

2019 VIDEO IN BUSINESS

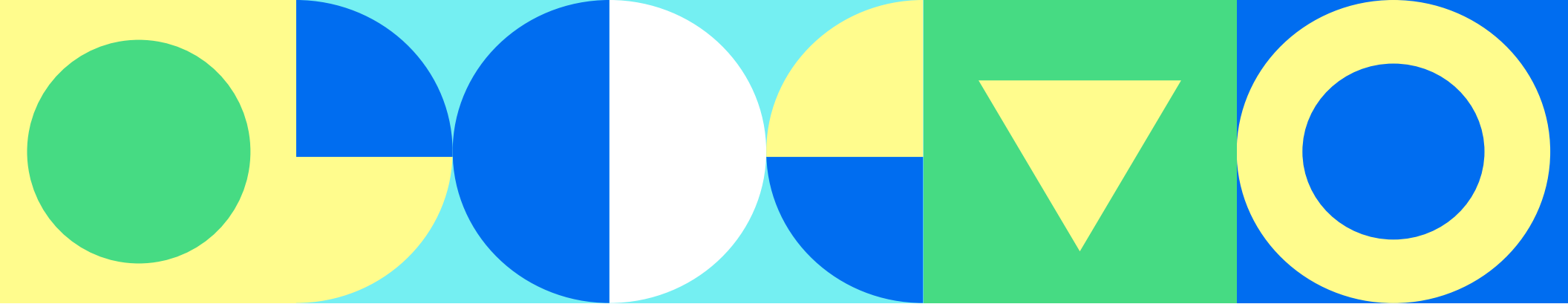
# Benchmark Report





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# Introduction

Video is an incredibly powerful medium and its value to businesses—both B2B and B2C—is only increasing.

Consider this: Where both video and text are available on the same page, 72% of people would rather use video to learn about a product or service and 79% say a brand video has convinced them to buy a piece of software or app, according to research from [Wyzowl](#).

Video is also the format of choice for millennials: When researching a new B2B product or service, 29% say they prefer video-based content over other formats, reports [Merit](#). And almost one-fifth (19%) of B2B buyers say that one-to-one video is their media of choice when solving business problems, reports [Sales Hacker](#).

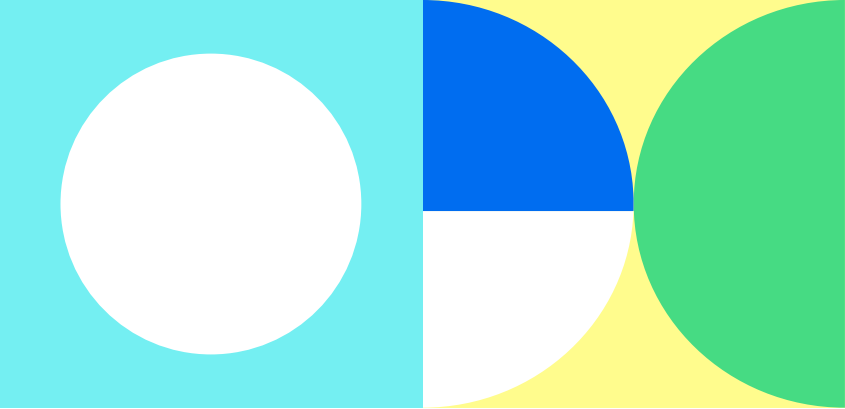
Not only is video an engaging format, it can also have a significant impact on business results. And the best part? Businesses aren't the only ones who benefit: A whopping 87% of people said they'd like to see more video from brands in 2019, according to [Wyzowl](#).

So, it's no wonder that brands are [doubling down on their investment in video](#) and using it across their business in new and interesting ways.

As the use of video increases, it's important to have benchmarks to guide best practices, identify opportunities, and evaluate success. That's why we created the third annual Video in Business Benchmark Report, which analyzes business' use of video to support marketing and sales efforts.

These findings are based on first-hand data collected from a sample of Vidyard customers, including more than 324,000 videos over a 12-month period, from January 1, 2018 to December 31, 2018.

This data is supplemented by findings from [The State of Video Marketing in 2018](#) study conducted by Demand Metric and Vidyard. The insights in the report are also supported by findings from our annual customer survey.



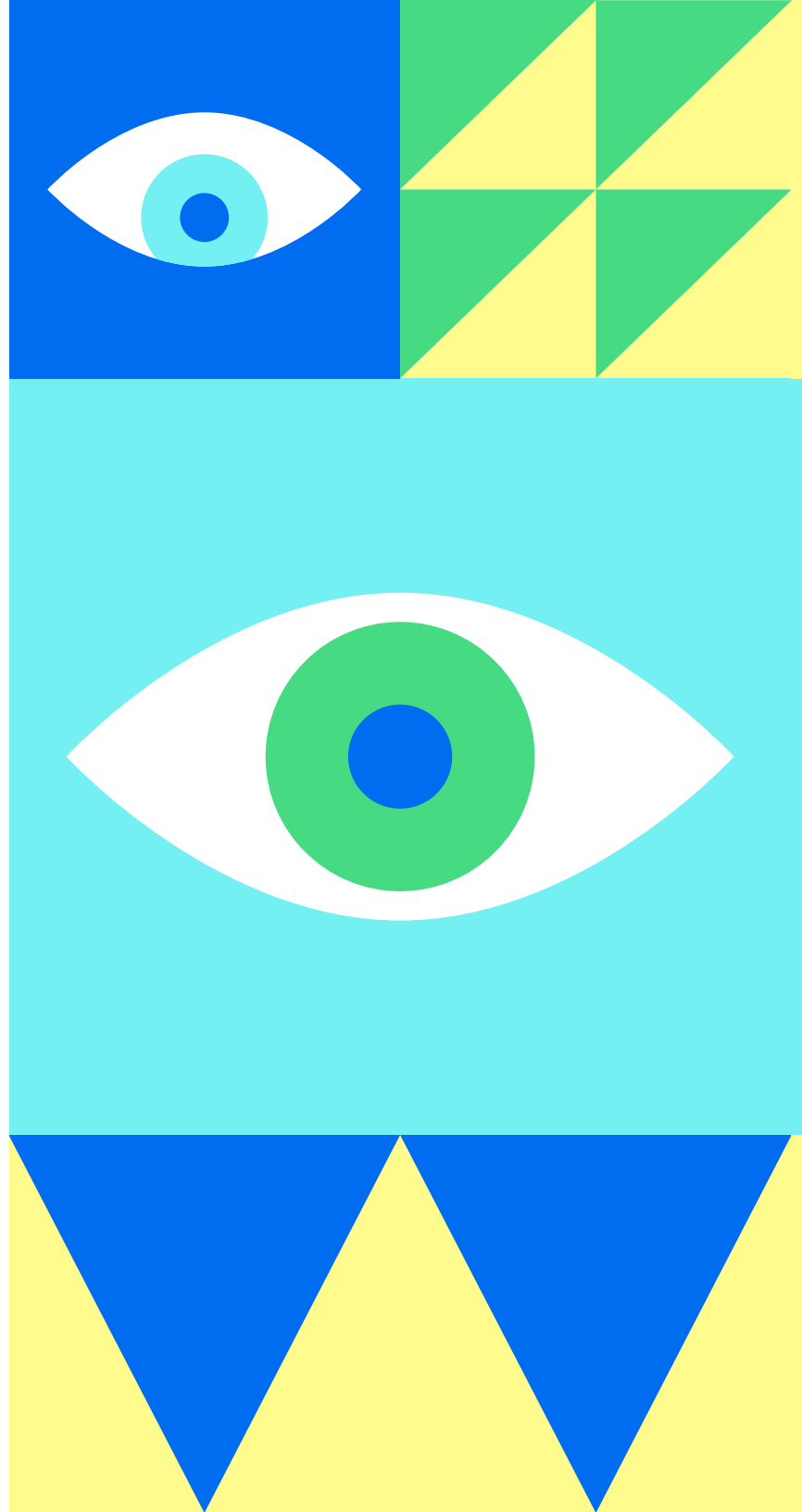
# Key Takeaways

This report is packed with valuable insights, but here are a few of the things we found most interesting:

- Average video length is trending shorter and shorter. In 2018, the **average video was 4.07 minutes long**, 33% shorter than 2017's 6.07 minutes.
- On average, **52% of viewers watch a video all the way through**, regardless of the video's length—more than the 46% who would do the same in 2017. Over two-thirds (68%) of viewers watch a video to the end if it's less than 60 seconds, but only 25% will finish a video if it's more than 20 minutes.
- Organizations in high tech, professional services, and media, entertainment, and communications are the most prolific with video. On average, businesses in those industries **published more than 300 new videos** in 2018—nearly one per day.
- This year, more small and medium companies moved towards **using a mix of internal and external resources for video production** than the previous year. Now 52% are using both vs. 37% in 2017.
- The majority of video views still take place on desktop (87%), but mobile views are growing. This year, **13% of business video views happened on mobile**, a small increase from the previous year's 11%.
- **Mid-week is the most popular time for business video views**, with Thursday seeing the most views overall. **Views peak in the morning**, regardless of the day of the week, typically between 9 and 11 a.m. PST (12 to 2 p.m. EST).
- **The most common types of videos are webinars, demos, and social media videos.** Websites, social media, and landing pages are three of the most popular places to embed video content.
- In 2018, **85% of companies reported using some form of video analytics.** The use of intermediate or advanced video analytics has increased 19% over the previous year.

CHAPTER ONE

# Video Viewing



## VIEWING DEVICE

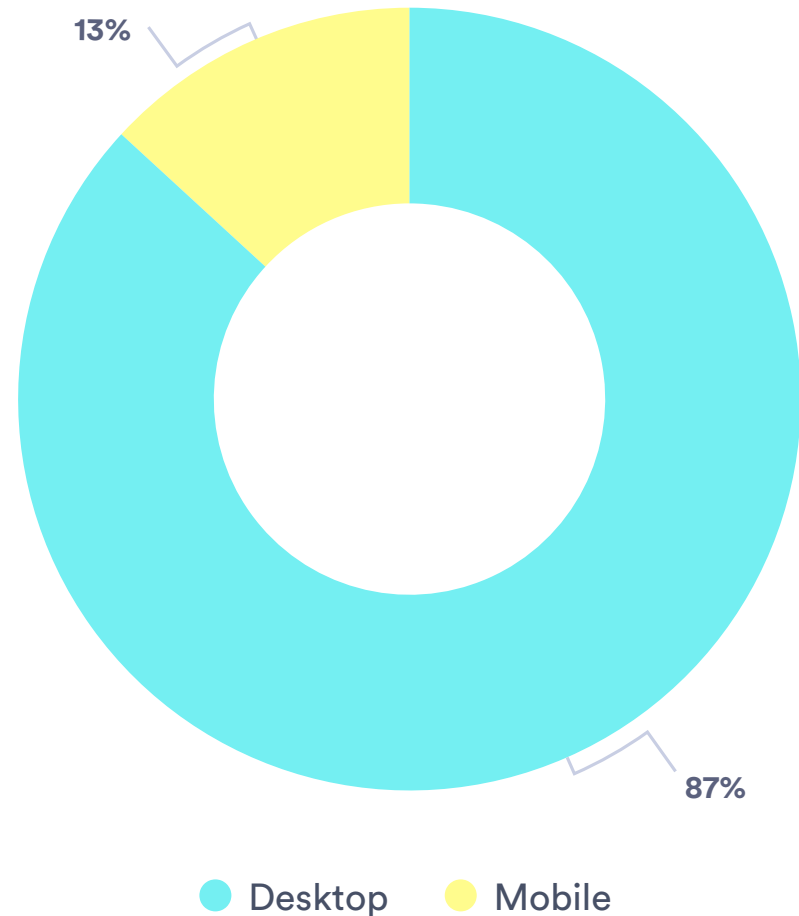
While mobile has experienced exponential growth in many areas—more than 75% of worldwide video viewing is mobile, according to [eMarketer](#)—it's still way behind desktop when it comes to video views for business content.

The majority of business-related video views (87%) still take place on desktop or laptop computers. However, mobile is growing. Mobile views increased 25% over the previous year, moving up from 11% to 13%.

Since B2B video content targets other businesses as the audience—a viewership who primarily watch while at work—the dominance of desktop viewing devices makes sense.

While it's important to think about making content accessible and responsive across a variety of devices and screen sizes, it still makes sense to design for desktop—where businesses can take advantage of a wider range of features to make the viewing experience compelling—first.

## Desktop vs. Mobile Views



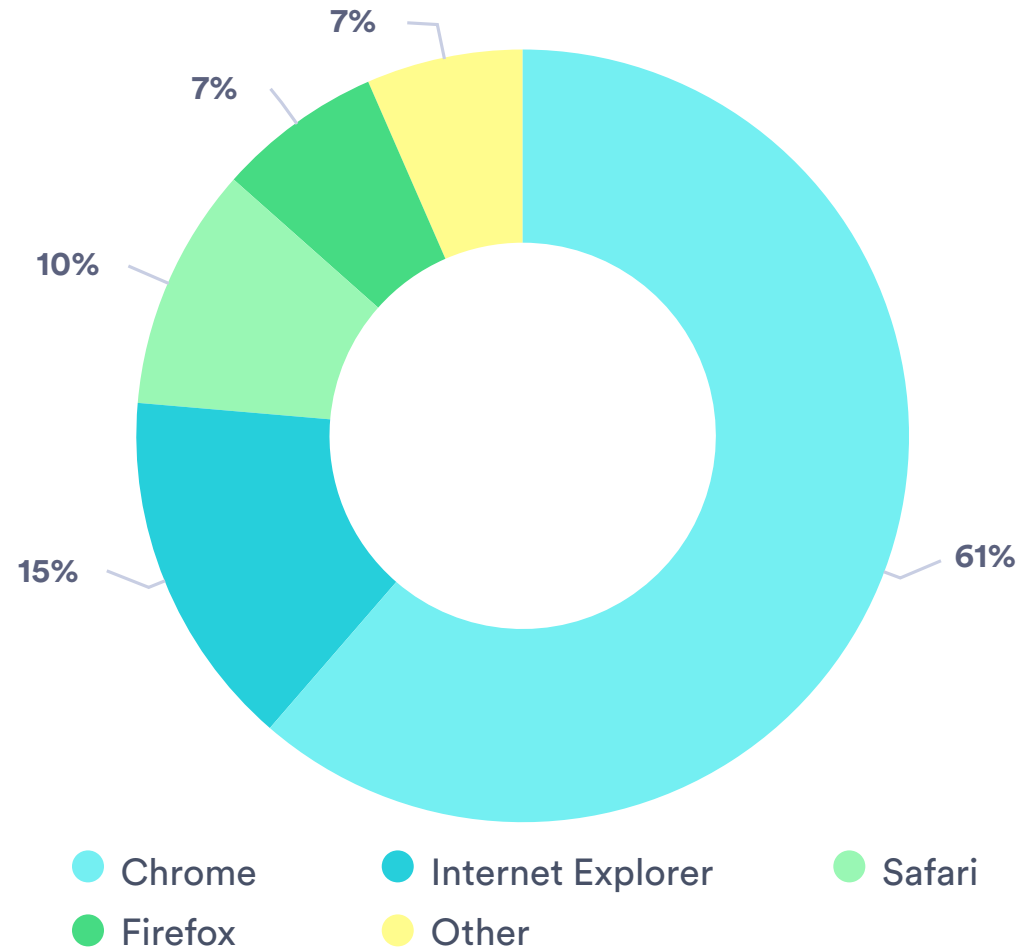
## BROWSER TYPE

What browsers do people use to view video? Chrome is the top choice by a wide margin, used by nearly two-thirds (61%) of video watchers. It's followed by Internet Explorer which, at 15%, has fallen significantly year-over-year, having held nearly 20% of the traffic in 2017 and 34% in 2016.

Further down the list are Safari and Firefox, holding strong at 10% and 7% respectively. Usage of other browsers for video viewing has increased slightly, up from 5% in 2018 to 7% this year.

Knowing this, optimizing business video experiences for Chrome is key, while ensuring that videos play smoothly across other browsers remains important to creating the best experience for the most viewers possible. The easiest way to do this is to look for a video player that works across browsers (including older versions) and can handle multiple playback formats.

