nuxeo 2019 State of Content Survey

Many companies think they're alone in the content wilderness... but many challenges are common.

We asked 1,000 marketers, creatives, and sales pros about theirs.

Meet two of them, **Monique** and **Richard**

Monique
is a 33 year old Creative Director at a 400-person broadcasting company just outside London, England.

Richard
is a 42-year old Marketing Manager who works for a retailer with over 10,000 employees, based in North Carolina.

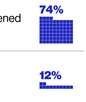
How do you search for content to reuse?

	Info industries	Retail
"Email, Slack..." (Large companies **52%**, Small companies **32%**)	**67%**	**28%**
"Ask someone" (Large companies **54%**, Small companies **40%**)	**62%**	**39%**
"Multiple systems" (Large companies **50%**, Small companies **31%**)	**59%**	**30%**
"Search" (Large companies **39%**, Small companies **60%**)	**32%**	**57%**
"Browse" (Large companies **33%**, Small companies **43%**)	**39%**	**28%**

Like her information industries peers, **Monique** finds info in **email or Slack**, by **asking people,** or by **searching multiple systems**. Information is everywhere, and she feels like she's **drowning in content**. The same pattern prevails in small companies: **email and Slack searches** followed by **asking people**.

Like his retail and big company peers, **Richard** is a **search bar fiend**, like 57% of retail respondents. Big companies in general also like the **search bar** (60%).

ⓘ What neither Monique and Richard do is **browse folders**. It's lost favor across industries and company sizes – only 2 in 5 do it anymore.



Do you recreate content that you know exists, but can't find?

"Yes, this has happened to me before"	**74%**
"No, I always find what I need"	**12%**
"No, I don't create content in my job"	**12%**
"Lack visibility to know if what I'm looking for exists"	**3%**

Both **Monique** and **Richard struggle to find content they know exists**, and find themselves **recreating it**, or **asking others to recreate it**.

How often does sensitive content get shared externally by accident?

	Info industries	Retail
"At least once a month"	**20%**	**14%**
"Quarterly"	**47%**	**17%**
"Yearly"	**11%**	**6%**
"Very rarely"	**11%**	**27%**
"Never"	**3%**	**0%**
"I don't know"	**8%**	**17%**

Unfortunately, at **Monique**'s company, it's common that sensitive information gets out accident. **She's not alone**. In broadcasting, 67% say it happens at least quarterly. In info industries more broadly, it's even higher.

Richard's company is in better shape. Like the rest of the retail industry, only 31% report sharing by accident monthly or quarterly. That's still **pretty scary**, though.

Do you use systems or tools outside of those your company provides to store and share company content?

	Info industries	Retail
"Yes"	**49%**	**62%**

As a millennial, you'd think **Monique** would do her own thing, but she's actually quite the corporate citizen: she doesn't use unsanctioned tools to store and share company content. It turns out she's not alone: 51% of millennials in our survey don't either. So much for stereotypes!

As a Gen Xer, **Richard** turns out to be a bit of a rebel, like 62% of his generation who do go rogue and use their own tools to store and share.

* Monique and Richard, and the statistics presented above are drawn from a survey of 1000 people Nuxeo conducted from December 2018 to January 2019. The survey included people 25 and over in marketing, creative, and sales roles in companies over 100 people in the US and Great Britain.