



VITEC BTR-100 Executive Summary: Video Traffic and Applications on Enterprise Networks

Q1 2021



Executive Summary

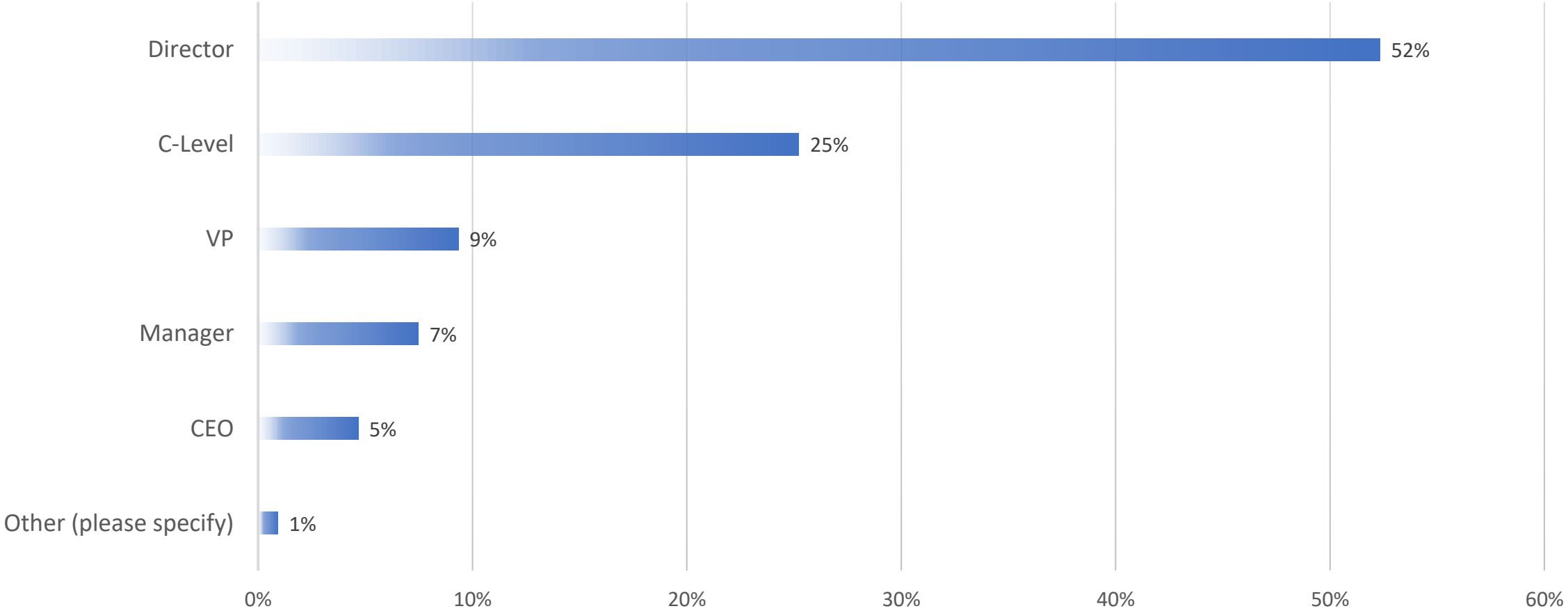
Survey Background

- VITEC commissioned BizTechReports to conduct a survey of 100 enterprise technology executives about video traffic and applications on their enterprise networks.
- The study was conducted online from anonymous respondents in North America across a broad set of market sectors.
- Responses were collected in Q1 2021.

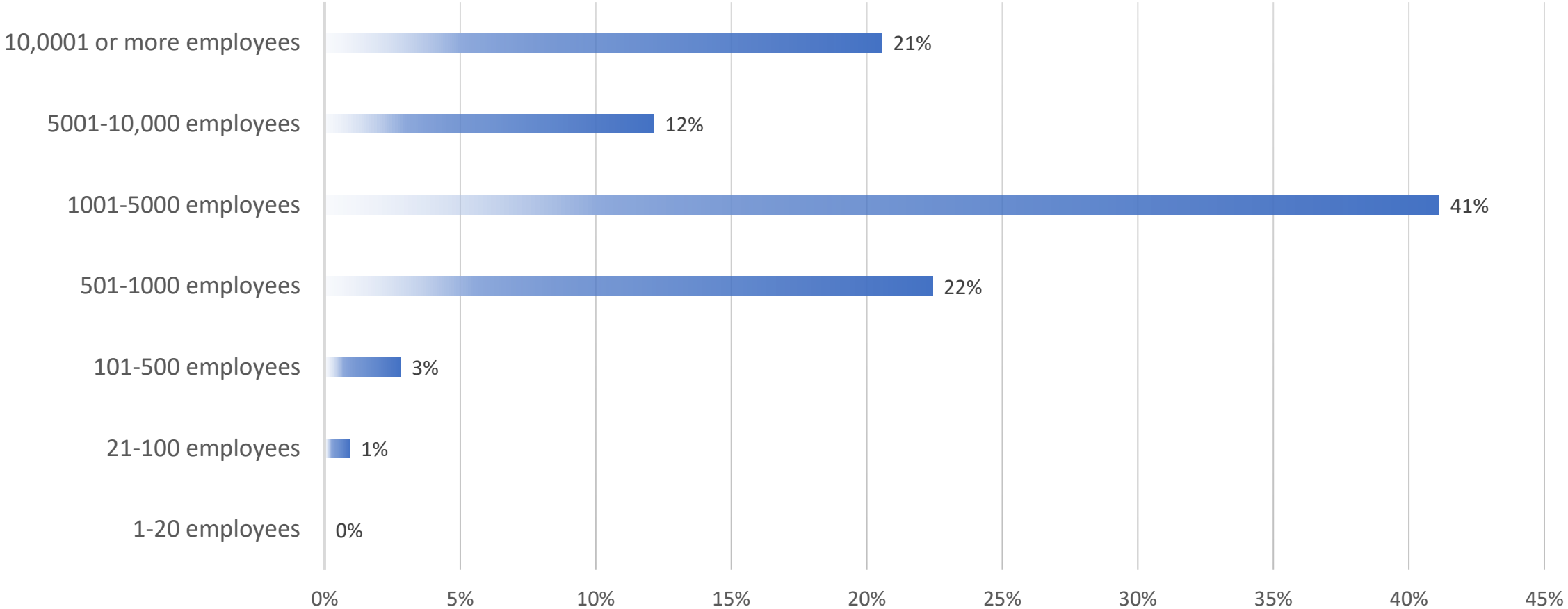
Overview

- Enterprise technology leaders in North America are ramping up investments in network infrastructure to support growing end-user demand for video applications.
- Organizations are evaluating the resources, skillsets and core competencies that must be in place to capture the full value of video applications.
- Enterprises are taking steps to ensure network capacity is available to accommodate the rise in latency-sensitive video traffic.
- The following charts show the results of the inaugural version of the BTR-100 survey.

