Describe your knowledge levels around the following technologies:

- Composable Infrastructure: 64% None, 26% Some, 10% Expert
- Software Defined Networking: 52% None, 39% Some, 9% Expert
- Hyperconverged Infrastructure: 44% None, 41% Some, 15% Expert
- Development & DevOps: 41% None, 41% Some, 18% Expert
- Converged Infrastructure: 35% None, 40% Some, 25% Expert
- Business Intelligence: 46% None, 41% Some, 3% Expert
- Big Data: 46% None, 40% Some, 4% Expert
- Internet of Things (IoT): 41% None, 54% Some, 5% Expert
- Mobility: 35% None, 60% Some, 5% Expert
- Virtual Desktops (VDI): 35% None, 60% Some, 5% Expert
- Hybrid Enterprise Cloud: 20% None, 70% Some, 10% Expert
- Private Cloud: 26% None, 72% Some, 2% Expert
- Disaster Recovery: 26% None, 72% Some, 2% Expert
- Networking (wireless): 20% None, 70% Some, 10% Expert
- Public Cloud: 26% None, 70% Some, 4% Expert
- Security: 46% None, 41% Some, 3% Expert
- Virtualization: 26% None, 70% Some, 4% Expert
- Networking (wired): 20% None, 70% Some, 10% Expert
- Storage: 26% None, 70% Some, 4% Expert
- Data Protection (backup): 26% None, 70% Some, 4% Expert

Which would you like to learn more about over the next twelve months?

- Virtualization: 37%
- Hybrid/Enterprise Cloud: 36%
- Security: 34%
- Public Cloud: 24%
- Disaster Recovery: 23%
- Private Cloud: 21%
- Data Protection (backup): 20%
- Business Intelligence: 19%
- Containers: 19%
- Big Data: 19%
- Internet of Things (IoT): 18%
- Mobility: 17%
- Development & DevOps: 17%
- Converged Infrastructure: 17%
- Networking (wireless): 15%
- Networking (wired): 12%
- Networking (security): 10%
- Mobility: 9%
- Composable Infrastructure: 7%
- SD-WAN: 6%
- Security: 5%
- Disaster Recovery: 4%
- Business Intelligence: 3%
- Development & DevOps: 3%
- Converged Infrastructure: 2%
- Networking (wireless): 2%
- Networking (security): 2%
- Mobility: 2%
- Composable Infrastructure: 1%
- SD-WAN: 1%
- Security: 1%
- Disaster Recovery: 1%
- Business Intelligence: 1%
- Development & DevOps: 1%
- Converged Infrastructure: 1%
- Networking (wireless): 1%
- Networking (security): 1%
- Mobility: 1%
- Composable Infrastructure: 1%
- SD-WAN: 1%
- Security: 1%
- Disaster Recovery: 1%
- Business Intelligence: 1%
- Development & DevOps: 1%
- Converged Infrastructure: 1%
- Networking (wireless): 1%
- Networking (security): 1%
- Mobility: 1%
- Composable Infrastructure: 1%
- SD-WAN: 1%
- Security: 1%
- Disaster Recovery: 1%
- Business Intelligence: 1%
- Development & DevOps: 1%
- Converged Infrastructure: 1%
- Networking (wireless): 1%
- Networking (security): 1%
- Mobility: 1%
- Composable Infrastructure: 1%
- SD-WAN: 1%
- Security: 1%
- Disaster Recovery: 1%
- Business Intelligence: 1%
- Development & DevOps: 1%
- Converged Infrastructure: 1%
- Networking (wireless): 1%
- Networking (security): 1%
- Mobility: 1%
- Composable Infrastructure: 1%
- SD-WAN: 1%
- Security: 1%
- Disaster Recovery: 1%
- Business Intelligence: 1%
- Development & DevOps: 1%
- Converged Infrastructure: 1%
- Networking (wireless): 1%
- Networking (security): 1%
- Mobility: 1%
- Composable Infrastructure: 1%
- SD-WAN: 1%
- Security: 1%
- Disaster Recovery: 1%
- Business Intelligence: 1%
- Development & DevOps: 1%
- Converged Infrastructure: 1%
- Networking (wireless): 1%
- Networking (security): 1%
- Mobility: 1%
- Composable Infrastructure: 1%
- SD-WAN: 1%
- Security: 1%
- Disaster Recovery: 1%
- Business Intelligence: 1%
- Development & DevOps: 1%
- Converged Infrastructure: 1%
- Networking (wireless): 1%
When learning about a new area of interest, how useful do you find the following types of content?

- Webinars and other virtual events: 89%
- Videos: 68%
- eBooks (Dummies / Gorilla Guides): 75%
- White papers: 67%
- Print books (Dummies / Gorilla Guides): 66%
- Case studies: 65%
- Blogs: 64%
- Infographics: 56%
- Podcasts: 53%
- ROI/TCO calc.: 38%

Usefulness of video type when evaluating a new technology or vendor solution:

- Vendor exec: 28%
- Multiperson/roundtable discussion: 58%
- A business case video: 62%
- Interview with an independent expert: 68%
- Case study: 68%
- Whiteboard architecture video: 70%
- Animated explainer video: 70%
- Interview with a vendor technical expert: 78%

What are your thoughts on short printed books you are given at trade shows?

- 81% read them and find them useful
- 13% don't read them or don't find them useful
- 7% prefer an ebook

QUICK TAKEAWAYS

Among respondents that have attended a MegaCast, 68% said that they use MegaCasts as a primary way to learn about new technologies.

Although respondents don't seek out books as a source of learning about new technologies, when they're presented to them, a staggering 81% find short printed books useful.

Current knowledge, desired knowledge, and organizational plans are not, individually, good markers for education needs, but taken together, these data points tell a story about where marketers may want to spend their time and budget in 2019.

Schedule a call with ActualTech Media.