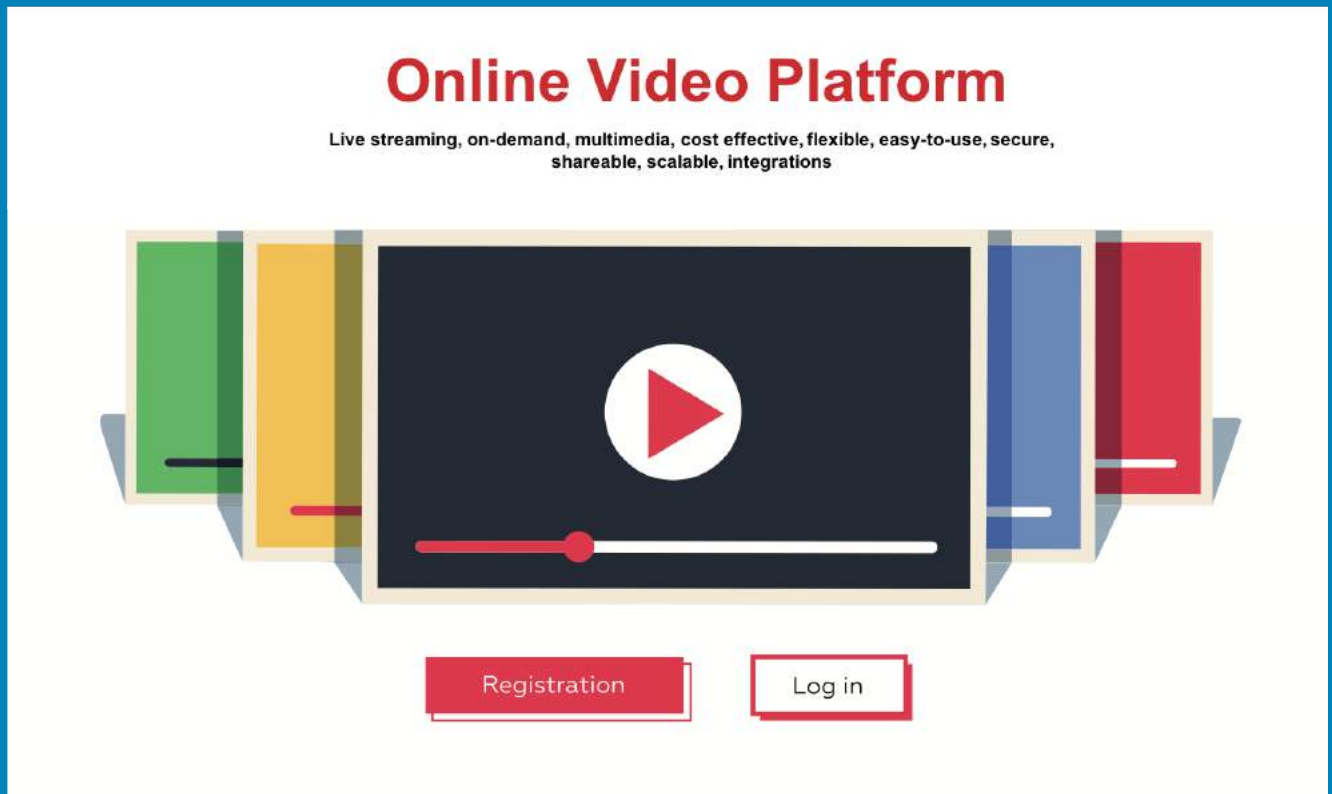# 10 Indispensable Features Your Video Platform Must Have

How organizations use, manage and share video is critical to success. Whether video is used internally or externally, read these ten features that are must have for your company's video platform.

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by KNOWLEDGEVISION

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We all use video, because video moves people.

It's no secret that we are wired to respond to and remember memorable images. Visuals, video and storytelling help us make the most impact on our viewers. And, they are the perfect complement to training programs, product launches, and corporate communications or as a stand-alone communications medium. That's why it's so critical to find the right video platform to help manage and share it.

Here's my list of what to look for in a video platform, based on customer conversations and myriads of research. I've included a list of resources at the end of this blog for future reference.