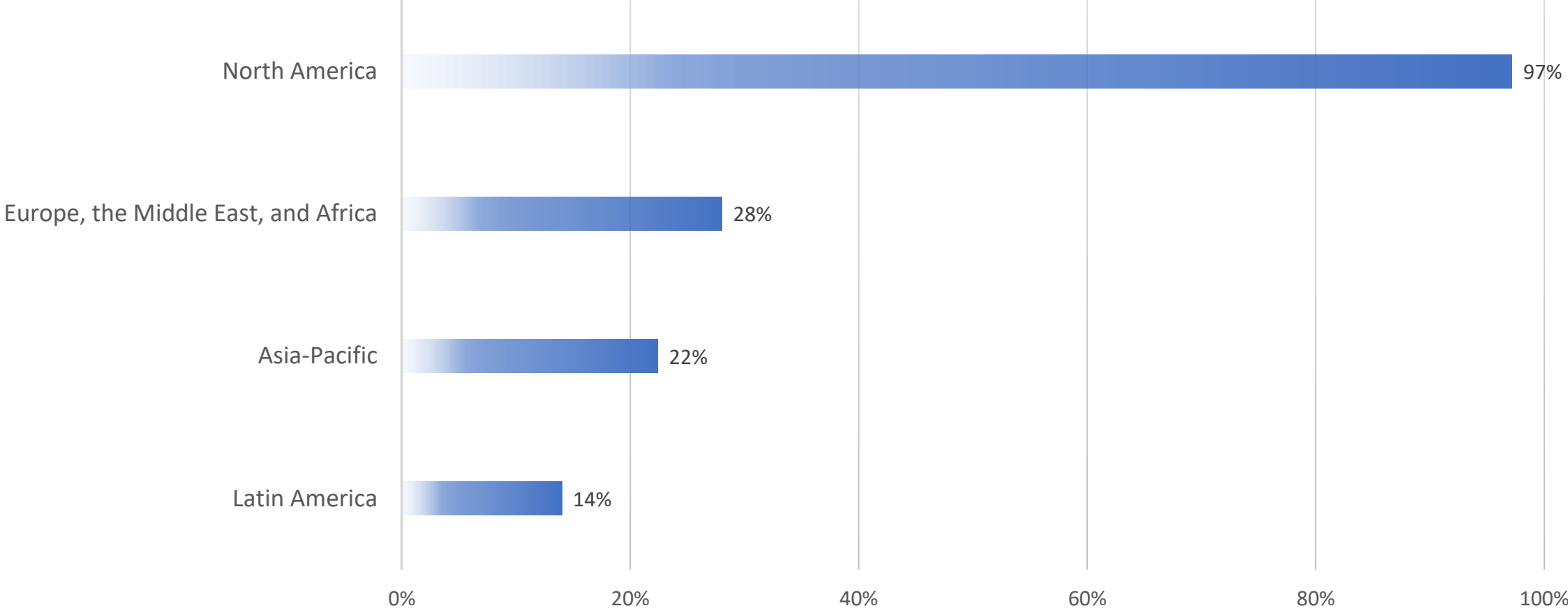
What is your role in your organization?



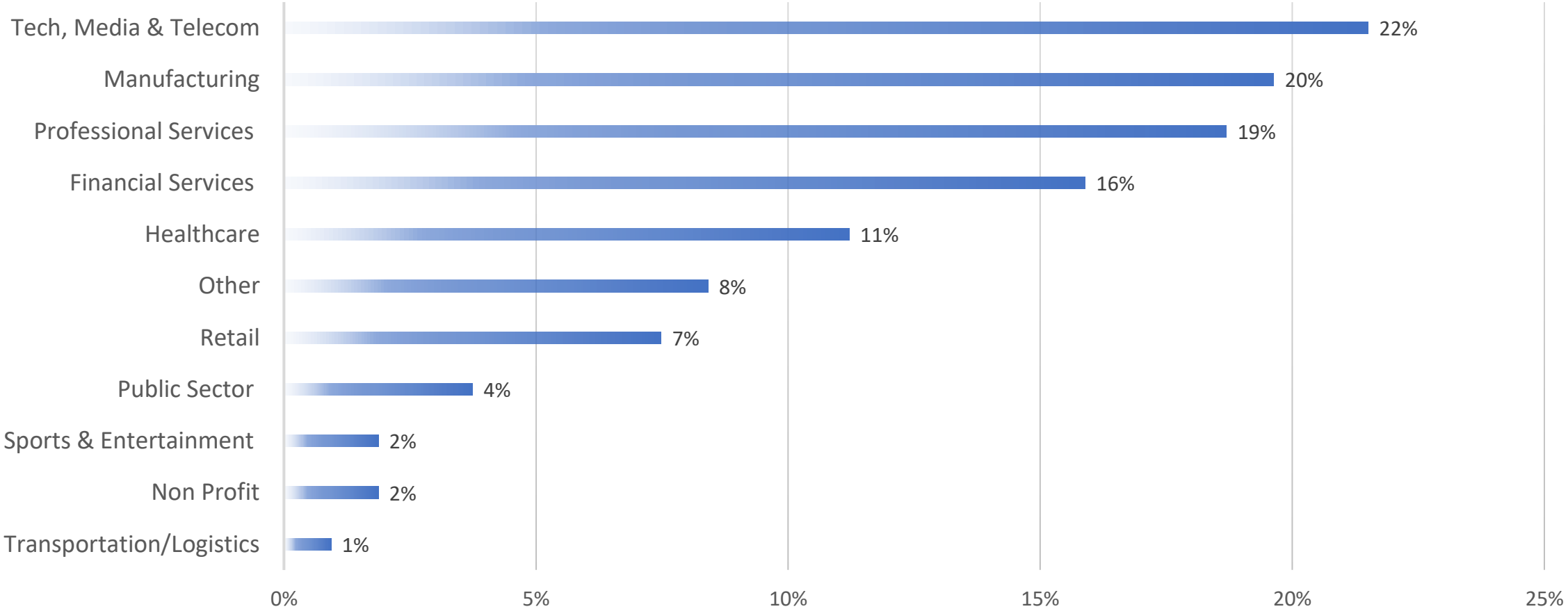
What is the size of your organization?



