

# World Web Events Services Market

Tools to Help Enterprises Reach the Next Level of  
Productivity

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# Introduction



# Market Overview-State of The Economy and Enterprises

**This strategic analysis is part of Frost & Sullivan’s continued coverage of the collaboration marketplace. Within this analysis, Frost & Sullivan has identified market challenges, drivers, restraints, competitive landscape, and growth opportunities within the web event services market and ultimately the evolution of web events as organizations move to virtual tradeshow and industry events.**

**Due to the macroeconomic circumstances enterprises both big and small are turning to web event services to deliver their message to a mass audience. The technologies needed to support a web event (i.e higher bandwidth, superior video quality) have enabled web event services vendors to evolve their solutions into a legitimate marketing tool, that has the functionality and features needed to deliver an immediate ROI. In these challenging times, there’s nothing better than that.**

**The state of macroeconomic factors forces the market dynamics to change. On the presidential agenda for this year is an overall green initiative, of which green IT is a big part of. Many C-level executives have incorporated a “green IT” initiative this year not only for corporate social responsibility but also ultimately to reduce capex/opex. Reducing costs is top of mind of executives across the board regardless of industry. Enterprises are looking to conduct business as usual, while at the same time, cutting out cost. There is a growing availability of technologies, such as Unified Communications and Software as a Service, that can enable enterprises to reach their goals while improving efficiencies, without sacrificing the bottom line.**

**The collaboration market continues to evolve. Web events in particular, have evolved away from being a sub category of web conferencing, to become more of its own solution. Video and audio conferencing as we know it, has paved the way for web conferencing, a cost efficient alternative. Web conferencing has been mainstream within enterprises for quite some time now; it has now become more prevalent within a suite of communications and collaborative tools, designed to improve and increase productivity.**

**As the state of the economy continues to be what it is, it’s necessary to begin evaluating alternative ways in which to communicate a company’s messaging to a large, global audience, without the exorbitant cost of conducting in person meetings and events. Conferencing is no longer for just collaborative meetings.**

# Research Methodology and Scope

## Methodology

- Primary research with web conferencing and webcasting providers as well as:
  - Frost & Sullivan published reports
  - Decision support databases
  - Company website and other secondary resources

## Scope

- This study includes web events hosted services offered by two types of vendors -
  - Web conferencing vendors (such as Cisco/WebEx, Microsoft, and Citrix Online) that offer webinars to address larger events. For the purpose of this study web conferences with larger than 50 participants have been classified as Web Events.
  - Pure play web casting providers (such as ON24, Talkpoint etc.) that offer real time interactive web events solutions as a standalone product or as part of a suite of solutions and services.
- All revenues and revenue forecasts given in this research are at the vendor level.
- Web events software for on-premise deployments is not covered within the scope of this study.
- Revenue figures within this research include sales generated by web events vendors from direct sales to customers as well as OEM agreements. Revenue figures do not include revenues received from audio conferencing services. Any implementation/support services and other wrap around professional services sold by web events providers are included.

# Market Definitions

**For purposes of this study, web events are defined as:**

- **Set of services and technologies for B2B applications that enable delivery of content over the Internet**
- **Defined by business behavior, business requirements, customer expectations**
- **Planned live event conducted in real-time which includes:**
  - Start/end time
  - Company branded message (not vendor specific)
  - Planned agenda
  - One presenter (could be multiple presenters) to many
  - Scalability for audiences of 50 to unlimited
  - Web-based services - on-premise software market not included
  - Audio and data sharing capabilities which can include video, as well as two way communications via chat, Q&A, polling, etc.

# Features

- **Pre-event features include:**

- Scheduling; calendar integration
- Custom branding (invitation, registration and reminder)
- Content management

- **During-event features include:**

- Slide presentation with desktop sharing capabilities, application sharing, audio and video
- Polling and surveying
- Option of interactive or muting call until Q&A
- Texting or chatting options

- **Post-event feature include:**

- Detailed reporting and playback

# Market Overview: Understanding the Differences

One of the challenges surrounding web events is that it has not been able to truly differentiate itself from converged (video, audio, web) conferencing, or broadcasting (one way), in the eyes of the buyer. While all three have similarities, each has its own purpose and benefits, depending on the needs of a business. Web events vendors clearly understand that enterprises can make the ROI case for this solution within a short period of time.

The problem is that the market has not done a good job of educating enterprises on the differences and value add that web events can offer. The definition provided is an attempt to delineate and set apart the value and benefits of web events. Important to note is that all three of these achieve a different goal. So although some features may be similar in nature, the end goal is different.

For purposes of this study, we do not include virtual events such as tradeshow, conferences, job fairs, seminars, etc. We found that there were significant differences in the behavioral use of a web event, which is one-to-many as opposed to a virtual event, such as a trade show, where it's many-to-many, has multiple interactions happening, a different set-up (lobby, conference center, business center, etc). Although scalability is the same, end purpose and goals are quite different.

# Understanding the Differences (Contd)

This study uses "web events" as an umbrella term for larger-scale webinars or webcasts. Web events are typically characterized by large scale, live events that are very structured and planned by nature and address a highly scalable and wide audience typically with advance registration. As such they can be distinguished from the smaller and more interactive ad-hoc web conferences.