# 1. Optimized for DIY to save time & money

Technology is changing how we master our jobs, and there's no shortage of solutions that are designed to 'make our jobs easier'. But all this technology doesn't mean we aren't dependent on someone else in the organization to publish and manage video. Now more than ever video platforms must be optimized to make it super simple for casual user, video expert, or technology guru to use. A few things that indicate a platform is easy to use include:

1. **No additional tech help is needed to get started.** That generally means it's cloud-based, updates are automatic and you don't need a specialized degree or expertise to be successful.
2. **You can upload, publish, and share video in a few minutes**, not hours or days. Video content is often time sensitive. Be sure it's fast and easy to deliver your videos to the right audiences.
3. **Security and tracking options are part of the platform**, not an add-on.

2. Powerful analytics that give actionable insight

A remarkable 88% of marketers and communication professional use video in some way. And according to a CMI report, they rely on video, webinars, and video presentations to deliver critical communications, training and marketing information. But measuring the impact of video, and the ROI is difficult. Your analytics should be as robust as your platform. If you host and share one video of lots of video, then you should have detailed information on viewing information. When you add quizzes and certifications, you should be able to see quiz results and who receives a certification. And fore every call to action (CTA), you should easily see who's engaged with it.

Look for an analytics dashboard that's both visual and interactive, and gives you clear insight into performance. You should have both **graphs** and **detailed data** for further insight, with the option to drill down at the asset, creator or viewer level. It should be easy to share reports with others, and schedule daily, weekly or monthly reports right to your inbox. And of course, easy to manage integrations with marketing automation platforms and learning management systems so you can share your data across platforms.
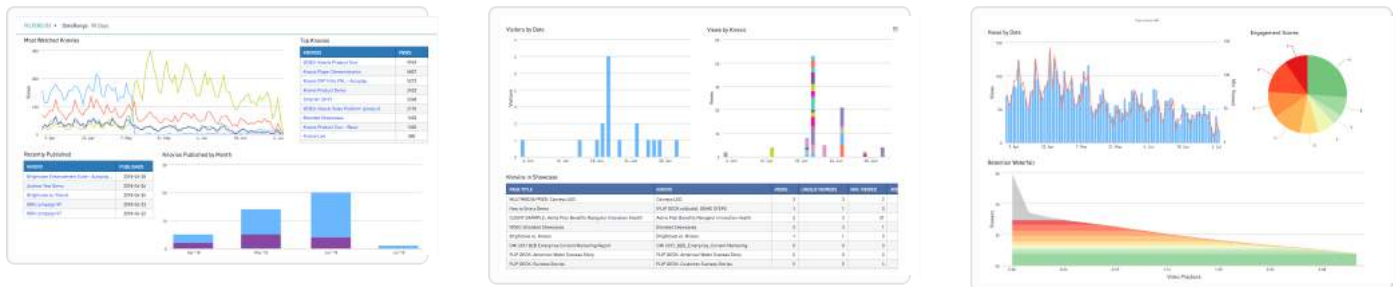
Look for at least these eight levels of analytics reporting:

1. Account-level summary data and viewing detail
2. Unique video and viewer performance data (across one or many days or videos)
3. Advanced performance metrics (by location, attention span, quiz results, behavioral activity)
4. Graphs, charts, and export options
5. Report sharing and scheduling
6. Integrations with other platforms
7. Learner-centric viewing details, results, and performance
8. Interactive dashboards (account and portal level)

If your video platform gives you the ability to deliver video, presentations, and livecasts, then it should also be able to give you in-depth data related to it too. It's critical that you can understand how well your video and content is performing and how your viewers engage with it. Your analytics should be as robust as your platform.

3. Easily re-purpose and organize video

There's a stunning statistic on how many videos businesses have in their libraries. 293! That's a lot of video. So how do you manage, organize it all and quickly repurpose it when needed?

Whether you are one of the many businesses that publish eighteen videos per month, or just use video and presentations on a quarterly basis, your video platform should make it very easy to upload and organize them. Your platform should also make it easy for you to repurpose and reuse them as well. That means tools that enable you to trim sections of video, add or subtract slides to a video presentation, re-record video presentations or even just track where you embed videos.

