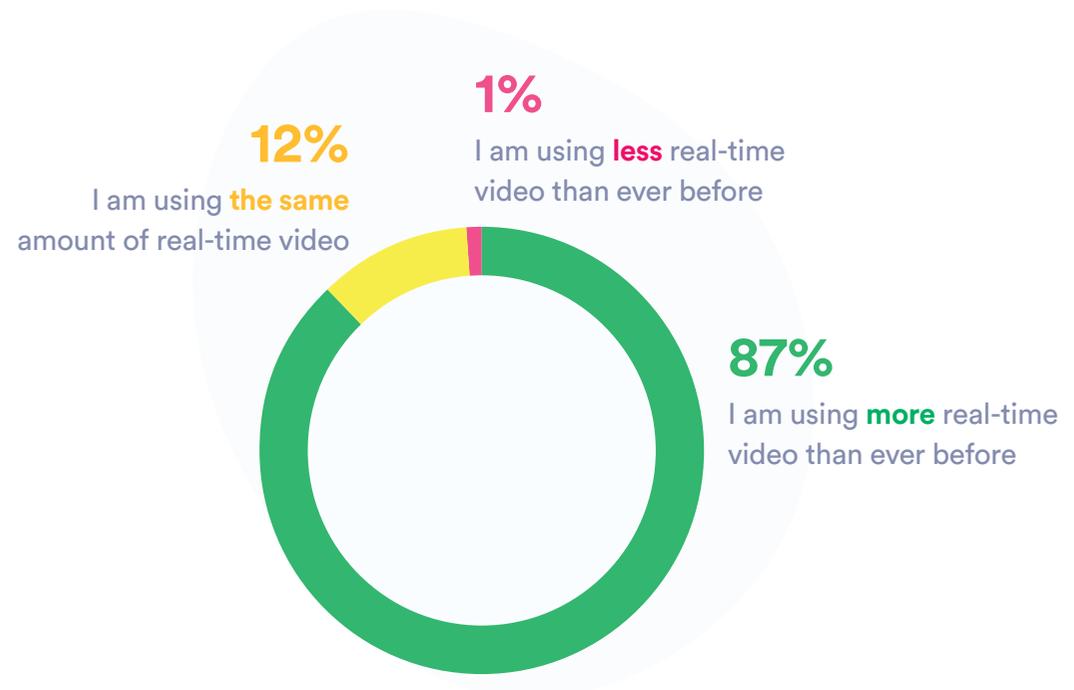
Working from home, social distancing, and travel restrictions have led to an increase in synchronous video usage.

12%
I am using **the same** amount of real-time video

1%
I am using **less** real-time video than ever before

87%
I am using **more** real-time video than ever before

Barriers to Synchronous Video Usage

There are numerous roadblocks to successfully leveraging synchronous video. Only 6% of this study's participants report they aren't experiencing any challenges with using real-time video, as **Figure 3** shows.

Figure 3

Which of the following are barriers or roadblocks to successfully leveraging real-time, synchronous video? Select all that apply.
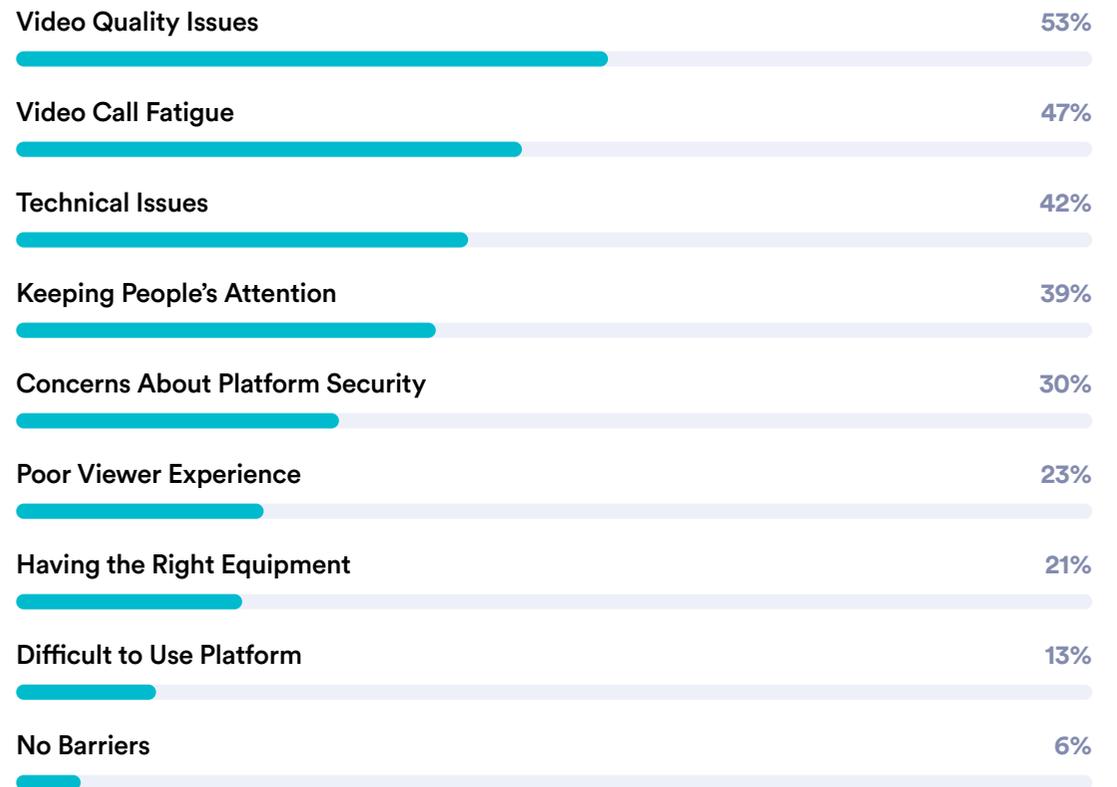
The top three barriers to effectively using synchronous video are video quality issues, video call fatigue, and technical issues.

Barrier	%
Video Quality Issues	53%
Video Call Fatigue	47%
Technical Issues	42%
Keeping People's Attention	39%
Concerns About Platform Security	30%
Poor Viewer Experience	23%
Having the Right Equipment	21%
Difficult to Use Platform	13%
No Barriers	6%

Use of Recorded, Asynchronous Video
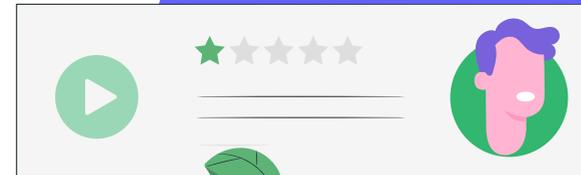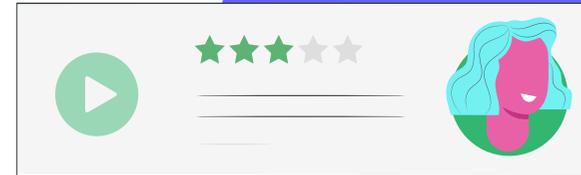
Adoption of Recorded, Asynchronous Video

Nearly half of this study's participants report using recorded, asynchronous video, as shown in **Figure 4**.

Figure 4

Do you use pre-recorded video for asynchronous communication?

Real-time video communication isn't the only game in town.

46%
Yes

54%
No
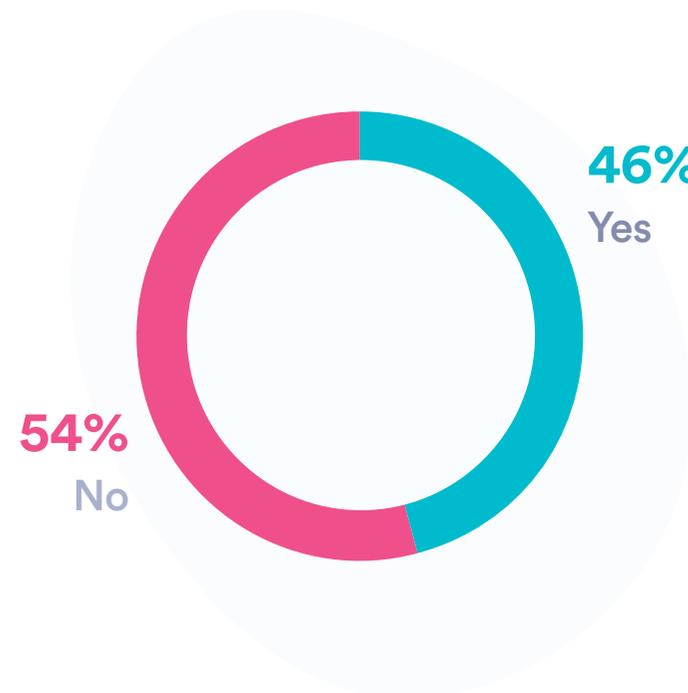
Trending Use of Asynchronous Video

One of the main objectives of this research effort was to identify and explore what non-traditional use cases for video have emerged since the COVID-19 pandemic began. The current climate has led to a significant increase in the use of asynchronous video, as **Figure 5** shows.

Figure 5

How has the current climate (work from home, social distancing, travel restrictions, etc.) impacted your use of recorded video communication for work, or business purposes?

The use of asynchronous video is on the rise.