### Video Views by Browser



## VIEWING DAY AND TIME

Business-created video content is viewed more on certain days of the week than others. Weekdays are more popular than weekends.

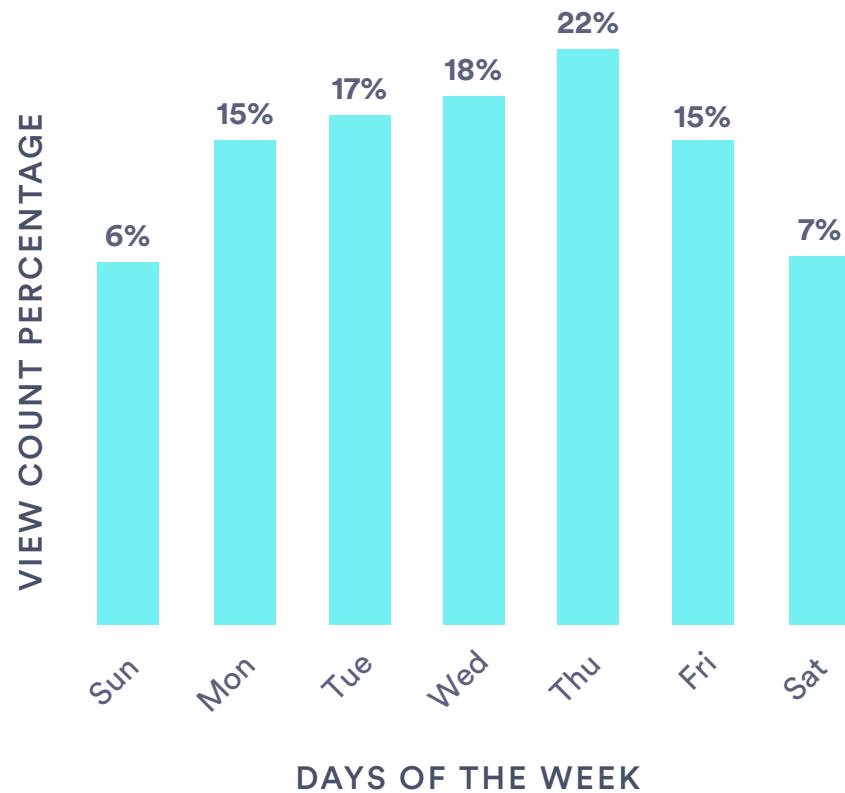
Audiences watch business video content more on Thursdays than any other day of the week—22% of views happen then. Thursday is followed in close succession by Wednesday (18%) and Tuesday (17%), with Monday and Friday tied at 15%. Saturday and Sunday trail behind significantly, holding only 7% and 6% of views respectively.

Mornings get the most video views during the week. Mid-week, views peak between 9 and 11 a.m. PST (12 to 2 p.m. EST). On Mondays and Fridays, the peak window time starts an hour earlier, running from 8 to 10 a.m. PST. (11 a.m. to 1 p.m. EST).

Thinking about the primary audience of most videos created by businesses, this data makes sense. After all, they're likely viewing videos at work.

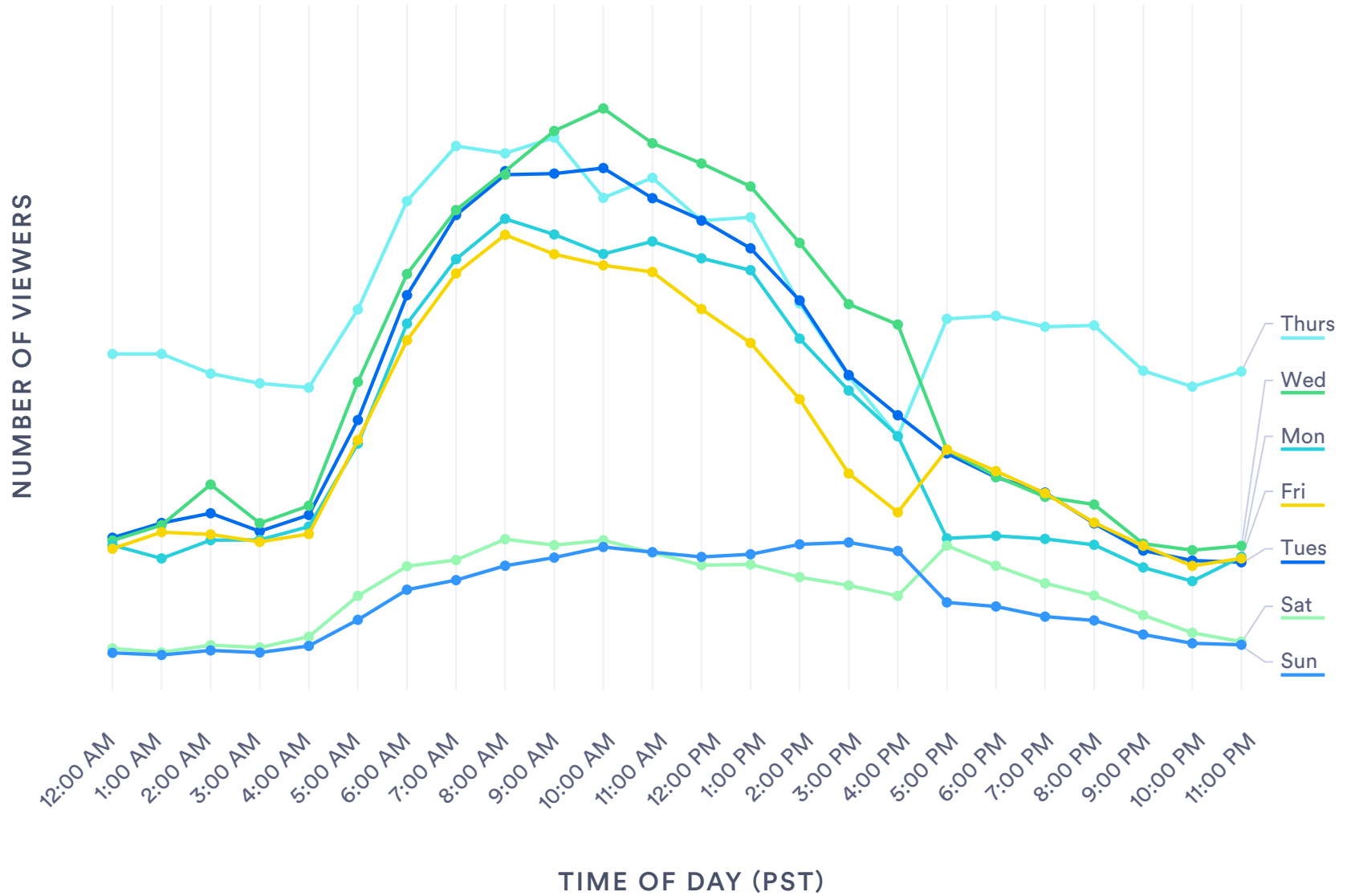
The most popular days and times for business video views also align with research on the [best days and times for email opens](#), suggesting that these are simply good promo times for business content across the board.

## Views by Day of the Week





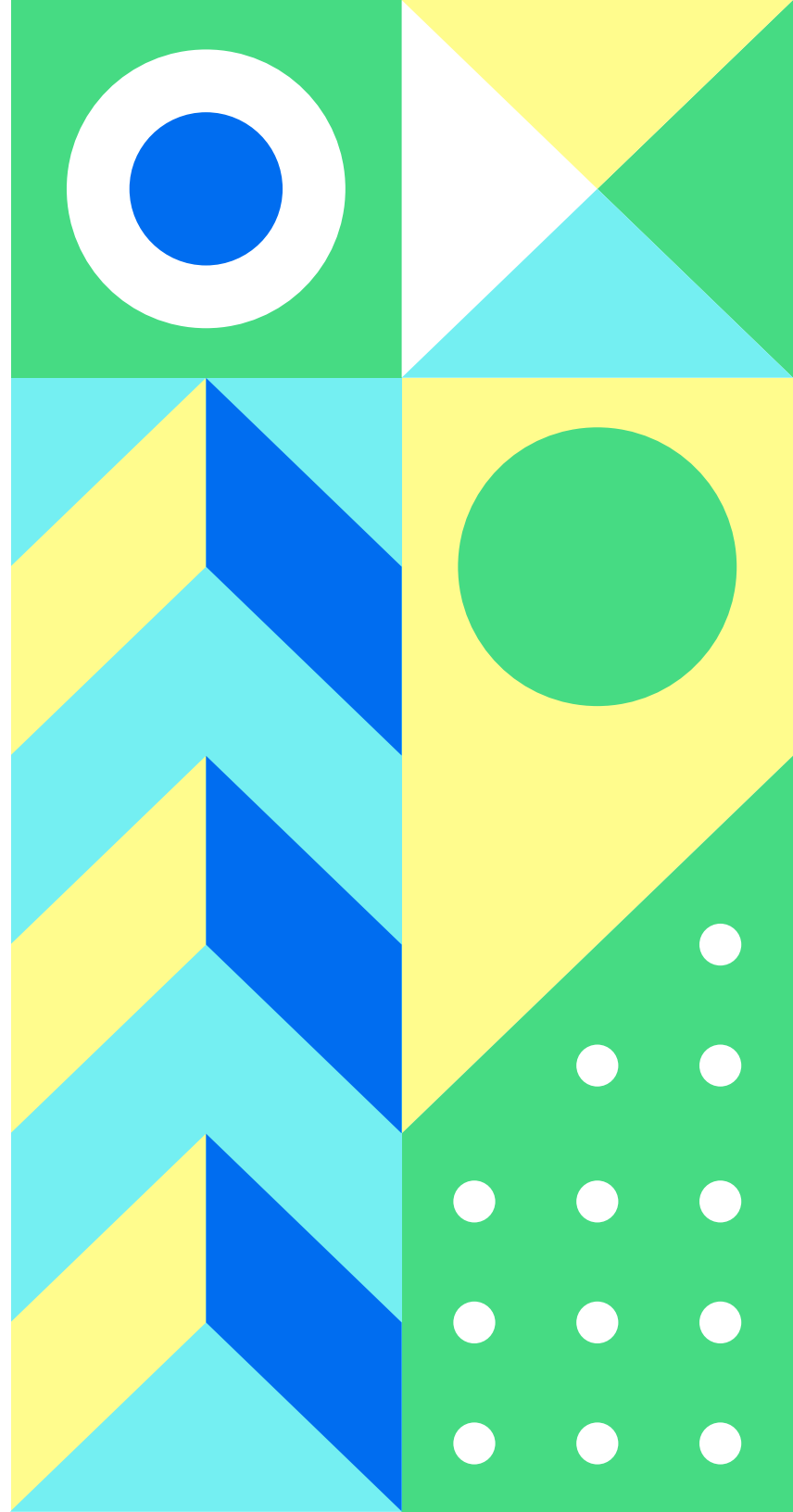
# Viewing Patterns Throughout the Day



● Sunday   
 ● Monday   
 ● Tuesday   
 ● Wednesday   
 ● Thursday   
 ● Friday   
 ● Saturday

CHAPTER TWO

# Video Publishing



## TOTAL VIDEOS PUBLISHED BY INDUSTRY

Video is used across a variety of industries for a number of different purposes, including marketing, sales, communications, and support.

The following industries created more videos on average than other fields in 2018: High tech; professional services; and media, entertainment, and communications.

The volume of videos produced by companies in these industries suggests that they're experimenting with different levels of production and creating videos for different uses.

Sales and support team use of video at some companies in certain industries would also drive up the average, as reps in these departments tend to create a higher volume of simple DIY videos.

## Average Number of Videos Per Company by Industry



## TOTAL VIDEOS PUBLISHED BY COMPANY SIZE

Unsurprisingly, companies with a larger number of employees tend to produce more videos. The largest enterprises (those who have more than 5,000 employees) created more than 500 videos throughout the year.

Given the tendency for businesses of this size to have multiple offices (sometimes globally) as well as large departments who may be investing in video for different use cases, it makes sense that they would be able to achieve this volume.

However, those enterprise organizations are closely followed by businesses with between 31 and 200 employees. The high volume from companies at this smaller size suggests they're taking a scrappy approach to video production and they see video as an important way to compete with larger businesses.

This category would likely include a lot of startups as well as organizations in hyper-growth, so it makes sense that they're taking advantage of their ability to be agile and embracing new technologies and trends. These organizations may also have a greater need to educate the market on the value of their solutions and services, and may be choosing to use video to do just that.

## Average Number of Videos Per Company by Company Size



## VIDEOS PUBLISHED BY MONTH

Companies create more videos some months than others.

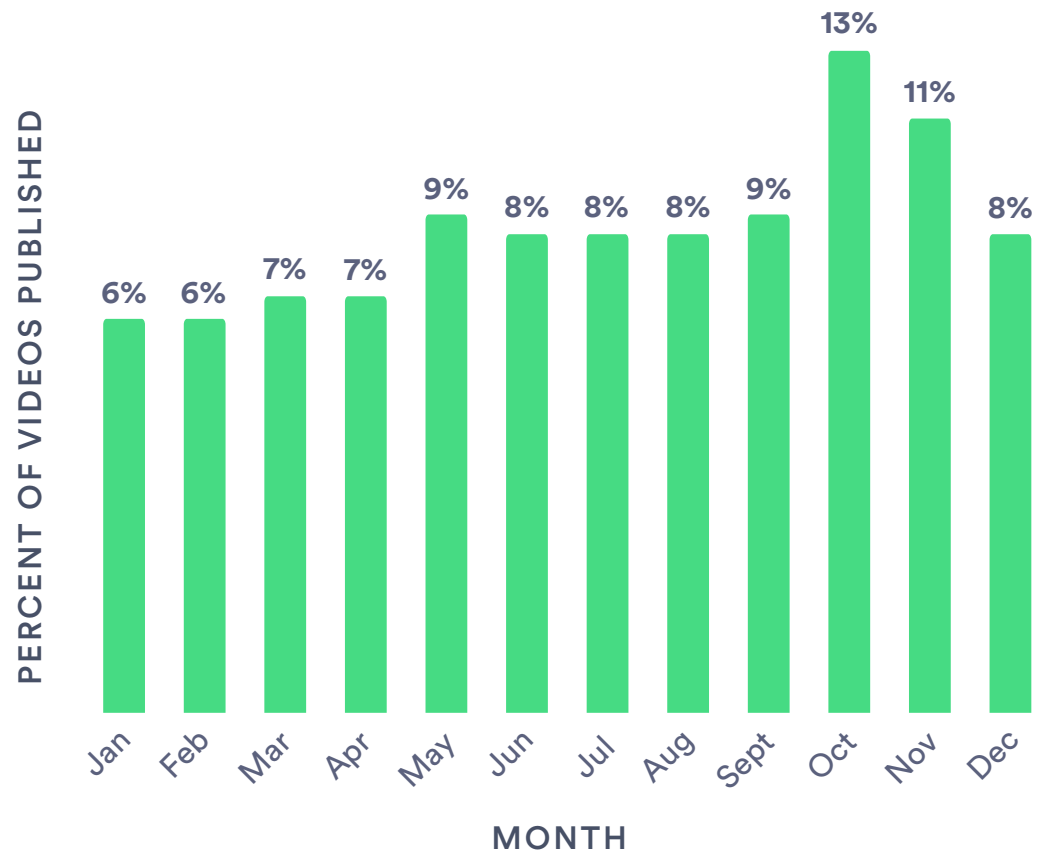
The past year got off to a quiet start, with only 6% of videos created each in January and February, followed by 7% each in March and April. Things ramped up going into the summer months and held steady until autumn when businesses really started cooking with video fire.

It was October's turn to shine this year, with 13% of all videos created this month, up from 11% the previous year. A video-filled Halloween was followed by another 11% in November, and a quieter 8% in December to close out the year.

Several of the highest volume times of the year also align with the biggest seasons for conferences, which suggests that businesses are using video to support promotional efforts for these events, connect with attendees, and more.

The increase in video creation at the end of 2018 also suggests that marketing teams are ramping up promotional efforts and sales teams are upping their outreach game as they finish up the year. It may also signal that they're putting out more seasonal or holiday-based content.

## Percent of Videos Published by Month



## VIDEO PRODUCTION RESOURCES

In-house or outsource? That's the video production question for many companies.

