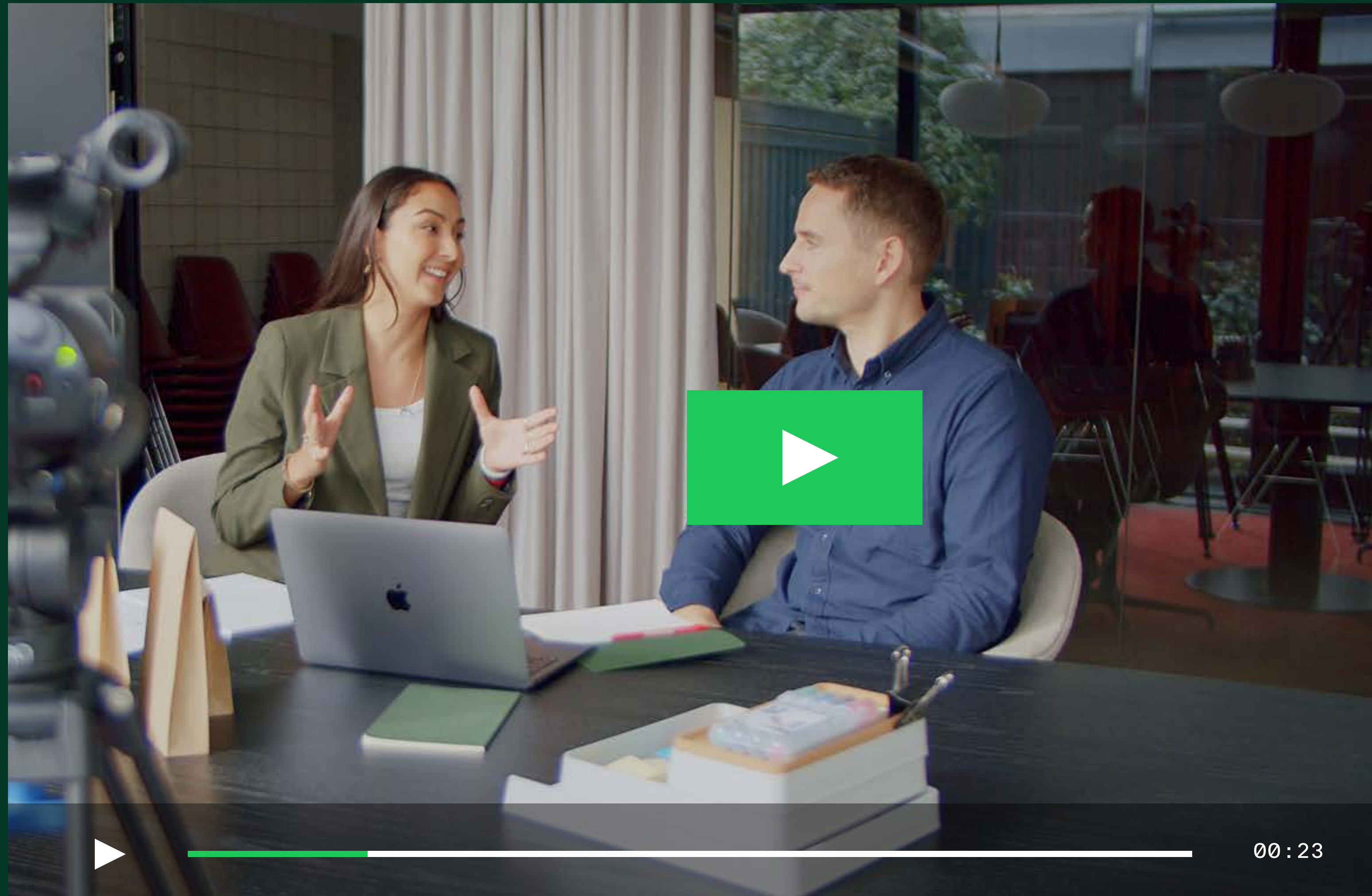


Research Report

State of Video 2022





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State of Video 2022

The world of video has changed dramatically over the past few years. We’ve seen significant changes in how people work, how they share, how they learn and even how they buy – and in many cases video has been the glue to hold together relationships and create human interactions. So how has video changed online as a result? **This report looks at the trends and patterns in these changes from the vantage point of data.**

These numbers are based on videos run on the TwentyThree platform.

Modern marketers use video on almost every channel, but do they know how users are truly consuming their video content?

TwentyThree’s statistics, taken from over thousands of marketing teams around the world, 2M videos, 3.3Bn impressions, and 1.3Bn video plays, tell a story of the importance of video in 2022 and why marketers should use video to drive leads, improve their data, and nurture customers down the funnel.

Marketing teams	Impressions
+1000	3 . 3Bn
Video	Plays
2M	1 . 3Bn



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Introduction

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Reports that drive the field forward

To play our part in driving the market forward, TwentyThree has developed a research series consisting of four reports, starting with State of Video. Every report will be released through a webinar event, so remember to sign up for the webinars to get first access to the reports.