11%
I am creating **less** recorded video than ever before

55%
I am creating **more** recorded video than ever before

34%
I am creating **the same** amount of recorded video
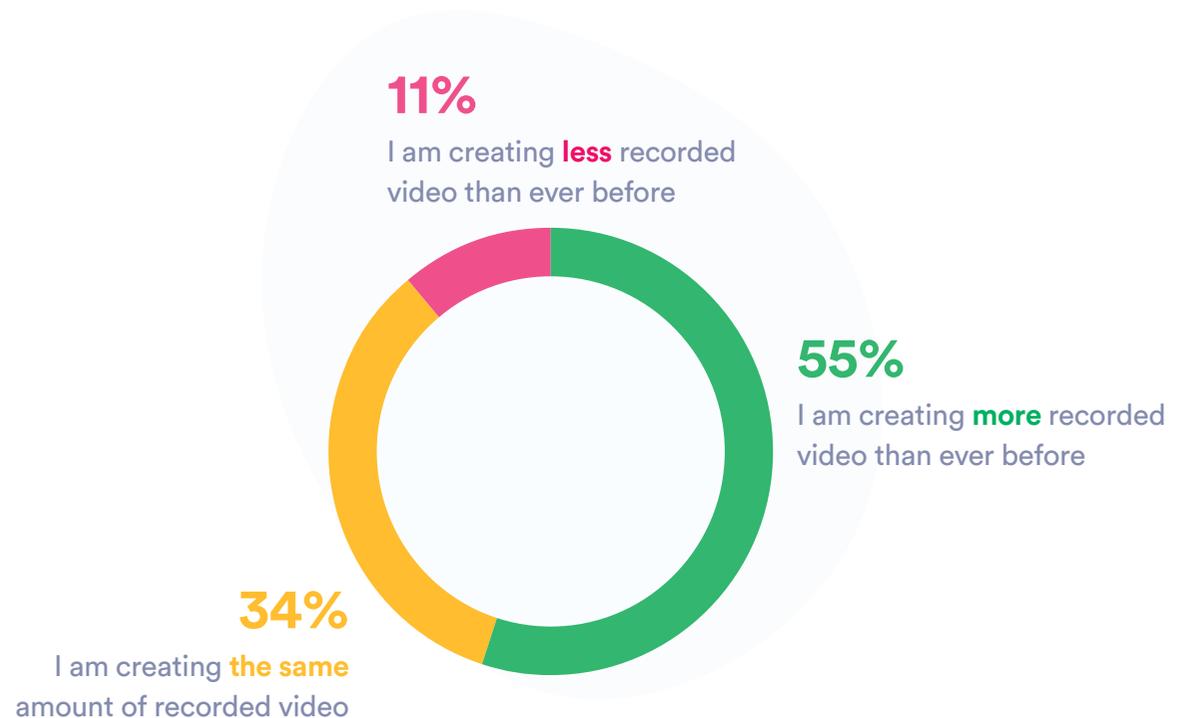
Why People Use Asynchronous Video

Over half of asynchronous video users report using pre-recorded video for convenience and the ability to work around schedules, as shown in **Figure 6**.

Figure 6

Why do you use recorded, asynchronous video?

Asynchronous video messages are helping people overcome the barriers to real-time video usage.

Convenience/Work Around Schedules	59%
Make Communication More Personal	38%
To Try Something New	35%
Reduce Number of Meetings	25%
Reduce Video Call Fatigue	22%
Reduce Length of Meetings	17%
Build Team Morale	11%
None	1%
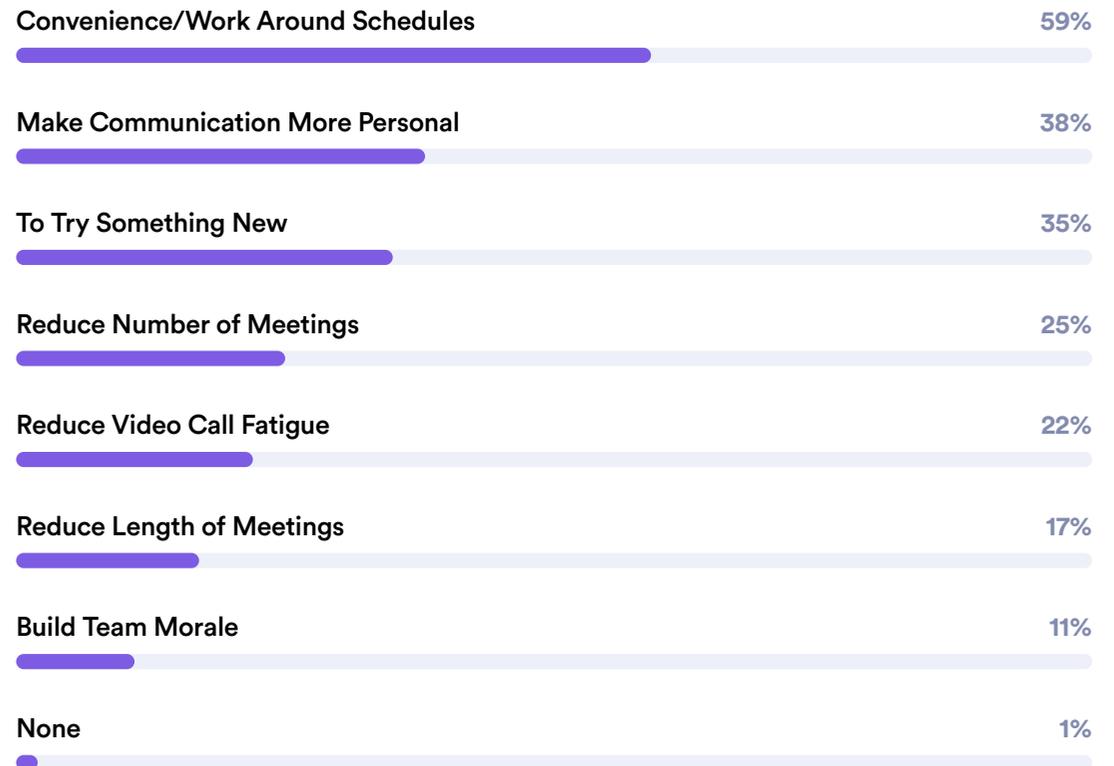
Barriers to Asynchronous Video Usage

Study participants report that hesitancy about being on camera is the biggest roadblock to successfully using asynchronous video, as **Figure 7** shows.

Figure 7

Which of the following are barriers or roadblocks to successfully leveraging recorded, asynchronous video?
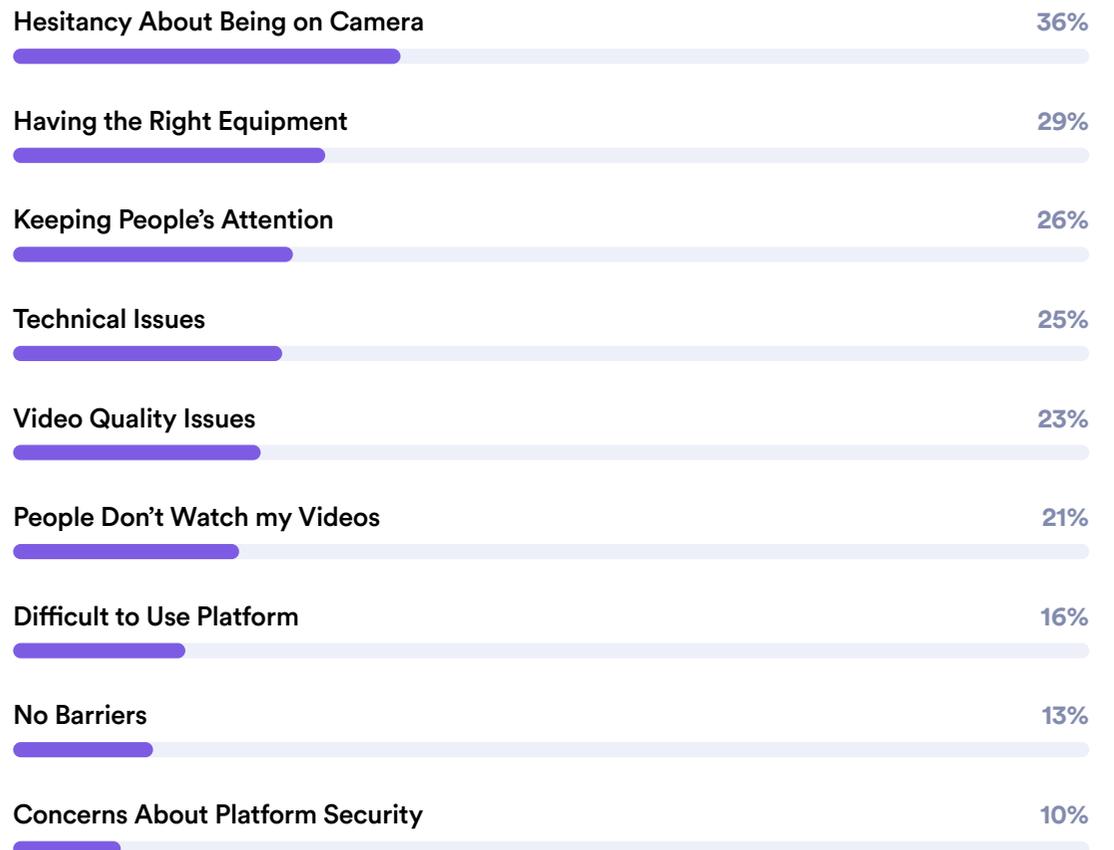
Very few study participants are concerned about asynchronous video platform security.

Hesitancy About Being on Camera   36%

Having the Right Equipment   29%

Keeping People's Attention   26%

Technical Issues   25%

Video Quality Issues   23%

People Don't Watch my Videos   21%

Difficult to Use Platform   16%

No Barriers   13%

Concerns About Platform Security   10%

Barriers to Asynchronous Compared to Synchronous Video Use

Asynchronous video users are less likely to report they're experiencing barriers to successfully leveraging video than synchronous video users, as **Figure 8** shows.