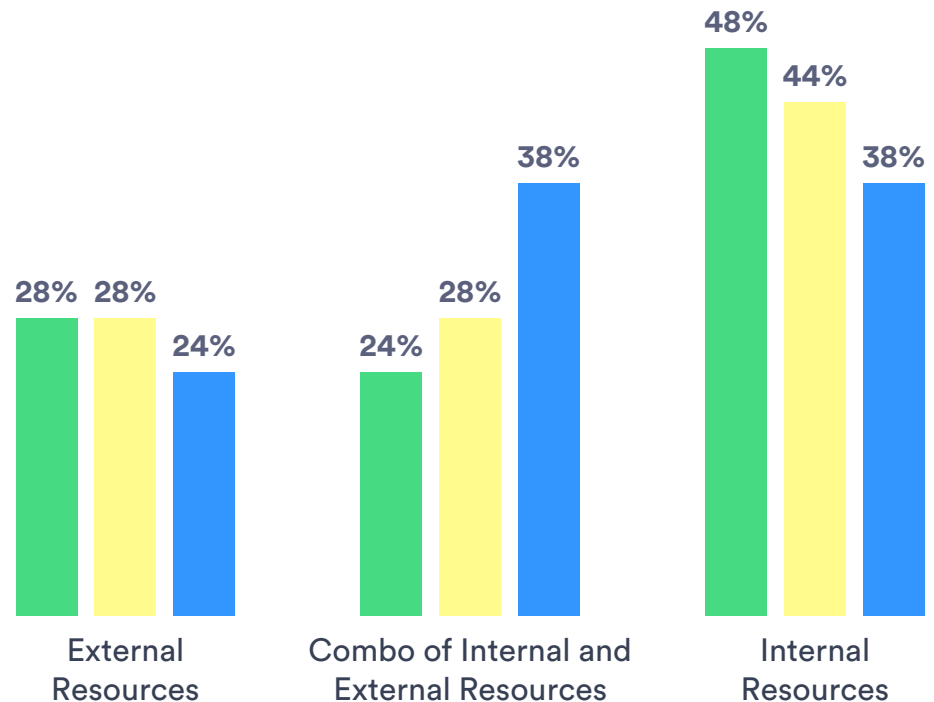
The majority of small and medium companies use exclusively internal resources to produce their video content, while large enterprises use either internal resources or an even mix of internal and external resources.

In 2018, more small and medium companies moved towards using a mix of internal and external resources for video production than the previous year. Now 52% are using both vs. 37% in 2017.

Meanwhile, enterprise organizations are relying more heavily on their own employees to create video content, with 38% going internal for most or all of their video content, and another 38% using a mix of internal resources alongside agencies, contract employees, and freelancers.

The increase in companies either going in-house or using a mix of resources suggests that more companies are investing in hiring employees to create video content or helping their existing staff get skilled up in this area.

## Resources Used for Business Video Production

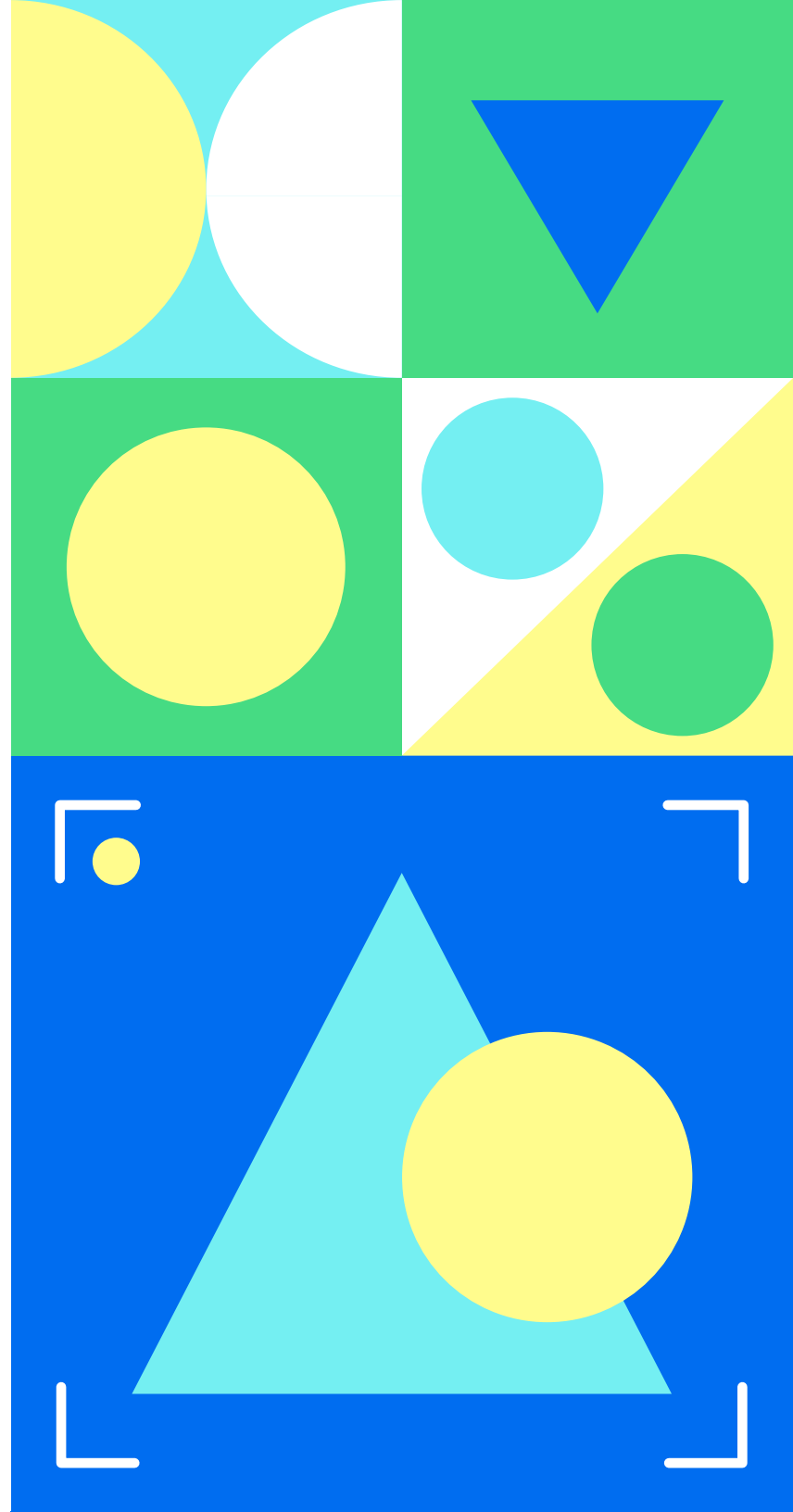


- Small Companies (Less than \$25 Million in Annual Revenue)
- Medium Companies (\$25 to \$499 Million in Annual Revenue)
- Large Companies (\$500 Million or More in Annual Revenue)

Source: Demand Metric State of Video Marketing, November 2018, Demand Metric, Sponsored by Vidyard

CHAPTER THREE

# Video Content



## VIDEO TYPE

The most common types of business-created videos are webinars, demos, and social media videos. But why these particular formats?

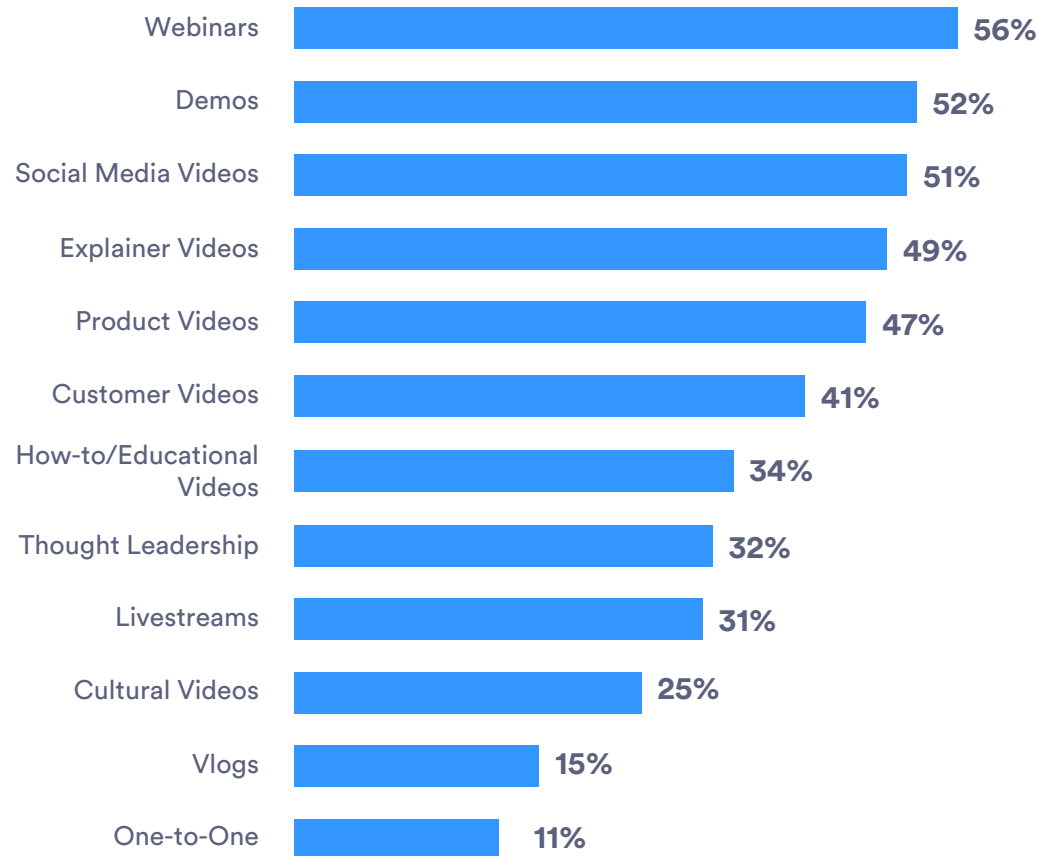
It's no surprise that webinars are high on the list, when 73% of marketing and sales leaders say that they're one of the best ways to generate quality leads, according to [InsideSales](#).

Meanwhile, four in five consumers believe that demo videos are helpful, according to [HubSpot](#).

And it's no wonder that social video content is popular when 93% of marketers say they've gained a new customer thanks to a video on social media, according to [Animoto](#).

Explainer, product, and customer videos are also popular formats, which shows that businesses are using video throughout the customer journey—not only at the top of the funnel—and suggests that they've recognized the power of video to explain to potential customers what they do, what they offer, and how it helps them.

## Types of Videos Businesses Have Already Invested In



**Source:** Demand Metric State of Video Marketing, November 2018, Demand Metric, Sponsored by Vidyard



## VIDEO DISTRIBUTION

When it comes to digital, video is an incredibly powerful content format that can be used across a variety of channels. As such, businesses are using it in a range of places across the web, especially on owned channels.

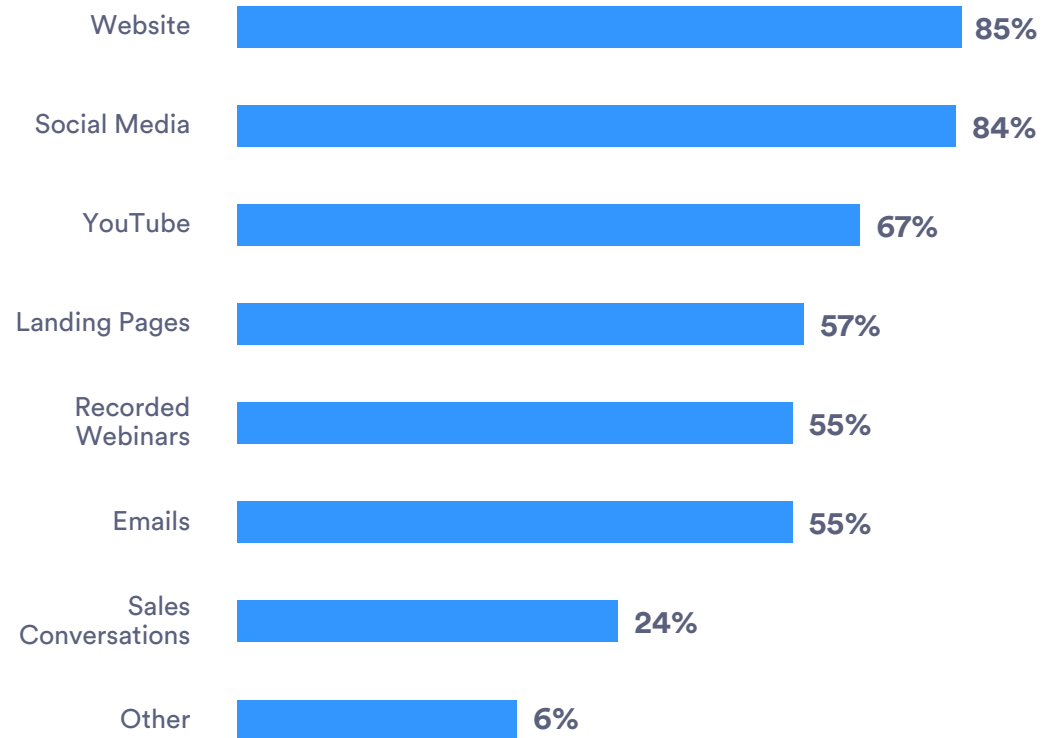
Unsurprisingly, websites, social media, and landing pages are three of the most popular places to embed video content.

It goes to show how marketers are using video to solve for the larger problems they're trying to address as a team. In our annual user survey, nearly a quarter of marketers (24%) said that increasing engagement on digital channels—such as web and social—is their top priority.

This is especially true for content marketing and video production teams who flagged this as their main goal at a higher rate than the overall team, 26% and 36% respectively. After all, what's more engaging than video?

While the number of businesses using video on their website has remained pretty steady year-over-year and social media has continued to make incremental gains, there are other channels that have seen notable jumps. Email has experienced a significant increase in popularity, up from 36% in 2016 to 55% in 2018. And recorded webinars have climbed in popularity, jumping from 39% up to 55% in that same time.

## Distribution Channels Where Video Content is Used



Source: Demand Metric State of Video Marketing, November 2018, Demand Metric, Sponsored by Vidyard

## TOP THREE TYPES OF VIDEO BASED ON DISTRIBUTION LOCATION

Regardless of location, demo videos, webinars, and explainer videos remain some of the most popular video types to use across channels. This suggests that content that talks about a company's product—whether at a high level or more in-depth—is a smart investment for businesses, regardless of where they intend to use the content.

Meanwhile, the popularity of webinars suggests that there's a thirst among brands' audiences for longer-form educational content.

The notable exception is on social media, where (unsurprisingly) social videos are the video content of choice.

Even on social media, webinars and demos come in as the second and third most popular video types, suggesting that more businesses are using mid- and bottom-of-funnel content on these channels.

Rank	Landing Pages	Emails	Website	Social Media	Sales Conversations	YouTube
1	Demos	Webinars	Webinars	Social	Explainer/Demos <i>(tied)</i>	Webinars
2	Webinars	Demos	Demos	Webinars	Explainer/Demos <i>(tied)</i>	Explainer
3	Explainer/Product	Explainer	Explainer	Demos	Webinars	Social

**Source:** Demand Metric State of Video Marketing, November 2018, Demand Metric, Sponsored by Vidyard

## VIDEO LENGTH

Business videos are getting shorter and shorter.

In 2018, the average video was 4.07 minutes long, 33% shorter than 2017's 6.07 minutes. And it doesn't stop there. This trend continues back to 2016, when the average length was 13.14 minutes.

