

# Web conferencing accelerates

A survey by the 1080 Group for Citrix GoToMeeting Corporate has tracked the growth of web conferencing over the past 12 months. The data shows that the uptake of web conferencing, particularly for training purposes, is on the rise.

In addition to greater personal use of web conferencing, trainers are using it more frequently to schedule classes and to teach or present classes (see Figure 1). The percentage of trainers who have never used web conferencing has now fallen below 50%, and the percentage who schedule web conferencing classes has risen from 4.8% to 11.8%.

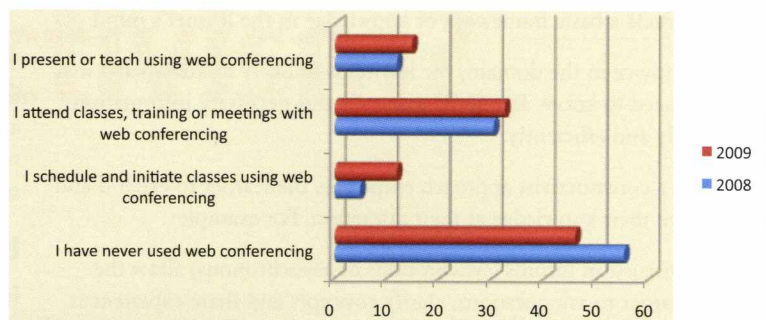
The survey showed that the use of live, in-person delivery of training is declining in favour of technology. Figure 2 shows an increase in audio conferencing (now at 4.9%), but an even bigger increase (by 63%) in the use of audio-plus-web conferencing – now at 10.9%. The use of other technologies actually declined by 14%.

The major driver of web conferencing is wanting to reach employees we would not otherwise reach. However, trainers are becoming increasingly conscious of travel costs, and this is the second highest driver. Twelve months ago, this factor ranked fifth.

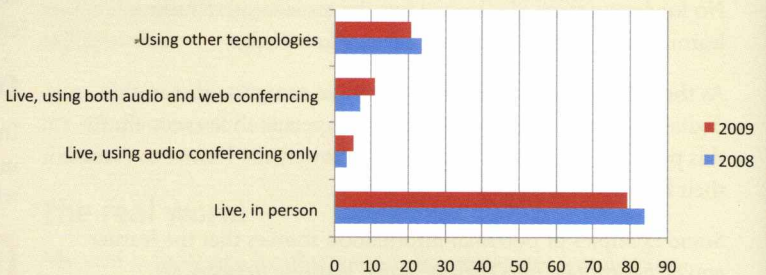
Respondents were asked about their expectations for the future delivery of training. Figure 3 shows that audio-plus-web conferencing is expected to accelerate by 86% in the next 12 months, to 20.3%. The use of all technologies for delivery is expected to rise, and the use of instructors in classrooms is expected to fall dramatically, by 23%.

Analysis of the data revealed that trainers with the most experience of web conferencing were the ones who expected to increase their usage the most. ■

**Figure 1: Current use of web conferencing**



**Figure 2: Current delivery of training**



**Figure 3: Predicted delivery of training in one year**