Figure 8

● Synchronous Video   ● Asynchronous Video

A comparison of the roadblocks to successfully using synchronous vs. asynchronous video.
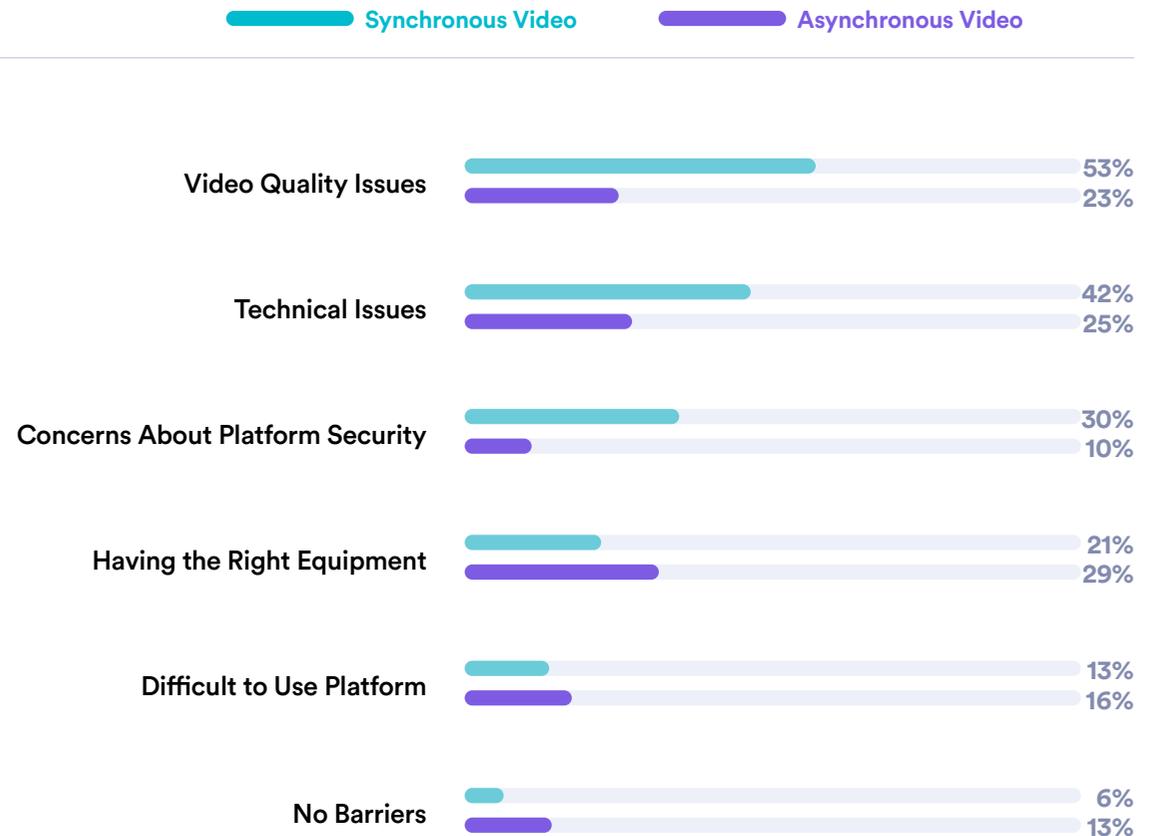
Asynchronous video users are more than twice as likely to report they're not experiencing any barriers compared to synchronous video users.

	Synchronous	Asynchronous
Video Quality Issues	53%	23%
Technical Issues	42%	25%
Concerns About Platform Security	30%	10%
Having the Right Equipment	21%	29%
Difficult to Use Platform	13%	16%
No Barriers	6%	13%

Asynchronous Video Creation Tool Satisfaction

Over half of study participants report they're satisfied or very satisfied with the tool they use to create asynchronous video, as **Figure 9** shows.

Figure 9

How satisfied are you with your video creation tool?
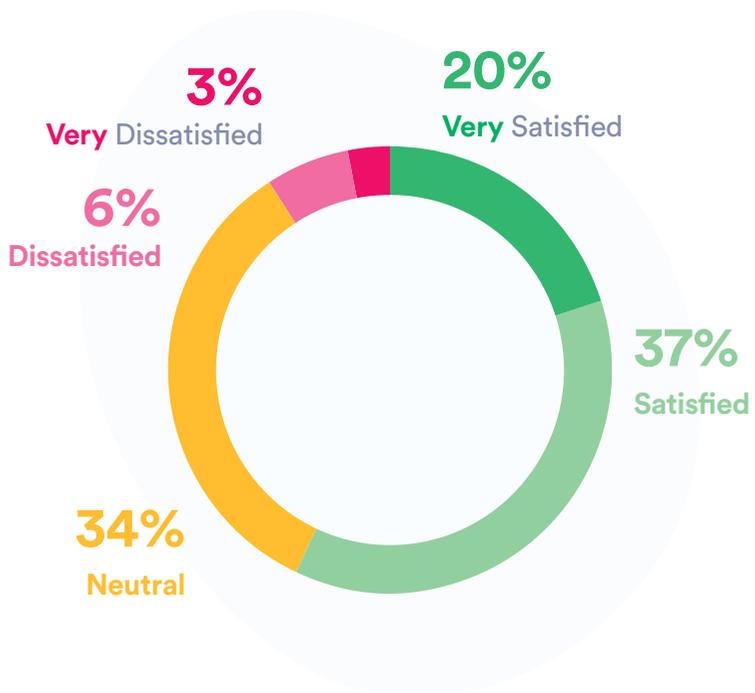
Study participants report high levels of satisfaction with the tools they use to create asynchronous video.

3%
Very Dissatisfied

20%
Very Satisfied

6%
Dissatisfied

37%
Satisfied

34%
Neutral

Asynchronous Video Creation Tool Satisfaction and Revenue Growth

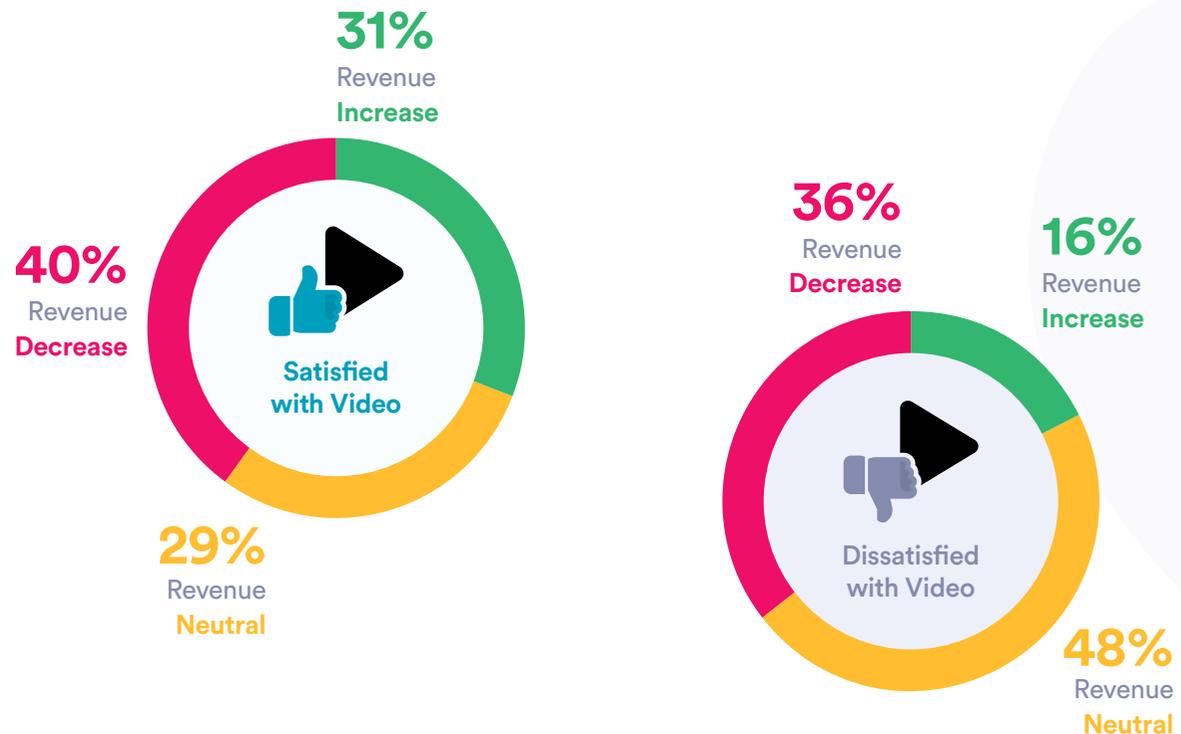Study participants who are satisfied or very satisfied with the tool they use to create asynchronous video are more likely to report an increase in revenue growth over the past 90 days, as **Figure 10** shows.

Figure 10

What statement best describes revenue growth at your company over the past 90 days?

There is a strong relationship between revenue growth and satisfaction with the tools used for creating asynchronous video.

31%
Revenue
Increase

40%
Revenue
Decrease

Satisfied with Video

29%
Revenue
Neutral

36%
Revenue
Decrease

16%
Revenue
Increase

Dissatisfied with Video

48%
Revenue
Neutral

How Different Teams Are Using Asynchronous Video

Job Roles of Study Participants

Marketers made up the largest segment of this study's participants, as **Figure 11** shows.

Figure 11

Which of the following best describes your role?

This study's participants consisted of a wide variety of roles and backgrounds.

