



2022 State of Video Report

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Published and Distributed by: Wistia

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About our report

2020 was a year of upheaval for many industries, including ours. As we followed video data trends in 2021, it became clear the dramatic increases in video creation and consumption caused by the pandemic are here to stay. **Brands, and their audiences, have one resounding message: We. Love. Video.**

In this report, you'll find data on all aspects of video marketing that we hope will inform your business's strategy in the year to come. Enjoy this information and feel free to use the statistics listed here in any commercial or non-commercial capacity—all we ask is that you link back to our [2022 State of Video Report web page](#) as the original source.

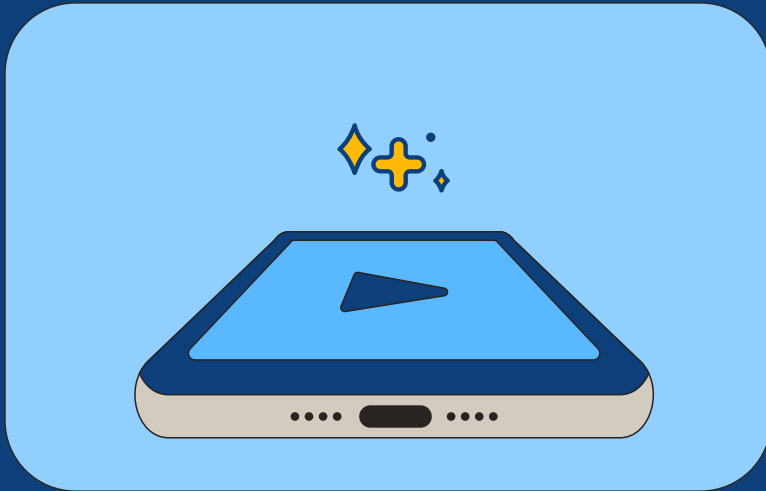


Our method

We analyzed user data from **over 330K Wistia accounts and 42M+ videos** uploaded to our platform from 2019-2021. We also surveyed **over 600 customers** to find out how they're thinking about and planning their video marketing strategy this year.

The majority of respondents who weighed in are marketers at small businesses with 0-50 (44%) and 51-200 (22%) employees. And most of the businesses represented are in the software industry—like us!—followed by marketing/media/entertainment and education. We also saw responses from consulting companies and industries like healthcare, construction, finance, retail, and others.

Strategy



Video is a critical element of any business's marketing plan

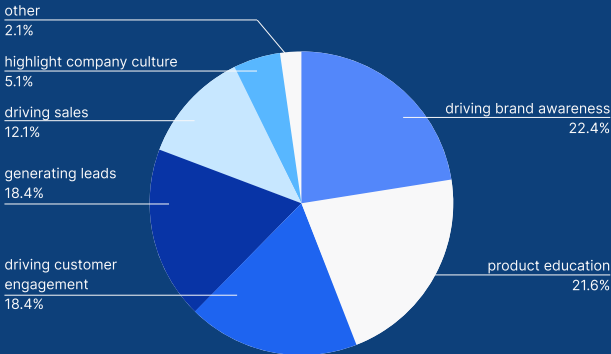
We were curious about how companies are using video content to meet their goals. We asked marketers what they hoped to accomplish with video, whether they had a tangible video strategy in place, and what sort of financial investment they set aside for video content each year.

Most brands have the same goals with video

The top goals companies have with video are primarily aligned with top- and middle-of-funnel efforts. Driving brand awareness and educating audiences about products and services were cited as most important to survey respondents, while directly driving sales and sharing values through company culture videos were deemed less important.

What are your main goals with video?

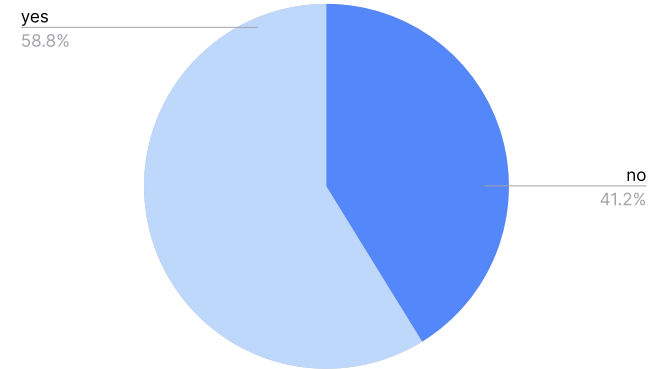
- 1. Driving Brand Awareness (22.4%)
- 2. Product Education (21.6%)
- 3. Driving Customer Engagement (18.4%)
- 4. Generating Leads (18.4%)
- 5. Driving Sales (12.1%)
- 6. Highlight Company Culture (5.1%)
- 7. Other (2.1%)



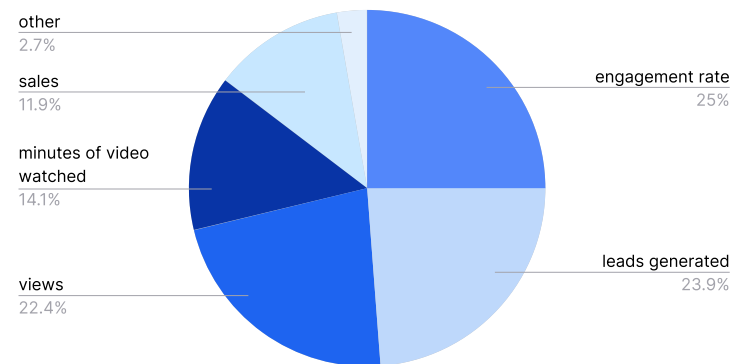
Success was defined, with or without a strategy

While people were able to articulate their goals, only slightly more than half of respondents said they had a concrete video strategy in place. Of those with an outlined strategy, success was mostly tied to lead generation and engagement metrics like engagement rate, views, and minutes of video watched.

To accomplish their goals in 2022, a sweeping majority of companies want to branch out and create brand new (to them) types of videos. At the top of the list are original, branded series, product videos and demos, and case study videos.



Do you have a video strategy?



How do you define success with your video strategy?

What types of videos have you created in the past?

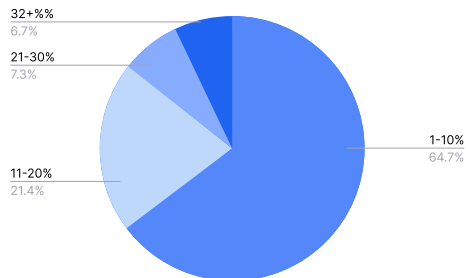


What types of new videos do you plan to create?