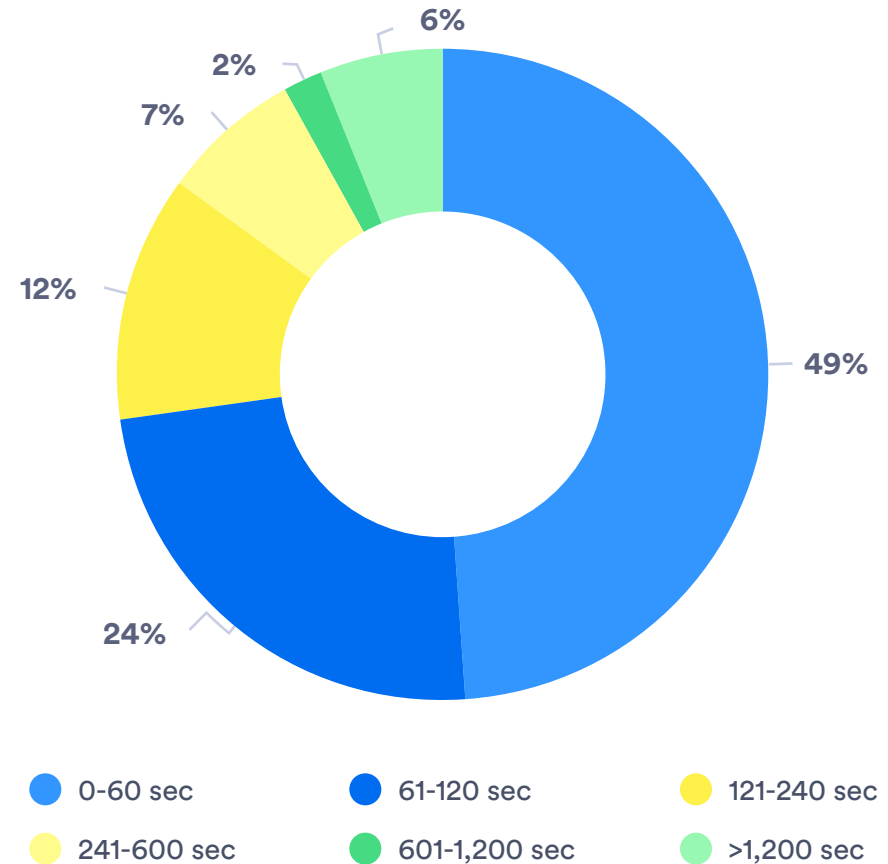
The question is: Why?

Businesses may be recognizing that retention rates are better for shorter videos and, as a result, creating more concise content with the aim of getting more viewers to stick with them to the end.

The rapid adoption of [Vidyard GoVideo](#) and one-to-one video creation has likely contributed to this trend as well, as these personal videos tend to be shorter pieces of content and are often produced in high volume.

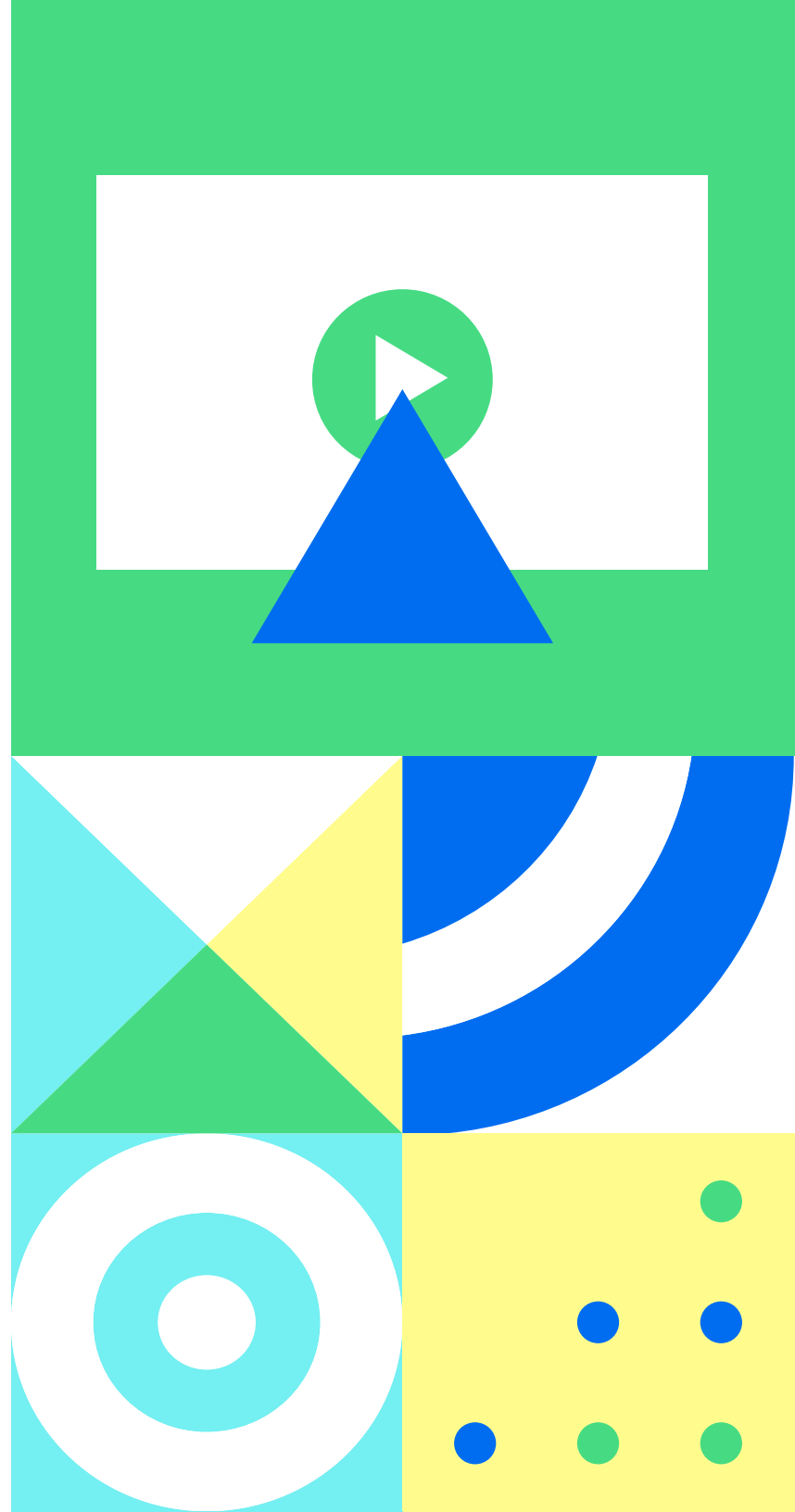
The majority of videos (73%) are less than 2 minutes long. Very few videos (only 2%) fall in the 10 to 20 minute range, showing that most videos are either short-form content meant to quickly share important messages or longer-form content (20 to 60 minutes), such as webinars, that provide a deep level of education.

## Video Length Distribution



CHAPTER FOUR

# Video Engagement



## ENGAGEMENT AND ATTENTION SPAN

Not every viewer who clicks play makes it to the end of the video. And while some drop-off is totally normal (be honest, you don't finish every video you watch either), a video's average retention rate can tell you a lot about how well it's resonating with your target audience.

If the majority of your viewers only make it halfway through your video, but the most important message is three-quarters of the way in, then they're missing the point entirely.

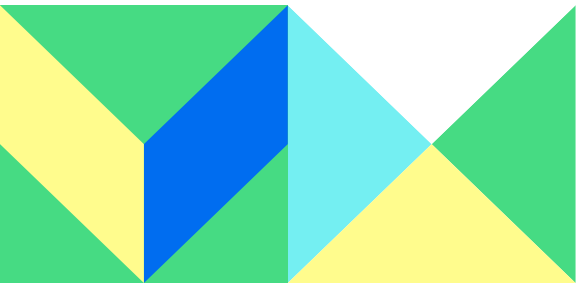
How much drop-off is normal? The average retention rate for videos across the board is 52%. However, the amount of time people spend engaging with a video also depends a lot on how long it is.

More than two-thirds (68%) of viewers watch a business-related video all the way to the end if it's less than 60 seconds, but only 25% will finish a video if it's more than 20 minutes long.

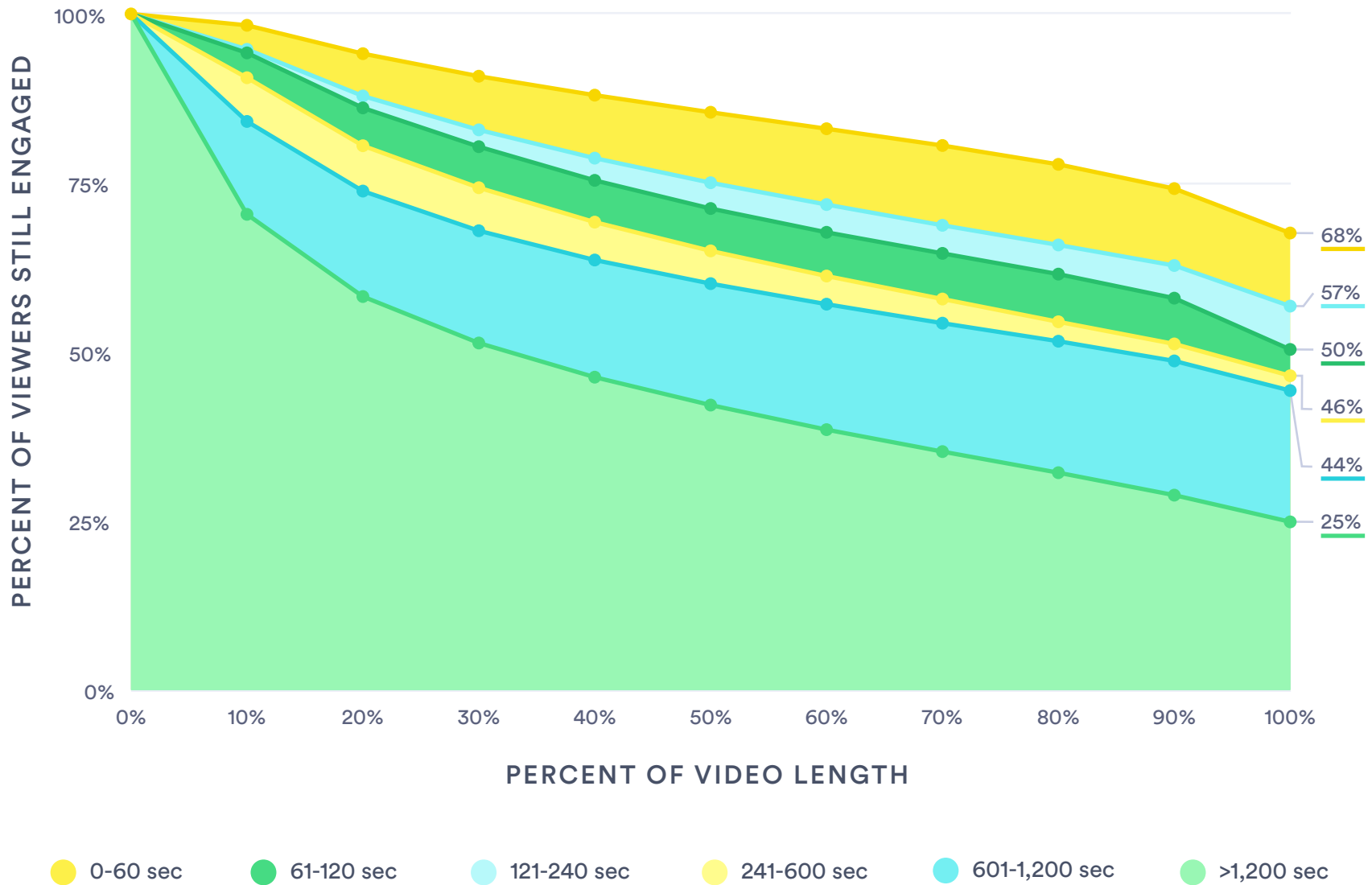
Interestingly, more viewers will watch a video that's two to four minutes long all the way through than a video that's between one and two minutes.

This likely has to do with the actual video content. Shorter videos (like those in the one to two minute range), are usually more top-of-funnel and don't tend to contain as much information, whereas slightly longer videos (in the two to four minute range) can come packed with a lot more value. It's the Goldilocks Zone of video length.

Businesses should be explicit about keeping short content short (don't let that quick promo or video message drag out to 90 seconds), but also invest in educational content that is two to four minutes in length.

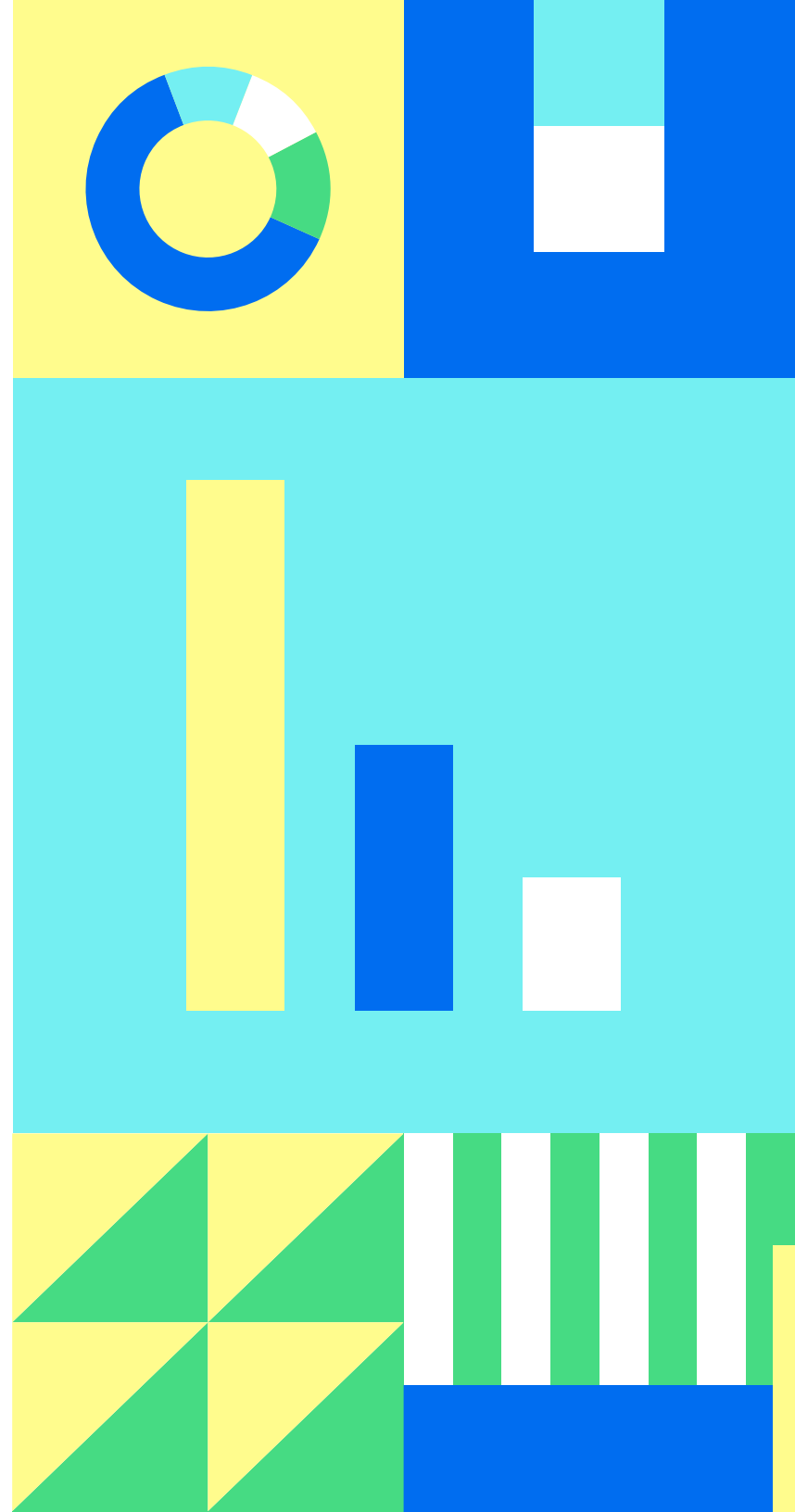


## Average Engagement for Different Lengths of Video



CHAPTER FIVE

# Video Analytics



## USE OF VIDEO PERFORMANCE ANALYTICS

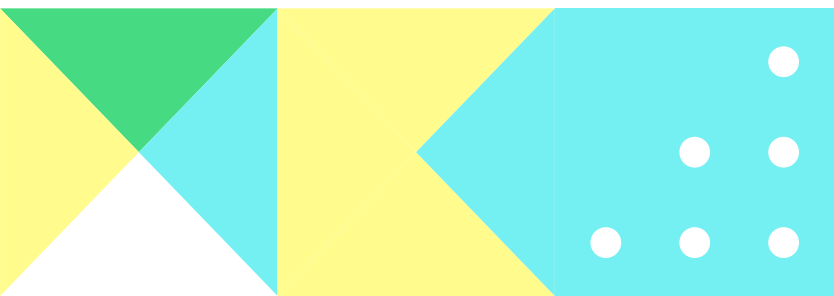
Now that more and more businesses are making video part of their strategy, it's becoming increasingly important to track the effectiveness of those efforts. Analytics help provide the context needed to know what's working and what isn't, what changes can be made to improve things like engagement or conversions, and what return on investment (ROI) the organization is getting from video.