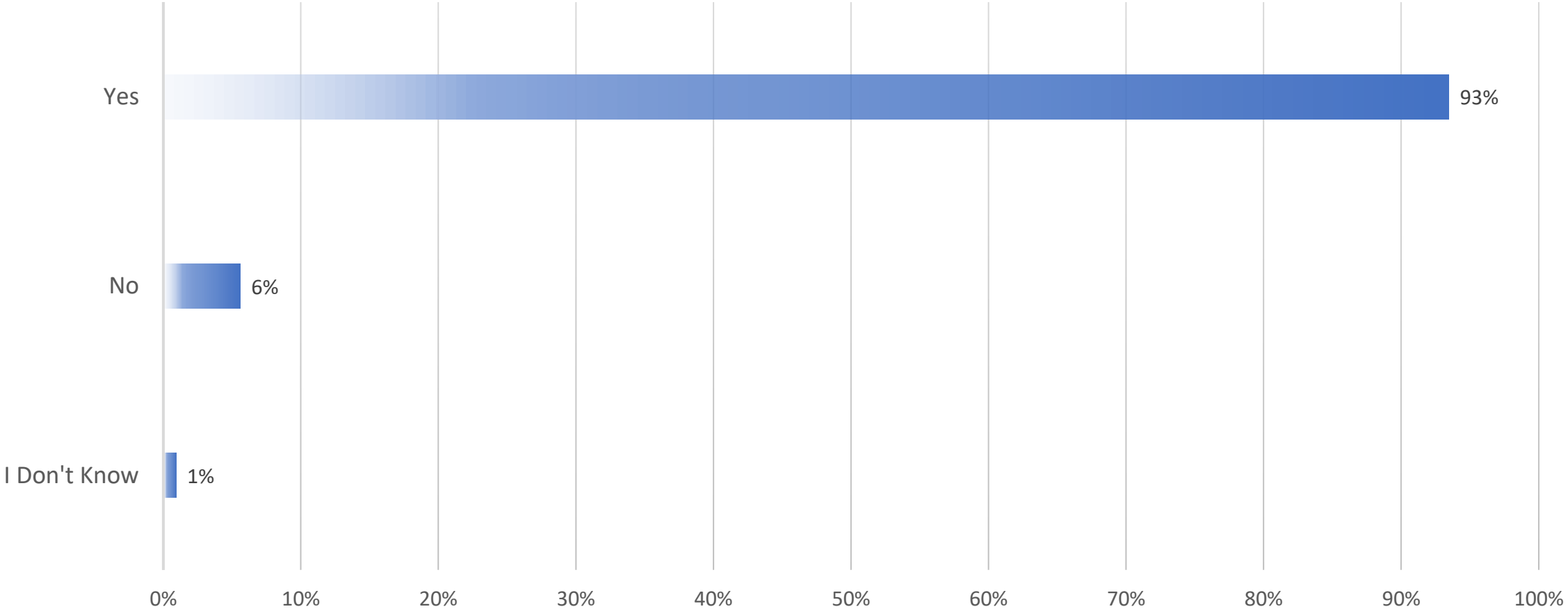
In what region(s) does your organization operate?



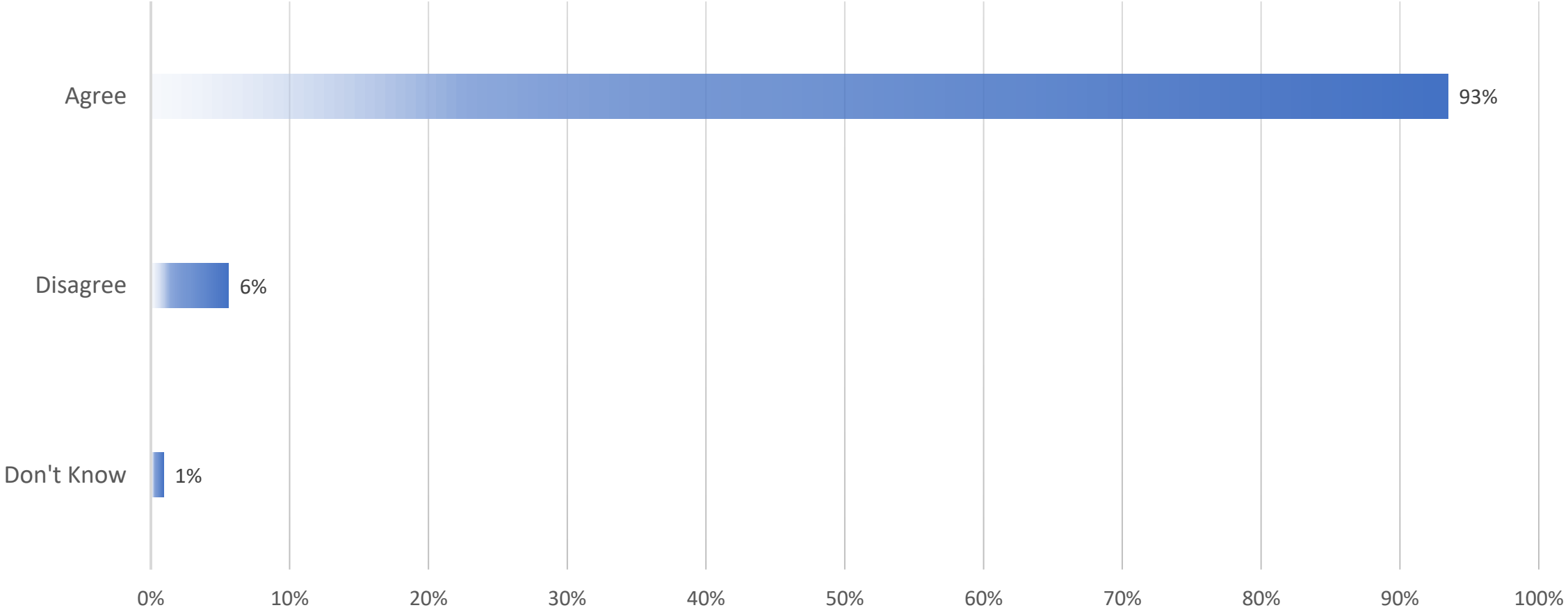
In which industries does your organization operate?