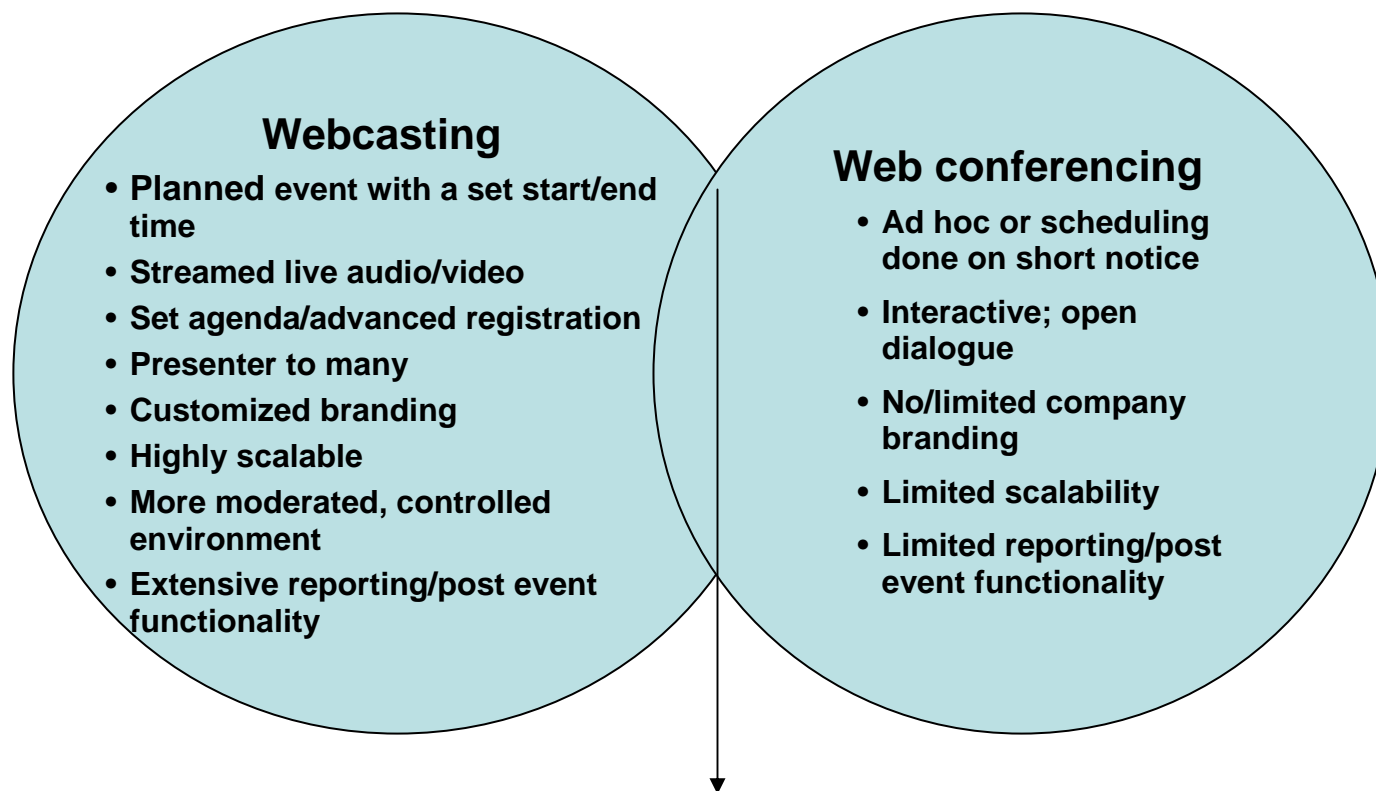
**Web conference:** a collaborative meeting experience that offers a group of people the ability to interact at the same time. Web conferencing offers desktop sharing, application sharing, annotation, chat capabilities. However, unlike webinars and webcasts, web conferencing does not have extensive reporting capabilities (for lead generation, etc) and offers limited customized identity branding. Additionally, it offers limited scalability and participation to only those invited in more of a meeting environment.

**Webcasts:** also known as webinars, are one to many live events that are highly scalable and offer streamed live audio/video along with desktop sharing capabilities, annotation, polling, survey, and chat capabilities. However with a specific time for presenter to speak; specific time for Q&A; extensive reporting capabilities (for lead generation, market segmentation etc), customized identity branding, global reach and footprint, web events are available to anyone who registers for the purposes of a corporate message being delivered.

**Broadcasting:** one to many, one way, no collaboration or interaction functionality, delivering corporate message to a mass audience, limited customization.

# Still Much Confusion In the Market

Many similarities, but different expectations for outcome



Common traits include: collaborative solution; linear and non-linear; audio/Video/desktop sharing capabilities; licensing models

# Web Events are Poised for Growth

**Video streaming and quality  
has dramatically improved**

**SaaS gaining traction  
more reliable and secure**

**Travel reductions and green  
IT initiatives are taking lead**

**Unified communications  
is becoming the platform  
for enterprises**

**Global footprint  
becomes increasingly  
important**

**Web 2.0 adoption is  
growing**

**Inflection Point for Web Events is Here**

# Major Findings

- Global revenues for the total web events services market reached \$173.2 million in 2008. Although 2009 will be a year of moderate growth, we project revenues to reach \$400 million by 2014. Organizations will tighten their belts in 2009, and will begin to spend smartly in 4Q09/1Q10. Macroeconomic conditions will influence the growth of web events/webcasting market.
- SaaS continues to gain traction, as its reliability and security matures to become enterprise class. The benefits and advantages of SaaS is making a solid value proposition, while at the same time, organizations are becoming more open to web based offerings, which are easy to use and/or deploy.
- Web events is gaining traction, albeit not as quickly as the vendors would like. One of the biggest challenges is that web conferencing vendors are not differentiating between web conferencing and web events for the customer, allowing customers to customize their solutions based on needs and behaviors. Both deliver similar value but for different business purposes.
- Consolidation will occur, as this is very much a fragmented market. Many pure play vendors are partnering with larger vendors, and this area is very attractive for any vendor looking to augment its collaboration portfolio. 2009 will see this landscape shrink, and will see leaders emerge.
- The distribution model is mixed; many of the web conferencing vendors such as Microsoft, clearly use their existing channel partners to sell web event solutions; pure play vendors such as ON24 utilize more of a direct sales approach
- North America continues to be the main purchasing hub for web events solutions. In reality, it's difficult to determine geographic uptake as this is a more global tool, utilized on a global basis.

