



2025 State of Video at Work

A comprehensive research report on the latest trends, critical challenges, and insights shaping enterprise video.

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Table of contents

03-05	Introduction and key findings
06-12	The expanding universe of enterprise video
13-17	The strategic imperative for video
18-23	The challenges of scale
24-29	Leveraging video insights
30-39	The future of enterprise video
40-41	Demographics
42	About vimeo enterprise

Introduction and key findings





Introduction & methodology

Video is rapidly transforming the way modern enterprises operate, communicate, and compete. From onboarding and training to customer support, sales, and internal communications, more people across more teams are creating video than ever before. What was once a specialized task is now a distributed effort happening across departments, roles, and regions.

But with this explosion in creation comes complexity. Scaling video across an enterprise introduces real challenges around governance, consistency, security, and performance. Video files are growing in volume and variety, often scattered across platforms, owned by different teams, and managed with uneven processes. Without a clear strategy and the right infrastructure, the risk of inefficiency and missed opportunity compounds quickly.

This report captures the current state of enterprise video, based on survey insights from senior leaders and decision makers across industries. It reveals how organizations are responding to the surge in video creation across their organizations, what obstacles they face, and where they see the most potential. What emerges is a clear picture of both challenge and opportunity. Enterprises that approach video strategically and invest in the systems to support it can turn complexity into competitive advantage. By doing so, they not only address today's challenges but also position themselves to scale more effectively, operate more efficiently, and lead with video in the years ahead. This report is designed to support that effort, offering a snapshot of where enterprise video stands today and where it's headed next.

Methodology

To understand how enterprise video is evolving, we partnered with Global Surveyz, an independent survey company, to conduct original research during March and April 2025. The survey gathered insights from 1,000 full-time employees across a range of senior roles, including Directors, VPs, and department heads in Marketing, Human Resources, Learning and Development, Internal Communications, and IT.

Respondents were sourced from organizations with more than 500 employees and annual revenues exceeding \$50 million.

The industry breakdown was evenly distributed from retail, financial services and insurance, technology and software, and healthcare. Geographically, 60% of responses came from the United States, with the remaining 40% split evenly between Europe and the Asia-Pacific region.

This report reflects the perspectives of those shaping enterprise video strategy and responsible for managing its challenges and opportunities at scale.

Key findings

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01 79% of organizations say video improves business outcomes, yet only 43% have a clear, organization-wide video strategy.

Despite the vast majority of enterprises agreeing that video improves business results, strategic alignment has not kept pace with demand. 65% of respondents have already experienced an increase in video creation over the past two years, and 73% expect further growth. Yet only 43% report having a clearly defined and consistently applied video strategy. This lack of coordination leaves teams to operate in silos, making it difficult to scale video initiatives, maintain quality, or drive consistent impact.

02 98% of respondents see video as a valuable source of actionable insights, but only 45% feel effective at extracting insights from it.

As video content expands across the enterprise, organizations increasingly view it as a rich source of data for decision-making. However, only 45% feel confident in their ability to extract and use that data effectively. The widespread use of disconnected video platforms across departments further complicates efforts to generate insights from video, particularly from internal assets like meeting recordings and sales calls. Without unified systems and consistent access, video's business intelligence potential remains largely untapped.

03 Fragmentation across platforms is creating security risks, operational inefficiencies, and barriers to scale.

Only 5% of organizations rely on a single video platform, and larger enterprises often juggle six or more. This tool sprawl introduces serious challenges. 63% of respondents cite privacy regulation concerns, 57% point to compliance risks, and many face increased costs, duplicated workflows, and limited oversight. The lack of consolidation not only hinders operational efficiency but also puts sensitive content at risk — issues that will only intensify as video use continues to expand.

04 Organizations see potential of “video-at-scale” as a competitive differentiator, but modernization efforts remain uneven.

More than two-thirds of respondents agree that scaling video initiatives is crucial for gaining a competitive edge. But while the ambition is there, execution lags behind. Only 44% of organizations are implementing AI-powered video analytics, and 45% are investing in interactive experiences. The gap between vision and action underscores a broader challenge: many organizations want to lead with video, but lack the infrastructure, tools, and coordination to get there.

05 A comprehensive video platform is widely seen as essential for unlocking video's full strategic value.

66% of organizations believe that a unified video platform would help them transform video at scale into a competitive advantage. The features they prioritize, like simplified user experience (47%), robust security (39%), and advanced analytics (39%), directly reflect the challenges surfaced in earlier findings. As teams across the enterprise create more content, a single platform that streamlines operations, centralizes management, and unlocks insights is increasingly viewed as a strategic necessity.



The expanding universe of enterprise video

Video content's impact on key business outcomes

(Marketing, sales, L&D, etc.)

79%

A striking 79% of enterprise leaders say video improves business outcomes, signaling near universal recognition that video, when used effectively, moves the needle.

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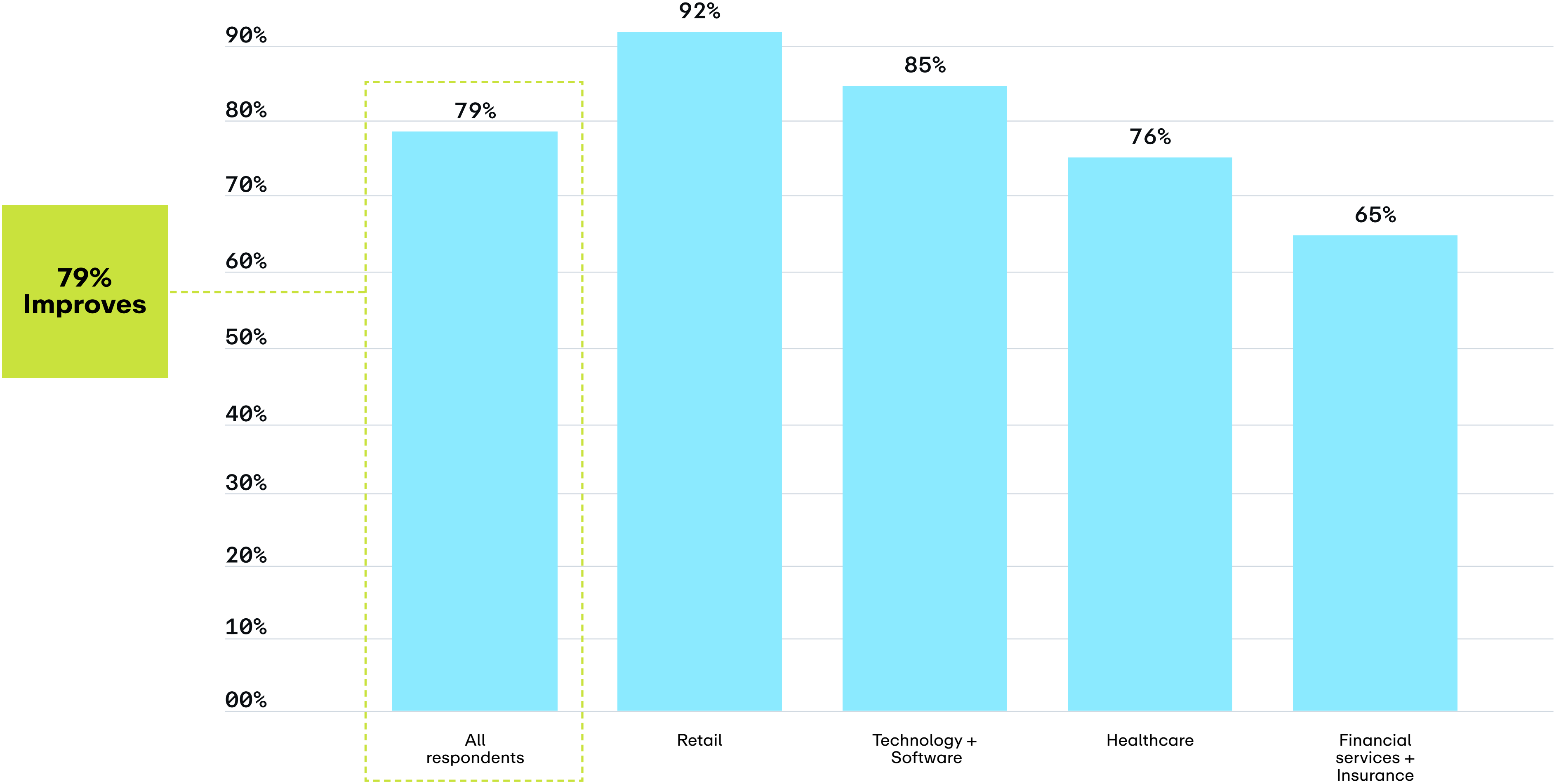
This impact is not limited to marketing. From sales enablement to learning and development, teams across the enterprise are leveraging video to communicate more clearly, train more effectively, and engage more deeply. Retail leads the way, with 92% of respondents reporting positive outcomes, thanks in part to video's role in customer engagement and omnichannel experiences.

Technology and healthcare are not far behind, at 85% and 76% respectively. Financial services and insurance lag somewhat at 65%, revealing untapped potential in more regulated sectors.

The takeaway is clear: video is working. But to unlock its full value, organizations must go beyond isolated wins and embed video into a broader, strategic framework. That means investing in the systems, structure, and support that allow video to scale and succeed across every corner of the business.



Figure 1: “Significant + somewhat improves” by industry



Change in volume of video content over the past two years

65%

Over the past two years, 65% of organizations have seen an increase in video production, with 13% reporting a significant spike. Only a third say volume has stayed the same, and virtually no one is creating less.

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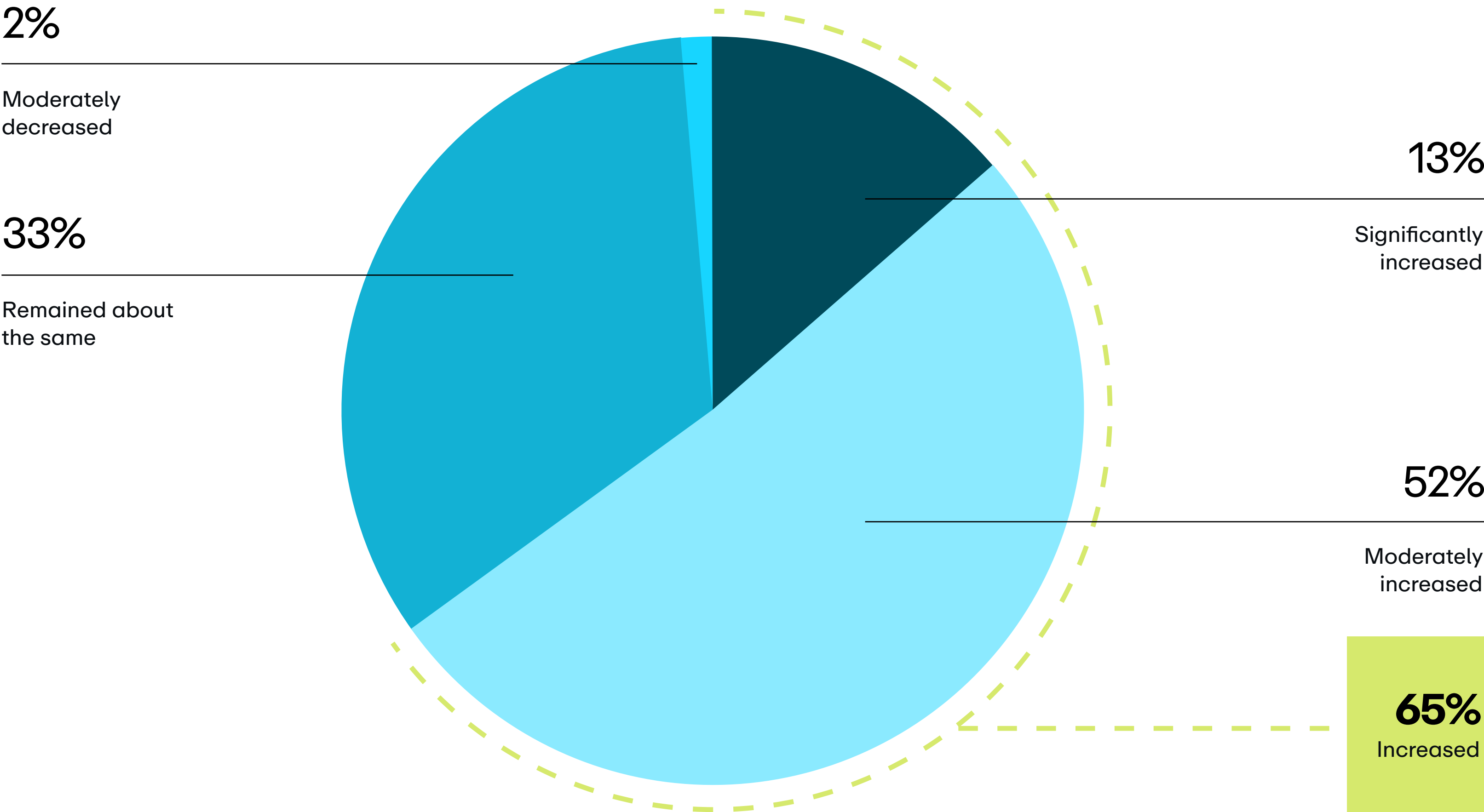
This surge is not the result of a temporary shift, but a reflection of how embedded video has become across departments and day-to-day operations. The growing ease of video creation tools has enabled teams beyond marketing, such as HR, Sales, Customer Success, and L&D, to generate content rapidly, often without centralized oversight.