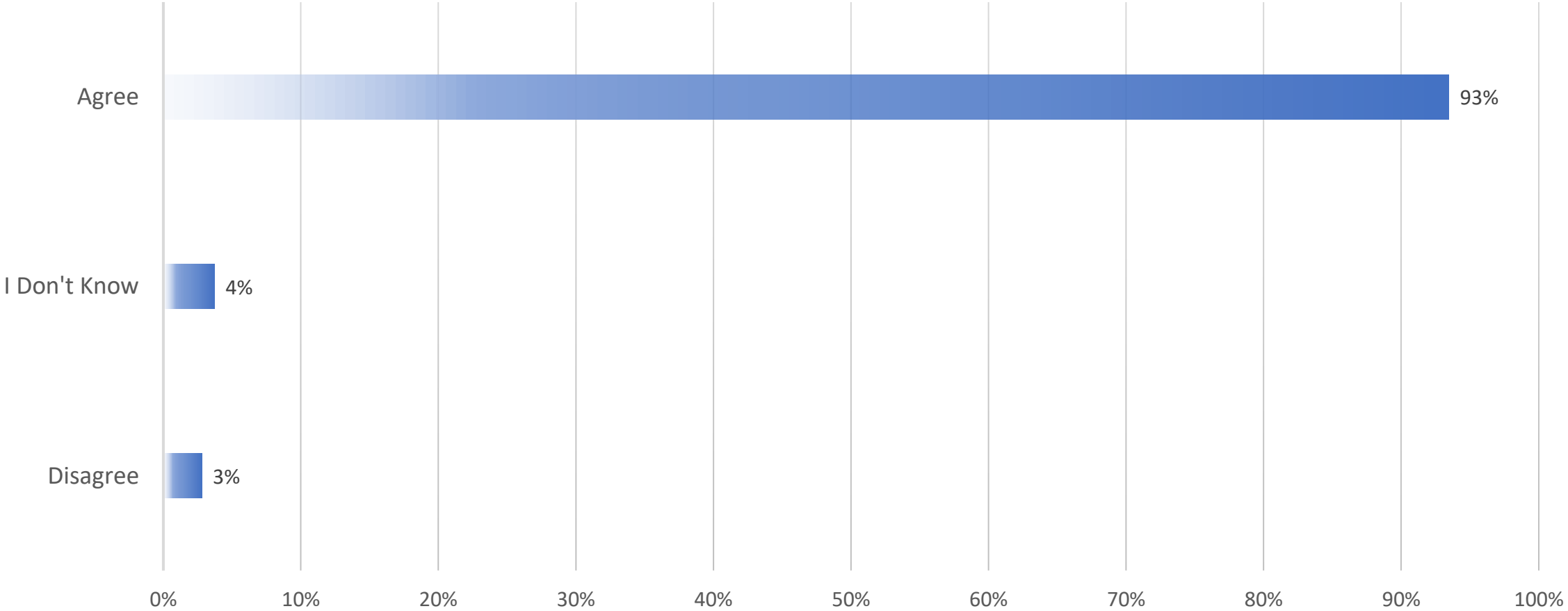
Is video traffic growing in your enterprise network?



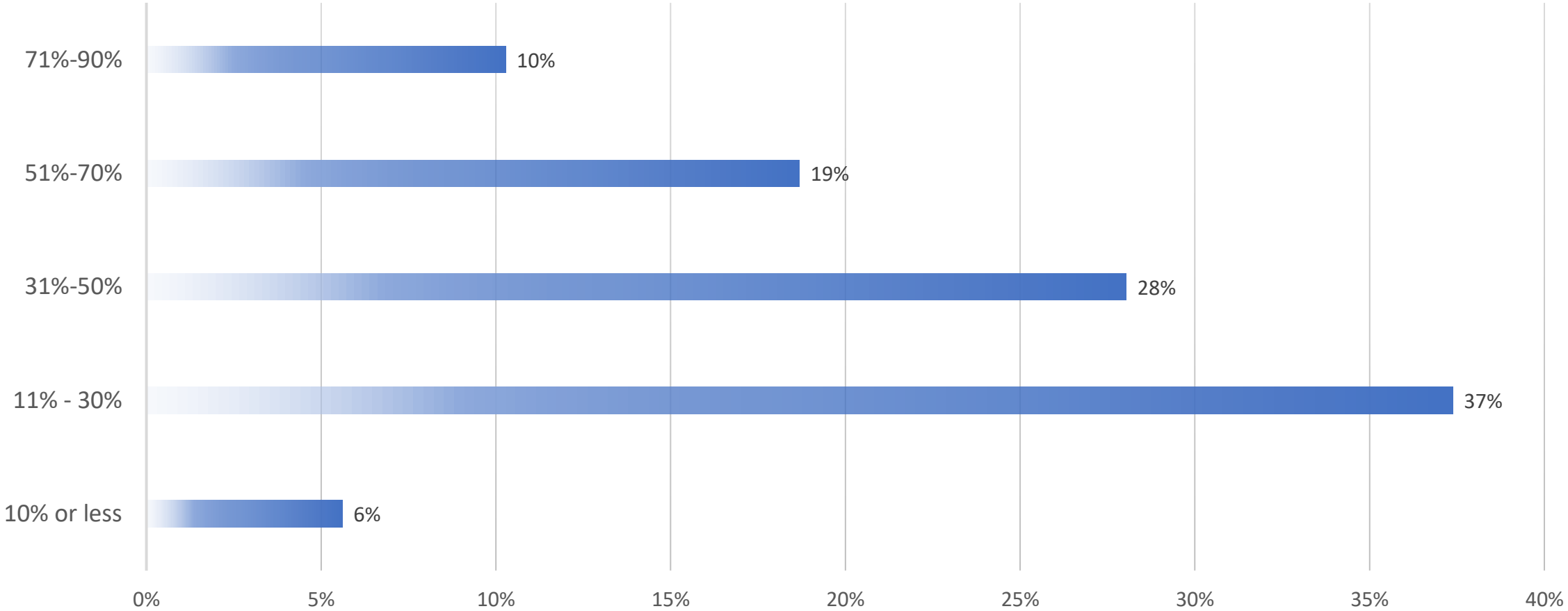
Growth of video traffic and applications has required us to upgrade/improve capacity of our enterprise network:



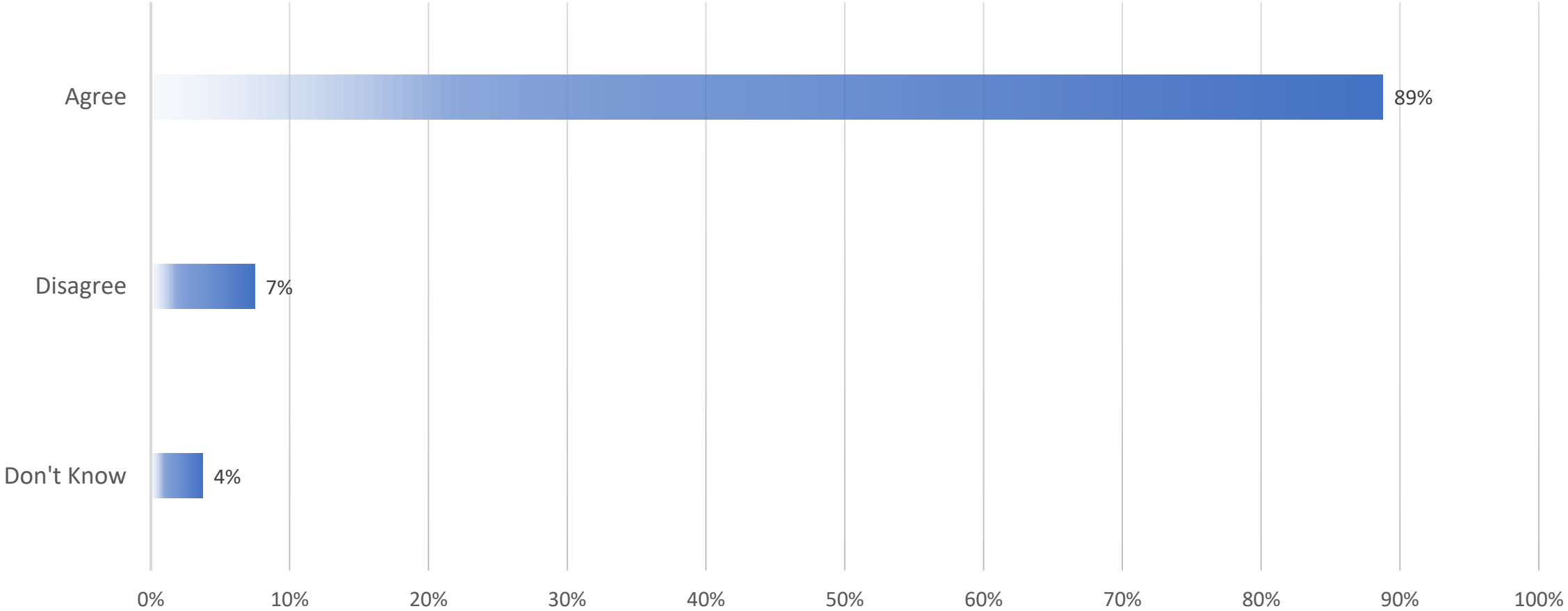
Video traffic and applications on our enterprise network are being driven by end-user demand.



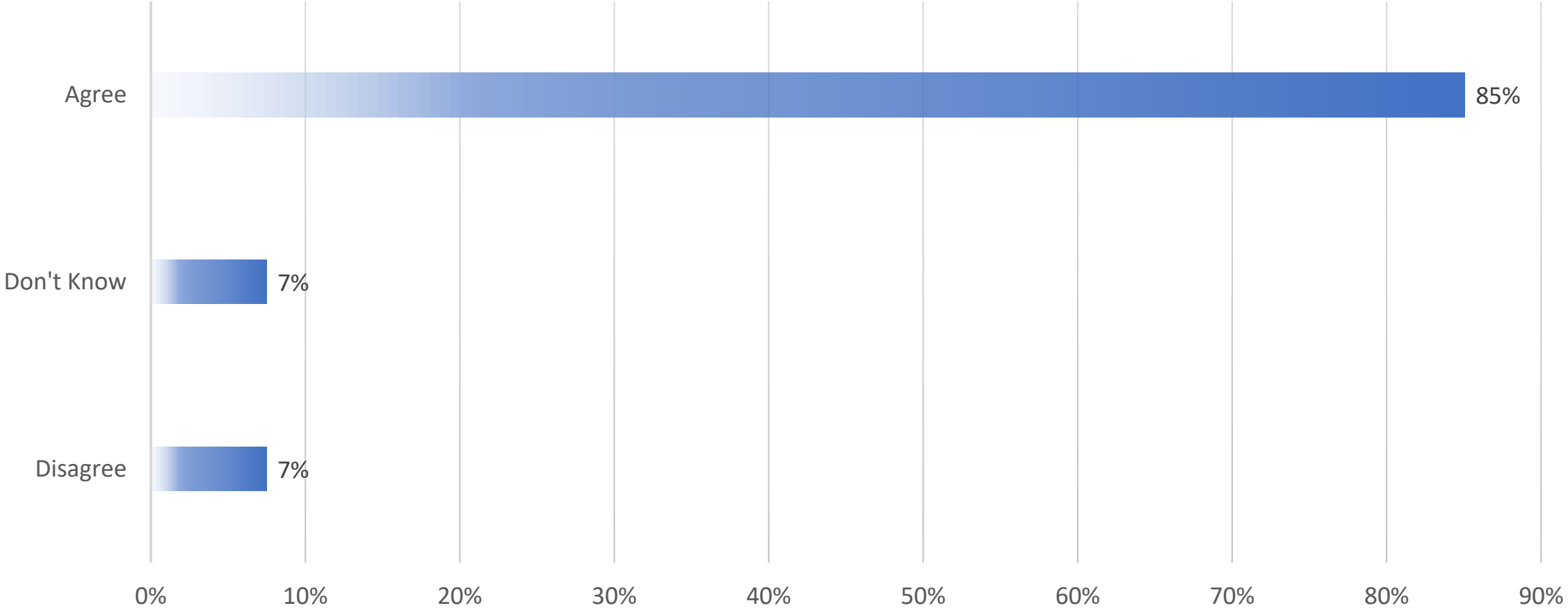
What percentage of traffic on your enterprise network is utilized by video applications?