In 2018, 85% of companies reported that they're using some form of video analytics. And more organizations than ever before (43%) are taking advantage of the insights available through intermediate or advanced analytics—a 19% increase over the previous year.

This makes sense when you consider that the third highest priority for marketers in our annual survey was understanding how campaigns are performing (following the ever-popular goals of generating more leads and increasing engagement).

The increase in marketers using analytics suggests that more businesses have recognized the value of deeper video analytics to the success of their larger marketing strategy and are investing in the tools and training needed to leverage that insight.

That's good news, because Demand Metric also found that the use of advanced metrics results in higher levels of overall satisfaction with video marketing. Marketers need to make these measurement tools a standard part of the production process to get the most value possible out of their video efforts.





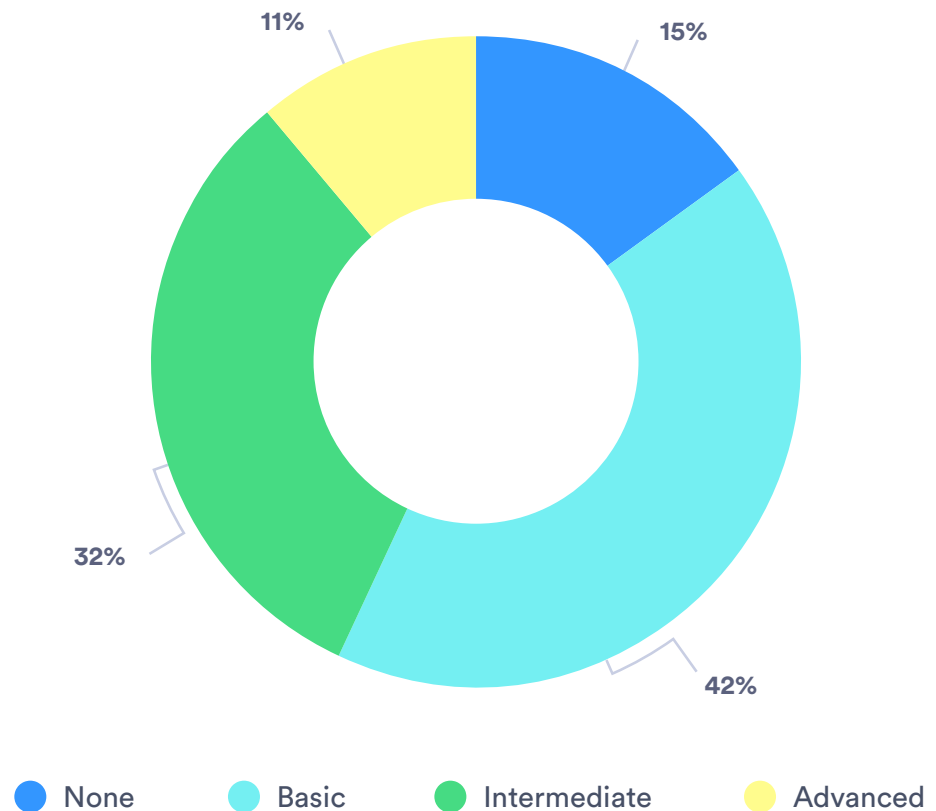
## Video Content Effectiveness Measures in Use

These categories of measurement were defined as follows:

**Basic:** Measures of consumption such as views or shares. These are relatively easy to capture, however, they don't allow for determination of return on investment (ROI), nor do they provide indicators of engagement. For these reasons, their usefulness is limited.

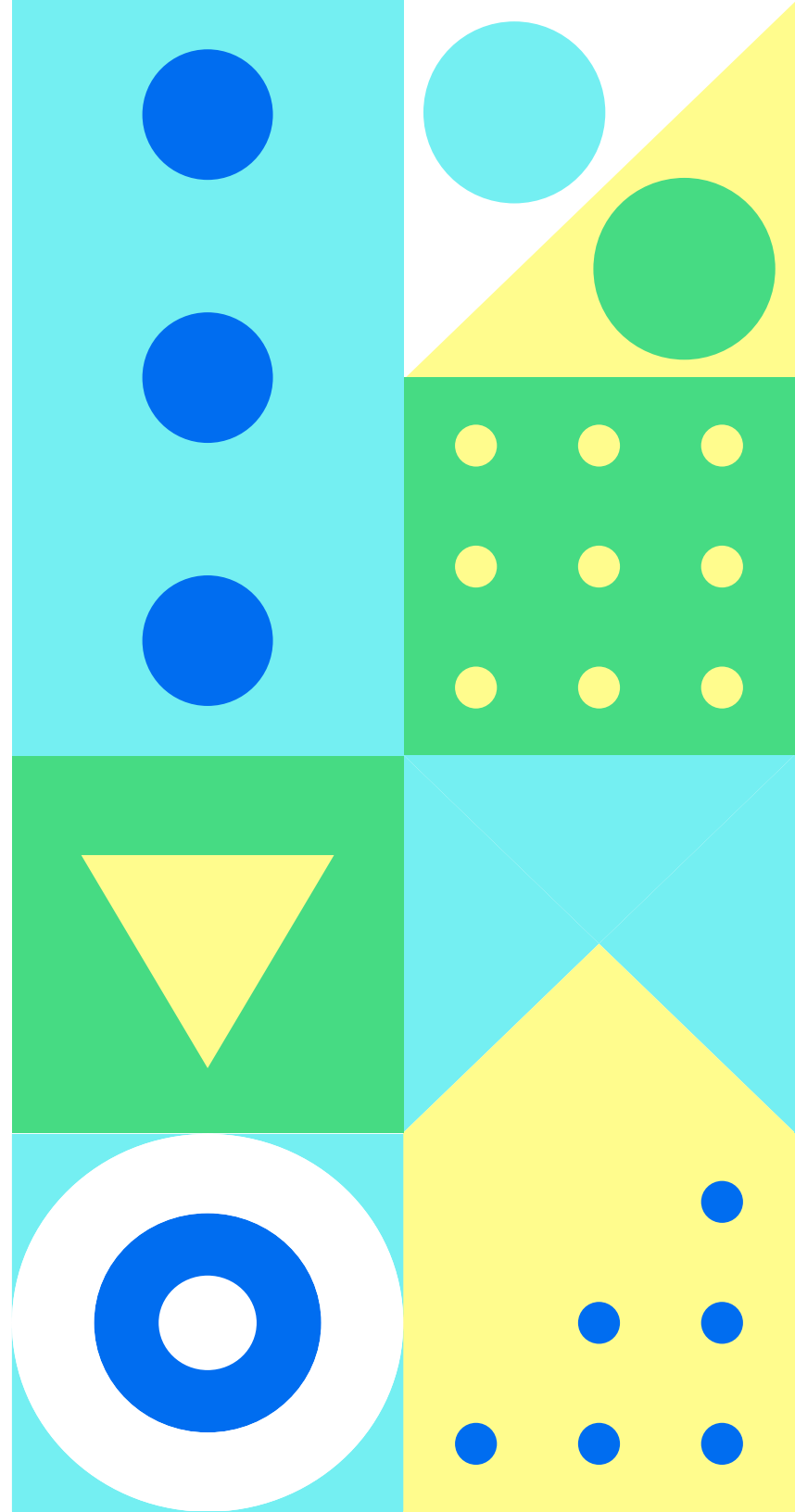
**Intermediate:** Simple measures of engagement, such as average viewing duration. With intermediate metrics, insights into video viewing behavior begin to emerge.

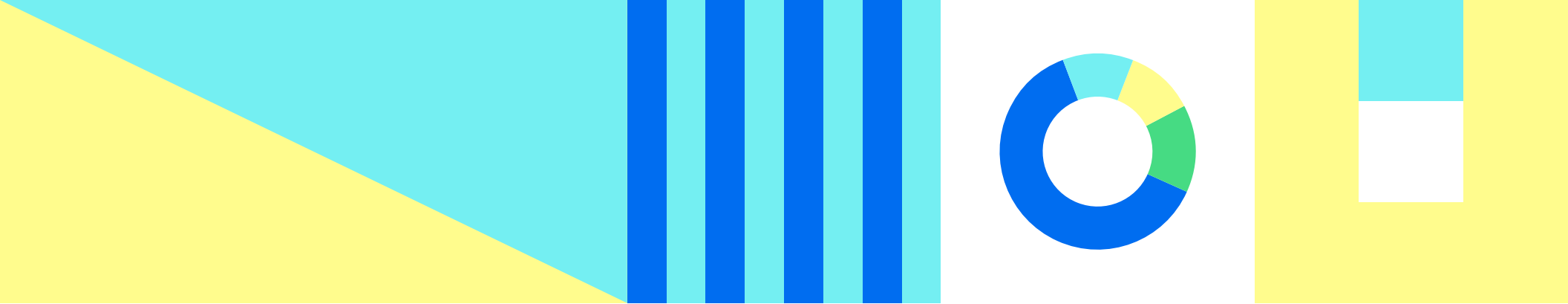
**Advanced:** Higher level forms of measurement, such as views by embedded location, viewer drop-off rates, viewing heat maps, and attribution to the sales pipeline. With these metrics, precise determinations are possible regarding revenue impact and ROI.



**Source:** Demand Metric State of Video Marketing, November 2018, Demand Metric, Sponsored by Vidyard

# Demographics





## DEMOGRAPHICS

The 2019 Video in Business Benchmark Report was created and produced by Vidyard. The information for this report was collected from anonymized video creation data from a sample of Vidyard customers, representing more than 324,000 videos.

The data encompasses the time period of January 1, 2018 to December 31, 2018.

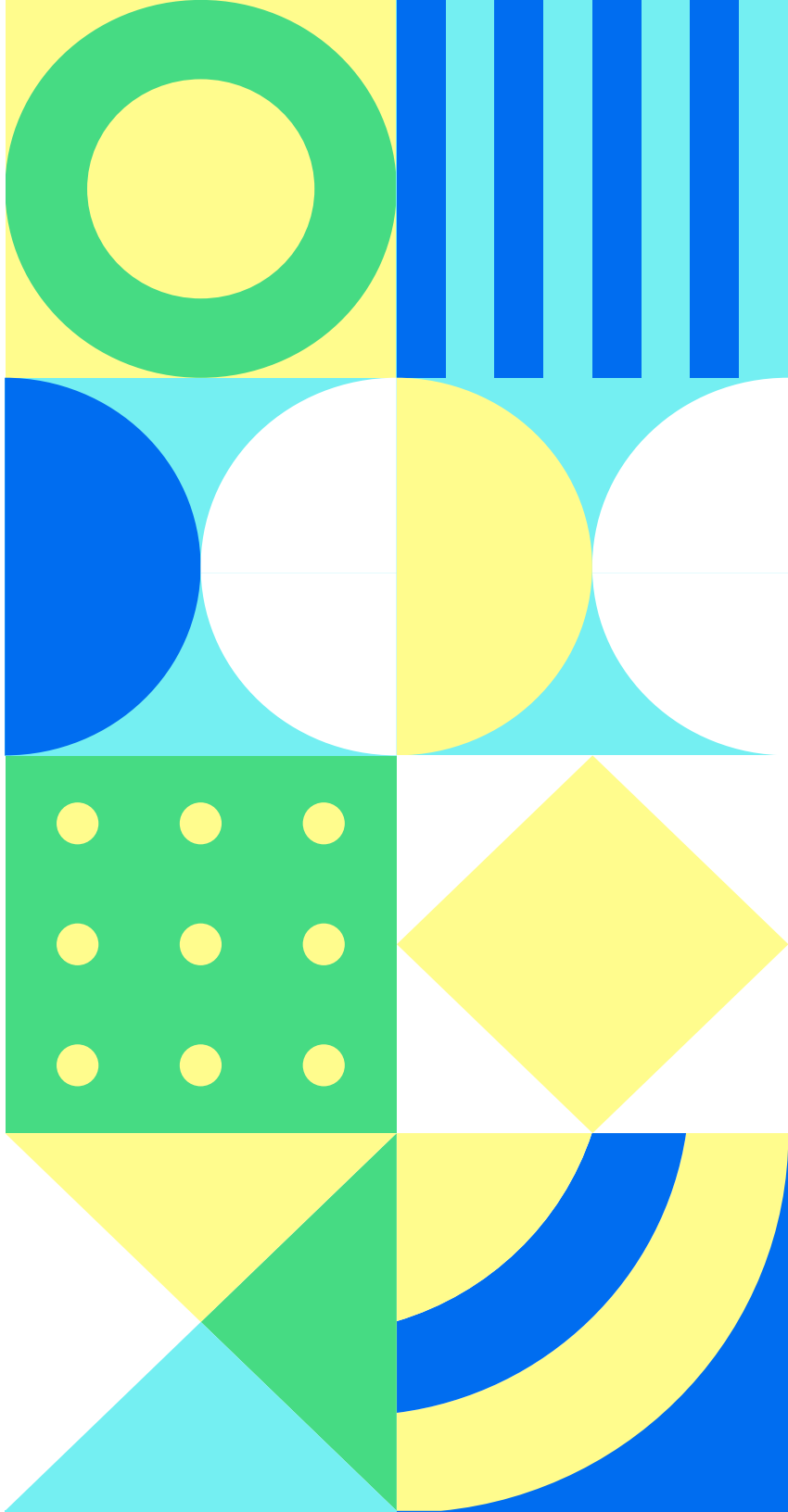
Companies represented in this report span a variety of industries and company sizes. The most prominent industries were high tech, professional services, financial services, and manufacturing.

Companies included in the report spanned the size gamut, based on their number of employees, with 26% in the 0 to 30 employee range, 30% in the 31 to 200 category, 18% with 201 to 600, 17% with 601 to 5,000, and 9% with more than 5,000 employees.

Video viewers were spread across the globe, with the highest concentration of viewers located in North America. The majority of viewers (63%) were in the United States of America. Other hot spots include Canada, Great Britain, and Australia. Viewers were from a total of 239 countries.