2% Teacher/Faculty

2% HR/Talent Development

1% Customer Support

6% IT

7% Communications

12% Product Development/ Management

38% Marketing

15% Sales

17% Other (CEO, Services, Training, etc.)
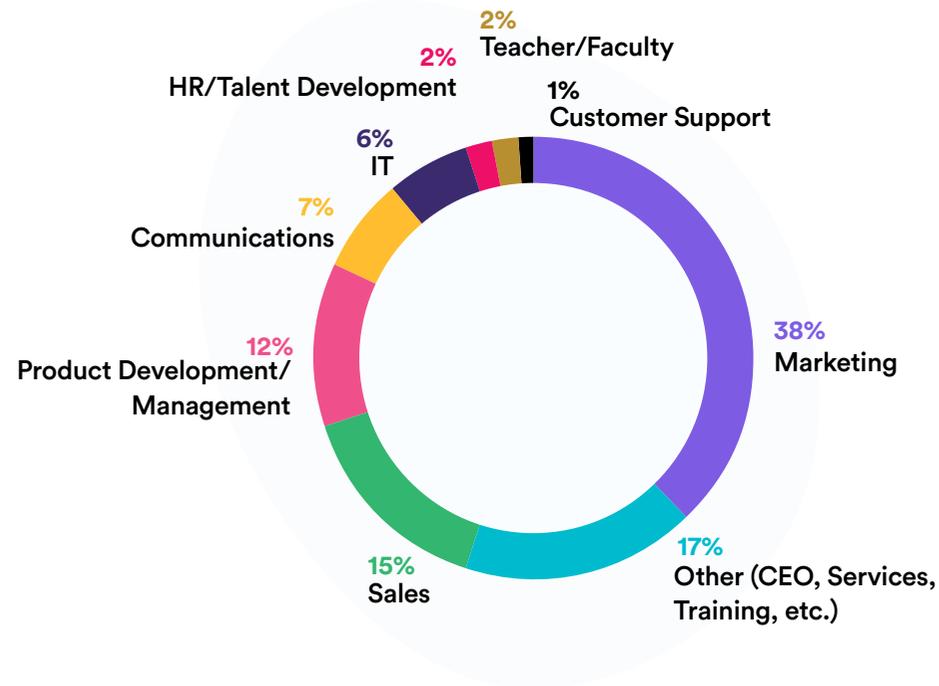
This section will provide real-world examples of how study participants report using asynchronous video in their role.

Marketing Use Cases for Asynchronous Video
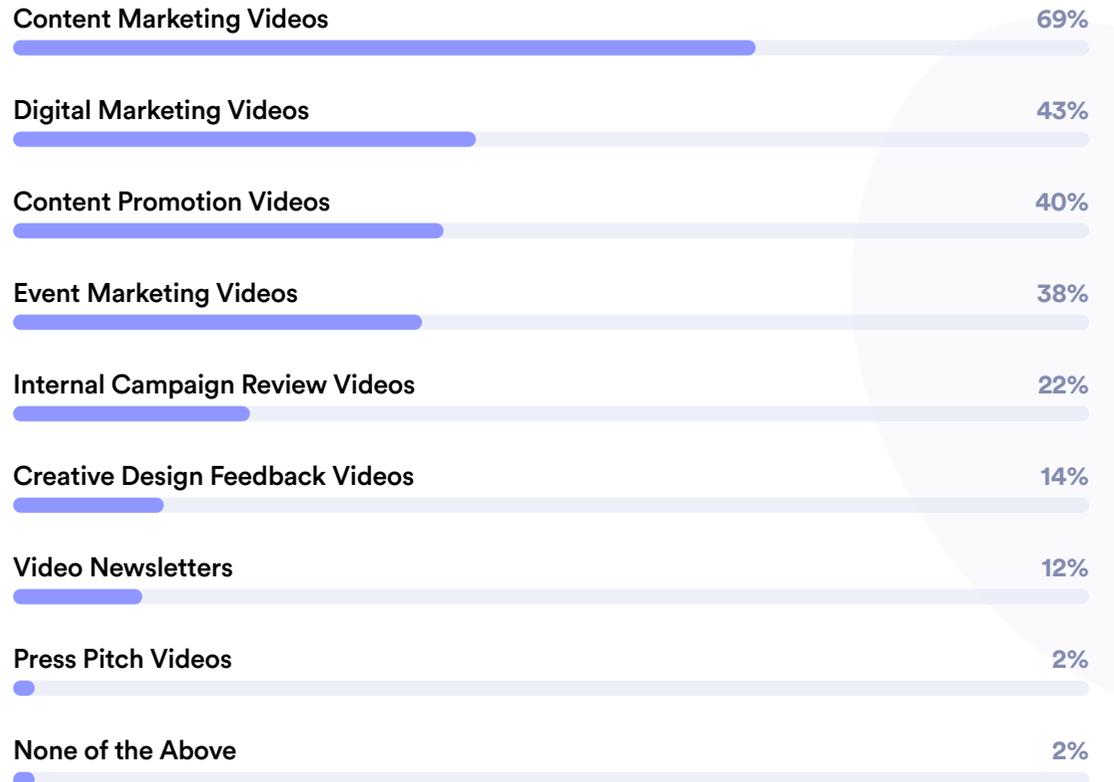
Marketers report that they most frequently use recorded content videos, as **Figure 12** shows.

Figure 12

As a member of the marketing team, what types of recorded video do you and your team create?

Marketers report using a wide variety of asynchronous video in their role.

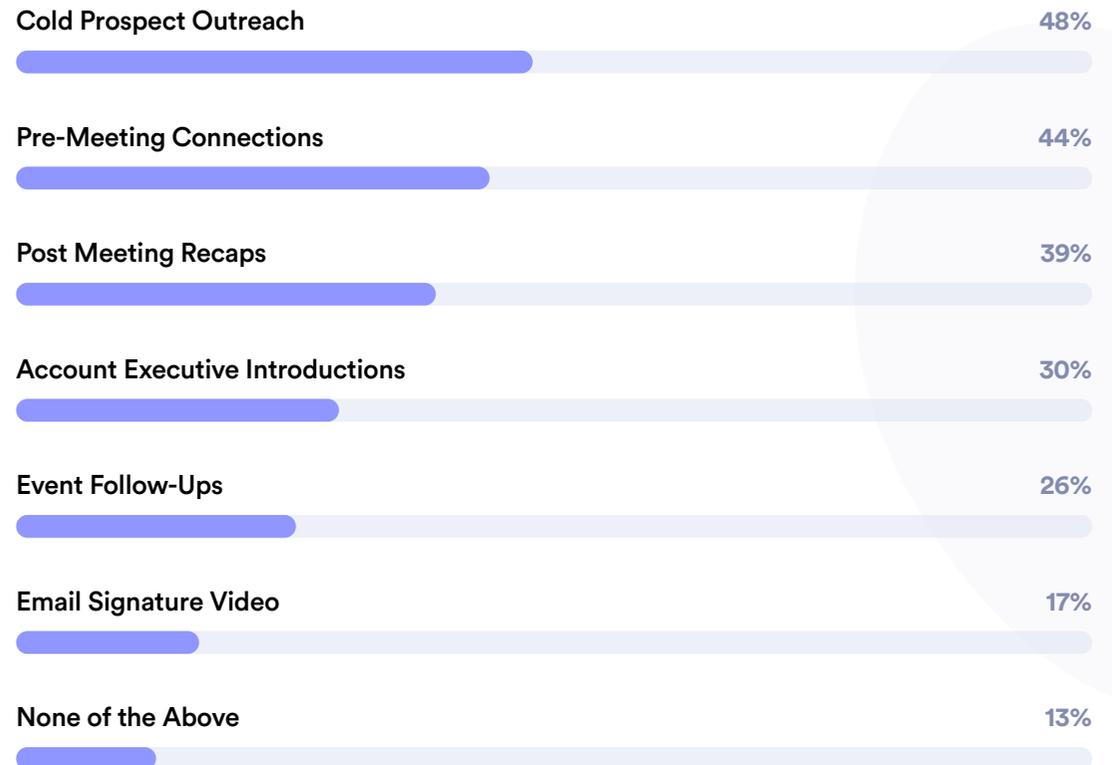|	
Content Marketing Videos	69%
Digital Marketing Videos	43%
Content Promotion Videos	40%
Event Marketing Videos	38%
Internal Campaign Review Videos	22%
Creative Design Feedback Videos	14%
Video Newsletters	12%
Press Pitch Videos	2%
None of the Above	2%

Sales Use Cases for Asynchronous Video

Cold prospect outreach is the most frequently cited asynchronous video use case for sales, as **Figure 13** shows.

Figure 13

As a member of the sales team, what types of recorded video do you and your team create?

Sales teams are using asynchronous video to connect with new prospects before and after meetings.

Cold Prospect Outreach   48%

Pre-Meeting Connections   44%

Post Meeting Recaps   39%

Account Executive Introductions   30%

Event Follow-Ups   26%

Email Signature Video   17%

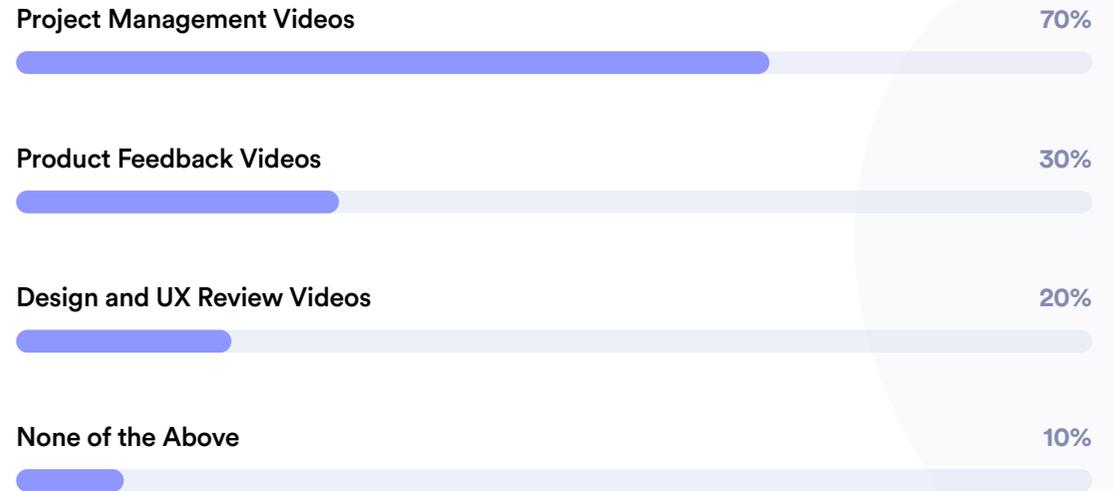**None of the Above**   13%

Product Development/Management Use Cases for Asynchronous Video

Product development teams report their teams most frequently use asynchronous video for project management, as **Figure 14** shows.

