



InterCall Streaming Services

Streaming Media Facts and Figures



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- + According to Research and Markets, streaming media enterprise markets were at \$230 million in 2006 and are anticipated to reach \$2 billion by 2013.
- + According to a Wall Street Journal article, adding video to email marketing increases customer interaction (clicking on content or opening message) by as much as 200% to 300%.
- + In a 2009 online survey, BtoB magazine reported that 76% of respondents plan to, or have already, started to use webcasts and virtual shows to enrich physical events. Mentioned advantages include, 75% liked no travel is required; 64% liked the flexibility and convenience of attending events according to their schedule; and 58% found the ability to forward relevant virtual sessions to colleagues useful.
- + InterCall Streaming Services estimates a savings of nearly \$1000 per viewer for a 2007 pharmaceutical webcast with dinner-meetings in major cities around the world, as compared to flying participants to a central meeting destination.
- + In a 2007 Wainhouse Research study, 63% of participating business trainers and e-learning professionals said they use webcasting to reach more learners, including those who could not attend regular sessions.
- + In the same study, it was found that 76% of participating companies use webcasting for both training and general meetings, with 51% attesting that the training and meetings were just as, if not more, effective as regular sessions.
- + A 2006 Wainhouse Research study found that 75% of small- and mediumsized businesses use webcasting to “reach more people and save travel costs,” stating that the technology “makes meetings more productive.”
- + 39% of marketing budgets were spent on webcasting in 2008. (BtoB Magazine)
- + Over 60% of high-speed connections have been used for streaming media and video downloads. (Scarborough Research, 4/08)
- + The entire streaming communications products and services market was estimated at \$22.6 billion in 2007, and predicted to grow to \$48.7 billion by 2012.
- + eMarketer projects that by 2011, 86% of the US Internet population will consume online video, up from 62.8% in 2006. In raw numbers this means the number of viewers will rise from 114 million in 2006 to 183 million in 2011.

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