

2026

State of Video

Report



Everyone's making videos now.

Making a great video is easier than ever. The barrier to entry is lower, the tools are better, AI is doing more of the heavy lifting, and audiences don't expect polished productions anymore. Teams with little to no production experience can create content that gets results.

But this doesn't mean the job is simpler. Audiences want more content, more formats, and more consistency. The real challenge isn't whether you can make videos. It's how to keep up with demand when your resources only go so far without burning out.

The answer is a more blended production model with outsourcing and AI, treating webinars as a core part of your video marketing strategy, and repurposing your videos across channels.

As video becomes more central to your overall marketing strategy, getting this right matters more than ever.

This means making smarter decisions about where to focus your time, budget, and creative energy.



And the data in this report will help you do exactly that!



Top takeaways

1

**Video demand is up.
Budgets aren't.**

Companies are **making more videos**, but **fewer plan to increase spend** and almost half are keeping their budgets flat.

2

Social engagement is the fastest-rising video success metric.

It's the **top metric** for almost 25% of marketers, nearly double the share from last year.

3

LinkedIn is now B2B's #1 video channel.

8 in 10 teams say LinkedIn is their primary place to share videos. It even beats out YouTube.

4

Four video formats are pulling ahead.

Teams are investing in **educational videos**, **product videos**, **social videos**, and **webinars** this year.

Webinars are the second most impactful video type.

On-demand webinars keep getting plays for **up to 12 months** after the live event.

5

Blended video teams are becoming the norm.

In-house teams are **growing fast**, **outsourcing more**, and **using AI** to speed up workflows.

6

What you'll get in this report

Trends & insights

We surveyed nearly 1,000 professionals and got insights from **Webflow, Storyblocks, HubSpot, and The Marketing Meetup.**

- How video strategies and budgets are shifting
- How teams are structuring video production
- Which video formats are getting the most attention
- Where AI fits into video production workflows
- How video distribution is shifting
- Why webinars still pull their weight

Performance benchmarks

We analyzed **13+ million videos** uploaded to Wistia—totaling **79+ million hours of content**—to see how they're performing.

 [Data from Wistia's platform](#)

- Play rate by video length
- Play rate by web page
- Engagement rate by industry and length
- Engagement rates by video type
- Conversion rate by interactive element
- Conversion rate by video length
- Conversion rates for lead gen forms

6

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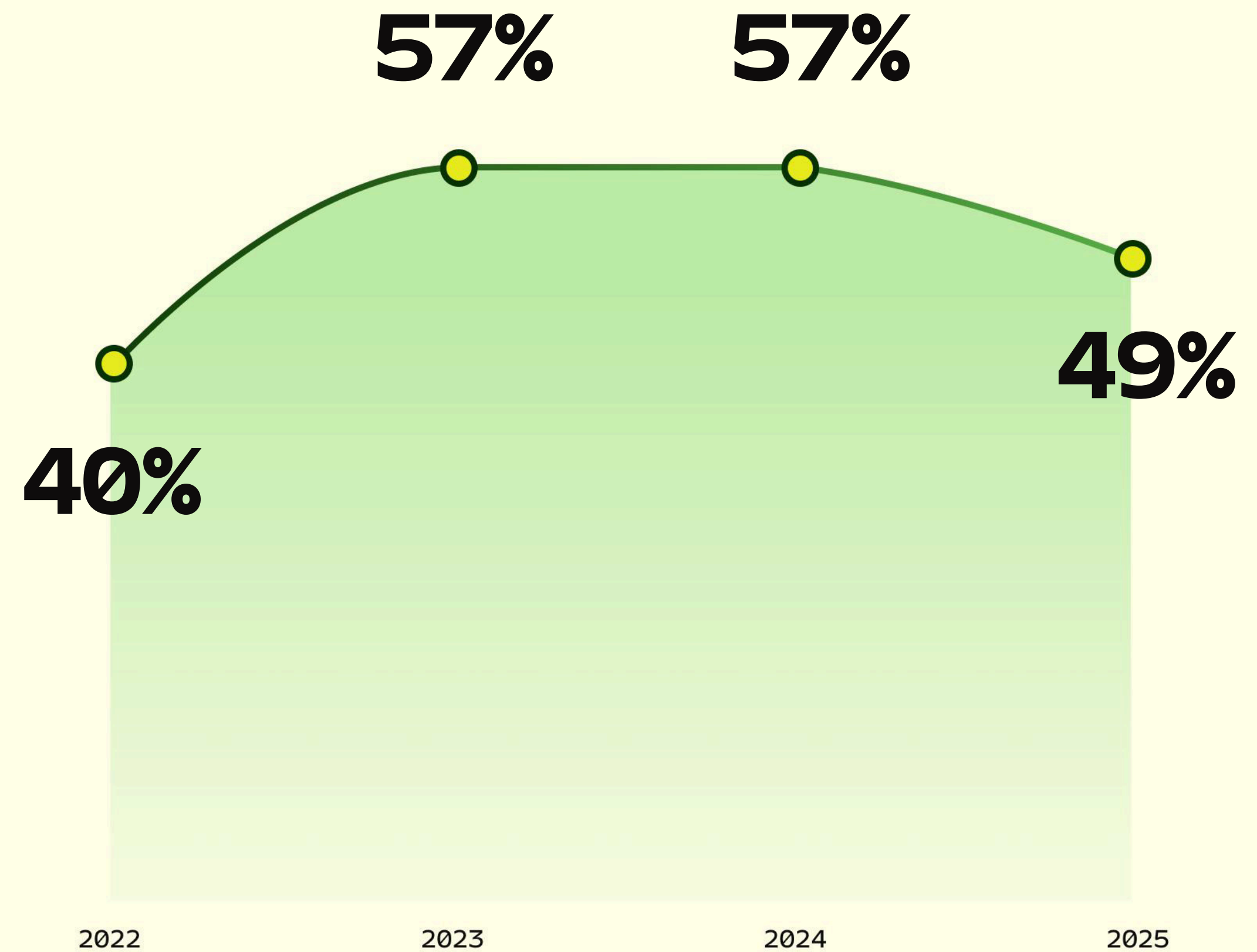
**Budget
growth is**

online

Fewer teams increasing their overall video budgets than in recent years.

And almost half expect their budgets to stay flat. But with video now woven into every corner of marketing, it's earned a permanent line in the budget.

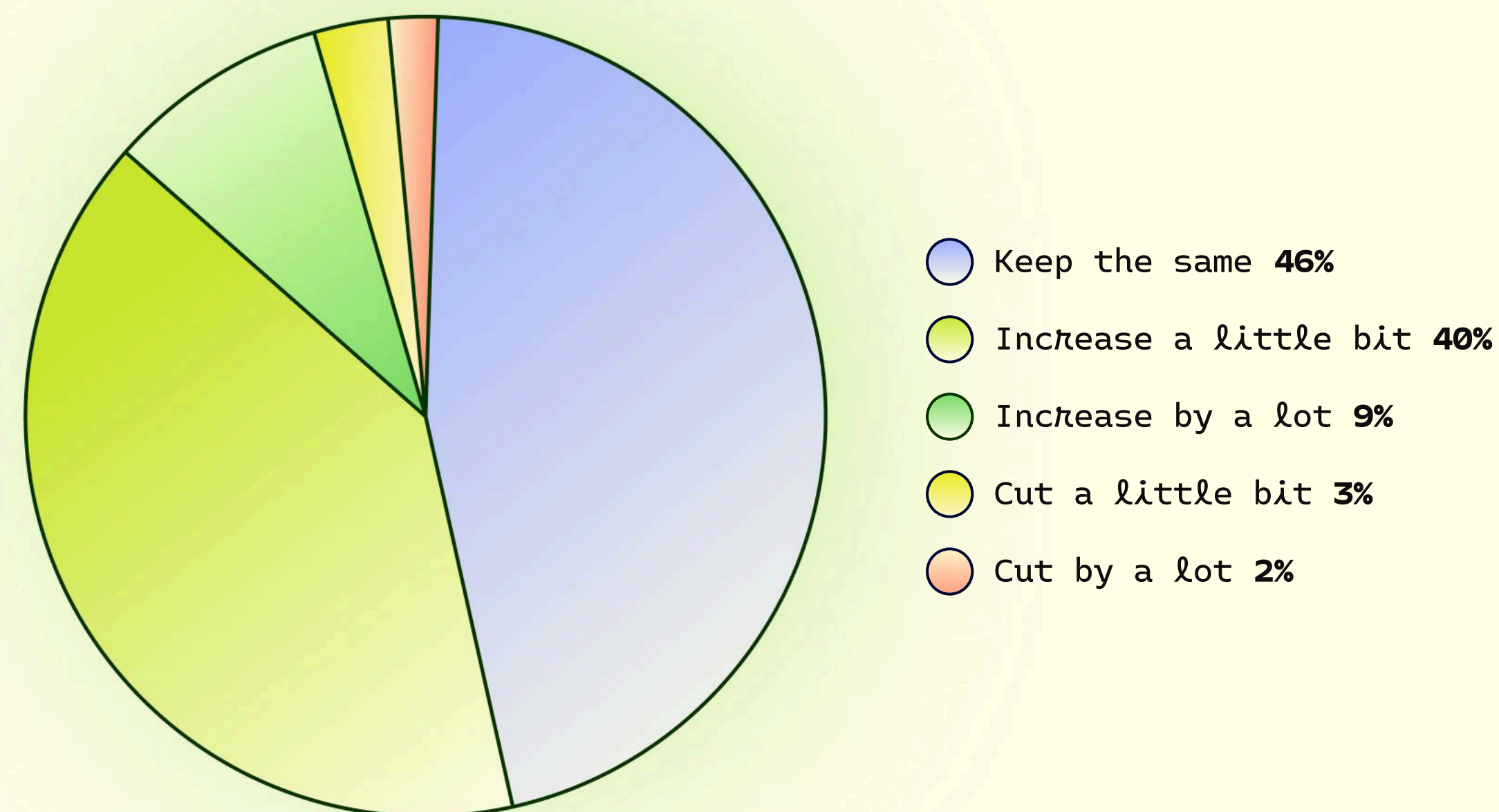
Share of teams planning to invest more money in video



Video budgets are flat or down for **51% of companies** this year.

For many teams, the focus has shifted from growth to efficiency. That's why being deliberate about where money goes matters more than ever.

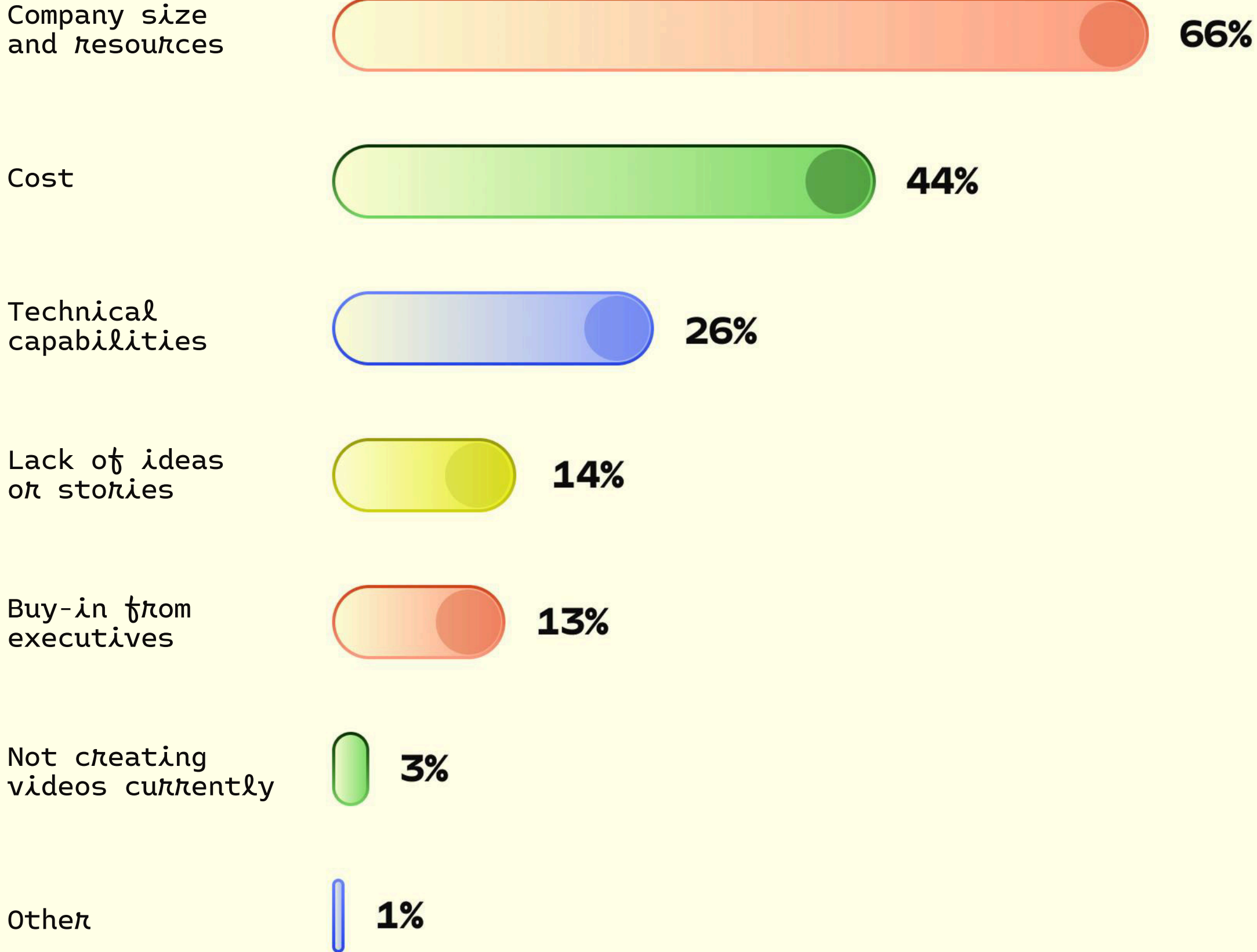
How teams are changing their video budgets this year