Imagine if you could re-purpose slide decks by adding video, trim a section of a video to use in a blog post, or simply share collections of video with specific audiences. That would certainly make our jobs easier, and we certainly could see increased productivity and effectiveness.

4. Cost effective with minimal investment risk

The pace of technology change can make it intimidating to commit a substantial investment in a video platform. What happens when a new technology makes your platform a dinosaur or if you make substantial changes to your online training or marketing strategy? How much time and effort is needed to either maintain an older platform or to try a new one?

For these reasons, be sure to consider the barriers to change, the barriers to adoption, and the barriers to exit. Is it cost effective - as measured in time, resource, and lost opportunities - to make a switch from one platform to another? What is the risk of not moving to a more flexible and feature-rich platform? Is your current platform positioned to embrace technology change and innovation?

A video platform should give you the flexibility to grow with the solution, live and on-demand support to maximize successful on-boarding and to add new features seamlessly. Look for pricing flexibility and free trials that allow one or many team members to evaluate the product. Here are just four pricing options your platform solution provider should offer:

1. a substantial free trial that gives you access to all the features you need and want to try;
2. subscription-based pricing that offers flexibility to grow and contract as needed;
3. clearly defined pricing for new features, enhancements, and add-ons;
4. cost-effective annual or two year contracts rather than extended contracts; and
5. Free support when trialing and support options that align with your team needs

5. Enterprise level security

Data and content security is a necessity whether you are a small company or a Fortune 500. Every organization has different policies and procedures when it comes to security. Be sure your video platform conforms to your organizations specific needs.

Your video platform should provide a level of security that includes, but is not necessarily limited to IP restrictions, domain restrictions, registration pages with password protection, guestbooks and guest list functionality that let you control who has access to your content. Guestbooks and guest lists are simple to administer and offer an easy way to securely control access to your content.

Many organizations require a corporate-wide single sign-on option that permits a user to use one set of login credentials (usually a registration name and password) to access multiple software applications. SSO gives the user a simpler log-in process and organizations an easier way to manage passwords and registrations. There are pros and cons to this level of security that should be reviewed with appropriate departments within your organization.

6. Feature functionality beyond YouTube

"I use YouTube for my videos and then embed them in my website. I don't need a video platform." That used to be okay when we first started using video. But today, video is used for more than social media and public sharing of information. Now more than ever, organizations need to be aware of how to safeguard their video assets, control who views them when and where, brand associations, and have access to viewing data.

YouTube is an awesome platform for gaining eyeball share and it was designed to 'share video'. It's easy to use, and nearly everyone is familiar with it.

But, when you really think about it, YouTube is still the world's largest online library for every type and every quality of video. It's a massive video repository that's open to the public. And although there are some security options including registration pages and passwords, to use these features, your viewers must be registered with Google. And, not everyone is, nor does everyone want to be.

In addition to security concerns, when you use YouTube, you have limited control over your corporate brand. You cannot choose which brands are associated with yours, nor can you control comments on your video, and who shares them. And should your content be very targeted and for specific audiences, you may run the risk of it being censored. It's not to suggest that YouTube as a distribution channel isn't a good option, but if branding, measurement and tracking, and viewing experience plays an important role in your overall communications, training or marketing strategy, you may want to consider a platform that gives you optimum control.

Five things every business needs that YouTube does not offer:

1. Corporate Branding
2. Enterprise-level Security
3. Engagement tracking & notifications
4. Robust analytics
5. No advertising

7. Options to create interactive, multimedia experiences

There's a glut of video out there, and even though we constantly improve our message and delivery, and trim video length we still need to make them more engaging. Your video platform should make it easy for users to create and publish interactive and multimedia experiences without too much extra effort, or without additional resources.

There are stand-alone technologies that make interactive video experiences easy so check out apps like SnapApp and Hapyak and RaptMedia. But if you want to make your job easier and save time, look for the capability right in the video platform. At a minimum, you should be able to customize video players with speaker notes and bios, clickable chapter navigation and Q & A options and it should be easy to embed assessment tools including quizzes and surveys and a call to action (CTA). The Knovio platform, as well as others offer many of these options. Choose the one that works best for your content creators and your viewers.