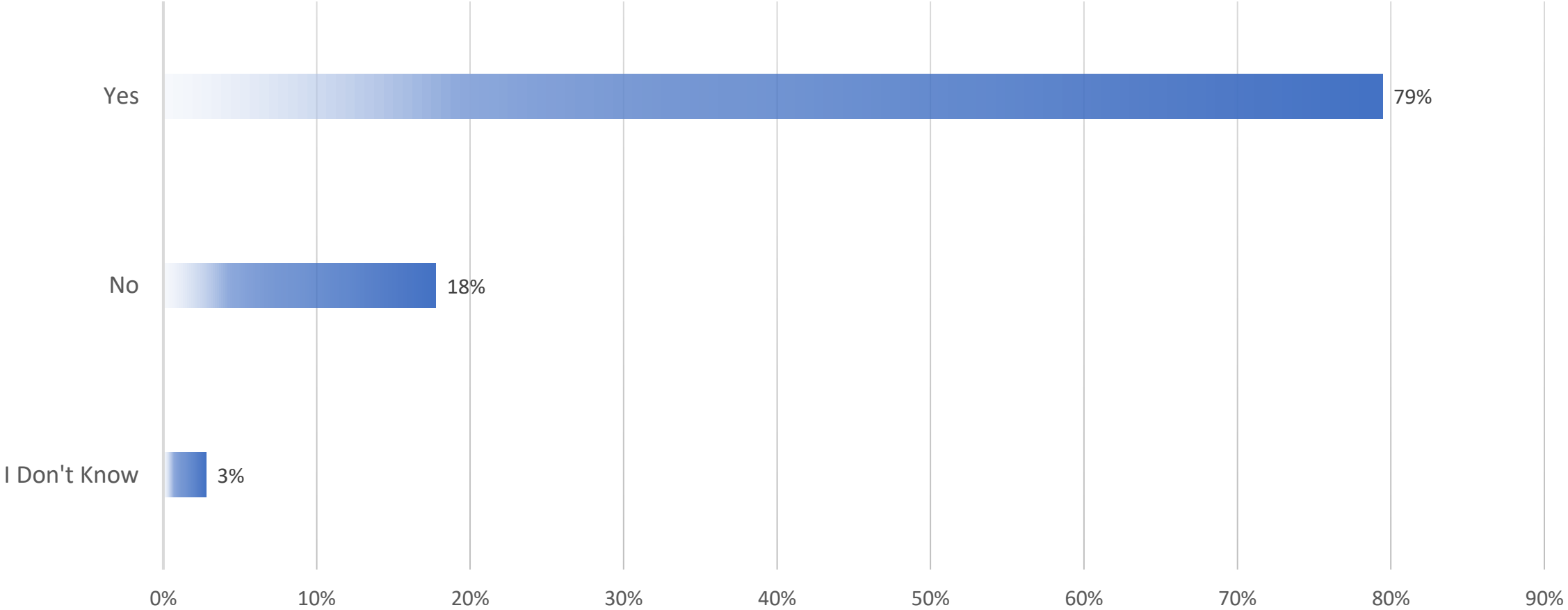
COVID-19 has elevated the need to support IPTV traffic on our corporate network.



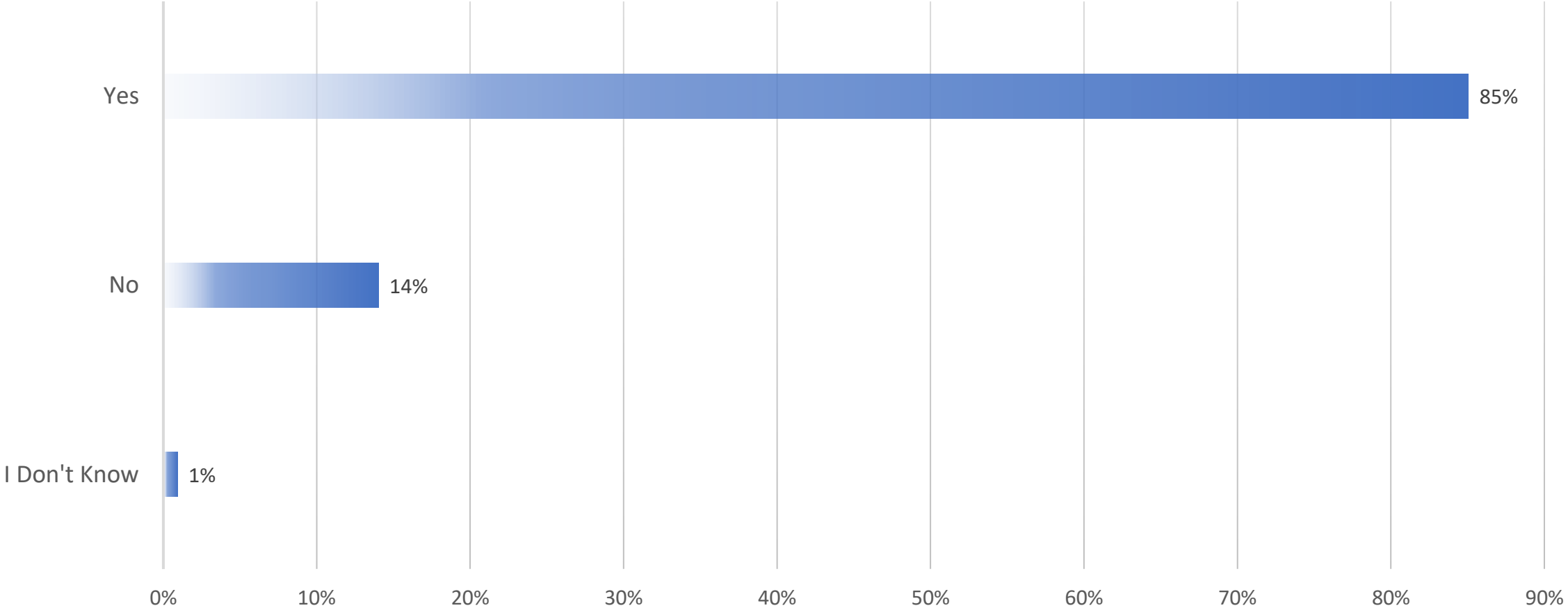
Video traffic on our enterprise network contributes to the achievement of important organizational objectives.



