



2018 Video in Business

Benchmark Report

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Introduction

More and more businesses are embracing video as a way to connect with audiences in an increasingly digital world. In fact, Cisco has projected that more than 80% of all Internet traffic will be video by 2021. According to Forbes, almost 90% of digital marketers are already using video as part of their online marketing strategy. And is it any wonder? 90% of customers say that video helps them make buying decisions and 64% of customers say that seeing a video makes them more likely to buy. With all this data in favor of video, brands are no longer asking if video is a worthwhile investment but how to leverage it in a scalable and strategic manner.

As businesses increase investments in video, it's important to have relatable benchmarks to evaluate success and identify opportunities. That's why we've introduced the second annual Video in Business Benchmark Report analyzing the trends of businesses using video to support their marketing and sales efforts.

These findings are based on first-party data collected from the Vidyard video platform from more than 600 businesses and over 250,000 videos in a 12 month period. The results have also been compared to consistent data sets from the [previous year's benchmark report](#) to offer insight into year-over-year trends.



Almost 90% of digital marketers are already using video as part of their online marketing strategy.

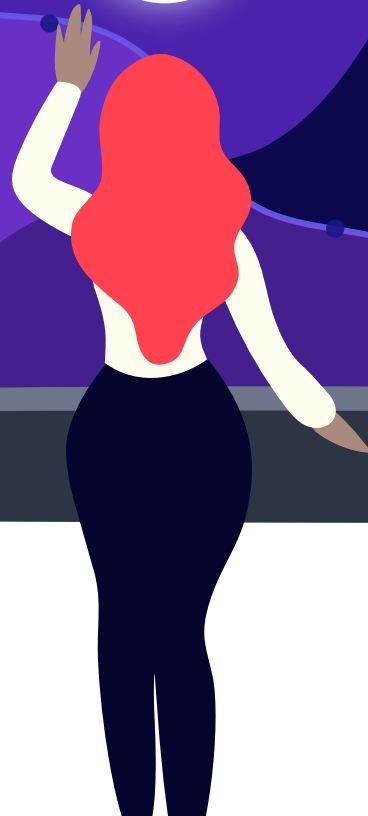
Data associated with companies that produce video as their primary business and data from those who monetize their video content have been omitted from this report. This data is also supplemented with findings from [The State of Video Marketing Benchmark Study](#) conducted by Demand Metric and Vidyard in 2017.

Let's see how you stack up and what trends to expect in the months to come.

Key Takeaways

- Businesses have published 377 videos on average and are publishing 33 new videos every month; their video libraries will double within 12 months.
- Businesses in High Tech and Professional Services industries are publishing the most new videos on a monthly basis.
- Businesses are increasing their investments in both in-house and outsourced video content to help serve the growing demand for video throughout the customer lifecycle.
- 89% of views of business-related videos take place on desktop browsers, with only 11% on mobile devices.
- The middle of the week is the most popular for B2B video views, with Tuesday between 7AM-11AM PST (10AM-1PM EST) seeing the highest number of views.
- Product videos, demos, and explainers are the most common videos produced; websites and social media are the most common distribution channels.
- Businesses are increasing their use of video across specific channels: the number of businesses using video on landing pages jumped from 49% last year to 60% this year and the number of businesses using video in email jumped from 36% to 46%. Additionally, video use in sales conversations has also experienced a marked increase from 25% to 37%.
- The average length of a video is 9 minutes, but 75% of all videos published in the last year are less than 2 minutes long.
- The average portion of viewers remaining by the end of a video is 46%, with video length playing a big role in retention. Videos less than 90 seconds in length see an average retention rate of 59%, as compared to videos over 30 minutes that retain only 14% of viewers.
- The use of video analytics is becoming more prevalent, with 36% of businesses using intermediate or advanced analytics to measure performance and only 13% of businesses not using video analytics of any kind.
- Those using advanced analytics were 2x as likely to report that returns on their video investment are improving.

Video Viewing



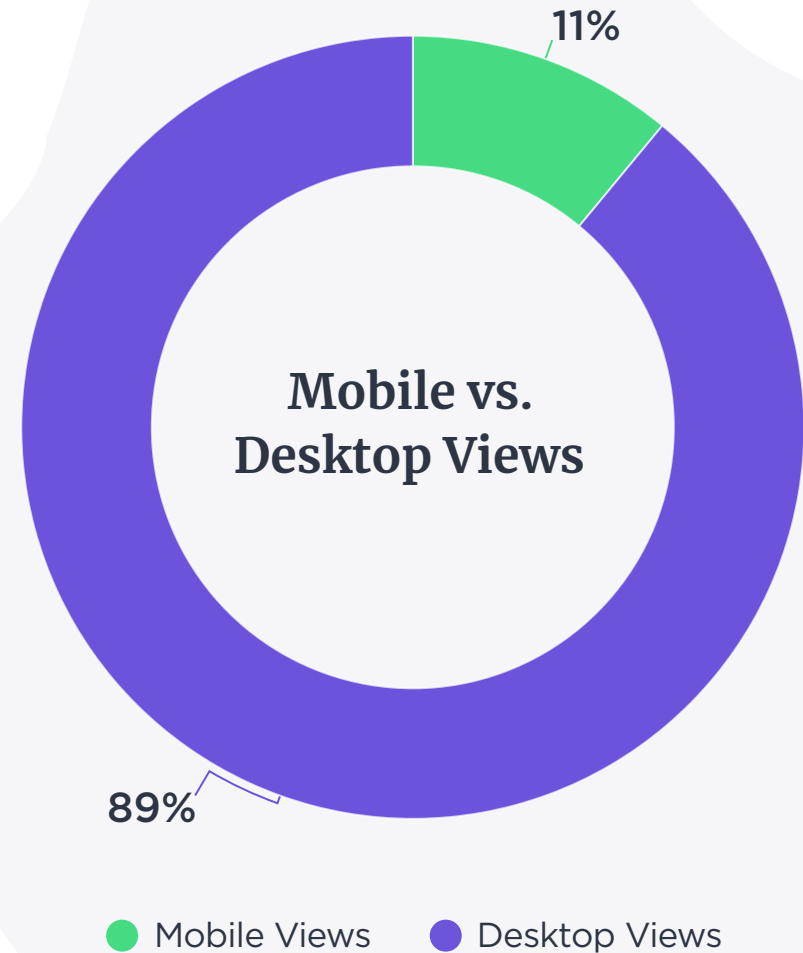
Viewing Device

DESKTOP VS. MOBILE

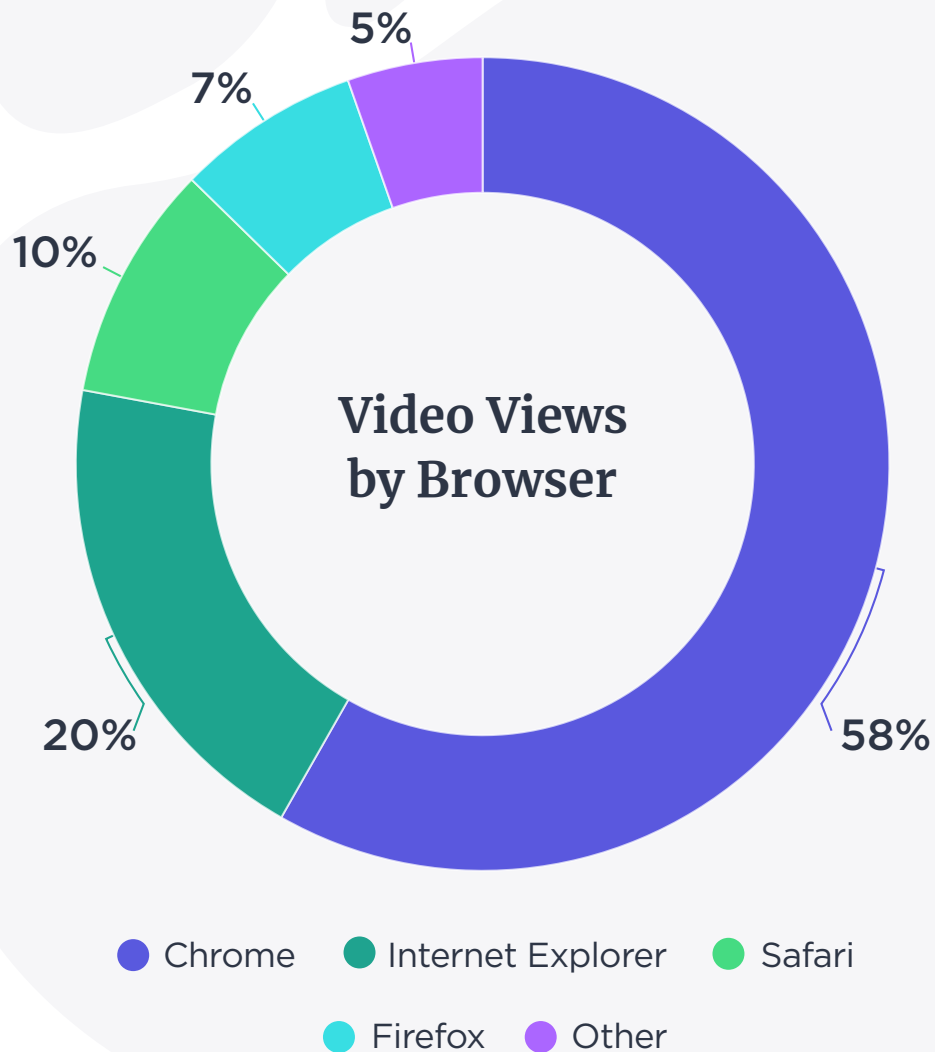
Although the use of mobile is certainly on the rise when it comes to other kinds of content, consumption of business-related video content is still predominantly taking place on desktop browsers. In fact, 89% of views happen on desktop and only 11% on mobile. Mobile views of B2B content actually decreased by 3% as compared to last year's data!

One possible explanation for this high percentage of views happening on desktop may be that more B2B video content is being created for educational purposes—and this kind of content is typically consumed on desktop.

In any case, while businesses still need to cater to all device types and screen sizes, these numbers suggest that there is flexibility to take advantage of desktop features like larger screens and more advanced browsers to build more compelling experiences like interactive video or in-video forms.



Video Views by Browser



BROWSER TYPE

When viewers are consuming video content, which browsers are they using? Chrome remains the top browser type, with Internet Explorer still holding its own in second (though usage has fallen dramatically from last year's 34%). The percentage of Safari users has more than doubled since last year's survey, causing the Mac-based browser to usurp Firefox for third place.

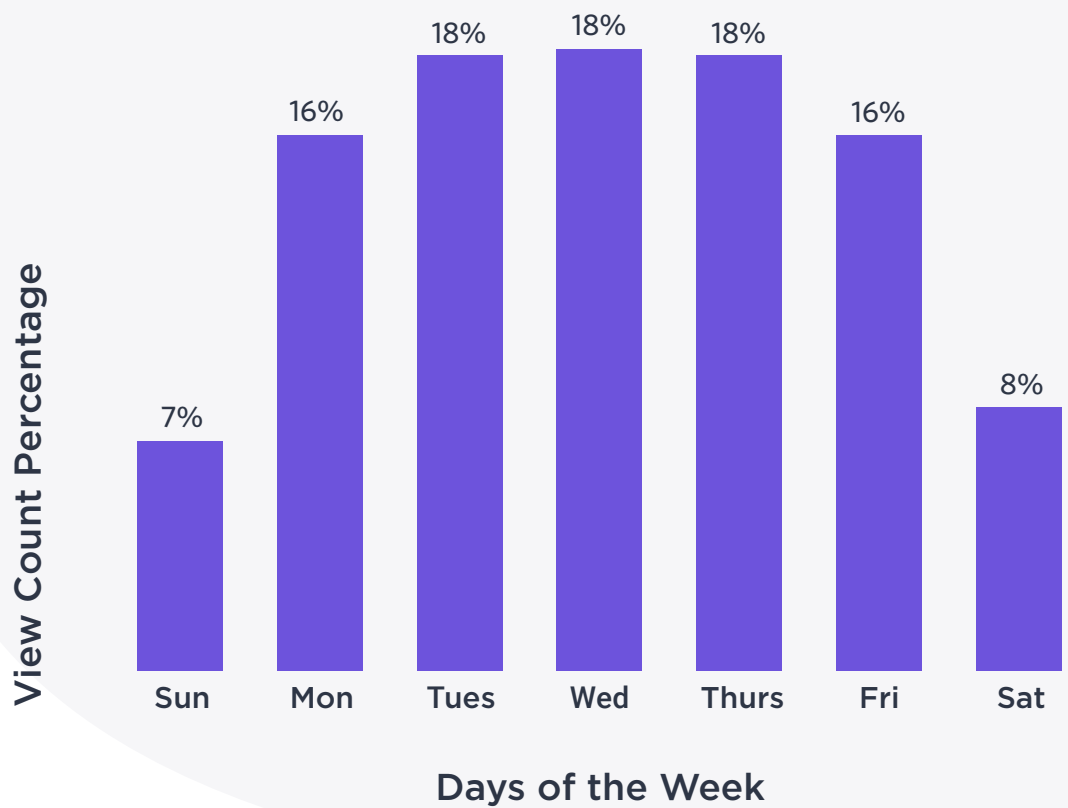
These numbers come with an important reminder: businesses need to continue optimizing business experiences for all browsers to ensure no one misses out on consuming key content. It's important to adopt a video player that supports a variety of browsers, including older versions of Internet Explorer, and can handle both HTML5 and Flash playback.

VIEWING TIME

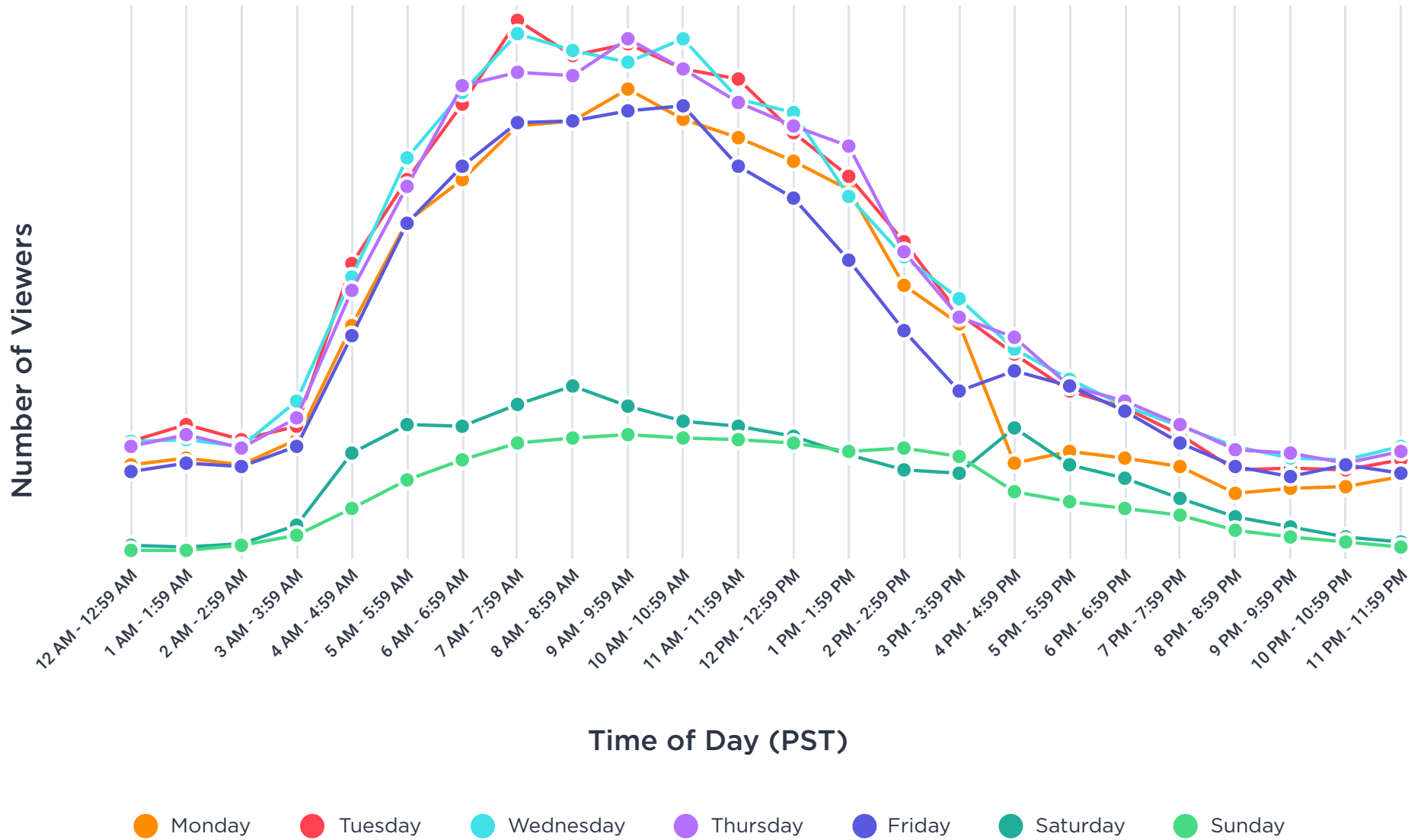
A strong trend exists in the consumption of video content throughout the day. The chart on the next page shows a material spike in viewing between 7AM-11AM PST (10AM-1PM EST), which means that video consumption, just like most business content consumption, tends to happen earlier in the day (the majority of our data comes from North America). The only days of the business week that this doesn't apply are Monday and Friday, where viewers tend to get off to a slower start, with 9AM-11AM PST (12PM-3PM EST) being the most popular consumption times.