Many organizations are already feeling the impact: content is hard to find, difficult to manage, and frequently underutilized. Valuable assets go unused simply because no one knows they exist or where to locate them.

This rapid growth is outpacing most organizations' ability to manage it effectively. Without a scalable, unified approach, video risks becoming more chaotic than transformative. Now is the time to rethink how video is managed, before the sprawl becomes unmanageable.



Figure 2: Change in volume of video content over the past two years



Anticipated change in video content volume in the next 3 years

73%

After two years of steady growth, the pace of video creation is expected to accelerate even further. 73% of organizations anticipate a continued increase in video content over the next three years, with 18% expecting significant growth.

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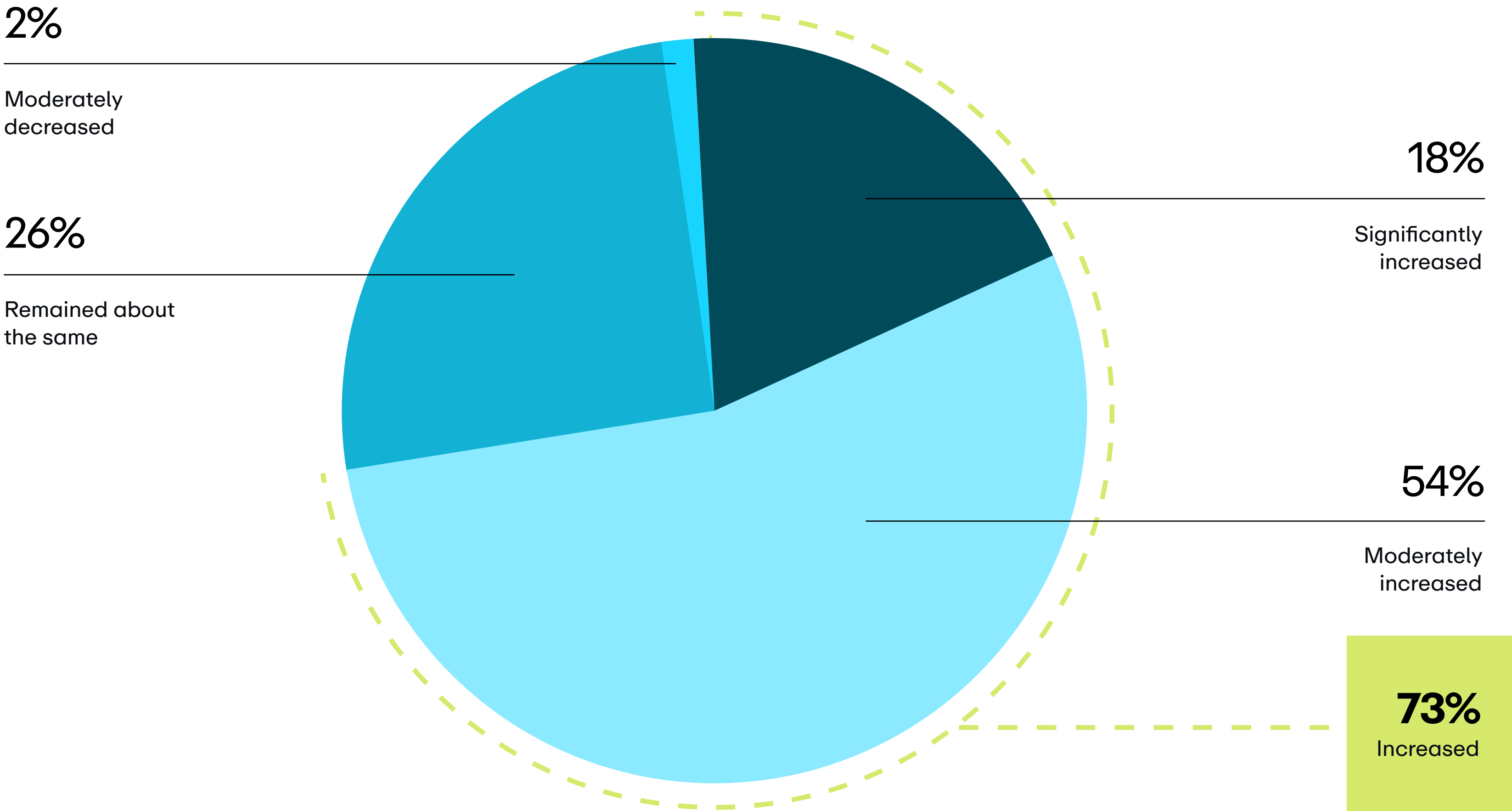
This projected growth confirms that video is not a passing trend, but a sustained and expanding presence in the enterprise. As video tools become more accessible and more teams embrace video as part of their everyday workflows, content creation is becoming increasingly decentralized. It's not just high-production content driving this growth; there's a surge in operational video as well, from internal meetings to sales calls and customer success conversations. The democratization of video is empowering, but also chaotic without the right infrastructure in place.

This is not a future problem. It's already in motion. And organizations without a clear plan are likely already behind. The longer video volume grows without structure, the harder it becomes to rein it in, resulting in scattered content, security risks, and missed opportunities.

Now is the time to prepare. Organizations that invest in scalable, centralized systems today will be better positioned to manage complexity, maintain consistency, and extract value as video becomes an even more critical driver of enterprise performance.



Figure 3: Anticipated change in video content volume in the next 3 years





The strategic imperative for video

Importance of scaling video initiatives for competitive advantage

68%

Video is quickly moving from a tactical tool to a strategic driver of growth. 68% of organizations agree that scaling video initiatives is crucial for gaining a competitive advantage.

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This reflects a broader understanding that video, when scaled effectively, can drive measurable improvements across marketing, customer engagement, internal communications, and training, becoming central to how modern organizations compete.

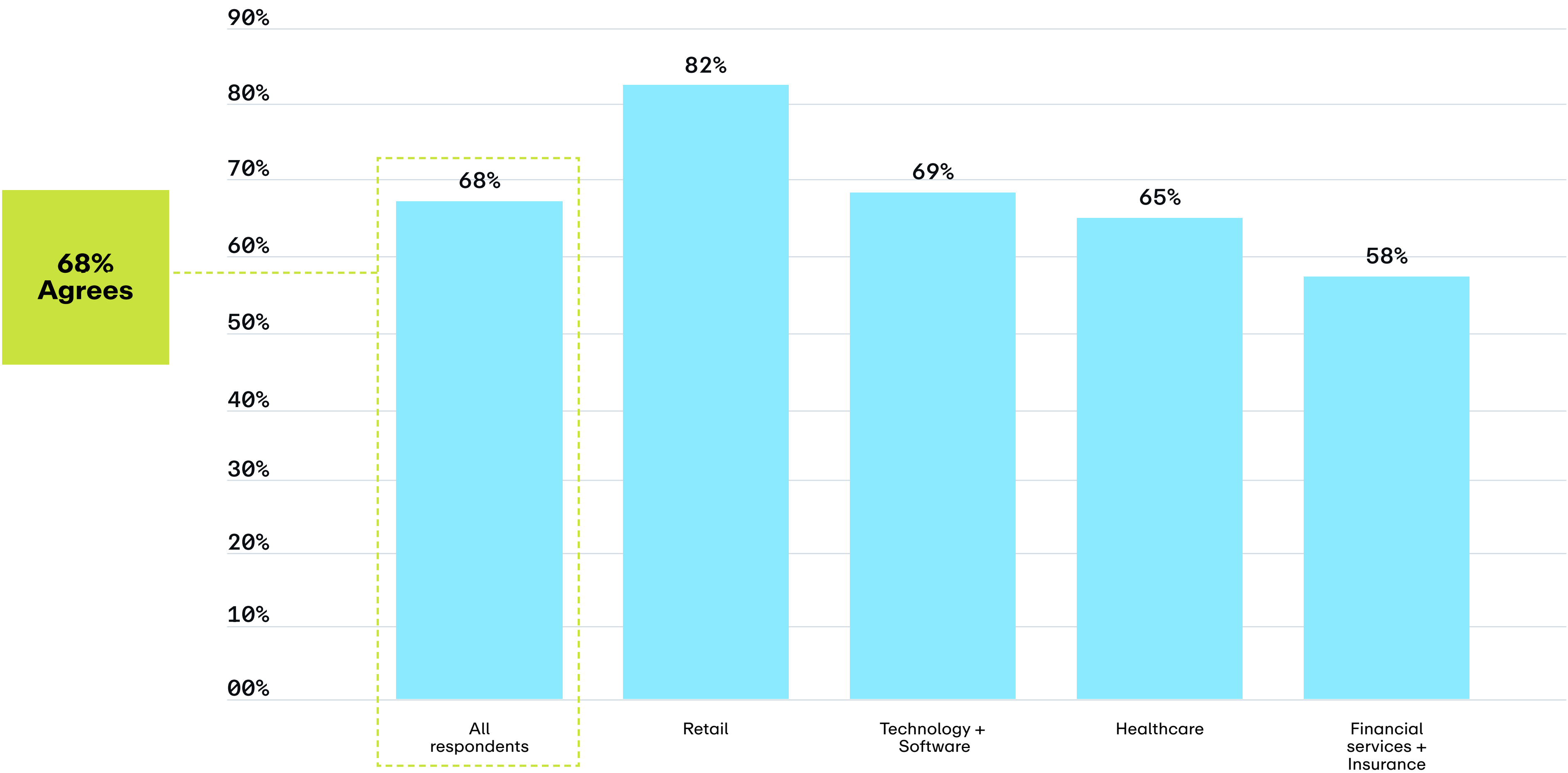
Industries at the forefront are already seeing the impact. In retail, 82% of respondents say scaling video is critical, driven by its role in commerce, product discovery, and customer support. Technology and software follow at 69%, where video is central to product education and go-to-market strategies. Healthcare (65%) and financial services and insurance (58%) also show strong momentum, though with more room to mature.

This is a signal of where the market is headed. Organizations that scale video effectively will not only move faster; they'll connect more deeply, train more effectively, and compete more confidently.

The window to lead is open, but narrowing. Those who act now will define the future of enterprise video. Those who wait may struggle to catch up.



Figure 4: Do you agree that scaling video is crucial for gaining a competitive advantage in your industry?



Strategic alignment for enabling and scaling video initiatives

43%

While more video is being created across team than ever, only 43% of enterprises have a clear, well-communicated video strategy.

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Even among that group, it's unclear how many truly understand the scope of the challenge as video creation continues to expand far beyond marketing.

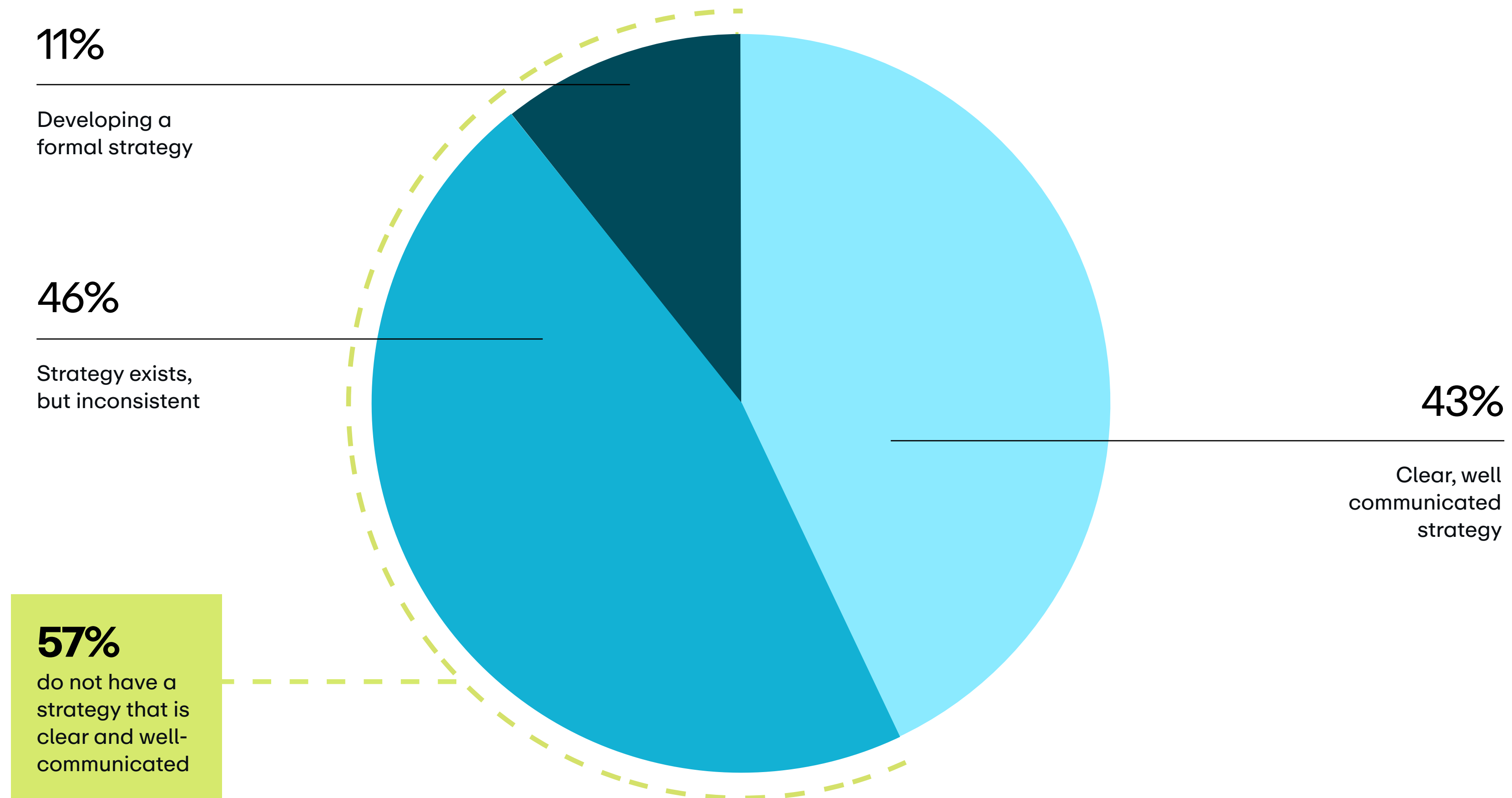
Another 46% say they have a strategy, but it's inconsistently applied. That inconsistency translates to content silos, disjointed workflows, and uneven quality. Teams rely on different tools, follow different standards, and often duplicate efforts, wasting time, resources, and opportunities. Meanwhile, 11% are still in reactive mode, developing strategies while video volumes continue to climb.

