We are coming to expect quality video in all our digital experiences – from online shopping to on the job training. However, as video technology has become more ubiquitous, it has also become more complex. To deliver a quality experience to users, regardless of their device and connectivity, you need a holistic video strategy. We’ve tapped into our experience to present the top issues you must address to ensure a successful online video strategy.

1. Can you afford to ignore video in your communication strategy?
Research shows that video consumption positively impacts site engagement and click-through rates. If you are not leveraging online video, then you are missing an opportunity – one that your competitors may be embracing.

2. Do you see online video as an opportunity – or yet another headache?
Creating and delivering engaging online video is no small feat. The right partners can help you tame the complexity and make your video content accessible live or on demand on all devices.

3. How do you plan to reach your audience on multiple devices?
In our hyperconnected world, you need to be prepared to reach viewers on all end devices across connected networks. This includes transcoding/transmuxing, integrated content security solutions, and technologies that enable monetization.

4. Is your media platform provider an innovator – or a follower?
Video technology keeps changing. To keep pace, look for a media platform partner who is an active and recognized participant in key initiatives such as MPEG-DASH and network-side targeted ad insertion.

5. Does your media platform offer solutions – or a toolkit?
Ideally you don’t want to build your own video-centric datacenters or establish and maintain an internal team of video experts. Look for trusted partners who can address as many of your needs as possible to reduce your headaches.
6. Can you measure the effectiveness of your video?
   To ensure an effective video strategy, you need to measure the playback experience. Look for a media platform solution that includes analytics tools, providing insight into real-time quality as well as viewer preferences.

7. Is your media platform flexible to your workflow or “one-size-fits-all”?  
   A media platform solution must be able to map to your workflow — not require you to map to theirs. Look for solutions with modular elements, varying levels of content security, and choices of best-in-breed technologies.

8. Can your provider handle your long-term audience growth?  
   To scale instantly, look for a platform based on a distributed architecture. Your platform provider will need to keep up with the expected growth rate in online video consumption.

9. Does your media platform understand the entire online experience?  
   As the lines between entertainment and eCommerce blur, you must be ready to support new consumption models, including primary screen and second-screen engagement. Look for partners who can address media, Web, and mobile.

10. Is your media initiative protected?  
    You need to secure your content, along with your ability to deliver that content. Any solution that does not address both needs is incomplete, and risks damaging your brand.

As you finalize your online video strategy, consider Akamai’s media delivery solutions, which leverage the Akamai Intelligent Platform to provide high quality, scale and real-time optimizations specific to the device, operating system and connection of each user. To learn more, visit our Web site for access to valuable whitepapers on topics like Quality Video Streaming in a Hyperconnected World.

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