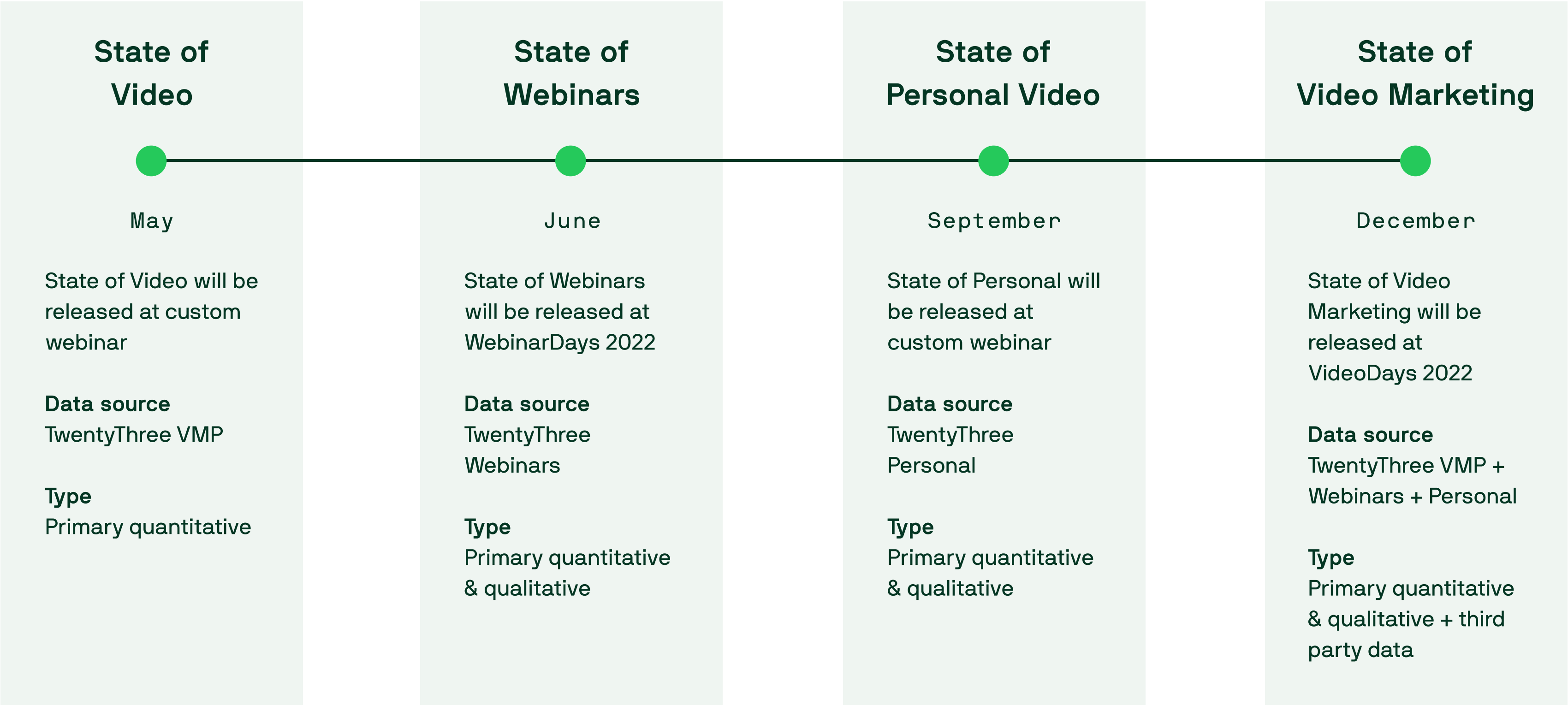


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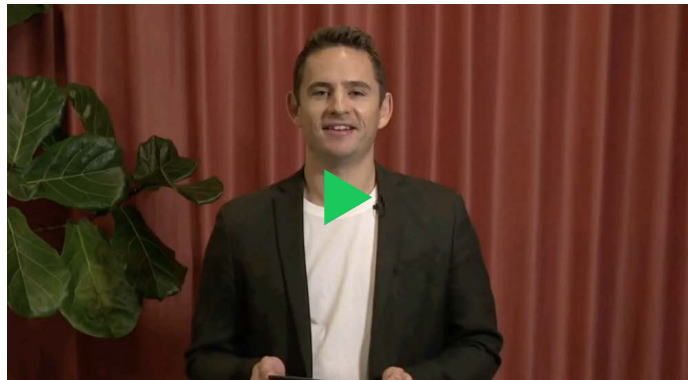
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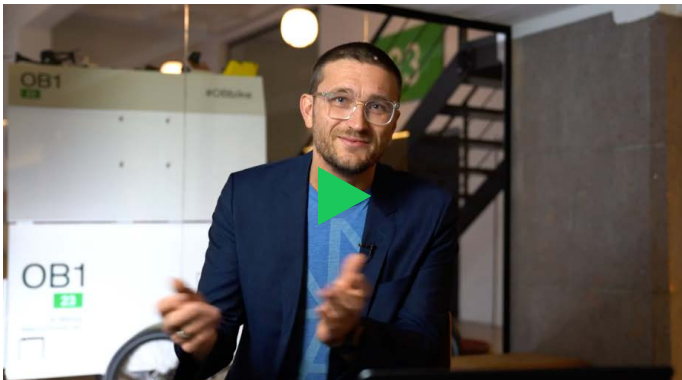
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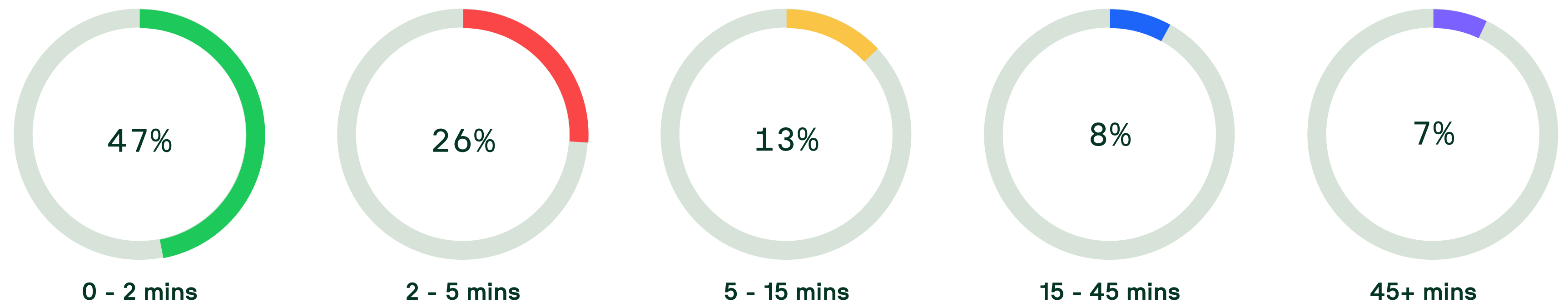
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What length of videos are being produced?

Companies are mostly producing short videos. In fact almost half of all videos, 47%, are less than 2 minutes long and only 7% of videos are 45 minutes or longer.





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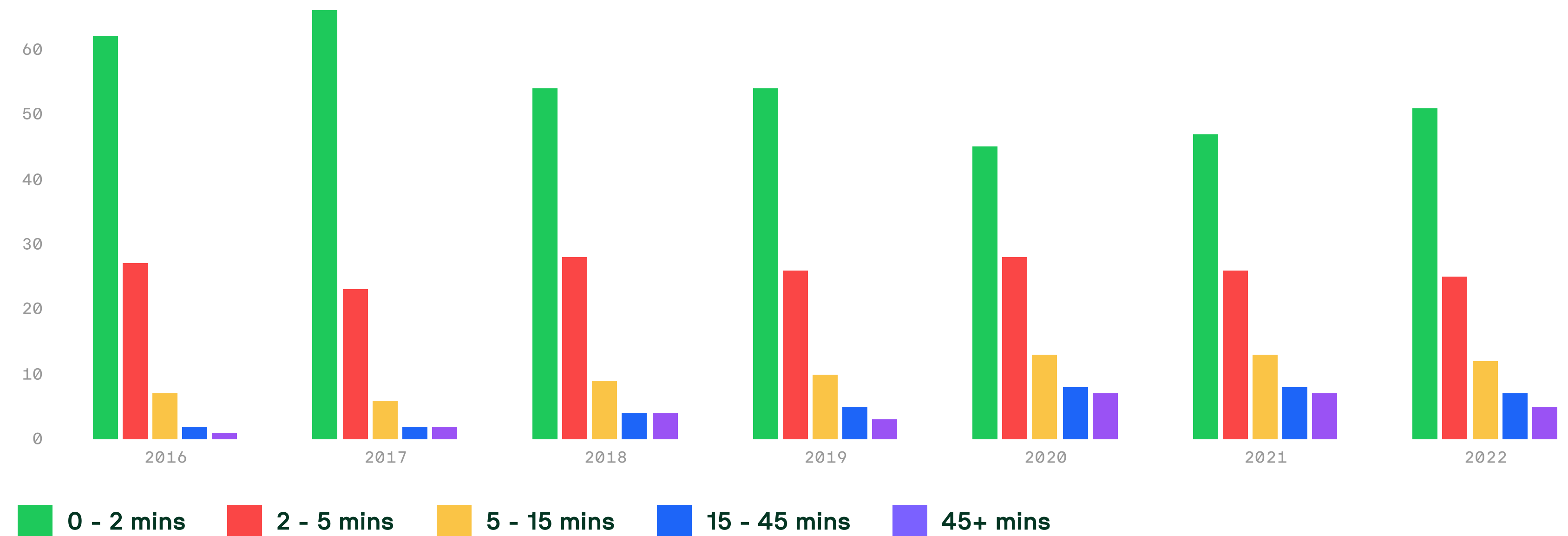
Video Production