This lack of alignment isn't just a process problem; it's a business risk. Without unified governance, organizations face growing inefficiencies, lost content, brand inconsistency, and unclear ROI. Compliance becomes harder, security more fragile, and performance harder to measure.

As video becomes a strategic differentiator, those without a plan or a system to support one will struggle to keep up. Organizations that align now will be in a stronger position to scale, innovate, and lead with video as a core business driver.



Figure 5: Strategic alignment for enabling and scaling video initiatives



The challenges of scale



Effectiveness in addressing common video challenges

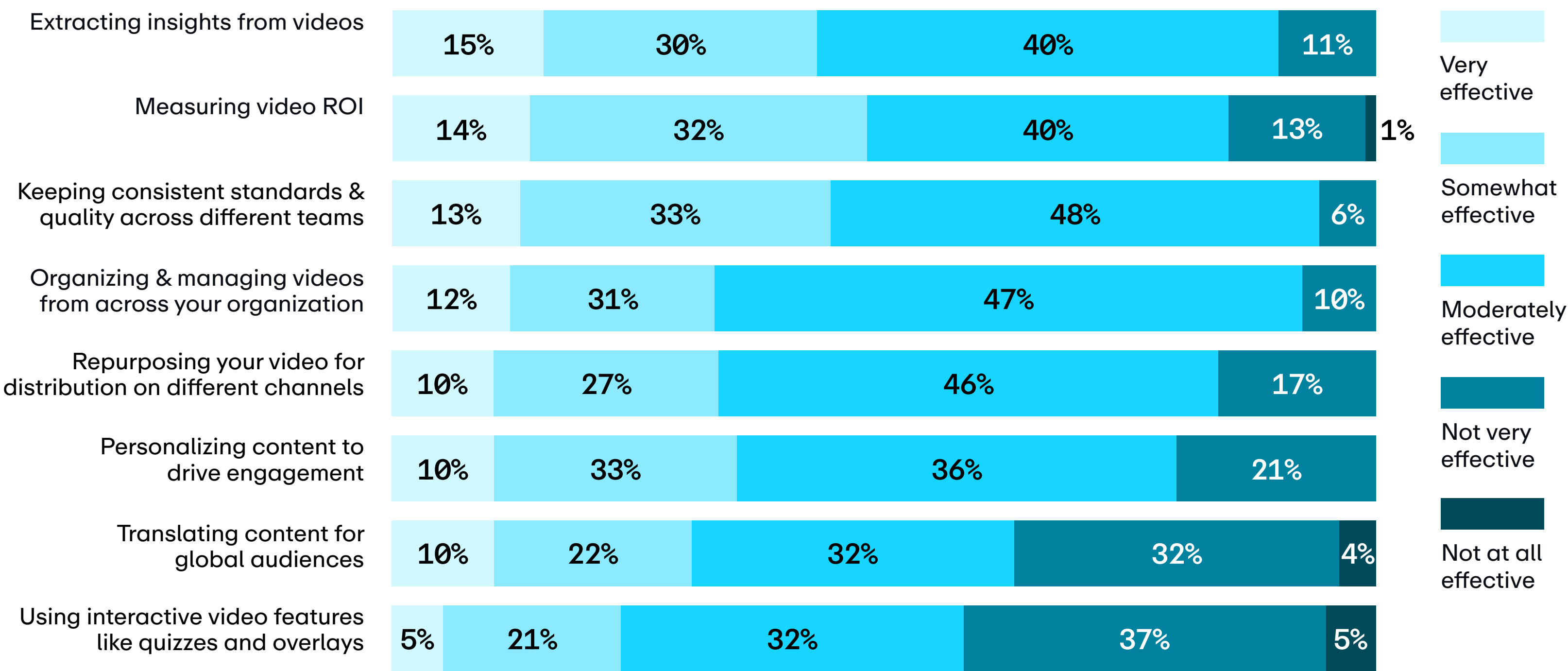
When it comes to managing and scaling video, mediocrity is the norm. Across nearly every challenge surveyed, the most common rating was “Moderately effective,” pointing to organizations that are treading water rather than moving forward. Few report being truly effective, and many admit they are falling short.

These challenges aren’t new, but they are growing more acute. As video volume increases and creation spreads across departments, the consequences of limited strategy and fragmented infrastructure become harder to ignore.

Repurposing content is one of the stronger areas, yet only 46% of organizations say they do it very effectively. That means most are still missing opportunities to maximize reach and ROI from what they’ve already created. Interactive video and insight extraction yield middling results, while 32% say they are ineffective at translating content for global audiences, a serious limitation in an increasingly international business landscape.

Without centralized tools and shared processes, the result is inconsistency, waste, and lost potential. These are structural obstacles that prevent organizations from realizing the full value of their video investments. Fixing them requires more than incremental improvements. It calls for a new foundation built for scale, clarity, and impact.

Figure 6: Effectiveness in addressing common video challenges



*Question allowed more than one answer and as a result, percentages will add up to more than 100%

Number of video platforms or vendors used across the organization

5 video platforms

They're managing it across an average of four. For larger organizations with 5,000 or more employees, that number climbs to five. This level of fragmentation has become the norm, and with it comes a growing set of challenges.

42% of respondents use 2 to 3 platforms, and another 40% use 4 to 5. Only 5% have consolidated their video operations under a single solution. As a result, nearly every organization is juggling multiple tools, systems, and processes, leading to duplicated efforts, inconsistent branding, disconnected workflows, and rising operational complexity.

The more platforms in use, the more expensive and difficult it becomes to manage vendors, train users, maintain systems, and enforce security and compliance standards. It also becomes harder to consolidate performance metrics, access content efficiently, or maintain a unified user experience.

At a certain point, the flexibility of using multiple platforms turns into a liability. Without a centralized system, organizations are paying more to get less visibility, less control, and less value from their video investments.

Figure 7: Number of video platforms or vendors used across the organization

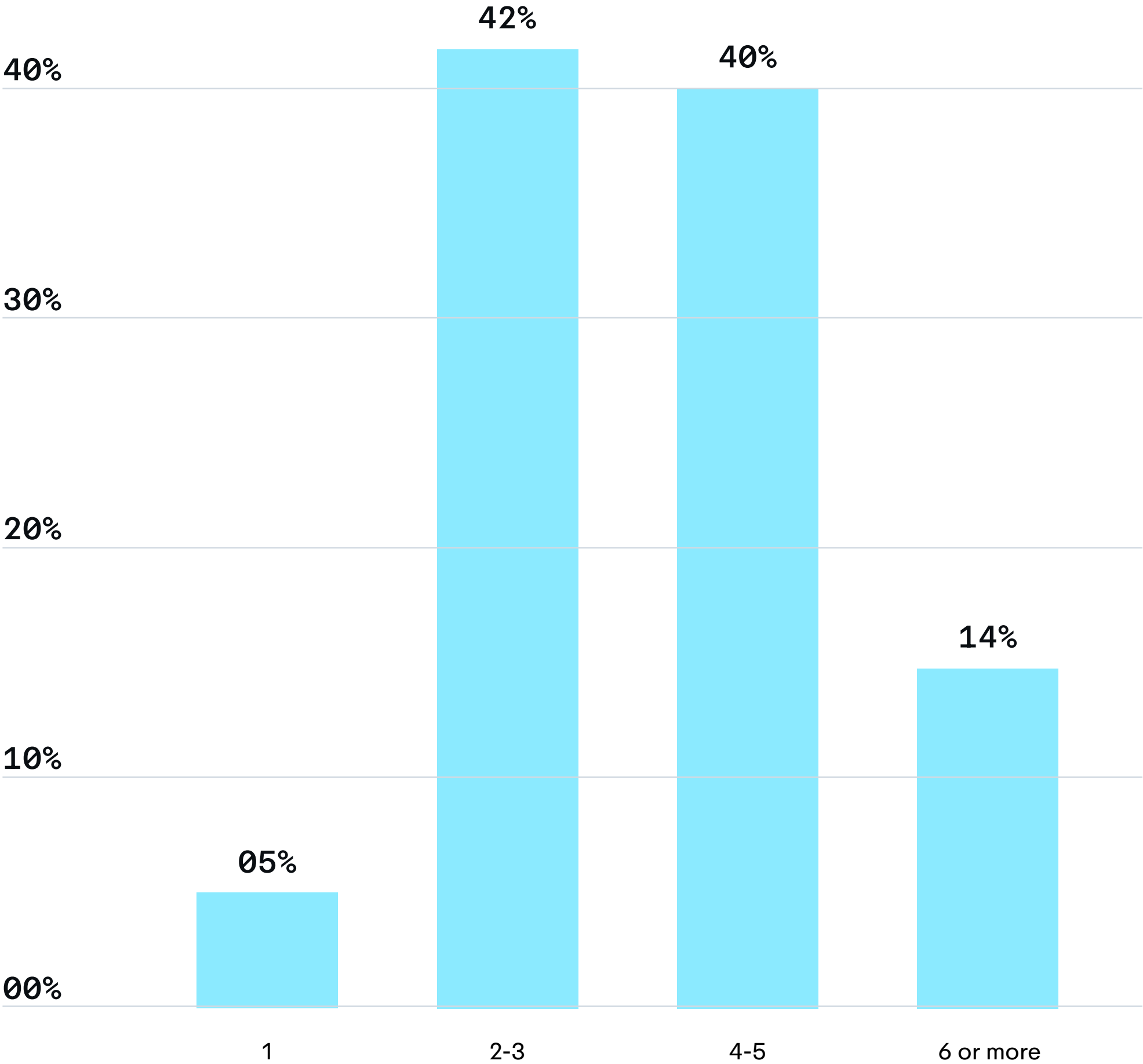
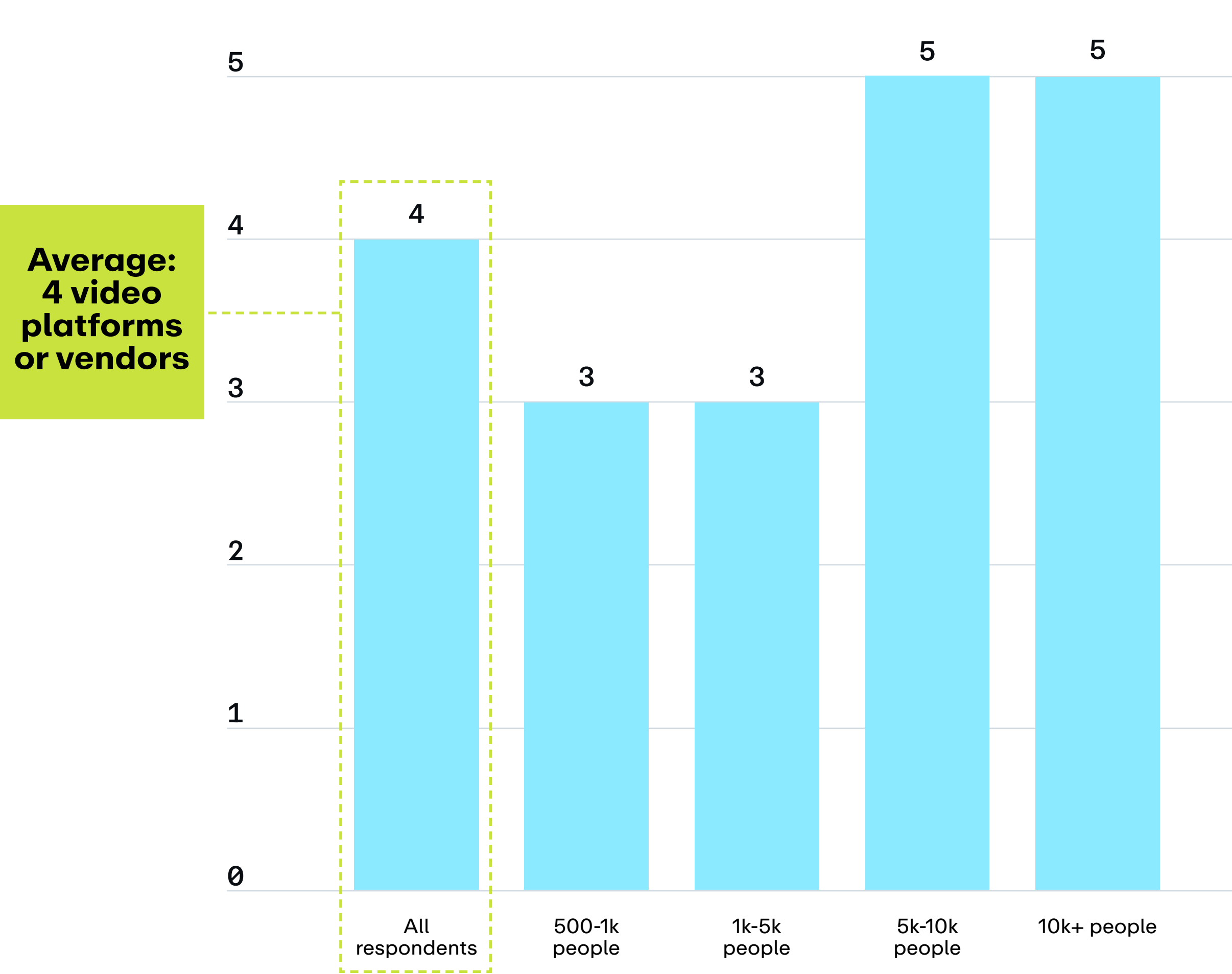


Figure 8: Average number of video platforms or vendors by company size



Primary security concerns with managing multiple video platforms

63%

Privacy regulation is the top concern, cited by 63% of respondents. With video often containing personally identifiable information, staying compliant with standards like GDPR and CCPA is increasingly complex.

