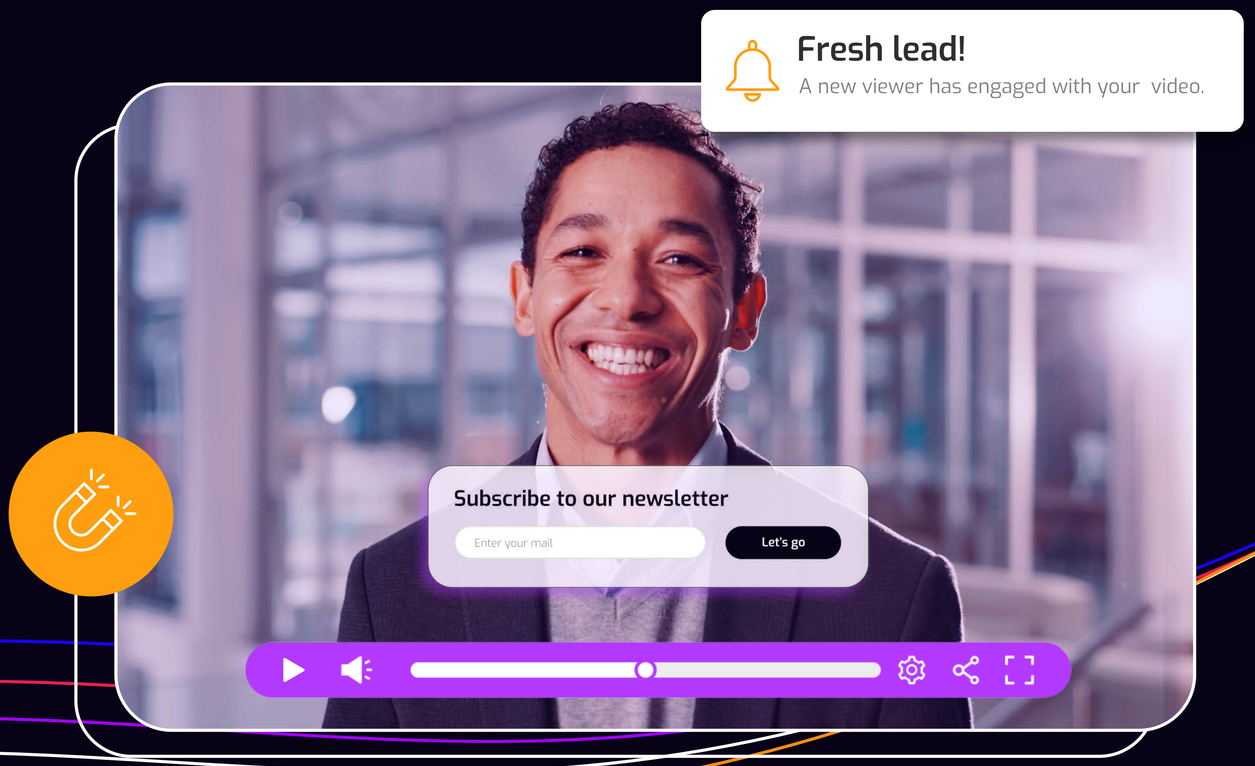
2026 video trends for organisations that want results



A practical guide for teams who want video to do more than just look good in 2026.

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Video in 2026:

From content format to a business system

Video has evolved. It's no longer just a way to promote brands or tell stories.

In 2026, video defines how organisations attract attention, communicate value, and generate demand.

Across marketing, sales, education, and customer enablement, video now sits at the centre of the digital experience. The teams that succeed are building better systems around it: structured ways to plan, personalise, distribute, measure, and continuously improve video at scale.

What’s forcing video to change?

The way video works is under pressure.

Audiences have more content than time, and less patience for friction. In 2025, AI systems started to shape how video was created, discovered, summarised, and recommended; and in 2026, AI will continue to change the video landscape.

At the same time, teams are under pressure to prove that video contributes to real outcomes, not just visibility.

Why traditional video strategies fall short

For many teams, video still exists as a standalone asset.

It is produced, published, and measured in isolation. Additionally, performance is judged by views, completion rates, and surface-level engagement.

In 2026, this approach will not work because it cannot explain intent. It also doesn't support decision-making or connect video activity to business outcomes. As a result, teams struggle to understand what resonates, who is genuinely interested, and what to do next.