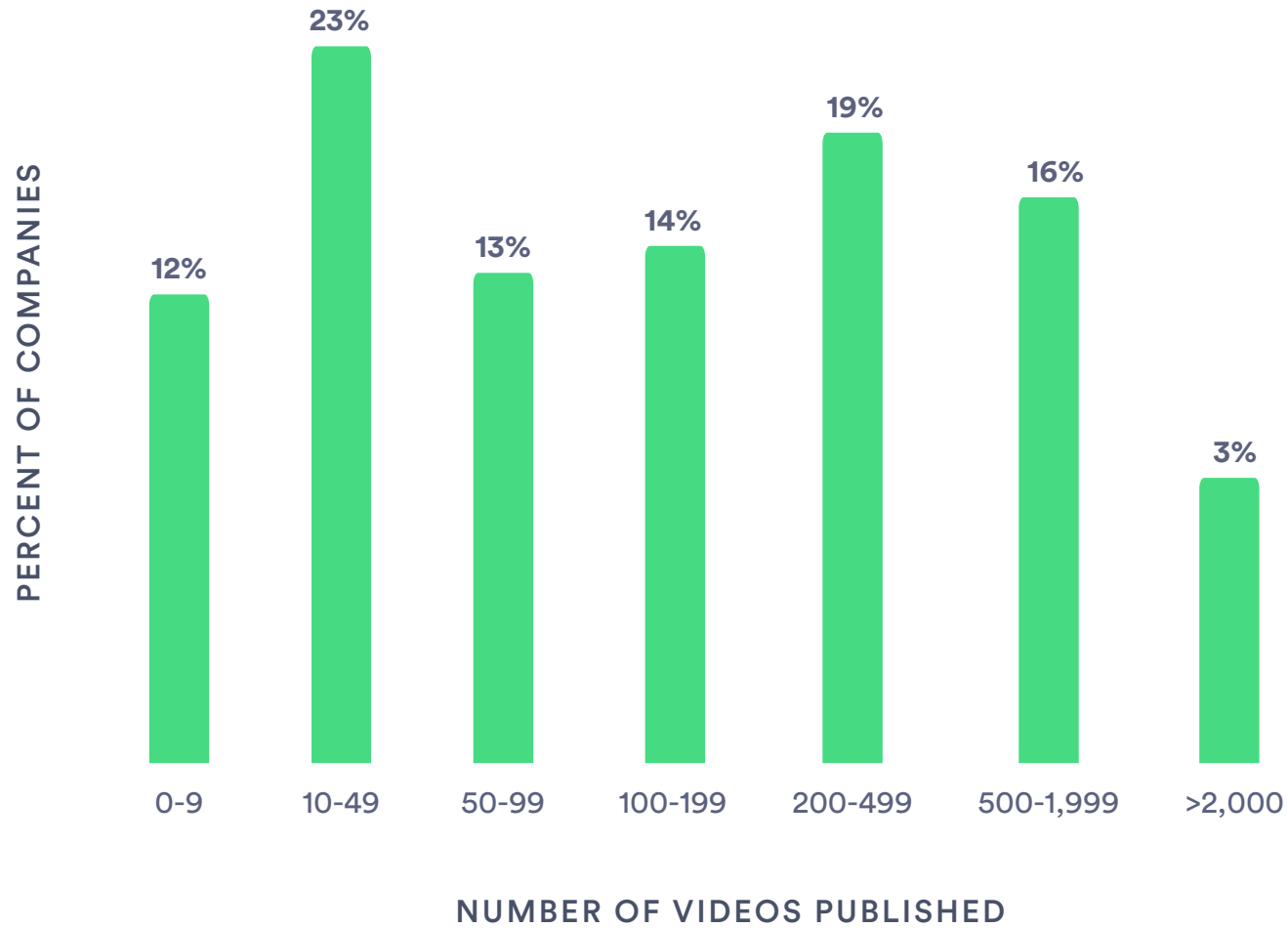
This report makes reference to the [2018 Demand Metric State of Video Marketing Report](#). Please refer to that report for the demographics represented within that study. Some of the data is also supported by insights from Vidyard's annual customer survey.

