



**Caretta**  
Research



**BLACKBIRD**

# Cloud production trends

Cloud production and remote editing is changing  
the business of video creation

In partnership with Blackbird  
NAB Show 2022



# Cloud production trends in a nutshell

A core part of workflow

# 90%

of video professionals are using cloud production and remote editing

But mostly done inefficiently and insecurely

# 65%

of remote editing users are moving original high-res content assets over the internet, the most common remote editing workflow

Still growing post-Covid



58% expect cloud working will increase

## Top-three cloud production workflows

Collaborative working

Review and approval

Remote editing

Cloud-native tools

# 27%

using browser-based editing tools

## Top-three cloud production benefits

Faster production

Working from anywhere

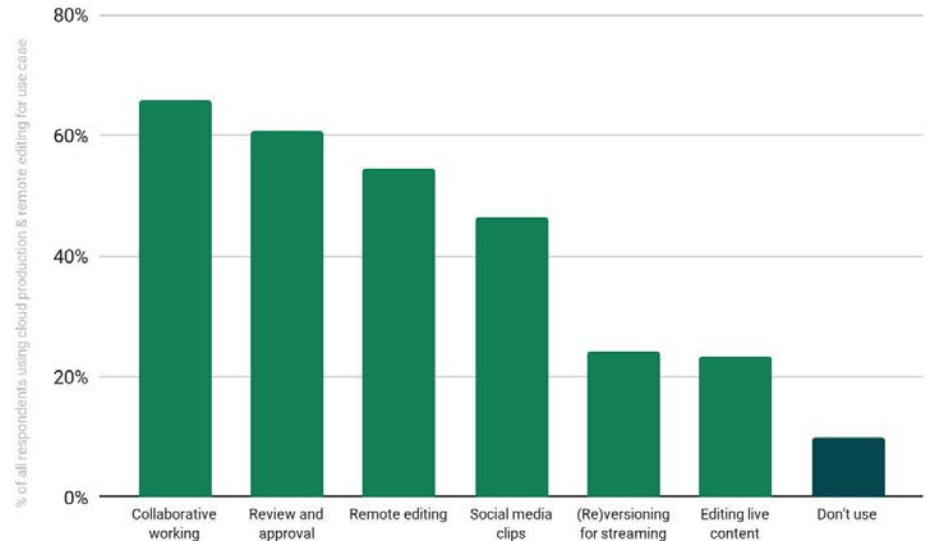
Cost efficiencies

Based on international online survey conducted in March 2022 by Caretta Research, covering hands-on video editors, producers, management, freelancers and producers/creators

# Cloud production and remote editing are now a core part of modern video workflows

**90%** of users with cloud production and remote editing as part of their video creation workflows

- ★ Nine out of ten video users have adopted cloud production and remote editing in their workflows.
- ★ Working collaboratively, with multiple people involved in a project together is the top use case, used by two-thirds of users.
- ★ Sharing content with clients or producers for review and approval, and remote editing are also popular uses for cloud workflows.
- ★ Creating short-form clips for digital platforms and social media feature for nearly half the users of cloud production tools.



# Faster production, flexible working and cost saving benefits are resulting from cloud production

- 1 Enabling faster production workflows
- 2 Allowing users to work from any location at any time
- 3 More cost effective than traditional tools
- 4 Providing powerful features for workflow and editing
- 5 Increasing the resiliency of operations

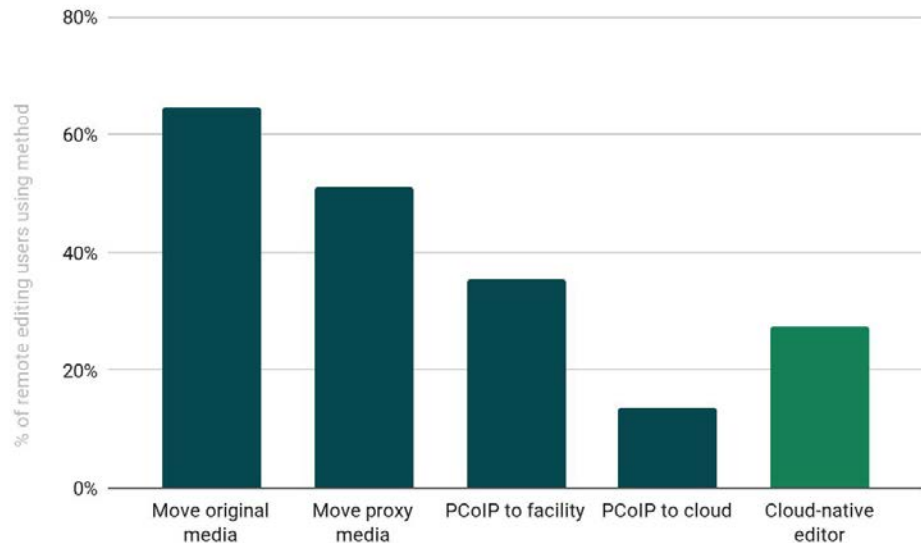
Top five benefits of cloud production and remote editing for survey respondents

- ★ Users who've adopted cloud video workflows and remote editing recognise a number of important operational and financial benefits.
- ★ Top of the list is the ability to work faster: freed from the constraints of being in a particular facility, users able to work flexible are more productive.
- ★ In turn this translates to cost efficiencies, an important benefit for most users.
- ★ Additional benefits of cloud workflows ranked highly by users include access to more powerful features, and more-resilient operations, avoiding dependency on physical locations and on-premise infrastructure.