Without structure, insight, or continuity, video becomes harder to justify; even when it performs well on the surface.

From output to infrastructure

The most effective teams no longer measure success
by how many videos they produce. They focus on different questions:

How does video fit into the wider customer journey?

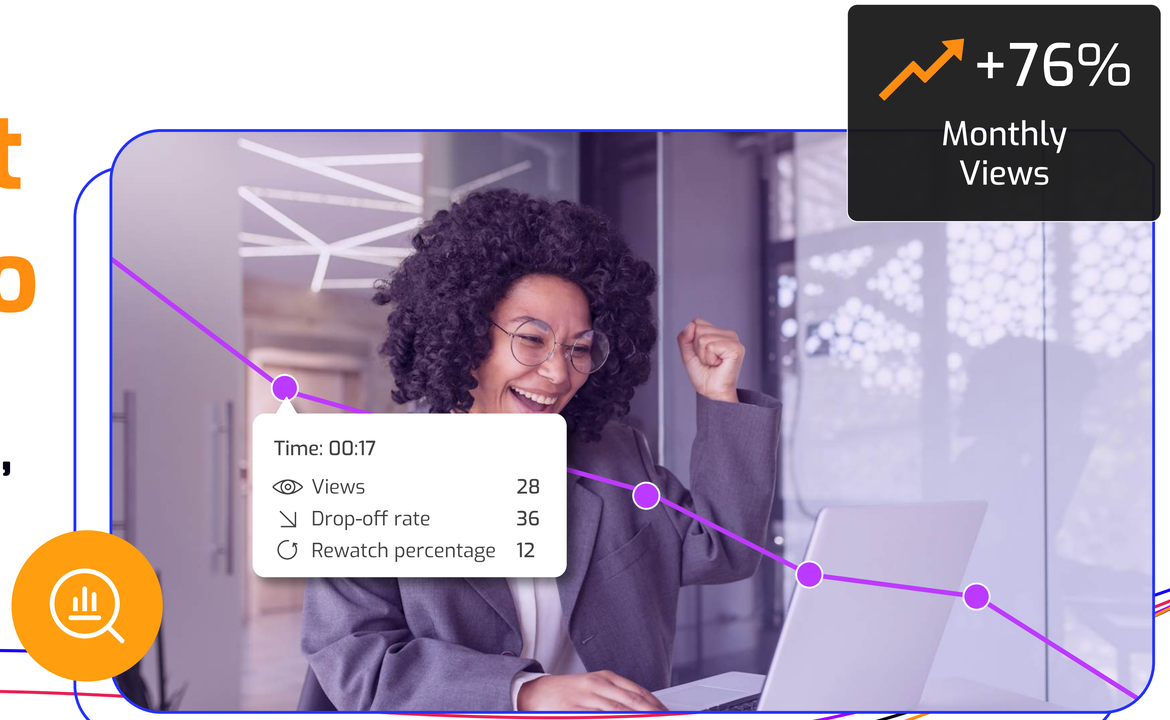
How does video inform which messages, formats, and audiences to prioritise?

How does video generate measurable signals of interest, intent and conversion?

When teams begin here, video starts to become infrastructure that supports growth across the organisation.

2026: The turning point for organisational video

Video has become faster to produce, easier to distribute, and harder to differentiate.



AI, rising acquisition costs, and new discovery models are accelerating this shift. Approaches that relied on volume, reach, or surface metrics are starting to break.

The video trends shaping 2026

Video is evolving in multiple directions.

A variety of structural shifts are shaping how organisations create, discover, measure, and use video for growth. Together, these six trends reflect broad changes in technology, economics, and audience behaviour.

The following slides break down each trend and what it means in practice for organisations in 2026.

Trend 1:

AI-powered video creation and personalisation moves into everyday workflows

AI grew significantly in 2025 and has been a driving force reshaping how organisational video is produced and managed.

In 2026, many teams will rely more heavily on AI to accelerate editing, generate metadata, localise content, and adapt videos for different audiences and contexts. This will enable personalisation at scale without increasing production overhead.

As a result, the focus will continue to shift away from manual execution and towards system-led efficiency across the video lifecycle.