Figure 14

As a member of the product development/
management team, what types of recorded
video do you and your team create?

Asynchronous video helps
product development
teams share project
management updates.

Project Management Videos 70%

Product Feedback Videos 30%

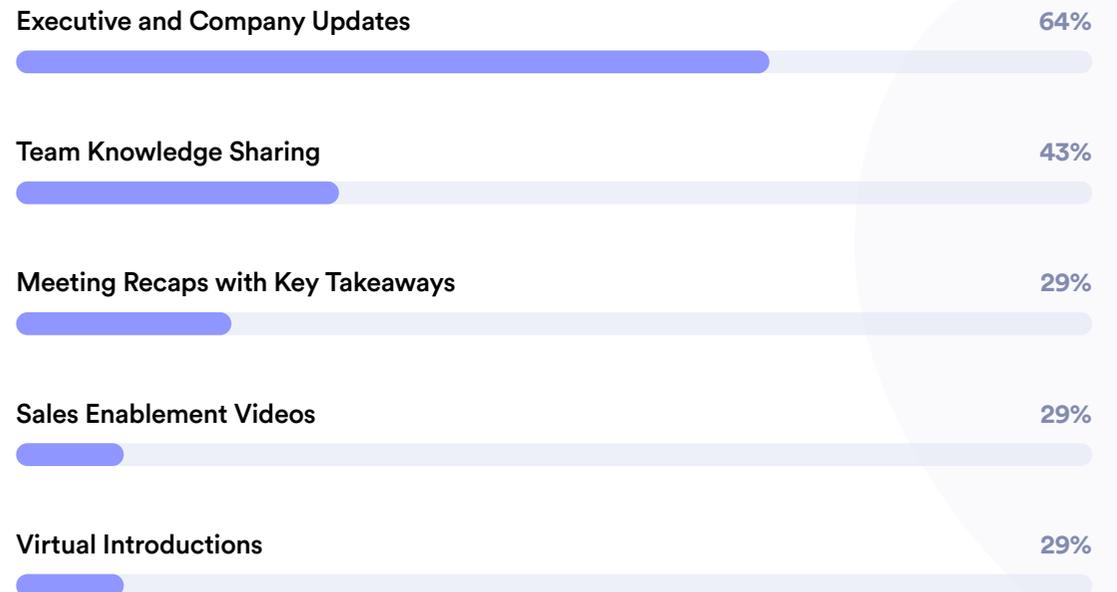**Design and UX Review Videos** 20%

None of the Above 10%

Communications Use Cases for Asynchronous Video

Communications professionals report several different use cases for asynchronous video, as **Figure 15** shows.

Figure 15

As a member of the communications team, what types of recorded video do you and your team create?

Asynchronous video is becoming a popular mechanism for sharing company and executive updates.

Executive and Company Updates — 64%

Team Knowledge Sharing — 43%

Meeting Recaps with Key Takeaways — 29%

Sales Enablement Videos — 29%

Virtual Introductions — 29%

Asynchronous Video Use Cases by Role

Other use cases were identified for a variety of job roles, as shown in **Figure 16.**

Figure 16

Customer Success/Support

Customer Support Videos
New Customer Welcome Videos
Customer Onboarding Videos
Customer Update Videos
Customer Nurture Videos

HR/Talent Management

Recruiting Videos
One-to-One Recruiting Videos
Pre-Screen Interview Invite
Job Offer Videos
New Hire Welcome Videos
HR Team Intro Videos

Real Estate

Cold Outreach Videos
Social Media Videos
Customer Testimonial Videos
Follow up Videos
Neighborhood Video Tours
Property Video Tours
Real Estate Drone Video Tours
Realtor Profile Videos
Educational Real Estate Videos
Property Contract Walkthrough Videos
Training Videos
Recruiting Videos
Follow-Up Videos

Finance/Legal

Internal Reporting Videos
How-To Videos for Employees
Contract Review Videos

Teachers and School Faculty

Distance Education Videos
Staff Communication Videos
Student Communication Videos
Parent Communication Videos

Trades

Client Update Videos
Proposal Walk-Through Videos
Service Showcase Videos
Tips & Tricks/Tutorial Videos
Troubleshooting Videos
Proposal Walkthrough Videos
Tips and Tricks/Tutorial Videos

IT

Internal Support Videos
Video Tutorials
Training Videos

# How Top-Performing
Video Users Operate
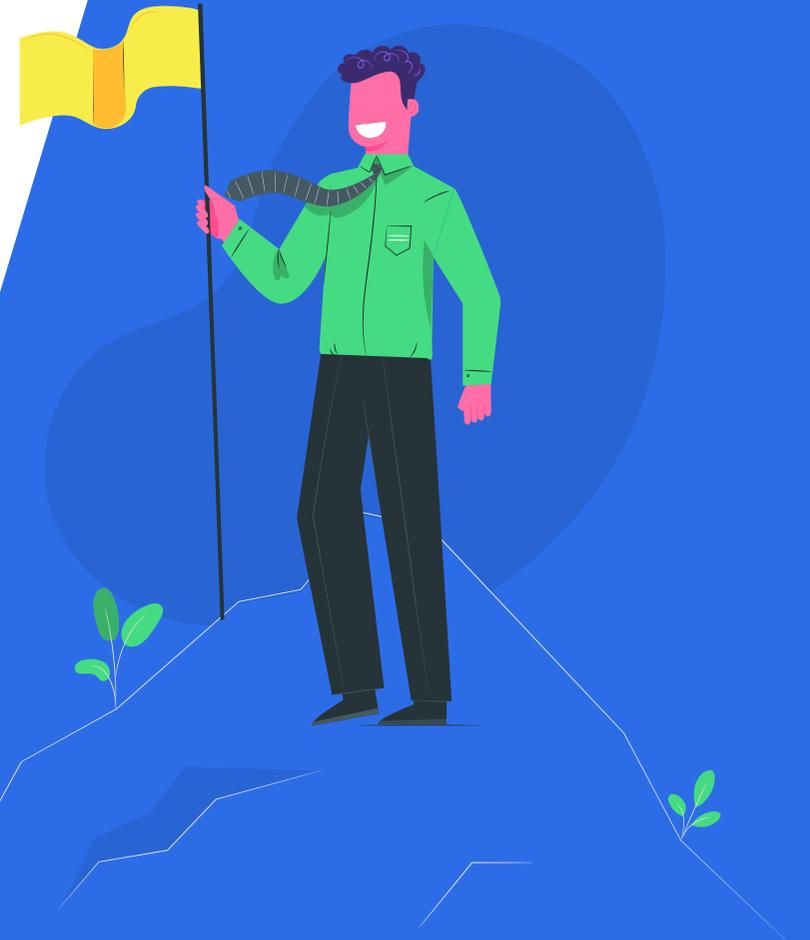
Overall Satisfaction with Video Use During the Pandemic

Over half of this study's participants report they're satisfied or very satisfied with the value they're getting from video—both synchronous and asynchronous—while working remotely, as **Figure 17** shows.

Figure 17

Overall, how satisfied are you with the value that you're getting from video in the current climate?
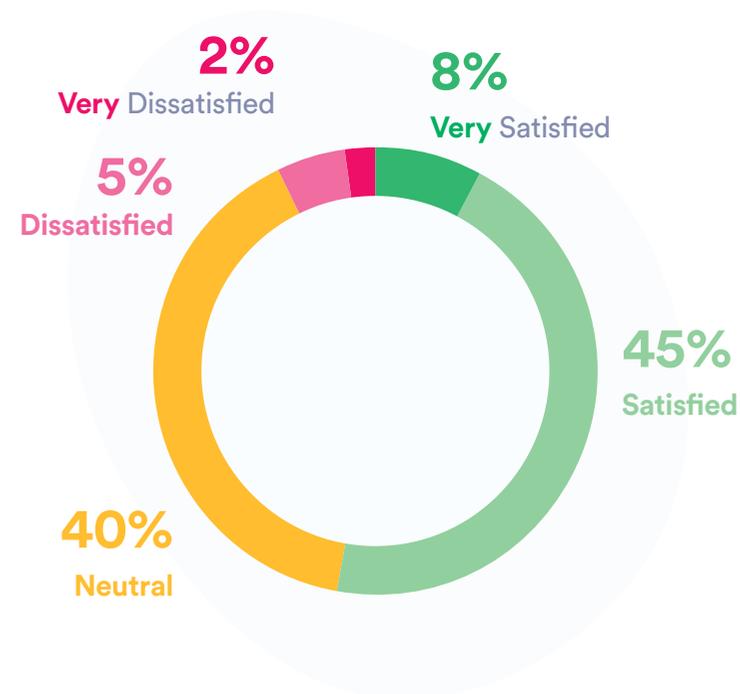
The majority of this study's participants report they're satisfied with the value they're getting from video when working remotely.