The middle of the week is the highest traffic time, with Tuesday mornings seeing the highest number of views of any time throughout the week and Wednesday and Thursday not far behind.

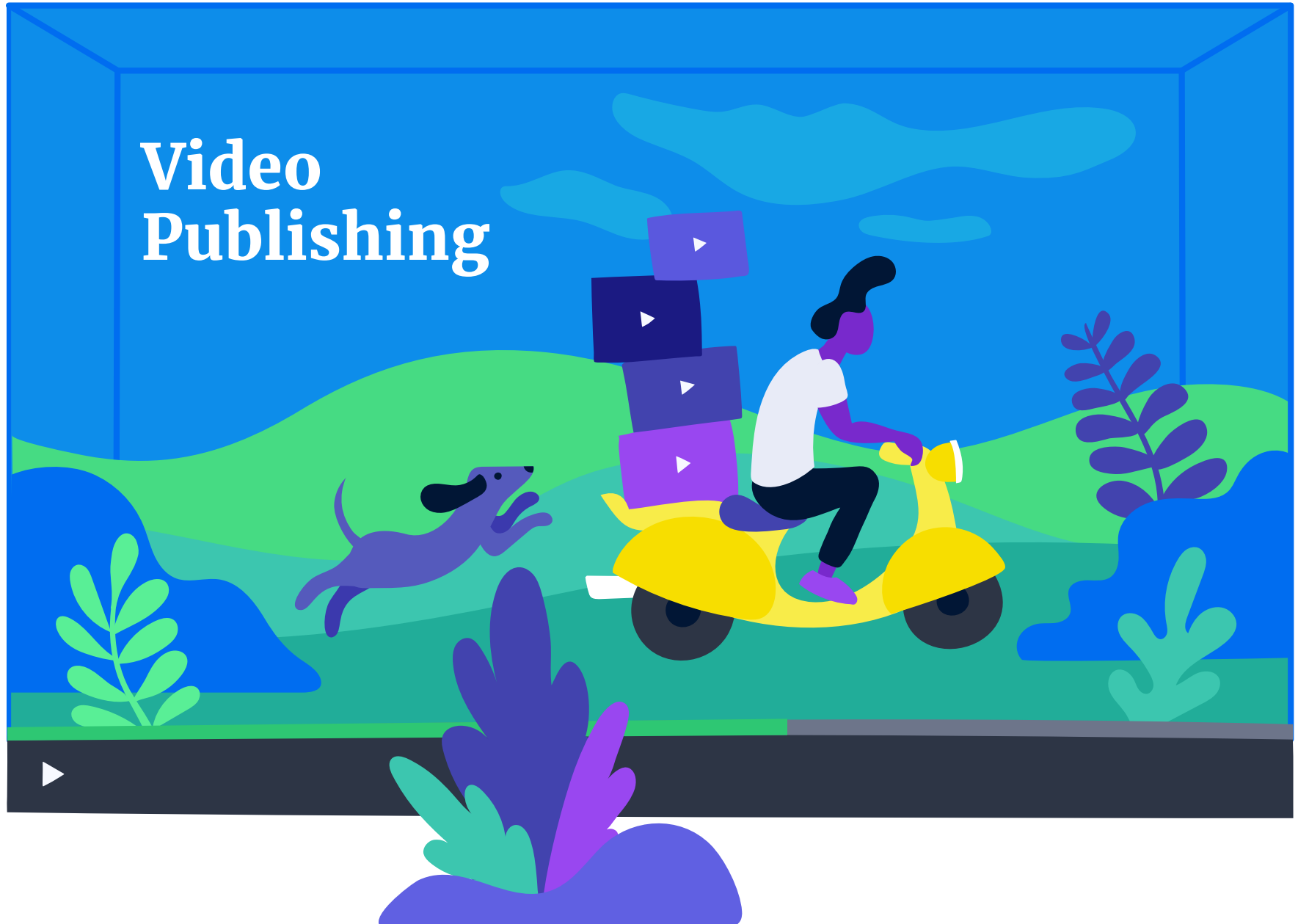
Views by Day of the Week



Viewing Patterns Throughout the Day



Video Publishing

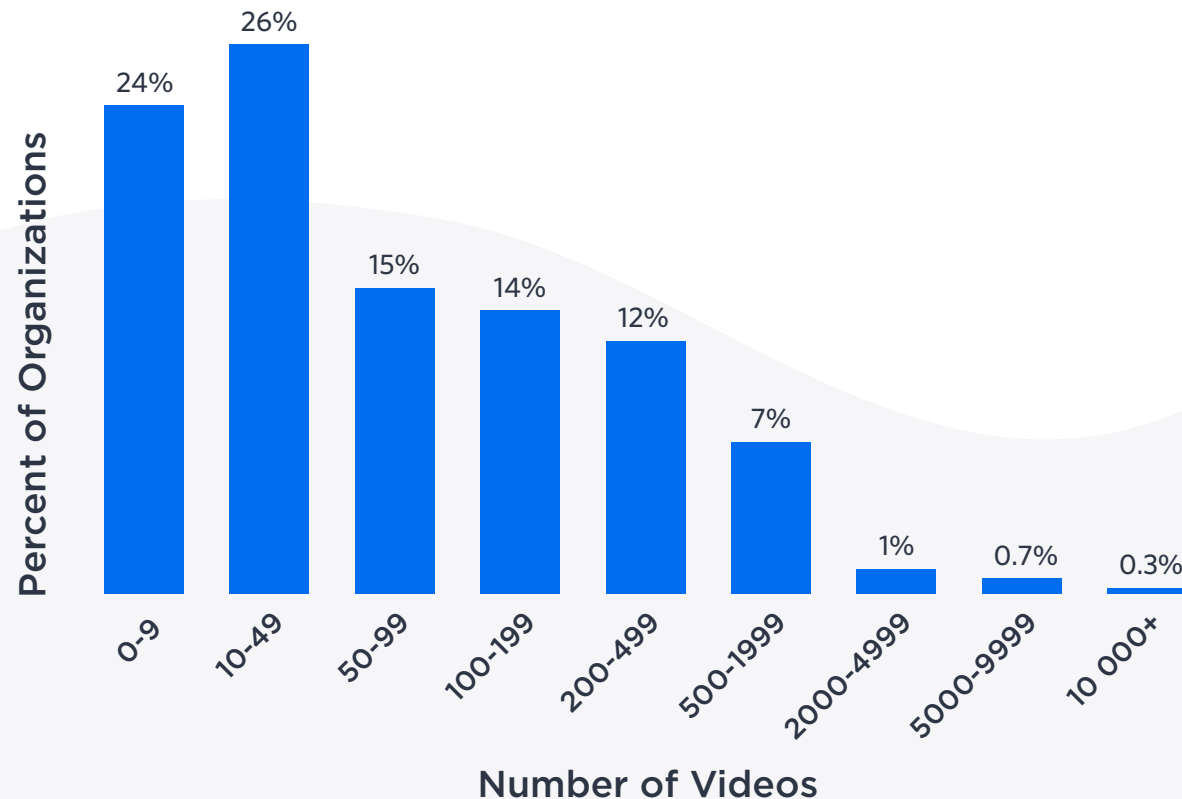


Videos Published in Total

The average number of videos published by any organization in the data set was 377, up by a significant amount from last year's average of 293. This number comprises a whole subset of online videos, from marketing campaign videos to event invitations, customer testimonials, on-demand webinars, product demo videos, sales enablement videos, and more.

The main thing to note is that rarely are all—or any—of these 377 videos exquisite, high production value films. Many of them may be simple demo videos or even videos created by employees in sales, product marketing, or other teams within the business. They all count towards the grand total of videos a company keeps in its library.

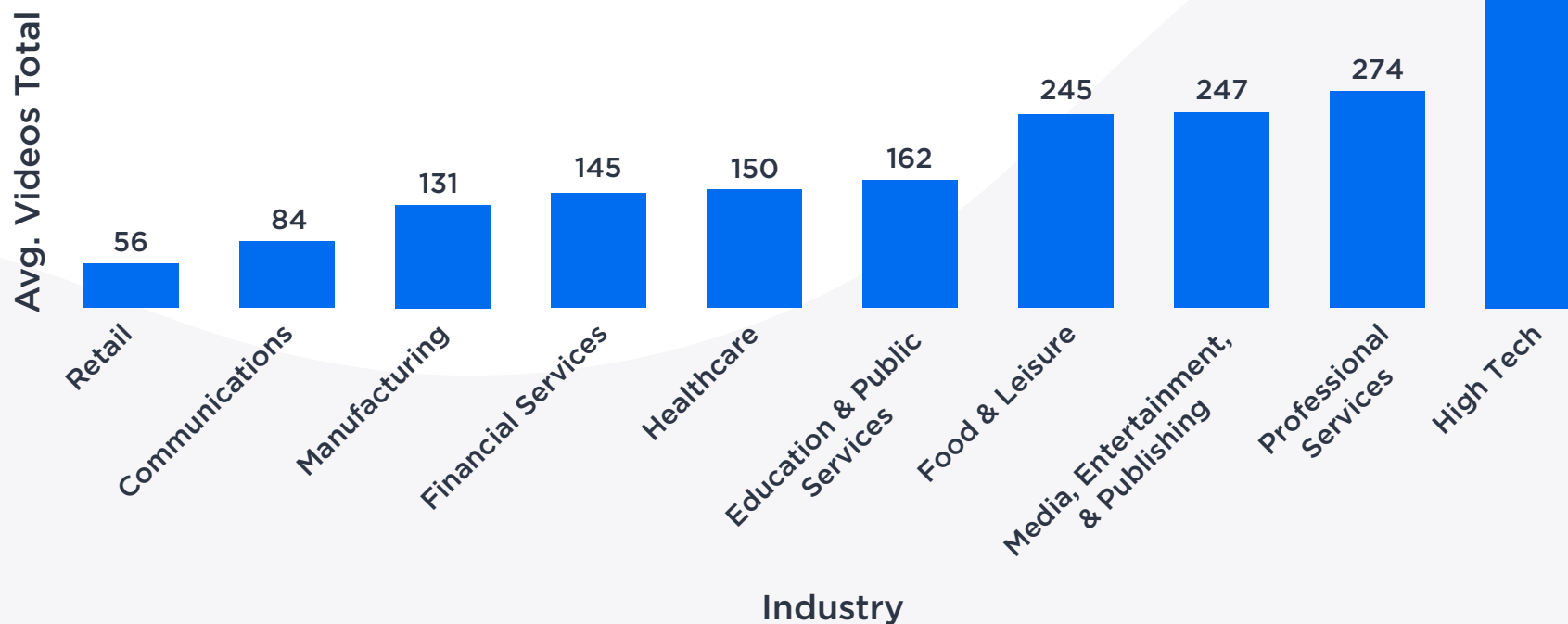
Number of Videos Per Company



TOTAL VIDEOS PUBLISHED BY INDUSTRY

The top industries producing video content for marketing, sales, communications, and support are High Tech, Professional Services and Media, Entertainment and Publishing. This marks a slight change from last year's data, with industries like High Tech, Professional Services, and Health Care all amping up their video production. Again, it's likely that this increase indicates a shift in focus towards a larger number of simple, even impromptu, videos created in-house. High Tech's need for a variety of demo and explainer videos might explain why they are leading this charge.

Average Number of Videos Per Company By Industry



TOTAL VIDEOS PUBLISHED BY COMPANY SIZE

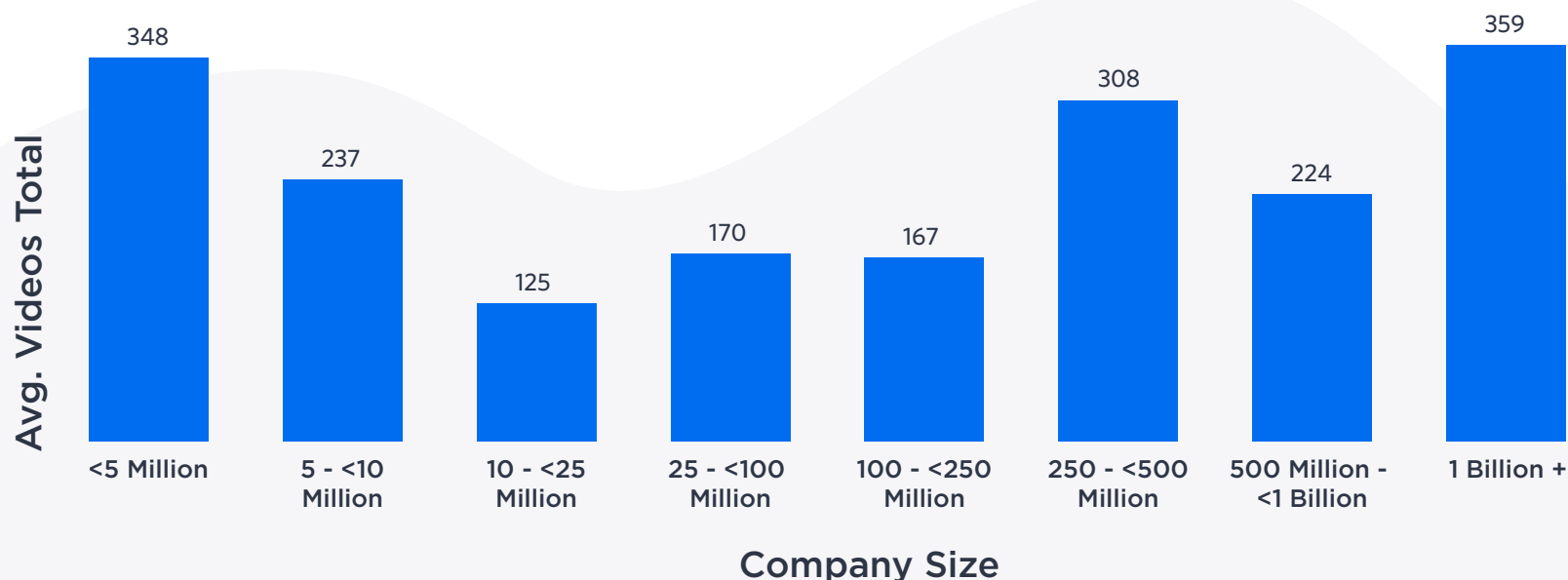
While larger companies do produce more videos on average, there is no direct correlation between company size and number of videos published. In fact, companies with less than \$10 million in revenue are holding their own against (and even outperforming!) much larger organizations when it comes to video production—which is a noticeable change from last year's data.