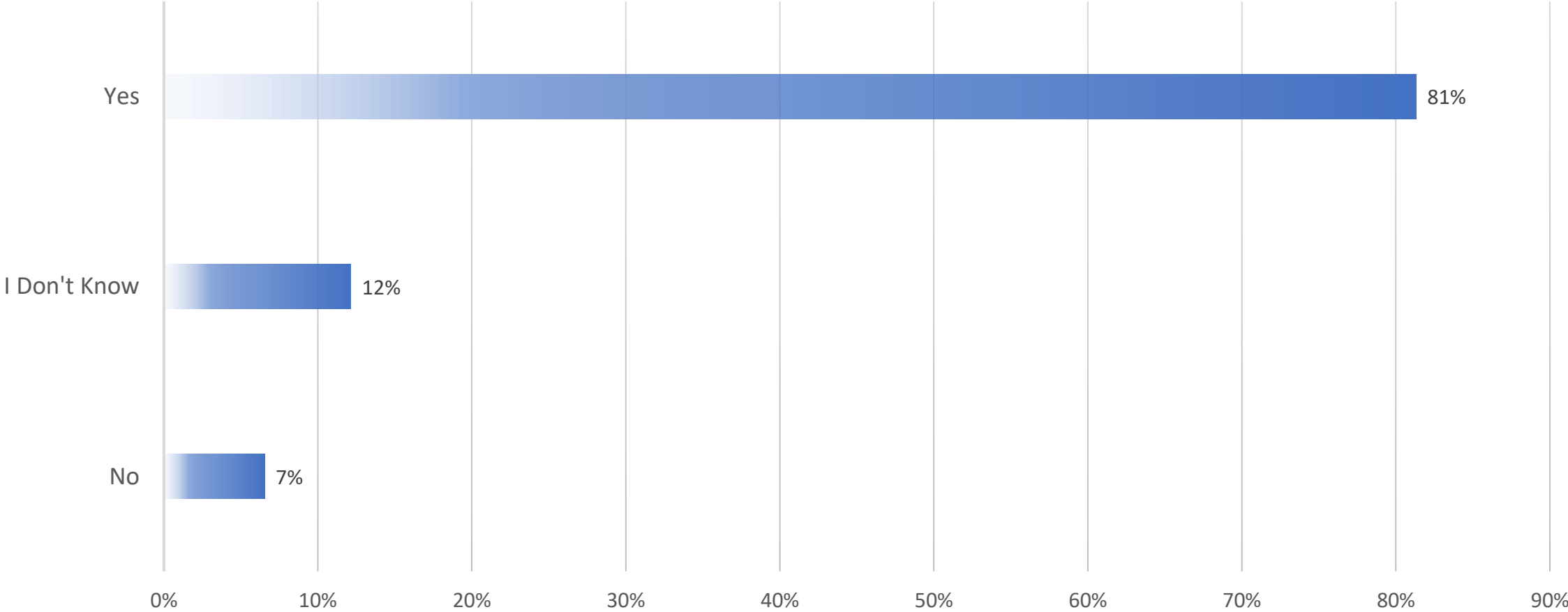
Is your organization allocating talent or personnel to managing video traffic and applications on your enterprise network?



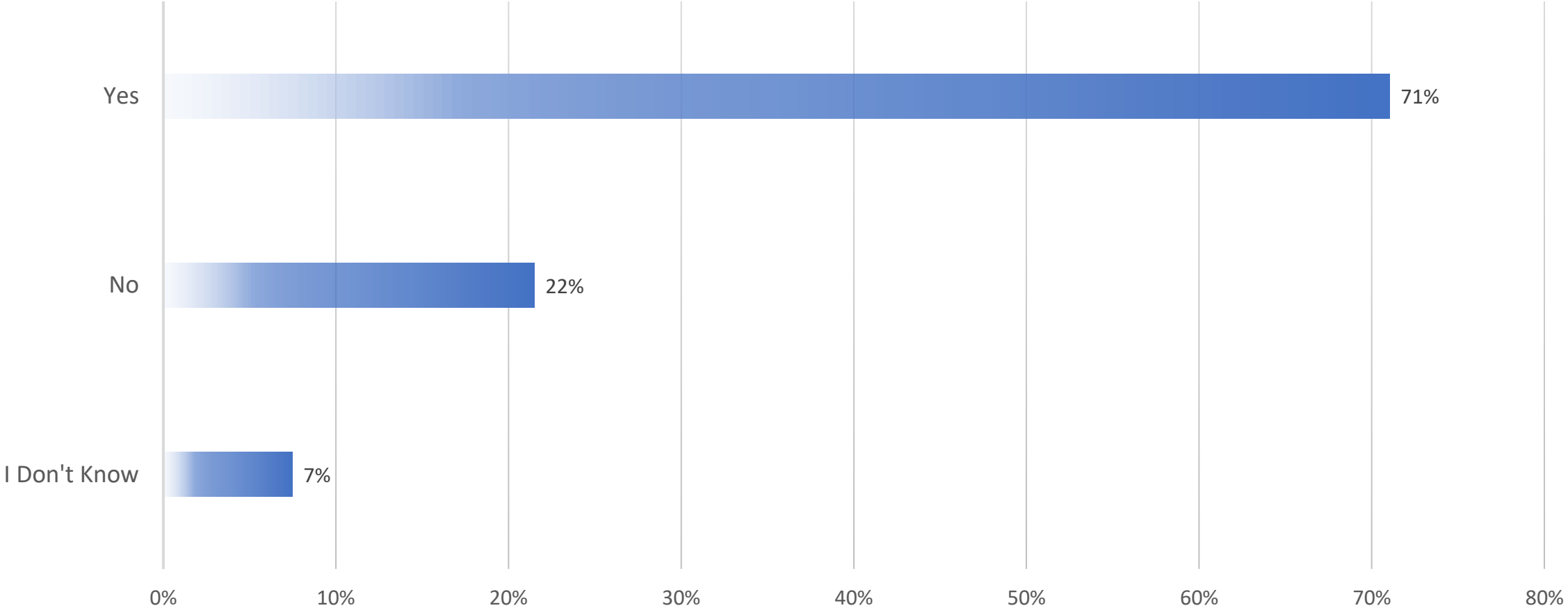
Did your organization invest more financial resources to manage enterprise video traffic 2019 compared to 2020?