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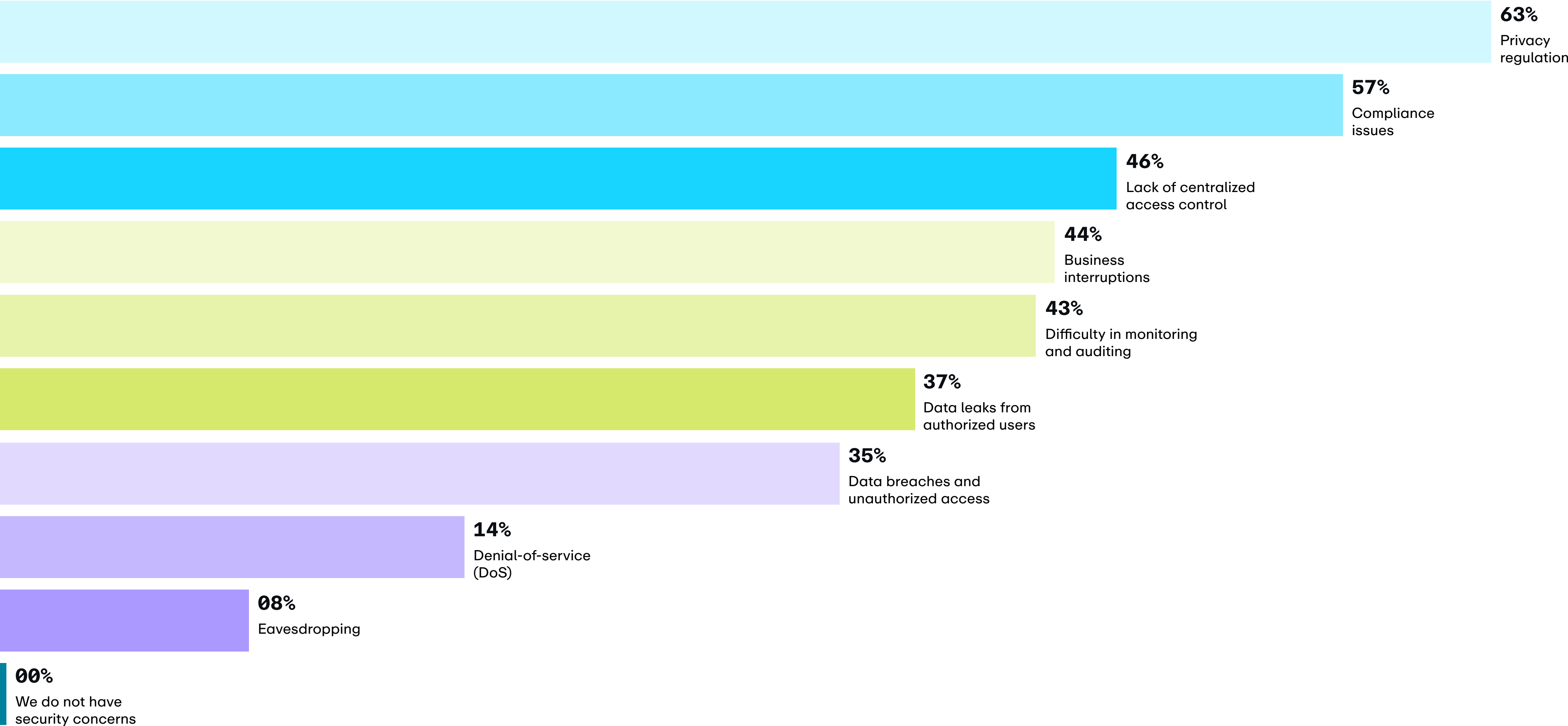
Compliance more broadly is also a concern, with 57% highlighting the difficulty of enforcing consistent policies across disconnected systems.

Additional risks include a lack of centralized access control, reported by 46%, which increases the chance of unauthorized access. Business interruptions (44%), monitoring blind spots (43%), data leaks (37%), and breaches (35%) were also cited, underscoring the operational and reputational risks introduced by scattered infrastructure.

These are not theoretical issues. They are active threats that become more difficult to manage as the number of tools increases. Security can no longer be addressed through piecemeal fixes. What organizations need is a unified platform with built-in governance, compliance support, and the control necessary to keep enterprise video secure at scale.



Figure 9: Primary security concerns with managing multiple video platforms



Leveraging video insights



Value of video data and insights for the organization

98%

of organizations find value in video insights when making decisions.

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Whether it's a training session, product demo, or support interaction, each video contains operational and behavioral data that could inform smarter, faster business decisions.

This growing recognition mirrors earlier waves of digital transformation. Just as organizations once learned to mine web traffic and transactions, many are now beginning to see video as the next frontier for data-driven insight. But unlike past revolutions, the pace of adoption remains slow.

Only 2% of respondents say video data is not very valuable, and none dismiss it outright. Still, the relatively low percentage who rate it as very valuable suggests something more than tooling might be holding organizations back. It may point to a broader gap in vision or understanding, a missed opportunity hiding in plain sight.

As video content continues to grow, so will the potential for insight. Organizations that begin treating video as a core data asset and invest in the systems to extract its full value will be best positioned to lead in a more connected, insight-driven future.

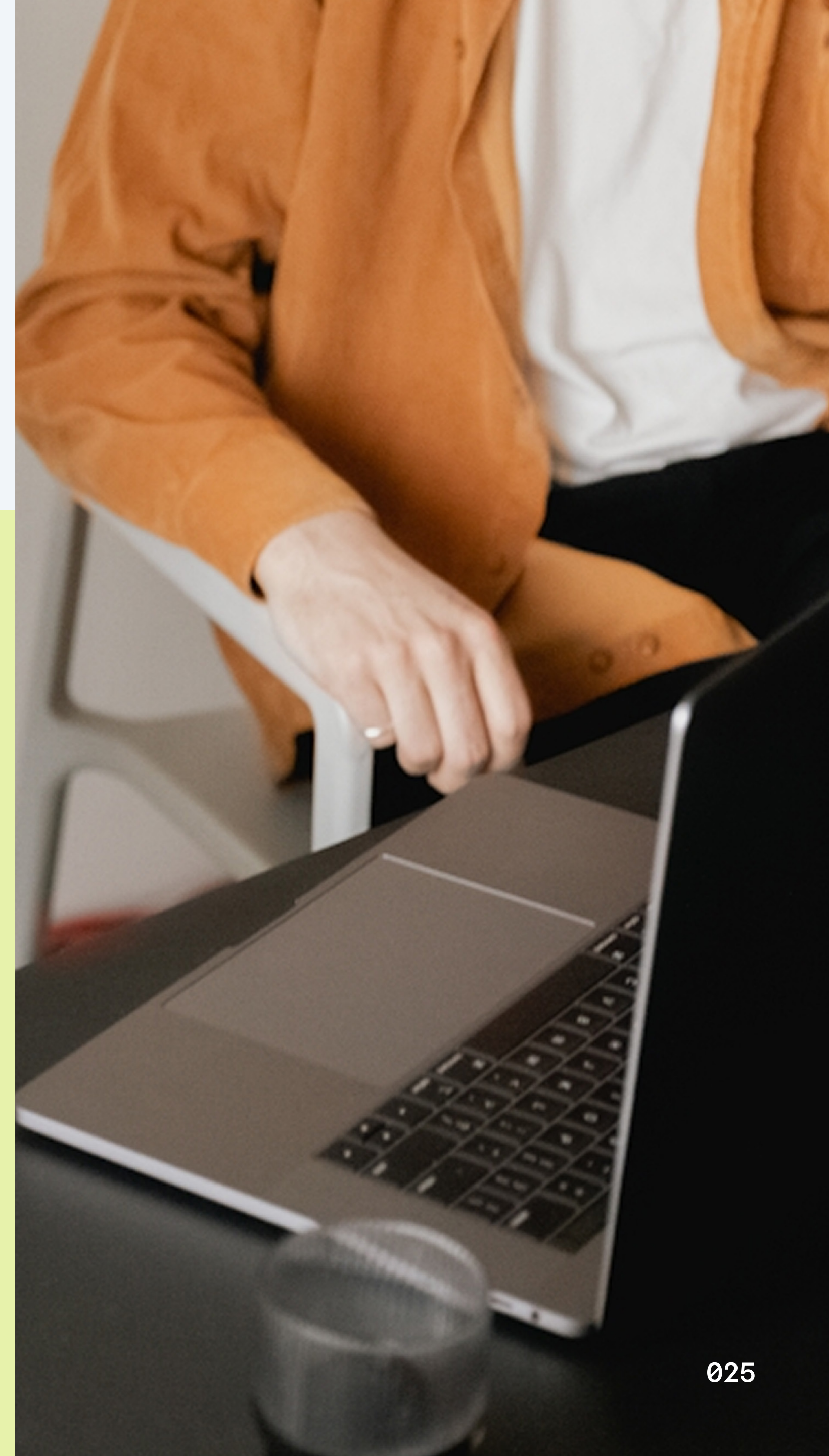
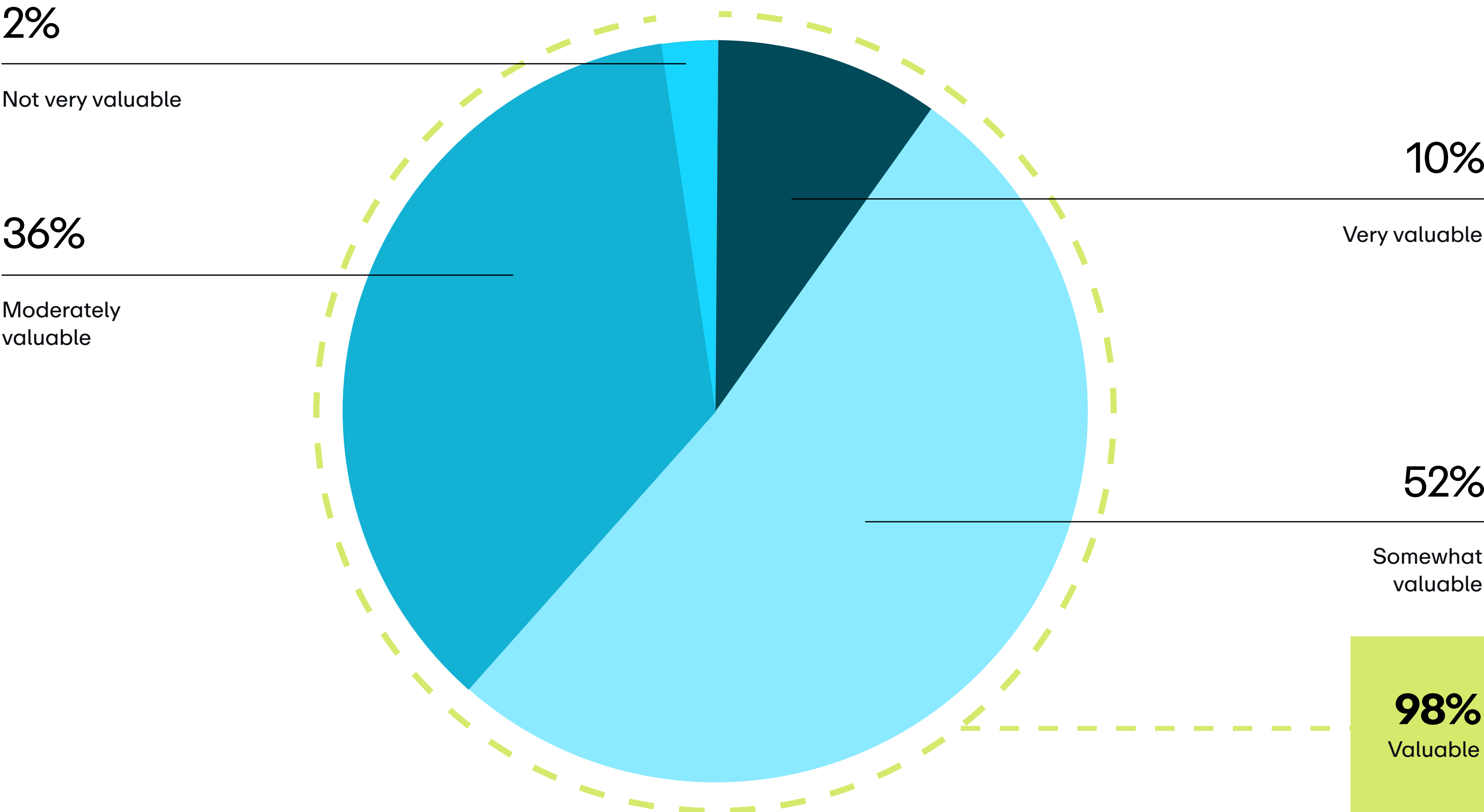