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Companies are producing a broader mix of videos

It's always been dogma in online video that content should be short and sweet, but companies are now learning to appreciate the power of longer-form content and content creators are diversifying the kinds and durations of videos being made.

Comparing year on year results, the amount of videos longer than 45 minutes has increased since 2016. At the same time, the share of videos shorter than 2 minutes has gone down. We can conclude that companies are getting better at balancing the trade-off between long and short video content, and that video now plays a role throughout the funnel.





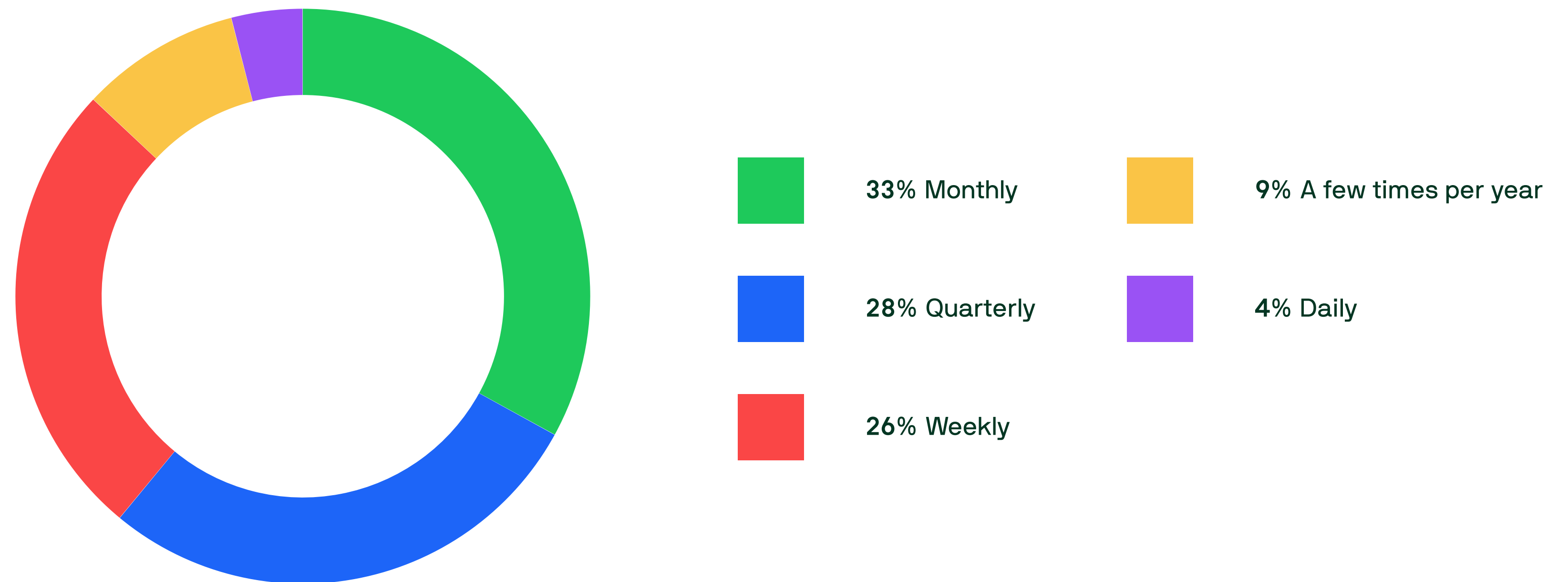
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Video is becoming an everyday activity for more and more companies

More marketing teams are publishing video every week. Teams working on online video have different goals, but there's a trend towards quicker production and quicker publishing. 26% of teams publish video every week, and more than 60% publish at least monthly.





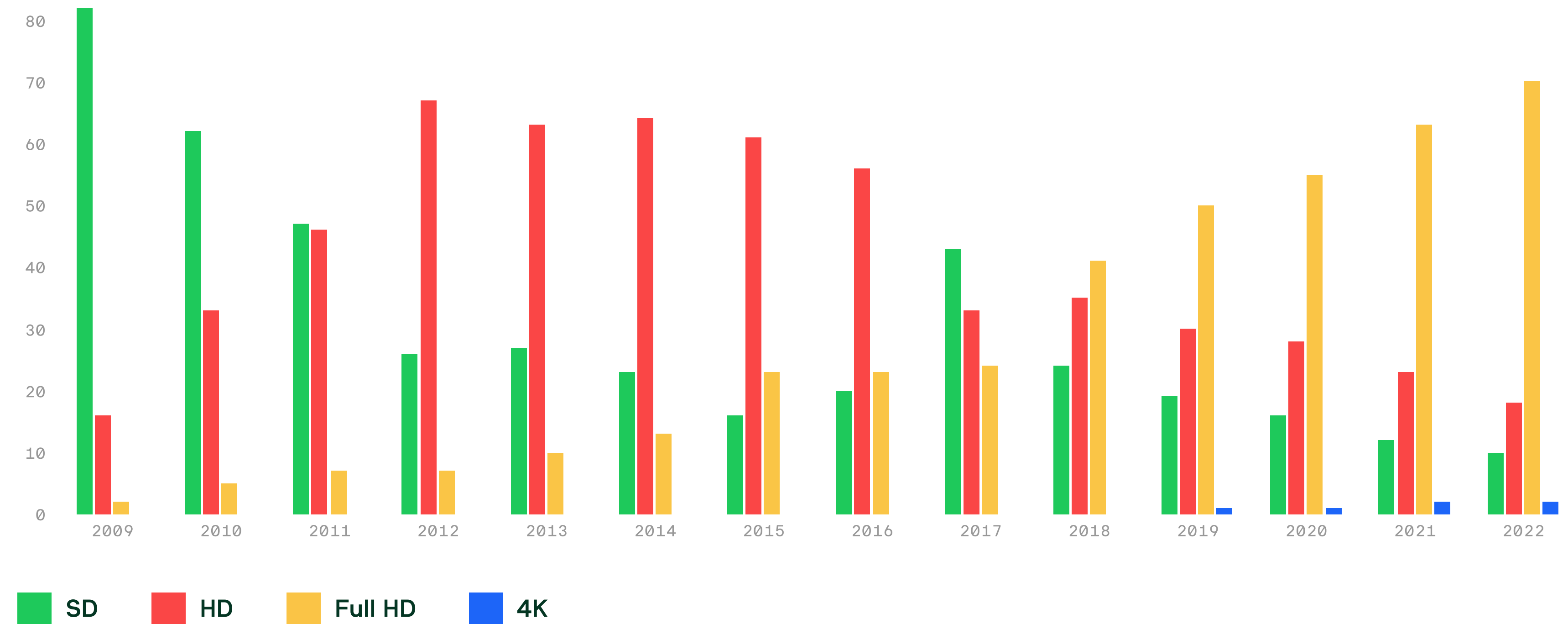
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Video Production