# Major Findings (Contd)

- Unified communications and collaboration continues to grow in hype. As enterprises look to deploy a set of tools and capabilities, web events solutions will be folded into an overall UC offering and become much more integrated, much less of a stand alone solution. Product development will evolve (as we see vendors like ON24 move to virtual events) and will become a component of UCC.
- Pricing will come down as competitive pressures from some of the larger web conferencing vendors increase. As web events becomes more integrated, pricing will decrease.
- The global market for web events is poised for growth as macroeconomic challenges force enterprises to consider alternative and additional tools to continue doing business as usual, while at the same time, cutting capex/opex. Many market drivers are encouraging growth. Despite the country being in a recession, business must go on as usual, and the right, cost-effective tools in place can help enterprises to conduct business without incurring costs such as travel, downtime, etc. On the flip side, web events technologies have dramatically improved. The negative stigma once held by conferencing in general, has gone away, and sophisticated solutions have come on the market.
- However, the biggest challenge not allowing this market to grow even faster than it is, is the lack of clear understanding regarding the differences between web conferencing, web events, video conferencing, etc. The number of different technologies out there today have confused enterprises. Each technology serves a different purpose and the expectations are sometimes not met as a result of choosing the wrong solution.
- into 2009, large enterprise vendors will fill their portfolio with a web events solution that can integrate with an overall UC platform, thus leading to a year of consolidation.

# Market Engineering Measurements

Measurement Name	Measurement
Market Age	growth
Base Year Revenues (2008)	\$173.2 million
Potential Revenues (2014)	\$400 million
Compound Annual Growth Rate (2008-2014)	15 percent
Direct vs. indirect sales	59percent vs 41percent
Average sales cycle	2-3 months
Competitors	Over 100 globally
Market Concentration (market share held by top three competitors)	48 percent of market

Source: Frost and Sullivan

# Market Analysis - Vendor Challenges

Vendors in the past have been challenged in this space for several reasons. The cumbersomeness of video conferencing and lack of credibility in SaaS had hindered the success of webcasting. Furthermore, web events represented a nascent market and vendors in the space were privately funded and small in scale. When they were part of a bigger conglomerate, the core focus was not webcasting. The market landscape started changing with the entrance of WebEx which gave SaaS credibility. With UC vendors competing to fill out their portfolio with products to meet the entire spectrum of collaboration needs, the web events market is poised for growth.

While market fragmentation is still an issue, larger vendors, such as Genesys/InterCall, Microsoft ,and Cisco/WebEx have given the space substance, while at the same time SaaS and hosted solutions have evolved. Vendors such as ON24 and Onstream Media have evolved sophisticated product portfolios, which solely focus on the technologies that enable web events.

Distribution has also been fragmented. Whilst the pureplay vendors have gone the direct sales route, larger vendors such as Microsoft have leveraged their channel partners to distribute solutions. As a result, we have seen a number of pureplay vendors OEM their solutions to some of the bigger players in order to leverage their channel partners. Partnerships such as these will lead to a great deal of consolidation in the market.

# Market Analysis- Market Challenges

Although this market should be growing exponentially, given the ROI benefits, the fact of the matter is that there are many challenges still facing it. Primarily, defining web events and differentiating it from web conferencing has remained a big challenge for vendors. To clearly define web events is challenging as the line between web conferencing and web events/webcasting has blurred. Where does web conferencing end and events begin? The definition is not based on the number of attendees but is based on customer usage behaviors. What are these solutions being used for? What is the purpose intended?

Enterprises utilizing web conferencing solutions for events that should use webcasting are often disappointed. Enterprises have certain expectations from their events solutions and are under the assumption that they can be accomplished with a web conferencing solution. When the results are not what was expected, then users feel the solution did not meet their needs. For example, web conferencing solutions are not designed for lead generation or to reach a mass global audience in a cost effective way.

Another critical challenge is the ease of use. Vendors such as Citrix Online with their GoToWebinar offering have set the standard for ease of use in the webinar or web events space. However, webcasting and web events is a different user experience than that of web conferencing. Web events can either be done independently, or with vendor assistance, through a services package.

# Market and Technology Trends



# Trends Influencing Growth

- **With the U.S. economy in a recession, companies look to reduce Opex.**
- **Globalization is occurring, retaining talent in dispersed geographical regions is becoming more common.**
- **Communications industry is moving towards modes of rich communications via video, voice, data, presence, etc. Video/audio/web quality has become significantly better.**
- **“Going green” went from being a fad to becoming a key component of enterprise initiatives, such as reducing carbon footprint.**
- **Collaboration amongst partners is occurring, allowing big and small enterprises to broaden their reach and extend their message.**
- **Presidential agenda provides company incentives (tax breaks) in technology equipment (e.g. sect. 179 in 2008).**
- **SaaS and anything as a service is gaining traction, the value proposition is resonating with enterprises as SaaS has evolved.**
- **Competitive landscape is robust with web events vendors who are building out comprehensive portfolios.**
- **Hype around unified communications and collaboration is helping increase awareness of web conferencing and web events.**

# SaaS vs. On-Premise

A challenge for enterprises today is deciding whether to use a SaaS based offering or an on-premise solution (not covered in this study). In the past, there has been much skepticism around the dependability and security of SaaS. SaaS vendors have addressed the security implications as well as manageability. SaaS is now considered a very viable alternative to on-premise solutions. Most offerings are turn-key and leave the management of each event in the hands of the service provider. Customers can customize as much as they want, and work with the service provider to ensure their expectations are met.