Figure 10: Value of video data and insights for the organization



Using insights from video platforms for business decisions

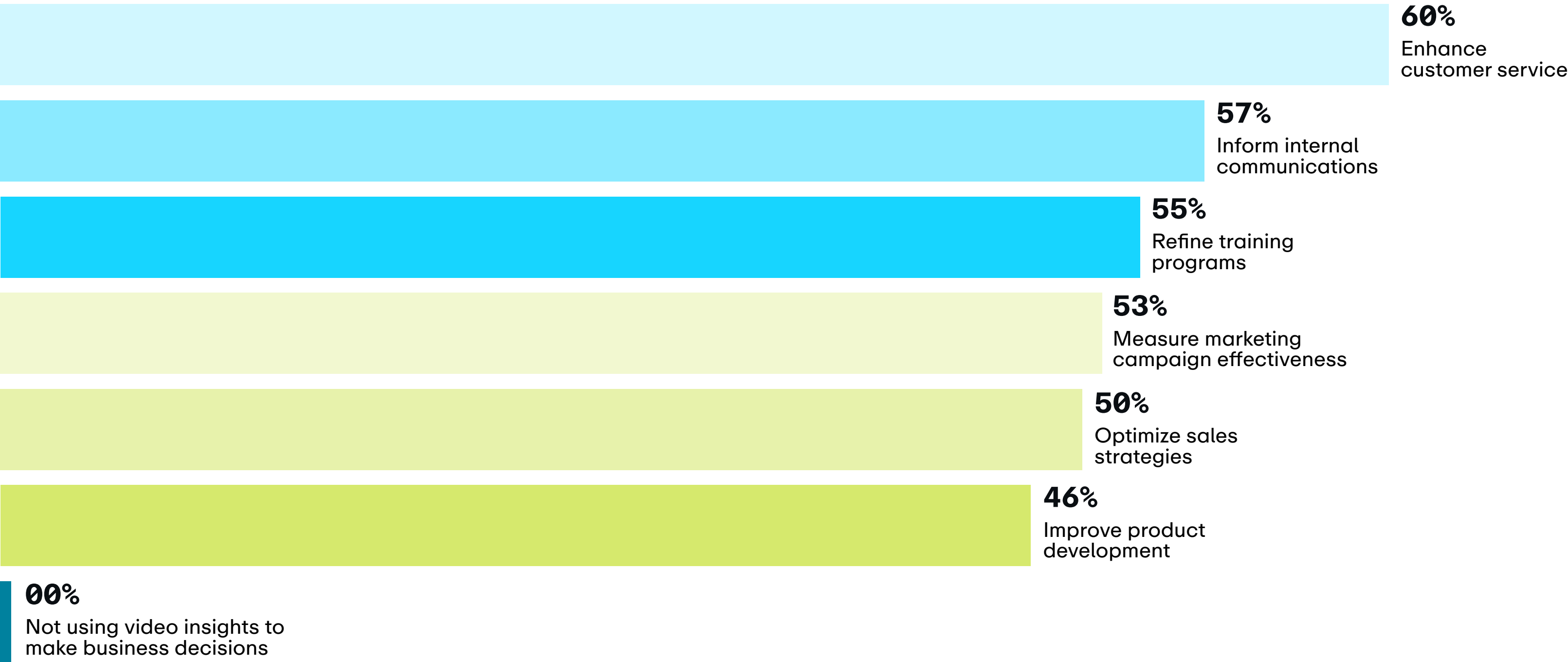
There is near-universal agreement that video content is a powerful and largely untapped source of data. Organizations see clear potential for video to deliver business intelligence and actionable insights across departments, even if few have fully realized that vision today.

Customer service is the top area where respondents believe video data could drive meaningful improvement, selected by 60% of organizations. Internal communications (57%) and training (55%) follow closely, as leaders look for ways to use video insights to boost engagement, improve learning outcomes, and align teams more effectively.

Other priorities include measuring marketing effectiveness (53%) and optimizing sales strategies (50%). These responses reflect a shift in mindset—one that views video not just as content, but as data. Executives increasingly recognize that meetings, demos, support calls, and training sessions hold rich behavioral signals that could inform better decisions if captured and analyzed properly.

Not a single respondent dismissed the value of video insights. The opportunity is clear. What is missing in most organizations is the infrastructure to turn that potential into performance. As video becomes more deeply embedded in business operations, the ability to harness its data will become a defining trait of market leaders.

Figure 11: Using insights from video platforms for business decisions



Methods for extracting insights from video content

65%

Most organizations are working to extract insights from video, but many remain stuck using basic approaches that limit impact. Metadata tagging and search is the most commonly used method, cited by 65% of respondents.

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While useful as a starting point, it requires significant manual effort and rarely delivers the kind of actionable intelligence modern enterprises need.

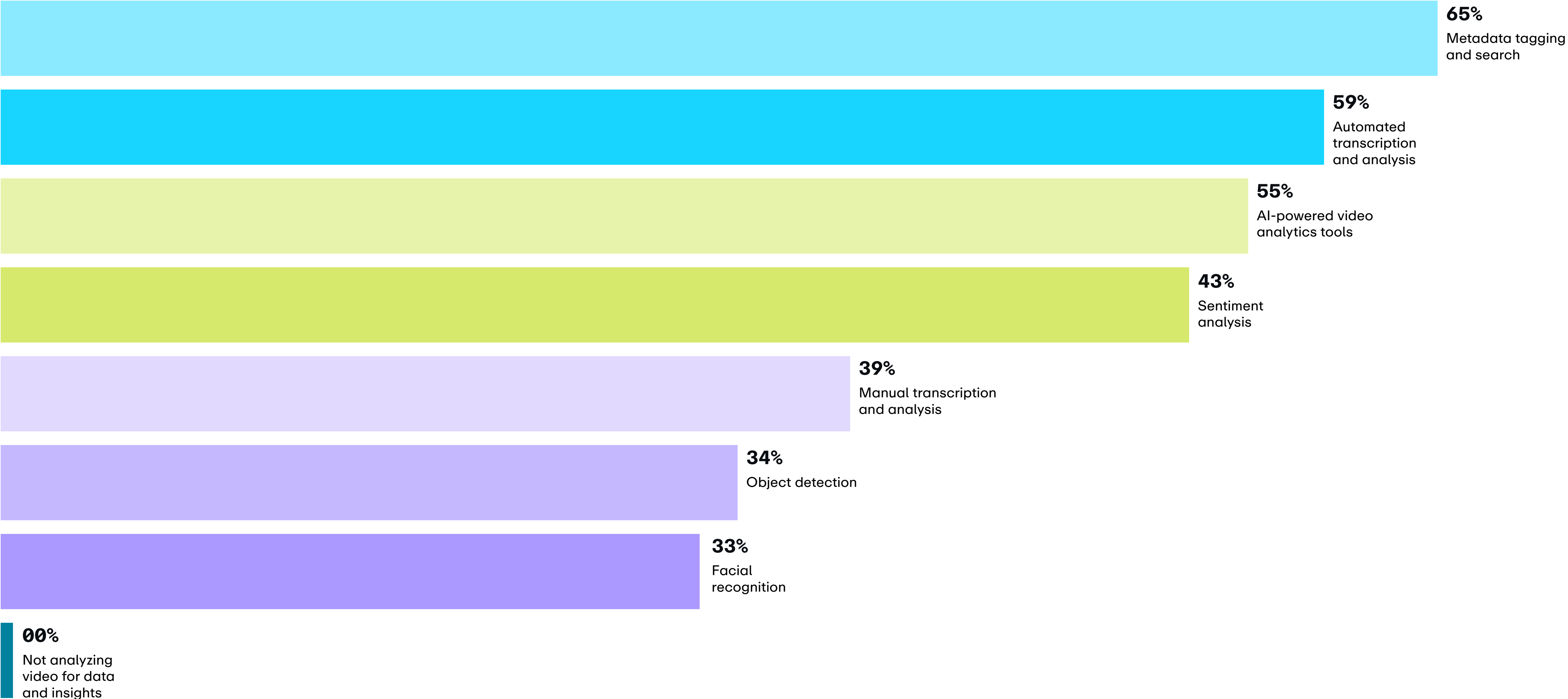
Encouragingly, there is growing momentum toward automation. Automated transcription and analysis is used by 59% of respondents, and 55% are already applying AI-powered video analytics. These capabilities mark a turning point, enabling faster, more accurate, and more scalable insights that go far beyond manual tagging or review.

Still, 39% of organizations continue to rely on manual transcription, highlighting how many are early in their analytics journey. More advanced techniques like object detection (34%) and facial recognition (33%) are just beginning to take hold, but they point clearly toward the future.

Notably, no organization reported doing nothing. Every respondent is trying to learn from their video content. The opportunity now is to move from foundational efforts to intelligent systems that extract, analyze, and activate insights at scale, unlocking the full power of video as enterprise data.



Figure 12: Methods for extracting insights from video content



The future of enterprise video



Planned and ongoing enterprise video modernization efforts

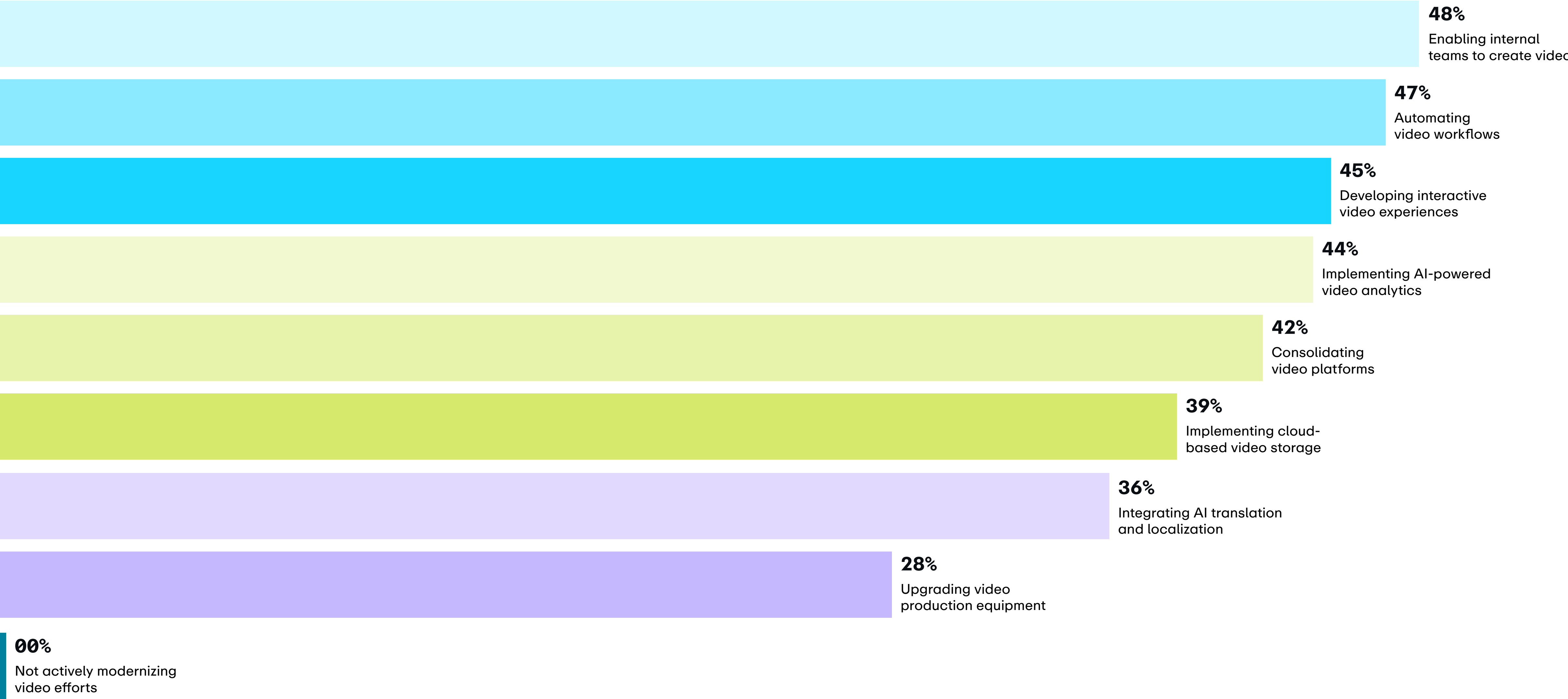
48%

Across industries, there's growing momentum to modernize how video is created, managed, and scaled. But while interest is high, most organizations are still early in the journey. Even the most common initiative, enabling internal teams to create video, is planned or underway in just 48% of organizations.

That means more than half have yet to take active steps toward democratizing video creation or equipping teams with the tools to do it well. Automation is also trending upward. 47% of organizations are streamlining production and distribution workflows to reduce inefficiencies, and 45% are investing in interactive video experiences to improve engagement. These numbers are encouraging, but they also signal that a large portion of enterprises are still relying on outdated processes or have yet to prioritize these capabilities.

