EDISON
BRILLIANT KNOWLEDGE

# The investment story needs to be seen

## *Why video has become essential in investor relations*

By James Brown, creative services director, Edison Group

Investor relations (IR) has always been about communication – although for most of its history, it looked more like reporting: annual results, a roadshow, a well-maintained IR website. The shift that is now underway is as much about format as it is about intent. The audience has moved on, and the format preferences have moved with it.

Exhibit 1: Investor communications: Why video is no longer optional

| 82.5% | 80% | 91% |
|---|---|---|
| of all global internet traffic is video (Cisco) | of institutional investors use social media for research (Coalition Greenwich) | of institutional investors have made an investment decision after sourcing information from digital and social media (Brunswick Group) |

Source: Cisco/Searchlab, 2026; Coalition Greenwich; Brunswick Group Digital Investor Survey, 2023

## The medium has changed as much as the message

Video now accounts for 82.5% of all global internet traffic, and the average viewer watches nearly two hours of online video each day. These are not niche consumer behaviours; they reflect a structural shift in how people process and retain information. Investors, institutional and retail alike, are not exempt from this shift. They bring the same cognitive habits and format preferences to their investment research that they apply to every other area of their digital lives.

## Institutional investors are already here

Coalition Greenwich research finds that 80% of institutional investors use social media as a regular part of their research workflow, and 30% say information gathered through those channels has directly influenced an investment recommendation or decision. A Brunswick Group Digital Investor Survey found that 96% of institutional investors systematically harvest data from digital and social sources, and 91% say they have made an investment decision after sourcing information on those channels. YouTube, with more than 2.5bn monthly active users, is now the world's second-largest search engine, and investors use it to search for CEO interviews, results commentary and investment propositions.

## The communication gap and what it costs

Against this backdrop, the persistence of text-heavy disclosure as the primary investor communication format represents a meaningful strategic gap. Nasdaq noted that, according to research from Bain & Company, 90% of companies fail to connect their IR function with overall business strategy, leaving the investment narrative disconnected from the channels and formats that investors actually use. This is not primarily an analyst relations problem – it is a communication problem, and the investment community has largely moved on to the formats that address it.

## What good investor video looks like

The formats that work in IR video are not complicated. Leadership commentary – a CEO or CFO speaking directly to camera, clearly and accessibly – builds the kind of trust that a regulatory announcement cannot replicate. A two-minute investment proposition, explaining the investment case in plain language, is more engaging and potentially conveys more useful content than pages of supporting analysis. A short results summary, timed alongside formal disclosure, ensures key messages reach the broader investor audience that now shapes perception and, ultimately, price.

The most effective IR programmes combine analytical rigour with accessible delivery. Video does not replace formal disclosure or independent research; it extends their reach and improves their impact. A clear investment proposition, supported by credible independent research and distributed across the platforms where investors actually spend their time, reaches audiences that static documents simply cannot.

## The risk of doing nothing

Companies that have not invested in their digital capability are not simply missing an opportunity; they are ceding the narrative to whichever third-party sources – such as market commentators, social media and finfluencers – happen to be covering them. The investment story needs to be told by the company. And increasingly, it needs to be seen.

*To find out how Edison helps companies build meaningful engagement with their investor base, visit edisongroup.com.*

## General disclaimer and copyright

This report has been prepared and issued by Edison. Edison Investment Research standard fees are £60,000 pa for the production and broad dissemination of a detailed note (Outlook) following by regular (typically quarterly) update notes. Fees are paid upfront in cash without recourse. Edison may seek additional fees for the provision of roadshows and related IR services for the client but does not get remunerated for any investment banking services. We never take payment in stock, options or warrants for any of our services.

**Accuracy of content:** All information used in the publication of this report has been compiled from publicly available sources that are believed to be reliable, however we do not guarantee the accuracy or completeness of this report and have not sought for this information to be independently verified. Opinions contained in this report represent those of the research department of Edison at the time of publication. Forward-looking information or statements in this report contain information that is based on assumptions, forecasts of future results, estimates of amounts not yet determinable, and therefore involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of their subject matter to be materially different from current expectations.

**Exclusion of Liability:** To the fullest extent allowed by law, Edison shall not be liable for any direct, indirect or consequential losses, loss of profits, damages, costs or expenses incurred or suffered by you arising out or in connection with the access to, use of or reliance on any information contained on this note.