On-premise solutions, typically absorb a great deal of IT resources. As IT becomes more strategic to enterprises, the resources are being better utilized to achieve corporate initiatives, rather than managing and maintaining an on-premise platforms. The challenges around configuring and deploying on premise solutions often frustrate end users, and a result, often go underutilized, poorly affecting the ROI of the solution. The upside is that the customer has complete control of the solution, and does not have to worry about security implications. However, organizations must make sure to have sufficient technical/IT resources that can manage and control these applications. If enterprises have the technical and financial resources in place, then on-premise solutions are a viable option.

# Pricing Analysis: Cost Pressures are Driving Prices Down

While videoconferencing is still considered by many users as complex and expensive, web conferencing is much more appealing from a cost and ease of use stand point. Web conferencing has historically been offered on a pay per minute business model. Pricing models are now evolving to move predominantly towards named user licenses where users have unlimited usage at a fixed annual subscription price.

Because of the nascent nature of the standalone web events market, pricing models have differed from vendor to vendor creating confusion in the market. Although it is now moving towards a more standardized pricing structure, below is a table which represents the average cost of a web events solution.

**Concurrent seat licenses:** A license that can be shared, ideal for organizations of 500+ employees; extremely flexible and added value for enterprises who want to experiment with different functions and departments

**All you Can Eat:** this model allows unlimited usage for a monthly/annual fee for a single user. As webcasting becomes more widely used, this model will become the norm.

	Per Event pricing	All You Can Reach Pricing
Price range	\$1500-\$3500	\$70-\$100 monthly fee

Source: Frost and Sullivan

# Market Analysis - Evolution

While there is still much confusion in this market, web events is a critical tool for enterprises to continue doing business as usual, maintaining a global reach and footprint, while at the same time, eliminating the opex/capex costs such as travel, productivity, etc. Additionally, the features and functionalities now embedded, in webcasting/web events solutions have evolved to provide a great deal of value, helping to stimulate an organization's bottom line.

The market has evolved a great deal. Whereas, a few years ago, conferencing in general, whether it be video or web conferencing, was not embraced, because of its cumbersome functionality, web events brings a new level of service and ease of use. For those customers who do want a DIY solution, there are several easy to use solutions available in the market.

The future of web events is moving towards that of virtual events that are many-to-many, not just one-to-many. Web events, although interactive, typically deliver an event with limited interaction. The evolution of virtual events, such as tradeshow, conferences, and seminars will be so that it's a completely interactive experience event, such as what we have seen done in Second Life (Linden Labs). With virtual events, it will be a many-to-many (not one-to-many) booths will be set up and attendees will be able to create avatars (business people) to interact within the event. An element of social networking will be involved, in order to replicate the in-person networking experience.

For purposes of this study, virtual events is not included, as the difference in requirements and criteria is significantly different. As the economic downturn continues, and enterprises look to operate efficiently, virtual events will look much more appealing. The tradeshow industry is facing an evolution of sorts, and will need to move towards virtual events to maintain the revenue stream. Many enterprises are already conducting virtual events to replace the traditional in-person events. Web events vendors are attempting to replicate many of the personable aspects that go with an in-person event. While virtual events still have several glitches to resolve, both technically and behaviorally these issues will be addressed to make virtual events a mainstream option for enterprises.

# Technology Trends

- **Content Delivery Networks-A critical component to seamless delivery of content over the Net, webcasting vendors must have multiple partnerships in place to ensure a quality experience.**
- **Although Akamai currently dominates in this market, Microsoft's Silverlight is gaining traction, and many other vendors are eyeing the content delivery component of delivering video over the net.**
- **Delivering content over the Net has become easier; whereas in the past, it was necessary to download a client, now, web based offerings have a no hassle approach, which don't require a plug in, making it easier to set up and use**
- **FLASH based offerings are increasing, allowing for much more high quality interactive animation**
- **As companies such as Apple make its way into enterprises, OS agnostic (MAC and Windows) solutions are becoming more mainstream, giving enterprises much more flexibility.**

## Revenues and Forecast



# Web Events Services Market: Market Drivers Ranked in Order of Impact (World), 2008-2014

Rank	Driver	1 - 2 Years	3 - 4 Years	5 - 6 Years
1	State of the economy	High	Medium	Low
2	Organizational cost efficiency	High	High	Medium
3	Global reach and footprint	High	High	Medium
4	Green initiatives; reducing carbon footprint	High	Medium	Medium
5	Improved technology; better video quality and streaming	High	Medium	Low

Source: Frost & Sullivan

# Web Events: Market Restraints Ranked in Order of Impact (World), 2008-2014

Rank	Restraint	1 - 2 Years	3 - 4 Years	5 - 6 Years
1	Market Education	High	Medium	Low
2	Fragmented vendor market	High	Low	Low
3	Perceived cost	Medium	Low	Low
4	Credibility and scalability of SaaS	Medium	Low	Low
5	Ease of Use	Medium	Low	Low

Source: Frost & Sullivan

# Forecast Assumptions

Many factors influence the growth of web events. The revenue forecast is based on the following assumptions:

Short term market conditions will temporarily hinder the potential growth for web events in 2009 as enterprises, both big and small, drastically cut their IT spending to the necessities, which is usually just “keeping the lights on”.

- 2009 will see moderate growth for web events as enterprise test the waters with web events solutions; 2010 will be the year of economic recovery, and enterprises will begin to spend smartly.
- Vendors will better educate the market on the value proposition of web events vs. web conferencing
- While demand will grow at healthy pace over the next several years, pricing pressures in combination with more cost efficient technology will drive prices down putting some pressure on revenue growth.
- Consolidation will occur in this market.
- Web events will eventually be integrated into an overall unified communications and collaboration product portfolio and growth as a stand alone product will decrease.

