



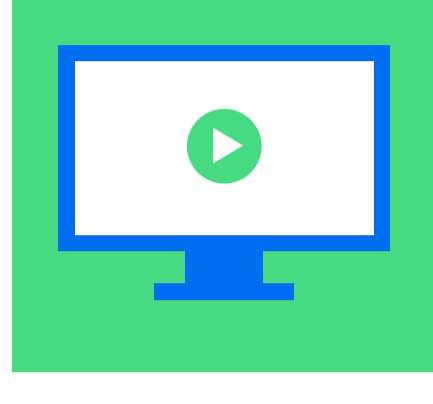
2019 VIDEO IN BUSINESS

# Benchmarks

Video is an incredibly powerful medium and its value to businesses—both B2B and B2C—is only increasing. Find out how companies like yours are using video to support marketing and sales efforts.

## 87%

of business-related video views take place on desktop or laptop computers.



The most popular viewing times are Tuesday to Thursday between 9 and 11 a.m. PST (12 to 2 p.m. EST).

## 52%

of small and medium businesses use a mix of in-house and outsourced resources for video production (more than in 2017).



Companies share more videos in October than any other month of the year.



Businesses with 31 to 200 employees create nearly as many videos as companies with between 601 and 5,000 team members.



High tech and professional services businesses create the most new videos annually.

## 73%

of business videos in 2018 were less than 2 minutes long.



Videos in 2018 were significantly shorter than in 2017. About 33% shorter in fact.

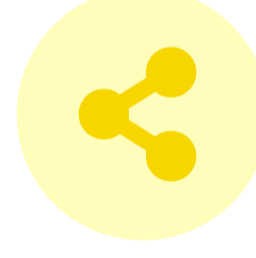
### The Three Most Popular Types of Videos



Webinars



Demos



Social Videos

## 52%

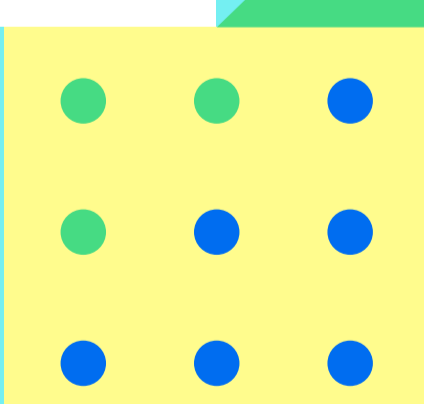
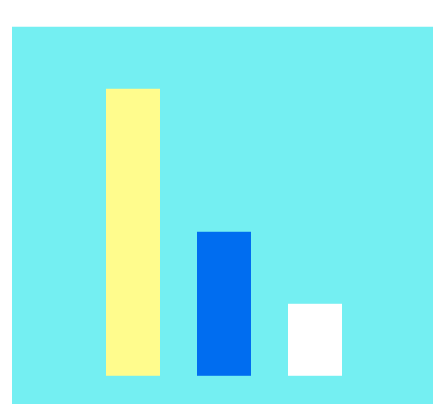
of viewers will watch a video all the way to the end, on average.



If a video is 60 seconds or less, 68% of viewers will watch all the way through. Only 25% will finish a video if it's more than 20 minutes.

## 43%

of companies are using intermediate or advanced analytics.\* That's 19% more than the previous year.



85% of companies are using some form of video analytics.

\*Intermediate and advanced analytics include: average viewing duration, views by embed location, drop-off rates, viewing heat maps, attribution to sales pipeline and influence on revenue

## Know where you stand, so you can stand out.

Download the full 2019 Benchmark Report today!

[vidyard.com/benchmark](https://vidyard.com/benchmark)

