# Virtual Events: Webcasts and Meetings

*Software tools to host, manage and distribute live and recorded audiocast and video webinars, meetings and small group sessions*

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors in different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis, and briefings with vendors and partners.

## ABOUT THIS SHORTLIST

The modern webinar and video streaming platform has turned the "mass broadcast" and "presentation" platforms of old into highly interactive, scalable, dynamic multimedia experiences that allow audiences to engage with speakers and with each other. These broadcast tools are delivering event experiences that continue to push the boundaries of what a "meeting" means to a business and audience. Now, in this age of AI, the market is seeing a push to extend the webinar moment with AI-powered text summaries, generativeAI created clips and highlights, content remixing and dynamic multilingual translations turning webinar content into a far more extensible and extendable content opportunity.

Webinars have evolved, shifting in length, interactivity and channel. Central to sales, support and marketing initiatives, virtual events are now critical to internal education, service-driven knowledge exchange and customer collaboration, not to mention HR on-boarding. For any team looking to engage directly with an audience, webinars are core to basic engagement.

Users are looking for secure, flexible, scalable and customizable interfaces and consoles that deliver connection and interaction between speakers and audience while maintaining focus on speakers and their content. Increasingly the capacity for live interaction via messaging, innovative networking with "break out" environments, and robust multi-channel knowledge libraries for resources are high on the buyer wishlist. Buyers are also looking for connectors and integrations that better connect webinar demand generation and engagement activities with larger, more holistic data, personalization and journey orchestration strategies. Demand generation capabilities will need to evolve as generativeAI capabilities push expectations for data cleansing, appending and enhancement to drive more complete and actionable lead generation in B2B environments.

While there are a plethora of digital meeting, streaming and demo platforms that now serve as a backbone to unifed communications platforms (eg UCaaS platforms), Constellation Research has limited this ShortList consideration list to those platforms that offer more holistic and specific event experiences.

## 12 SOLUTIONS TO KNOW

Constellation evaluates more than 30 solutions categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

- ADOBE CONNECT
- BIGMARKER
- BRANDLIVE
- DEMIO
- GOLDCAST.IO
- LIVESTORM
- ON24
- RINGCENTRAL EVENTS
- ZOOM WEBINARS
- ZOHO MEETING
- WEBINARGEEK
- WEBINARNINJA

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To learn more about Constellation Research Shortlists visit: **www.constellationr.com/ShortList**

## THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Capacity to host live audio (audio and slide/content), play video and prerecorded sessions
- Registration with flexible form fields for lead capture, including organizing an event series
- Customized branding and console configuration
- Quick, stable, reliable connectivity with toll-free, international calling and access
- Multihost, scalable speaker and producer interface
- Pre- and post-event communications, alerts, calendar invitations and reminders
- Multibrowser responsive user experience, installed app for Mac and Windows, native mobile apps
- Live audience engagement tools, polls, voting, chat, comments, screen mark-up, Q&A
- Integration into key engagement systems including social, mobile messaging and marketing automation
- Integration into customer and employee data repositories including CDP, CRM and HCM tools
- Recording and rapid on-demand availability, commerce-ready gateways and monetization
- Integration with digital asset management solutions for rapid video aggregation and editing capabilities
- Security, role-based access and authorization, customer viewer controls
- Analytics and robust reporting, viewers (live vs. on-demand), attention, downloads
- Support, training and community for customers
- Accessibility features, including real-time voice transcription and translation
- AI tools for audience and for organizers including capacity to translate, summarize and generate unique, personalized content experiences based on audience engagement and questions

## ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

## FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

## EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.

## BUSINESS THEMES

Next Generation Customer Experience

Marketing Transformation

## Liz Miller
## VP & Principal Analyst

Liz Miller focuses on the needs of modern chief marketing officers to power the strategies and teams they lead—from the technologies that drive optimized customer engagements to the key trends that accelerate growth and innovation. She also provides insight into the security space, especially at the intersection of the customer and security, where the trust economy becomes the new measure of brand strength.