# Web Events Revenue Forecast

## Web Events Services Market: Forecast by Revenues 2008-2014

	2008	2009	2010	2011	2012	2013	2014
revenues (millions)	\$173.2	\$188.9	\$210.7	\$242.7	\$290.5	\$342.8	\$400
revenues (growth)	-----	9.1%	11.5%	15.2%	19.7%	18.0%	16.8%

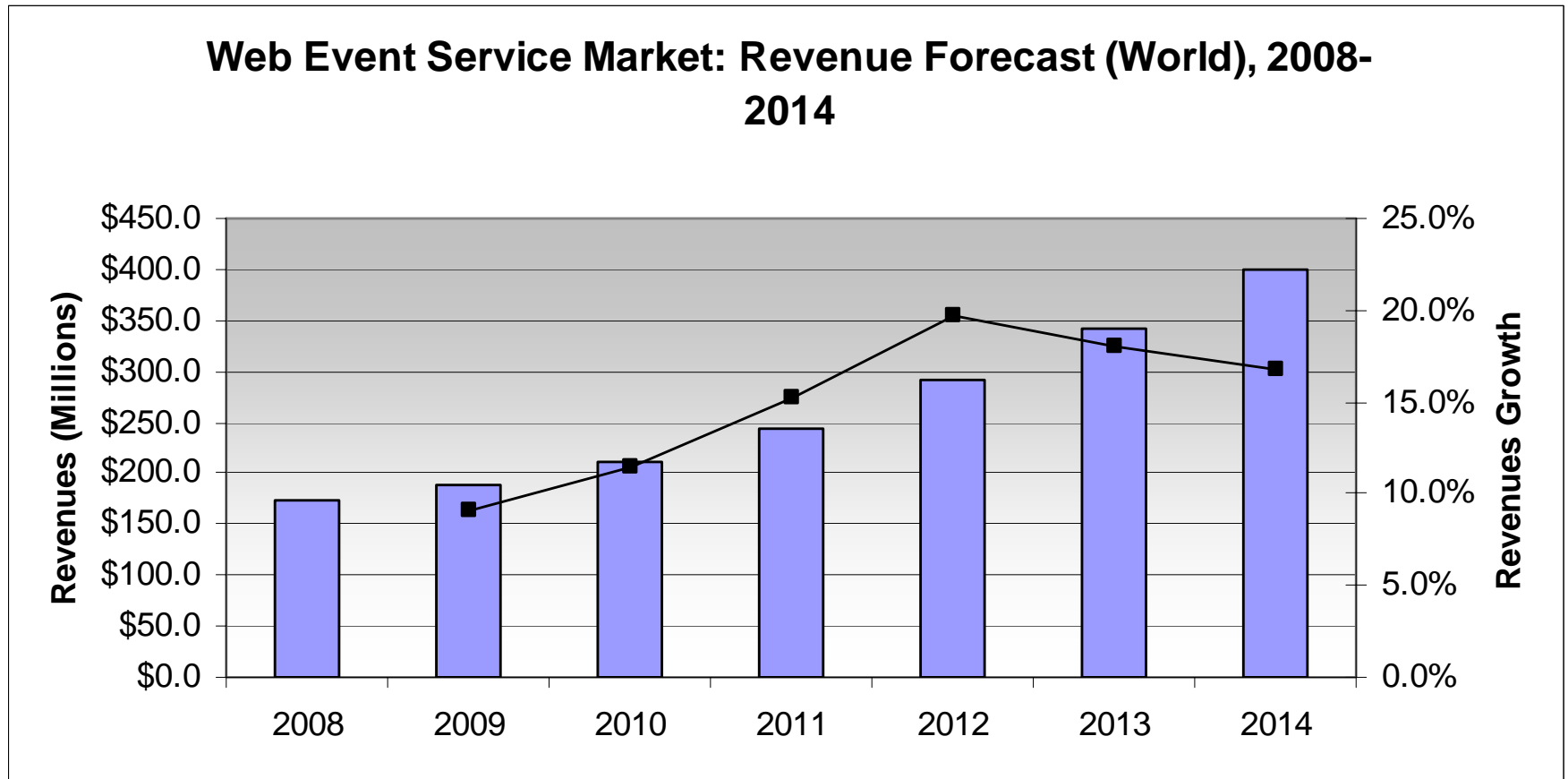
Source: Frost and Sullivan

The above revenues for web events hosted services include -

- Revenues from event services offered by web conferencing vendors (such as Cisco/WebEx, Microsoft, and Citrix Online) to address large events. For the purpose of this study web conferences with larger than 50 participants have been classified as Web Events.
- Revenues from Pure play web casting providers (such as ON24, Talkpoint etc.) that offer live web events.