Many companies will increase video budgets this year

Across the board, there was a relatively modest budget for video last year, with most companies investing between 1-10% of their total marketing budget. However, in a year of record consumption, many businesses are looking to increase their budgets. For companies that do want to spend more, most are looking to significantly upgrade their spend by more than 10%.

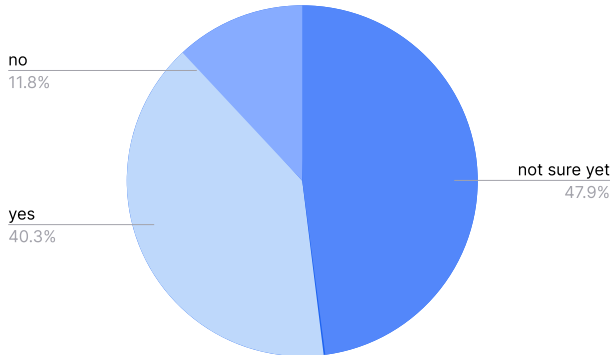


What percent of your marketing budget in 2021 went to video?

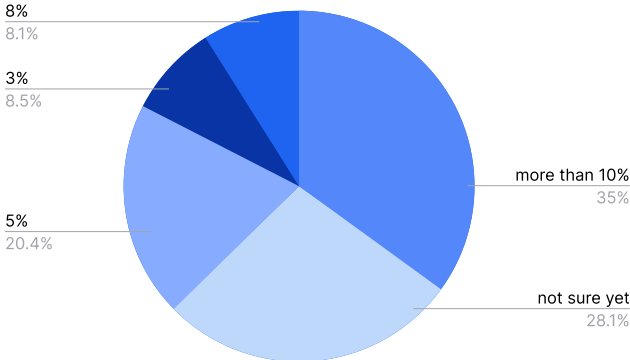


“Video has always been a vital part of our marketing strategy. Even still, we have increased our video marketing budget for 2022 so we can create even more content.”

- Fraser Wallace, Senior Creative Services Manager at ForgeRock



Are you going to increase your video budget in 2022?



Roughly, by how much will your budget increase in 2022?

Creation

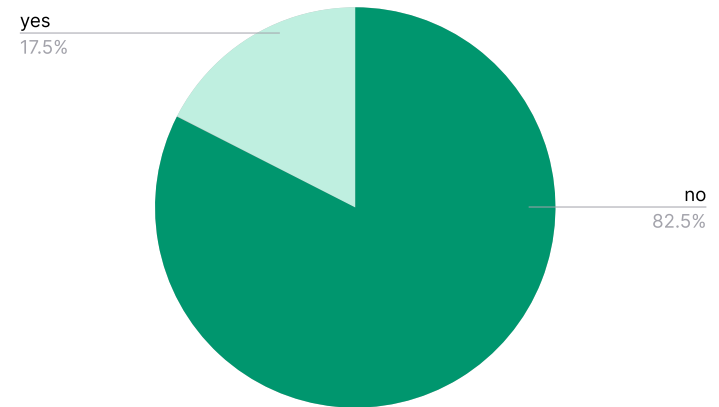


Video creation in 2021 held its ground compared to 2020.

The past two years saw a huge leap in video creation efforts across categories compared to 2019. Here, we looked at how many total videos were uploaded to our platform, average video length, how often folks produced videos, and more.

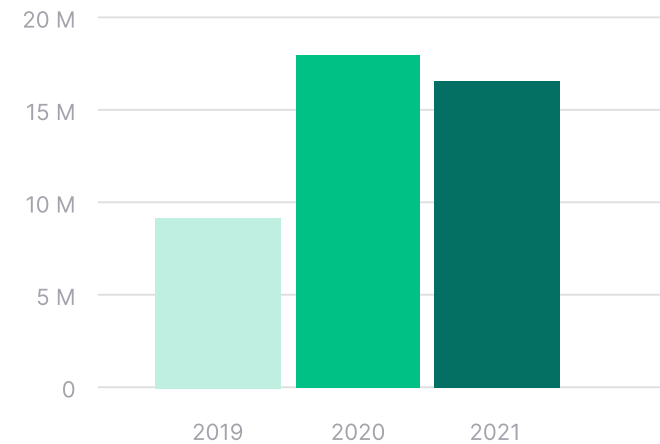
It's only a few folks' first rodeo

For most folks, creating videos is nothing new! **Almost 83% of companies made their first video prior to 2021.** However, the remaining 17% of brands did enter the scene this year, to which we say: Welcome! We're happy you're here.



Total video uploads to Wistia

We saw video uploads almost *double* when the pandemic started, **jumping from 9 million videos uploaded to Wistia in 2019 to 17 million in 2020**. Those numbers have held pretty steady in 2021, indicating that video has become a permanent investment for businesses.



VIDEO UPLOADS

2019**2020****2021**

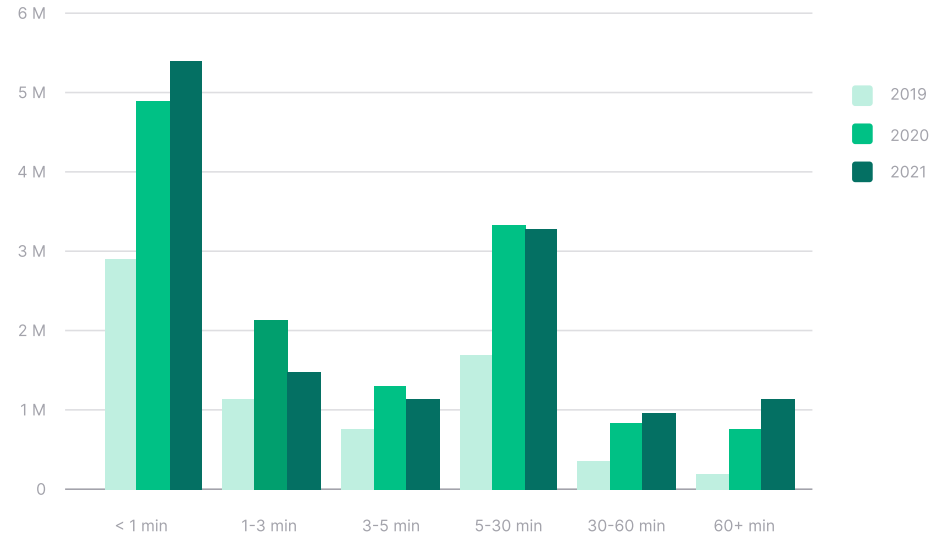
9,469,886

17,139,976

16,385,294

Average video length

While short-form video is still the most popular, take a look at the growth in long-form content year over year. This likely means that brands are more comfortable creating content with less editing (like in fireside chats, virtual events, and webinars), and that viewers are willing to spend more time with them.