The prevalence of video in these smaller organizations may indicate that they are more scrappy in their video production, have a greater

tolerance for in-house created content, or that they see a greater need for visual content to help them build awareness, educate the market and/or compete with larger competitors.

Additionally, it may be an indicator of how simple it has become to produce videos in today's market coupled with the agility of smaller businesses to embrace new trends.

Average Number of Videos Per Company By Annual Revenue

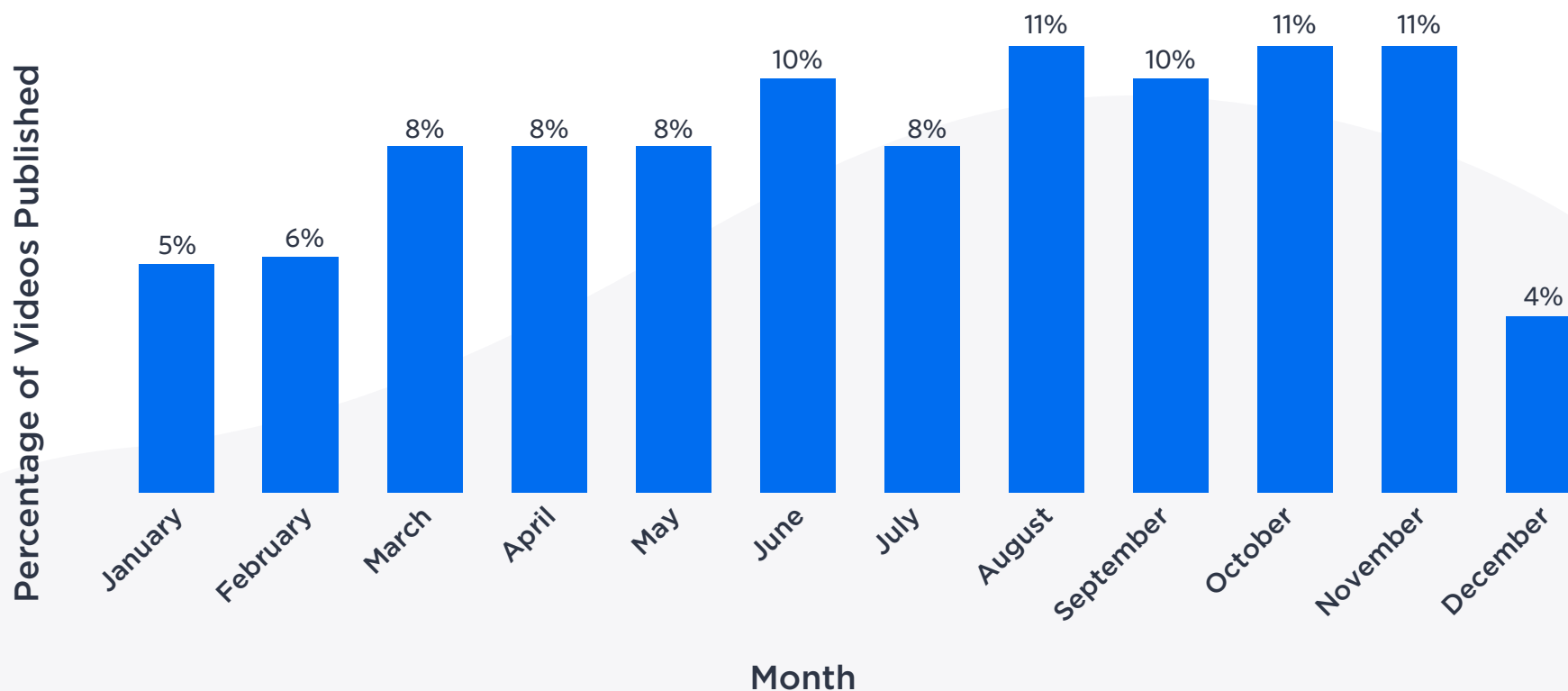


VIDEOS PUBLISHED BY MONTH

Aside from the months of December through to February—when everyone seems to hit the snooze button, companies go into deep planning mode, and only rare marketers seem to escape this winter hibernation—month to month publishing is fairly steady, gradually ramping up to peak towards the end of the year. There are, however, a few interesting changes to note from last year's data: One is

that the number of videos published in November has almost doubled since last year, perhaps suggesting that more marketers are getting on board with end of year pushes or campaigns. Another is that January and February have experienced a bit of a dip in terms of video production, possibly indicating that marketers are taking more time to plan for the new year before diving straight into video production.

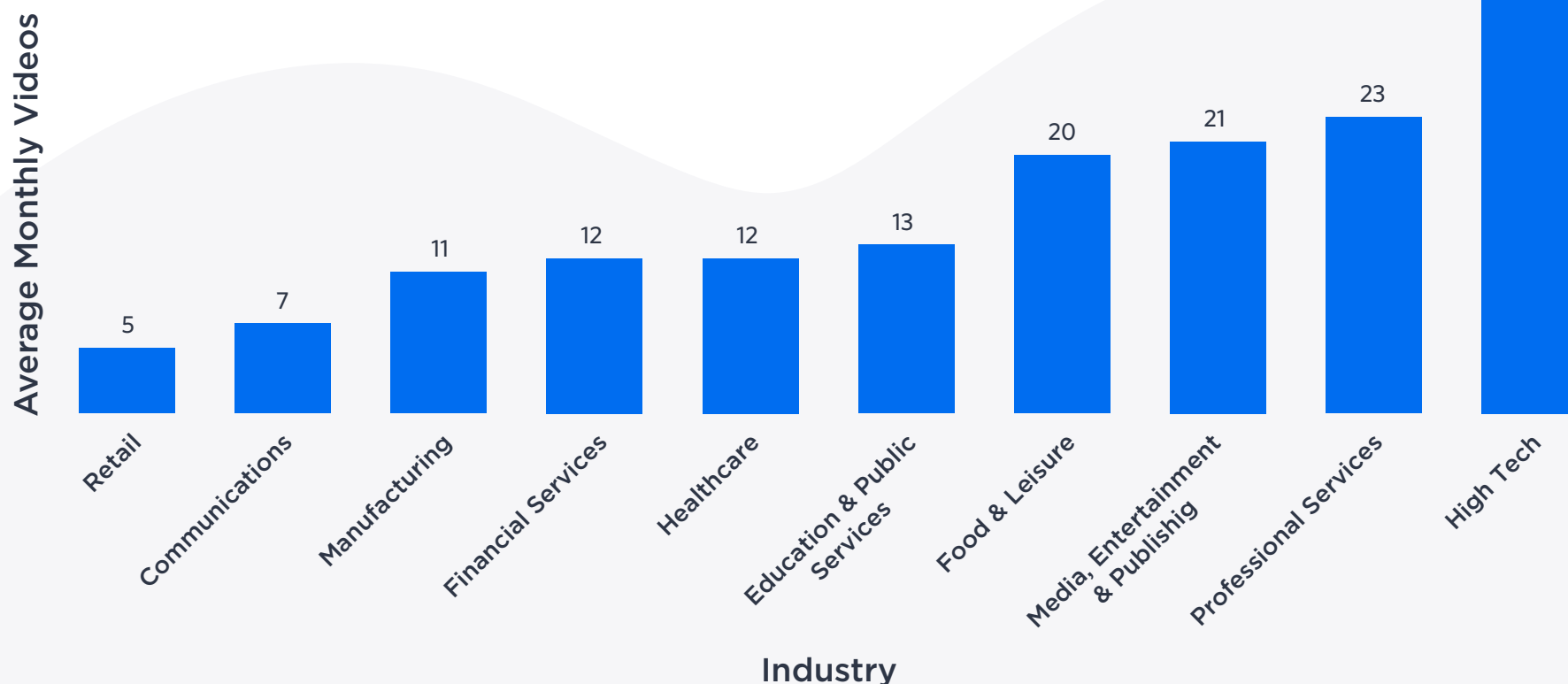
Percent of Videos Published Per Month



MONTHLY PUBLISHING TRENDS BY INDUSTRY

The average number of videos published by each business as of the end of 2017 is 33 per month, almost double last year's average of 18. The reason for this increase? Video production in the fields of High Tech, Professional Services, Financial Services, and Healthcare has exploded over the last year. Businesses in these segments appear to be increasing their investments in video content throughout the entire buyer's journey to engage and educate their customers.

Average Number of Videos Published By Industry Per Company Per Month

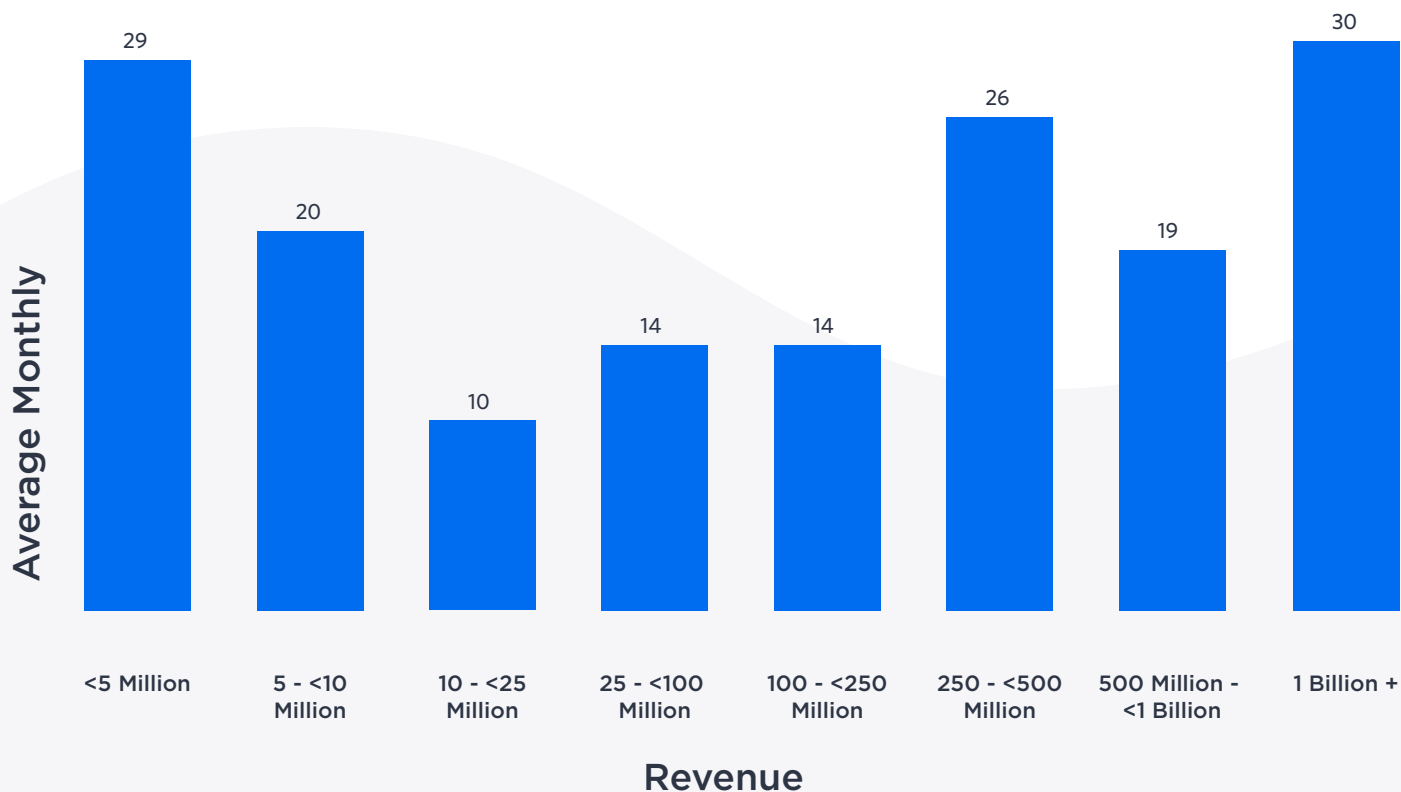


MONTHLY PUBLISHING TRENDS BY COMPANY SIZE

Though there is a noticeable pick-up in monthly videos with \$250 million in revenue and above, companies in the lowest revenue brackets are not far behind, which is consistent with the data on publishing trends overall. In fact, companies with less than \$5 million in revenue are on par with those in the

\$1 billion and above category. Again, this marks a considerable upswing in production for companies in the \$10-million-and-under-range this year. As previously mentioned, these organizations are likely complementing higher-cost productions with a higher number of relatively low-cost videos created in-house.

Average Number of Videos Published Per Month By Company Annual Revenue

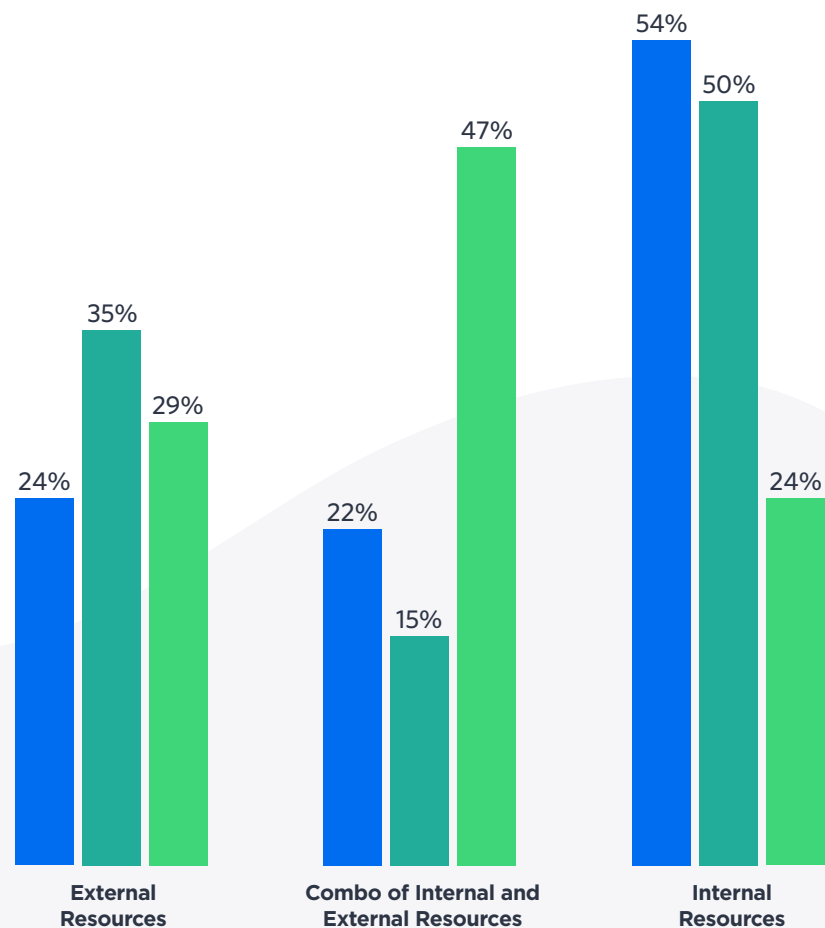


VIDEO PRODUCTION RESOURCES

The majority of small, medium, and large enterprises are using either exclusively internal or a combination of internal and external resources to produce their video content. Unsurprisingly, small businesses use the fewest external resources, with only 24% reporting that they relied exclusively on agencies, contract employees, or freelancers. Given the large increases this year in video libraries for small businesses, it makes sense that more production is happening in-house to mitigate the potential impact on budgets.

That being said, however, all three are leveraging external resources more than they did last year, with mid-sized businesses seeing the biggest change. This trend indicates a greater emphasis being placed on the use of video content to support promotional campaigns, social media, website, explainers and customer stories—the areas where businesses most frequently invest in externally-produced content.

