



Online Video Success –

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Until recently, the most advanced communication technology used offline was still too far ahead of the Internet infrastructure to cross over to wide scale Web use. That is beginning to change. The power of video to increase response rates by up to 30% and boost message retention rates by up to 300% was proven both scientifically and at the cash registers decades ago. Yet only a deep-pocketed few can afford to buy time or develop the in-house resources necessary to record and distribute video over television airwaves.

Online video is exploding with consumers who love the time saving, data packed delivery of information and entertainment that television video provides.

From the very beginning, developing video to the point where it could be created and distributed simply and economically over the Internet was the goal of several small pockets of developers. Their first tiny, jerky video images were seen across the Internet in 1998. Since then, streaming video sizes, playing smoothness, audio and visual synchronization have all improved steadily.

Only recently has online video begun to be seen as something more than a novelty. The rising adoption of broadband connections is also being credited with fueling future growth and revenue forecasts and bringing new major players into the market space to compete for this business.

Streaming video will change the way business is conducted. Geography and time become meaningless when an attorney, banker or realtor can send a document to a client through file sharing, watch them sign that document and record and archive that signing.

It wasn't until the quality of transmitted images became sharp enough and the actual process of broadcasting became simple enough for non-technical sales or marketing personnel to operate, that business people began to seriously consider using Web conferencing technologies. Things have changed considerably since they did however.

Nearly \$2 billion was spent on online video in 2004. More significantly, it's estimated that nearly \$12 billion will be spent on online videos by 2008. Video emails (v-mails), video Instant Messaging and videos posted on websites are among the applications expected to fuel this anticipated \$10 billion in growth.

Some of the large players like Internet service providers have begun to offer their subscribers limited video email capability. However, the small and medium-sized business and individual consumers will also profit from the videos they will create and distribute using only a webcam, PC and an online subscription service outside their ISP's umbrella.



As further proof of this rapid integration into the fabric of the Web, in May of 2005, Yahoo! announced the release of its video search capability. With it they gave Web searchers the ability to find any video, produced by anyone and housed on any website, including TV shows and movies housed in television station vaults.

The reality of competing against 21 billion videos will mean that companies will need to use video as a core communications tool, not just as a decorative touch or to add a bit of sizzle, if they hope to continue to capitalize on the high exposure they acquire early on.

WSI, the world's leading provider of Internet Solutions to small and medium sized businesses the world over, has over 1500 local Consultants in 87 countries that can help grow your business. To find out how you can find success through online video, Contact us (**WSI My Web Guide**) in Dubai and within the United Arab Emirates (UAE), at www.wsimywebguide.com or email: info@wsimywebguide.com

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