Trend 1:

AI-powered video creation and personalisation moves into everyday workflows

AI is making it easier for teams to adapt and personalise video at scale, reducing manual work and allowing video to fit more naturally into everyday workflows.

Alisan Erdemli
Co-founder & CEO

Trend 2:

Short-form, mobile-first video becomes the default

Organisations are designing video for flexibility across platforms and formats.

Short-form and mobile-first content very clearly play a growing role in discovery, onboarding, and education. Adding to this, modular video (where the same core video assets are adapted for multiple touchpoints and devices) allows teams to reuse and recombine content across channels.

Trend 2:

Short-form, mobile-first video becomes the default

Video in 2026 will therefore be built to travel.

“Video teams are focusing on designing content to work across multiple formats from the get-go, so the same core video can support discovery, education, and engagement wherever it’s needed.”

Rosan Erdemli
Co-founder & CMO

Trend 3:

Action-driven video replaces consumption-driven video

**Video is no longer evaluated on attention alone.
It has become a tool for business growth.**

Organisations increasingly expect video to support lead capture, decision-making, and next steps within the viewing experience. The goal is to reduce friction between interest and action.

This trend will prioritise the usefulness and outcomes of video compared to the previous focus which leaned more towards consumption.

Trend 3:

Action-driven video replaces consumption-driven video

“Video is increasingly expected to support real decisions over and above awareness. This shift in expectations is changing how organisations think about engagement and success.”

Aidan Dean
Content Lead

Trend 4:

Video becomes a part of core business infrastructure

With video being a growth tool in 2026, this means it will also move beyond marketing teams and will become a shared operational asset.

Video will strengthen customer education, product onboarding, internal communication, training, and support. Organisations will be investing in video systems, libraries, and workflows in addition to the isolated campaigns that we've seen in the past.

Trend 4:

Video becomes a part of core business infrastructure

“Video now plays a consistent role across onboarding, training, and enablement, which means teams need shared systems as opposed to isolated content.”

Batuhan Can
Head of L&D

Trend 5:

Video is created for algorithmic and AI-led discovery

AI will not only reshape how organisational video is created and structured, but how it is discovered and understood.

Search engines, internal knowledge tools, and generative AI systems, such as Google's "Gemini", increasingly surface video based on structure, clarity, and context. Transcripts, summaries, and metadata will play a growing role in visibility.

In 2026, video will be created to be understood by both people and machines.

Trend 5:

Video is created for algorithmic and AI-led discovery

“Structure and clarity are becoming just as important as visuals, as video needs to be easily understood by both audiences and automated systems.”

Yucel Taskin
Video Motion Designer

Trend 6:

Trust, authenticity, & governance become critical video capabilities

As video becomes embedded across organisational workflows, trust becomes critical.

Audiences expect transparency and authenticity in how video is presented, while organisations must control access, usage, and data as video takes on commercial and operational value. This creates a new tension between openness and oversight.