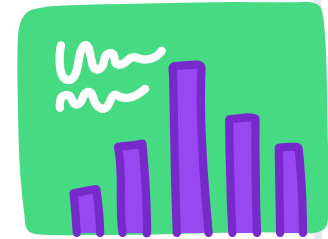
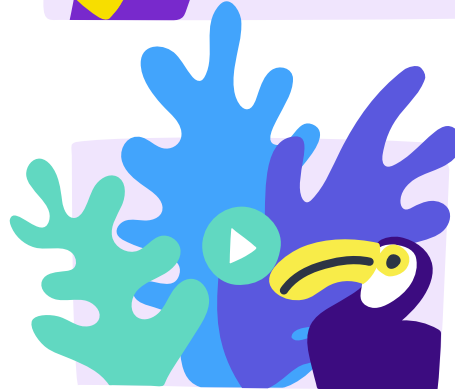
Resources Used for Business Video Production



- 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 2017, Demand Metric, Sponsored by Vidyard

Video Content

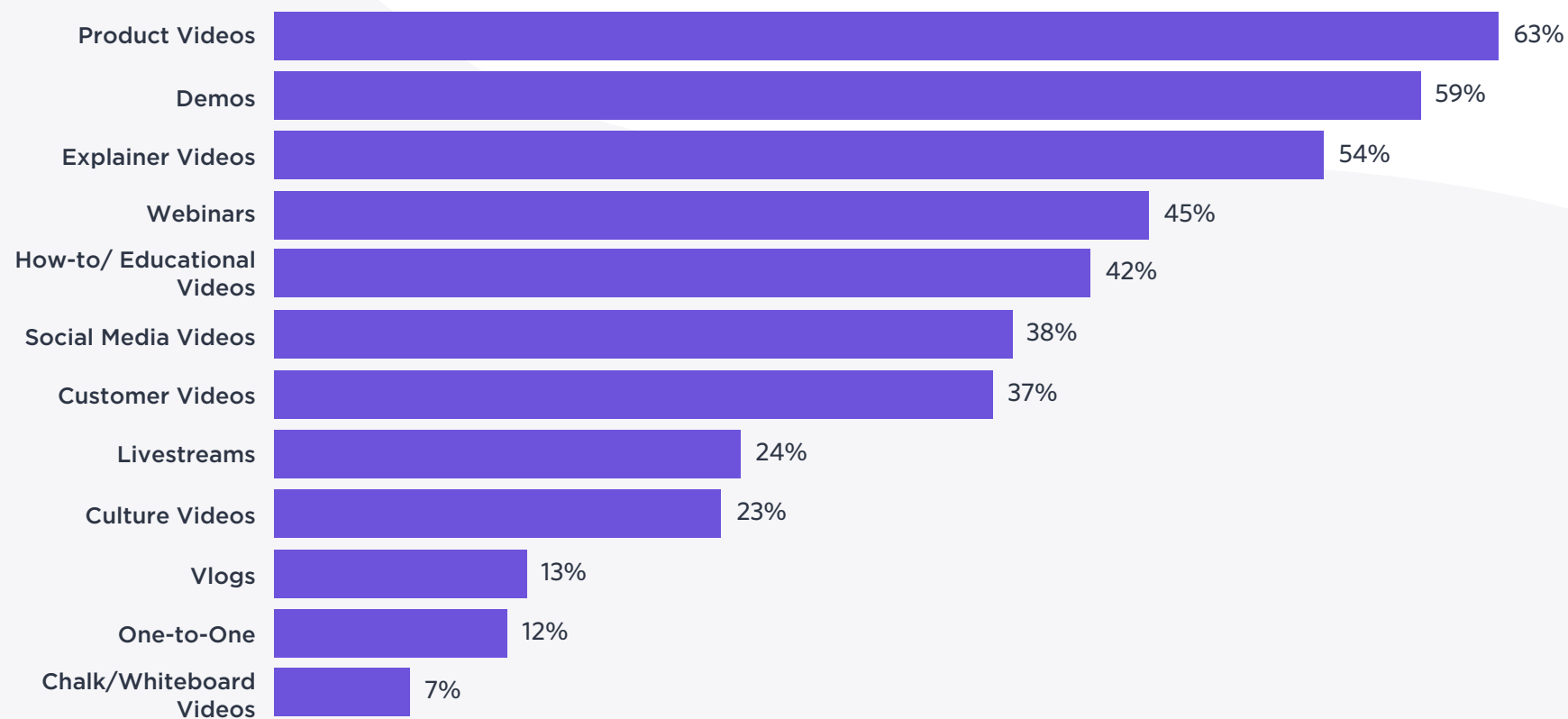


Video Type

On average, companies have 377 videos in their libraries and publish 33 new videos each month—but what kinds of content are businesses creating? The most common types of videos are product videos, demos, explainer videos, and webinars.

The prevalence of these video types suggests that companies are using video to round out their repertoire of mid- and bottom-of-funnel content, rather than focusing their video efforts exclusively on top-of-funnel brand awareness. Take a look at the graph below for the full breakdown of 12 types of videos.

Types of Videos Businesses Have Already Invested In



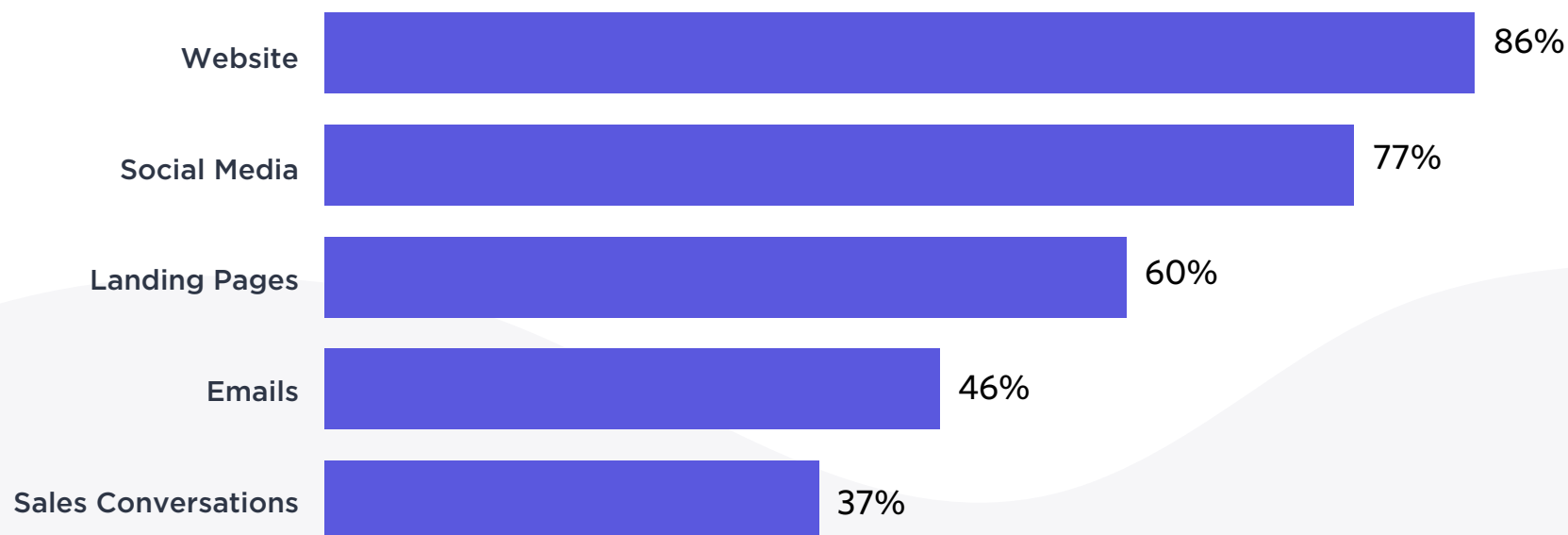
Source: Demand Metric State of Video Marketing, November 2017, Demand Metric, Sponsored by Vidyad

Video Distribution

There's no shortage of opportunities to share video across channels, but as with last year's data, websites and social media are the most popular by far. 86% of businesses use video on their website and 77% use video on social media. However it's also interesting to note how much video usage across other channels has increased over the past year—for instance, the number of

businesses using video on landing pages jumped from 49% to 60% and the number of businesses using video in email jumped from 36% to 46%. Video use in sales conversations has also experienced a marked increase from 25% to 37% as more and more salespeople adopt this medium as a way to cut through the noise and connect with customers and prospects.

Distribution Channels Where Video Content is Used



Source: Demand Metric State of Video Marketing, November 2017, Demand Metric, Sponsored by Vidyard

TOP THREE TYPES OF VIDEO BASED ON DISTRIBUTION LOCATION

Recent findings have also uncovered the most common types of videos based on distribution channels. Product videos are the most common types on the two most popular channels: websites and social media. What's interesting is that the second most popular type of video on social media are

demos, perhaps suggesting that use of mid- and bottom-of-funnel content on social is growing in popularity. Additionally, explainer videos have fallen slightly in priority over the last year, possibly as a result of this shift in focus to product and demo videos that showcase the real experience businesses have to offer.

	Landing Pages	Emails	Website	Social Media	Sales Conversations
1	Product	Demos	Product	Product	Demos
2	Demos	Product	Demos	Demos	Product
3	Explainer	Explainer	Explainer	Explainer	Explainer

Source: Demand Metric State of Video Marketing, November 2017, Demand Metric, Sponsored by Vidyard

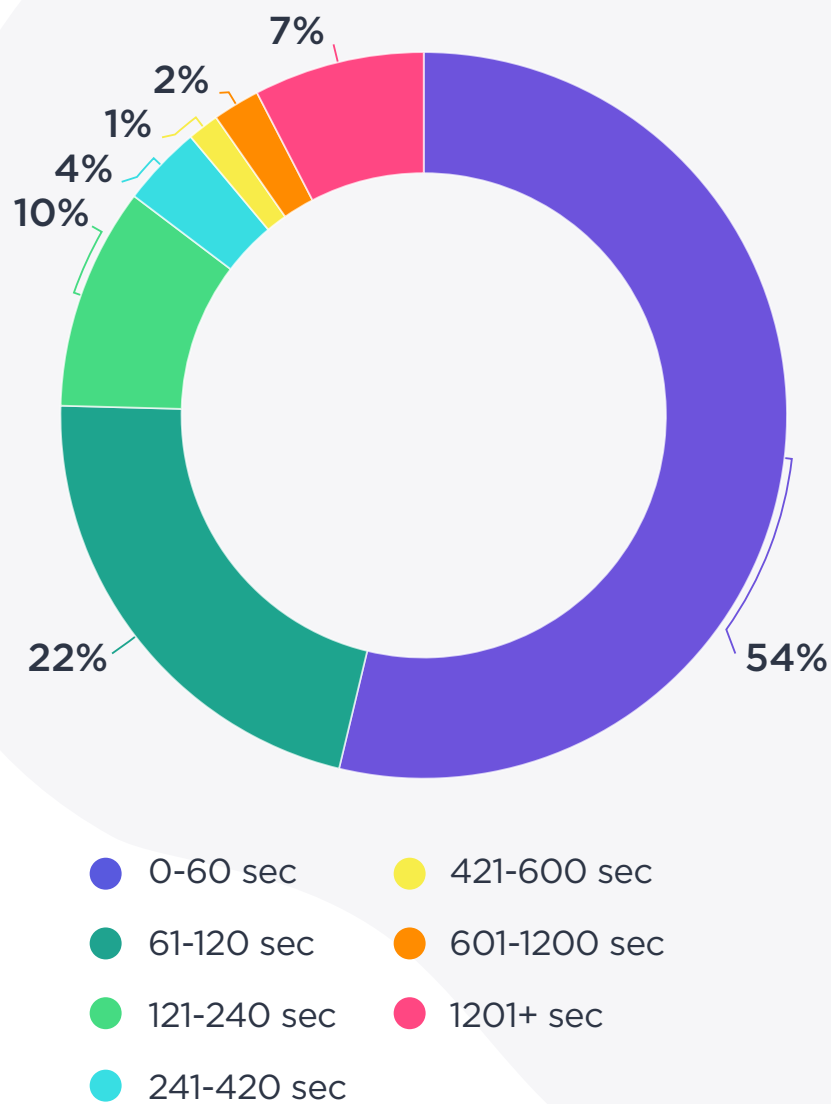
Video Length

The average length of a B2B video is approximately 9 minutes (or 538 seconds, to be exact). This is longer than many would expect, but that's likely due to the average being pulled up by long-form video content such as webinars and product demos—which are becoming more common, particularly in B2B markets.

The overwhelming majority of videos—75%—are less than 2 minutes in length. This is a huge increase from last year's 56%, suggesting that B2B video creators are taking note of shrinking attention spans, as well as shifting audience expectations, and adjusting their content to match.

There seems to be a shortage of videos that are 4-20 minutes in length; it appears companies are doing one of two things: either they're keeping their videos incredibly short or dumping large amounts of information into long-form content (like webinars). They're not producing much in between.

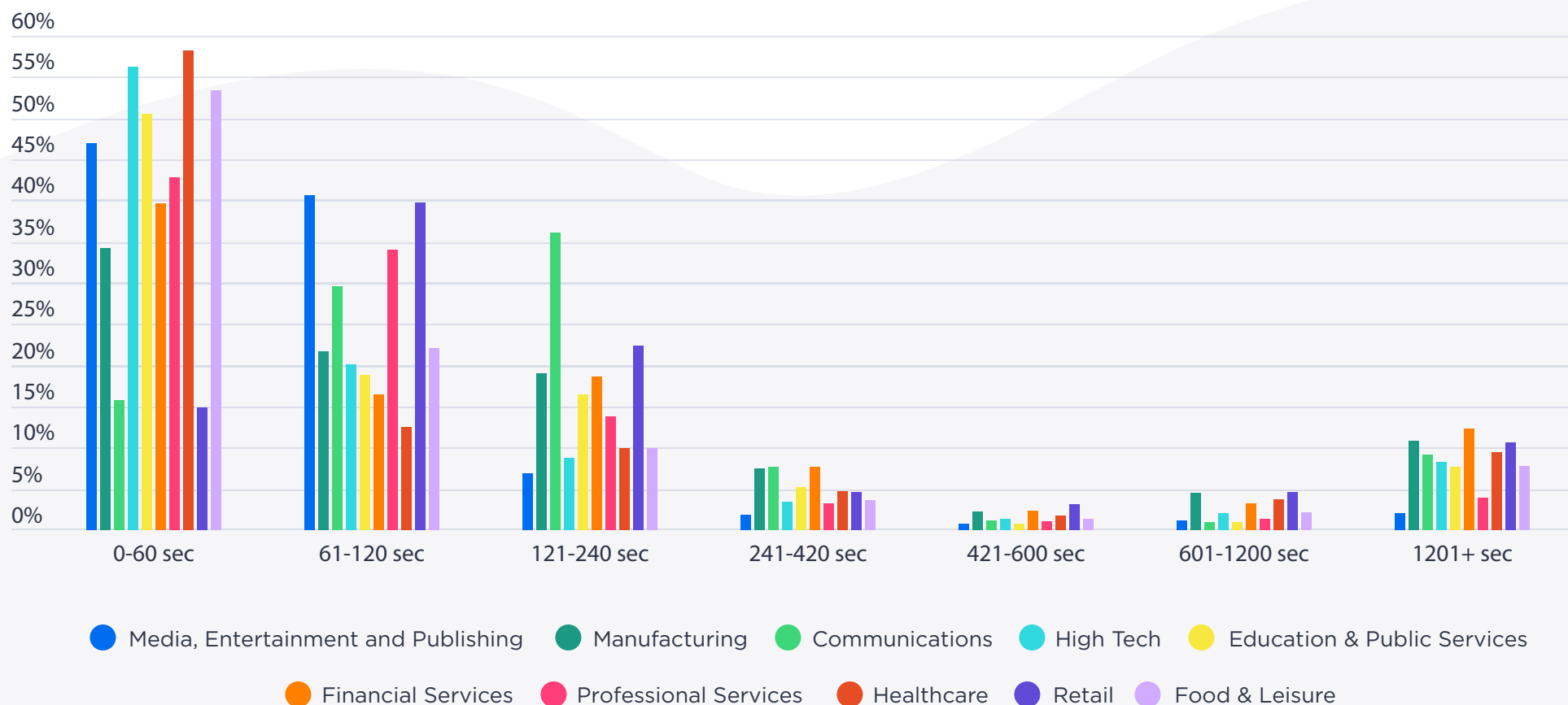
Video Length Distribution



VIDEO LENGTH BY INDUSTRY

Businesses in High Tech and Professional Services (the industries that triumphed over others in total videos published) tend to keep their content shorter, with a high percentage of videos under 120 seconds in length. This trend towards shorter content seems to be consistent across the board, though Professional Services, Media, Entertainment and Publishing, and Retail also regularly publish longer-form content over 20 minutes in length.