Resourcing and cost are still the biggest blockers.

The barrier to making more videos isn't creativity or alignment. It's capacity. Most teams know what they want to make. They just don't have the means to make it.

What's holding teams back from making more videos

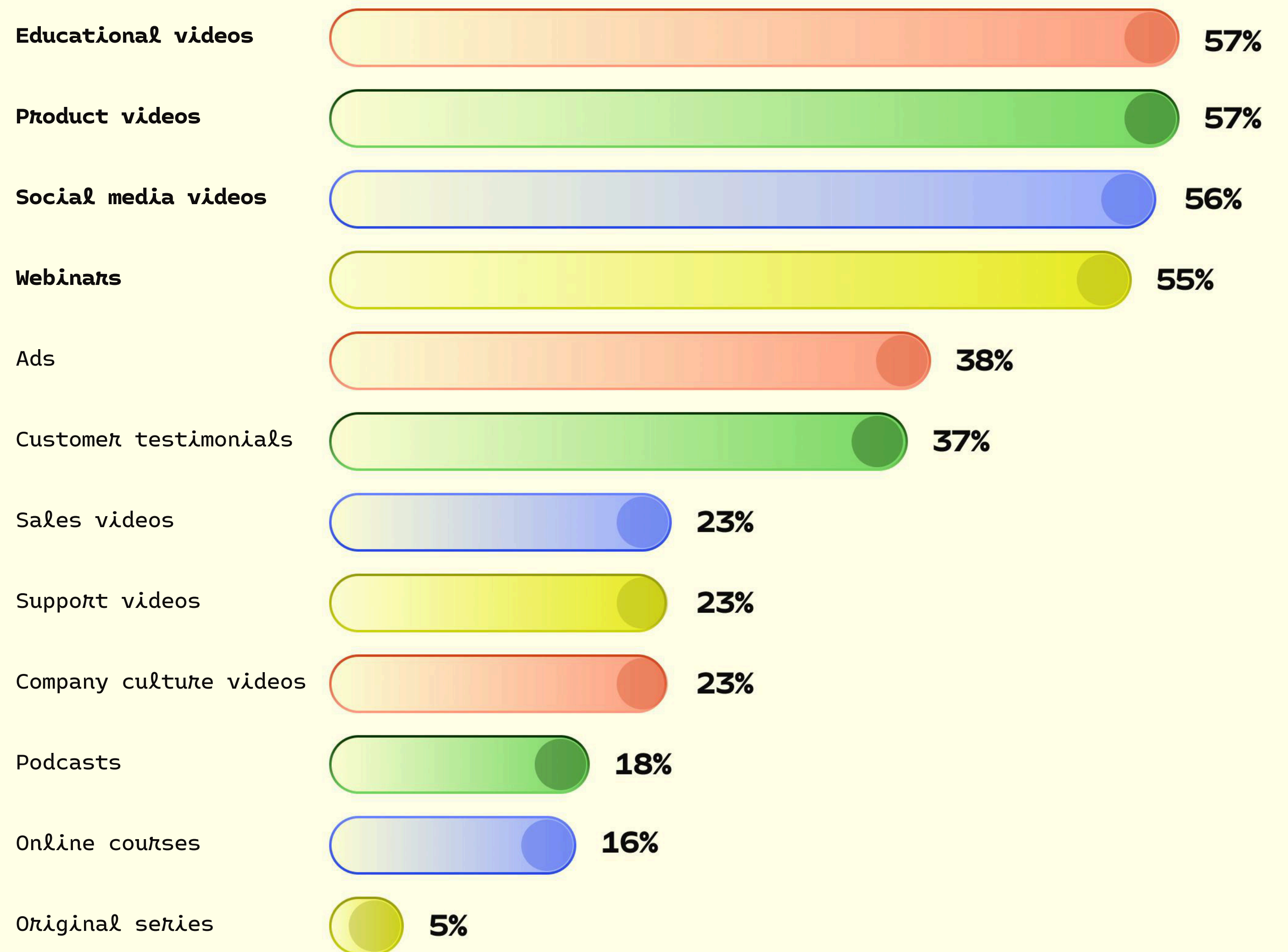


The video landscape is consolidating around **four** core formats.

Educational videos, product videos, social videos, and webinars are the formats teams make most often and plan to keep investing in next year. Customer testimonials and podcasts are gaining traction.

Podcasts had the biggest jump, up **29%** since last year.

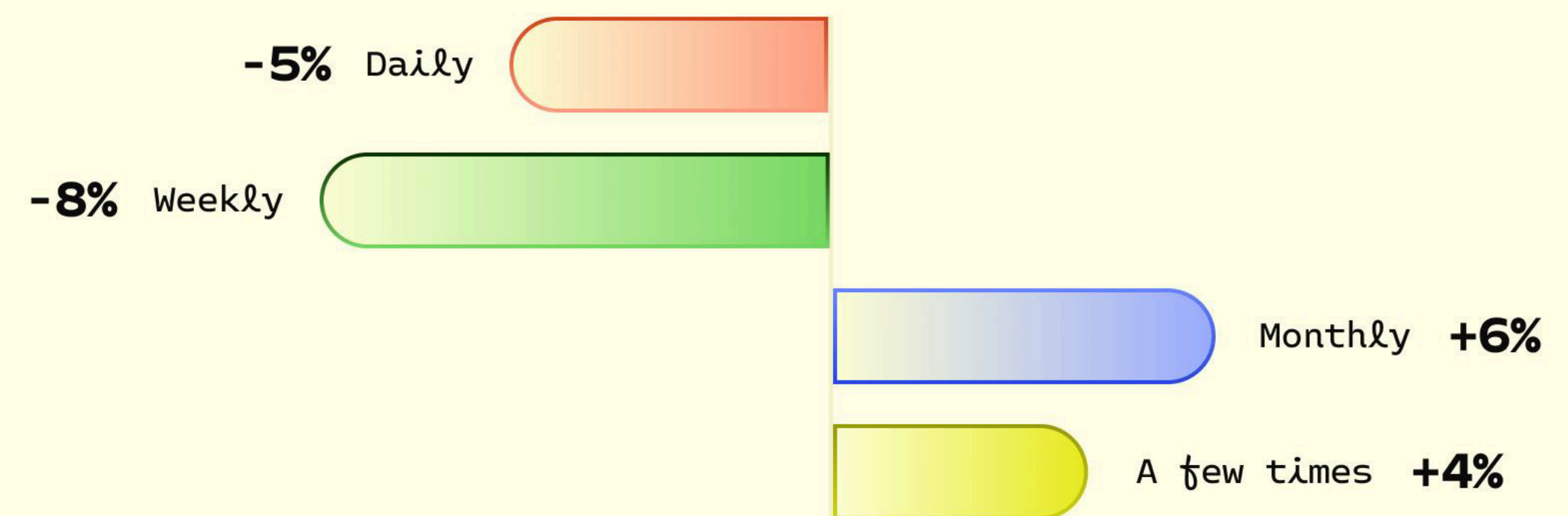
Types of videos companies are making



The pace of video production is evening out.

Monthly production is now the most common cadence, with over a third of teams publishing on that schedule. Daily and weekly production have decreased, which suggests teams are settling into a more sustainable rhythm.

How video production frequency changed from 2024 to 2025

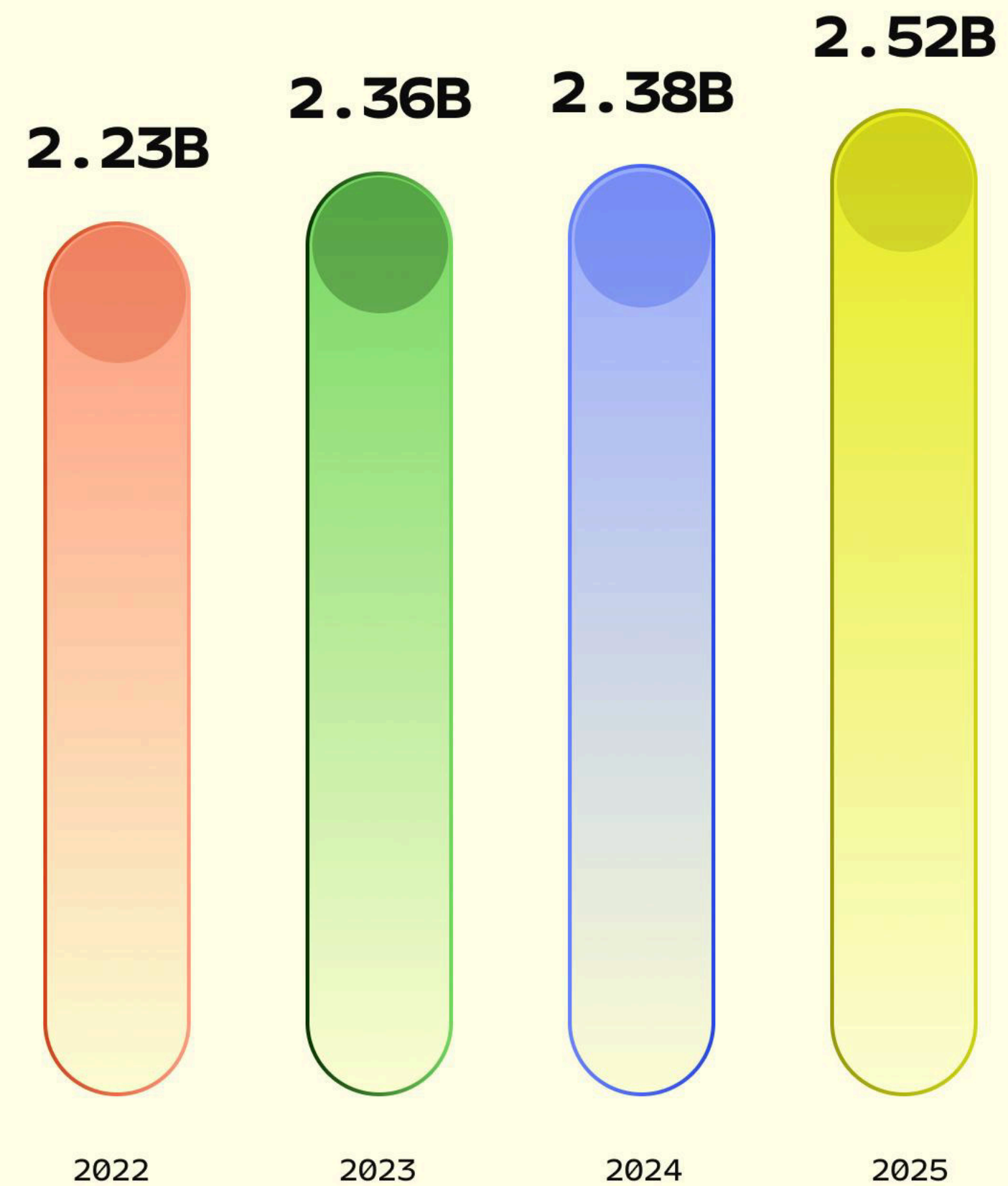


Video demand is up, and so are the expectations.

