What do Viewers of Video Really Want?
Survey research 2013 & 2016
Video is Seen as Complex to Create

So need to get it right
Experiment: Verify our results
Section I: Survey

Demographics
Who we surveyed

2013
Financial Services/Investment
Education – Higher EDU
Education – Primary or Secondary
Government Healthcare Services
Manufacturing Media/Graphic Design

2016
Education Professional (Higher Education) General
Information Technology (IT) Professional
Marketing Professional
Sales Professional
Training Professional
Section II: The Data
Watched a video online in past month?

- Yes: 74%
- No: 26%
Types of videos watched

- Instructional video
- Informational video
- Entertainment video
Definitions: Informational & Instructional

Informational: A video that’s intent is to deliver facts, news, ideas, or descriptions.

Instructional: A video that’s purpose is to teach or educate (This could be a step-by-step guide.)
How often do you watch videos?

- 5+ week
- 2-5 times/week
- 1/week
- 1-3 times/month
- Less than 1/month

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How Often do you watch Videos? (INFO VS INST)

- 0.00%
- 5.00%
- 10.00%
- 15.00%
- 20.00%
- 25.00%
- 30.00%
- 35.00%
- 40.00%

- 5+ week
- 2-1 times/week
- 1/week
- 1-3 times/month
- Less than 1/month

2013 - Information
2016 - Information
2013 - Instruction
2016 - Instruction

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When Do you Watch Videos

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When Do you Watch Videos?

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Where Online Do You Watch Videos? (2016)

- Video Website (Youtube, etc.)
- In an Online Article
- Online Course
- Blog Post
- Social Media Site
- Your Company's Website
- Other

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Where are you when you watch videos?

- Home: Information 2013 (80%), Information 2016 (90%)
- Work: Information 2013 (40%), Information 2016 (50%), Instruction 2013 (60%), Instruction 2016 (70%)
- Commuting: Information 2013 (30%), Information 2016 (40%), Instruction 2013 (50%), Instruction 2016 (60%)
- School: Information 2013 (20%), Information 2016 (30%), Instruction 2013 (40%), Instruction 2016 (50%)
- Traveling: Information 2013 (10%), Information 2016 (20%), Instruction 2013 (30%), Instruction 2016 (40%)
- Waiting for something: Information 2013 (5%), Information 2016 (10%), Instruction 2013 (15%), Instruction 2016 (20%)
- Other: Information 2013 (7%), Information 2016 (10%), Instruction 2013 (15%), Instruction 2016 (20%)
Increase in Tablet & smartphone viewing

<table>
<thead>
<tr>
<th></th>
<th>Information 2013</th>
<th>Information 2016</th>
<th>Instruction 2013</th>
<th>Instruction 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
<td>90%</td>
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<tr>
<td>Tablet</td>
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<tr>
<td>Smartphone</td>
<td>60%</td>
<td>60%</td>
<td>30%</td>
<td>30%</td>
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<tr>
<td>TV/Projector</td>
<td>100%</td>
<td>100%</td>
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</tbody>
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Ways viewers have interacted with video (2013)
Ways viewers have interacted with video (2016)
The power of the pause button
What about suggested content?
Section III: Why Do Viewers Stop Watching
Have you stopped a video without finishing (2016)

- Informational Videos
- Instructional Videos

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When did you stop the video? (2016)

- Less than 10 secs.
- 10-20 secs.
- 21-40 secs.
- 41-59 secs.
- 1-2 mins.
- 3-5 mins.
- 6-10 mins.
- 11-15 mins.
- 16-20 mins.
- More than 20 mins.

Informational Videos

Instructional Videos

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I was bored/it was uninteresting (25%)
I had to do something else (22%)
I wasn't getting the info I expected (18%)
It wasn't entertaining (12%)
It didn't cover the right topic (6%)
I got distracted (7%)
It was poor quality (5%)
Other (5%)

Why Did you Stop Watching (2013)
Why Did you stop the video (2016)

- I got distracted
- I had to do something else
- I planned on watching it at a later time
- I was bored / it wasn't interesting
- I was not getting the information I expected
- It didn't cover the right topic
- It wasn't entertaining
- The quality was poor
- Other

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Informational Videos

Instructional Videos
Section IV: Reviewed Videos (2013)
What Keeps Viewers Watching (2013)

Self-reporting of what keeps viewers watching

- Genuine Interest
- Professional Style
- Quiz or survey
- Good music/audio
- Unique/humorous
- Entertainment
- Instruction
- Information
- Other

Bar chart showing the self-reporting of what keeps viewers watching, with the highest interest in genuine interest and unique/humorous content.
Funny is good, kinda...
Visuals should be Helpful & intriguing
Viewers want easy-to-follow content.
Viewers want Step-by-step content
A word about Music
Engagement
Short
Good story or script
Good visuals
Good music
Good quality
Instructional
Email for Presentation
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Use subject: onfocus16

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