Video Length by Industry



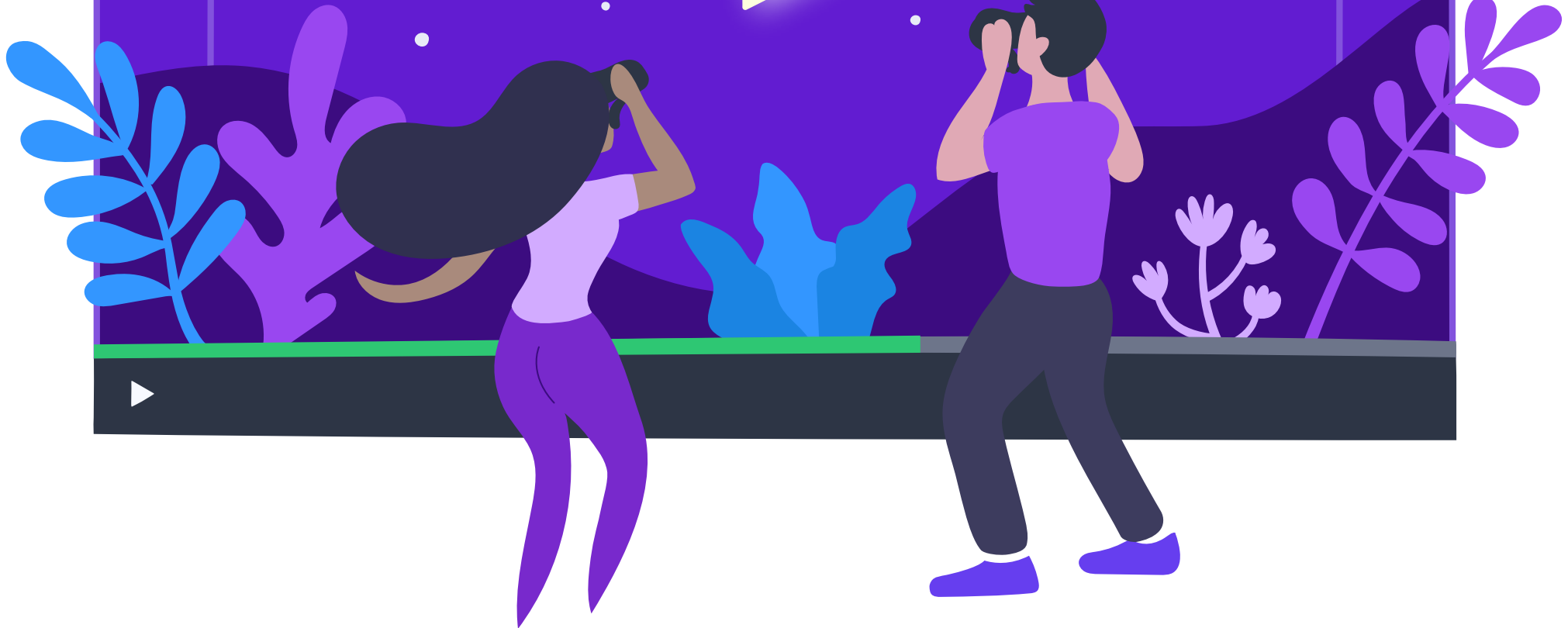
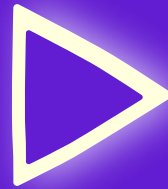
VIDEO LENGTH BY COMPANY SIZE

Though companies all across the board are investing in videos shorter than 120 seconds in length, smaller organizations seem to be leading the charge. In fact, 87% of all videos published by businesses with less than \$5 million in revenue and 90% of all videos published by businesses with between \$5-10 million in revenue are two minutes in length or shorter.

Video Length by Company Annual Revenue



Video Engagement



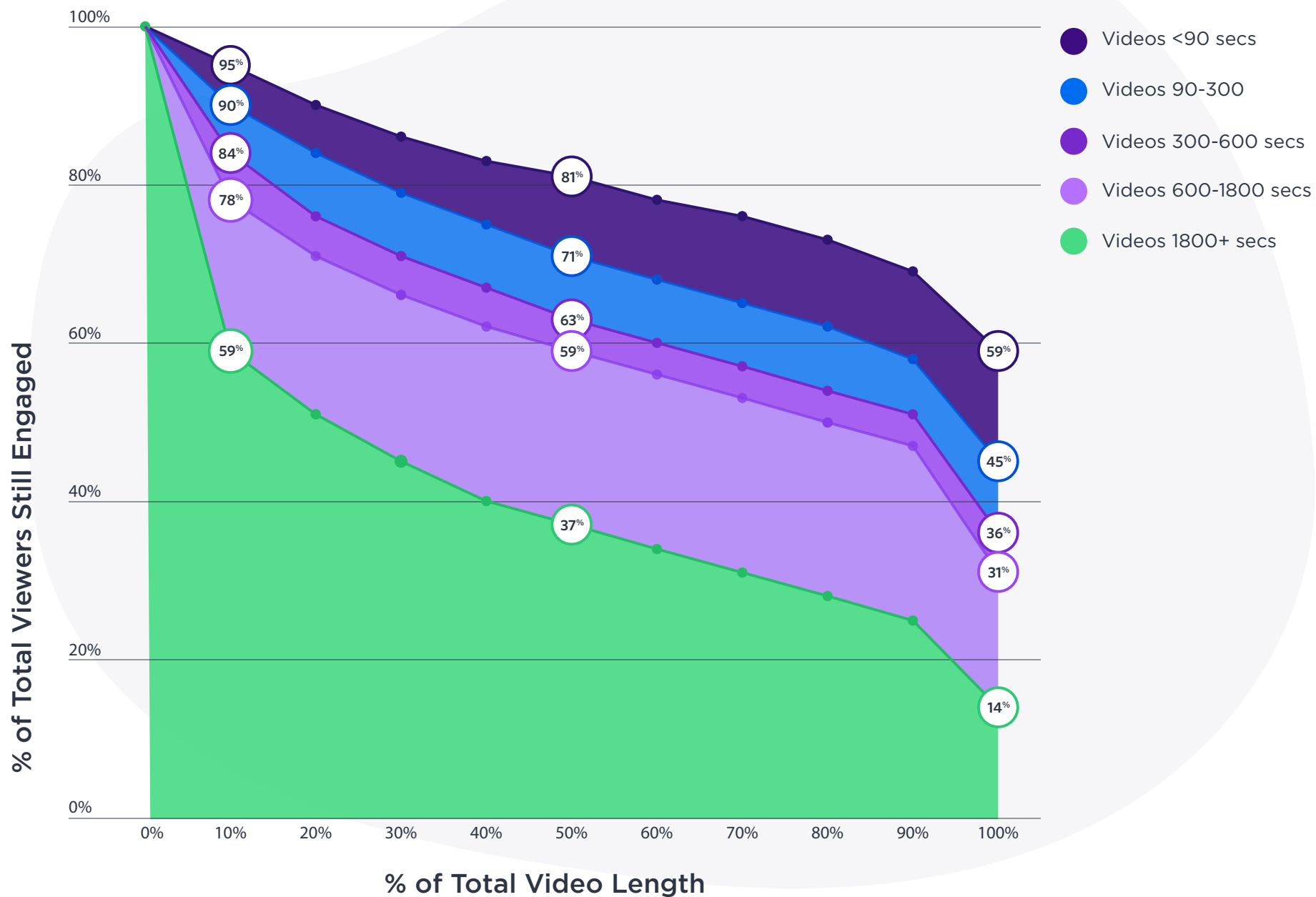
Engagement & Attention Span

Getting someone to click play on a video is only half the battle—if they drop off mere seconds later, then they haven't been exposed to the video's primary message. That's why it's important to look at engagement rates to understand how well a piece of content is holding the attention of its target audience. Be mindful that some drop-off in audience from start to end of a video is normal.

How much is normal? The average retention rate by end of a video is 46% across all views studied in this report. But audience retention significantly depends on the length of the video.

Unsurprisingly, the shorter the video, the larger the percentage of the audience left at the end. For example, a video less than 90 seconds in length sees an average retention of 59%, as compared to a video over thirty minutes in length which retains only 14% of its audience all the way to the end.

Average Engagement for Different Lengths of Video



Video Analytics

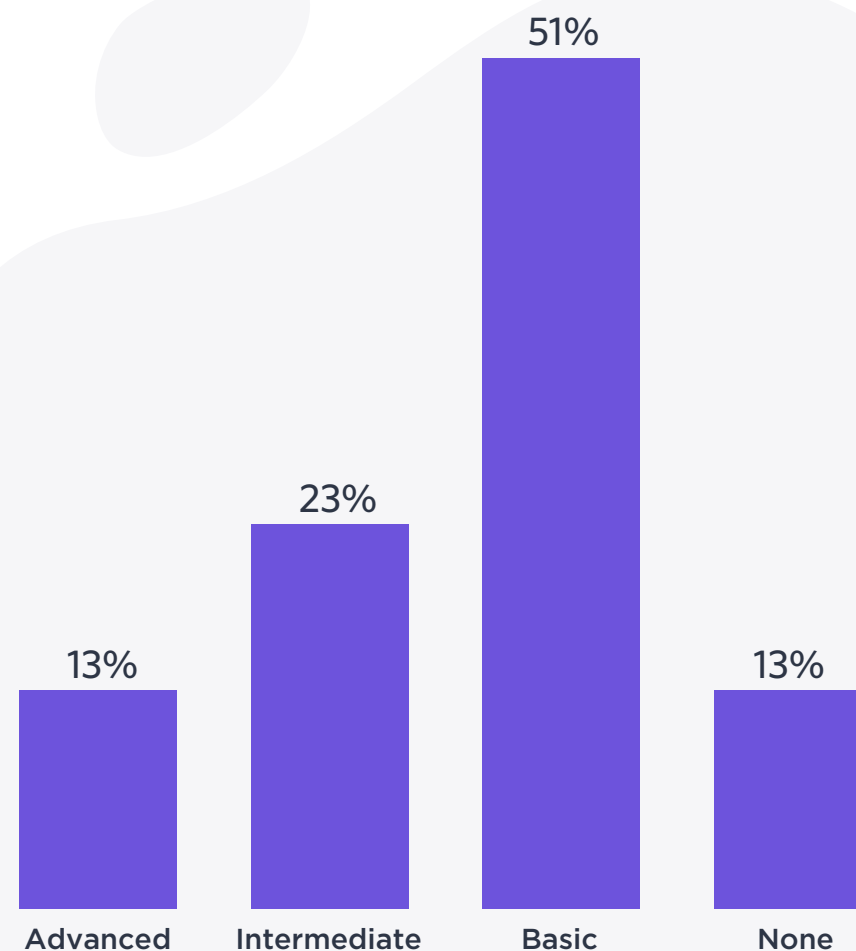


Use of Video Performance Analytics

As businesses invest more in video content, it will become increasingly important to track the performance and impact of different types of videos. These types of insights will help businesses optimize their results and better understand the ROI for their video content.

In 2017, 36% of businesses reported using intermediate or advanced video analytics while only 13% were using no metrics at all. The biggest change over the past year is the 43% decrease in those not using performance analytics of any kind—implying that companies are beginning to look at metrics, even in a basic or intermediate capacity. While overall use of video analytics is on the rise, use of advanced analytics has remained flat since last year.

Video Content Effectiveness Measures in Use



Source: Demand Metric State of Video Marketing, November 2017, Demand Metric, Sponsored by Vidyard

These categories of measures were defined as follows:

Basic: Using measures of consumption such as views or shares.

These are relatively easy to capture; however, they don't allow for determination of ROI, nor do they provide indicators of engagement.

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

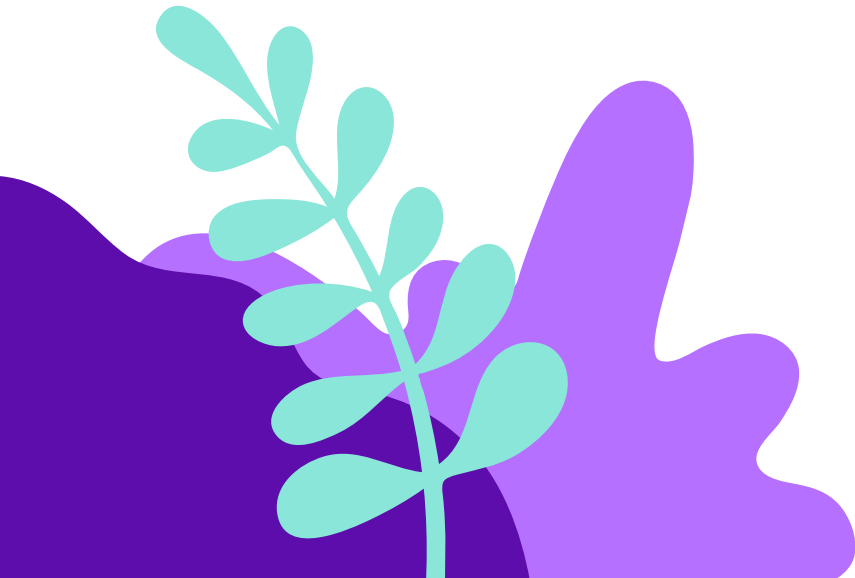
Advanced: Using intermediate metrics as well as views by embed location, viewer drop-off rates, viewing heat maps or attribution to sales pipeline. With these metrics, precise determinations are possible regarding revenue impact and ROI.



Correlations Between Video Analytics and Business Impact

The [2017 Demand Metric State of Video Marketing Report](#) revealed some tight correlations between the use of video analytics and the effectiveness or scale of video programs. Some correlations identified in the study include:

- Those using advanced video analytics were twice as likely to report that the returns on their video investments are improving.
- 86% of marketers using advanced analytics reported they were satisfied with their video marketing results, as compared to only 29% of marketers who were not using any kind of video analytics.
- Over two-thirds of study participants indicated that it is important for the sales team to have access to customer and prospect video viewing data and 61% of sales teams are already using these analytics to qualify, engage or influence deals.



Demographics

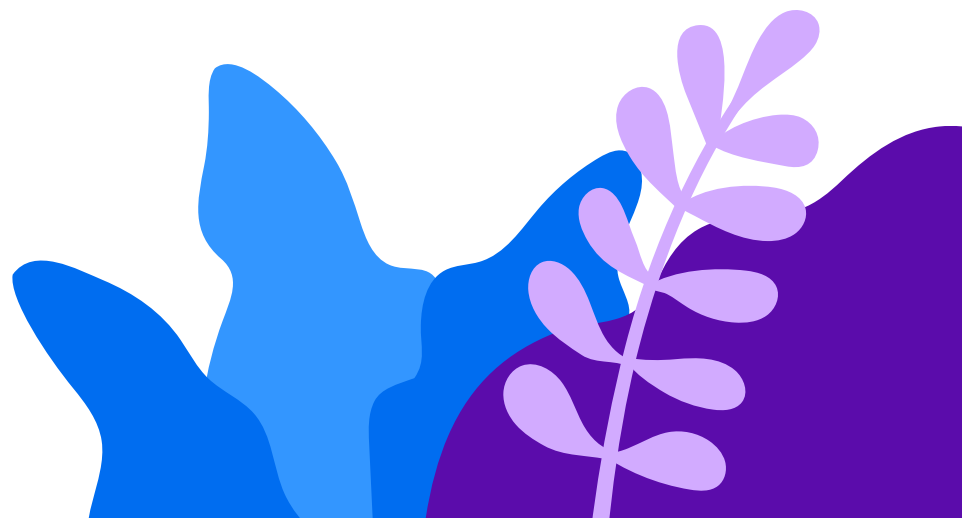
The 2018 Video in Business Benchmark Report was created and produced by Vidyard.