Teams are being asked to do two things at once: create new videos for more platforms and squeeze more mileage out of what they already have.

And it's paying off. Both small and large companies grew plays around **6-7%** in 2025, with mid-sized companies seeing around **3%** growth.

Total video plays on Wistia's platform
in billions





Our most reliable performers are step-by-step videos that teach viewers how to solve a problem or build a skill.

Bridgett Henwood

DIRECTOR OF VIDEO AND PODCAST PRODUCTION AT HUBSPOT



HubSpot Media



How to build an effective video strategy with limited resources

Prioritize key formats

Start with what's already working

The most common formats exist for a reason: Product videos provide clarity, educational videos build trust, social videos get attention, and webinars go deep.

Try short, low-production social videos first

They're easy to make and they help you quickly test what formats and topics resonate with your audience.

Plan for promotion

Decide where each video will live before making it

This shapes how you make the video (the format, length, and tone). Content built for a channel beats content forced into one.

Give every video a next step

Before recording, know what you want viewers to do. It could be downloading a resource, visiting a page, or just learning about your company.

Make consistency the goal

Pick a rhythm you can sustain

A steady monthly cadence beats a big push followed by silence.

Budget for consistency

Don't spend it all on the shoot. Make room for promotion, follow-up, and repurposing too.

 Try this in Wistia

Use [calls to action \(CTAs\)](#), [lead generation forms](#), and [video analytics](#) to see which formats move people to act.

Teams & Production Workflows

Chapter 2



**The new
video team
is bigger,
blunter,
and more
in-house**

More in-house teams are making videos.

As video demand grows, companies are leaning more on the people already on their team, even marketers who aren't full-time video producers. This is especially true for **product videos**, **webinars**, and **educational content**, which internal subject matter experts can create without the help of a production team.

Who creates videos in-house

	2024	2025
Video on creative team	36%	54%
Individual contributors	26%	36%

Teams are still outsourcing, even more than before.

Even as more work moves in-house, outsourcing is on the rise too. More teams are relying on freelancers and agencies than they did last year. This points to a production model that blends internal and external resources rather than choosing one over the other.

Share of teams outsourcing video production

	2024	2025
Freelancers	14%	26%
Video production agencies	14%	22%

Video tools are becoming more approachable.

When we asked Wistia users about the tools they use to create and edit videos, a clear pattern emerged: Teams are gravitating toward tools that don't require a specialist to operate.

Professional tools still lead, but the rise of simpler platforms reflects a broader shift: Video production is opening up to everyone.

Top 5 video editing tools *excluding Wistia

1. Adobe



2. Canva



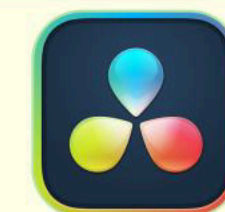
3. CapCut



4. iMovie



5. DaVinci Resolve



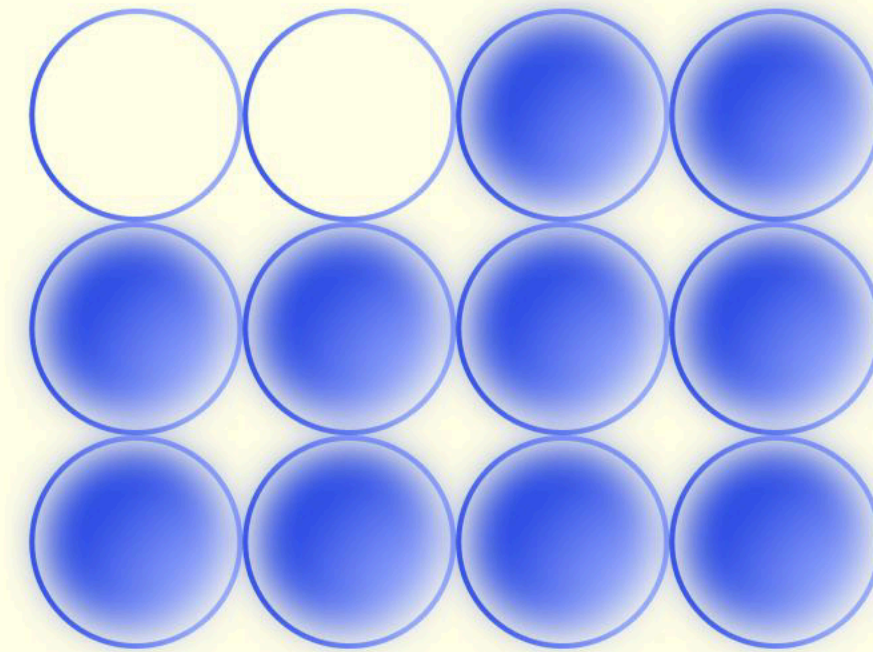
Bigger tech stacks don't mean a better workflow.

As video spreads across more channels and formats, teams are stitching together bigger tech stacks to keep up. But more tools aren't automatically making the work easier.

More software means jumping between more platforms and managing more handoffs, leaving many teams with workflows that feel fragmented.

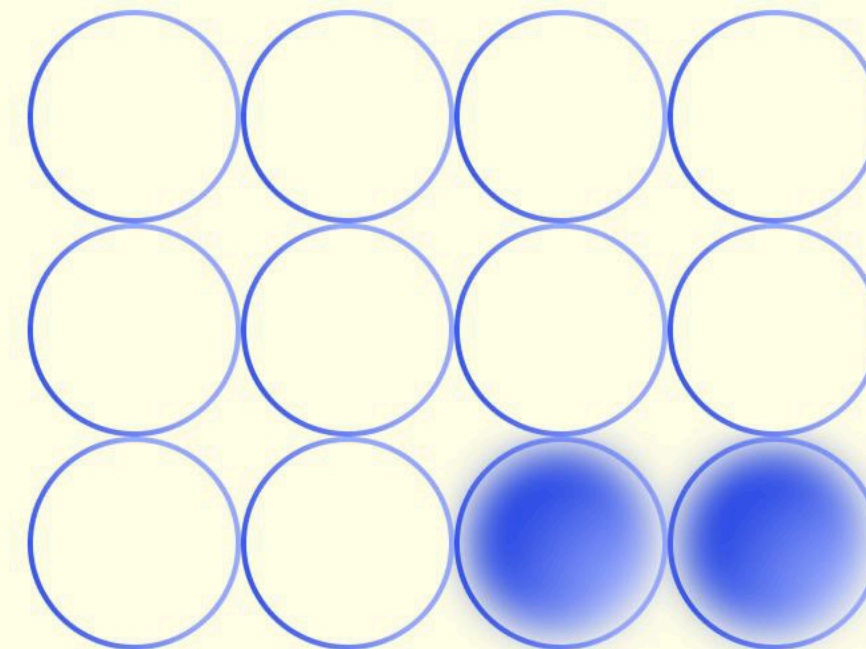


SOURCE: [Webflow's State of Website Report](#)



90%

of teams have grown their marketing tech stack in the last 12 months



17%

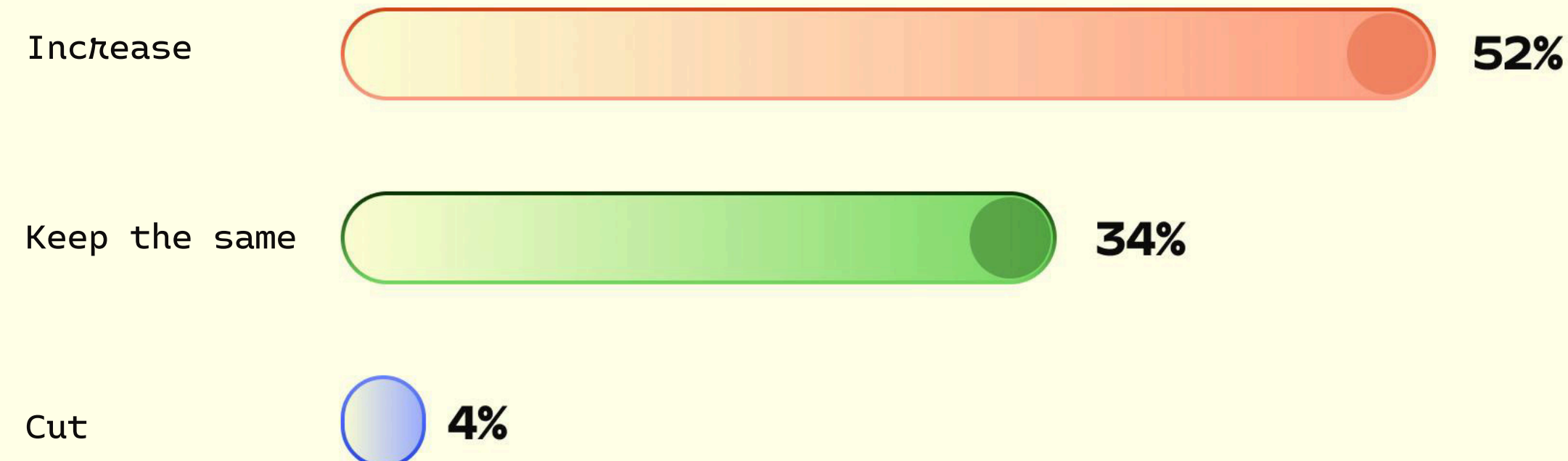
say their tech stack meets their requirements

Over half of teams are investing more in AI this year.

AI is becoming part of the long-term plan, not just a short-term experiment. Teams are increasingly treating it like a practical tool worth investing in.

AI users are twice as likely to produce over **100 videos a year**.

How teams are changing their AI budgets this year

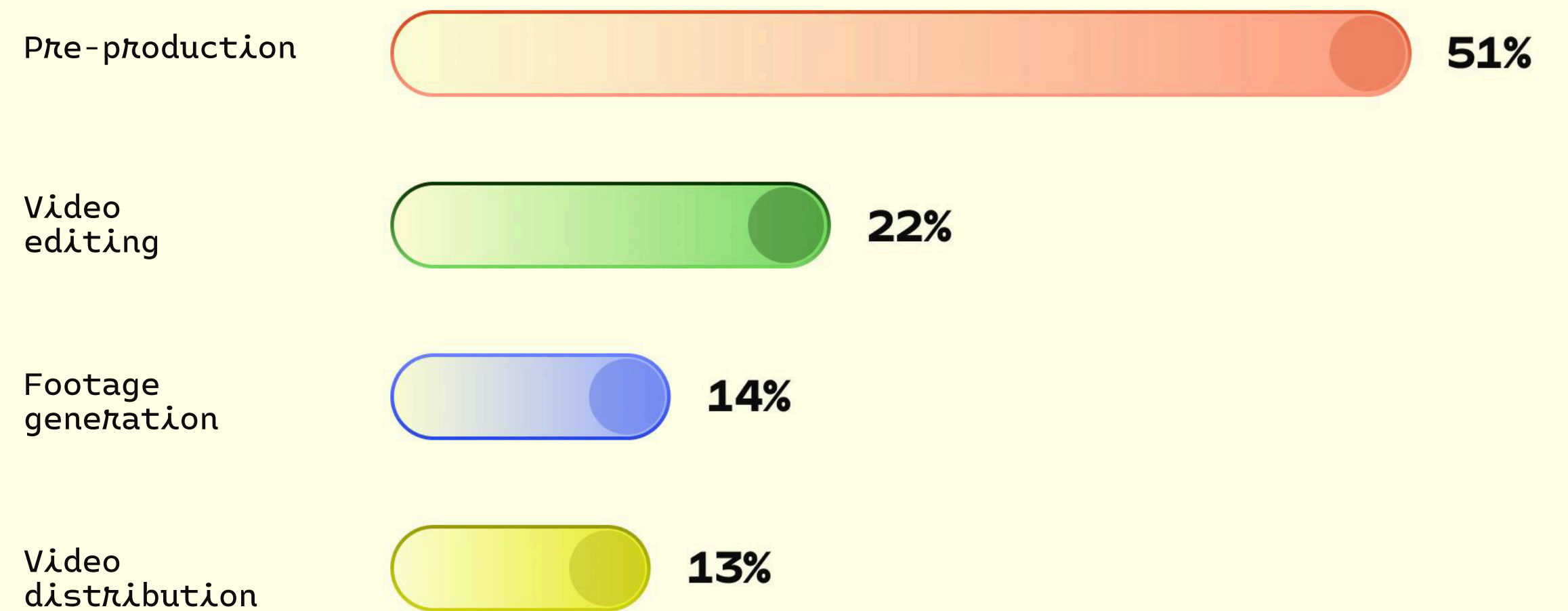


AI is most common in pre-production.