2%
Very Dissatisfied

8%
Very Satisfied

5%
Dissatisfied
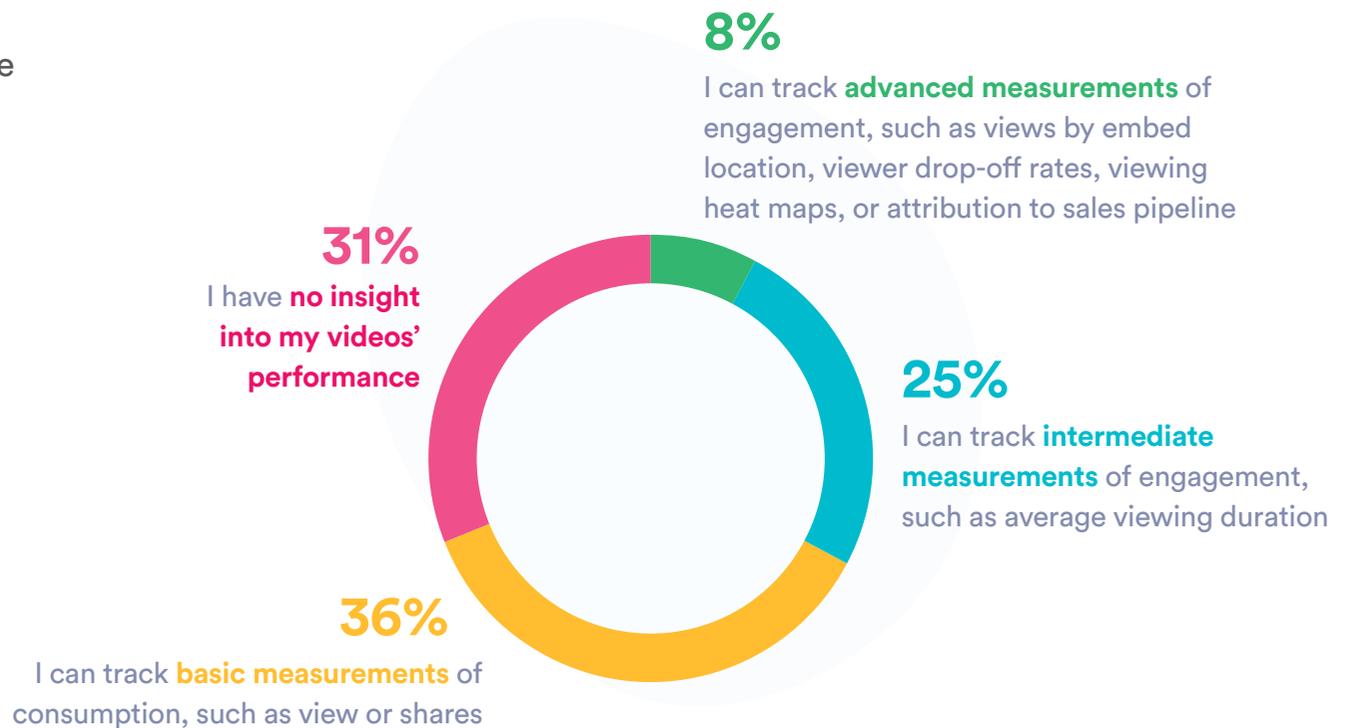
45%
Satisfied

40%
Neutral

Ability to Track Video Consumption Metrics

More than two-thirds of this study's participants report they have no insight into the effectiveness of their video content or can only track basic levels of consumption, as **Figure 18** shows.

Figure 18

As you think about your non-personal use of video, what level of insight do you have into the effectiveness of your video content?

Very few study participants have the ability to track advanced video metrics.

8%
I can track **advanced measurements** of engagement, such as views by embed location, viewer drop-off rates, viewing heat maps, or attribution to sales pipeline

25%
I can track **intermediate measurements** of engagement, such as average viewing duration

31%
I have **no insight into my videos' performance**

36%
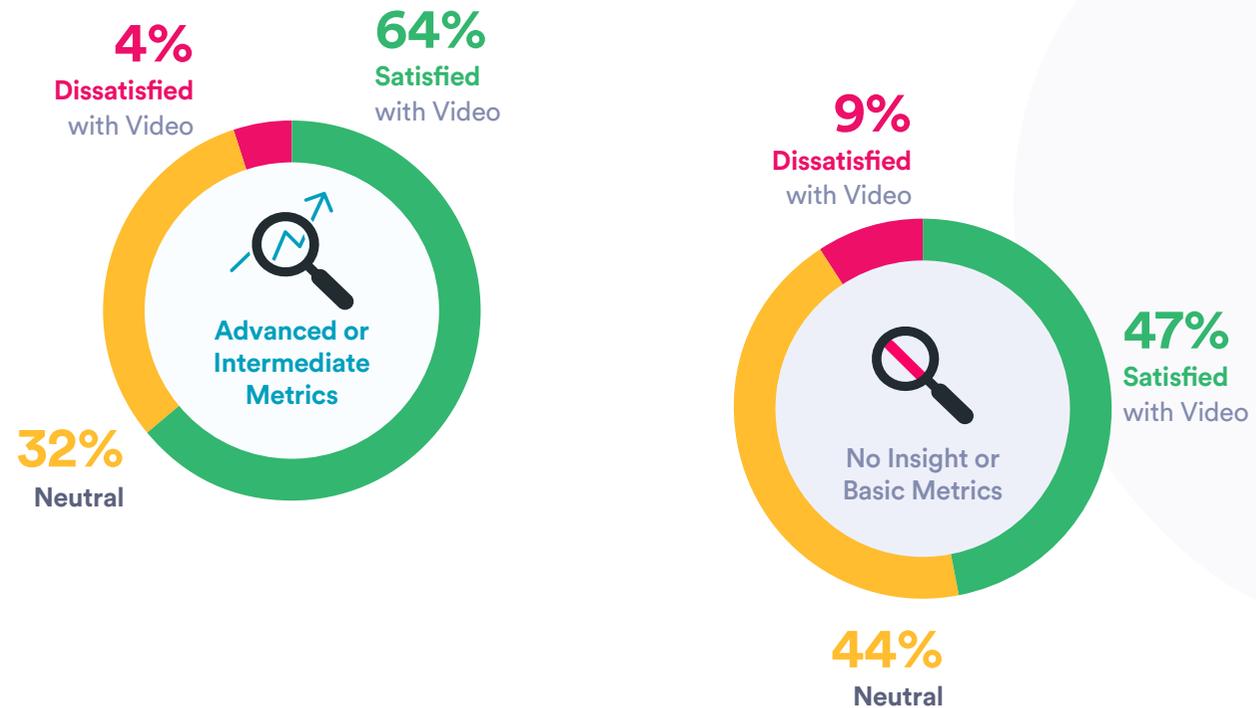I can track **basic measurements** of consumption, such as view or shares

Use of Video Metrics and Overall Satisfaction

Study participants who report tracking advanced or intermediate video metrics are more likely to report they're satisfied with the value they're getting from video, as shown in **Figure 19**.

Figure 19

The relationship between overall video satisfaction and the use of video metrics.

There is a strong relationship between overall video satisfaction and the use of video metrics.

4%
Dissatisfied
with Video

64%
Satisfied
with Video

Advanced or Intermediate Metrics

32%
Neutral

9%
Dissatisfied
with Video

47%
Satisfied
with Video

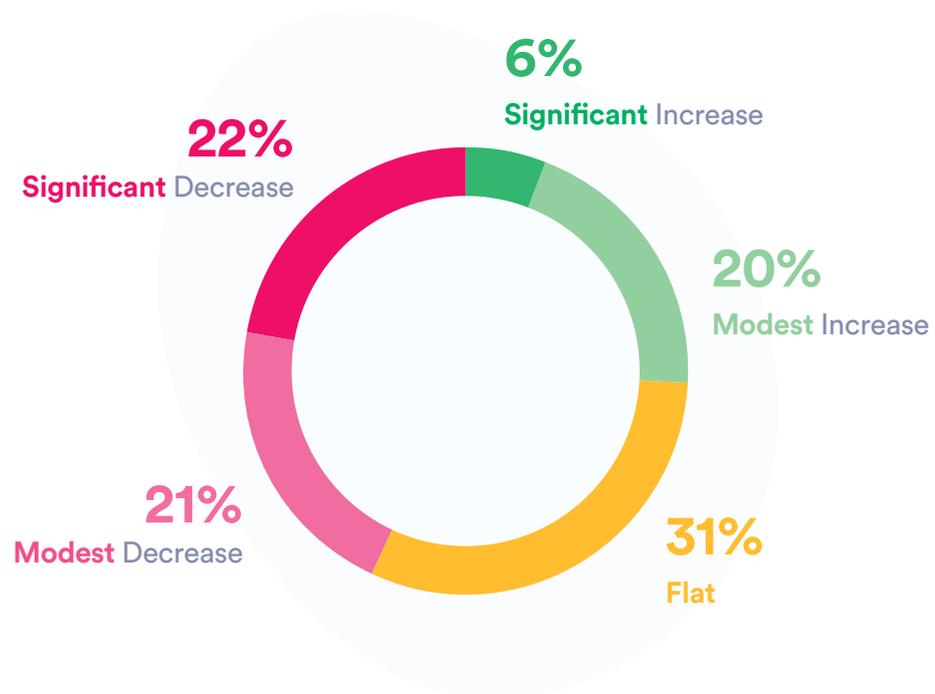**No Insight or Basic Metrics**

44%
Neutral

Revenue Growth Over the Past 90 Days

Nearly three-quarters of this study's participants report that revenue at their organization has remained flat or declined over the past 90 days, as **Figure 20** shows.