AI is beginning to play a central role. From analytics (44%) to translation and localization (36%), intelligent tools are reshaping how organizations extract insights and serve global audiences. Additional efforts such as platform consolidation (42%), cloud-based storage (39%), and equipment upgrades (28%) reflect a move toward more cohesive, future-ready ecosystems. The takeaway is clear: modernization is happening, but slowly. For organizations willing to move early and decisively, this presents a competitive window. Those who lean in now can lead the shift, while others risk falling further behind.

Figure 13: Planned and ongoing enterprise video modernization efforts



Key drivers for consolidating video platforms & modernizing enterprise video

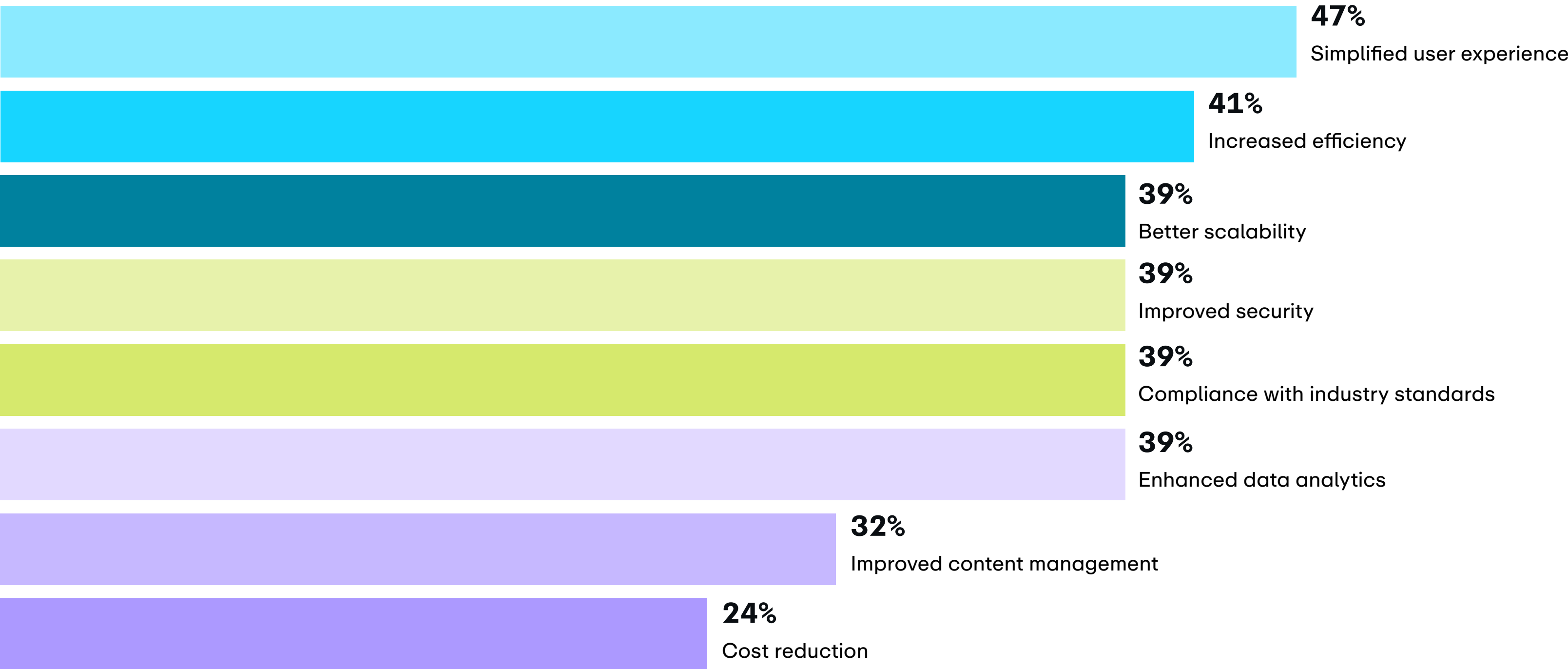
As video becomes more embedded in how organizations operate, communicate, and engage, the push to consolidate platforms and modernize infrastructure is gaining momentum. This shift is driven by a blend of practical challenges and forward-looking goals.

Simplifying the user experience is the most common driver, cited by 47% of respondents. With video now touching every department, ease of use is essential to ensuring adoption and maintaining consistency across teams. Efficiency is close behind at 41%, with organizations seeking to reduce complexity and eliminate redundancies created by siloed systems.

Scalability, security, and compliance (39% each) highlight the growing pressure to manage risk while supporting the rapid growth of video content. Organizations are also motivated by the desire for enhanced data analytics (39%) and better content management (32%), revealing a need for tools that can deliver both insight and control. While cost reduction ranks lower at 24%, it remains an important factor for organizations balancing innovation with resource constraints.

Together, these drivers reflect a broader shift. Consolidating platforms is about building a stronger, smarter video foundation. Those who act now will be better equipped to scale, adapt, and lead in an increasingly video-first world.

Figure 14: Key drivers for consolidating video platforms and modernizing enterprise video



Desired departments/use cases for video strategy and platform support

61%

Organizations are expanding their video strategies to support a wide range of internal and external functions. While marketing remains the top priority, cited by 61% of respondents, it's no longer the only driver of enterprise video initiatives.

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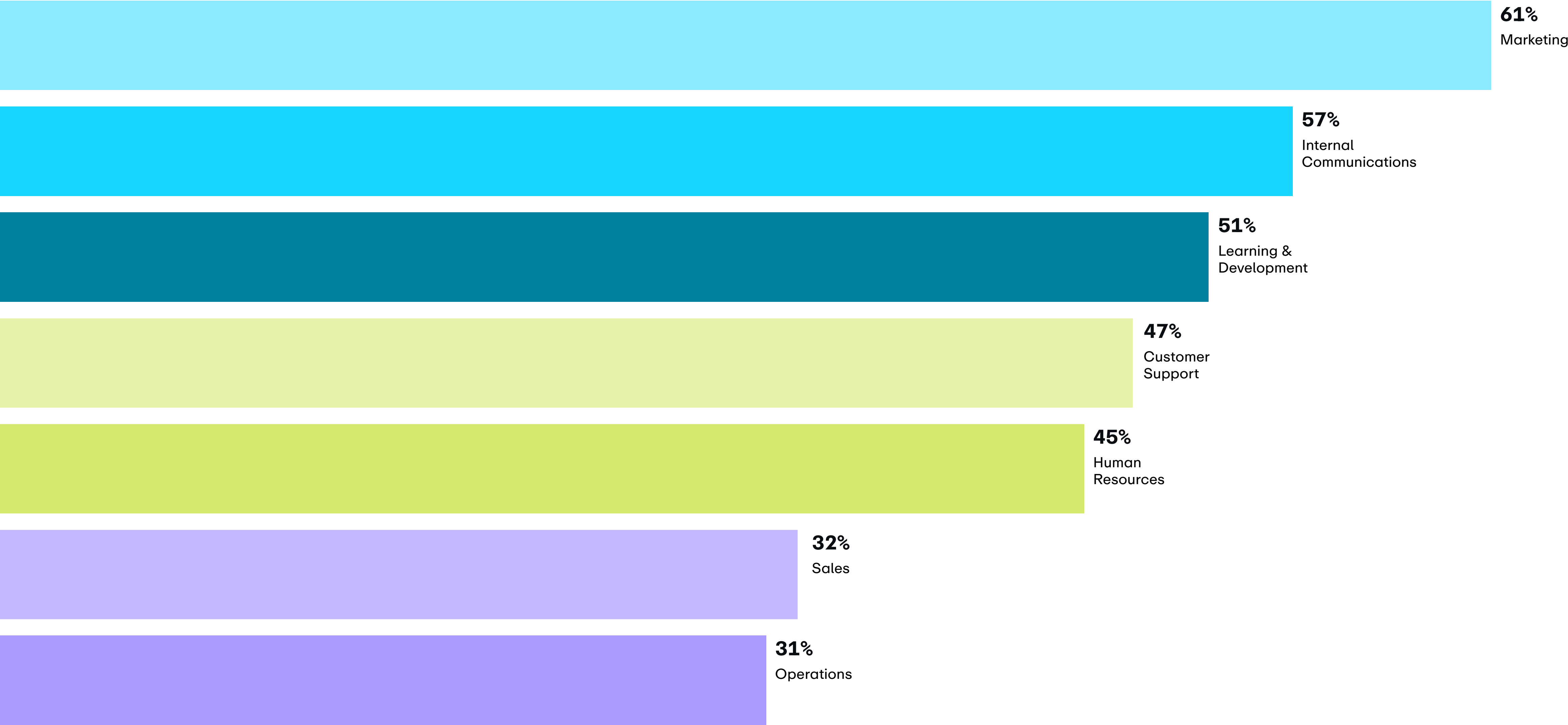
Internal communications follows closely at 57%, reflecting video's growing role in executive messaging, culture-building, and employee alignment. Learning and development ranks third at 51%, as organizations rely on video for scalable training, onboarding, and continuous skill development. Customer support (47%) is also a growing use case, with teams using video to deliver faster, more effective education and troubleshooting.

Human resources (45%) is increasingly using video for recruitment, onboarding, and internal engagement, further evidence that video has become central to the employee lifecycle. Though sales (32%) and operations (31%) rank lower, they still represent meaningful areas of opportunity, especially for video use in enablement and process standardization.

This diversity of use cases makes one thing clear: video is no longer a specialized channel, but a foundational tool across the modern enterprise. A platform that can serve these varied needs without compromising on control, consistency, or scale is essential for organizations looking to grow with agility and lead with impact.



Figure 15: Desired departments/use cases for video strategy and platform support



Top features desired in a comprehensive video platform

48%

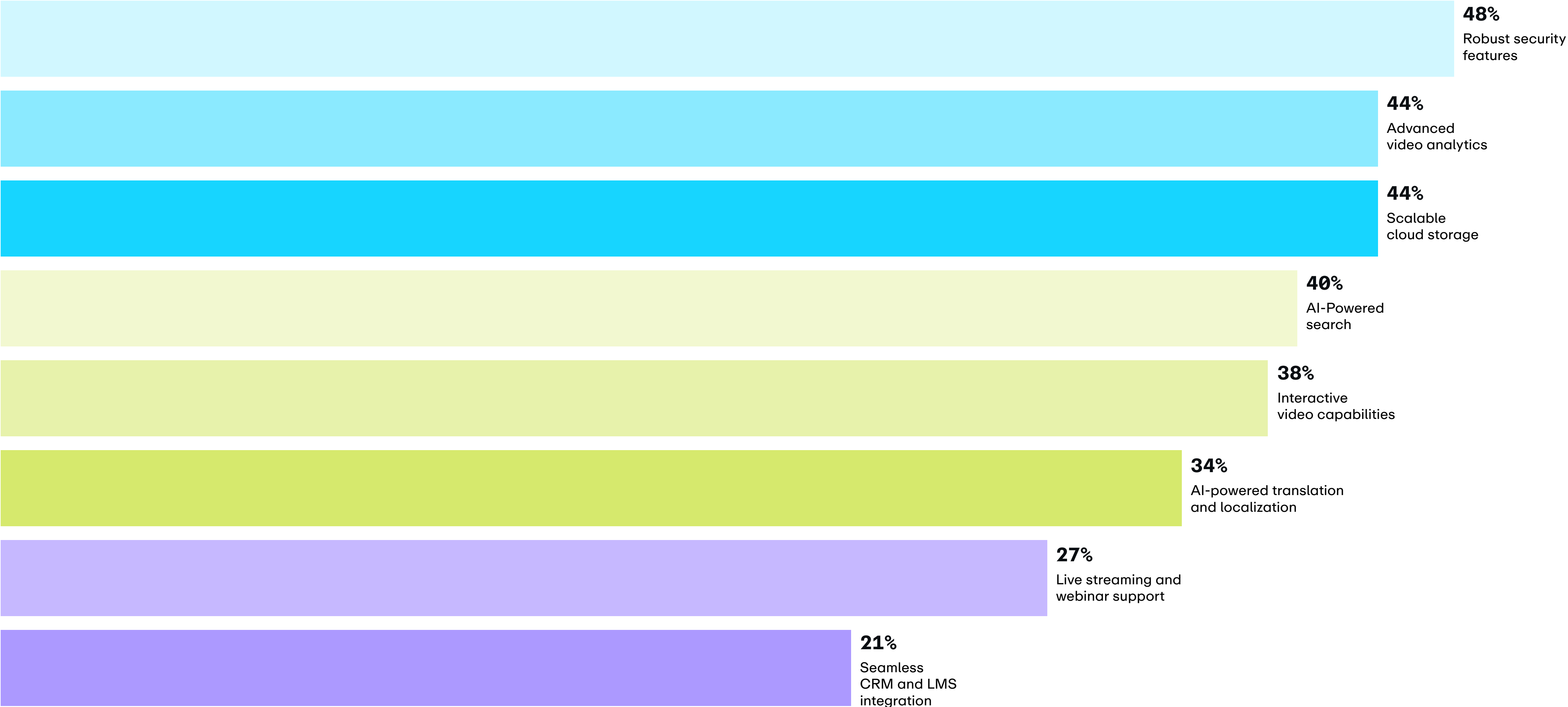
The features respondents value most reflect a growing need for systems that offer not just control, but intelligence, flexibility, and creative power. Robust security features top the list, cited by 48% of respondents.

