

# Forrester Consulting

MAKING LEADERS SUCCESSFUL EVERY DAY

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<b>Case Study:</b>	<b>Forrester Thought Leadership Paper Commissioned By Veoh Networks, Inc.</b>
<b>Who</b>	Senior Director, Consumer & Advertiser Sales Insights Veoh Networks, Inc.
<b>Why Forrester</b>	Veoh chose Forrester because of its highly credible brand and level of expertise within the online video space. Veoh felt that Forrester's combination of research and Consumer Technographics® Data provided the best extensive coverage of this new category in the industry.
<b>Challenge</b>	Veoh Networks commissioned Forrester Consulting to author a Thought Leadership Paper to educate the market on how online video viewers interact with videos and advertising. Veoh sought to provide clarity to content owners and advertisers on how their target audience consumes this new medium.
<b>Forrester Approach</b>	Forrester used a three-step approach: <ol style="list-style-type: none"><li>1) Forrester conducted a custom online survey of 1,013 US youth and adult consumers and combined the results with existing Forrester research to ensure a robust analysis.</li><li>2) Forrester recruited a subsample of 10 individuals who completed the survey to participate in 1-hour, in-depth telephone interviews to discuss their experience with online video in more detail.</li><li>3) Forrester authored an objective Thought Leadership Paper for Veoh Networks to use with unlimited posting rights.</li></ol>
<b>Results</b>	<p><b>An objective sales tool.</b> Veoh's sales force has used the Thought Leadership Paper as collateral, finding it particularly useful in educating both partners and prospects, since it is comprised of object third-party data.</p> <p><i>"[The Thought Leadership Paper] is absolutely helping sales. We are getting some very high-level meetings and connecting with senior executives at agencies and brands as a result of the research that was done."</i> (Edwin Wong, senior director, Veoh Networks, Inc.)</p> <p><b>Significant press coverage.</b> Veoh was impressed with how well received the Thought Leadership Paper has been in the press. Top publications that interactive agencies consistently read covered the study.</p> <p><b>Industry credibility.</b> To further promote the study, Veoh invited Forrester Principal Analyst James McQuivey, Ph.D. to present the results at <i>Veoh Insights Series: Watching The Web</i>. The audience was captivated by his knowledge of the space and the compelling results of the project. Veoh felt it received the greatest value from having an objective third-party voice at its event.</p> <p><i>"[Forrester Analyst] James [McQuivey] is absolutely phenomenal as a consultant and one of the best in this space. The great thing about [Forrester] and the folks working on [the project] is that they are naturally inquisitive and really just want to give you their best insights. Just being so enlightened by the way [James] put the data together is what really came together for me. [The Forrester Consultant] was also always very responsive. I really couldn't speak more highly of the group. [The analyst and consultant] went above and beyond . . . you don't find that level of service often."</i> (Edwin Wong, senior director, Veoh Networks, Inc.)</p>



## Headquarters

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