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The steady rise in video quality is continuing

We're living in a Full HD world — the ready availability of great cameras and video hardware has let to an increase in video quality. Three years ago, the Full HD (1080p video) overtook HD videos – and this year two out of three videos are made in Full HD. But for most online video publishers, 4K video is still in the future.





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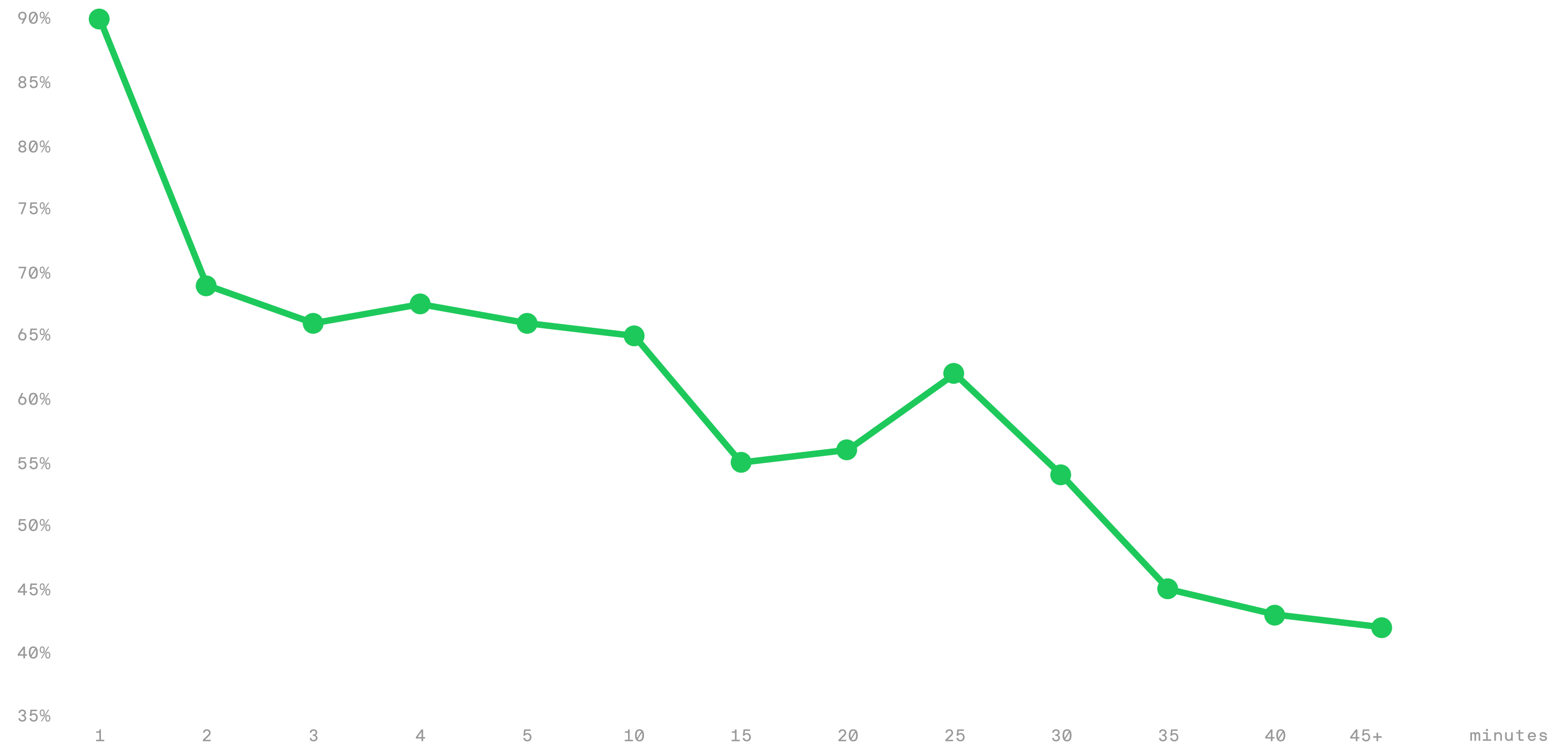
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Average play percentage

The graph shows shorter videos (0-2 minutes) have an average play percentage of 70-90%. For videos that are 30 minutes or longer, the average play percentage is around 40-50%.