The information for this report was collected from anonymized video publishing data for over 600 businesses and more than 250 000 videos at the end of November 2017.

Companies represented in this report span a variety of industries and company sizes. The most prominent industries represented were High Tech, Professional Services, Financial Services, Manufacturing, Education, and Healthcare. Companies ranged in size with 30% less than \$10M in revenue,

28% between \$10M-\$100M, 25% between \$100M-\$1B and 17% greater than \$1B in annual revenue. Video viewers were spread across the globe, with the highest concentration of viewers being in North America. 68% of viewers were located in the United States. Other hot spots included Canada, United Kingdom, India, and Australia. Viewers were from a total of 241 countries.

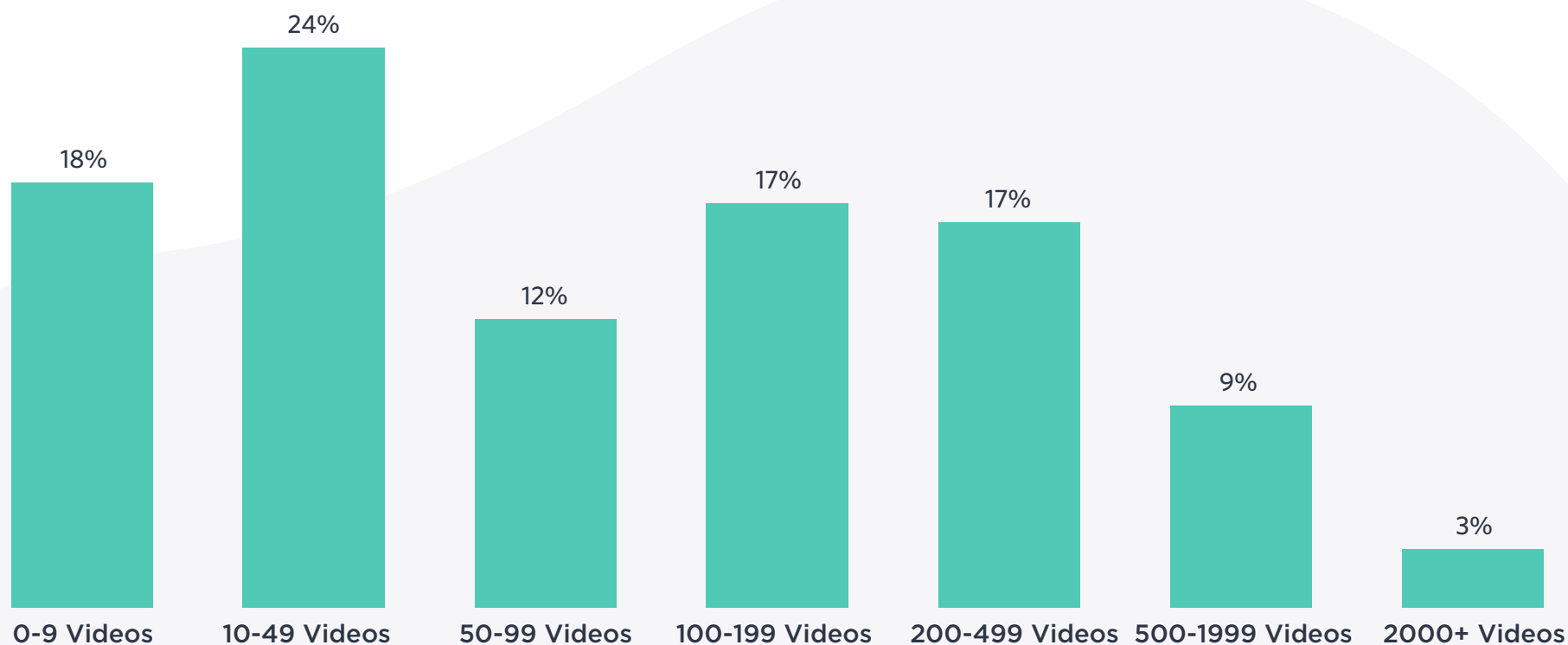
Please refer to the [2017 Demand Metric State of Video Marketing Report](#) for the demographics represented within this study.



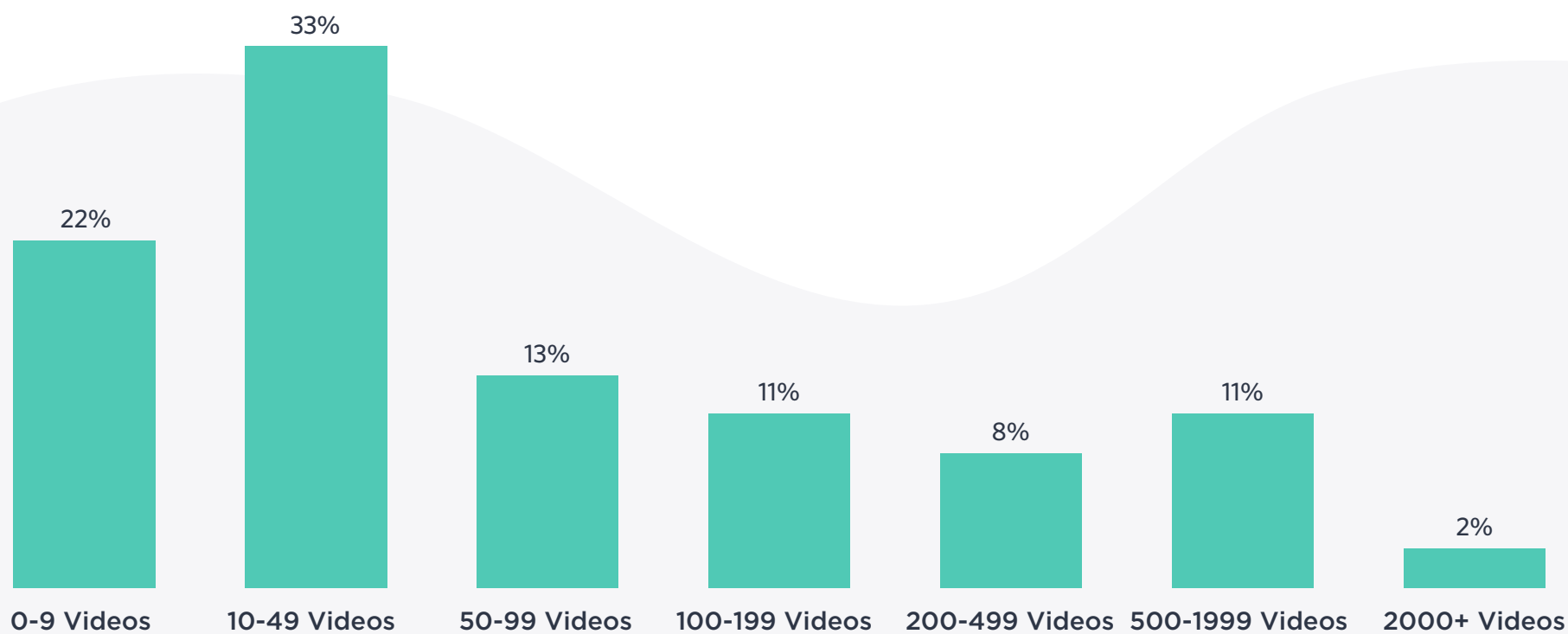
Appendix

Take a look through the additional data and charts in this appendix if you're looking for deeper insights on the data related to a specific industry or company size.

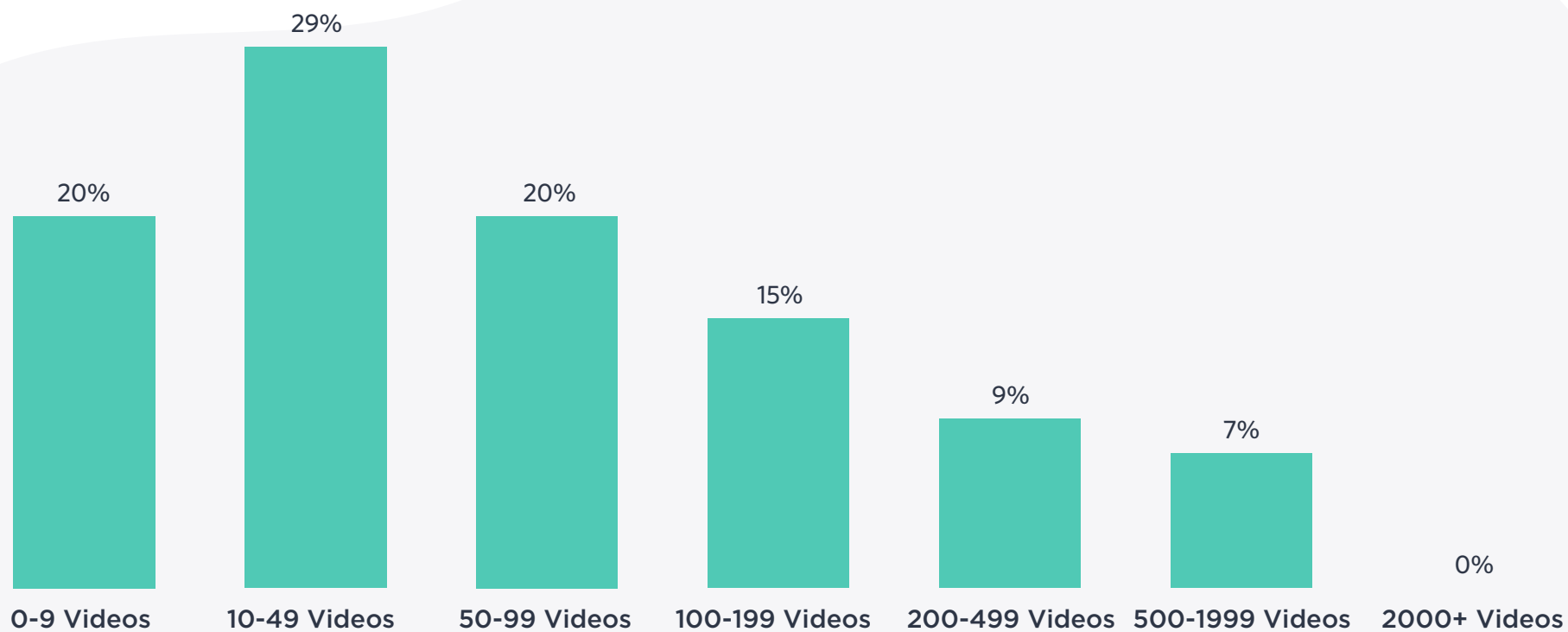
Number of Videos by Industry - High Tech



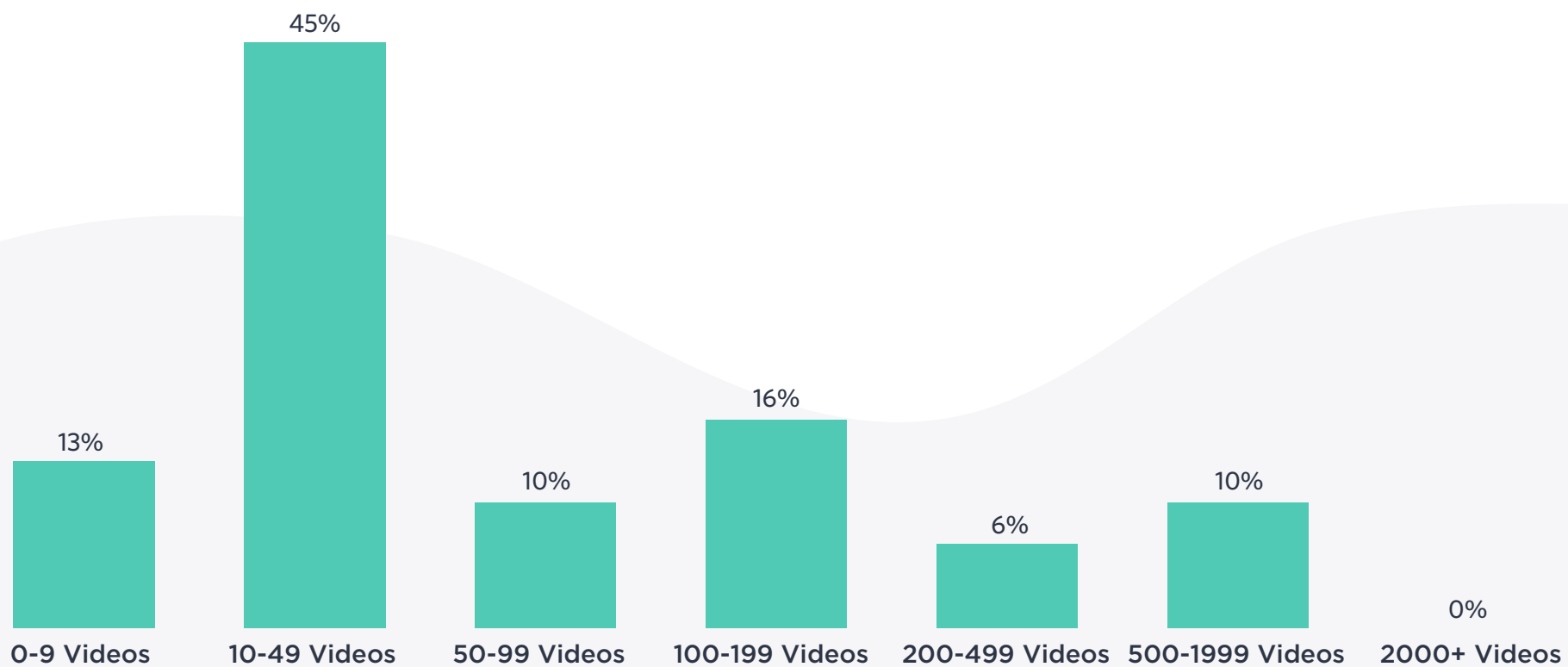
Number of Videos Per Company - Professional Services