Teams seem most comfortable using AI where it can shape the work early and support the process without taking over.

Even the most buzzworthy AI use case, footage generation (AI avatars, generative backgrounds, full-scale animations), hasn't reached mass adoption.

Primary uses for AI





The smartest teams use stock footage and AI to expand their options, but a human is still making the creative decisions.

Bridge Waugh

DIRECTOR OF CONTENT AT STORYBLOCKS



Storyblocks

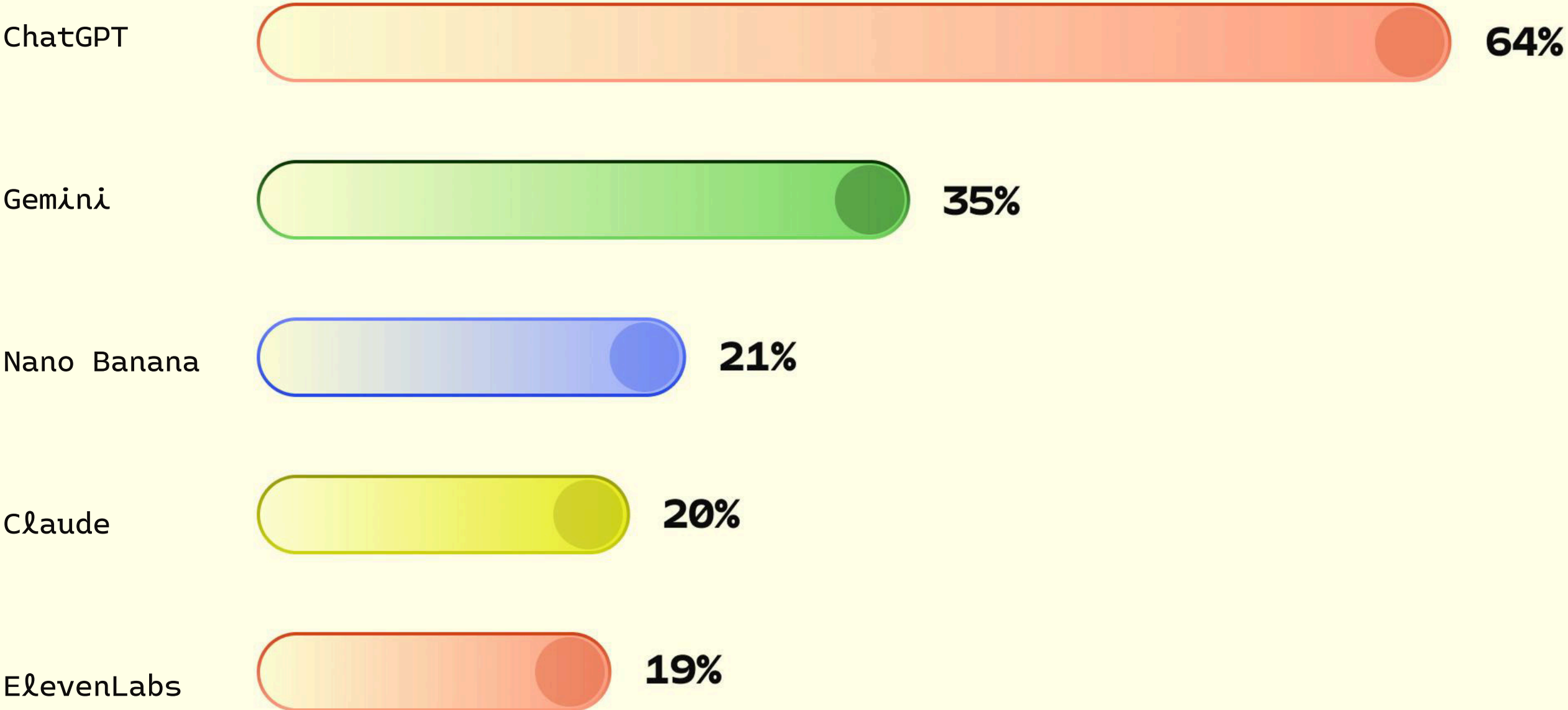


Writing is where AI shows up most.

Most teams use ChatGPT for planning, scripting, and ideation.

Want the full picture? Check out Wistia's 2026 [AI Video Marketing Trends](#) report.

Top AI tools in video production **excluding Wistia*



The most common AI tools in video production

Planning	Ideation	ChatGPT, Gemini, Claude, Luna
	Project brief/research	ChatGPT, Gemini, Claude
Pre-production	Script	ChatGPT, Gemini, Claude, Wistia, Vimeo
	Storyboard	Runway, Nano Banana, Adobe Firefly, Kling, DALL-E, Midjourney, Higgsfield
	Set design	Runway, Nano Banana, Adobe Firefly, Kling, DALL-E, Midjourney, Higgsfield
	Production schedule	ChatGPT, Gemini, Claude
Production	Character/avatar generation	Nano Banana, Adobe Firefly, Kling, Seedance, Synthesia, Midjourney, Higgsfield
	Shooting/video generation	Dream Machine, Runway, Adobe Firefly, Kling, Sora, Luma, Veo 3, Seedance, Synthesia, Higgsfield
Post-production	Editing	Wistia, Vimeo, Sora, Capsule, Synthesia, Higgsfield
	Color grading	Imagen Video, Media.io, Colourlab.ai
	Music/audio	Adobe Firefly, Adobe AI Speech, Sora, ElevenLabs, 3Play, Veo 3, Capsule, Suno, Synthesia, Higgsfield
	Translations	Wistia, Vimeo, 3Play, Synthesia
Publishing and repurposing	Captions	Wistia, 3Play
	SEO	Wistia, Vimeo
	Thumbnails	ChatGPT, DALL-E, Midjourney

 SOURCE:
[Wistia's 2026 AI Video Marketing Trends report](#)



AI is making videos more accessible.

It's helping teams add captions, transcripts, multilingual subtitles, and other features that make videos easier to watch, understand, and share.

Accessibility is becoming part of the workflow, not a last-minute fix, and regulations like the [European Accessibility Act](#) are raising the stakes.

AI users are

82%

more likely to offer subtitles in multiple languages



AI users are

50%

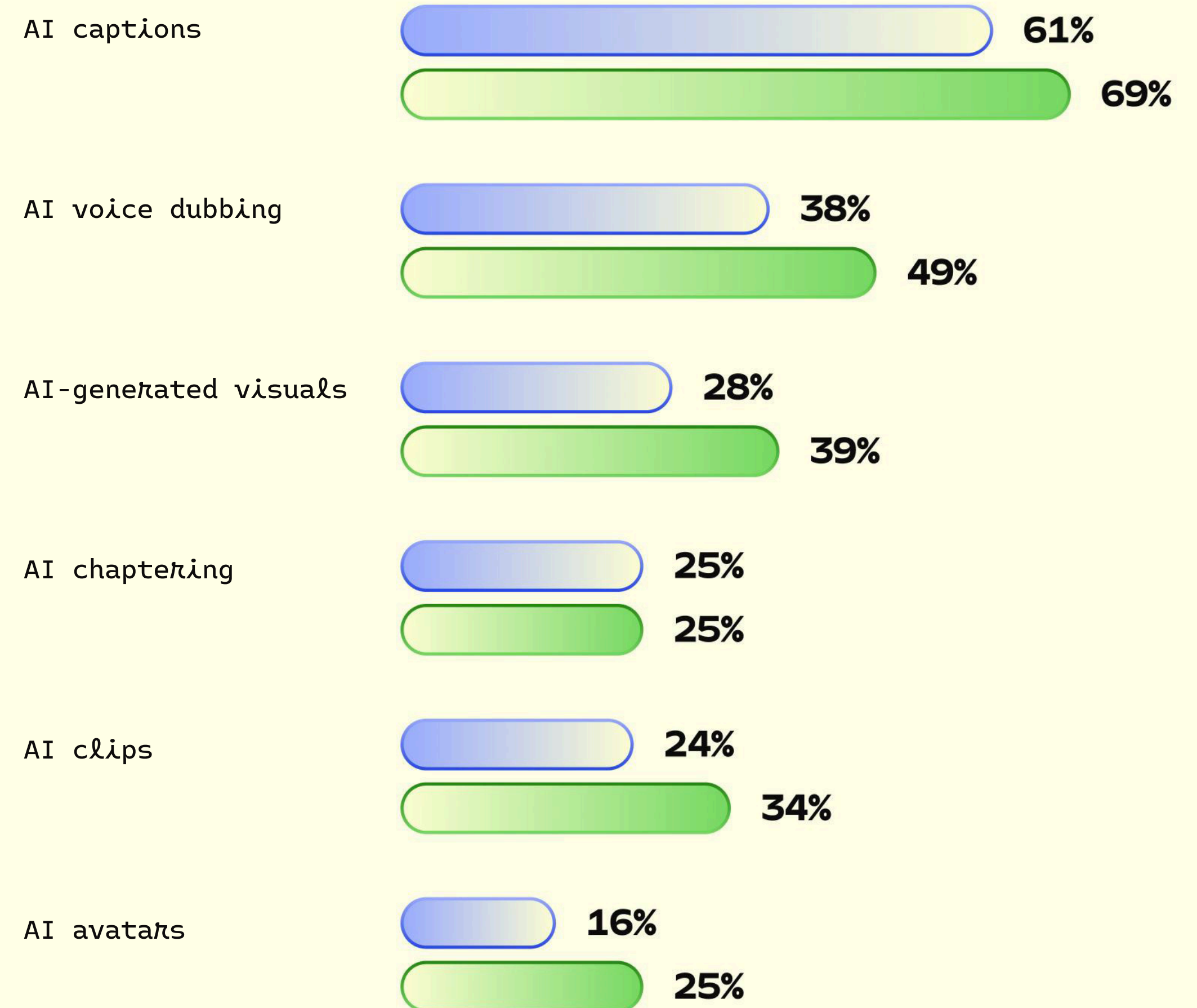
more likely to use audio descriptions

More teams are using AI to create video assets.

Nearly every generative AI feature has jumped in use since last year, with visuals and avatars seeing the biggest gains. This suggests teams are warming up to AI that creates, not just assists.

Generative AI features teams are using

2024 2025



Teams are **not** blindly optimistic about AI.

The biggest worries about AI are pretty predictable: unreliability, ethical use, and a fear of AI replacing people. It's clear human judgement still matters, especially when it comes to accuracy and authenticity.