**No personalised advice:** The information that we provide should not be construed in any manner whatsoever as, personalised advice. Also, the information provided by us should not be construed by any subscriber or prospective subscriber as Edison's solicitation to effect, or attempt to effect, any transaction in a security. The securities described in the report may not be eligible for sale in all jurisdictions or to certain categories of investors.

**Investment in securities mentioned:** Edison has a restrictive policy relating to personal dealing and conflicts of interest. Edison Group does not conduct any investment business and, accordingly, does not itself hold any positions in the securities mentioned in this report. However, the respective directors, officers, employees and contractors of Edison may have a position in any or related securities mentioned in this report, subject to Edison's policies on personal dealing and conflicts of interest.



## Australia

Edison Investment Research Pty Ltd (Edison AU) is the Australian subsidiary of Edison. Edison AU is a Corporate Authorised Representative (1252501) of Crown Wealth Group Pty Ltd who holds an Australian Financial Services Licence (Number: 494274). This research is issued in Australia by Edison AU and any access to it, is intended only for "wholesale clients" within the meaning of the Corporations Act 2001 of Australia. Any advice given by Edison AU is general advice only and does not take into account your personal circumstances, needs or objectives. You should, before acting on this advice, consider the appropriateness of the advice, having regard to your objectives, financial situation and needs. If our advice relates to the acquisition, or possible acquisition, of a particular financial product you should read any relevant Product Disclosure Statement or like instrument.

## New Zealand

The research in this document is intended for New Zealand resident professional financial advisers or brokers (for use in their roles as financial advisers or brokers) and habitual investors who are "wholesale clients" for the purpose of the Financial Advisers Act 2008 (FAA) (as described in sections 5(c) (1)(a), (b) and (c) of the FAA). This is not a solicitation or inducement to buy, sell, subscribe, or underwrite any securities mentioned or in the topic of this document. For the purpose of the FAA, the content of this report is of a general nature, is intended as a source of general information only and is not intended to constitute a recommendation or opinion in relation to acquiring or disposing (including refraining from acquiring or disposing) of securities. The distribution of this document is not a "personalised service" and, to the extent that it contains any financial advice, is intended only as a "class service" provided by Edison within the meaning of the FAA (i.e. without taking into account the particular financial situation or goals of any person). As such, it should not be relied upon in making an investment decision.

## United Kingdom

This document is prepared and provided by Edison for information purposes only and should not be construed as an offer or solicitation for investment in any securities mentioned or in the topic of this document. A marketing communication under FCA Rules, this document has not been prepared in accordance with the legal requirements designed to promote the independence of investment research and is not subject to any prohibition on dealing ahead of the dissemination of investment research.

This Communication is being distributed in the United Kingdom and is directed only at (i) persons having professional experience in matters relating to investments, i.e. investment professionals within the meaning of Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the "FPO") (ii) high net-worth companies, unincorporated associations or other bodies within the meaning of Article 49 of the FPO and (iii) persons to whom it is otherwise lawful to distribute it. The investment or investment activity to which this document relates is available only to such persons. It is not intended that this document be distributed or passed on, directly or indirectly, to any other class of persons and in any event and under no circumstances should persons of any other description rely on or act upon the contents of this document.

This Communication is being supplied to you solely for your information and may not be reproduced by, further distributed to or published in whole or in part by, any other person.

## United States

The Investment Research is a publication distributed in the United States by Edison Investment Research, Inc. Edison Investment Research, Inc. is registered as an investment adviser with the Securities and Exchange Commission. Edison relies upon the "publishers' exclusion" from the definition of investment adviser under Section 202(a)(11) of the Investment Advisers Act of 1940 and corresponding state securities laws. This report is a bona fide publication of general and regular circulation offering impersonal investment-related advice, not tailored to a specific investment portfolio or the needs of current and/or prospective subscribers. As such, Edison does not offer or provide personal advice and the research provided is for informational purposes only. No mention of a particular security in this report constitutes a recommendation to buy, sell or hold that or any security, or that any particular security, portfolio of securities, transaction or investment strategy is suitable for any specific person.

London | New York | Frankfurt
20 Red Lion Street
London, WC1R 4PS
United Kingdom