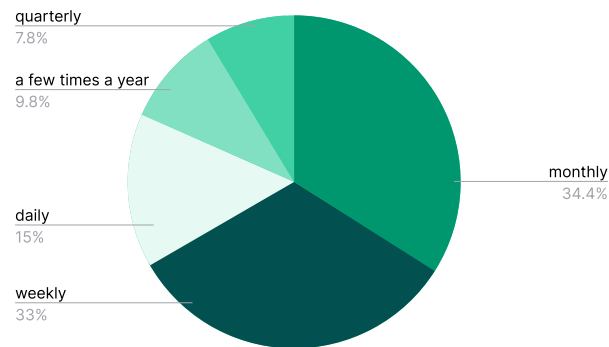
VIDEO LENGTH	2019	2020	2021
< 1 Minute	2,955,356	4,971,400	5,346,279
1-3 Minutes	1,164,203	2,074,353	1,657,371
3-5 Minutes	657,755	1,201,624	1,080,757
5-30 Minutes	1,671,608	3,339,146	3,324,278
30-60 Minutes	333,191	831,042	974,417
60+ Minutes	267,192	729,207	1,045,520

Production cadence in 2021 and plans for 2022

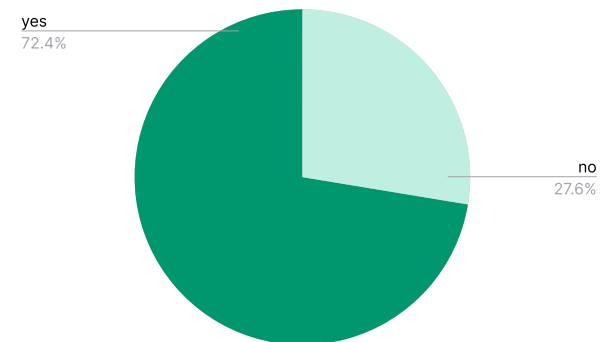
We asked customers how often they created video content last year, and how their plans will change in 2022.

“We’ve learned to be more efficient at all points of the video process, so our ‘scaling’ looks less like obvious expansion and more like maximum efficiency and clarity when tackling a vision for our videos.”

-AnnaClaire Schmiedel, Hosanna Revival



How often do you make videos?



Do you plan to begin creating new types of videos in 2022?

Companies use internal and external teams to create videos

Most companies used their own in-house video experts to create video content on a weekly or monthly basis. Other companies relied on a mix of talent, calling on freelance help and video production agencies to fill in the gaps.

How do you currently make video assets? Choose all that apply.

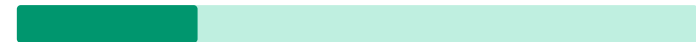
in-house video team: 550 resp.



freelancers: 200 resp.



video production company/agency: 172 resp.



Late last year we had the chance to hire an extremely talented videographer. We took the opportunity and invested in not only hiring a full-time employee but also building a studio in our office. We are scaling our video production from a few videos completed with a contractor last year to full-scale video production in 2022.

Aaron Treguboff
Marketing Director at Fullbay

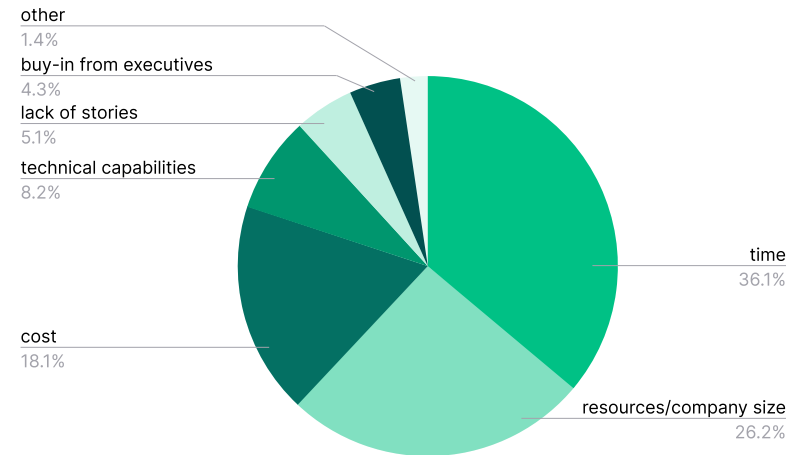
Number of Soapbox videos created

Wistia's Soapbox lets you record your screen and webcam at the same time, edit the video, and then share it—all via a simple Chrome extension. Fewer Soapbox videos were created last year than in 2020, but plenty of businesses still took the chance to get on their Soapbox (sorry, we couldn't resist), **producing 6.7% more videos than in 2019.**



We could all use more time

Overwhelmingly, the biggest obstacle keeping companies from publishing new video content is a lack of time. As a result, we anticipate marketers will look to streamline their production process in 2022 and build in efficiencies to produce more videos with limited bandwidth—this is where outsourcing can be super helpful! Other barriers included: resources, company size, cost, technical capabilities, lack of content ideas, and roadblocks around executive buy-in.

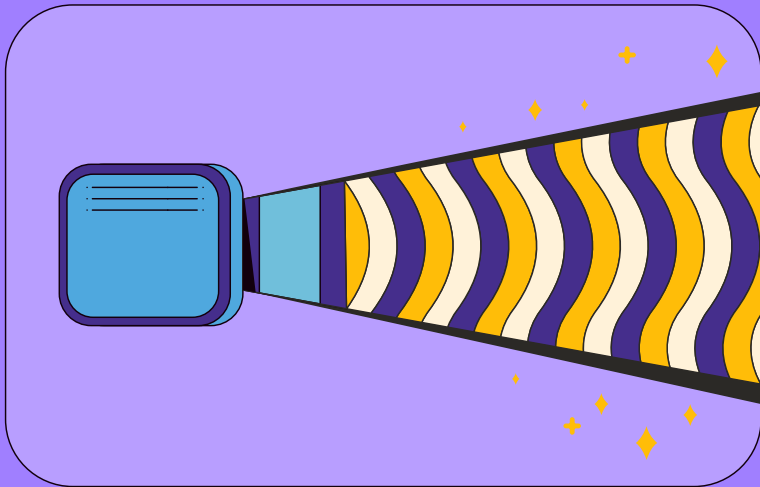


What prevents you from creating more video content? Choose your top three.

“We are planning to go full-scale with video marketing, and we plan to significantly enhance our budget for creative.”

-Sugaya Kiminari, Weathernews Inc.