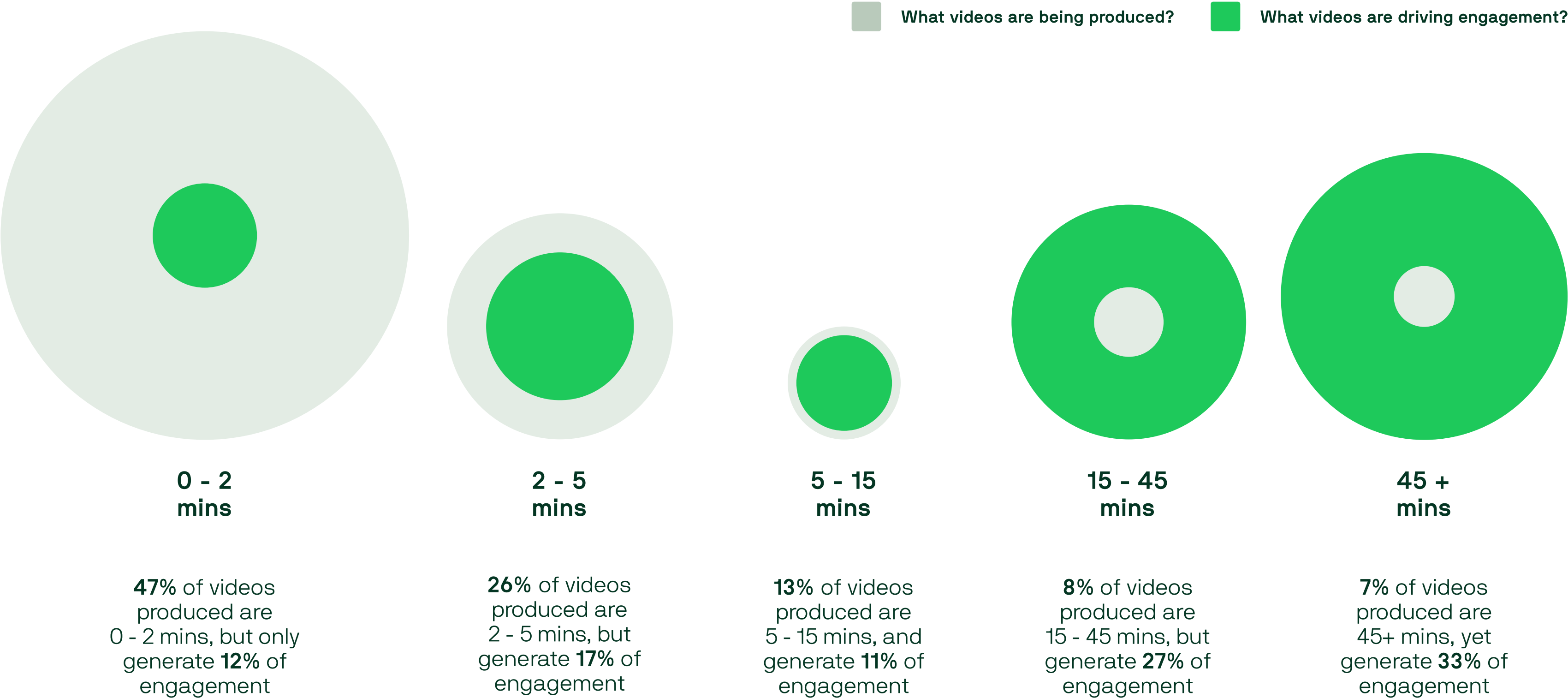




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The video engagement gap

According to our research, 47% of videos produced are under 2 minutes, but those videos only account for 12% of video engagement. While these videos can be effective, they don't always produce the optimal engagement. On the other hand, only 7% of videos produced are longer than 45 minutes, but those videos account for 33% of engagement:





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Video Engagement

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Benchmark your video engagement against industry standards

With the proliferation of video, the purpose of production and distribution varies more and more. So what engagement benchmarks are good for which kinds of videos?

Shorter than 2 minutes

~ 80% average engagement

2 - 5 minutes

~ 70% average engagement

5 - 15 minutes

~ 60% average engagement

15 - 30 minutes

~ 50% average engagement

30 - 45 minutes

~ 45% average engagement

Longer than 45 minutes

~ 40% average engagement

“The data in this year’s State of Video report shows marketers are maturing their approach to video greatly. But there is still some way to get to standard digital marketing best practice.”

Thomas Madsen-Mydgal
CEO & Co-founder, TwentyThree



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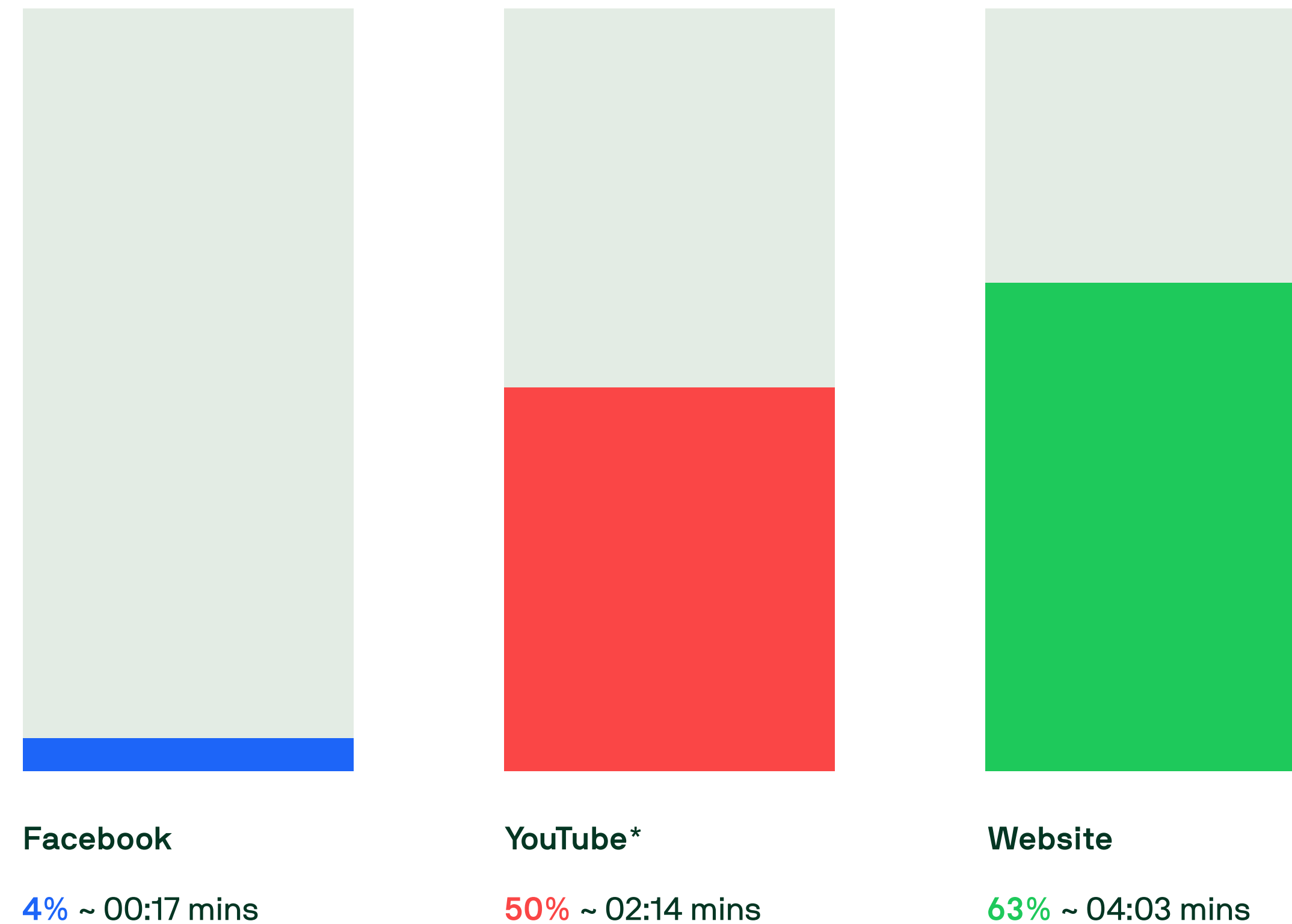


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Video engagement on owned channels massively outperforms social media



We found the length a user watches a video is much higher on owned media. Even when a video is played, the experience context matters. Owned media is up to 15 x better at driving engagement.

