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# HOW "K" LINE CONNECTED EMPLOYEES AROUND THE WORLD

📅 Feb 23, 2020

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Kawasaki Kisen Kaisha specializes in international shipping. Its employees are based in Japan, but also at ports and on ships around the world. From October 2021, they started producing its own internal communication video media as a tool for sharing the company's business plan with employees around the world. The company had previously been using YouTube to share videos, but in December 2022 they switched to a platform using Brightcove. They were now able to distribute videos that had previously only been available to a limited number of members in Japan to employees working overseas and to other companies.

## BRIGHTCOVE ADOPTED AS A PLATFORM FOR INTERNAL COMMUNICATION VIDEO MEDIA

The Corporate Planning Group is at the heart of the company. In order to effectively manage the business plan, which sets the direction of the company, is correctly and effectively



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agement plan for each division, but if we made the ba  
y the same message to all employees at once. We a  
eos available for viewing, and that we could gauge the ic  
based on information such as viewing history” (Mr. Tamura) In this context, the outbreak of the  
new coronavirus infection provided the impetus.

“

*We wanted to pay attention to the design so that employees  
want to visit the site frequently. Video Cloud has a variety of  
galleries for posting videos, and it was good that it was easy to  
set up, with customization options such as brand colors.*

**Mr. Kazu Murakami**  
Corporate Planning Group

“The coronavirus pandemic began at the end of fiscal 2019, disrupting lo  
difficult to forecast business performance. At the same time, lifestyles an  
significantly, and we felt even more strongly that we needed to share info  
world and the external and internal environments surrounding our compa  
our management plan. However, town hall meetings could no longer be h  
to the coronavirus. At that time, my boss suggested that we try using vide  
the Corporate Planning Group and the Sustainability, Environmental Man  
and Public Relations Group collaborated to launch a video distribution p  
They used an application that was already in use within the company, and  
launched the internal video media ‘K’ Line With. “At first, we uploaded vid  
quarterly financial results and the progress of management plans. As a p  
information within the company, we also distributed videos created by ot  
the content became more and more substantial. On the other hand, we w

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# IMMEDIATELY DISTRIBUTE EXTERNAL FINANCIAL RESULTS TO EMPLOYEES WORLDWIDE.

## TO RAISE AWARENESS OF THE BENEFITS OF VIDEO DISTRIBUTION WITHIN THE COMPANY.

In January 2023, they started using Video Cloud to distribute videos. Despite the unique circumstances of Kawasaki Kisen, which has many employees working overseas, they say, "We now have a video medium that helps to foster a sense of unity worldwide." "Most recently, we released a video commentary on our financial results. To create the video alongside our usual financial results announcement we examined the scenario, asked a professional narrator to provide the narrative, the PowerPoint presentation, combined the audio and video, and previewed it for about two to three days in total. After all, there is a lot of interest on the day of the results announcement, so the probability of people watching the video is high in particular about the release date. We have to release it quickly on the day of the announcement. I think the speed we can achieve is because we produce and post videos from other departments, and upload videos taken on ships separately. The view from a ship at sea is something that people working on land will find interesting. We release a new video every week with the aim of connecting the sea and land. We ask our employees to film the videos, but we don't force them to do so. It seems to be beginning to recognize the effectiveness of publishing videos of matters of interest company-wide.

## A TOOL FOR FURTHER DISSEMINATION OF MANAGEMENT PLANS AND FOR SOLVING INTERNAL ISSUES

The internal video media "K" Line With has just started full-scale operations, and is considering various developments for the future.

"We have finally been able to start global distribution, which we have been

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ently developing. In the future, I would like to create a has content that can enhance the company’s value” (I

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Kawasaki Kisen has taken the step of producing its own videos, as well as creating documents as before, as a tool for connecting employees. It seems that the day when a deeper understanding contributes to business performance is not far off.

Customer Contact: <https://www.kline.co.jp/ja/index.html>

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Player

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Analytics

Interactivity

Gallery

AI Suite

Live Streaming

OTT

Resources

Resource Center

Platform

Developer APIs

Accessibility

Security

Content Monetization

Integrations

Social Integrations

Solutions

Communications Studio

Media Studio

Marketing Studio

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