

We are Video for Internet Experts with over 20 years experience in this space.

"When you compose a video you are automatically seen as an expert in your field"

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1. Record year for video content consumption

How could it not?! Video (video) consumption continues to grow at an astonishing rate. As of October 2008, 13.5 billion videos were watched online. That is a 45% rise on the number watched in October 2007. The availability of super high speed broadband (e.g. Comcast's DOCSIS 3, Verizon Fios) along with more HD video content will drive more people to consume more video online.

2. YouTube losses share as market fragments

Yeah, I said it. YouTube's share over the overall video market will begin to decrease in 2009. While YouTube's overall numbers will continue to grow impressively, the market will fragment.

More and more sites will have video, content creators will invest more in their own branded destination, and Hulu (Hulu) will continue its impressive growth.

3. Advertiser dollars will shift to more measurable and targeted online video

Traditional ad dollars will continue to migrate online as advertisers seek to ensure the most impact for their advertising dollars in these difficult economic times. The availability of detailed data about the performance of their ads and the viewers and customers who interact with them makes web video an extremely attractive medium for advertisers.

eMarketer projects that online video ad spending will increase by nearly 50% in 2009 and reach over \$4.5b in 2013. At the same time, consumers will spend more time with web video due to the improved production quality and as an alternative to more expensive leisure activities.

4. Video monetization becomes reality

Professionally-produced content, targeted to specific audiences, will see a burst of excitement as advertisers will see this as a safe bet to put their money on. In response to the influx of advertising dollars, video publishers will need scalable platforms with a wide range of performance metrics.

Also, sites that offer a player with more "bells and whistles," (end-user branding, video tagging, semantic widgets, etc.) will win out as viewers become more engaged and watch longer.

5. On-demand video platforms gain as the economy slumps

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"This is the year that the web gets smart and companies that develop semantic technologies for online video such as semantic search will be in demand.."

With today's economic situation, budgets are being scrutinized and management is being tasked with cutting costs and making sensible spending decisions. At the same time, online companies need to remain competitive and cannot lose sight of the future by deferring innovation.

Hosted platforms that offer customization, flexibility, scalability and maintenance will be the attractive option to "home-grown" online video solutions that are expensive, inflexible, and quickly outdated.

6. Semantic web technologies emerge and prosper

This is the year that the web gets smart and companies that develop semantic technologies for online video such as semantic search will be in demand. Content owners and publishers will increasingly look beyond basic content management to technologies that look inside the video to power search, advertising, and video SEO as a way to differentiate their content.

7. Syndication of content

Count on it: in 2009, more companies will get into the content syndication game, especially those with an existing infrastructure. For example, expect to see more ad networks get into online video content distribution/syndication. Additionally, we will see a departure from destination sites. Companies are realizing it makes a lot more sense to go to the people rather than expect them to come to you.

8. Small businesses embrace video advertising

Back in 2001, small and medium sized businesses began to embrace search advertising. It was a way for them to grow their business in a tough environment, while making sure they had measurable results for their advertising spends. As companies deal with the worst of the recession in 2009, they will have to work even harder to be noticed by customers. Video advertising using self-service tools like Jivox, will be embraced by small and medium sized businesses looking to stand out.

9. Mobile video finally breaks out

After a few years of "this is the year," mobile video breaks into the mainstream. The continued success of Apple's 3G iPhone (iPhone) along with the gaggle of smartphones chasing it (e.g. Blackberry Storm) drives the adoption of mobile video consumption. Expect premium video sites like Hulu and CBS's TV.com to offer iPhone video applications to their growing audiences.

10. Barack Obama reinvents the fireside chat

There is no denying it: web video was widely influential in deciding the outcome of the 2008 presidential election. From viral videos to stump speeches, public opinion was shaped by what was watched online. President Elect Barack Obama will continue to embrace the importance of online video through weekly web addresses, reaching a much wider audience than the presidential radio broadcasts that have become the norm. The reception of these online video updates will go a long way in reinforcing the influence of web video.