8. Audio or video synced with slides

Why is this so important? Businesses today have archives of presentations. Some are re-used over and over, others gather dust. Advanced options like slide sync with audio or video give presentations new life, and enable content creators to quickly create new pieces of content by re-purposing slide decks. The other reason audio and video sync is so important is because slides alone never tell the full story. And a stand-alone video from a conference or event can miss the mark because you don't have supporting slides to give the talk context. The deck provides context and the presenter gives it life. A presentation deck without it's presenter is like a shoe without a sole.

Video presentations are another form of video that are taking corporate communications, learning and training programs to another level. Video is a necessity in training and learning environments because it's the medium of choice by most of today's learners who are not from the aging boomer generation. Video and slide sync energizes slides decks and transforms training and communications presentations by placing the focus on the storyteller, not the bullets on a powerpoint. Viewers can choose whether to watch the video, listen to the audio or watch video and slides side-by-side. With video, audio and slide sync every presentation can be more memorable and effective. And every presentation becomes a video.

9. Integrations with CRMs, MAPS, and LMS

It's an integrated world, and we no longer can keep video and content in silos. Learning organizations rely on video training materials as much as marketers rely on video to engage prospects, customers and partners. Our sales teams need content at their fingertips and an easy way to see if their prospects and customers view their videos.

Your online video platform should be compatible with other platforms in your technology stack and your video ecosystem. Look for integrations with leading marketing platforms, learning management systems, video conferencing platforms, and CRMs.

10. Live streaming options

Live video streaming is not just a phase, it's now a requirement in most organizations as Cisco research indicates nearly 82% of all Internet traffic will be video, and a growing percentage of it will be live video content. Live video resonates more with viewers, making emotional connections that on-demand content can't hope to make. Live video streaming makes it possible to reach hundreds, if not thousands of viewers at once giving marketers, trainers, and corporate communications teams the perfect vehicle to expand and engage global audiences engagement. Advanced live streaming capabilities give users the opportunity to monetize content during an event, and many platforms offer features to add live multimedia experiences.

And live video isn't just for social media applications. There are a surprising number of internal applications that give live video streaming the nod from executive teams because it's a viable cost saving medium that delivers improved ROI on events measured in time and cost savings as well as productivity.. Marketers use live webcasts and events for demand generation and lead qualification; trainers use it to educate and connect global workforces, and corporate communications teams use it to securely deliver company meetings, employee town halls, Investor Day events, and compliance initiatives. It's the fastest and most economical medium to connect with audiences in a personal, engaging way.

Live video streaming is a one to many application so it's essential that your platform can deliver video to thousands of viewers at the the same time, with little to no latency. Add security, registration pages, and interactivity (whether in the video player or video) and you've found the optimum live streaming platform. On-demand playback should be ready nearly instantly, not days, and tracking engagement should be simple. So it logically follows that the video platform used to manage online video and video presentations should also be capable of delivering flawless live video streams.

There are several live streaming platforms that provide basic and premium streaming services, but do they also host your on-demand video? Compare Knovio Live to YouTube Live.

In today's age of video, your online video platform should make your job of managing, sharing and analyzing video of all kinds easy.

I hope this essential feature list is helpful in deciding what to look for in a video platform. If you'd like to know more about Knovio or to see if it's right for your business, email me marianne@knovio.com.

Below are some great resources to explore when you evaluate your next video platform:

Forrester Wave™: Online VIdeo Platforms for Sales & Marketing, Q4 2016

Gartner Magic Quadrant™: Magic Quadrant for Enterprise Video Content Management

Wainhouse Research: Video Solutions for Corporate Learning - 2017 Market Overview

IBM Cloud Video: 2018 Live Video Benchmarket Report

KNOWLEDGE VISION®

KnowledgeVision is the maker of Knovio - The Online Video Platform for Corporate Learning. Knovio is designed to help learning, training, and corporate communications teams create, manage and deliver live and on-demand video and video presentations without any technical expertise. With easy-to-use workflows and analytics, it's fast and simple to publish engaging training content and measure program and individual learner success. Learn more at knovio.com.

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