*Data refers to the YouTube videos
TwentyThree has access to**

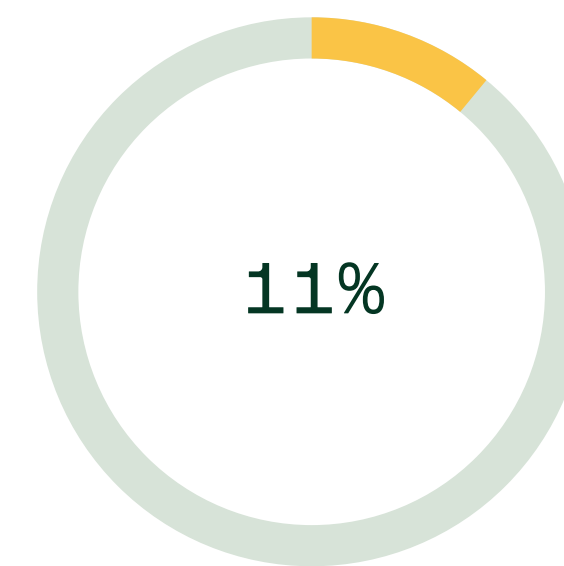


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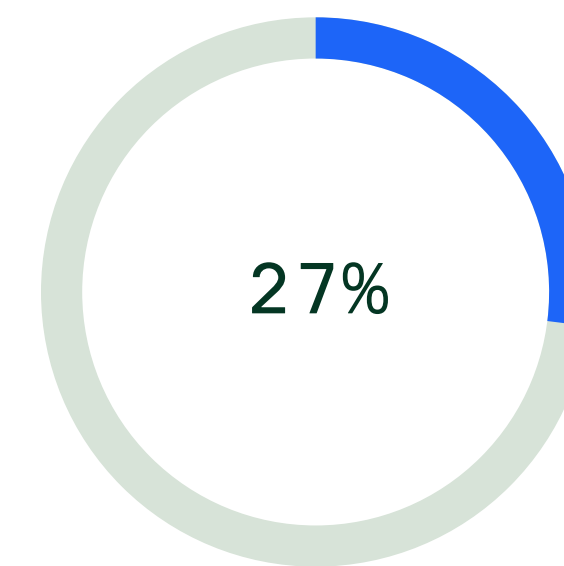
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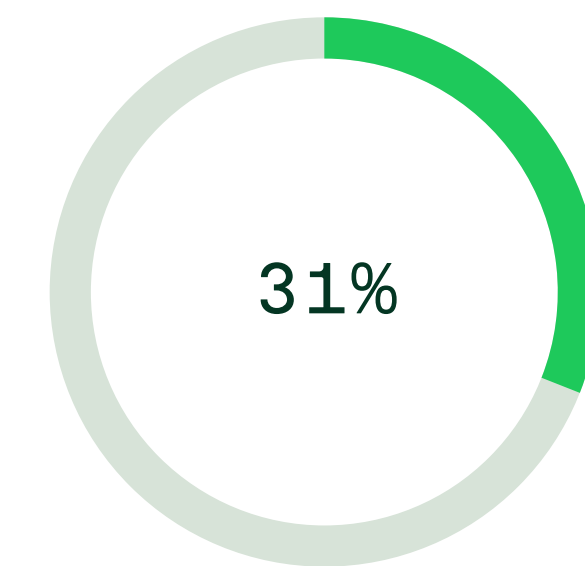
Where are impressions most likely to convert to plays?



Twitter



Facebook



Website

The likelihood of your audience engaging with your videos differs from channel to channel. Increasingly, we're seeing owned channels outperforming social. We looked at which channels convert impressions into video plays at the highest rate and the result was clear – visitors to your own site are much more likely to play and engage with your video content.

62% increase in click through
rate with video

We conducted an A/B test to measure the click through rate of emails with video compared to those without. The result was conclusive – the click through rate of the email with the video thumbnail was 62% higher than the email without.



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Video Conversions

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In-video conversion forms massively outperform non-video

X

Enter your mail address
to receive updates from us

Email address

Job Ttitle

Play Live Event

Gating your valuable content is a great way to capture a lead but the market benchmark for the optimal conversion rate on static conversion forms (like the one shown left) is a paltry 2%. Our data shows that in-video conversion forms (Collectors) do a much better job at capturing the lead.

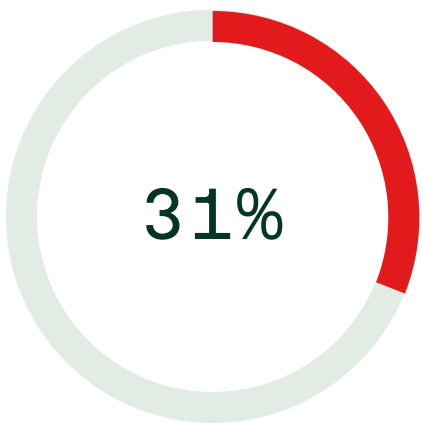
On the next two pages, we reveal the optimal place in your video for your Collector form, and compare the effectiveness of skippable Collectors compared to non-skippable.



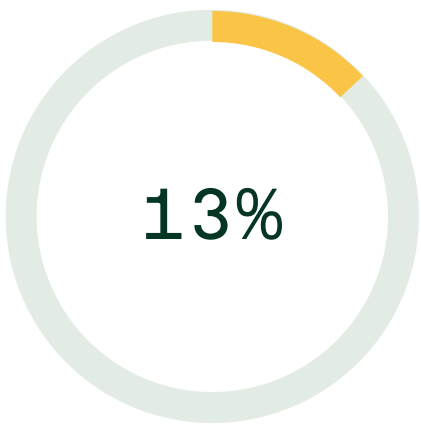
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Where should I place the conversion form?

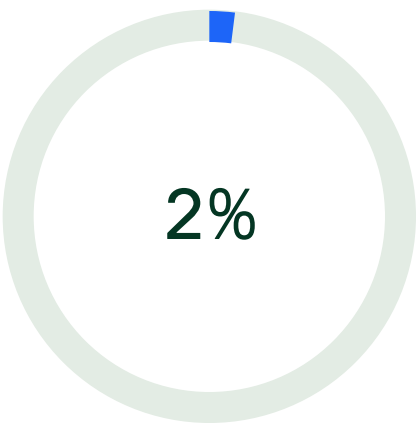
The lead conversion rate depends heavily on where in the video the Collector form is shown. When it's displayed before the video starts playing, almost a third of the audience will convert into leads.