# Appendix



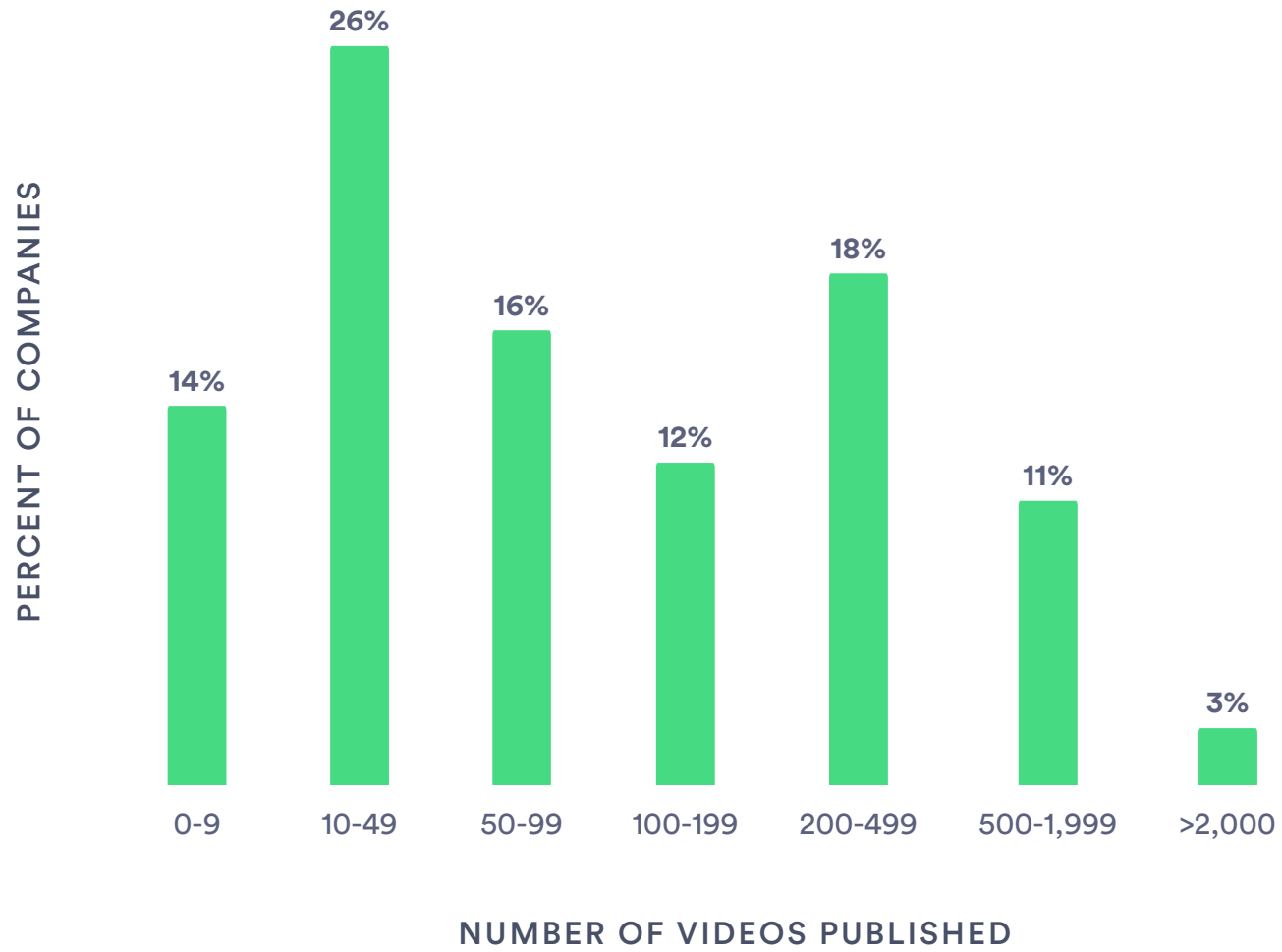
## AVERAGE NUMBER OF VIDEOS PER COMPANY BY INDUSTRY

### High Tech



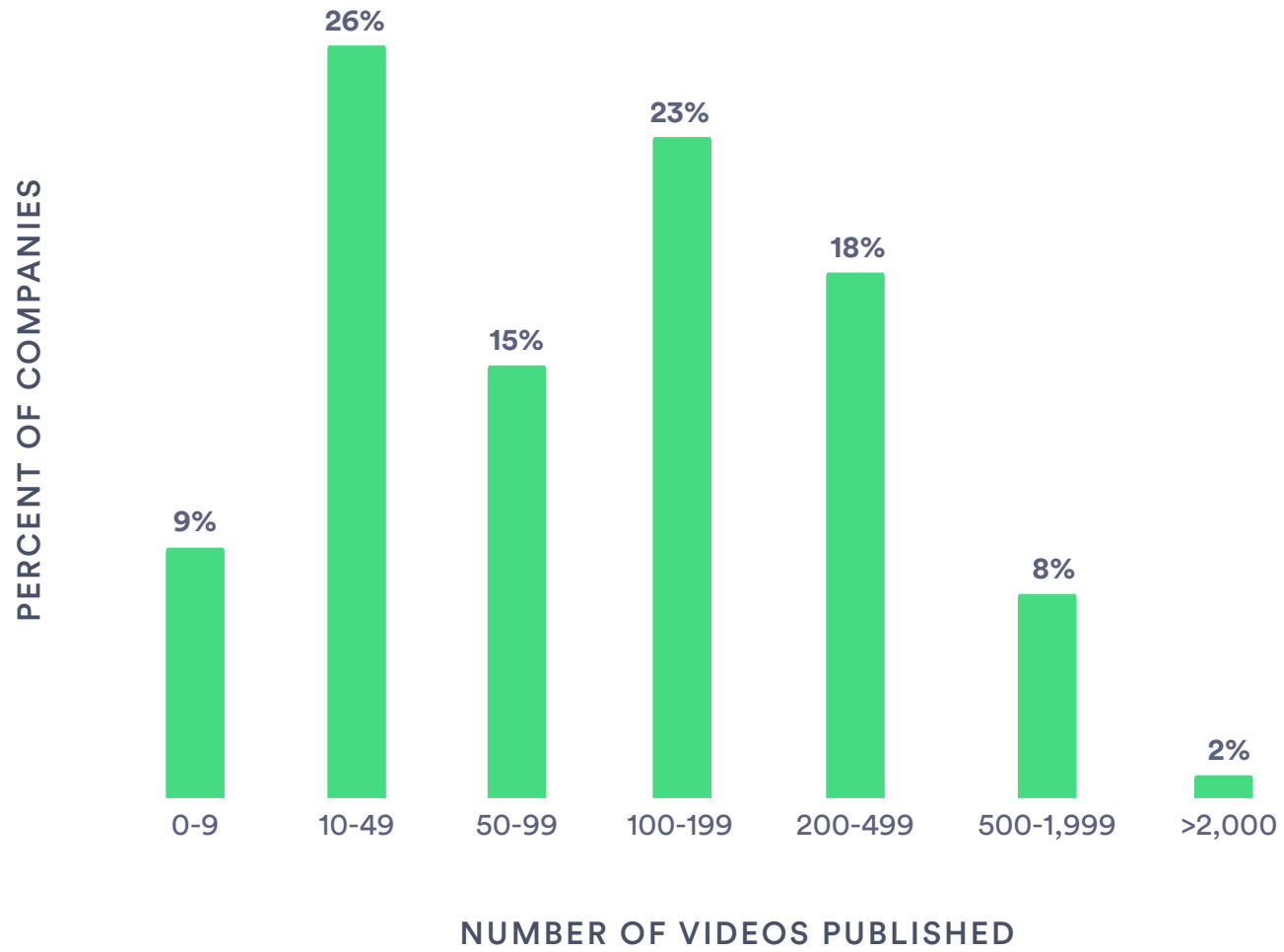
## AVERAGE NUMBER OF VIDEOS PER COMPANY BY INDUSTRY

### Professional Services



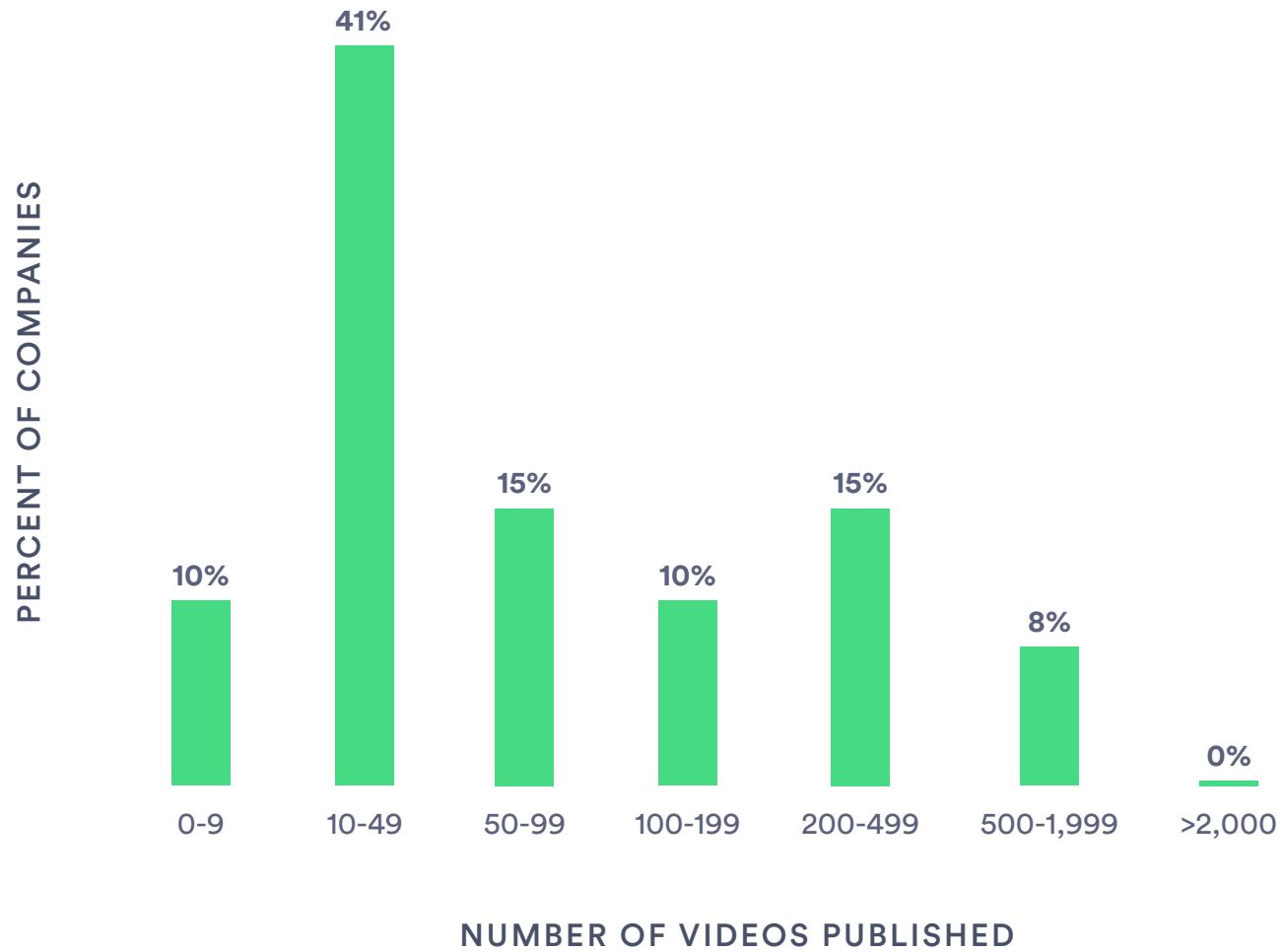
## AVERAGE NUMBER OF VIDEOS PER COMPANY BY INDUSTRY

### Financial Services



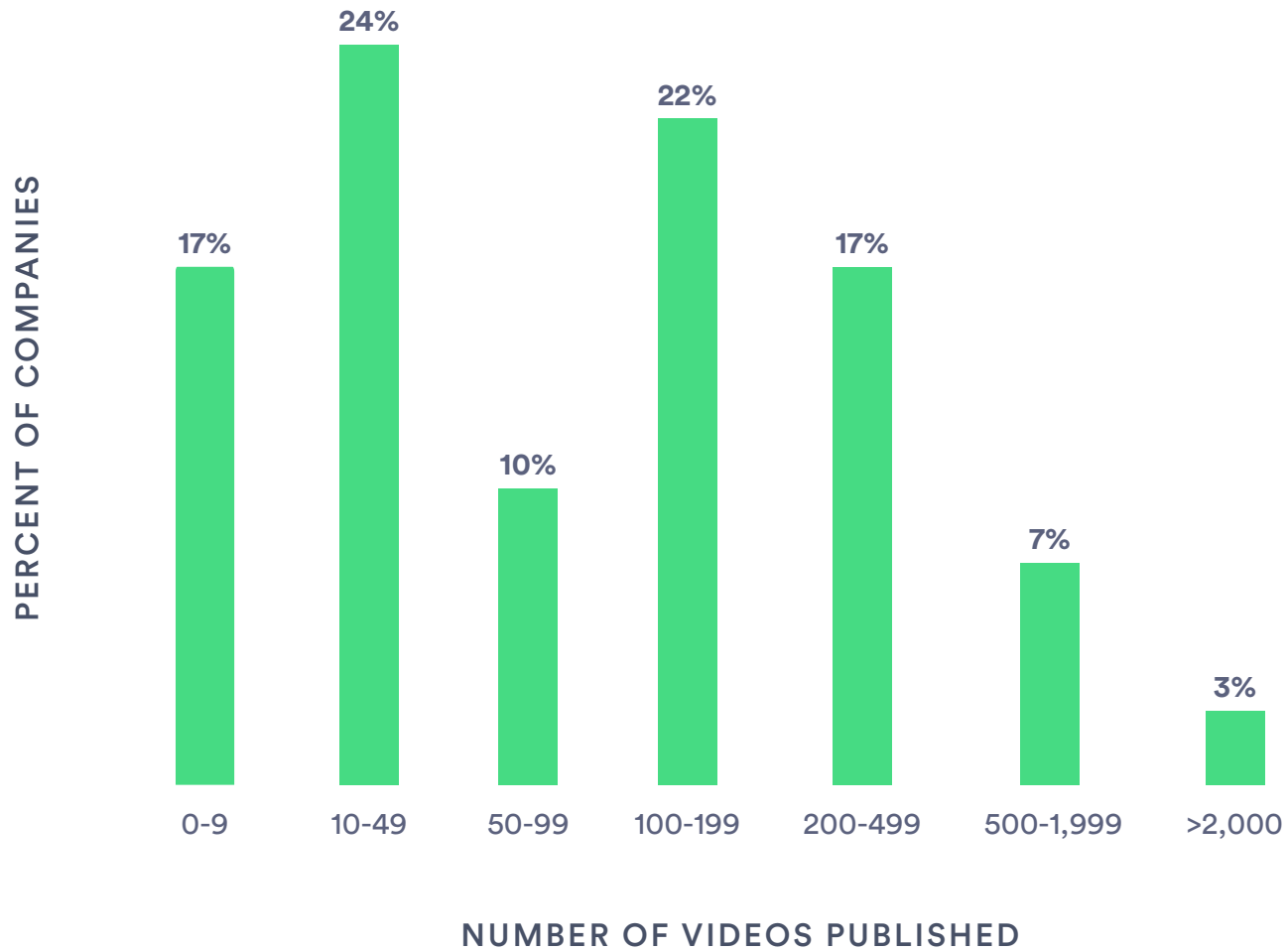
## AVERAGE NUMBER OF VIDEOS PER COMPANY BY INDUSTRY

### Manufacturing

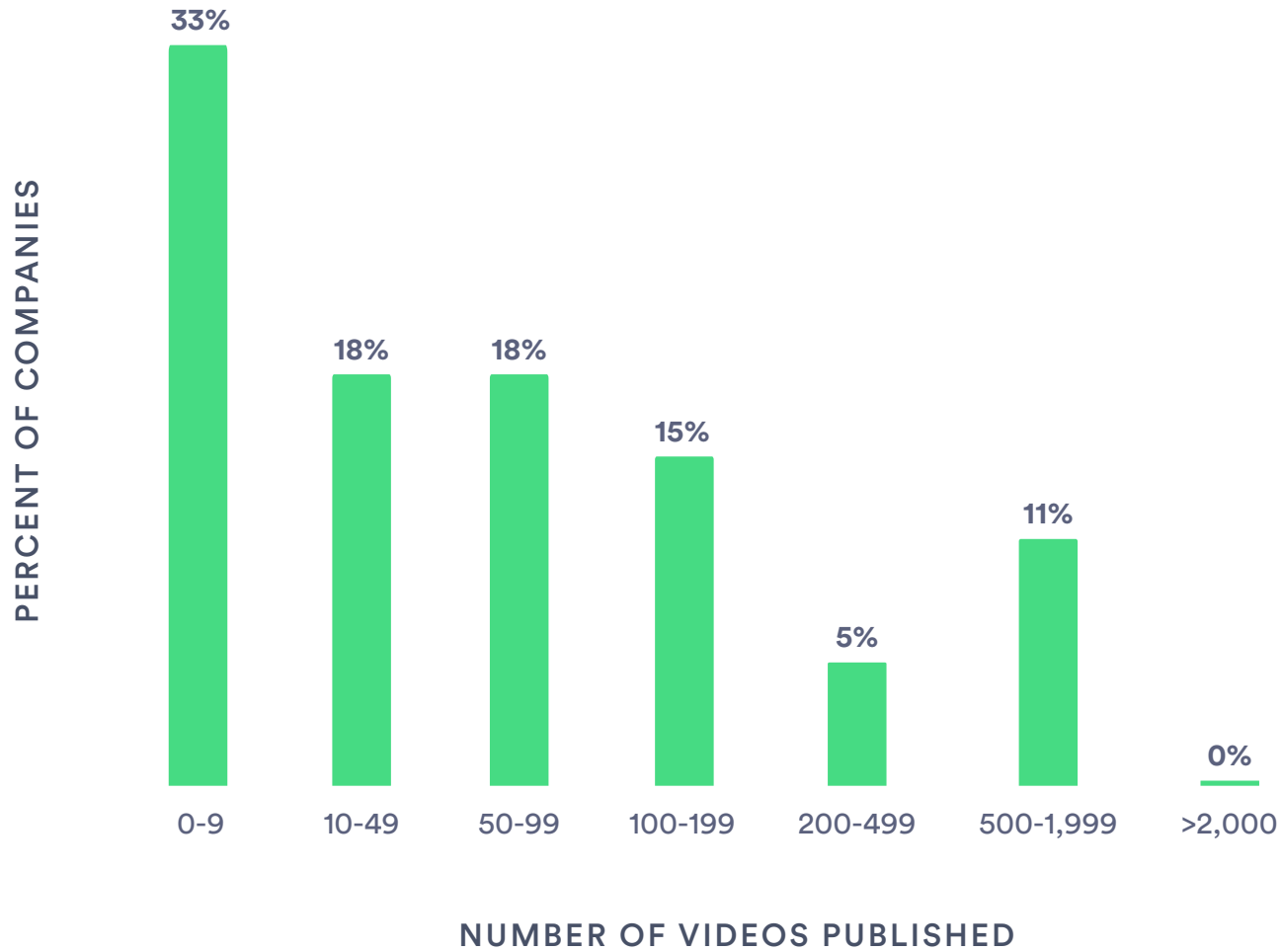




AVERAGE NUMBER OF VIDEOS PER COMPANY BY INDUSTRY  
**Media, Entertainment, and Communications**

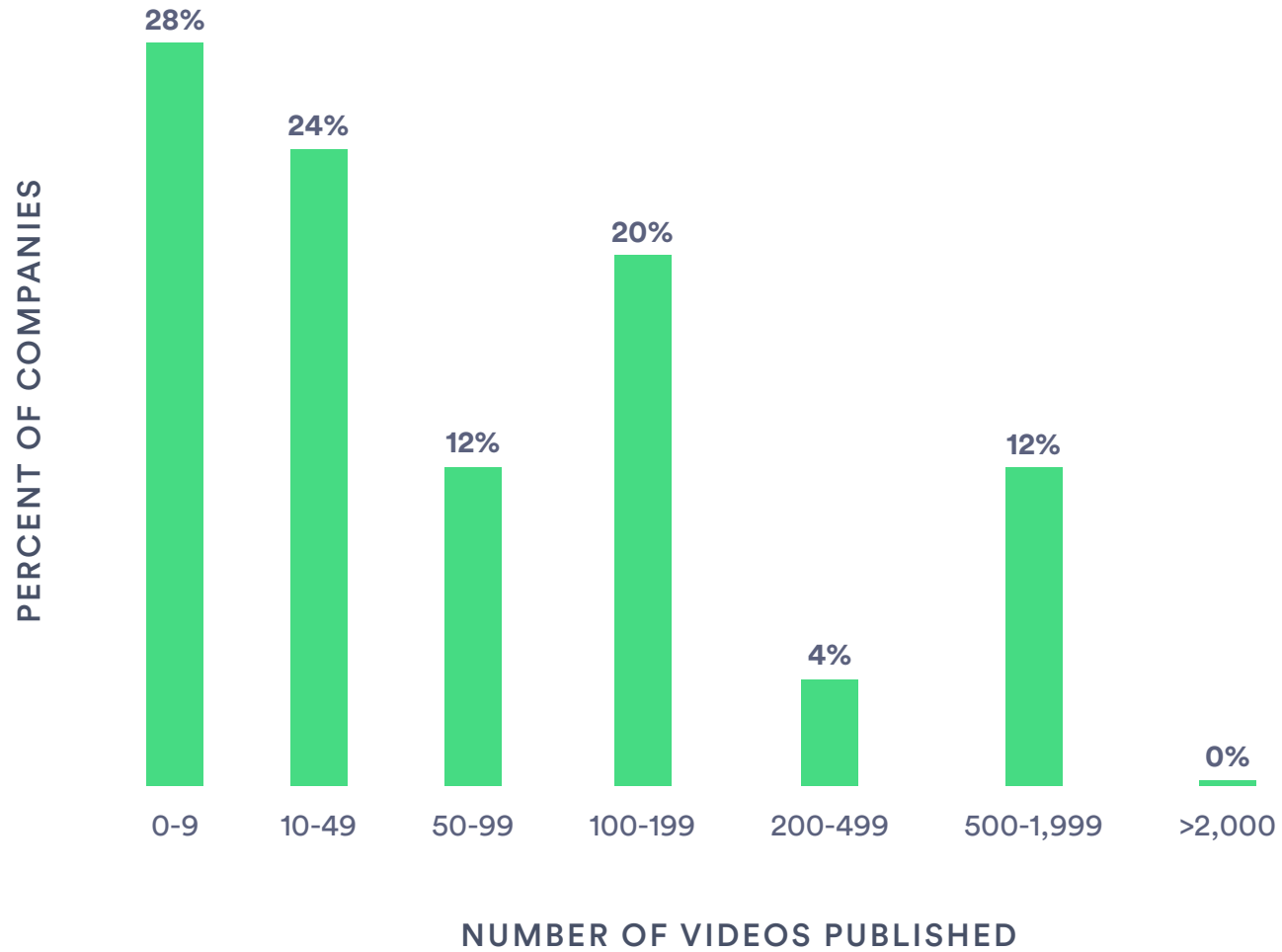


AVERAGE NUMBER OF VIDEOS PER COMPANY BY INDUSTRY  
**Public Services, Education, and Healthcare**



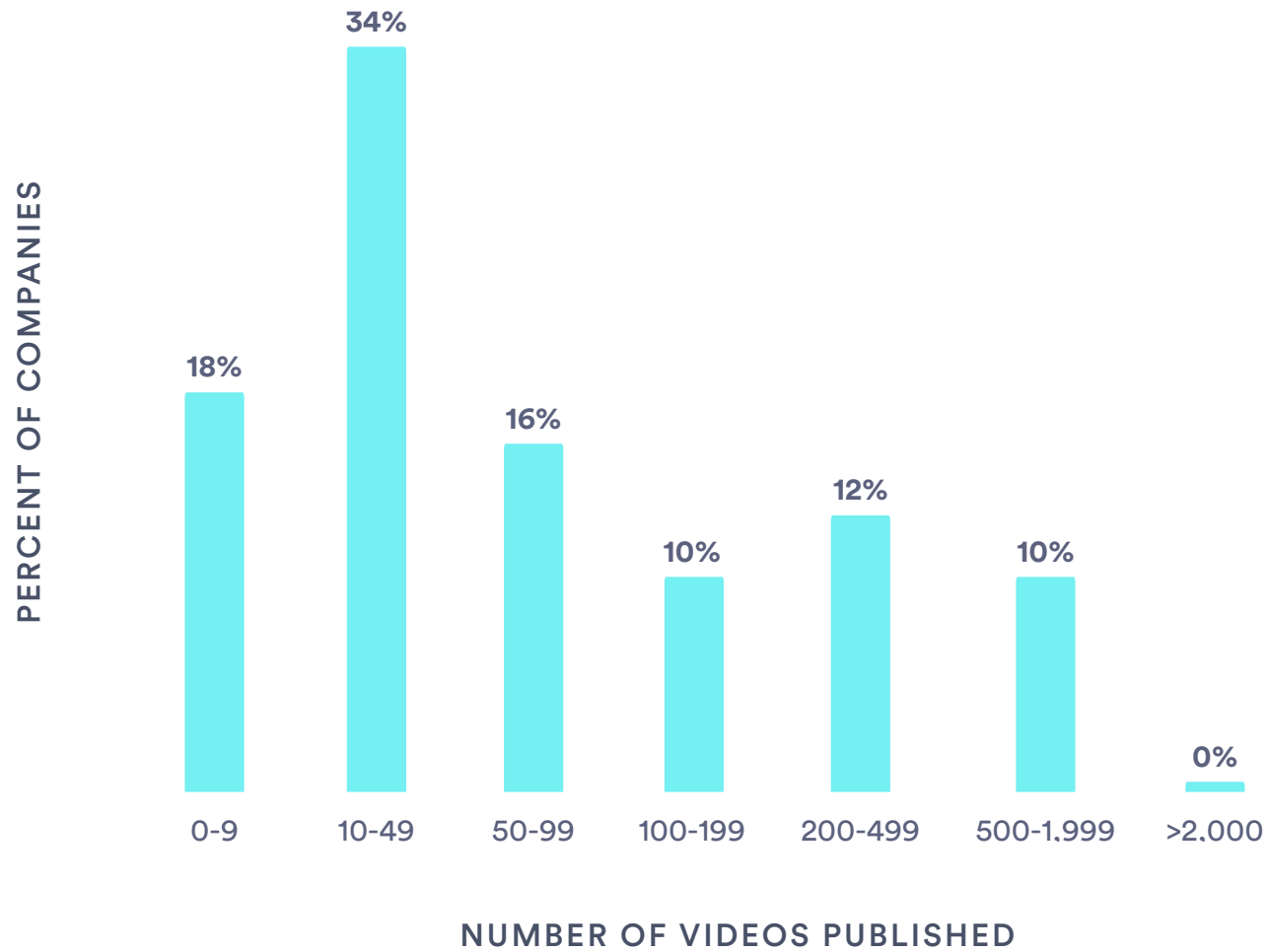
## AVERAGE NUMBER OF VIDEOS PER COMPANY BY INDUSTRY

### Other\*

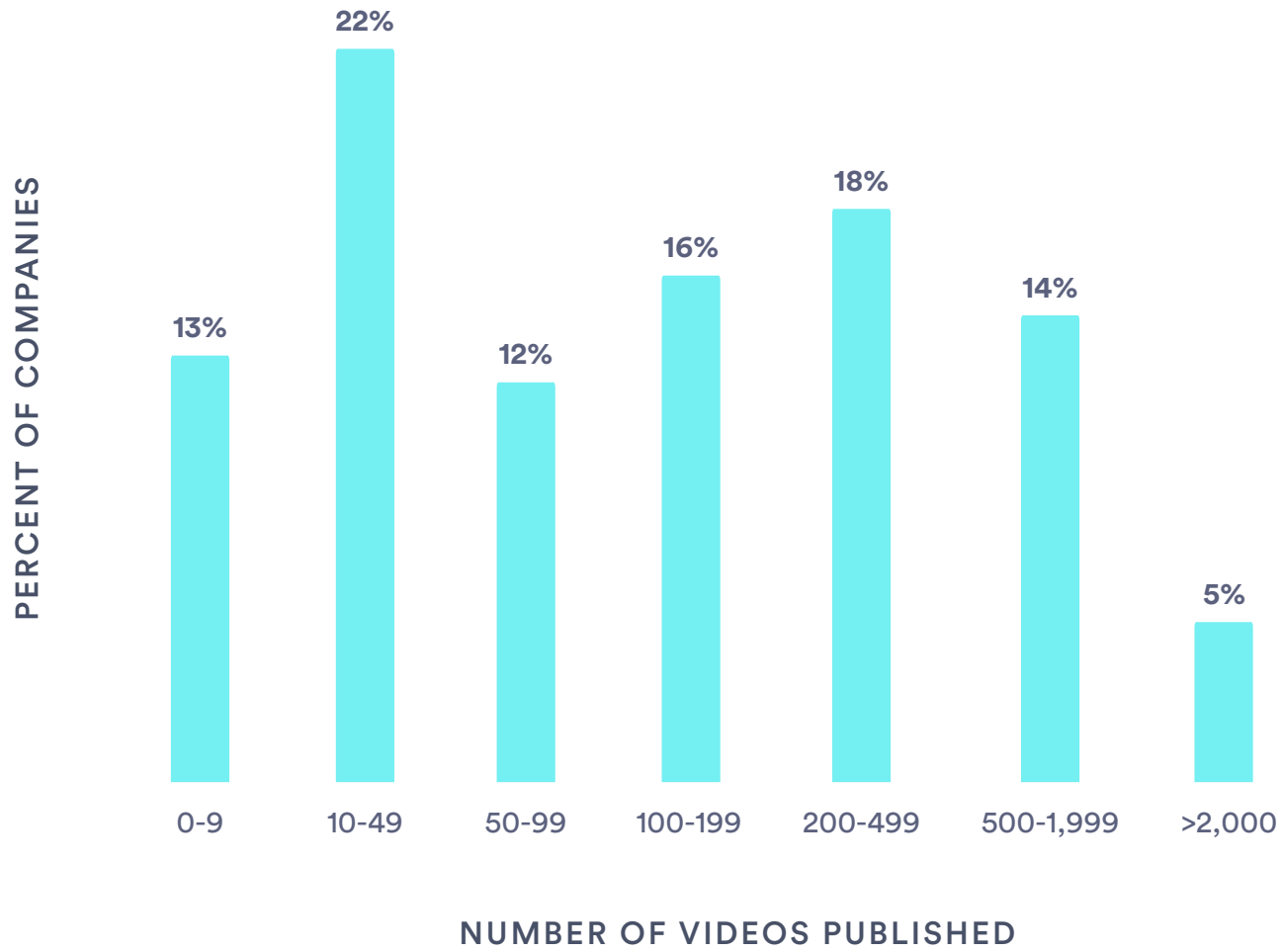


\* "Other" encompasses Food and Leisure, Retail, and companies that didn't fit into one of the existing industry buckets.