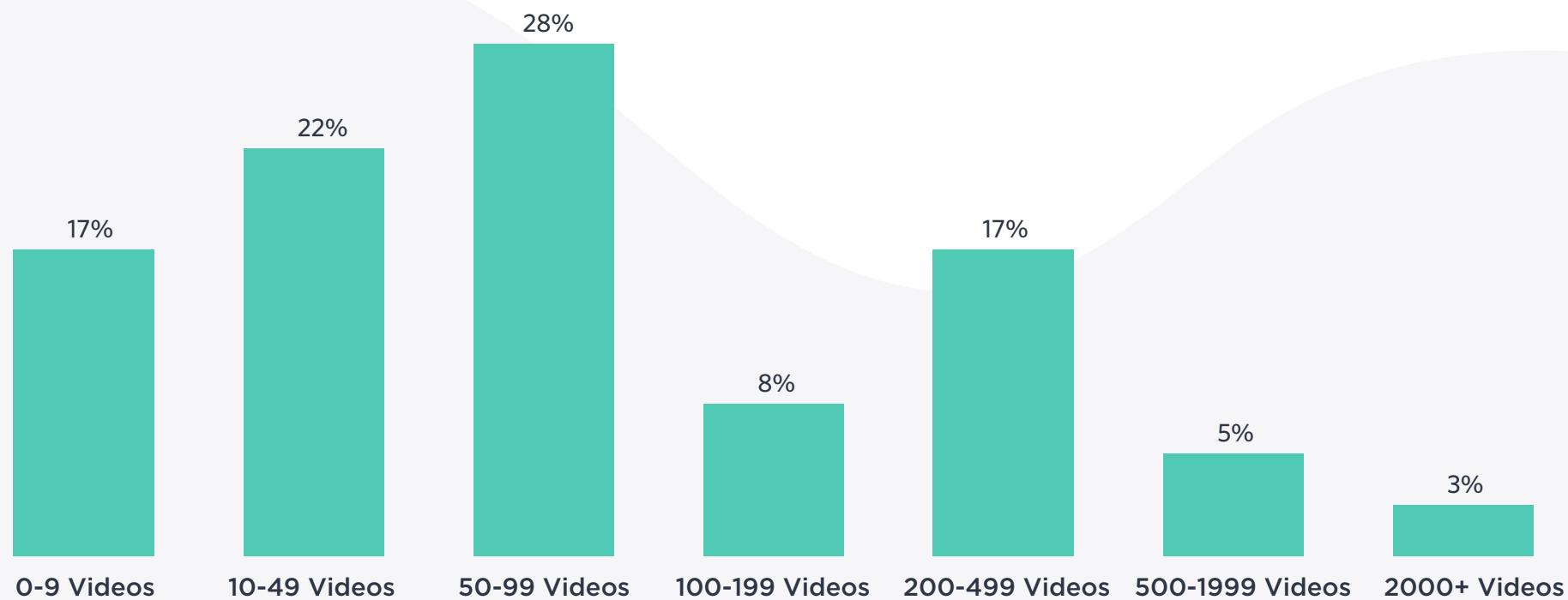
Number of Videos Per Company - Financial Services



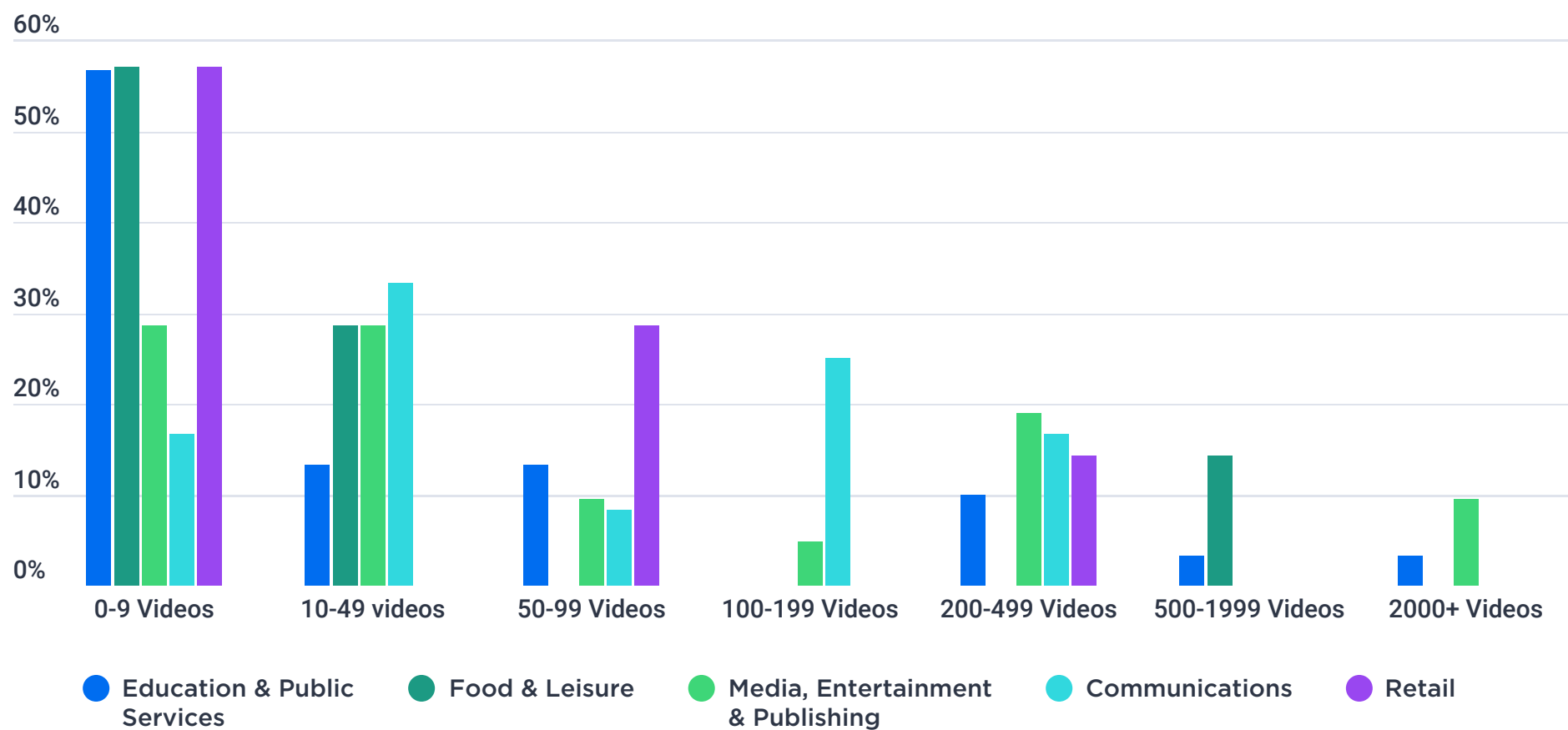
Number of Videos Per Company - Manufacturing



Number of Videos Per Company - Healthcare

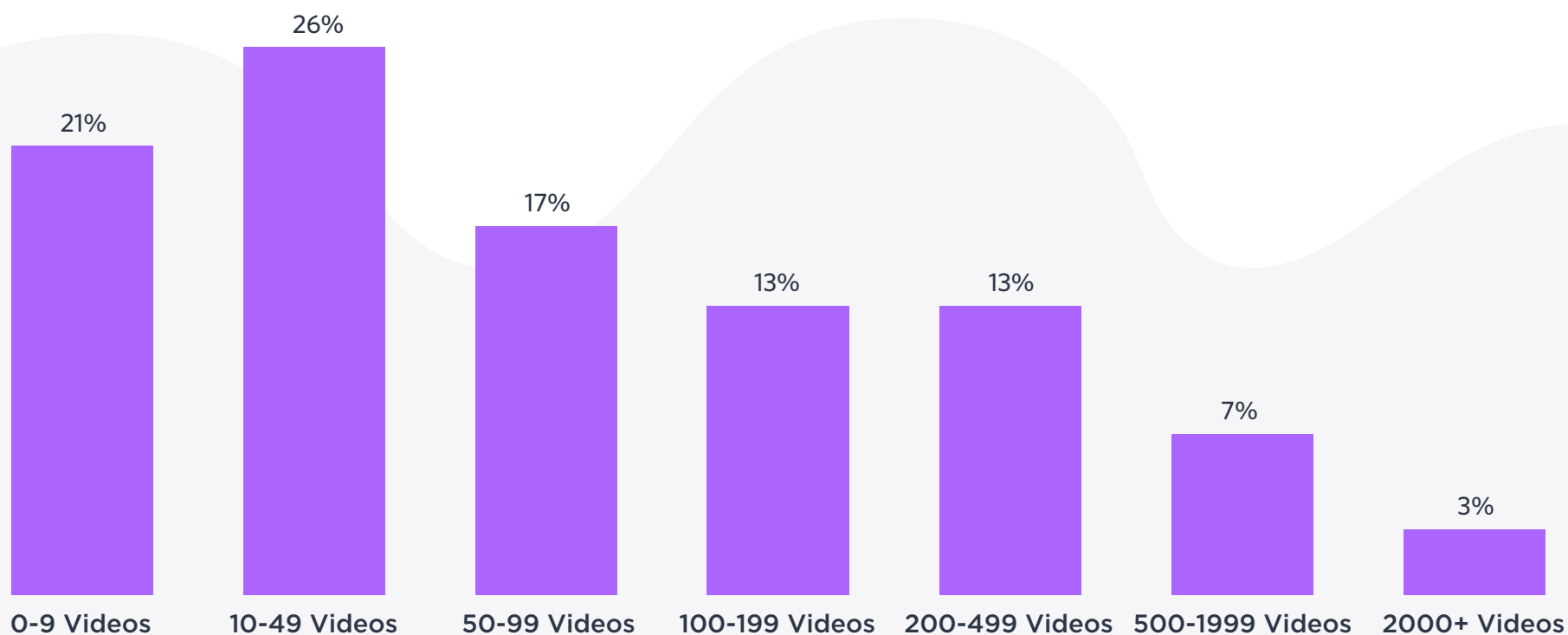


Number of Videos Per Company - Other

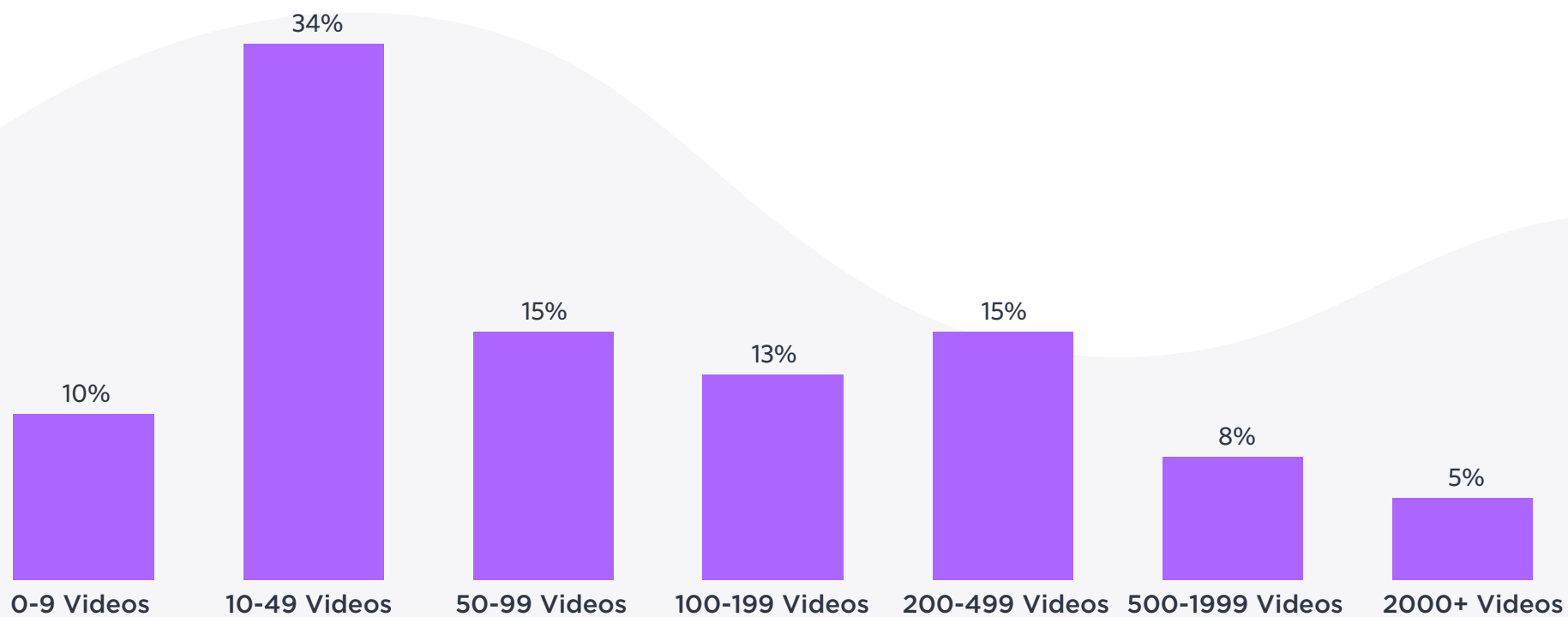


Number of Videos by Company Size

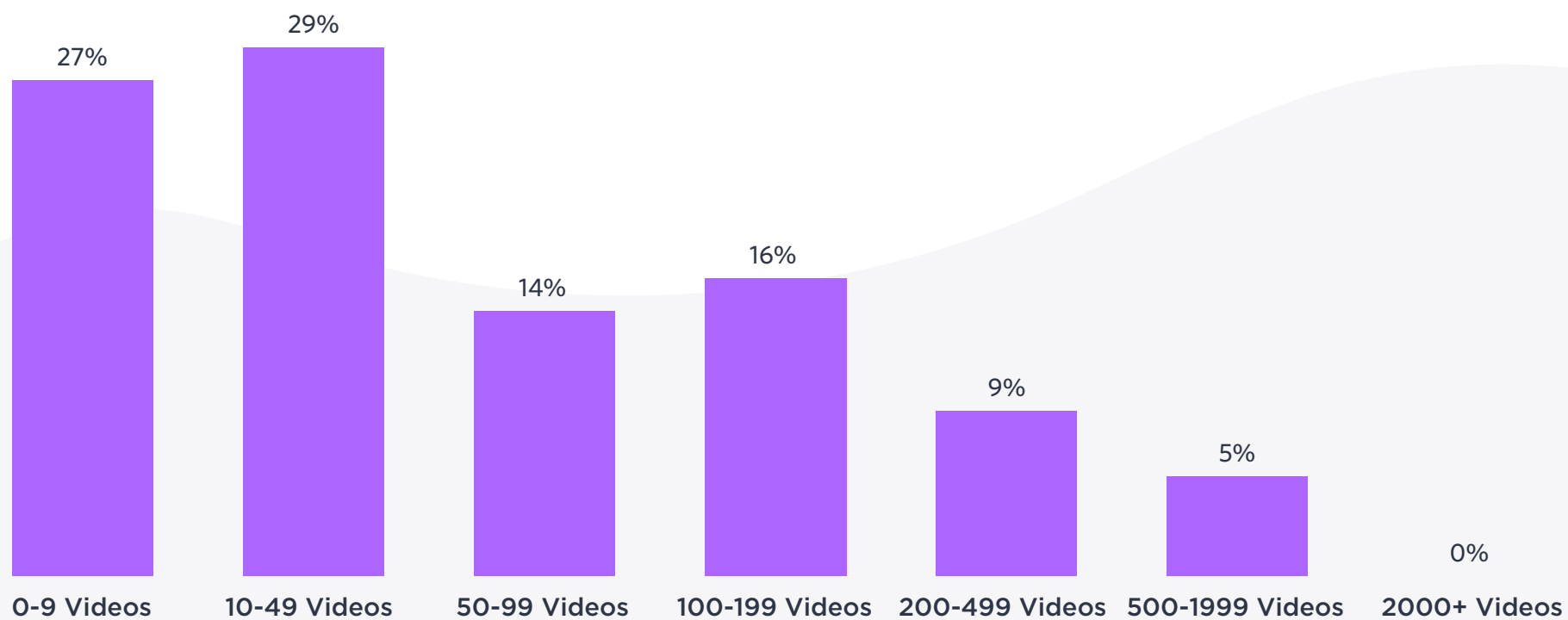
Number of Videos Per Company - Less Than \$5 Million