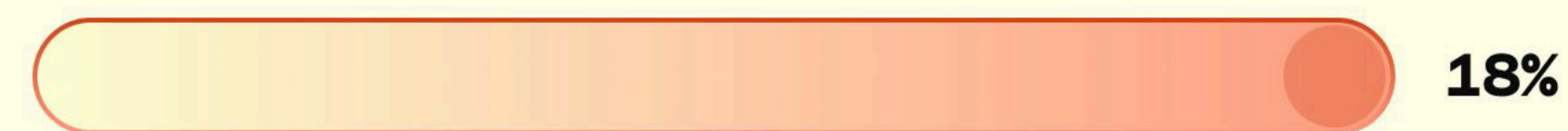


SOURCE:

[Wistia's 2026 AI Video Marketing Trends report](#)

Top 5 hesitations about AI tools in video production

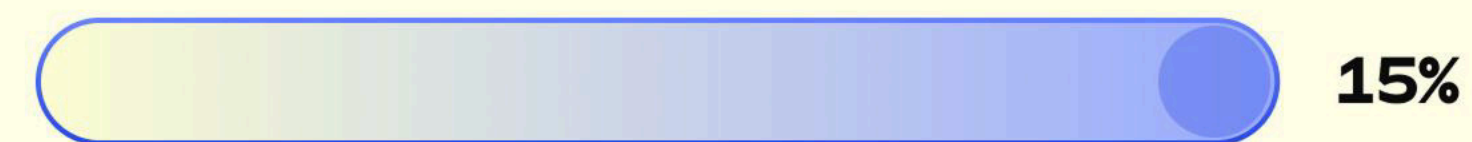
Uncertainty about the accuracy or reliability of AI output



Fear of AI replacing or diminishing human roles



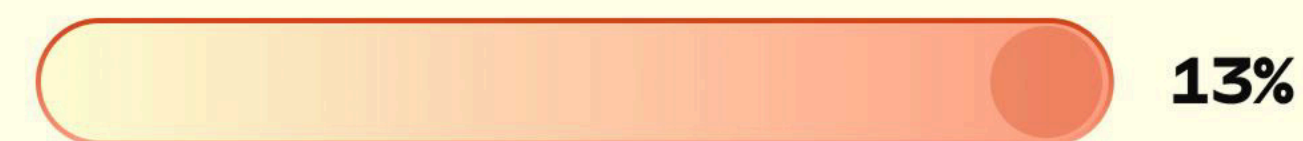
Concerns about the ethical implications of AI use



Concerns about data privacy and security



Lack of training or confidence in how to use AI effectively





AI is best at providing a lot of starting points. Humans are best at taste and selection.

Kaitlyn Rossi

CREATIVE DIRECTOR AT STORYBLOCKS



Storyblocks



How to build a smarter video workflow

Know what stays in-house

Keep the core work close

Own the videos that shape your message, voice, and repeatable day-to-day output.

Fill in the gaps with outside help

Bring in freelancers, agencies, and outside partners for the work your in-house team doesn't have the bandwidth, skills, or capacity to take on.

Use AI to reduce friction

Write and brainstorm with AI

Let it handle planning, scripting, and idea generation, and have a human refine the final output.

Use AI for the tedious post-production stuff

Captions, audio cleanup, and transcripts are low-lift, high-return places to let AI save you time.

Simplify your tech stack

Audit what you actually use

More tools don't mean a better workflow. Know which ones earn their place.

Connect your video data to your marketing stack

When the data flows into the tools your team already uses, you can act on it faster and personalize follow-up.

 Try this in Wistia

[Connect Wistia to your marketing tools](#) to sync video data and automate your workflow.

Distribution Accessibility

Chapter 3

The strongest video strategies do not rely on one channel



They use social media for attention  and websites for depth

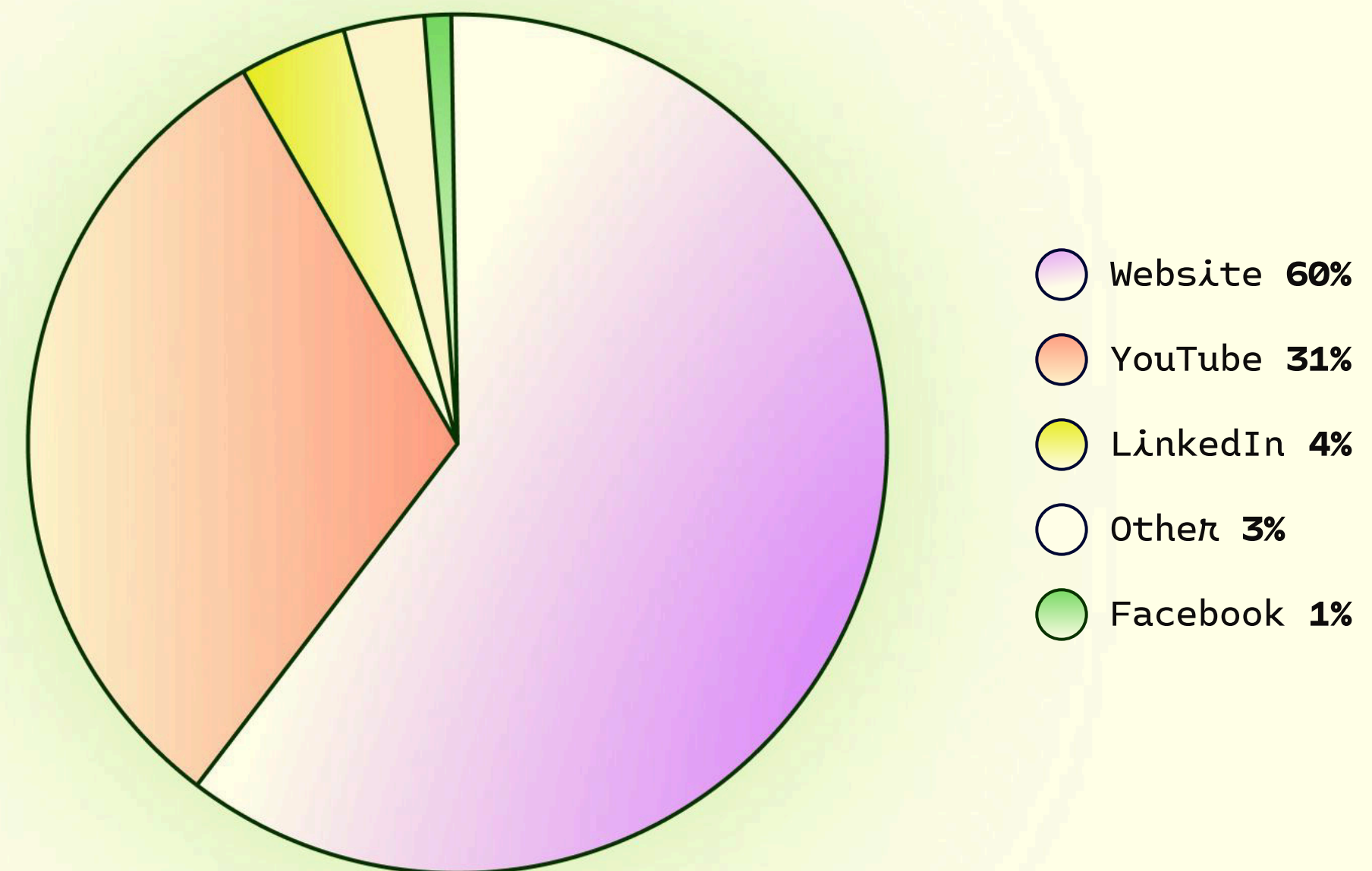


Social gets attention, and websites drive action.

Discovery happens in the feed, but revenue happens on the website. Social clips are often the entry point that gets someone there.

Webflow found that **91%** of teams earn more revenue from their website than any other channel.

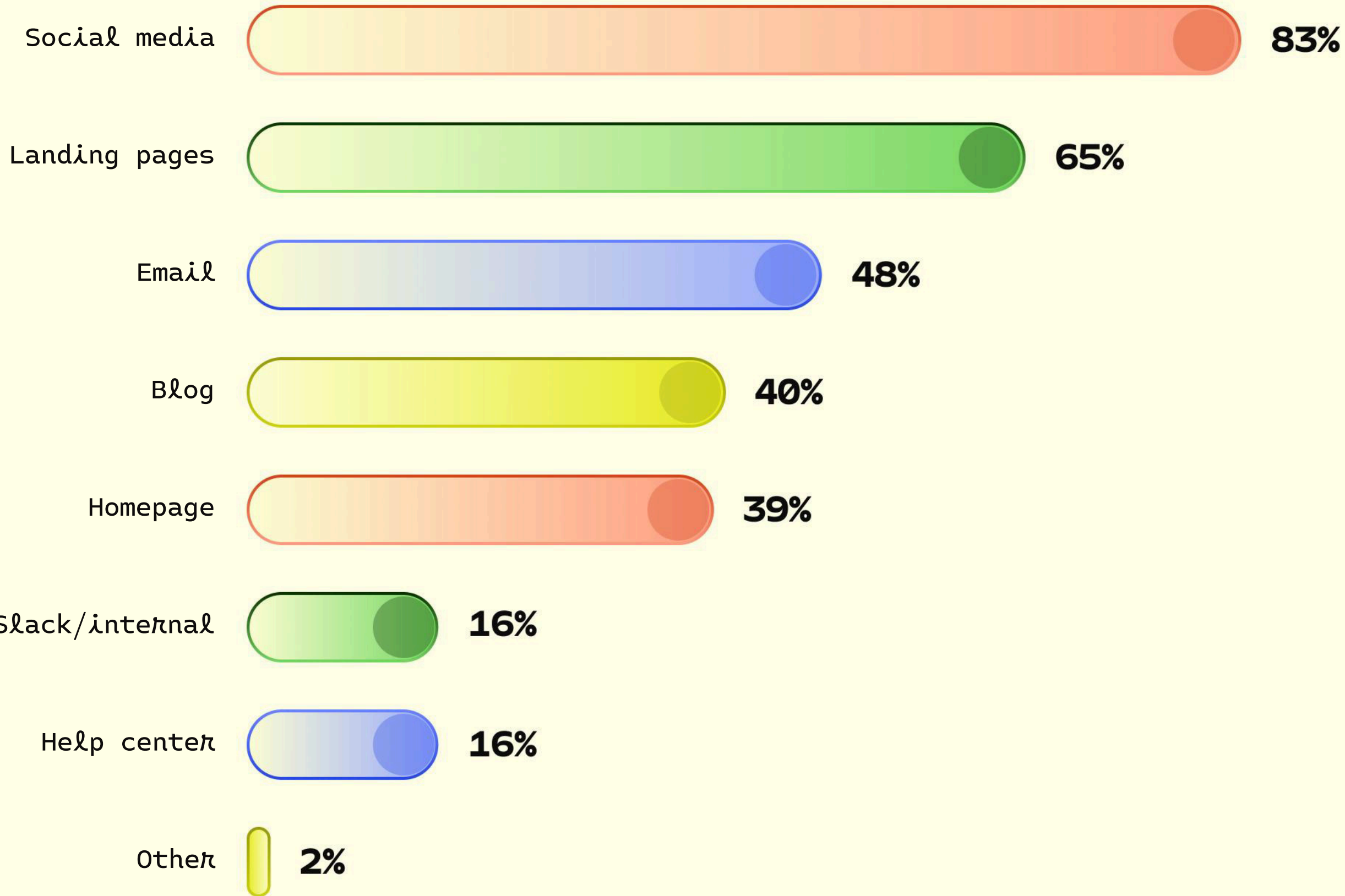
Where teams send viewers after a video clip



Social media is now the most popular place companies share videos.

This shows how much discovery happens in the feed, not on a company's website. Brand impressions are happening offsite before viewers have any other context about the company.