As organizations modernize their video strategies, they are prioritizing platforms that can scale with them both in capability and ambition.

With video often containing sensitive internal or customer-facing content, secure access controls and compliance-ready infrastructure are now baseline requirements for enterprise platforms. Advanced video analytics and scalable cloud storage follow closely, each selected by 44%. These capabilities are critical for extracting meaningful insights, managing performance, and supporting the rising volume of video content across teams.

AI is also taking center stage. 40% of organizations want AI-powered search to improve discoverability, while 34% are looking to AI-driven translation and localization to reach global audiences more effectively. Interactive video capabilities (38%) round out the picture, highlighting growing demand for content that engages, not just informs. The features organizations want most reflect not just current pain points but the ambition to do more with video. As the role of video expands, enterprises need solutions that are built not just for control, but for creativity, intelligence, and speed. A comprehensive platform is the launchpad for turning video into one of the most powerful levers for transformation in the modern enterprise.

Figure 16: Top features desired in a comprehensive video platform



Role of a comprehensive video platform in creating competitive differentiation

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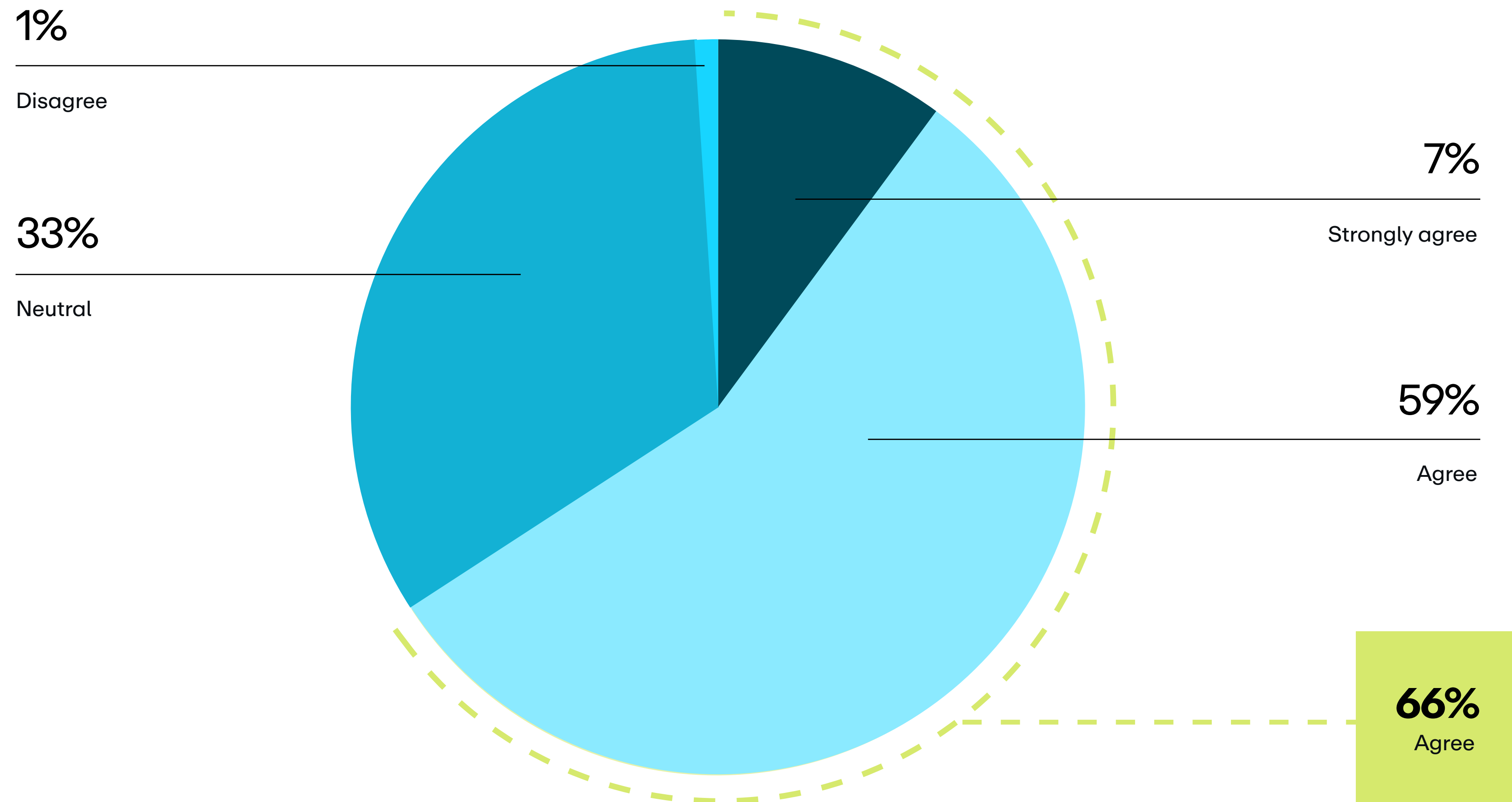
Two-thirds of organizations believe that a comprehensive video platform could help them use video at scale to gain a strategic advantage. This belief marks a turning point. Video is clearly seen as a core driver of enterprise innovation, agility, and growth.

A centralized platform provides more than technical efficiency. It enables faster execution, stronger cross-functional alignment, deeper insights, and better customer and employee experiences. It solves for fragmentation, simplifies governance, and transforms video from a siloed function into a connected, enterprise-wide capability.

While 33% of respondents remain neutral, this likely reflects uncertainty around how to implement or evaluate a solution, not a lack of belief in video's potential. In fact, the data throughout this report makes the case clear. Organizations need better tools, stronger alignment, and scalable infrastructure, and they know it.

Those who act now will shape the future. With the right platform in place, enterprises can scale video confidently, unlock insight-rich content, and position themselves to lead in a more visual, data-driven business landscape. Video maturity is not just a measure of progress. It is a source of strategic differentiation.