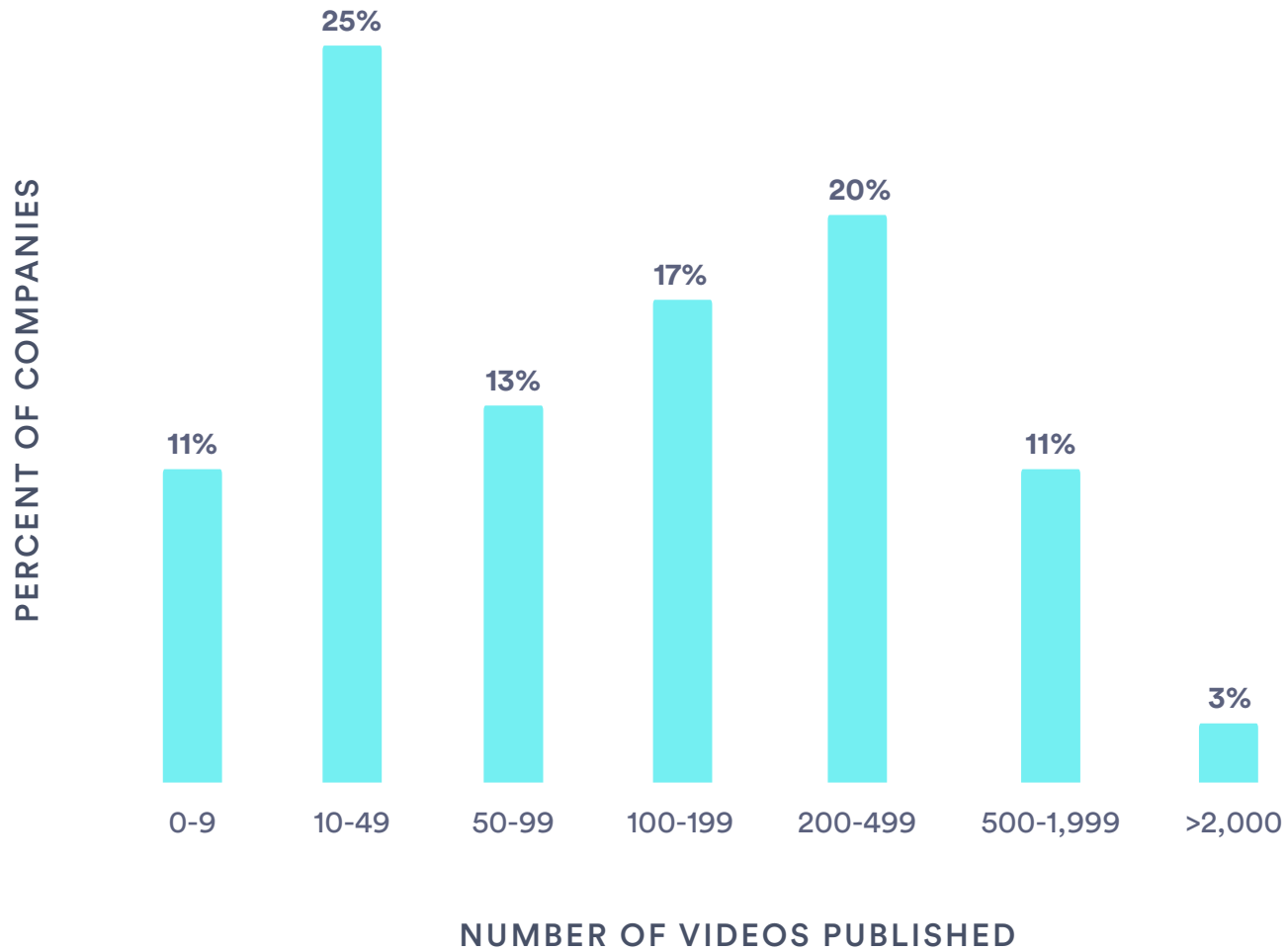
## AVERAGE NUMBER OF VIDEOS PER COMPANY BY SIZE 0-30 Employees



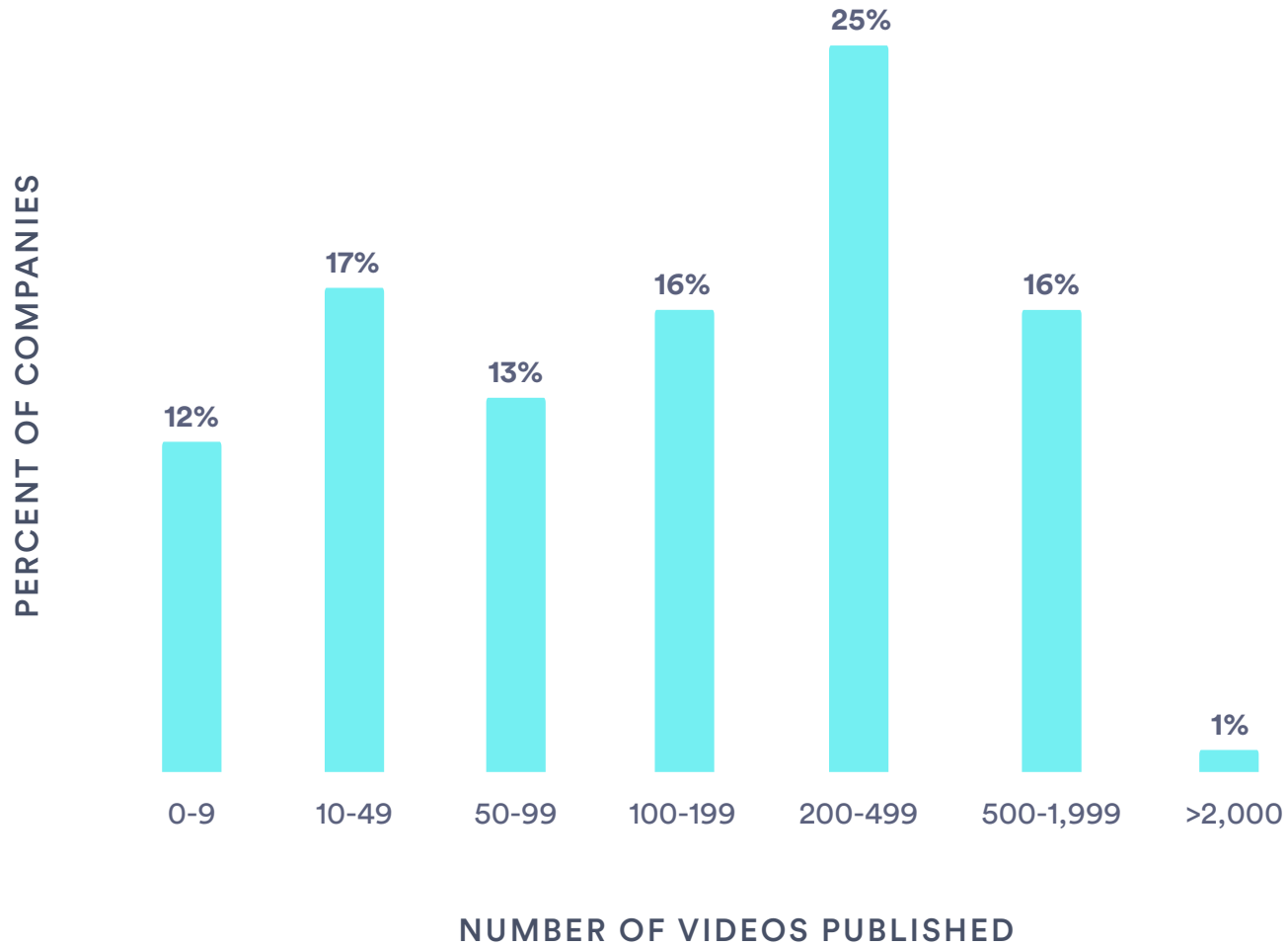
AVERAGE NUMBER OF VIDEOS PER COMPANY BY SIZE  
**31-200 Employees**



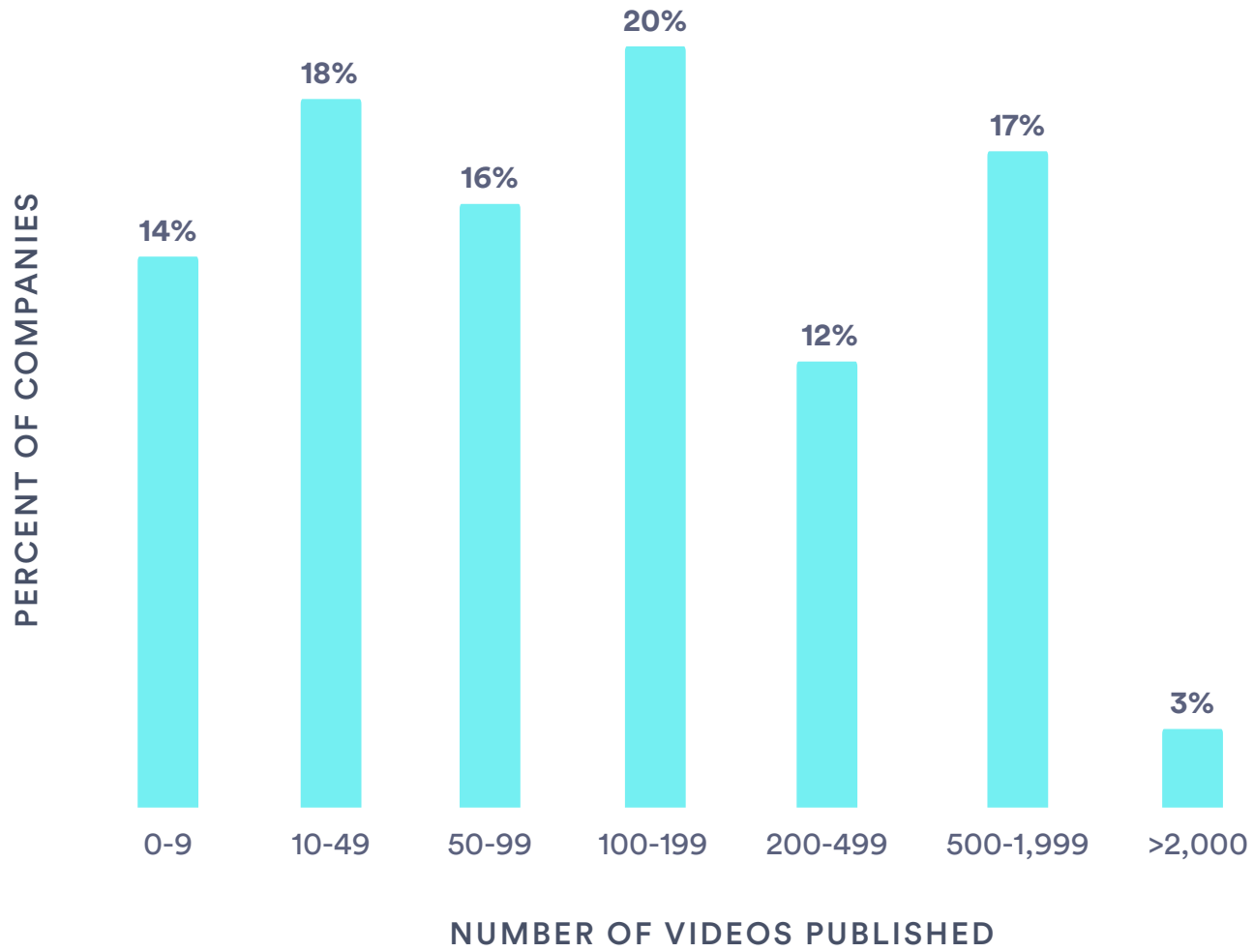
## AVERAGE NUMBER OF VIDEOS PER COMPANY BY SIZE 201-600 Employees



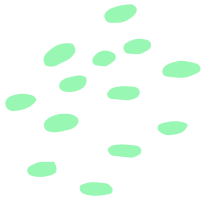
## AVERAGE NUMBER OF VIDEOS PER COMPANY BY SIZE 601-5,000 Employees



AVERAGE NUMBER OF VIDEOS PER COMPANY BY SIZE  
>5,000 Employees

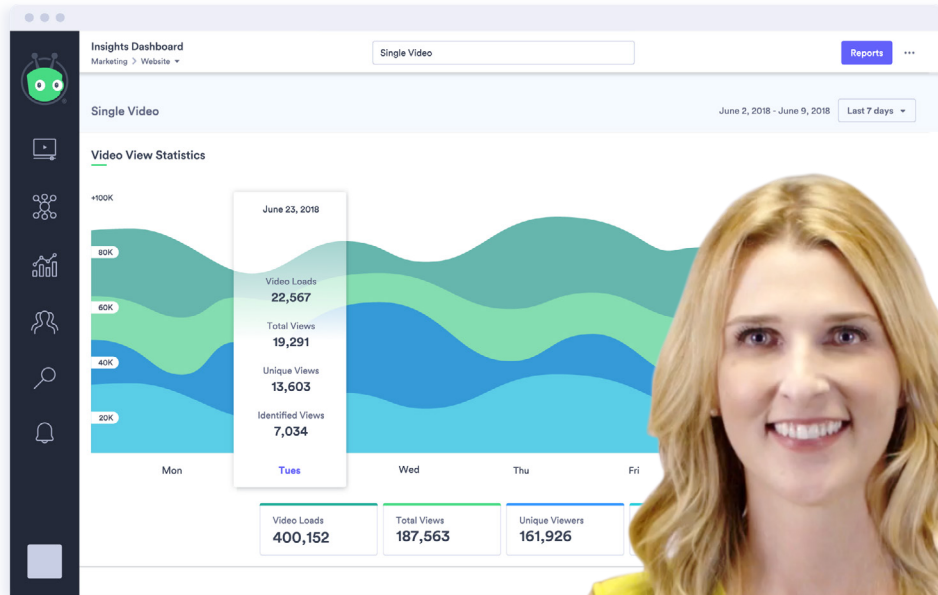






# About Vidyard

Smart businesses know that people want video. Everyone craves it, relates to it, and most importantly, presses play. But smart businesses also know that you need more than just eyeballs on your content. That's where Vidyard, the Video Platform for Business, comes in. Simply put, Vidyard gives you the power to create better, stronger business results, like more (and better!) leads, more pipeline, and more customers.



## GENERATE MORE LEADS

Video isn't just for brand awareness anymore. Use calls-to-action and other Video Events to identify exactly who is interacting with your content.

## IDENTIFY THE HIGHEST-QUALITY LEADS, FASTER

Enhance lead-scoring, segmentation, and more by getting video engagement data about each individual viewer in your current marketing automation platform.

## CLOSE MORE DEALS

Video engagement data about each viewer is priceless. Or is it? Your sales team can turn your insight-full data into dollars and cents that have a real impact on your business.

Want to learn more?

[Watch a Demo](#)



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