31% Before Video



13% During Video



2% After Video

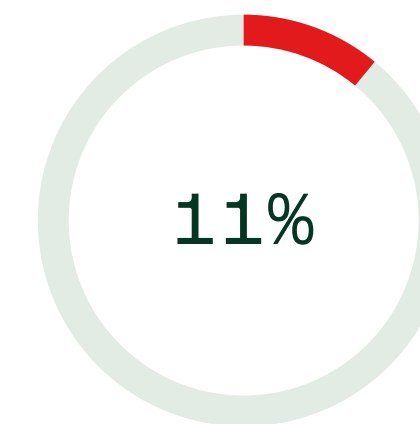


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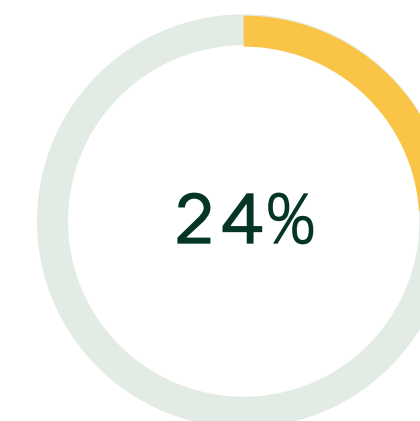
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Turning views into leads for the marketing team



11% Keep Playing

80% of collectors pause during playback. These convert 14% of the time, compared to 11% when the video isn't paused.



24% Not Skippable

Only 5% of collectors aren't skippable. These have a conversion rate of 24%

Video is an effective way to tell your story and get the viewer interested in your product or offering. And for marketers, it's fast becoming an effective way to generate leads with conversion forms placed directly in the video proving especially effective. Marketers are experimenting with different ways to configure their approach: Should the video keep playing while showing the form? Must the form be filled in to keep watching the video?

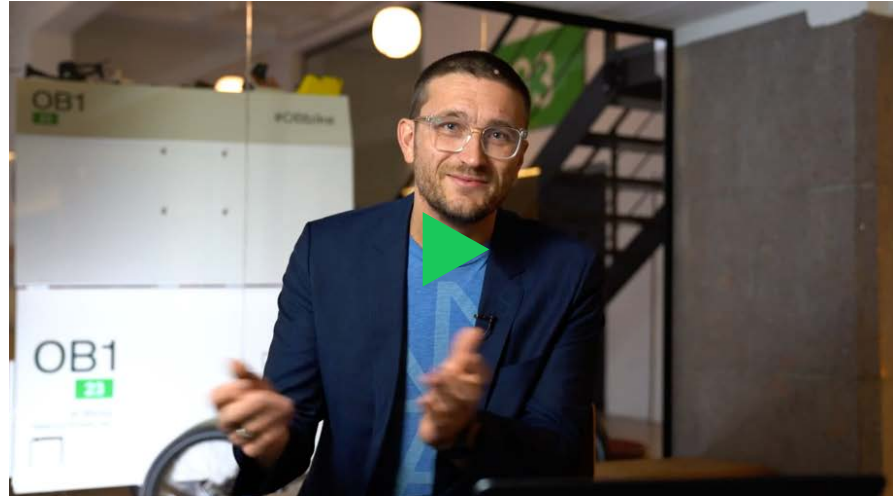
<1% of all videos have Collectors.
That's a very small number.



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The Video Edge

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The Video Edge

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The Video Edge - 4 takeaways to make your video investment pay off

1

Get the video mix right

Longer videos drive more engagement, so make sure you satisfy your audience's need for deep dives into your product and long-form content.

2

Get video right on your own website

Both the play rate and the engagement rate of video is higher on the company's own website, so the edge is in making for the perfect viewing experience right there.

3

Get real results by increasing production cadence

More and more video teams are producing and publishing video every week and using video in more touchpoints. More doesn't always mean better but with video, it's important to experiment to find the formats and channels that work for you.

4

Get more leads with in-video forms

Video viewers spend quality time with your content, and that often translates to an increased likelihood of converting. In fact, in-video lead forms convert far better than static alternatives.



Section

About the Report

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About the State of Video

TwentyThree has conducted this research to give companies of all sizes and all levels of video maturity the knowledge they need to make strategic decisions about their video strategy.

The State of Video 2022 is the first of our four annual reports covering the state of play in all things video. Later in the year, we'll release our State of Webinars, the State of Personal Video, and the State of Video Marketing reports. Collectively, they give companies the most detailed picture of how video and webinars are evolving – and how they should be evolving their own approach as a result.

Methodology

We've looked at how thousands of marketing teams around the world are using video on the TwentyThree platform. This report consists of primary data collected from the TwentyThree suite of video products. When it's relevant, we've compared the numbers to pre-pandemic results from our State of Video report in 2019. The findings show the development of video and how circumstances have contributed to shape the industry, and consumer behavior.

The analysis has been conducted internally by the company CEO, CTO and Marketing team.

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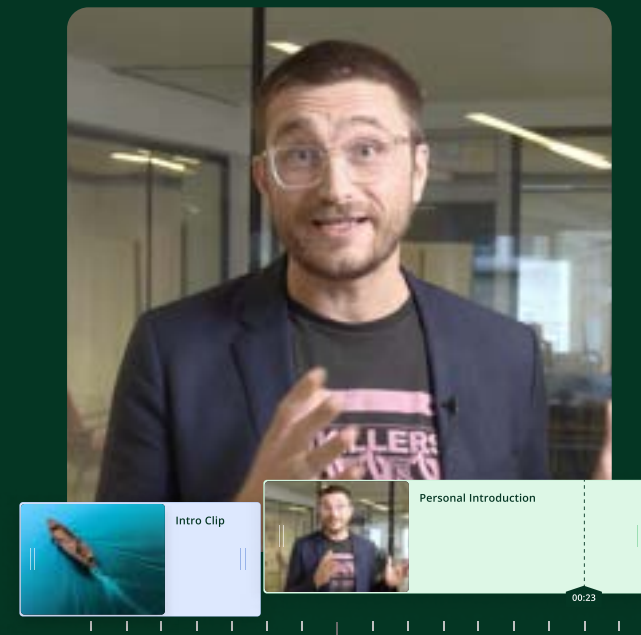
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Webinars