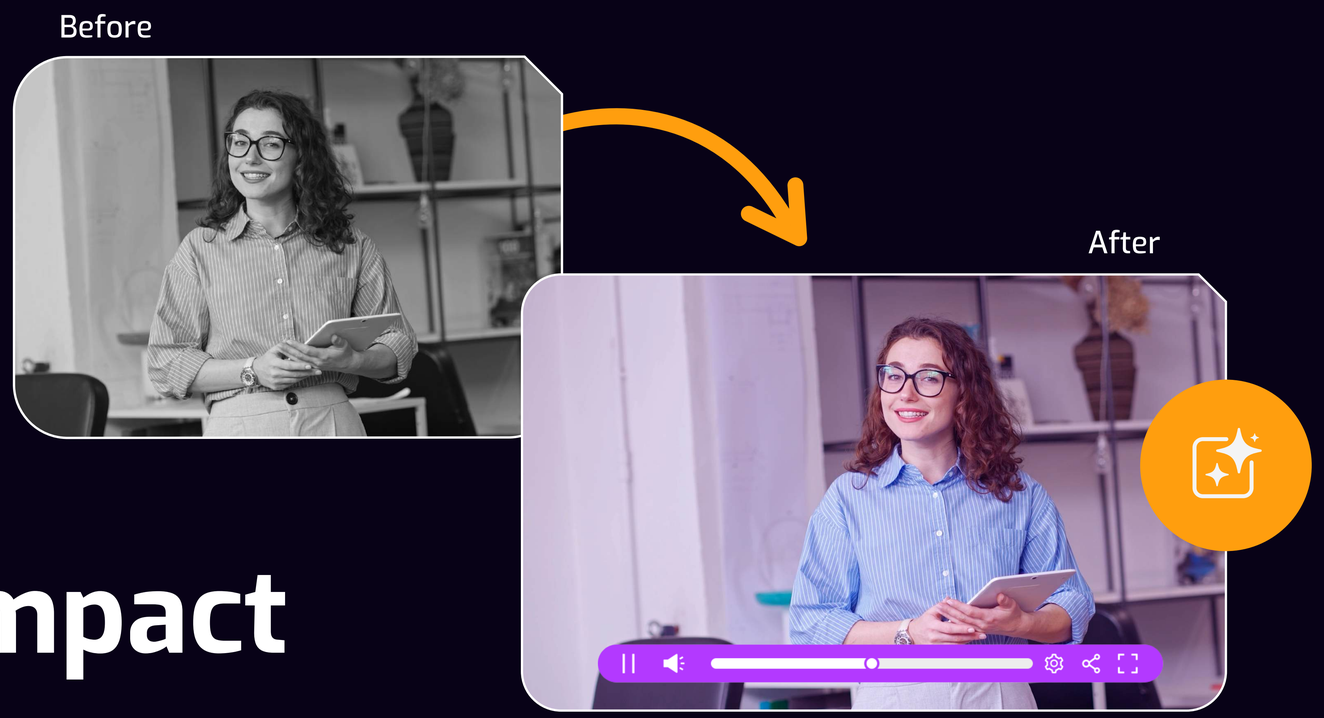
In 2026, platform choice and video strategy are increasingly shaped by how well organisations can balance credibility with control (without slowing teams down).

Trend 6:

Trust, authenticity, & governance become critical video capabilities

“As video takes on greater commercial and operational value, organisations need approaches that support transparency while maintaining control and consistency.”

Alisan Erdemli
Co-founder & CEO



From trends to operational impact

Trends only matter if they change how teams work.

In 2026, video trends will reshape decisions across marketing, sales, education, and customer teams. They'll influence how attention is earned, how engagement is interpreted, and how outcomes are measured.

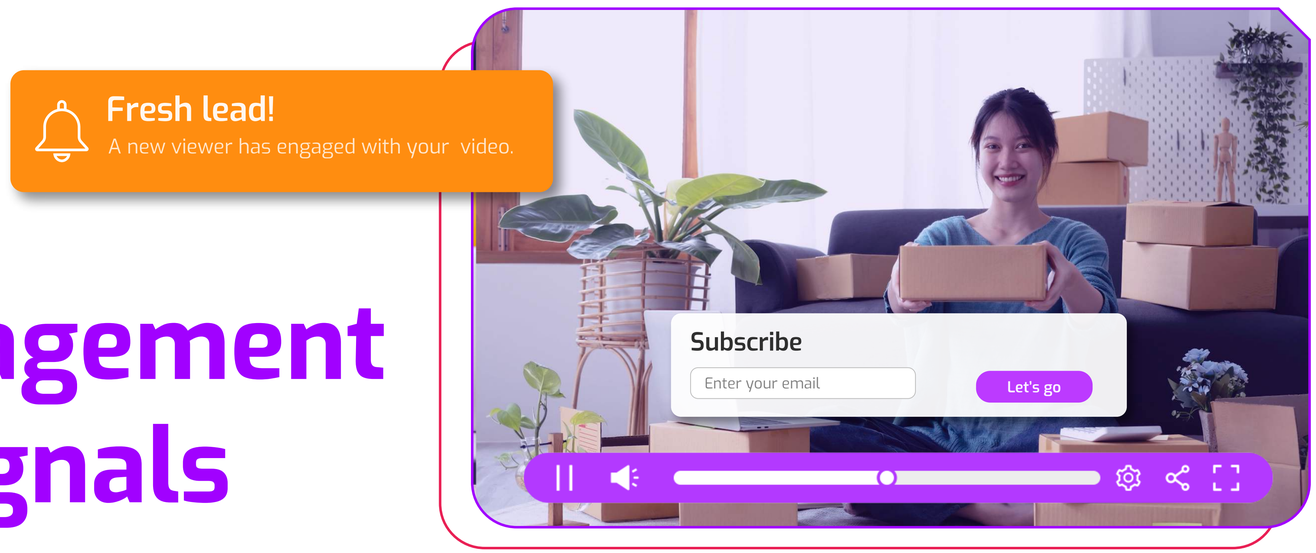
What a 2026-ready video system looks like

In 2026, successful organisations need to stop thinking in terms of tools and start thinking in systems.