Presentation



With so much great content out there, grabbing people's attention is key.

We looked at how brands present video content to their viewers, including video-player customization, video quality, accessibility improvements, and how videos are organized for viewers.

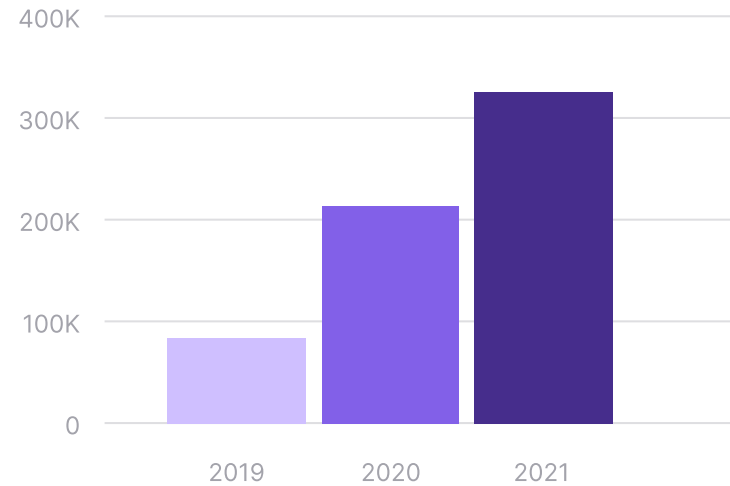
“Wistia makes all the videos on our website look like they belong there. We use Channel embeds to showcase our various series of content, which look amazing. The ability to easily customise things like player colour, thumbnails, and controls is, obviously, so helpful. I also order all my English captions through Wistia—a functionality that I can’t rave about enough.”

Fraser Wallace

Senior Creative Services Manager, ForgeRock

Video resolution

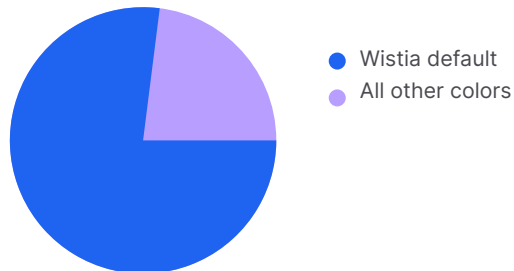
While HD videos (1080p) still accounted for most videos uploaded to Wistia, 4K video uploads shot up by 55%. This is the fastest-growing segment in the past three years. This syncs up with camera tech and computer hardware trends. As more people have the ability to shoot in 4K—and as more systems support 4K workflows—businesses are opting to share their highest quality work.



4K UPLOADS	2019	2020	2021
	76,885	211,426	328,598

Player color

Businesses can customize the Wistia player color to match their brand or their content. However, when it came to sprucing up their player, most marketers—around 77%—chose to stick with the standard Wistia and Soapbox player colors.



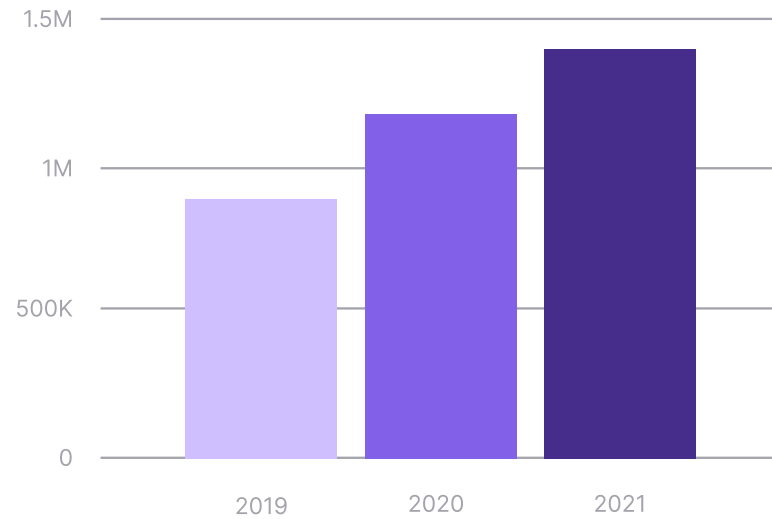
New Channels Created In 2021

In 2021, around 400 Wistia Channels were created each week—which tracks with the fact that “branded series” was cited among the top new video content planned for 2022 by customers. Wistia Channels allow users to customize and embed video galleries to present content like branded series, educational content, video collections and podcasts.



Accessibility was more of a priority in 2021

Wistia has a seven-point checklist to help you align your videos with [Web Content Accessibility Guidelines \(WCAG\) 2.1 AA](#). We saw a 13.5% increase in videos that met three or more of these criteria, meaning more marketers are making their content more accessible to all.

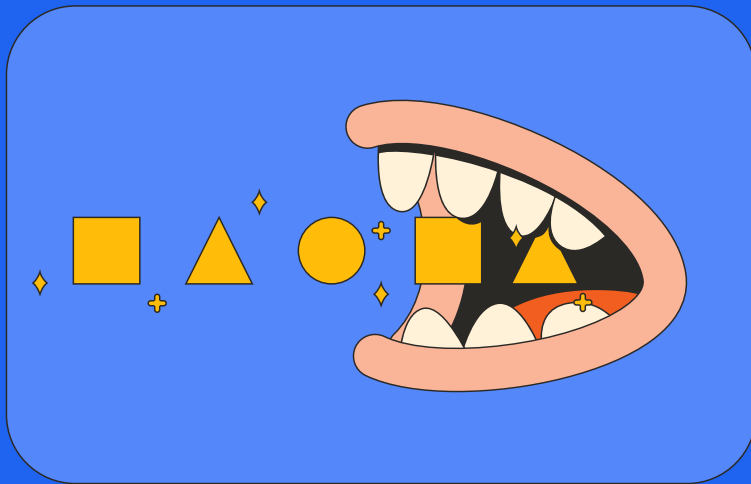


VIDEOS ALIGNED WITH WCAG 2.1 AA ACCESSIBILITY CRITERIA	2019	2020	2021
	832,033	1,250,904	1,419,384

5% of videos uploaded to Wistia use captions

Captions help make your content accessible to a wider audience—and more businesses are choosing to add captions to their videos. **2021 saw an 11% increase** in the number of videos using captions. [Learn about accessibility with Wistia.](#)

Consumption



The amount of video people consumed continued to skyrocket in 2021.

We analyzed video plays and total minutes watched, and looked at that data compared to the total number of videos uploaded. What we found is that viewers' desire for great videos is only increasing each year.