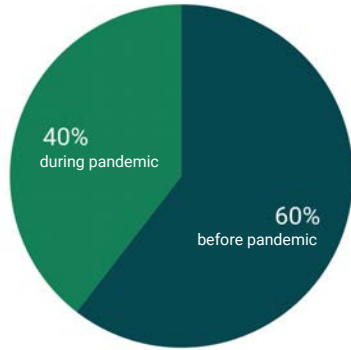
# But most remote editing is still being done using old-school inefficient and insecure workflows

**65%** of users moving original high-res media files around the internet to support remote editing workflows

- ★ The rapid growth of cloud production and remote editing is leading to the rise of inefficient and insecure workflows.
- ★ Most remote editors rely on moving media, whether proxy content or valuable original material.
- ★ Using PC over IP for remote access to an edit workstation in a facility is commonly used, but wasteful of expensive resources.
- ★ 27% of remote editors are making use of a cloud-native browser-based production platform like Blackbird – twice as popular as PCoIP to a cloud edit workstation.

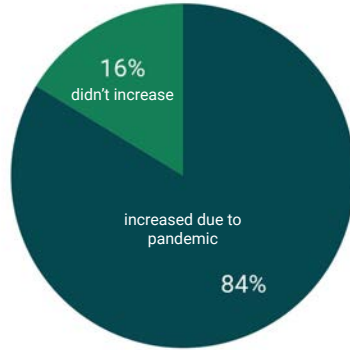


# Cloud workflows grew fast during the pandemic, and are still accelerating



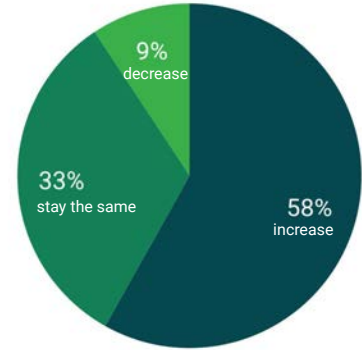
60%

started using cloud production and remote editing before the Covid-19 pandemic



84%

increased their use of cloud production and remote editing as a result of the pandemic

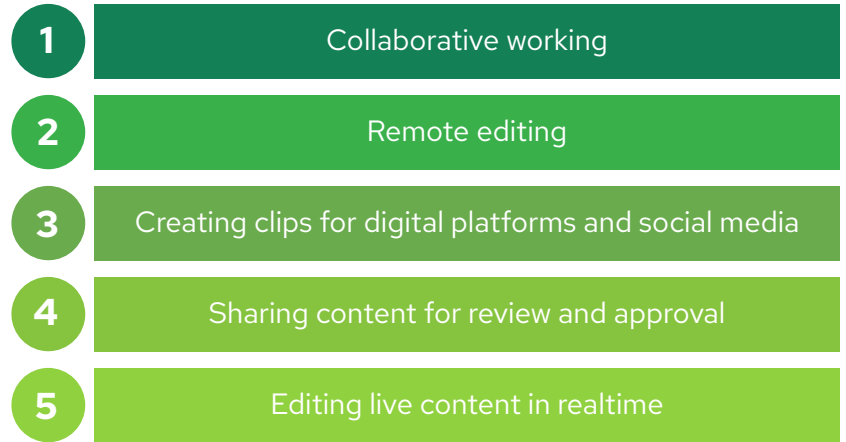


58%

expect their use of cloud production and remote editing to grow more as business gets back to normal

# Users of cloud-native production tools are focused on collaboration and fast-turnaround workflows

- ★ Users of cloud-native production tools like Blackbird prioritise different workflows compared with those using only traditional non-linear editing software.
- ★ Collaborative working and regular remote editing are more commonly used.
- ★ And users of cloud-native tools are far more likely to use them for fast-turnaround workflows, including creating clips and highlights for digital platforms and social media, and managing real-time editing of live content like sports.



Top five most-important workflows for users of cloud-native production tools

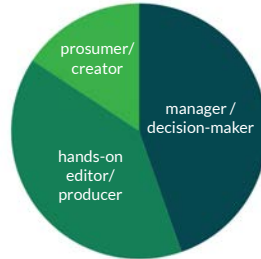
# About the research



**B L A C K B I R D**

The findings in this report are based on an online survey of video editing and production users carried out by Caretta Research in partnership with Blackbird during March 2022. Respondents spanned multiple content businesses, genres and locations.

Main business of primary place of work	Respondents
Digital media	7%
Content production, studio	19%
Broadcaster	17%
Freelance, working for multiple companies	17%
Social media or YouTube creator	12%
Post-production house or service provider	16%
Advertising or creative agency	2%
Other industry	10%



**Blackbird plc** operates in the fast-growing SaaS and cloud video market. It has created Blackbird®, the world’s most advanced suite of cloud-native computing applications for video, all underpinned by its lightning-fast codec. Blackbird plc’s patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud. Blackbird® enables multiple applications, which are used by rights holders, broadcasters, sports and news video specialists, esports, live events and content owners, post-production houses, other mass market digital video channels and corporations.



**Caretta Research** is helping media technology buyers and suppliers make better technology decisions by using real information. We combine decades of experience in the industry with continuous hands-on research and an extensive network of technology buyers and decision-makers to help vendors understand and target their potential market, and to help buyers identify the most-suitable solutions—saving time, reducing risk and lowering costs.



# Thank you

Ask us a question

[info@caretta.com](mailto:info@caretta.com)

+44 20 7112 8395

[caretta.com](http://caretta.com)



**Caretta**  
Research