# World Web Events Market: Revenue Forecasts

Total Market Revenues Forecast: 2008-2014



Revenue CAGR (2008-2014): 15%

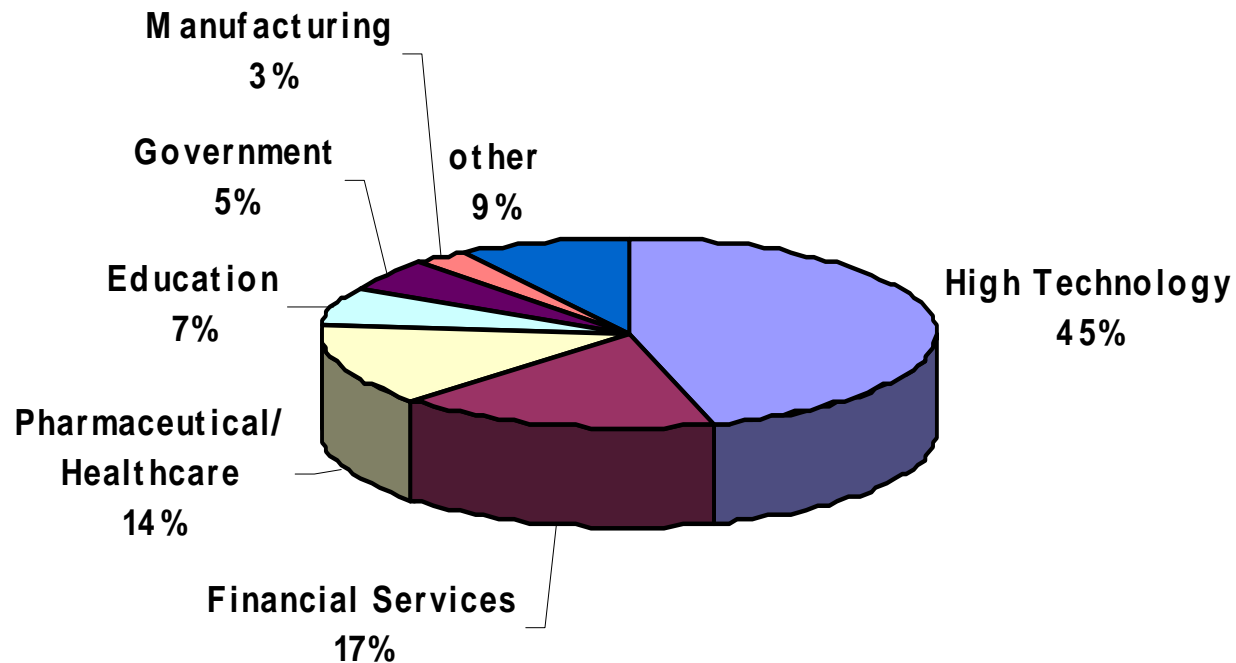
Source: Frost and Sullivan

# Total Market Analysis by End User/ Vertical Markets: Technology Continues to Dominate

- Although the technology and financial services market continues to dominate the usage of web events there are other areas that are growing in usage as well. As the technology gets better, and costs come down, adoption will grow faster. Pharmaceutical industry continues to demonstrate rapid growth as they face some of the same risk and compliance concerns that the financial services industry does. Because of the global nature of the pharmaceutical industry, holding web events to deliver global messages of healthcare, products etc. is critical to their business.
- Education is also in rapid growth phase. As colleges and universities look to expand their reach, online classes are becoming much more available for their constituents, making universities much more appealing. Although primarily used in higher ed (college, universities), we are also beginning to see usage within the K-12 sector. It allows children who are home sick with a long term illness or handicapped children to take advantage of the same learning experience that their peers are receiving. Although the education sector lags behind, in order to remain competitive, they must enhance the accessibility to their curriculum. A web event solution with collaborative capabilities will be a perfect solution to deliver classes and lectures to a mass of students.
- Other growing areas of interest include government. Government, a late adopter to any new technology, would benefit a great deal from web events solutions. Government in general, is undergoing a technological transformation and reaching out to the constituents is important. With the internet generation in full swing, television is not the only way to deliver a message, as we saw throughout the last presidential election.
- Other areas of growing interest include publishing, retail and media. Although not broken out as a separate segment, in speaking with different vendors, it became clear that web events has started to become more mainstream in other verticals. As enterprises look to remain competitive, delivering messages to the masses in the most cost efficient and effective modes will be critical.

# Vertical Markets Analysis

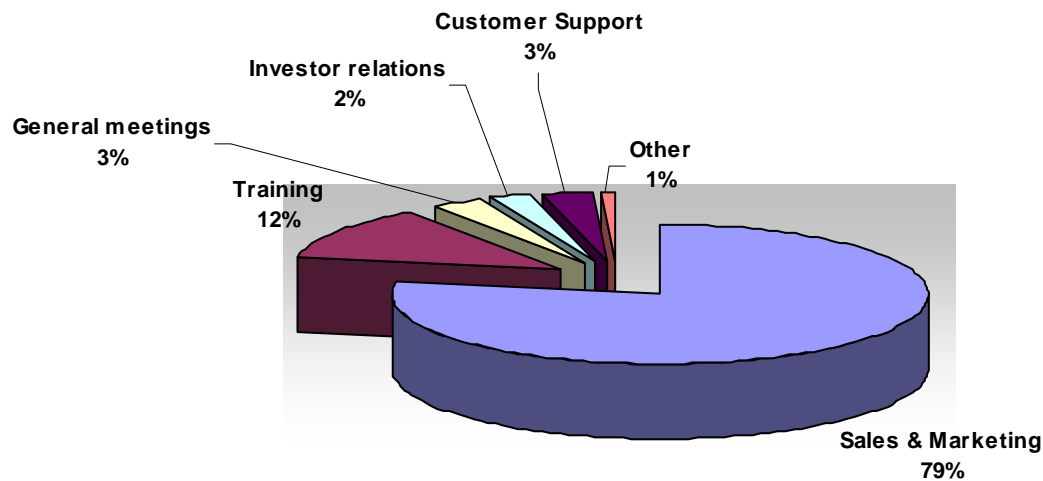
## Web Events Services Market: Percent of Revenues by Vertical Market (World), 2008



Source: Frost and Sullivan

# Horizontal Applications Analysis: Sales & Marketing Continue to Dominate

**Web Event Service Market: Percent of Usage by Vertical Market (World), 2008**



Source: Frost and Sullivan

While sales and marketing make up 79% of the overall usage for web events, there are other pockets that are starting to see uptake. Web events are increasingly being used for training, both for internal (company training) and external (product demos) purposes. There are a number of ways that web events can be used, and we will begin to see a bigger uptake in areas such as investor relations and customer service.

# Competitive Analysis



# Competitive Analysis Overview

The Competitive landscape for web events is evolving at a fast pace. Web events is a nascent and very much a fragmented market. This is due, in part, to the misconception that web events is a sub-category of web conferencing and therefore, not really considered its own market. However, as macroeconomic conditions force enterprises to find alternative ways to conduct meetings and deliver their message to wider audiences while at the same time cutting costs, web conferencing, and specifically, web events become an important tool.