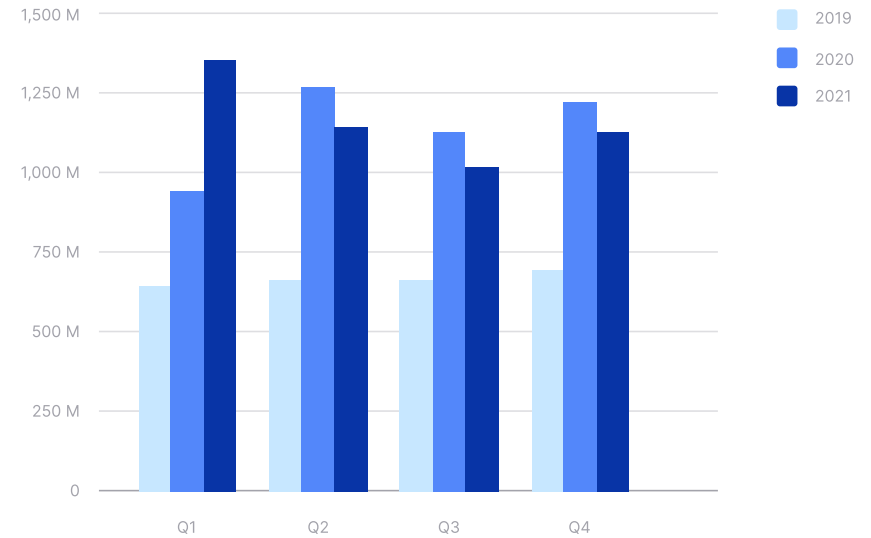
“We all took a step back when Covid pushed everything virtual. Video gives you an opportunity to connect emotionally...”

Angela Lombardo

Sales & Marketing Specialist at APEX Analytix

Overall video plays

Video plays are up, up, up! From 2019 to 2021, there was a **77% increase** in the amount of annual video plays. Audiences played a lot more videos in Q1, with consumption leveling off throughout the rest of the year.

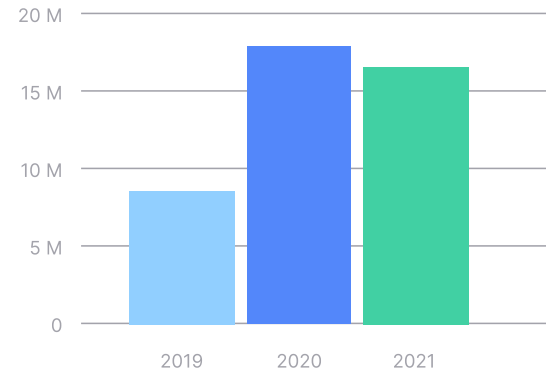


VIDEO PLAYS	2019	2020	2021
Q1	638,000,000	856,000,000	1,323,000,000
Q2	644,000,000	1,260,000,000	1,181,000,000
Q3	643,000,000	1,143,000,000	1,053,000,000
Q4	719,000,000	1,213,000,000	1,129,000,000
TOTAL	2,644,000,000	4,472,000,000	4,686,000,000

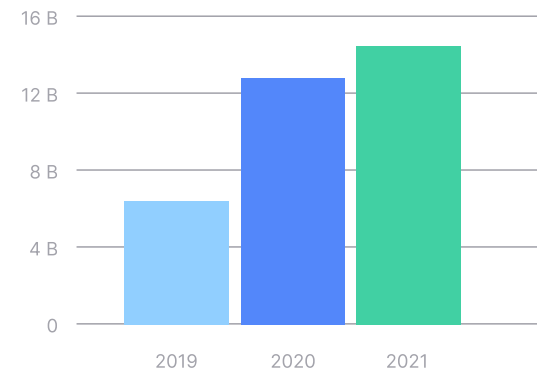
Even as creation slowed, consumption increased

We clocked 14.6 billion minutes of video watched this year. **That's up from 12.2 billion in 2020, and up 121% from 2019!** These two graphs offer a key takeaway: Even though slightly fewer videos were created, demand for video content was at an all-time high.

Total video uploads



Time watched



Engagement

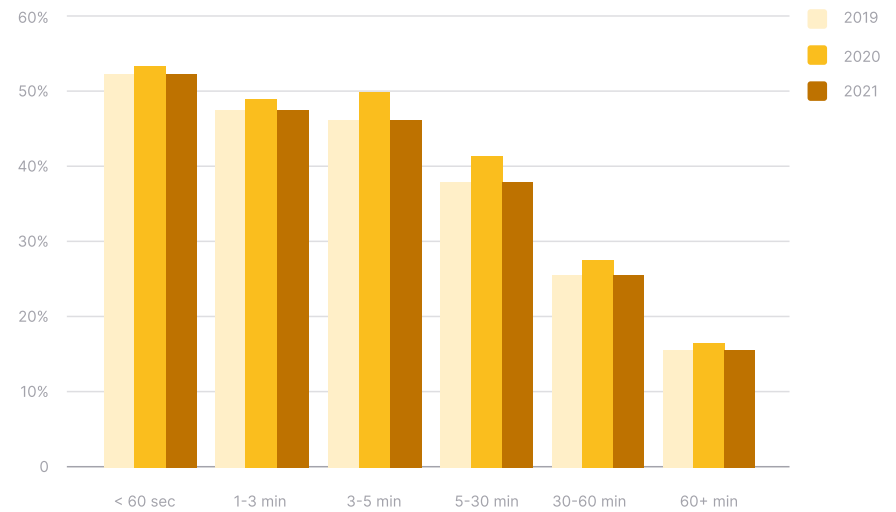


Engagement helps brands understand the time viewers spend with their videos.

We calculate this by taking the total time viewers actually spent watching a given video, and dividing that number by the total time they could have spent watching it (a.k.a. 100% engagement).

Engagement rate by video length

This metric has not changed much over the last three years. **Engagement rate stands identical to that of 2019 across video lengths.** While there is a very slight decrease from 2020, stability here is a good thing.



VIDEO LENGTH	2019	2020	2021
< 60 Seconds	51%	52%	51%
1-3 Minutes	48%	49%	48%
3-5 Minutes	47%	50%	47%
5-30 Minutes	38%	41%	38%
30-60 Minutes	25%	27%	25%
60 + Minutes	16%	17%	16%

Engagement benchmarks

Because average engagement rates by video length have been so consistent year after year, you can feel confident relying on these benchmarks to assess video performance (we do!). When you're evaluating your own engagement rates, keep in mind that different things affect them. For example, a longer video will usually have a lower engagement rate than a snackable bit of content—but that might be okay, depending on your goals.