Figure 20

What statement best describes the revenue growth at your company over the past 90 days?

The current climate has had a major impact on revenue growth.

6%
Significant Increase

22%
Significant Decrease

20%
Modest Increase

21%
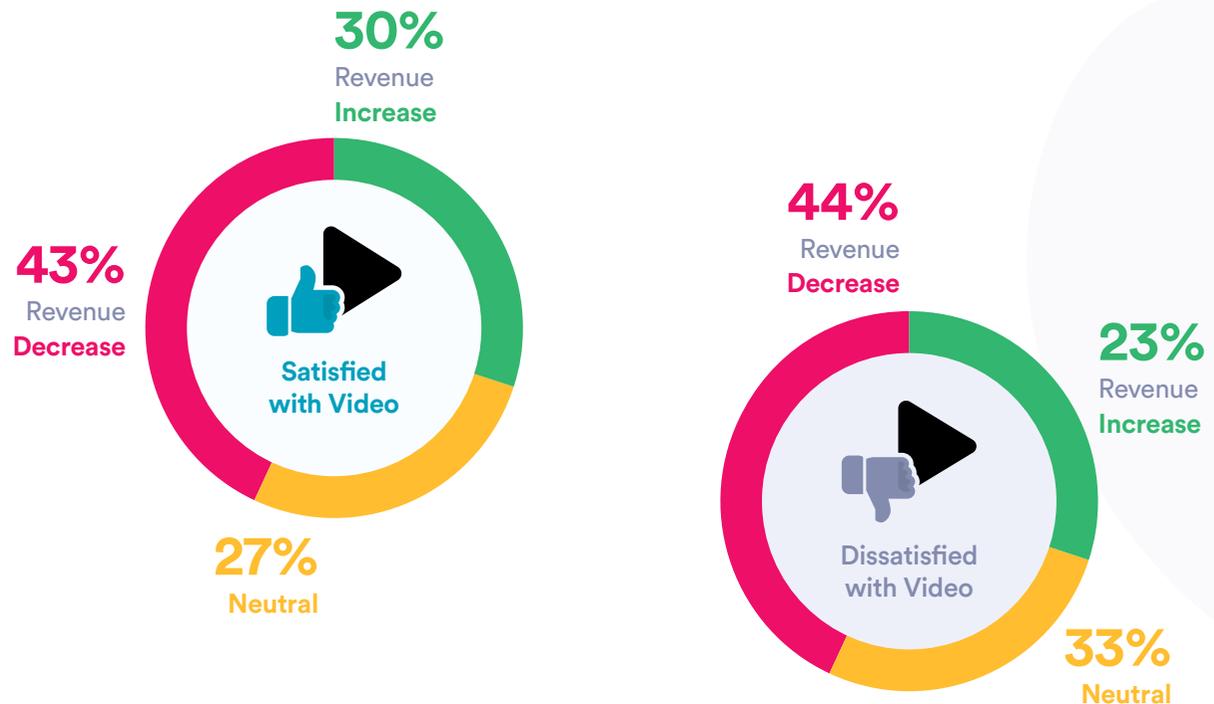**Modest** Decrease

31%
Flat

Overall Satisfaction with Video and Revenue Growth

Study participants experiencing revenue growth are more likely to report they're satisfied with the value they're getting from video, as **Figure 21** shows.
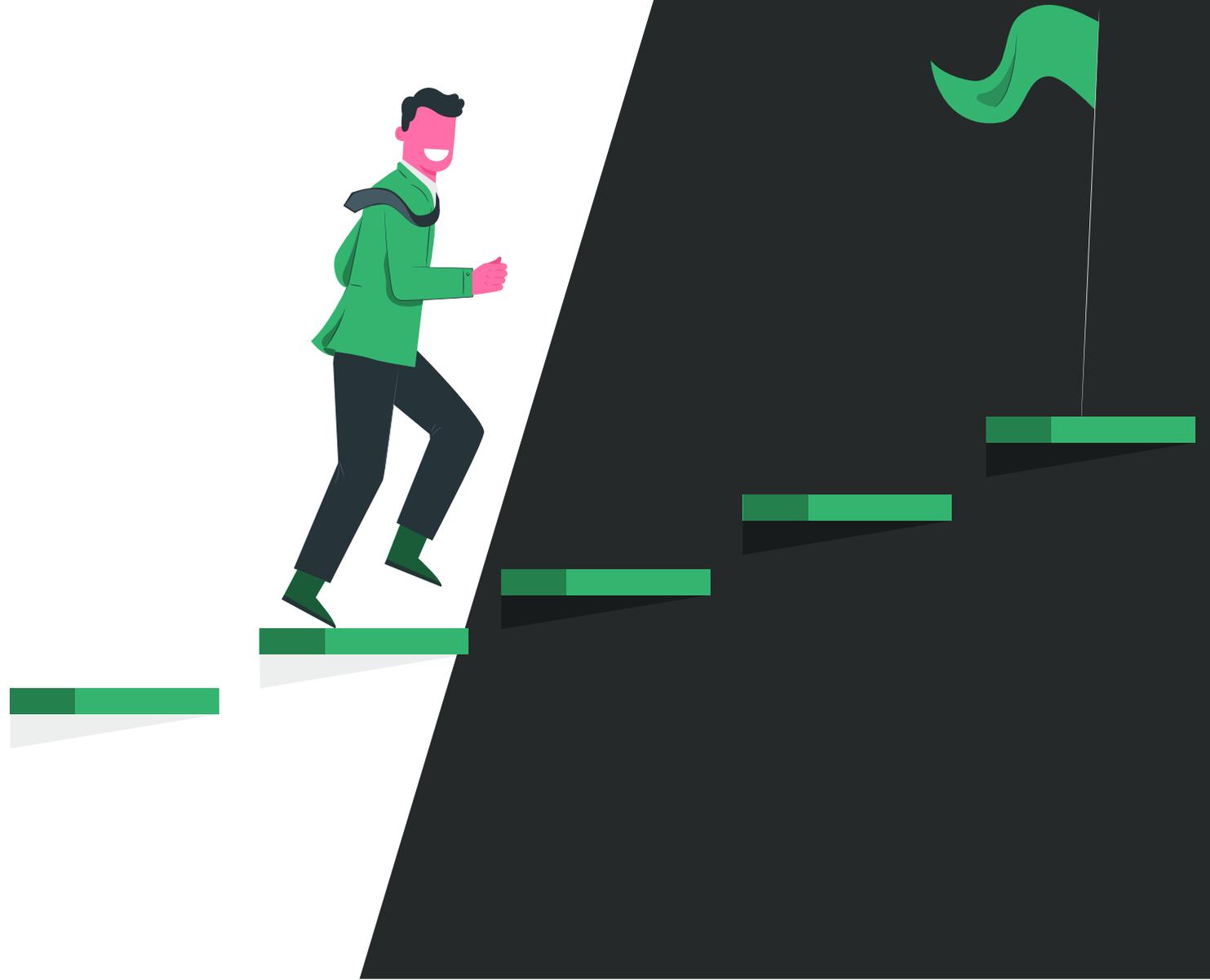

Figure 21

The relationship between satisfaction with video and revenue growth in the past 90 days.

There is a strong relationship between overall video satisfaction and revenue growth.

30%
Revenue
Increase

43%
Revenue
Decrease

Satisfied with Video

27%
Neutral

44%
Revenue
Decrease

23%
Revenue
Increase

Dissatisfied with Video

33%
Neutral

Action Plan

Getting Better Results with Video in Remote Work

## Step 1

Experiment With Different Types of Video

When it was no longer possible to meet in person, video calls quickly became the new normal. Now that we've endured several months of Zoom meetings, the fatigue is setting in.

As this study found, not only is the use of video conferencing tools like Zoom and Microsoft Teams skyrocketing, but so too is the use of asynchronous video recordings to connect with customers, share updates, and even replace live meetings with timely, on-demand videos.

Tired of long video calls and emails?

You can overcome many of the challenges of synchronous video communication by using recorded video effectively. If you're struggling to keep people's attention in endless video calls, try sending a recorded video instead of booking a meeting.

▶ **Learn more ways that you can save time with asynchronous video.**
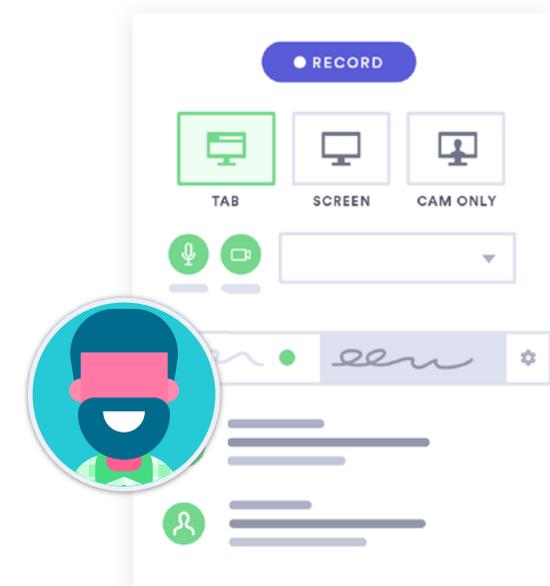
Step 2

Just Get Started

The top roadblock to successfully leveraging asynchronous video is the hesitancy about being on camera, as reported by 36% of this study's participants.

If yo're nervous or hesitant about being on camera, do your best to identify the root cause. For some people, the reason might be personal, while for others, it's purely situational (dogs barking, kids in the background, connectivity issues, etc.).

Nervous about getting on camera?