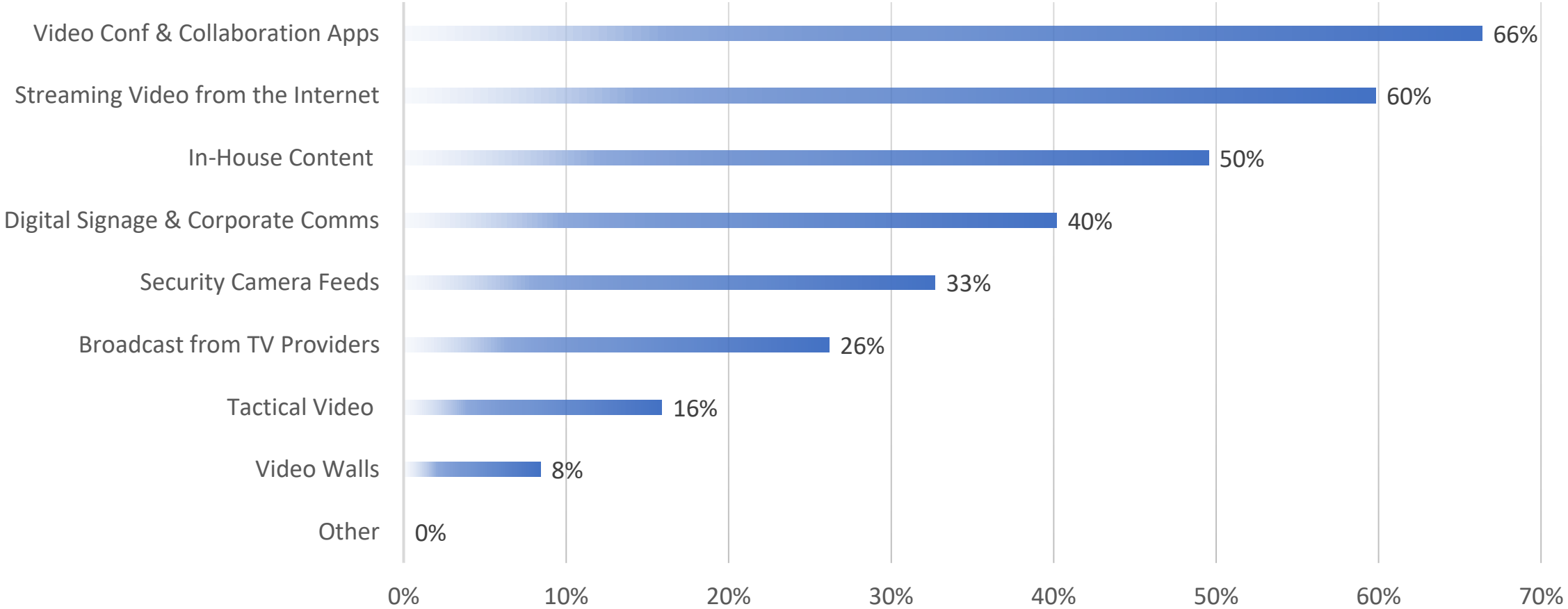
Will your organization invest more to support video traffic and applications on your enterprise networks in 2021 compared to 2020?



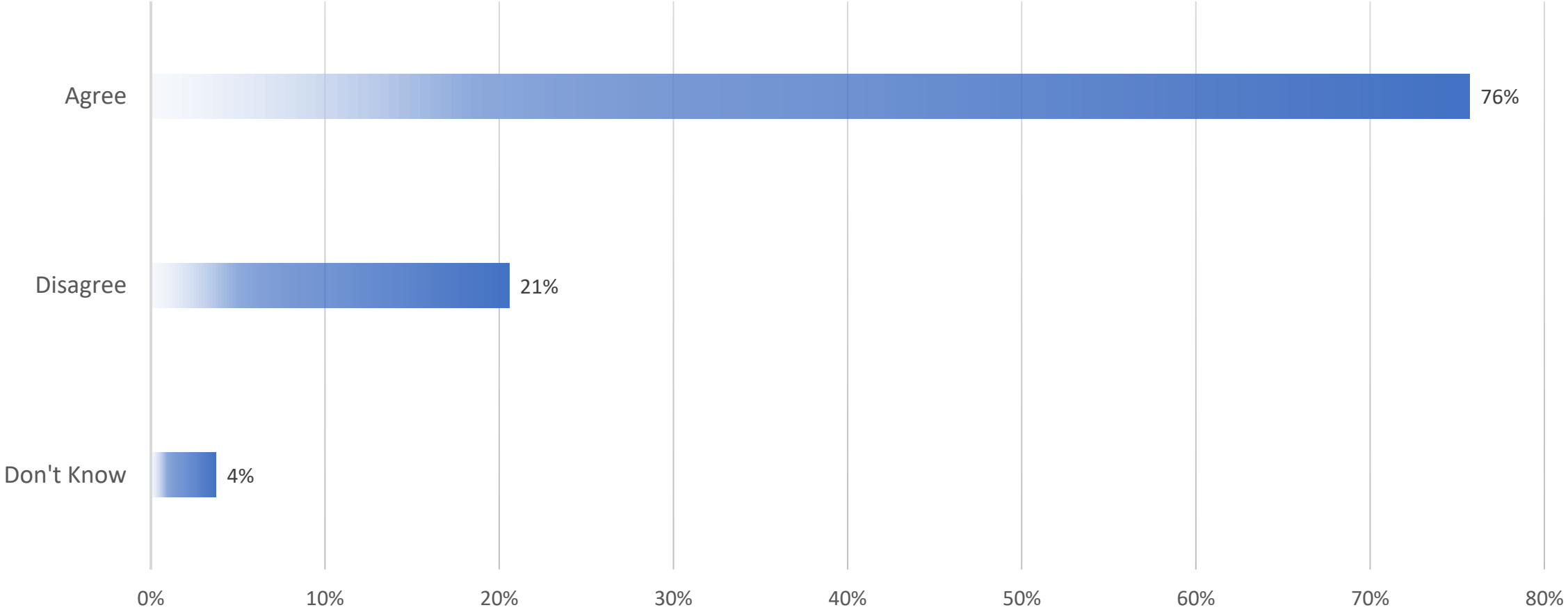
My organization is delivering Digital Signage content over the enterprise network.



What three categories are contributing most to growth in video traffic and applications flowing through your enterprise network today?



My organization uses external providers (integrators, designers, etc.) to optimize the performance of video traffic and application on our enterprise network.



Conclusion

- Video has emerged as a category of traffic that is mission-critical to organizations across all industries.
- Although momentum has been gathering, investments have picked up and will continue through 2021.
- Leaders are trying to figure out how to best ensure productivity while driving innovation in their organizations and video applications are growing in importance.
- As expected, video traffic has risen with the growing reliance on video conferencing to facilitate collaboration during social restrictions.
- Video applications like streaming video, in-house multimedia content, digital signage and security camera feeds are also increasing on enterprise networks.
- Network administrators are relying on a combination of full-time personnel and third-party integrators/consultants to design IPTV systems that are future-proof.

VITEC, a worldwide leader in end-to-end video streaming, offers solutions for broadcast, enterprise, government, military, and large-scale sports & entertainment venues that are tailored to each customer's unique workflow. At the core of every VITEC solution is a commitment to offer products with the lowest latency and most robust IPTV capability on the market. Learn more at www.vitec.com.

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