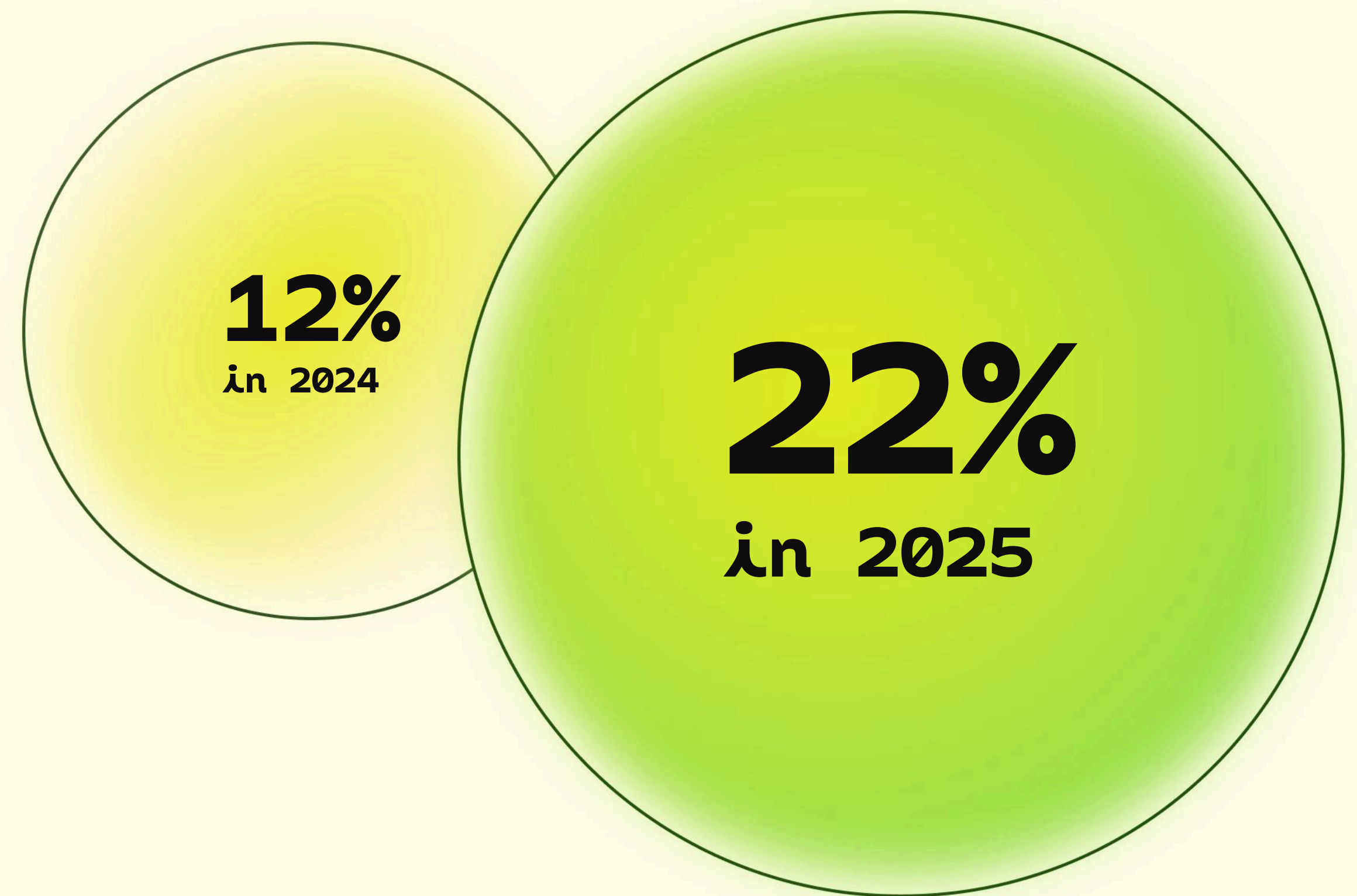
Where companies are sharing their videos



Social engagement nearly doubled as a success metric.

As more videos get shared on social media, teams are paying closer attention to the signals that show whether they actually got a reaction. Views still matter, but how people respond to videos is starting to carry more weight.

Share of teams ranking social engagement as their top video success metric



LinkedIn is B2B's top video-sharing channel.

It's not just where business videos get shared. It's also where they get discovered, repurposed, and amplified through paid ads, making it the most versatile channel in the B2B video mix.

YouTube still matters, but LinkedIn is increasingly where business videos get seen first.

Teams rank LinkedIn as their top channel for:

81%

Sharing videos

67%

Repurposed clips

62%

Paid video ads



The videos that gain real traction on LinkedIn are ones people save, hold their attention to the end, share with a personal note, or prompt a genuine comment.

Lori Davidson

SENIOR LEADER AT LINKEDIN MARKETING SOLUTIONS

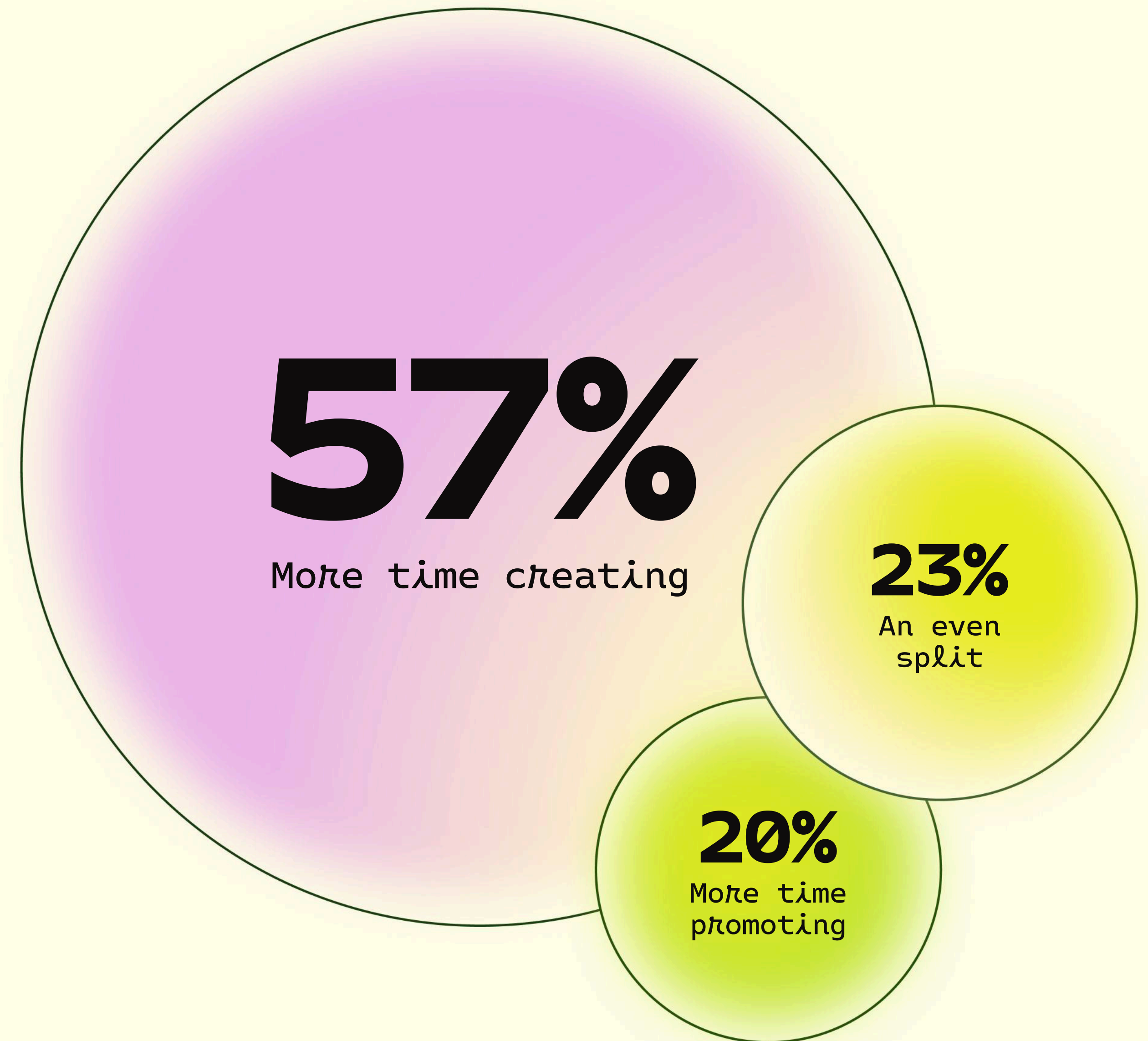


LinkedIn



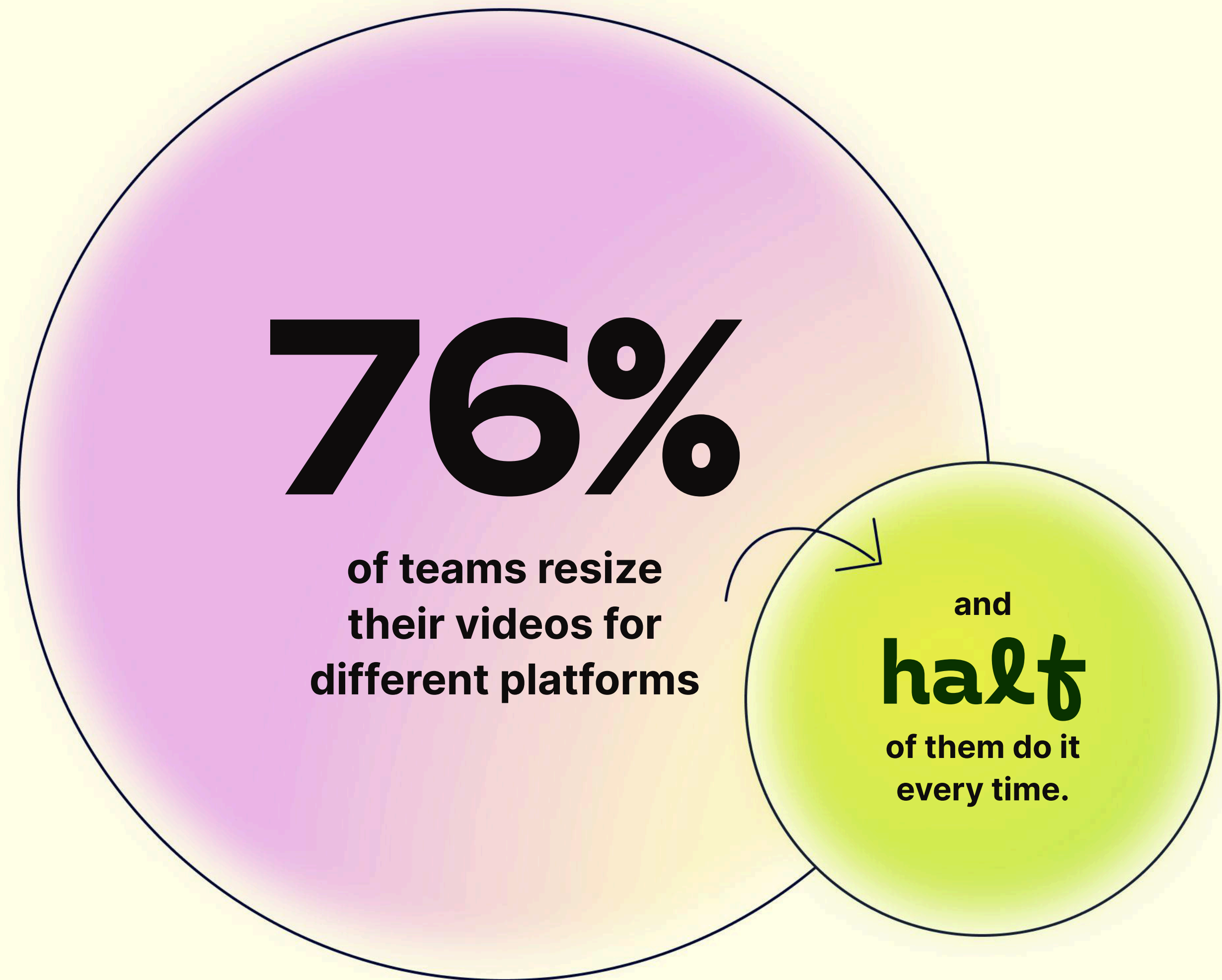
Most teams spend more time **creating** than **promoting** videos.

Teams are trying to keep up with growing demand for videos on limited resources. That often leaves less time for distribution, but companies are still investing in it. Only **7%** are cutting their distribution budgets this year.



Different channels call for different prep.

Videos aren't one-size-fits-all anymore. Teams are adapting videos based on what channels they live on and what job they need to do.



How teams are making videos more accessible

71%

add closed captions

69%

use AI for captioning

36%

add on-screen transcripts

23%

add subtitles in multiple languages

#1

Spanish



Top languages used
for localization

#2

French

#3

German

#4

Japanese

#5

Portuguese

More reach? Now you're speakin' our language.

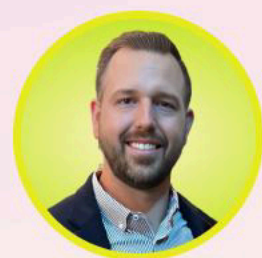
To connect with viewers beyond their primary market, teams are increasingly dubbing and captioning their videos in other languages.



The balance comes down to intent. Content built for discovery goes on social, while content built for the buyer or customer experience lives on your site.

