



Watchity, a tool to make the emotional transmission of the message easier

The year of the pandemic, but also the year of Internet video consumption

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watchity

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1. Context

The year of the pandemic, but also **the year of Internet video**

2020 has been **the year of the Covid pandemic**, which has led to many changes in social and work habits. The emergence of remote working, online shopping, the definitive rise of the use of electronic payment methods over paper money...This is the year in which video conferencing has finally settled and the year of **forced digitization** of a very large part of society, which has had to suddenly adapt to using tools that it never thought it would need.

Many people have made the change without realizing the magnitude of what it will represent. The pandemic will pass, but most likely, **the cultural, economic, and social change** it has brought will only reverse partly. For example, will companies use expensive offices when many have discovered that they can also work with their workers at home and maintain a much smaller structure? Will we continue to participate in crowded congresses, some with hotel and flight costs? Will we return to daily commutes to work or meetings or even to class? I'm one of those people who think change, in part, has come to stay.



The pandemic has shown that you can learn and work without all these economic, personal and environmental costs. And without exposing yourself too much. This along with a “forced digitization” of broad layers of society will lead to irreversible changes.

* Covid test in Catalonia, Spain.

But one of these changes that will be irreversible and that goes unnoticed by the population is the rise of video. Everything said above is possible precisely because of the rise of video and its definitive imposition as a preferred channel for everything. **2020 is the year of the pandemic, but it is also the year of screens and video.** From online or on-demand video, created, broadcast, and shared. Video is an essential part of everything we talked about before, from leisure to work, from training to shopping in the markets. Its use has in different formats and platforms has spread this year like never before.

There is no longer any organization or professional in any field that can ignore video-based marketing and messaging. With this effervescence, it is estimated that the consumption of videos on the Internet will quadruple between 2017 and 2022*.



* "Internet video consumption quadruples." La Vanguardia, December 29, 2020

2. Consequences

The experience of organizations. Adapt or lose influence.

All this context described above irreversibly has several consequences for organizations and institutions:

1 The homogenization and equalization of communication. Before this scenario, large corporations, institutions, or personalities had the tools at their disposal to impose and visualize their preponderant role. For example the big crowded events or big stagings. With the pandemic, this is over, **everyone's communication** becomes simpler, more direct, but much more accessible to everyone.

2 And other factors happen to fill the space, like the talent, the force of the content of the message, the context, **the immediacy, the spontaneity and naturalness**, the format of message or the capacity to arrive by different channels become the differential factors. Factors that already had their importance, but which are now coming to the fore.

3 This change does not only affect the institutions, but also the big media. Its influence is often based on the possibility of obtaining relevant information through informal conversations, attendance at events or press conferences, celebrities off the record ... This Christmas we have examples of how often **people come first to the news, make them big, and finally the media arrives** to make news out of it. We have two very clear examples: the famous rave in Llinars del Vallès, which goes viral via Twitter because of the scandal it generates. It ends up affecting both the administration that must act and the news media, who must follow the story and analyze it. Another example is the aggression of a minor in Barcelona recorded and broadcast by the networks, which has also triggered a wave of indignation and has forced the news media to share it and institutions to react and take action.

This change is so big that even YouTube, the internet video giant, has announced a controversial action for 2021, but that exemplifies better than anything: the company has reported that it will insert ads in the videos even if the authors are not part of its partner program precisely to **take advantage of this push from videos that go viral** despite not being from an institutional broadcaster, media or video blogger or influencer.

3. Solutions

How to react? Our experience as Catalan Government

Organizations cannot be unaware of this change. The pandemic has also put us to test and forced us to make an effort to adapt. The Government of Catalonia has been streaming press conferences and main events at the Palau for many years. This streaming was being broadcast only on the web and with internal tools until we realized it didn't make much sense to do so. It didn't make sense to just broadcast on the web, especially when our major asset is social media, and especially Twitter, but we **also have so many other channels where we could include video.**

This conclusion led us to search for a solution that would allow us to take this signal and broadcast it through all the channels that interest us, and also simplify the fact that we have to schedule and be aware of all our social networks. Only **one person had to be able to control** the different channels. We were also looking for a solution that would allow us to minimally **edit the signal, add images, overlays, titles ...** and obviously allow us to perform live cuts (video clipping) to the main fragments of the message to share on social media. For some time now, we have been observing that tweets or video posts have much more engagement than those that don't. Especially when as Director of Communication you have been able to work with the politician on the message and therefore, know when it is time to make the cut and be the first to do so and go viral.



The solution that allowed us to do all this is Watchity. But this initial solution did not stop there. Little could we have imagined when we were looking for this solution all that would come. On March 13, 2020, with the increase in pandemic cases, remote working was decreed, and especially regarding our work, the impossibility of being able to continue holding press conferences in person. And this situation is further aggravated by the isolation in the House of Canononges of President Quim Torra when he tests positive for COVID-19. **Palau de la Generalitat had to have as few people as possible** and the logistics involved in a press conference in terms of movement of people and logistics had to be simplified as much as possible. But at the same time, it was necessary to find a solution that would connect the different Ministries - Health, Home Affairs and Presidency - and make the video available for the Media, broadcast it, and perform live cuts from this video.

Thanks to having Watchity, we were able to make an evolution that allowed us to **create a Virtual Press Room where all accredited media (who have their password) can access the live streaming** and be able to broadcast it through their own channels/social networks or even perform video clips of the press conference later. Along with Zoom (to continue giving the possibility to ask questions from journalists during the press conference), this allowed us to solve a problem that a few months ago would have been simply unsolvable.

In fact, for many years, we had to come from various places and at inopportune hours to go to the Palau de la Generalitat (Government of Catalonia) to do emergency press conferences, something that **during the months of the pandemic we were able to do with a daily appearance** (up to more than 90 press conferences) **from three different venues, and all the streaming and broadcasting could be controlled from home.**

Currently, the media are already the first ones to get used to being able to stream press conferences to broadcast from their own channels or to have, a few minutes after finishing a press conference or an event, the video to be able to make cuts (video clipping)

Obviously, the ability to get the message across both our channels and the media has multiplied exponentially and especially through video, which is the format that produces more engagement and allows a better transmission in which not only the content of the message is important, but also the form, the tone, the context... basically the non-verbal communication that surrounds this content.

And one last thought, more every day, but especially in times like the ones experienced during the pandemic, the content of the message is as important as the form, the context, the channel and how it is transmitted. It's very different to read some health advice in a newspaper than to watch a live video of a spokesperson explaining with a worried face the same health advice. We are driven more and more by the emotional message, an emotional message is much more powerful than a serious logical one. And **video is the key to the emotional message.**



*Meritxell Budó. 2020.

Are you ready to try Watchity?

**Promoting your event is just the first
step in the event lifecycle.**

Book a demo with a product expert
and let us show you exactly what
our platform can do for your brand's
digital communication and events.

Book a demo