A golden age for live video

Live-stream video events are coming to financial markets. OpenExchange recognizes the acceptance of this confluence of better video technology and cloud delivery services, as post-Mifid demand for broad and immediate engagement sparks rapid adoption of live-stream video

When Spotify live-streamed its introduction to the capital markets on March 15, 2018, the reaction seemed to be, *that's interesting but no one else can list that way so it doesn't matter much.* But OpenExchange believes people will look back in 10 years and recognize that Spotify's live-stream to thousands of participants was an inflection point as impactful to investor communications as ESPN was to college basketball.

Broadcasting live video around the world has been valued for decades – that's what television is all about! Until recently, however, only a few had the ability to do so. With online live-streaming, that has changed – at least for individuals. Billions of smartphones, cloud-based edge servers and destinations such as Facebook, YouTube and Twitter have democratized the creation, distribution and viewing of live video content.

In fact, live-streamed video has taken over the everyday world and the escalation of video use in our everyday lives is staggering. Commonly quoted statistics indicate that more video content is uploaded in a 30-day period than the major US television networks have produced in the last 30 years, quantifying the 'life-cataloging' and corresponding participation most users have demonstrated.

But what about for financial services? OpenExchange is a leading provider of videoconference experiences for corporate access and research. We didn't start our company to be the ideal source for live-streaming content but it turned out that with our network of 1,600+ connected buy-side, sell-side and corporate entities, we had a built-in platform to deliver live HD video content quickly, reliably and cost-effectively to thousands.

That's why in February we added a live-stream solution to our offering that allows our sell-side clients to leverage their research and content more broadly. The initial response from our clients and their key accounts confirmed our belief in the immediacy of the medium and the engagement that develops from uncurated content. What stood out was the length of time participants stayed connected. One recent six-hour mini-conference featuring more than 20 C-suite executives and industry experts was live-streamed to an engaged audience where the average duration exceeded 3.5 hours.

We don't believe live-streaming will ever replace valuable face-to-face meetings or smaller virtual group meetings. Rather we think live-streaming will become another valuable tool in the post-Mifid communication kit for IR professionals. We believe T-Mobile is at the forefront of a major trend as one of the first companies to live-stream its quarterly results. Will other companies explore that kind of reach for their quarterly earnings or investor days? Likely, yes. We don't think IPOs will forego traditional roadshows for a single live-stream event, but doesn't it make sense to live-stream the New York lunch presentation? Again, we say, yes.

We're entering a golden age of live video. The technology is affordable and powerful. Internet connections are fast enough to support streaming almost anywhere. It's a perfect storm for those wishing to make the most of live content. Technology, audience and capability have finally come together.

ABOUT OPENEXCHANGE

The trusted video exchange for financial communications

OpenExchange is a global video exchange that offers broad video interoperability, supported by seasoned meeting specialists, to provide virtual experiences that work. Purposefully designed for the finance industry, more than 1,600 sell-siders, buy-siders and corporate issuers arrange direct and multipoint live video meetings to deliver valuable investment content and corporate access in a secure and efficient way. To learn more, please visit www.openexc.com or contact nicole@openexc.com.

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