A 2026-ready video system brings together:

- Efficient creation and adaptation.
- Measurable engagement and outcomes.
- Structured delivery across touchpoints.
- Control over access, data, and governance.

The goal is not to do more with video, but to make video work harder across your organisation.



Turning video engagement into meaningful signals

Views and watch time aren't enough anymore.

Organisations in 2026 will need to focus on behavioural signals such as clicks, drop-off points, repeats, and next-step actions. These signals reveal intent and demand for specific topics as opposed to exposure alone.

Video will therefore need to become a source of insight that supports optimisation and follow-up.

The operational impact of connected video systems

Video is built to work across touchpoints, channels, and teams, with consistency in messaging and measurable outcomes. Disconnected tools and isolated publishing workflows make this harder than it needs to be.

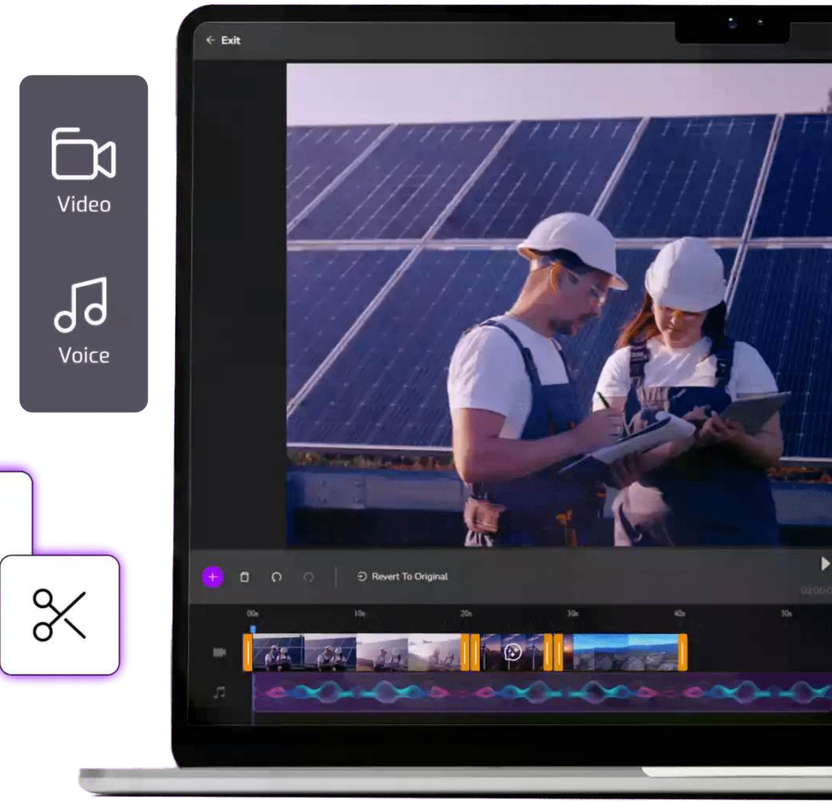
Organisations moving towards video systems that combine creation, delivery, and learning in one operating model are the ones that will succeed with video content this year.

Bringing it all together with cinema8

cinema8's video hosting platform is built for organisations that see video as a tool that supports growth.

By combining AI-powered workflows, action-enabled video delivery, and engagement intelligence in one platform, Cinema8 helps teams apply the trends outlined in this guide without adding complexity.

It provides a single system for creating, managing, understanding, and acting on video, and is designed specifically for organisations using video to scale in 2026.



Final thoughts

Video in 2026 is a system

The organisations that succeed with video in 2026 will not be the ones producing the most content. They will be the ones building systems that connect creation, discovery, engagement, and outcomes: systems that reduce friction, generate insight, and support real decisions across the organisation.

If video plays any role in how you attract, convert, or grow, now is the time to rethink how it works for you.

Explore how Cinema8 helps organisations build video systems designed for 2026.

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