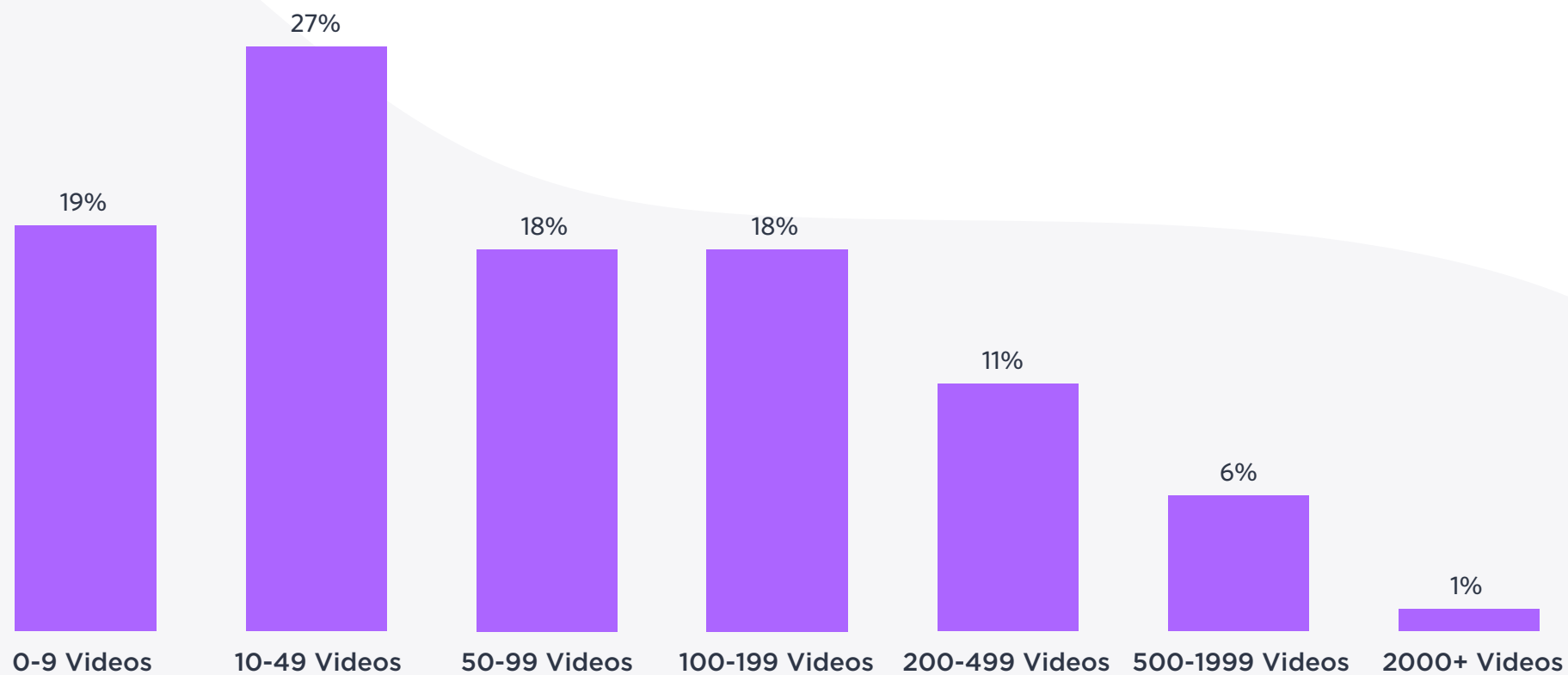
Number of Videos Per Company - \$5 Million to <\$10 Million



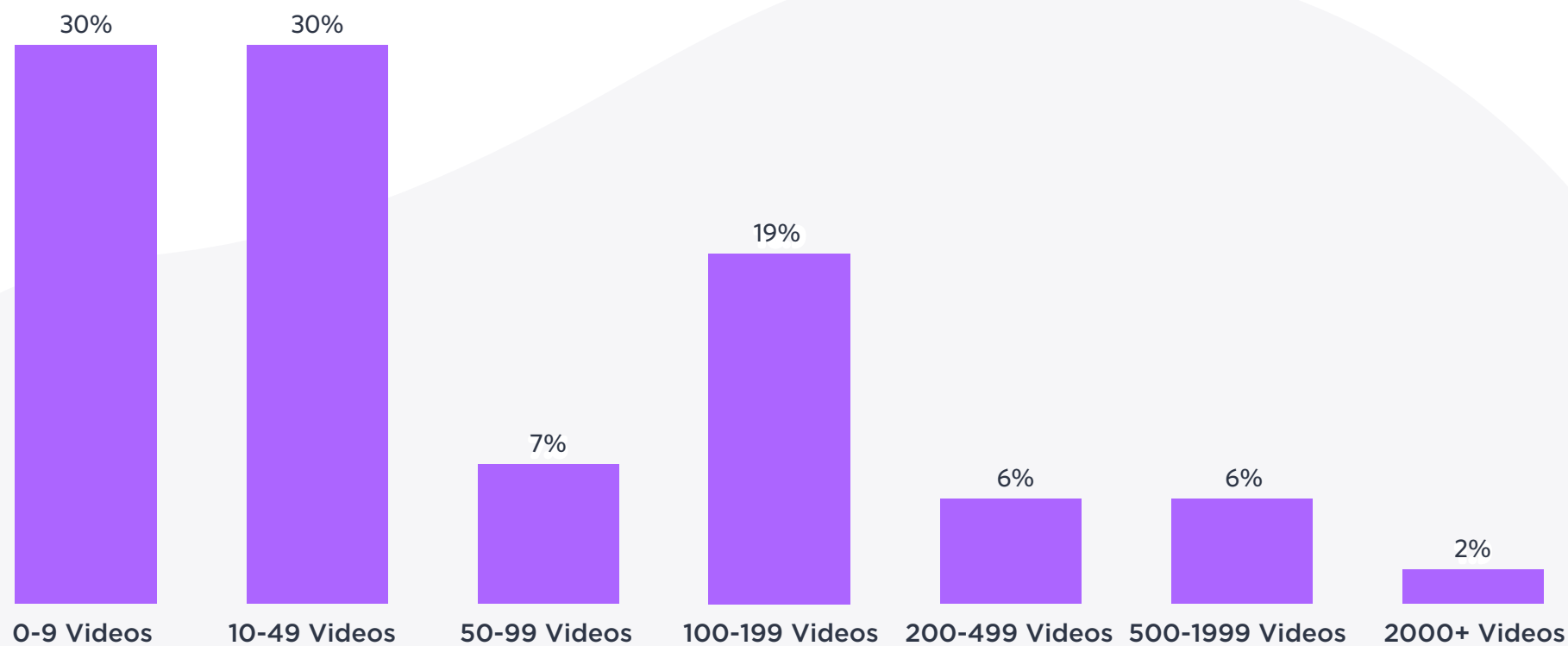
Number of Videos Per Company - \$10 Million to <\$25 Million



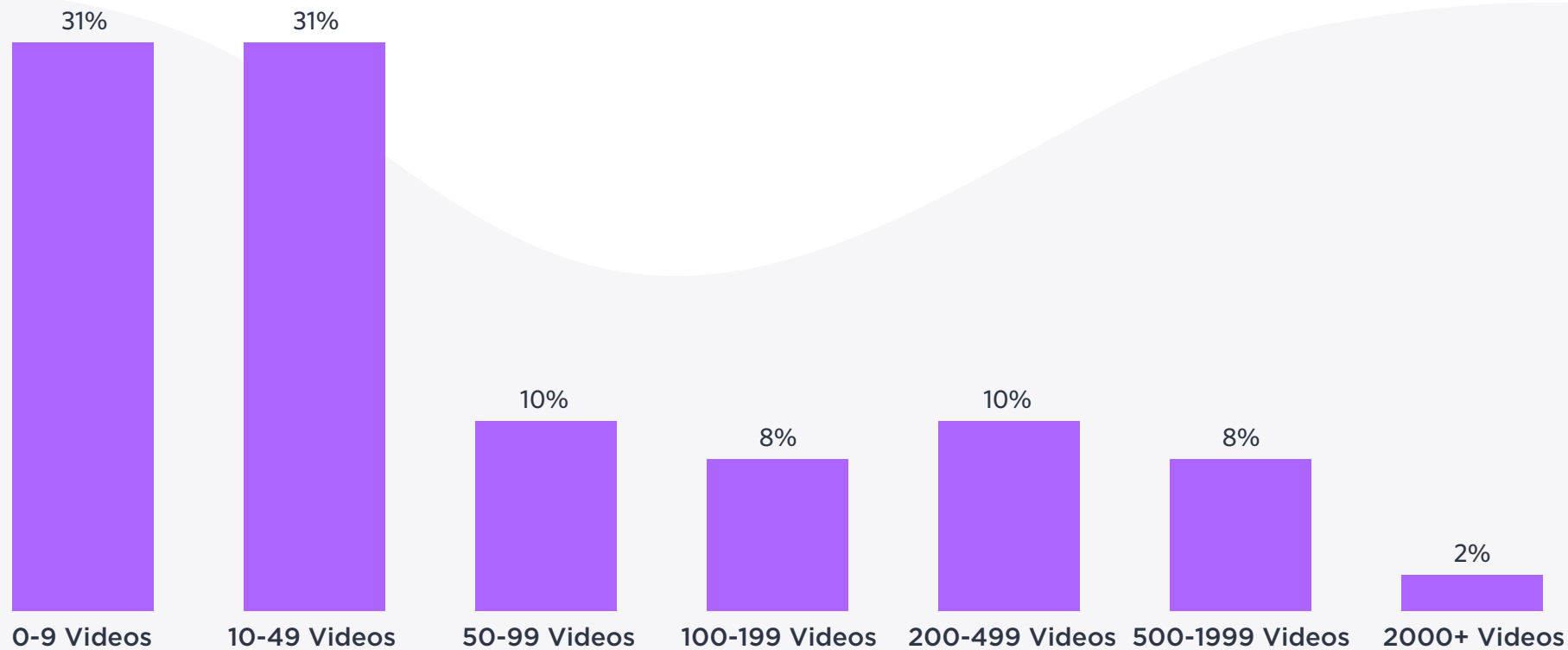
Number of Videos Per Company - \$25 Million to <\$100 Million



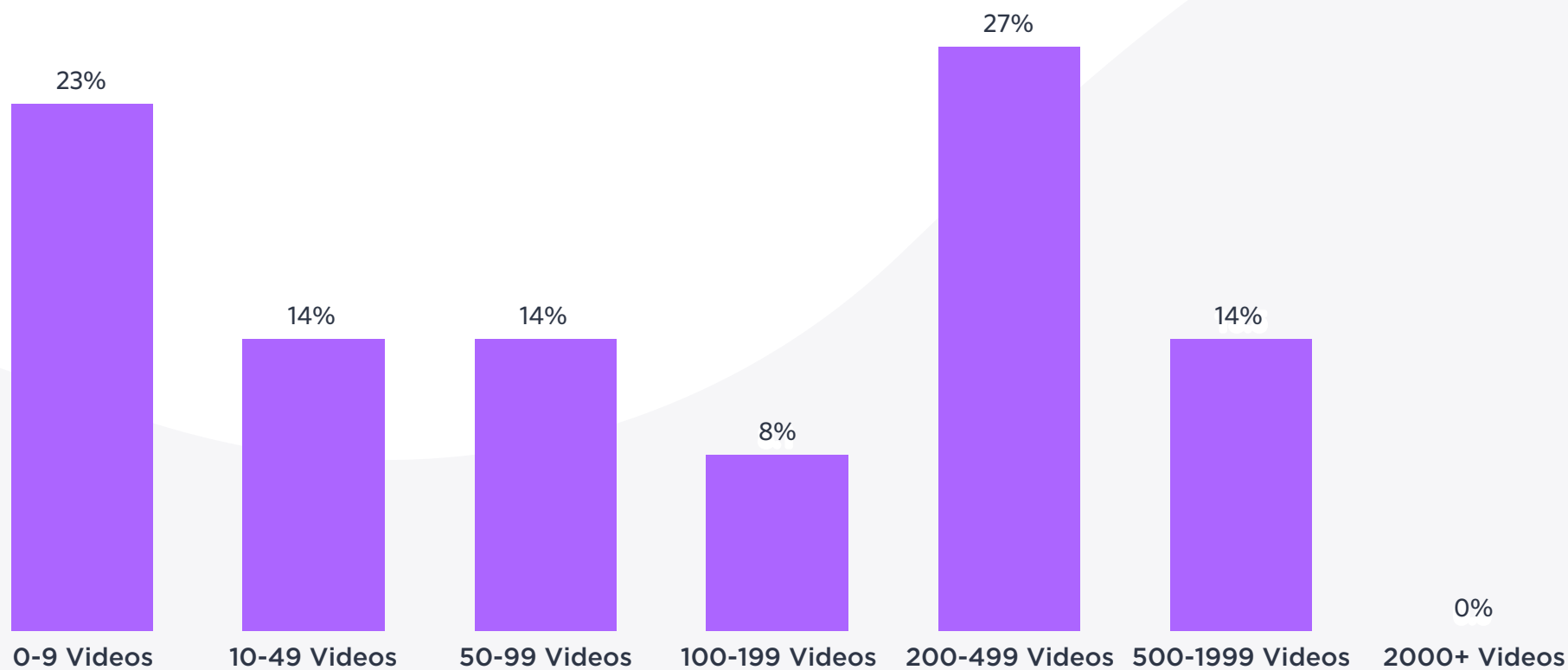
Number of Videos Per Company - \$100 Million to <\$250 Million



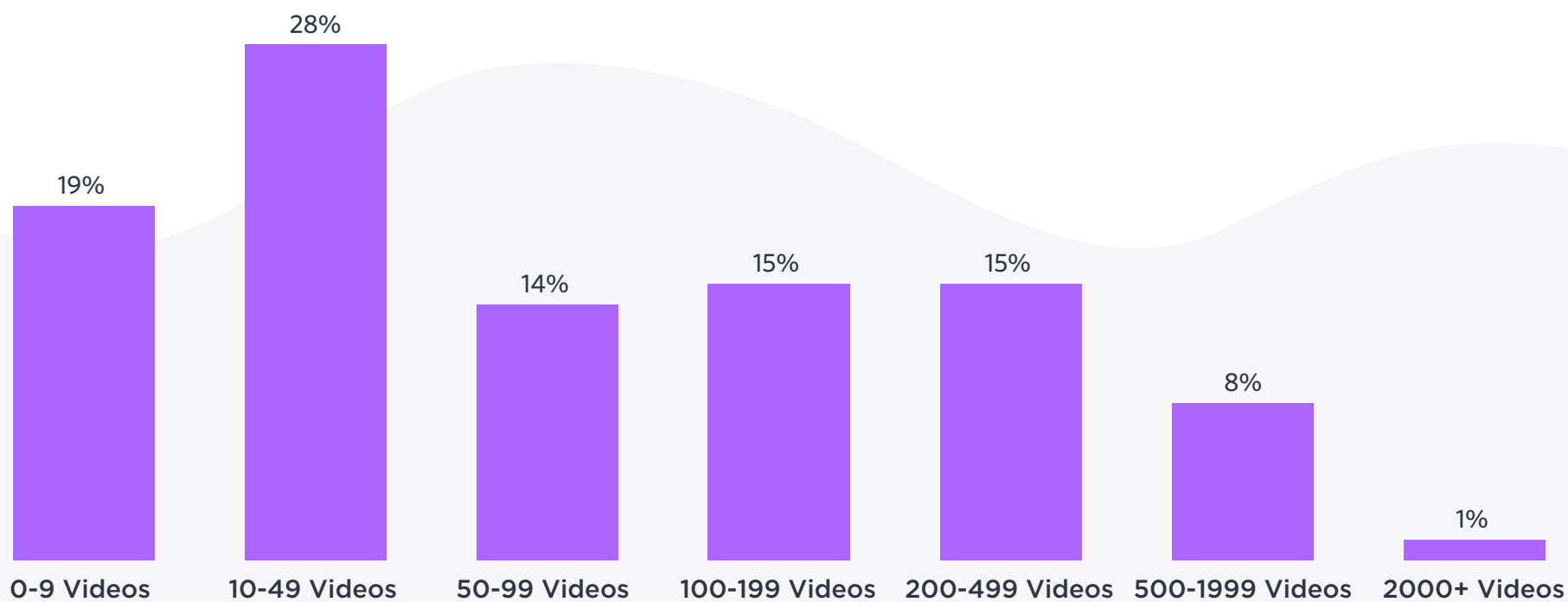
Number of Videos Per Company - \$250 Million to <\$500 Million



Number of Videos Per Company - \$500 Million to <\$1 Billion



Number of Videos Per Company - \$1 Billion+



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?

[REQUEST A DEMO](#)