Less than 1 minute

50% average engagement

1-3 minutes

48% average engagement

3-5 minutes

49% average engagement

5-30 minutes

38% average engagement

30-60 minutes

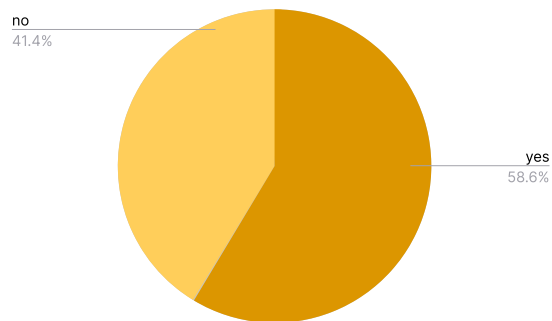
25% average engagement

More than 60 minutes

15% average engagement

Long-form on the rise

2021 brought a significant rise in the production of long-form content—a trend that we first noted in 2019. A little more than half of respondents this year made long-form videos and, by and large, webinars took the cake as the most popular type of long-form video to create! This makes sense considering marketers identified webinars as a type of content that received the most engagement from viewers in 2021.



Have you made long-form videos (over 30 minutes in length) in the past?

What types of long-form videos have you made? Choose all that apply.

33.3%	Webinars
19.3%	Virtual Events
12.9%	Product-Specific/Product Demos
12.7%	Tutorials
6.4%	Original, Branded Series
4.2%	Sales
3.3%	Case Studies
3%	Company Culture/Company Story
2.5%	Other

Being relatable > Selling

We learned that most people tie success to a solid engagement rate. The videos that generated high engagement were product videos, followed by webinars and social media videos. Interestingly, blogs and sales videos came in last. It's clear that telling an inspiring story about your product, meeting people where they are, entertaining folks, and talking about your values go a lot further than direct selling these days.

What types of videos see the most engagement from your audiences?

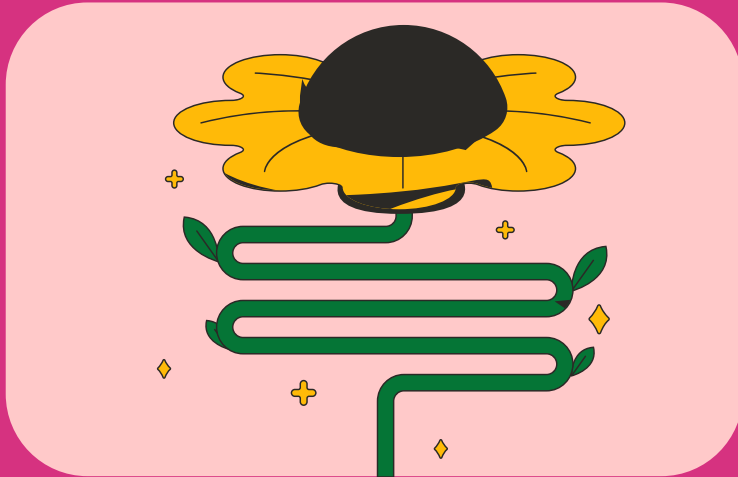


“Videos last. We want to invest more in video content that will remain relevant 12-18+ months.”

Isaac Lawlor

Video Content Producer at Digistorm

Growth



Video can be an impactful part of your growth strategy.

We wanted to assess how video marketing helped companies grow. Here, we looked at how video was used to capture leads, encourage repeat visits, and bring viewers into marketing automation workflows.

The lingo

In this section, you'll see a few terms that may be new to you. We'll be comparing Wistia's three video lead-generation tools: Turnstile, CTAs, and Annotation Links.

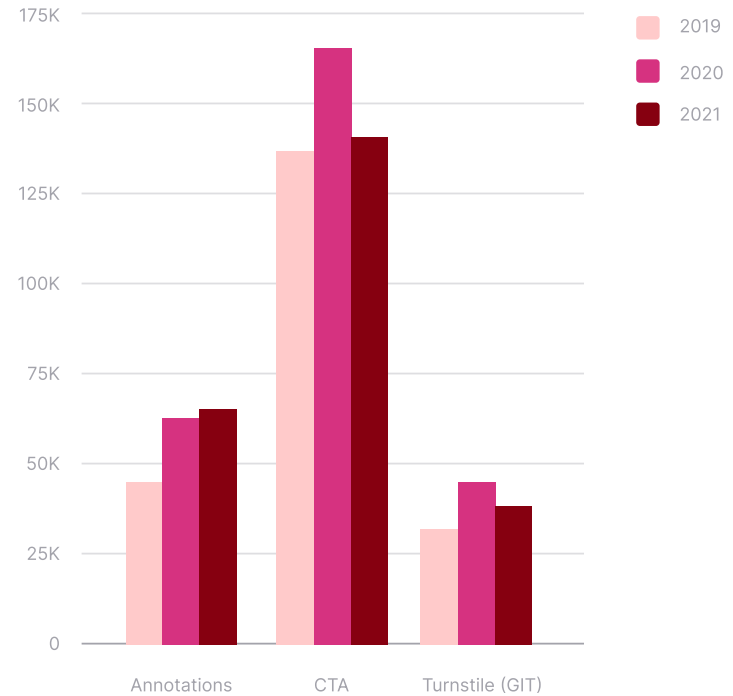
Turnstile allows you to capture email addresses with custom forms at any point throughout your video.

Calls to Action (CTAs) make it clear to the viewer what you'd like them to do next and assist in driving behavior with full-screen, in-player cards that link to other content.

Annotation Links appear in the corner of your video, providing links to other pages or content without interrupting the viewing experience.