Kyle Denhoff

SR. DIRECTOR OF AUDIENCE DEVELOPMENT AT HUBSPOT



HubSpot Media



How to reach a **larger** audience with every video

Be intentional about where you post

Earn attention on social media

It's where people discover your brand. Make the clip do the job of stopping the scroll.

Drive action on your website

It's where viewers get context, stay in your world, and take the next step.

Prep videos for each platform

Optimize for the feed

Resize for the channel and tailor your captions and copy to how that channel's audience consumes content.

Post B2B videos on LinkedIn

It's the top channel for repurposed clips and educational content.

Publish with context

Help your videos show up in search and AI results

Add titles, surrounding copy, and transcripts with enough context to surface in the right results.

Caption and dub your videos

Captions make your content accessible to more people. Dubbing opens it up to audiences outside your primary market.

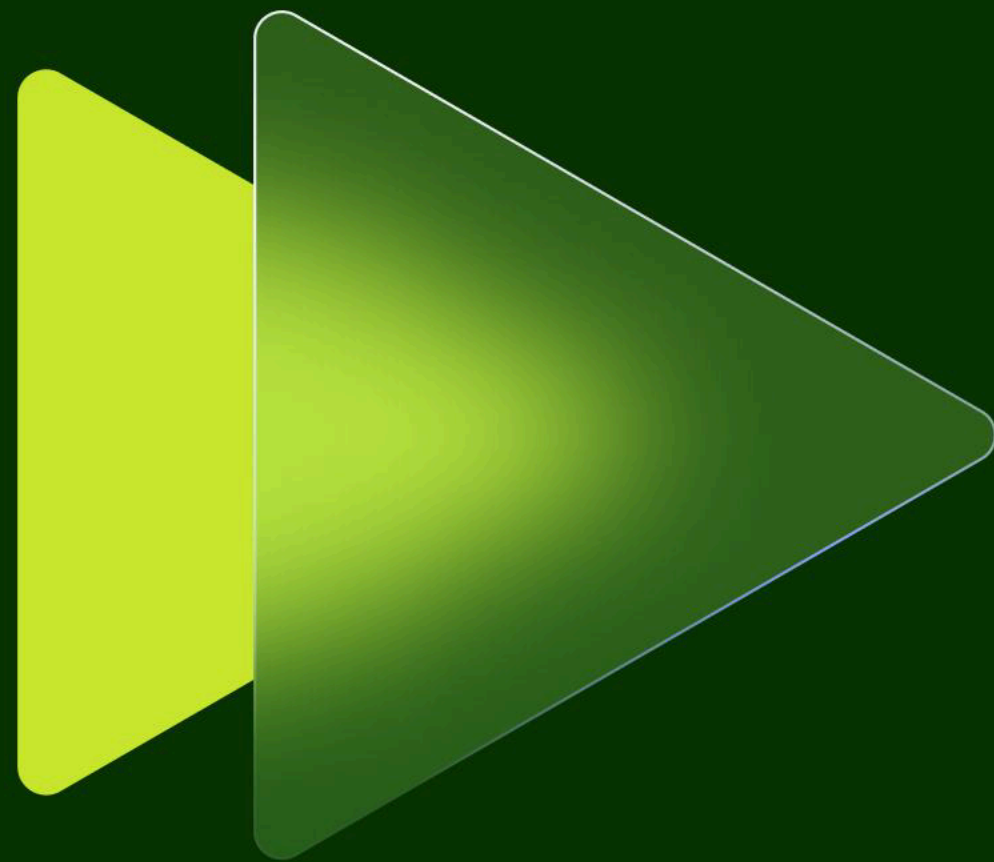
 Try this in Wistia

Use [social clips](#) for awareness, [LLM-friendly embeds](#) for AI visibility, and [dubbing](#) for a multilingual audience.

Webinar Programs

Chapter 4

**Webinars give
you the best
of both worlds**




**A highly engaged
live audience
and months of
content**

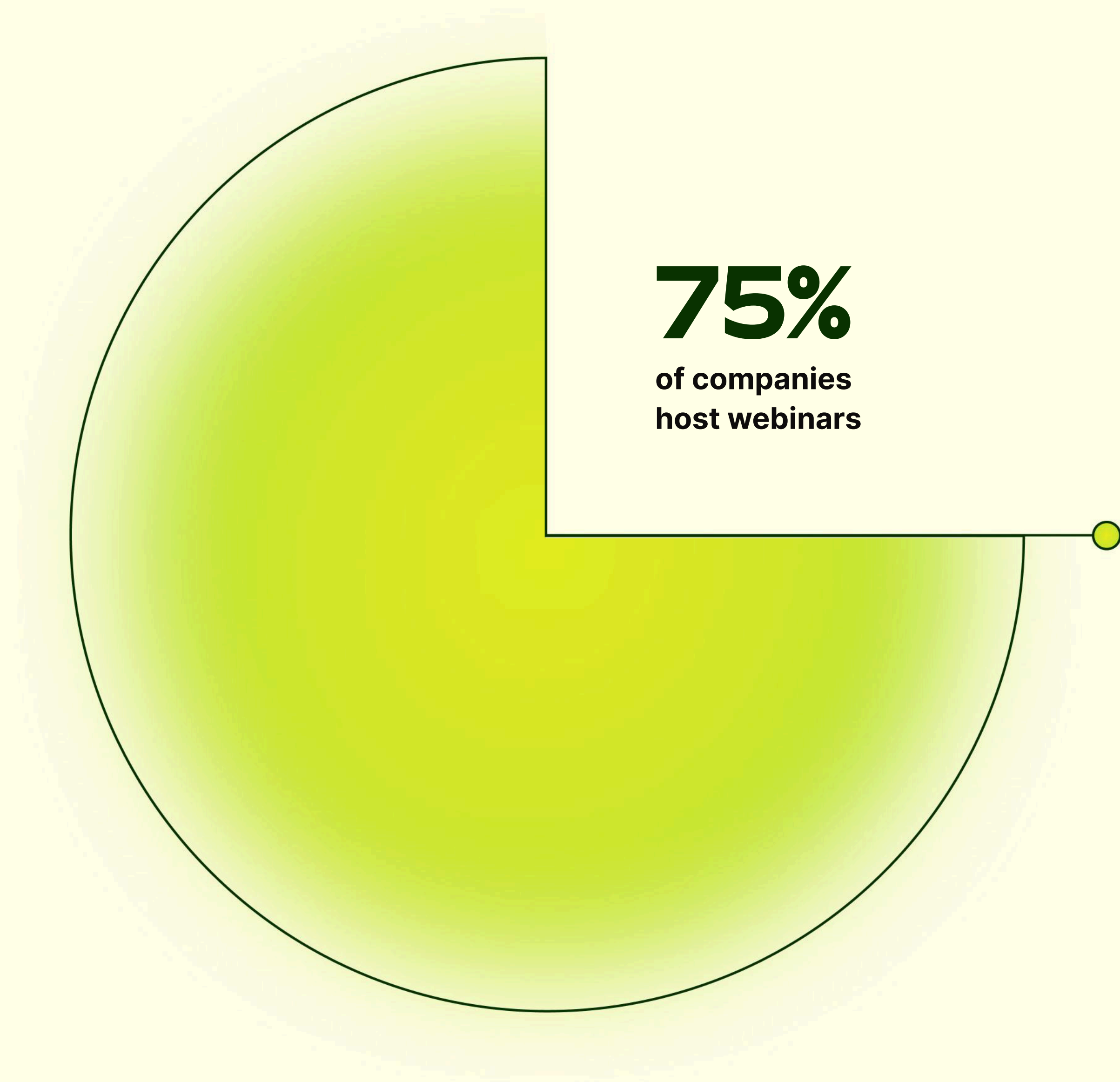


Webinars are one of the **most impactful** video types.

Search interest in “webinar” recently climbed to more than 3x its late-2020 baseline on Google Trends, and over half of folks hosting webinars started within the past five years.

Webinars are becoming more established and more central to the marketing mix, with most teams hosting them monthly in 2025.

 The most popular types of webinars are thought leadership and product demos.



Webinars are built to attract and convert.

Teams use webinars to spark conversations, build trust, and move prospects and customers closer to action. So it's no surprise that most of the top measures of success are tied to acquisition.

Top ways teams measure webinar success

1. Number of attendees

2. Leads generated

3. Number of registrants

4. Audience engagement

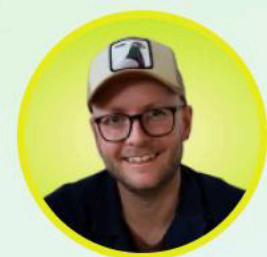
5. Customers generated



A webinar is worth it when an attendee leaves with a new idea or a clear next step.

Joe Glover

CO-FOUNDER AT THE MARKETING MEETUP



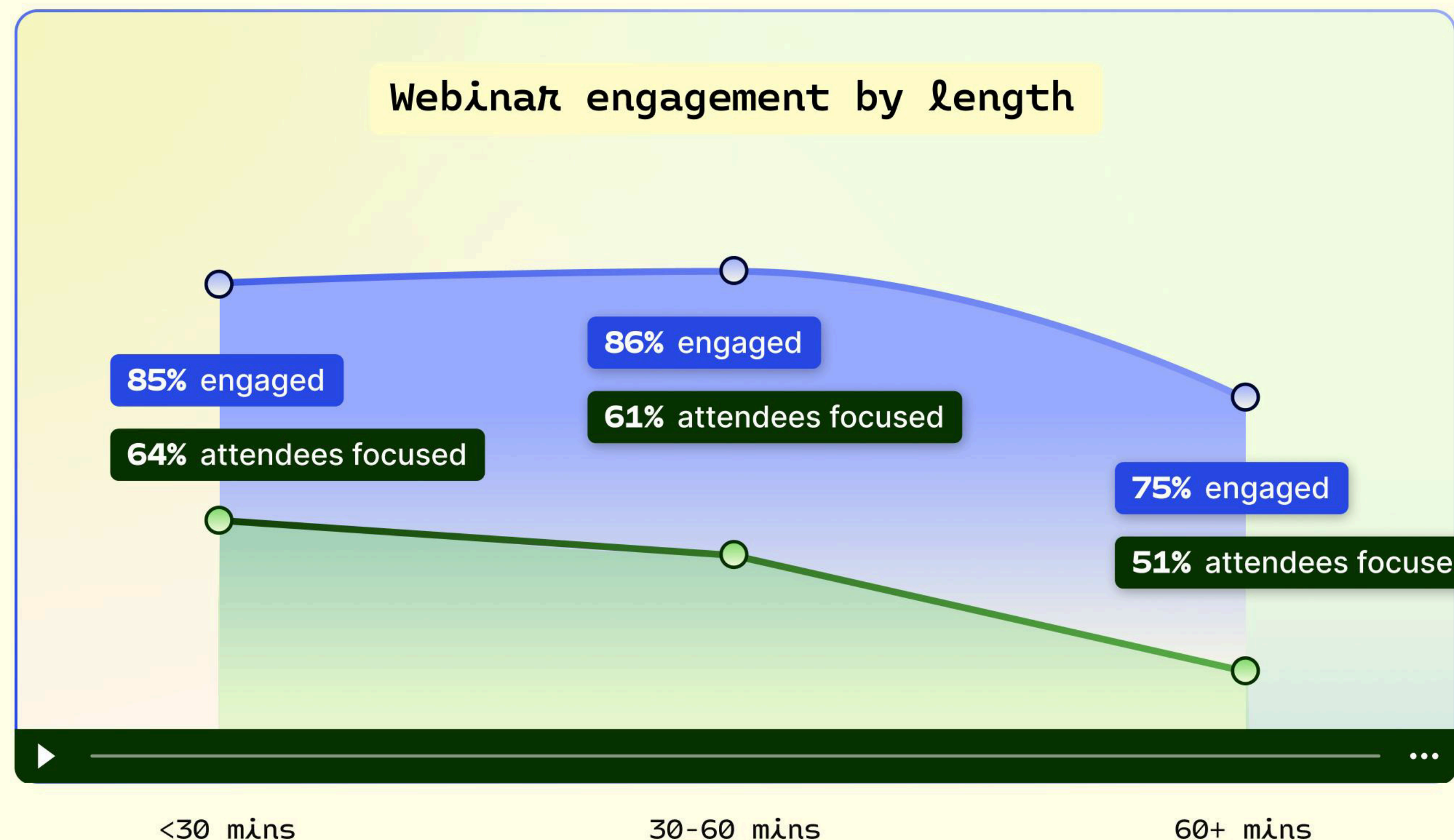
Webinar attendees are highly engaged.

