

# Strategic Decision-Making Driven by Audio and Video Content

Like never before, audio and video content are essential elements of corporate strategy, reputation management, public relations and more. TVeyes, a leader in global audio and video intelligence for more than 20 years, recently asked communications professionals about their use of this essential content set.

Our survey shows that audio and video content remains an extremely important dataset, and that accessing a variety of sources in diverse ways and purposes will continue to form the basis of effective, strategic decision making. Here's what we found:

When it comes to accessing news, the **#1 source for trusted news is national broadcast and cable sources**. Getting immediate information about the conversation on these platforms is critical to understanding, and eventually, participating in and shaping the dialogue.

Accessing needed content quickly is also critical and demands a capable and committed media monitoring partner. Respondents say the **top three factors when choosing a media monitoring service are real-time access to content, coverage across multiple channels and the ability to generate customizable reports**.

Across companies, geographies and job titles, respondents to our survey said they need video content to be successful. A full **67% believe video content helps in their job**.

Video content shapes the dialogue. It is visceral and emotional, and it paints a picture of what is happening and how. That's likely why, when **major news breaks, 64% of our survey's respondents immediately seek out video content about the event**.

Video can show, and it can also teach. Our survey reflects this reality, **with 63% of respondents telling us they look for video content to learn more about something**.

Managing a brand is more complex than ever. Across mediums and across oceans, it's incredibly important to have instant access to content about or affecting your brand. Nearly three-quarters **(73%) of PR professionals believe a brand strategy without audio or video is incomplete**.

Similarly, successfully entering a new market depends on understanding the unique drivers of influence there. So, **more than half of respondents believe a new market entry strategy without audio or video is incomplete**.

The media landscape is an ever-evolving space. Emerging technologies not only give us a wealth of content, but a wealth of tools to assess it. Perhaps this is why a **whopping 88% of respondents believe that in an AI world, media monitoring is going to become more important than ever**.

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## The results are clear...

1

Accessing audio and video content in real-time, from around the world and in a customizable fashion is vital to the success of numerous communications and brand management initiatives.

2

Audio and video content remain dynamic and in-demand information sources for data-driven decision makers.

3

Effective media monitoring partners must continually offer a multitude of sources and geographies in order to support global communications and PR efforts.

4

Continuing to integrate new and emerging technologies will enable media monitoring efforts to become more and more sophisticated, in line with the evolving media landscape.

5

Communications professionals can find all of this and more with TVEyes.

To learn more about how we can help you leverage audio and video content to the fullest and integrate insights from this content source into your PR, marketing, product and brand management strategies and more, please get in touch!

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