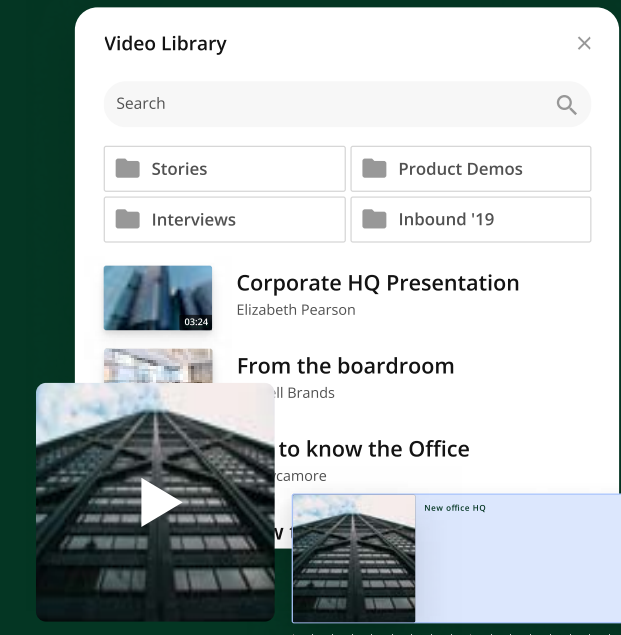
The market's most engaging webinar experience. Fully brandable.

Personal Video



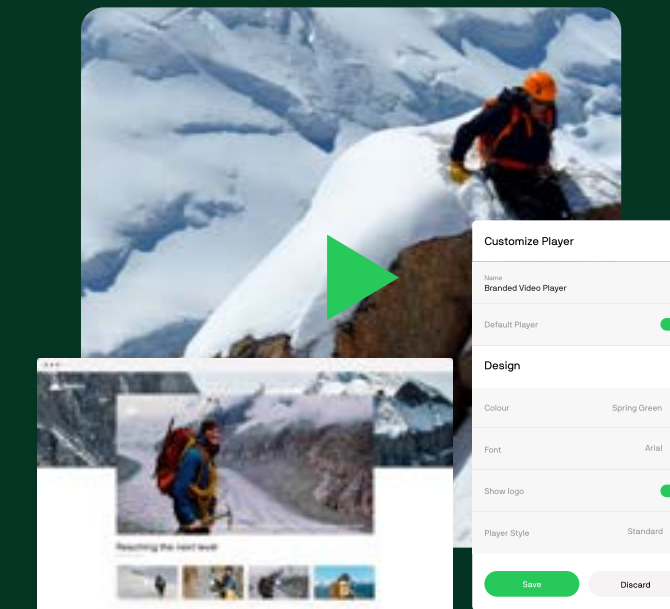
Enable everyone on your team to record and share video.

Video Library



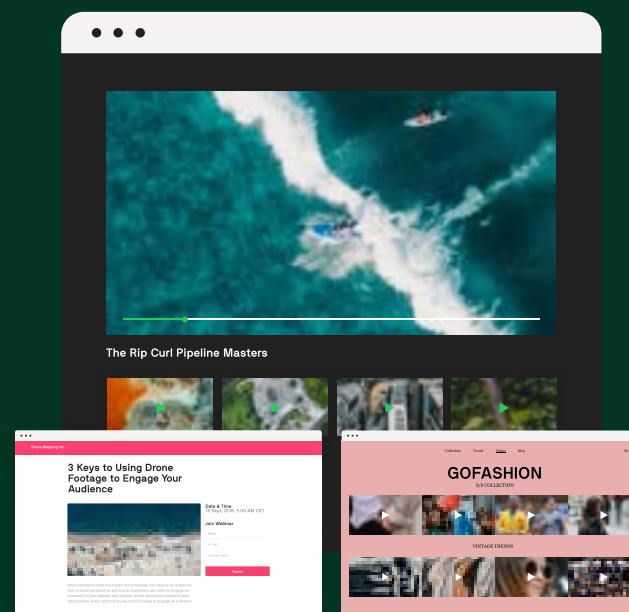
All your videos in one place. Ready for your team to share.

Video Player



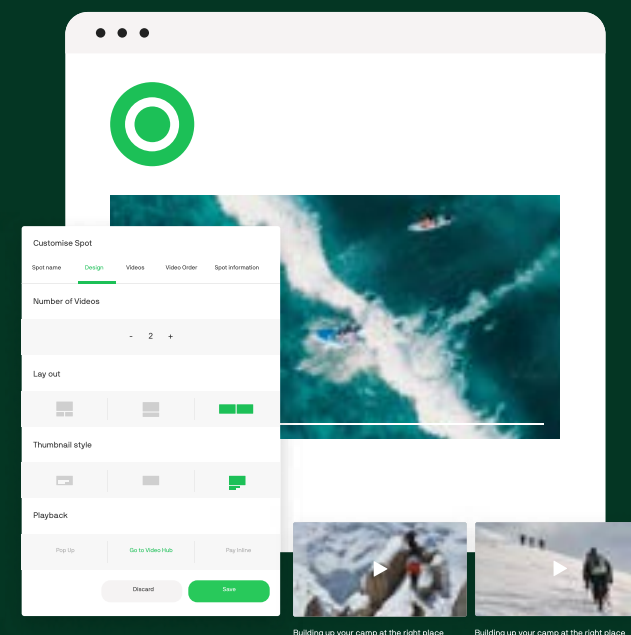
Run high definition videos anywhere with our fully brandable player.

Video Section



Move your website experience to be video-driven.

Spots



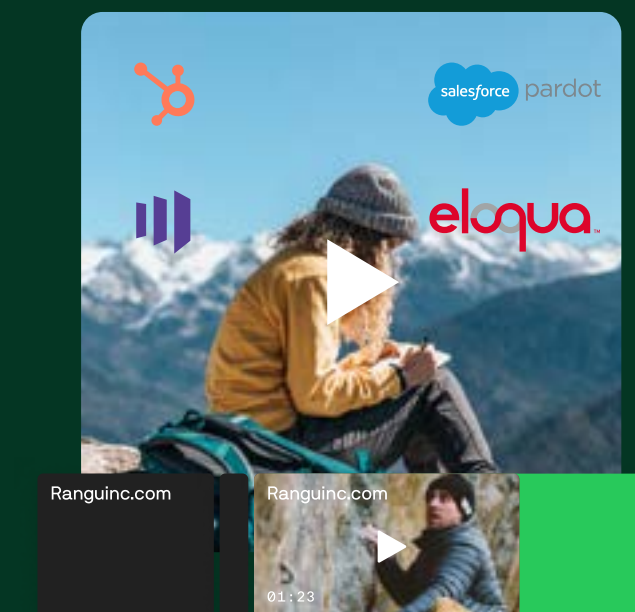
Goodbye clunky embed code. Welcome powerful Spots.

Video Analytics



The world's best video analytics to improve your video performance.

Video Attribution



Get your attribution and lead scoring right by tracking video engagement.

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