



# Video is (finally) about to take off...

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# If there's one thing Hollywood taught US...

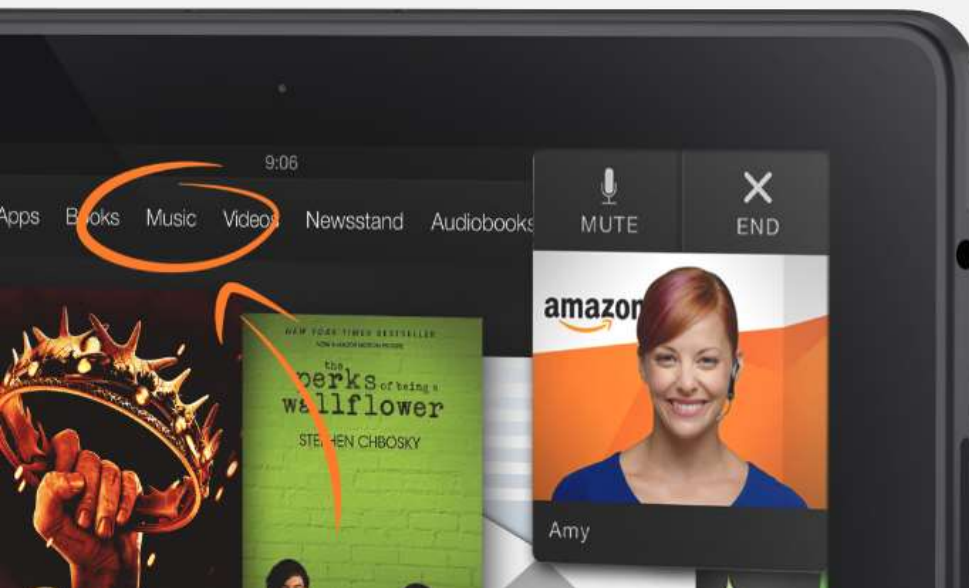
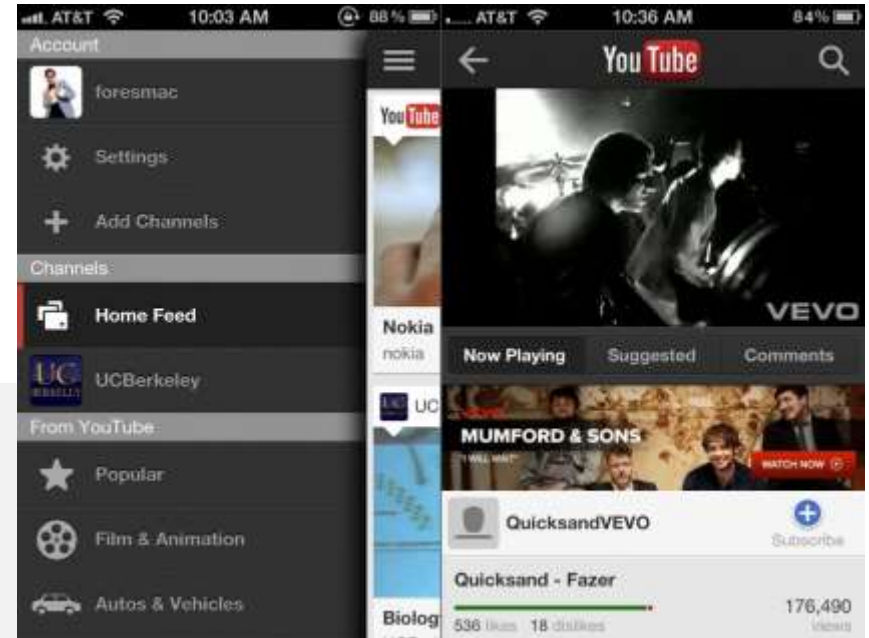


# We've had a lot of false starts...

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# But the reality that's emerging is much more interesting...



- More than 100 hours of video uploaded to YouTube **every minute\***
- More than 1 billion YouTube visits per month\*
- Amazon Mayday average response time SLA is ~~15 seconds.~~ **9 seconds\*\***
- Video downloading, uploading and streaming accounts for **26% of traffic over 4G**. YouTube accounts for more than half of this traffic.\*\*\*

\* YouTube statistics, 2014

\*\* Amazon Statistics, 26/12/2013

\*\*\* EE 2013 data usage figures

- Technology takes time to perfect...



- Video takes bandwidth...



- We don't always want to be seen...

# What are some of the issues for contact centres?

- Reporting
- Blending
- Hoax Callers
- Giving agents access to the same content as customers
- YouTube comments and Social Media