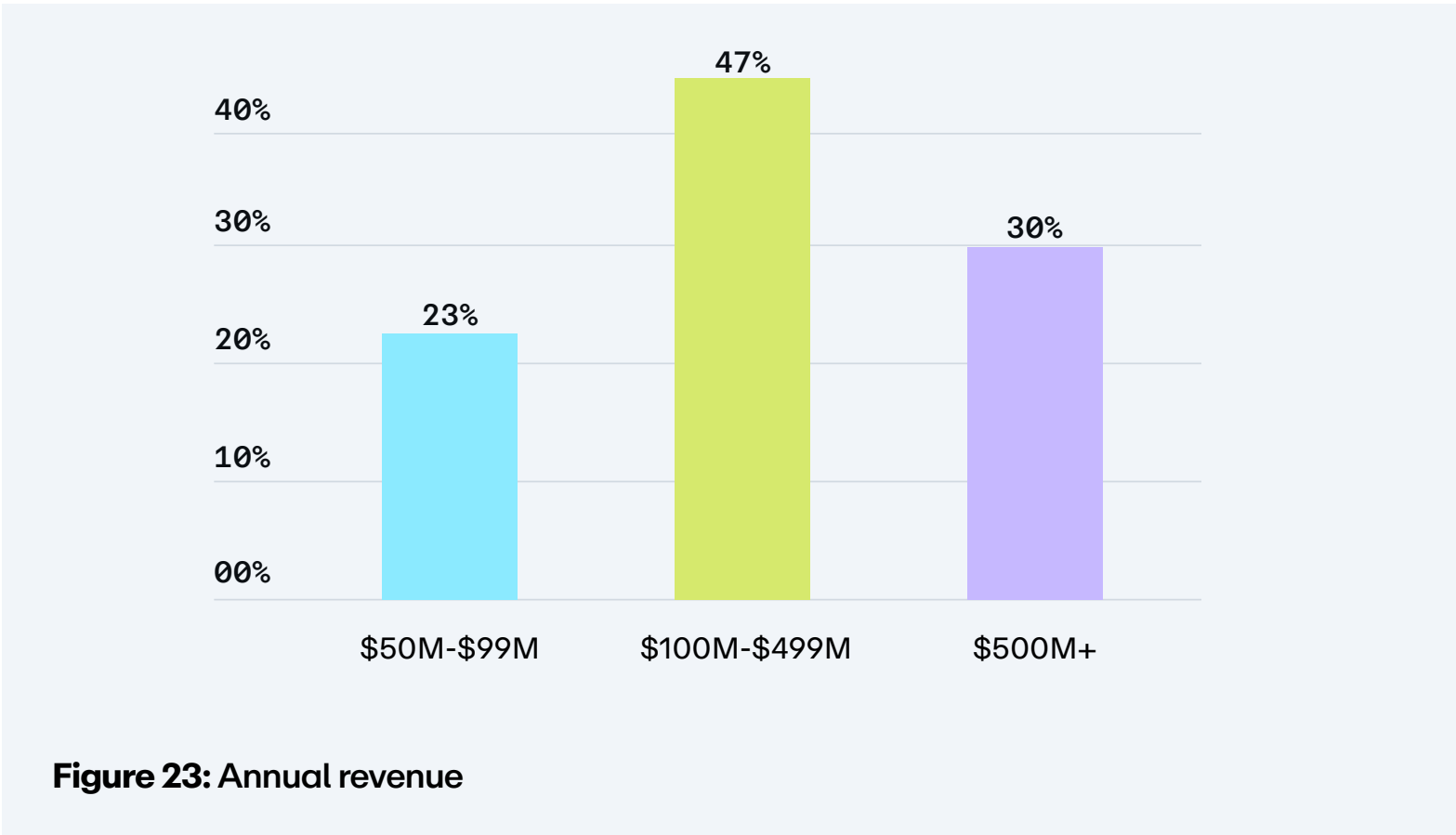
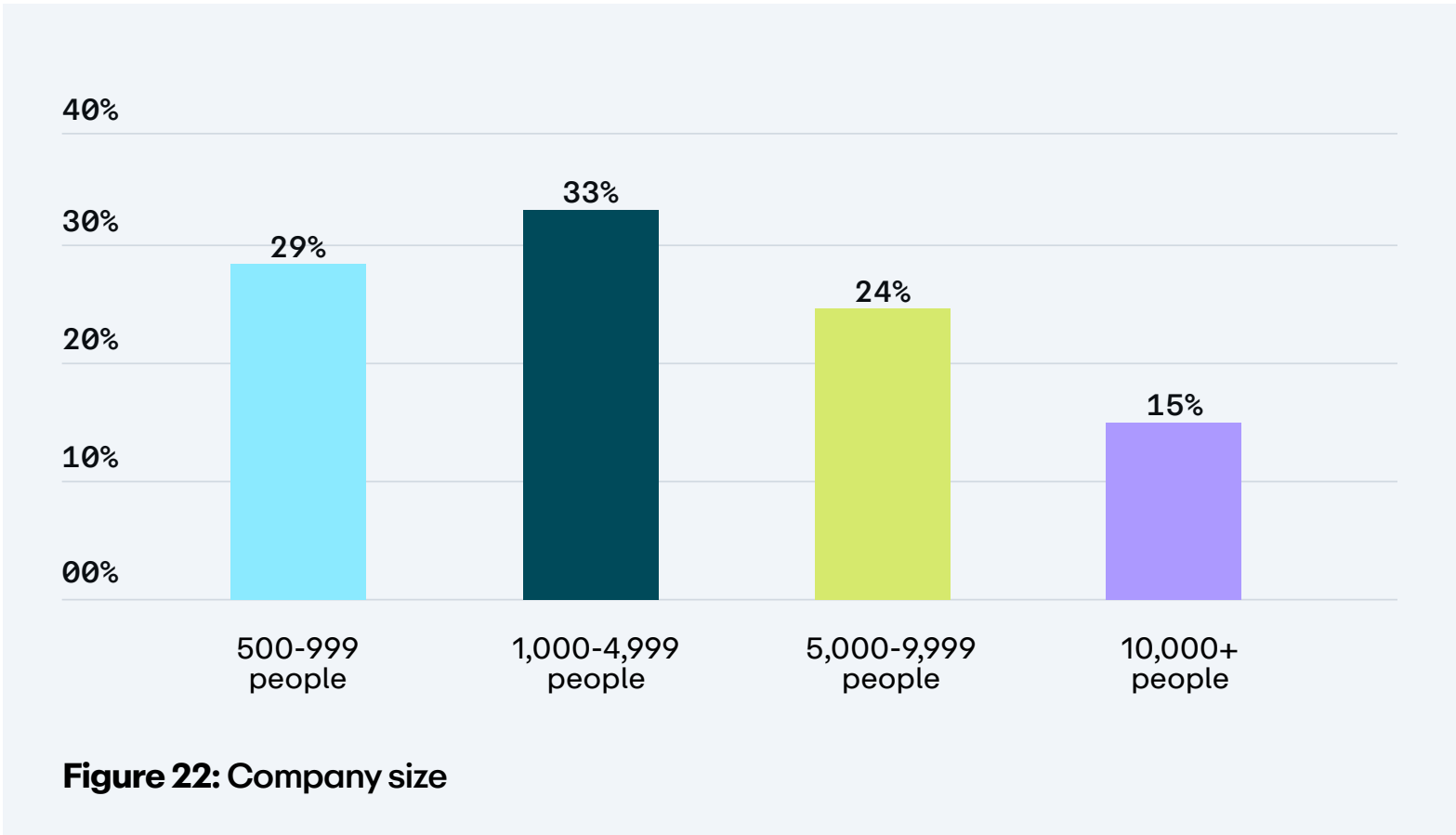
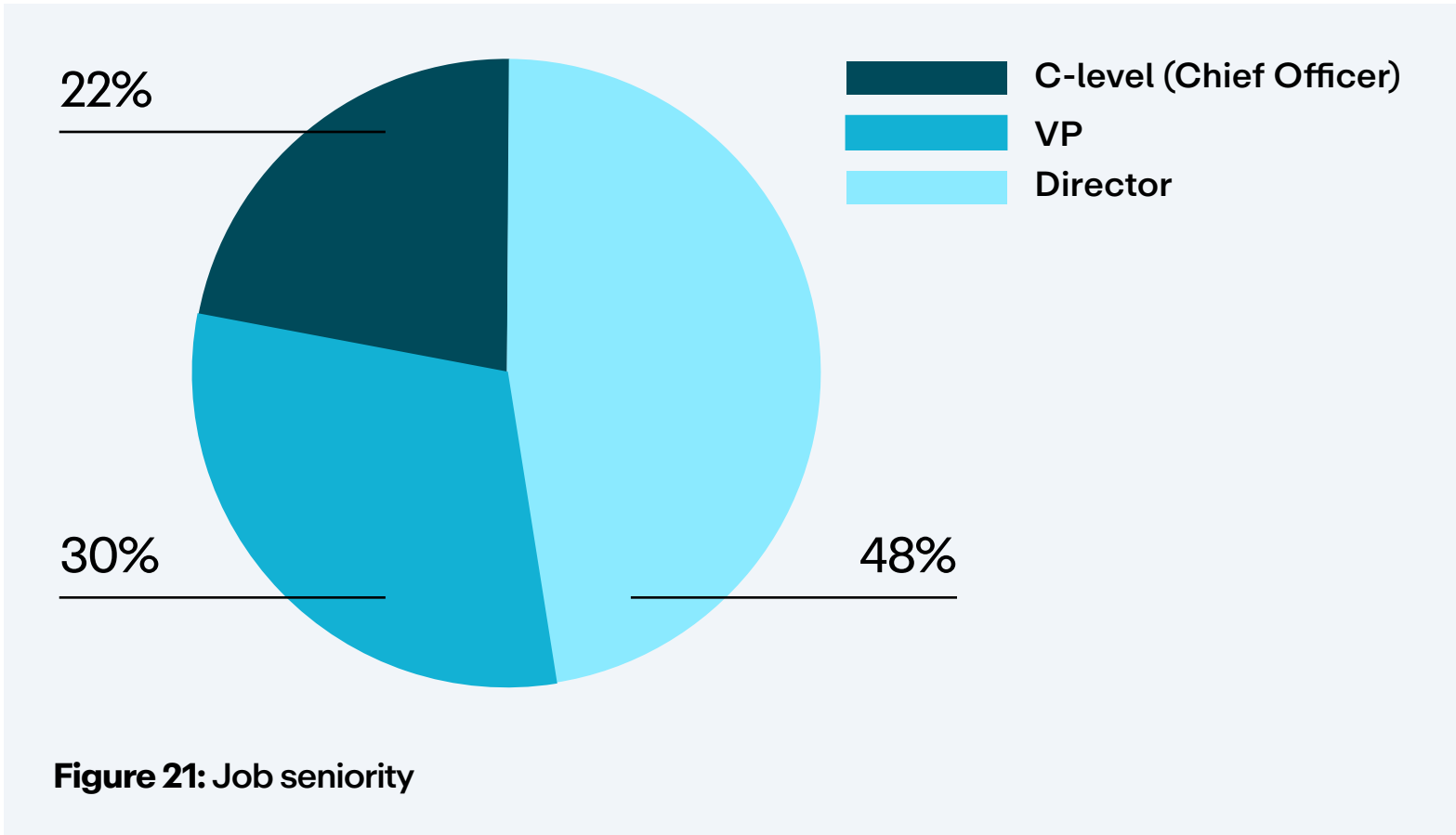
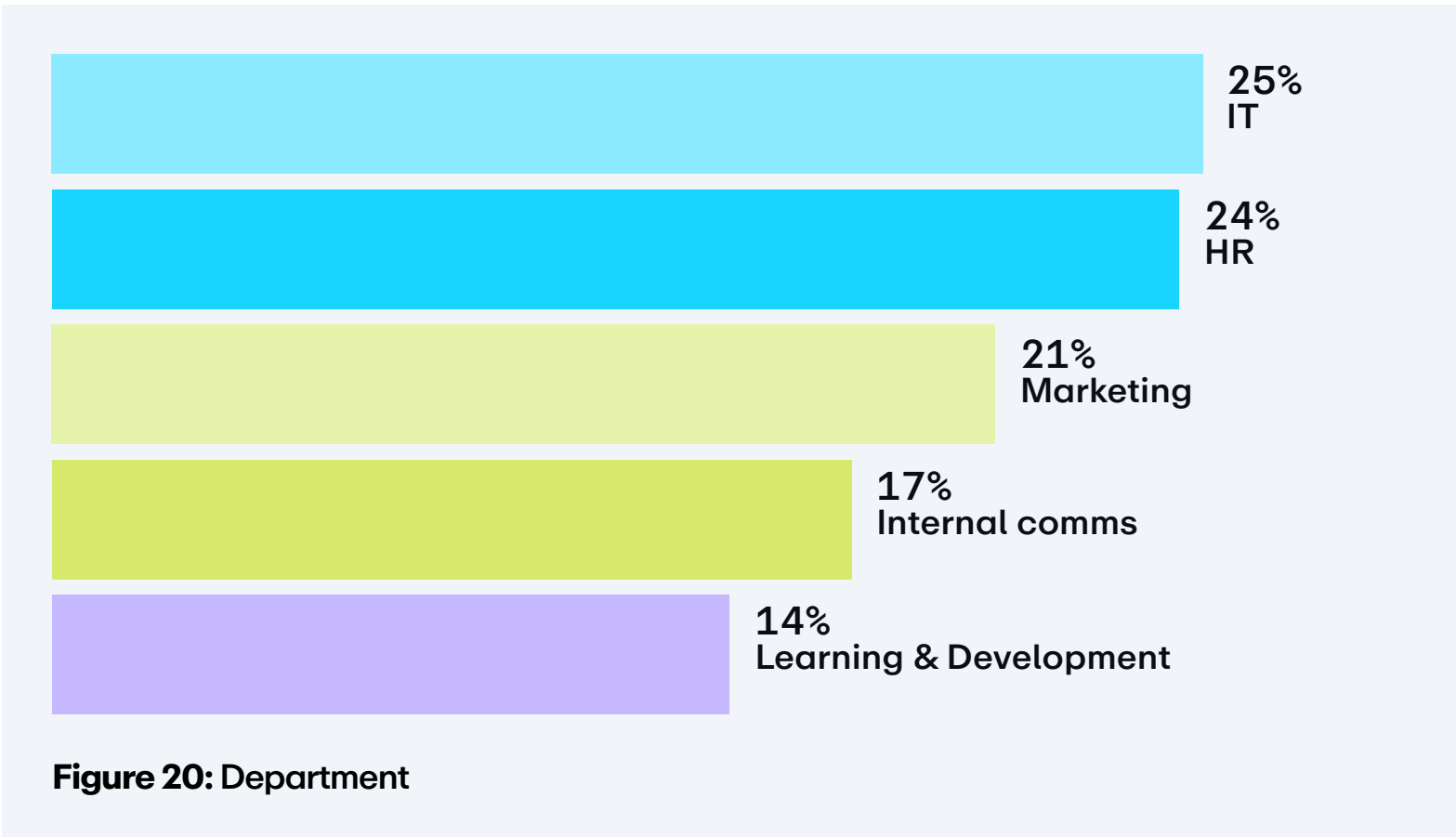
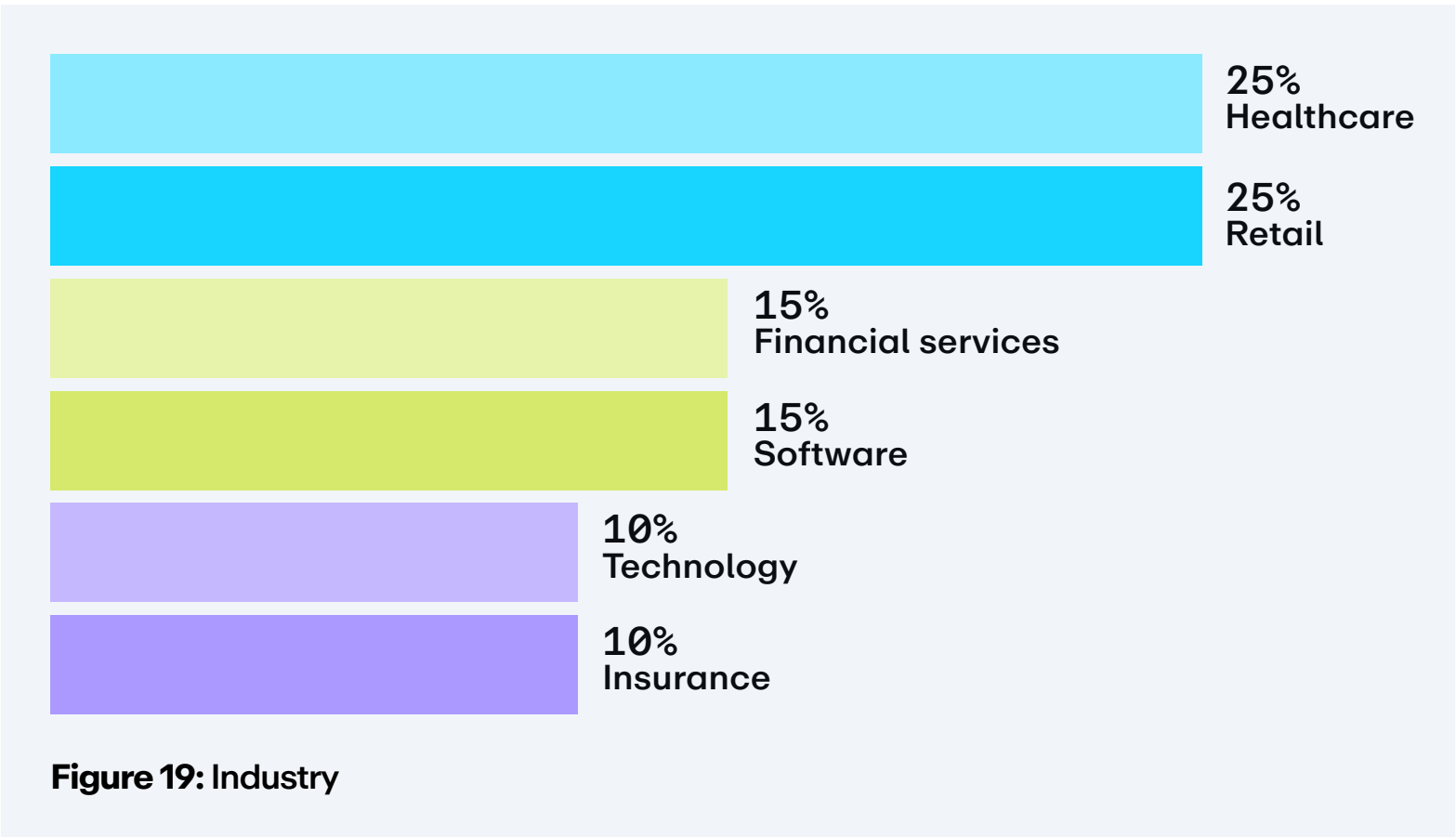
Figure 17: Role of a comprehensive video platform in creating competitive differentiation



Demographics



Who we surveyed



About Vimeo Enterprise

Vimeo Enterprise is a comprehensive video platform designed to empower large and scaling organizations to thrive in the age of video. As highlighted in the 2025 State of Video at Work report, enterprises require a robust solution to streamline workflows, ensure security, and unlock the strategic value of video. Vimeo Enterprise delivers on these needs with a powerful suite of features and capabilities:

Comprehensive Video Platform: Vimeo Enterprise consolidates video tools for hosting, management, creation, editing, and distribution into one platform, eliminating the complexity of juggling multiple solutions. This unified approach reduces costs, increases productivity, and enables seamless integration with existing systems like Zoom, Webex, and Google Drive.

Advanced Security and Compliance: Security and compliance are paramount. Vimeo Enterprise provides granular privacy controls, SSO, and adheres to industry-leading standards, including SOC 2, ISO 27001, HITRUST, WCAG 2.1, and GDPR. These features ensure the protection of sensitive data and mitigate compliance risks.

Video Innovation at Scale: Vimeo Enterprise equips organizations to maximize the impact of their video content with innovative, AI-powered tools. From streamlined creation and editing to AI-driven translation, accessibility features, and interactive elements, the platform enables video innovation at scale.

Intuitive Video Management: The platform provides the best-in-class tools to organize and manage video content, including an intuitive library, a high-quality, embeddable player, and flexible distribution options.

Emphasis on Usability and Control: Vimeo Enterprise is designed to be user-friendly while providing robust control. Features like granular permissions, SSO, and domain-level privacy enable organizations to manage their video assets with confidence.

By addressing the critical needs identified in the 2025 State of Video at Work report, Vimeo Enterprise empowers organizations to harness the full potential of video as a strategic asset, driving efficiency, engagement, and growth.

[Request a demo of Vimeo Enterprise →](#)

