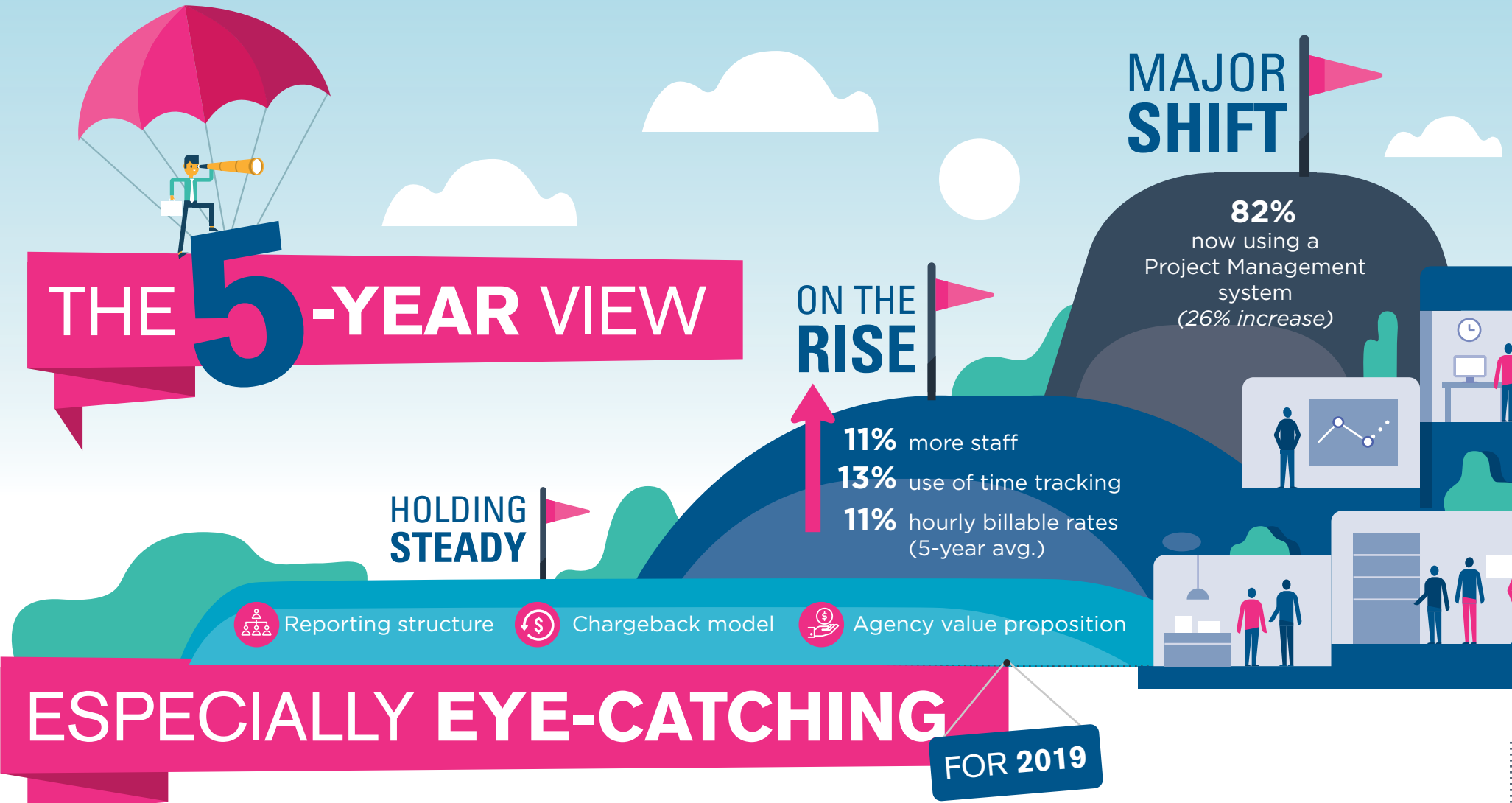
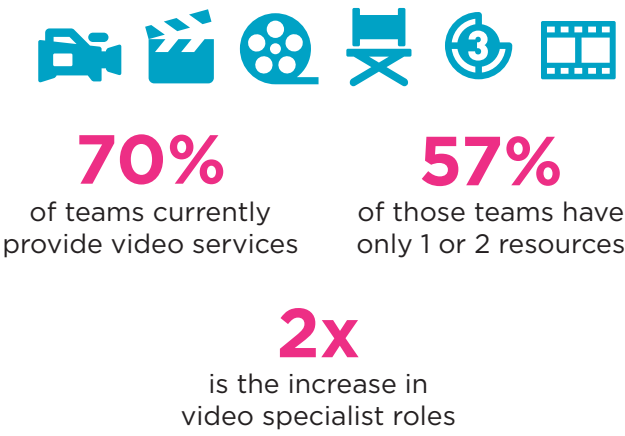


# Highlights from the 2019 In-House Creative Industry Report.

## CHANGE IS CONSTANT. DON'T BE LEFT BEHIND.



### THE EXPLOSIVE GROWTH IN VIDEO. ARE YOU READY?



**Video traffic** will comprise **82%** of all IP traffic by 2022<sup>1</sup>

1 Cisco Visual Networking Index: Forecast and Trends, 2017-2022/November 2018

### THE QUICK ASCENT OF AGILE. HOW FAST WILL YOU ADAPT?

#### Top 3 reasons for adopting Agile methodology

- ✓ **64%** increase productivity
- ✓ **54%** enhance ability to shift priorities
- ✓ **51%** improve project visibility

#### TOP CHALLENGES

- 61%** lack of experience
- 57%** inconsistent Agile practices
- 41%** general resistance to change

**23%** of in-house teams using Agile

**37%** of marketers use Agile<sup>2</sup>  
**61%** plan to build Agile into their workflow **within the next year**<sup>2</sup>

2 AgileSherpas.com, 1st Annual State of Agile Marketing Report, 2018.

### THE RIGHT SKILLS FOR THE TIMES. HOW WILL YOUR TEAMS EVOLVE?

#### Not enough resources or the right skillsets

- 30%** of teams on average believe there is **enough qualified talent** available
- 47%** have **no dedicated client service role** and **17%** rely on **hybrid resources**
- 60%** cite **lack of brand knowledge** as a drawback to using **offshore/offsite** partnerships



#### Not enough time for training

**71%** of leaders **don't have enough time** to develop team skills



#### Not enough budget

**42%** have **no training budget** or must get approval case by case