While several acquisitions in recent years (Cisco's acquisition of WebEx, West Corp's/InterCall's acquisition of Genesys) have brought about market consolidation, web events still represent an extremely fragmented market. As we move into 2009, large enterprise vendors will fill their portfolio with a web events solution that can integrate with an overall UC platform, thus leading to further consolidation.

# Competitive Analysis-Pure Play Webcasting Vendors

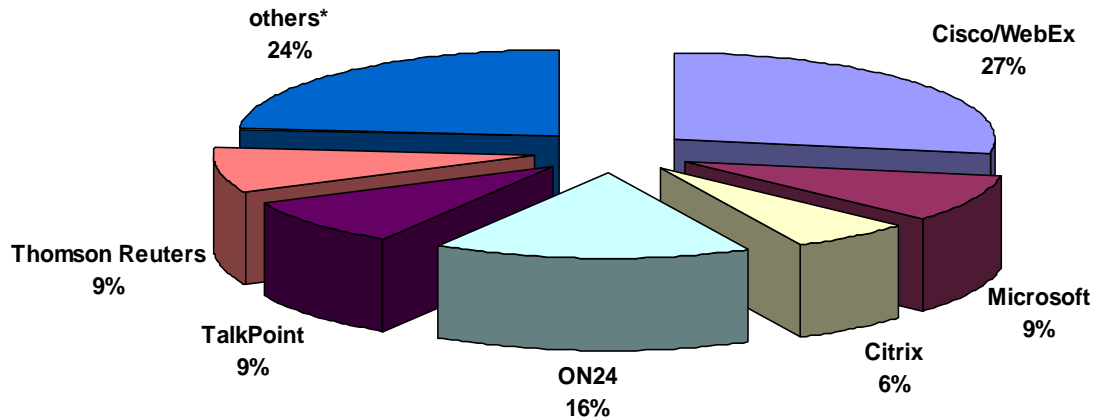
- ON24, in the industry since 1998, and has a long standing reputation of being a quality and highly scalable web events solution. Growing 40 percent YoY, and increasing its customer base to 700, this vendor has been able to establish a solid reputation, based on its scalability. Although still privately funded, it has raised money, which it will be investing in sales and marketing and R&D. With a second data center in place, the virtual events solution will allow an event to be delivered seamlessly.
- Streamlogics has been in the industry since 1999, providing a reliable and scalable webcasting solution. With most of its business coming from indirect sales, it has a strong reseller program. The company has also expanded its footprint in the last year to Europe. It has also entered the virtual events market recently announcing a partnership with Unisfair.
- Talk Point, also founded in 1998, has been a formidable vendor in this space. While still privately funded, it maintains valuable partnerships that include Cisco/WebEx. TalkPoint is ripe for acquisition and would be a valuable asset to any vendor looking to fill a gap in its portfolio.
- Onstream Media, a publicly traded company, was founded in 1993, and has made several acquisitions throughout the years to round out its portfolio. It has been able to scale its solution through these acquisitions and offer customers a variety of options. Known for its expertise, Onstream offers an end to end solution to the customer.
- Thomson Reuters, also a publicly traded company, is better known in the financial services world as the web events solution of choice. Recently we have seen an aggressive move into the B2B market, outside of financial services. While its overall revenue falls into the billions, its B2B live web events business is still relatively small.

# Competitive Analysis-Web Conferencing Vendors

- WebEx has been a pioneer in this space. Its greenfield beginnings have made it what it is today - a staple brand in the web conferencing space. Large web events is a natural extension for web conferencing vendors and adding the scalability capabilities through partnerships is critical to their portfolio.
- Microsoft, also a web conferencing vendor in its own right, counts LiveMeeting Professional as its web events solution. Also known for its web conferencing capabilities, Microsoft through partnerships scales to thousands of participants. An acquisition in this space would complement its existing portfolio.
- Genesys/InterCall has been well known its space, and the coming together of the two has created a powerhouse for conferencing. However, for scalable web events it also depends on partnerships and is well equipped to deliver highly scalable solutions through the combination of products and services.
- Citrix Online, another established brand in the web conferencing space, has maintained its niche in the DIY webinar business with its GoToWebinar solution. With scalability of up to 1000 attendees, it fits well into departments within enterprises, or small and medium businesses. Its recent acquisition of Vapps, a high def audio conferencing provider, provides Citrix Online with the critical VoIP capabilities needed to remain competitive in the web collaboration market.
- Adobe has been able to maintain a strong hold in the web conferencing space particularly in the e-learning area, where it has customers such as Thomson Reuters.

# Total Web Events Services Market-Market Share by Revenues (World), 2008

## Web Event Service Market: Market Share by Revenues (World), 2008



Source: Frost and Sullivan

Others\* include: Genesys/InterCall, Adobe, Premiere Conferencing, Streamlogics, OnstreamMedia, Arkadin, NetBriefings, Elluminate, Wimba, GoodMood, Viavid, ViewCentral, Sonic Foundry, Aperio Networks (EventSpan)

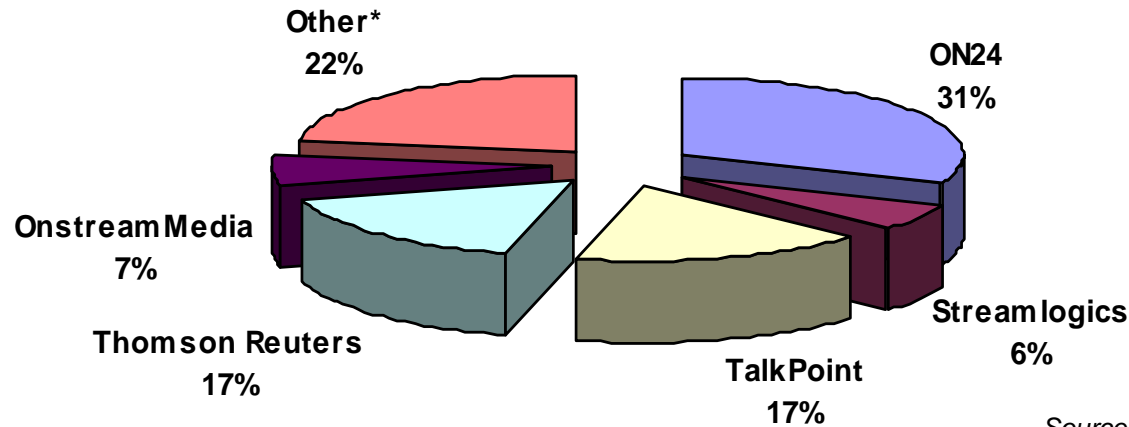
Note : This chart represents market shares for the total web events market i.e. includes revenues from pure play webcasting vendors like ON24, Talkpoint etc as well as revenues from web conferencing vendors from large webinars/web events . For the purpose of this study web conferences with larger than 50 participants have been classified as Web Events.

