



2009 Forecast for another Difficult, but Progressive Year Thoughts & Perspectives

By Randy Palubiak

2009 promises to be very busy in the enterprise space, despite what pundits forecast for the economy and respective industries. In fact, the need for organizations to inform and train their employees, customers, and strategic partners is most critical during the difficult times such as these.

Based on Enliten's role in the industry, the patterns that we track, signals and trends that we see, and initiatives that we are engaged in at this time, I present the following items or events that we believe will happen, although, maybe not everything for every organization.

At the end of the year, refer back and see what is applicable to you and your organization.

1. **Digital In, Analog Out!** On February 17th all local television stations will be transmitting their digital signals. Unless the date is delayed. At the time of this writing (January 2009), President-elect Barack Obama is urging Congress to postpone the Feb. 17 switch... arguing that too many Americans who rely on analog TV sets to pick up over-the-air channels will not be ready.
2. **Digital Media and IP:** Enterprise organizations will continue to embrace digital media and IP-based solutions to enable/drive communications and training.
3. **Content** will continue to be KING, regardless of the delivery approach or display options. It's all about the 'information' not the information technology. In other words, let the application drive the technology choice.
4. The impact of the troubling economy will drive more organizations to use videoconferencing, webcasting, and satellite networks for meetings and training to defray travel costs.
5. **Conferences and trade shows:** Attendance will be down. Two events, which have an impact in our space and occur in January of each year (Macworld and the Consumer Electronics Show), experienced a significant decline. In the case of CES, there were only 97,000 attendees: the least attended CES since 2003. Based on what we are hearing from industry vendors and our enterprise clients, we believe that NAB and InfoComm attendance will be down as well. The small-to-mid-size conferences will experience the greatest impact with larger percentage drops.
6. **Streaming:** It will be embraced more widely. As the commercial content and media companies have recognized, streaming content is easier to maintain control and secure.

7. **Wide screen or small screen?** Both! Wide screen is already widely embraced. Lap tops and desk tops are increasing in use as streaming and on-demand content becoming more available. Mobile, hand-held viewing devices will find uses as the bandwidth becomes available from the airwaves vacated by the local television stations in February. AT&T and Verizon and Sprint/Clearwire are aggressively building out their 3G and WiMax networks.
8. Hence, more offerings for, and clarity regarding uses of, **mobileTV**.
9. **802.11.n is ready!** Wireless LANs will be a viable alternative to wired LANs.
10. **High Definition (HD):** Upgrades will continue in video production facilities, conference rooms and auditoriums. In fact, **HDTV** (High definition television) will become a common term as the need for differentiation with standard definition television (SDTV) disappears with analog TV.
11. **Digital Signage:** The use of digital signage for news and information will continue to increase, with implementations based on advertising models establishing a foothold.
12. **Web 2.0:** A rapidly increasing number of employees are using social and business network sites. Virtual world sites such as Second Life will continue to work for traction and viability.
13. **Hybrid Networks:** More organizations will integrate terrestrial, satellite and wireless infrastructure to enable the delivery of digital and rich media content.
14. **Industry vendors:** Cisco, with its Telepresence offering and investments in other digital media-based companies, will play a significant role in enterprise communications. Other telecom companies (such as AT&T and Verizon) and system/network providers (such as IBM and HP) will aggressively pursue opportunities in the enterprise space created by the increase of digital media driven applications. Media applications and needs are relevant to the mainstream industries.
15. IT departments and personnel will become more video and media-centric. You may have noticed that network/telecom publications and websites are allocating a significant amount of space on rich media articles and feature stories.
16. **Change/Demand:** Corporate communication and media departments will face a number of changes, including:
 - Integration with IT departments, who will assume increasing responsibilities to maintain communication infrastructure;
 - Increased demands, from executives and clients, to use digital media to improve and extend reach to internal and external audiences.
17. Media and IT executives will become more adept business managers as the need increases to future-proof their three-to-five year communications and training plans. They will need to develop business roadmaps inclusive of new digital media applications, embrace extended resources, and establish governance guidelines and policies.

18. **Governance:** Guidelines and management procedures will be revised or created to address the introduction of new solutions and approaches to handle the increasing demands on communications and training. For instance:
 - The relationship with the IT department will change;
 - There will be a substantial increase in content submissions;
 - There will be an increase in requests for digital media productions.
19. **Workflow:** Organizations will develop new/different workflow processes to support the new media systems and expertise required to manage them.
20. **Change Management:** Guidelines and issues will be addressed as media systems and delivery infrastructures migrate to the IT departments.