There are plenty of ways to overcome your nerves, but the best advice that we can offer is to be your genuine, authentic self on camera. It may be difficult at first, but the more you do it, the easier it'll become.

▶ **Get more tips to banish your fear of getting on camera.**
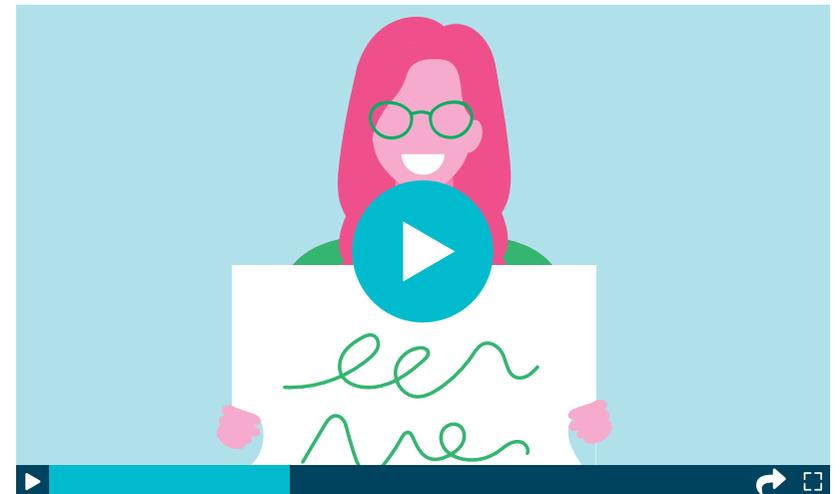
Step 3

Use the Right Equipment

Video quality and technical issues present significant challenges for real-time video users, as found in this study.

Using the right equipment will help you overcome these roadblocks and improve the overall video creation experience so you can focus on what matters—getting your message across.

The "right" video equipment doesn't have to break the bank.

Getting good lighting is one of the most important (and easiest) things you can do to improve your videos. Sit facing a window for even, flattering light.

▶ **Get more tips to produce your own stellar video content.**
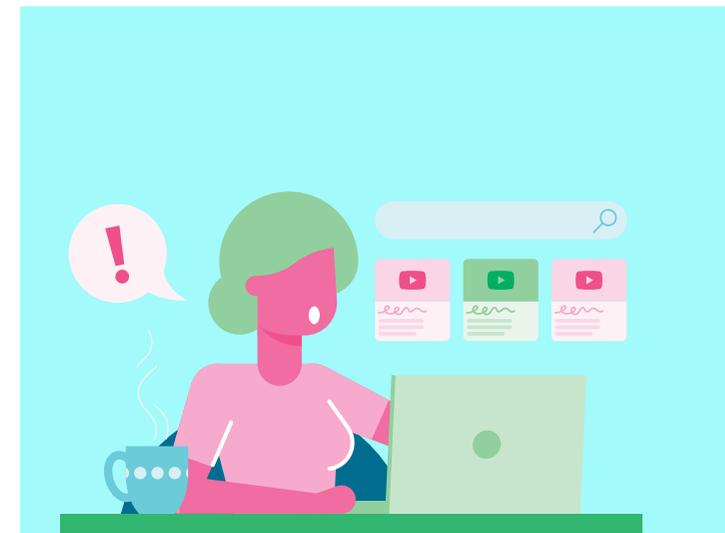
Step 4

Practice Your Listening Skills

Many of the social cues that we look for in face-to-face conversations exist when you're using real-time using video, but you just have to watch closely.

If you're sensing that morale is low on a video call, try mirroring other participants' body language, nodding, and paraphrasing what others have to say. Don't be afraid to ask open-ended questions and do your best to make eye contact on camera.

Still struggling to keep people's attention in endless video calls?

Fewer meetings also help with Zoom fatigue. Try sending a recorded video instead of booking a meeting.

▶ **Get more tips on how to battle Zoom fatigue.**
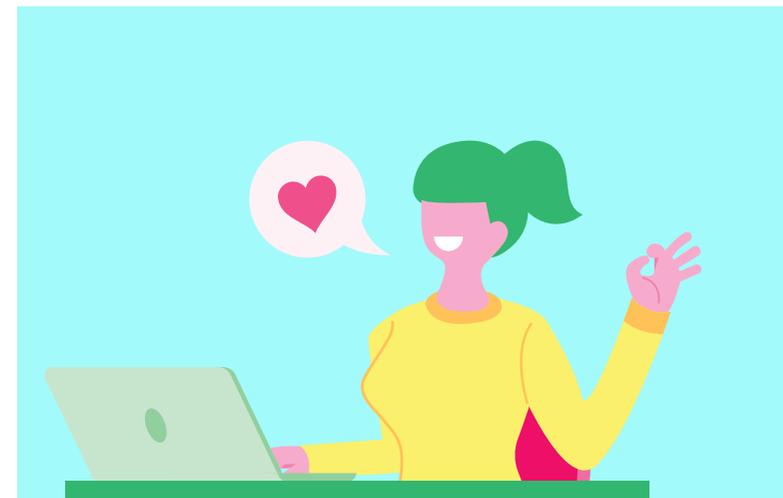
Step 5

Use the Right Technology

The value of using the right technology cannot be overlooked. Study participants who report tracking advanced or intermediate video metrics are more likely to report they're satisfied with the value they're getting from video.

Trying to figure out which platform is right for you?

When it comes to creating asynchronous video, Vidyard users report the highest levels of satisfaction with their video creation tool.

There are plenty of options for creating asynchronous video, but in order to get the most out of your video content, you need a video platform that is easy to use and works every time.

▶ **Sign up for Vidyard for free to get started today.**
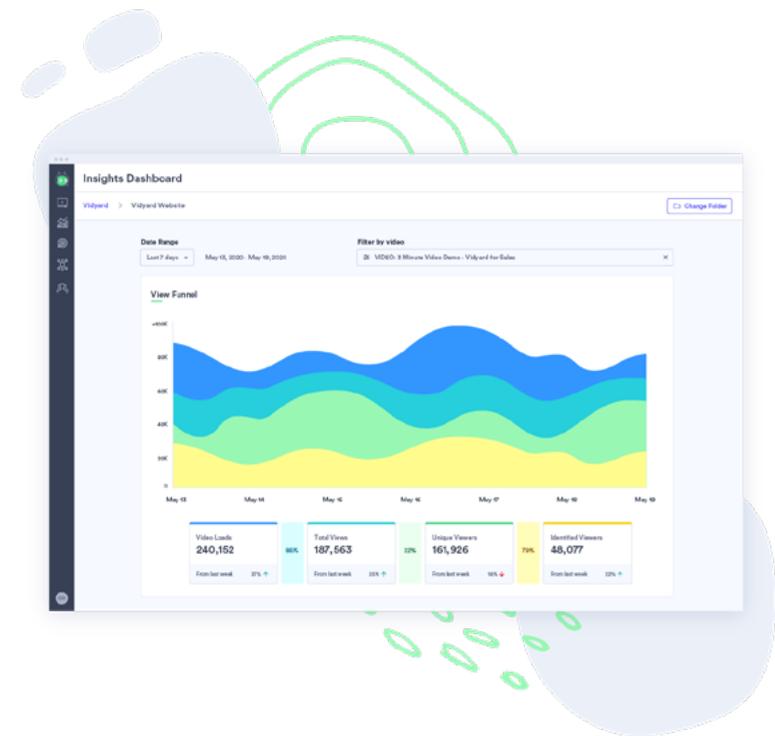
Methodology

This 2020 State of Video in Remote Work Study survey was administered online during the period of May 12 through June 5, 2020. During this period, 416 responses were collected and 376 were qualified and complete enough for inclusion in the analysis. Only valid or correlated findings are shared in this report.

The representativeness of this study's results depends on the similarity of the sample to environments in which this survey data is used for comparison or guidance. Some figures are based on low sample sizes and therefore should be used for informational purposes only.

Summarized to the right is the basic categorization data collected about respondents to enable filtering and analysis of the data.

Type of industry:

Arts/Media/Entertainment	10%		Internet Software & Services	19%
Constructions	2%		Manufacturing	8%
Education Services	7%		Non-Profit	2%
Financial Services	6%		Professional Services	17%
Health Care Providers & Services	8%		Real Estate	3%
			Other	18%

Approximate number of employees:

0 to 9	28%
10 to 29	10%
30 to 199	23%
200 to 499	12%
500 to 4,999	15%
5,000 to 9,999	4%
10,000+	8%

Primary role of respondent:

Communications	6%		Product Development/Management	12%
Sales	15%		IT	5%
HR/Talent Development	2%		Finance/Legal	2%
Marketing	37%		Teacher/Faculty	2%
Customer Support	1%		Tradesperson	1%
			Other	17%

Acknowledgements

Demand Metric is grateful to Vidyard for sponsoring this research, and for those who took the time to complete the study survey.

DEMAND METRIC

vidyard®

Demand Metric is a global research and advisory firm that supports marketing professionals with primary research and benchmark reports, technology research and advice, consulting services, training, and software. Demand Metric's core focus is to help B2B marketing organizations grow revenue by operationalizing the best practices discovered in our research.

To learn more about Demand Metric, **sign up for a free membership**.

Vidyard helps businesses and professionals connect with their audiences in a whole new way through engaging, personalized, and measurable video experiences. Through its global video hosting and analytics platform, Vidyard empowers businesses like Honeywell, Citibank, and HubSpot to transform their approach to marketing, sales, and corporate communications. Through its free and pro tools, Vidyard helps any business professional create and share custom videos to deliver their message in a more personal and impactful way. Thousands of businesses and millions of people around the world rely on Vidyard for their video needs.

Sign up for Vidyard for free.