Lead-gen tools by type

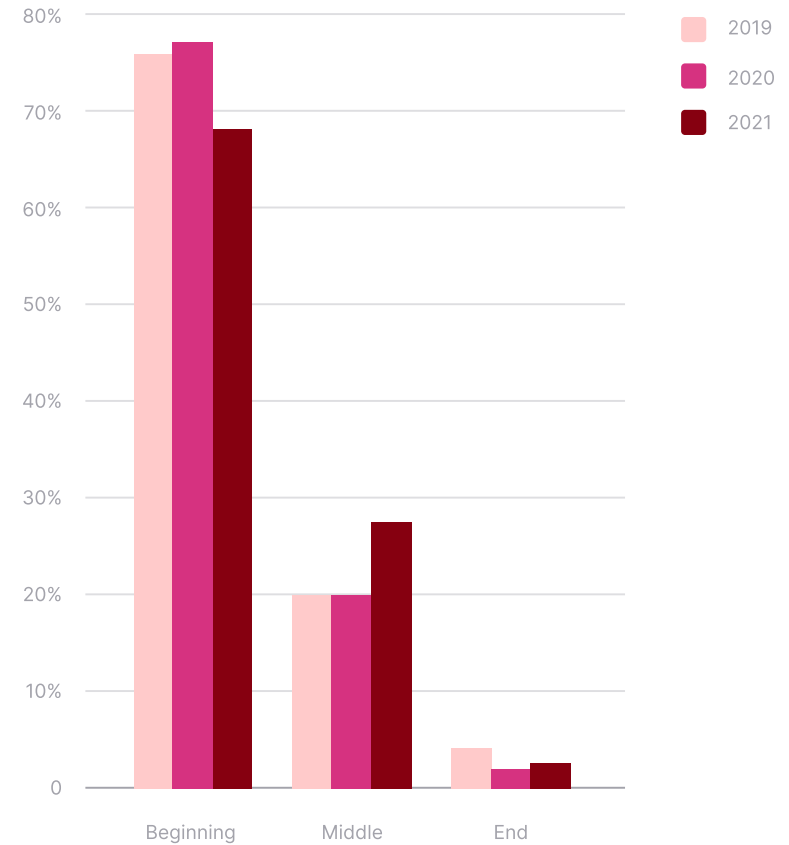
Though full-screen CTAs remain the most common Wistia growth tool used by businesses, we noticed an uptick in videos using Annotation Links. This suggests that companies are opting to use video to nurture customers down the funnel in less obtrusive ways.



LEAD-GEN TOOLS	2019	2020	2021
Annotations	46,882	62,952	65,060
CTA	135,908	169,026	128,477
Turnstile	33,689	46,036	35,687

Placement of Turnstile lead-capture forms

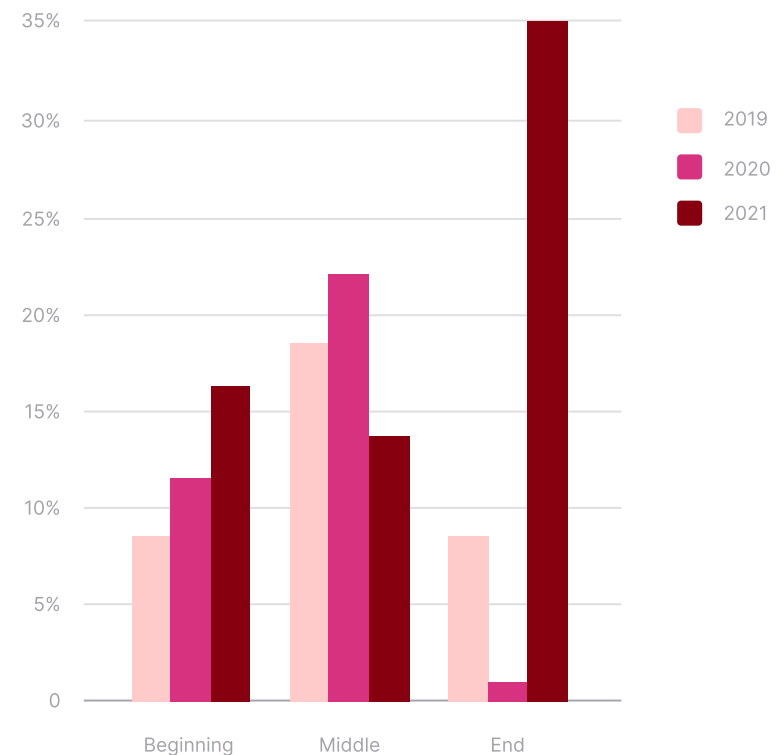
Most Turnstile forms are still being placed at the beginning of videos; however, 2021 saw an increase in the number of Turnstile forms placed in the middle of videos. This means more folks are allowing viewers to preview content before gating it with a form.



Impacting conversion rate: Videos can and should be a part of your lead-gen strategy. We looked at a number of ways businesses customized Turnstile lead-gen forms last year to see how those changes affected conversion rate.

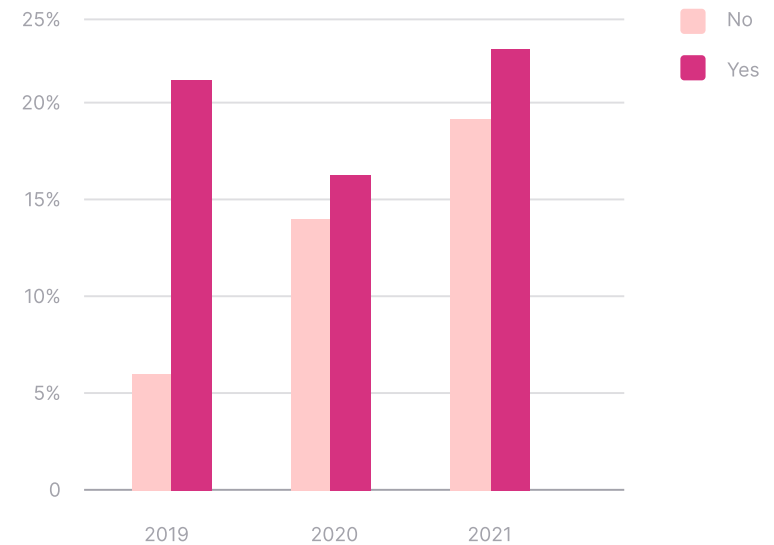
Turnstile conversion rate by position in video

Placing Turnstile forms mid-video makes sense! This tactic yielded the best conversion rates in both 2019 and 2020. However, mid-video placement was actually the least effective for 2021, which saw conversion rates of Turnstiles at the beginning and end of videos increase significantly.



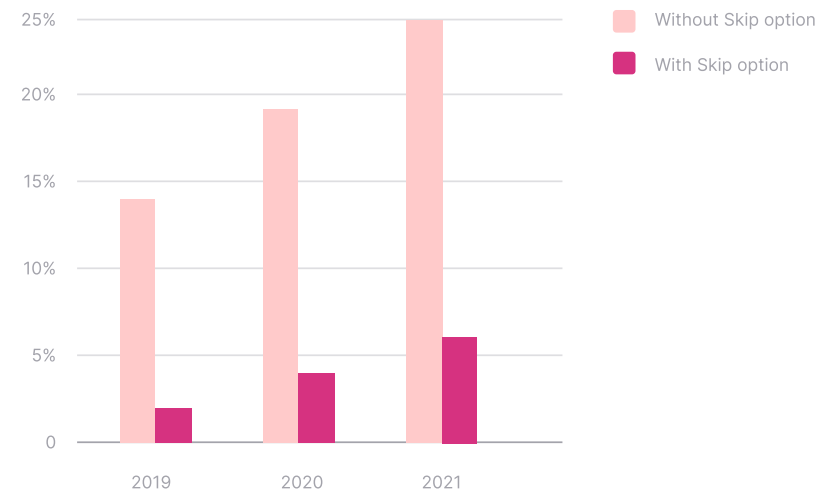
Default vs. custom copy: which converts?

