

# Live Streaming Research

Australian Statistics 2018

In March 2018, 501 online and 15 face to face interviews conducted by **Fresh Focus** on behalf of **Viostream** to determine requirements and market acceptability of a **self service live streaming** platform.

315 respondents were **decision makers** and 201 were **users**. Organisational sizes were from 1-5 people, through to organisations with 5000 or more employees.



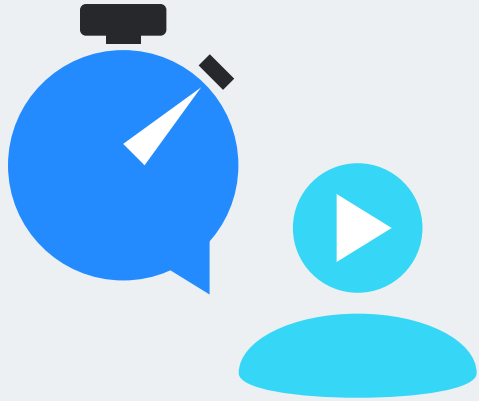
Insights Collective



VIOSTREAM

Experts in Video Streaming

## SURVEY DATA



**87% of People  
at work**

say **real time** communications  
is a **business priority**



**Video is  
Top-of-Mind**

*'Video is growing, it's engaging, easy to  
consume & can be shared across channels'*



**6 out of 10 Responders**

say **security** is a must have feature



**44% of Responders**

see video **saving** travel costs



**Communicating**

with the **Speaker in Real-Time** is  
a must have by **53%** of people

## DECISION MAKERS QUICK REFERENCE GUIDE

**35%**

Use LIVE streaming  
for webinars &  
staff client  
engagement

**79%**

Of their  
daily  
communication  
is email

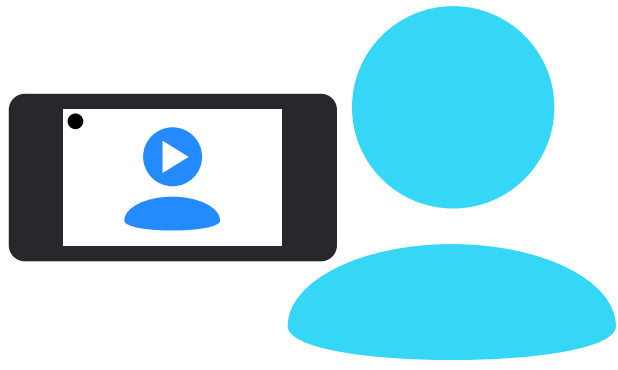
**40%**

Use video  
conferencing for  
staff training &  
comms with client

**44%**

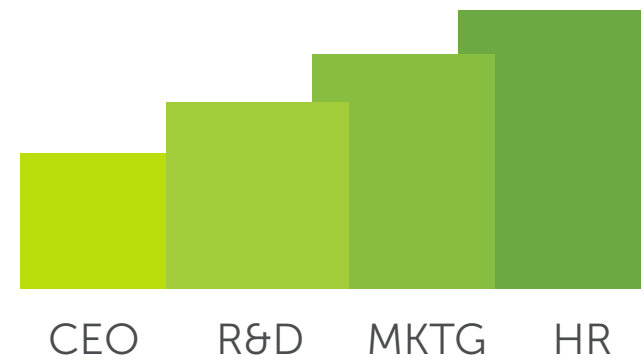
Believe that  
LIVE streaming  
would help reduce  
travel costs

## WHAT?



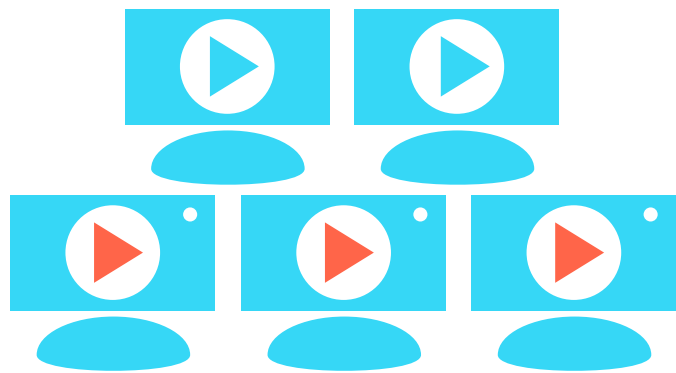
**Staff & Client Engagement**  
is a **primary** use case for LIVE streaming

## WHO?



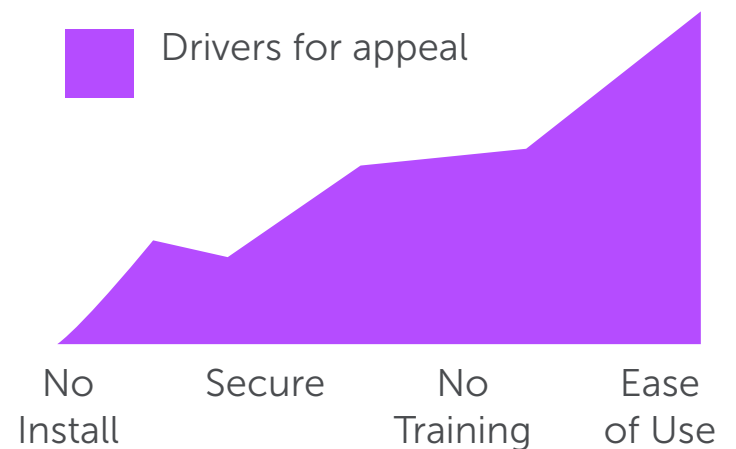
**Primary Demand**  
for **LIVE** streaming

## WHEN?



**72% are Considering**  
a **LIVE solution** within the next **6 months**

## HOW?



**What do users need**  
from a **LIVE** streaming solution?

## INSIGHTS

*"We have quarterly town-hall meetings where our Managing Director presents an update. This is streamed out to all other locations and stakeholders."*

*Large, Energy*

*"No software to install is great especially if there are lots of people on the call. Even with Skype you still have to go through a process to install."*

*Large, Insurance*

*"I love the concept of 'turn on and go,'"*

*Large, Government*

Best practise guides for

## Australian Government Digital Leaders

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[viostream.com/govdigitalcomms](https://viostream.com/govdigitalcomms)

VIOSTREAM