

# ▶ CHAPTER 1

## THE VIDEO EFFECT

A dramatic evolution in the way businesses communicate is emerging thanks to social media networks and services offering video screening facilities via the Internet, such as YouTube and Vimeo. This 'Video Effect' is redefining how businesses market their products and services. When the first commercial video camcorders came out relying on analogue recording onto videotape, the process of both editing and distributing content was far more complicated and expensive than it is today. Now, readily available equipment at affordable prices and a growing number of video production companies has radically changed the effect that video can have on a business. Today's video landscape continues to change at an incredible pace with those embracing video as a marketing tool already seeing the benefits this can have for their business.

Businesses who want to create their own content can now choose from a growing number of devices which can capture video, such as smartphones and tablets. Also, improved web camera technology is allowing PC and Mac users to film themselves directly from their computer. This is ideal for video blogging where the subject just needs to be stationary. Production companies can provide small businesses with 'bigger company experiences,' offering affordable services once reserved for those only with deep pockets.

### VIDEO INTERNET USAGE PROJECTIONS ON THE RISE

In 2014 Cisco, the worldwide leader in networking for the Internet released its annual Visual Networking Index, a forecast of how IP networks are growing globally, and came up with some interesting figure and predictions for Global Mobile Data Traffic 2013-2018. Most can be attributed to the consumer video as a major growth factor.

- ▶ Over two thirds of the world's mobile data traffic will be video by 2018. Mobile video will increase 14 fold between 2013 and 2018, accounting for 69 percent of total mobile data traffic by the end of 2018.
- ▶ Mobile video traffic exceeded 50 percent for the first time in 2012. Mobile video traffic was 53 percent of traffic by the end of 2013.