Turnstile's default CTA converts higher than custom messaging. While the conversion rate for custom copy was 200% higher than in 2019, the out-of-the-box copy maintained its edge! We're guessing that's because the default message is short, sweet, and to the point.



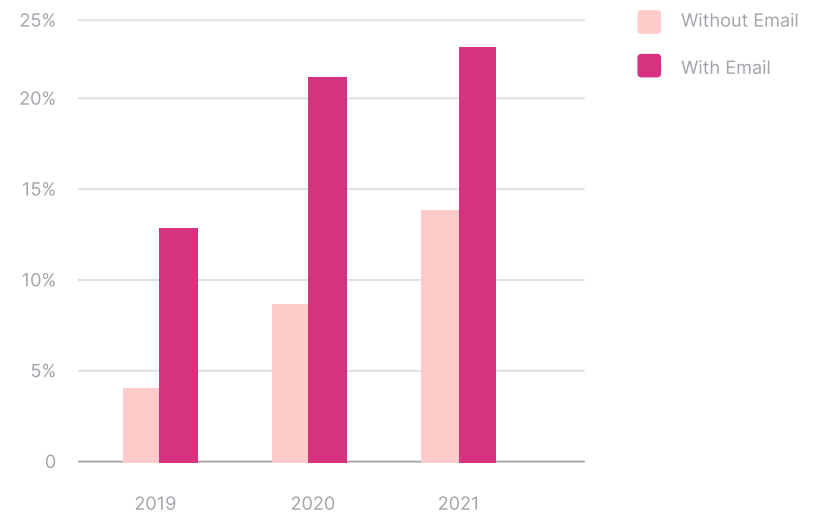
Impact of “Skip” on Turnstile conversion rates

It may not be a shock to learn that viewers convert more when a video is fully gated than when they’re given the option to skip. However, Turnstile conversions for both scenarios have grown since 2020: up 31% for fully gated content and up 50% for “Skip”-enabled videos.



Asking for email addresses boosts conversion rates

Conversion rates by any CTA are growing, but using the term “email” in the form’s top-line copy continues to convert well. Conversion rate when using the term “email” is 23%, while conversion rate without “email” is 14%.



Email integrations make it easy to increase conversion

We wanted to know the most popular marketing tools customers are using. So, we asked! Those surveyed responded with: HubSpot (30.5%), Salesforce (26%), Mailchimp (18.4%), and Active Campaign (18.6%). And we integrate with all of them!

Wistia integrates with the most popular marketing tools

Wistia works with a wide range of marketing automation and email marketing platforms, making it easy for customers to meet their video goals. [See the full list of Wistia integrations.](#)

HubSpot: 197 resp.



Salesforce: 168 resp.



MailChimp: 119 resp.



Active Campaign: 75 resp.



Marketo: 67 resp.



Pardot: 65 resp.



Emma: 11 resp.



Sugar: 6 resp.

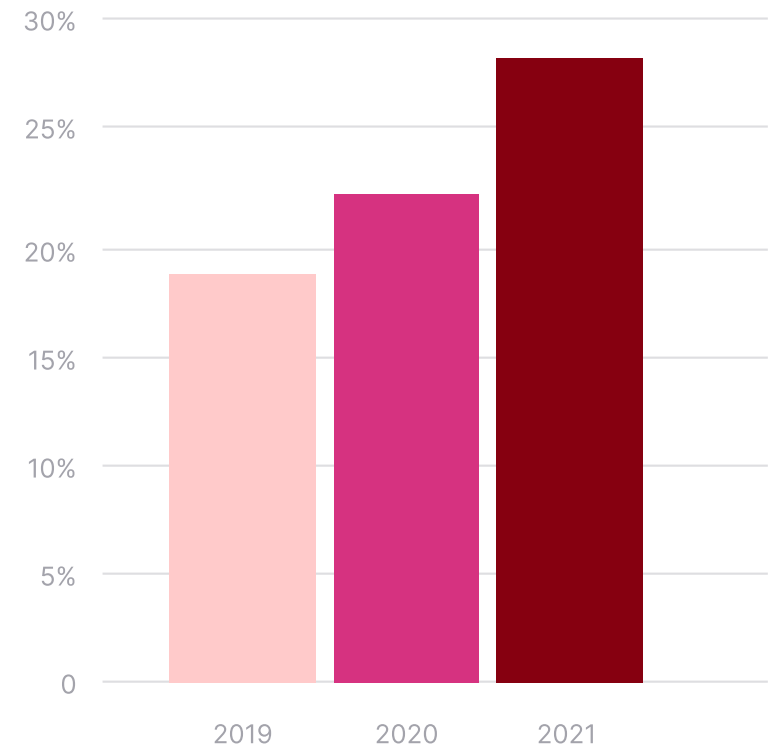


Other: 154 resp.



Wistia users with integrations enabled

Marketers are getting more sophisticated in how they use video in their marketing efforts. We're seeing a steady annual increase in the number of brands that integrate Wistia with their existing marketing tech stack to get the most from their videos.



Final thoughts



Video has entered a brand new era

The significant increase in both video creation and consumption that started in 2020 continued in 2021. We can likely expect the same this year; businesses should view video as a critical part of a successful marketing strategy.



Audience demand outpaced creation efforts

Video consumption outpaced actual content created as businesses grappled with producing more video in remote-first environments. There's a huge opportunity for marketers to engage audiences with new content to meet existing demand in the year to come.



Brands will invest more in video—and taking risks—in 2022

Customers are ramping up video efforts in 2022, increasing production budgets, and focusing more on experimentation. We think businesses will lean into what's worked over the past two years while testing things like live formats and branded series.



About Wistia

Wistia is more than a leading video hosting platform. Founded in 2006, Wistia helps B2B businesses get bigger results from their videos and podcasts. From their brandable player and lead generation tools, to customizable galleries and industry-leading analytics, Wistia helps marketers gain more control over their brand experiences and the data to prove impact. Plus, with free educational resources and world-class support, Wistia has your back—before you even press play. Today, more than 375,000 businesses across 50 countries depend on Wistia's video platform, including HubSpot, Nextiny, Buffer, Terminus, and Klaviyo.

Learn more at wistia.com and follow along on [LinkedIn](#) and [Instagram](#).