# Web Events Services Market: Market Share By Revenue (World) 2008

## Market Shares of Pure Play Webcasting Vendors

Total Revenues: \$89 million

WorldWide Web Event Service Market: Market Share by Revenues (World), 2008



Source: Frost and Sullivan

\*Others\* include: Arkadin, PrecisionIR, Netbriefings, ViaVid, Elluminate, Sonic Foundry, Aperio Networks (EventSpan), Wimba, GoodMood, ViewCentral among others

Note : This chart represents market shares held by pure play webcasting vendors only and *excludes* revenues made by web conferencing vendors from large webinars/web events.

# Conclusions

For Enterprises and Vendors



# Recommendations For Enterprises

- **Consider web events solutions a legitimate marketing tool: if used properly, the value proposition around web events is hard to ignore; ensure that proper training is given to maximize its value.**
- **Web events solutions are not a One-Size-Fits-All: Ensure that the right solution is in place to meet your needs. Understand the differences between web conferencing and web events. Evaluate pricing models as well, to ensure you are getting the best “bang for your buck”.**
- **Pilot with specific purpose: Consider using a web event for internal purposes (CEO message), and then roll out for an external event (product launch). This will help to eliminate any hiccups and will be more seamless with an external purpose. When evaluating vendors, assess your needs for a solution and ensure that your choice of vendor can meet your expectations.**

# Recommendations For Vendors

- **Educate the market:** The slow adoption of web events is mainly due to the lack of knowledge in the market for enterprises. The line needs to be drawn more clearly between purpose, use cases, and costs associated with web conferencing and web events. This is the time to ensure a clear value proposition message is delivered to enterprises.
- **Demonstrate hard ROI:** During these harsh economic times, it's necessary to show a hard ROI that is achievable in 3-6 months. Focus on the short term benefits rather than the long term. Vendors who can achieve this will be winners in this competitive landscape.
- **Understand your customer's needs:** Customer behavior and requirements dictate what is the best solution for them. Ensure that not only do the customers understand the value of web events solutions, but also help them to realize it. Delivering a solution includes not only providing the product itself, but also providing a total solution that fits in with the customers' business needs.

# About Frost & Sullivan



# Who is Frost & Sullivan

## The Growth Consulting Company

- Founded in 1961, Frost & Sullivan has over **45 years** of assisting clients with their decision-making and growth issues.
- Over 1,700 Growth Consultants and Industry Analysts across 32 global locations
- Over 10,000 clients worldwide - emerging companies, the global 1000 and the investment community
- Developers of the **Growth Excellence Matrix** – industry leading growth positioning tool for corporate executives
- Developers of **T.E.A.M. Methodology**, proprietary process to ensure that clients receive a 360° perspective of technology, markets and growth opportunities
- Three core services: **Growth Partnership Services, Growth Consulting** and **Career Best Practices**

# What Makes Us Unique

## Exclusively Focused on Growth

Global thought leader exclusively focused on addressing client growth strategies and plans – Team actively engaged in researching and developing of growth models that enable clients to achieve aggressive growth objectives.

## Industry Breadth

Cover the broad spectrum of industries and technologies to provide clients with the ability to look outside the box and discover new and innovative ideas.

## Global Perspective

32 global offices ensure that clients receive a global coverage/perspective based on regional expertise.

## 360° Perspective

Proprietary T.E.A.M.<sup>TM</sup> Methodology integrates all 6 critical research methodologies to significantly enhance the accuracy of decision making and lower the risk of implementing growth strategies.

## Growth Monitoring

Continuously monitor changing technology, markets and economics and proactively address clients growth initiatives and position.

## Trusted Partner

Working closely with client Growth Teams – helping them generate new growth initiatives and leverage all of Frost & Sullivan assets to accelerate their growth.

# T.E.A.M. Methodology

Frost & Sullivan's proprietary **T.E.A.M. methodology**, ensures that clients have complete “360 Degree Perspective” from which to drive decision-making. **T**echnical, **E**conometric, **A**pplication, and **M**arket information ensures that clients have a comprehensive view of industries, markets and technology.

## **Technical**

Real-time intelligence on technology, including emerging technologies, new R&D breakthroughs, technology forecasting, impact analysis, groundbreaking research, and licensing opportunities.

## **Econometric**

In-depth qualitative and quantitative research focused on timely and critical global, regional, and country specific trends, including the political, demographic, and socioeconomic landscapes.

## **Application**

Insightful strategies, networking opportunities, and best practices that can be applied for enhanced market growth; interactions between the client, peers, and Frost & Sullivan representatives that result in added value and effectiveness.

## **Market**

Global and regional market analysis, including drivers and restraints, market trends, regulatory changes, competitive insights, growth forecasts, industry challenges, strategic recommendations, and end-user perspectives.

# Global Perspective

- 1,700 staff across every major market worldwide
- Over 10,000 clients worldwide from emerging to global 1000 companies