About 40% of folks who register for a webinar show up, and they stick around for nearly the entire event. And **more than half have the webinar tab open** the whole time, meaning they're not multitasking. That's a level of attention that's rare for any type of content.

Looking for on-demand engagement benchmarks? [See page 62.](#)



Data from Wistia's platform



Median engagement rate:
how much of a webinar attendees stay for

Average focused engagement:
the % of attendees who have the webinar tab open during the event



Live webinars are for connecting with your audience, and replays are for teaching them. To make your audience feel like showing up live was worth it, call them out by name and just be human.

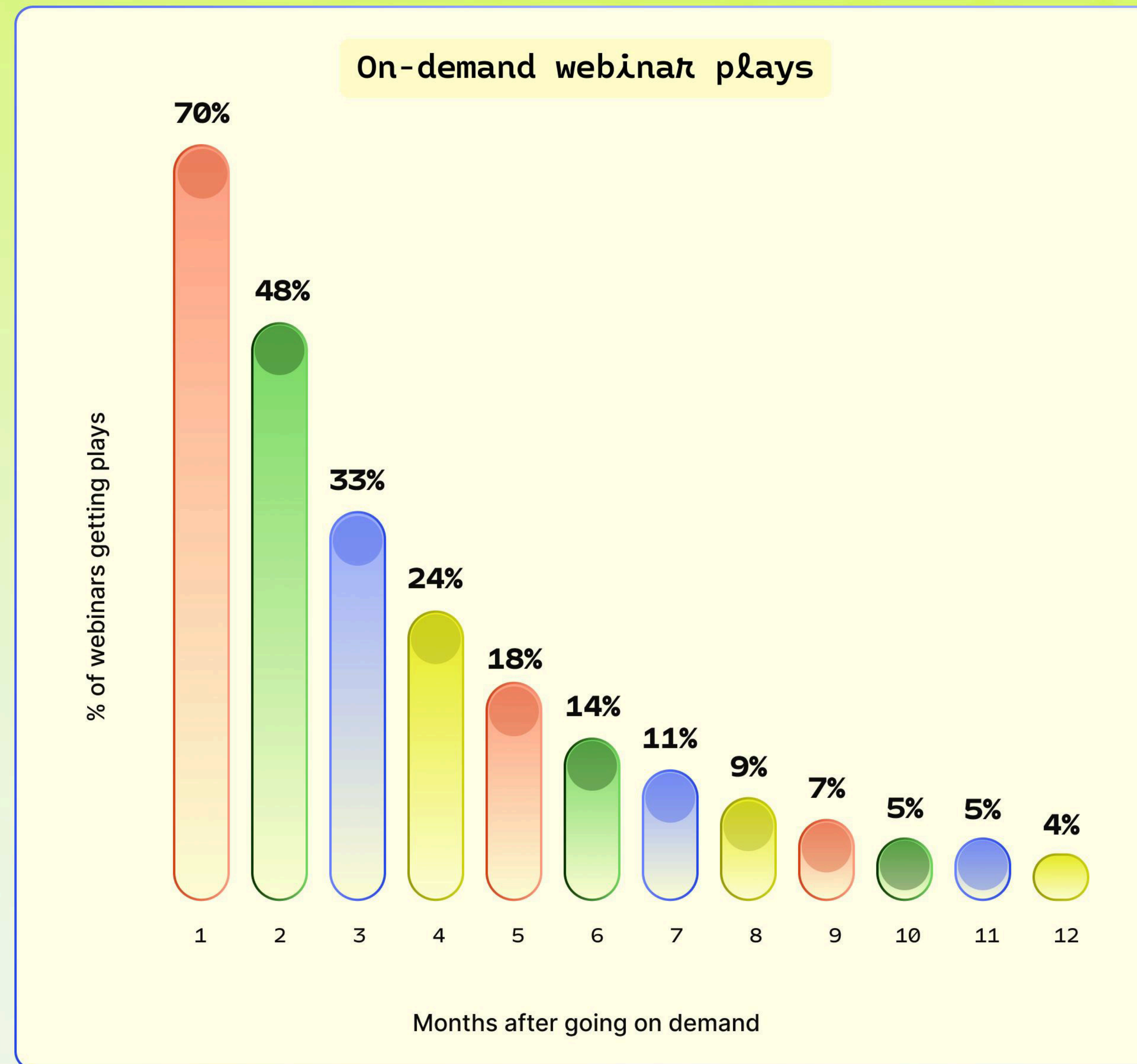
Joe Glover
CO-FOUNDER AT THE MARKETING MEETUP



Webinars keep working after the live event.

A webinar doesn't end when the live event does. By recording the live event and making it available on demand, teams can connect with viewers who couldn't make it and share the content with new audiences long after the event wraps.

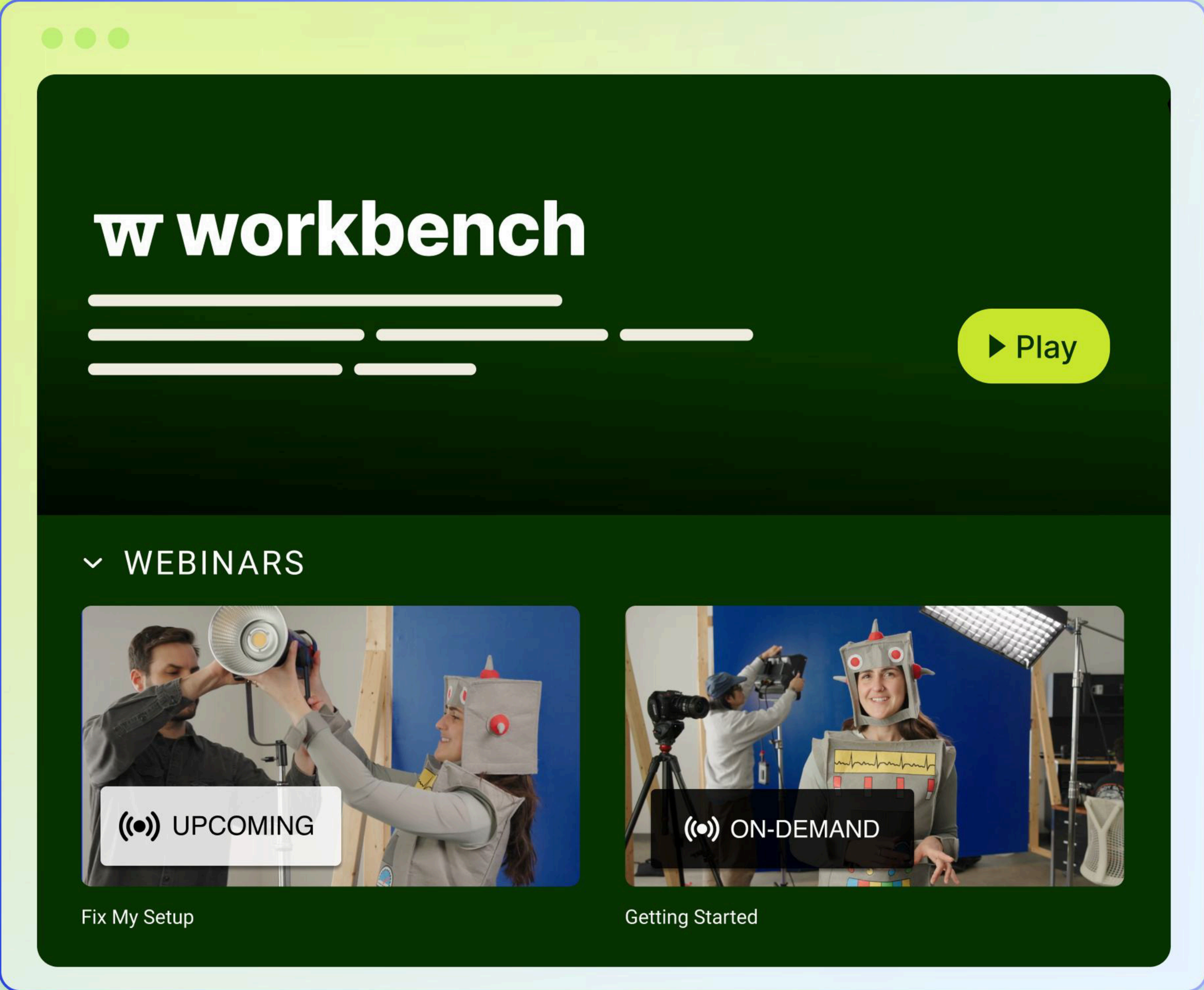
A third of webinars are still pulling in plays **three months** after the live event.



More teams are giving webinars a permanent home.

Instead of a one-off registration page per event, more teams are embedding webinars on their website or creating dedicated pages where upcoming sessions and on-demand replays live together in one place.

Over the past year, the number of [Wistia Channels](#) with on-demand webinars nearly tripled.



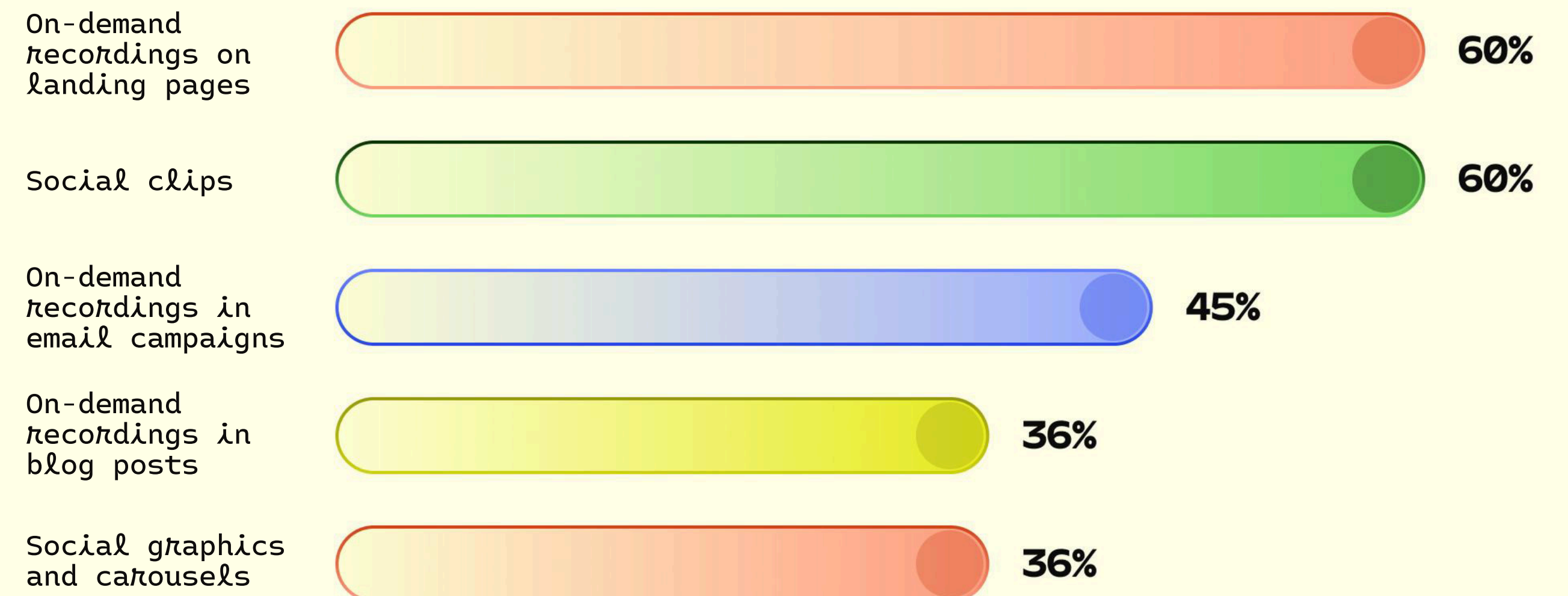
Webinars are a goldmine for repurposing.

Nearly 9 in 10 companies repurpose their webinar content. A good webinar can turn into shorter videos, written content, static images, and other types of follow-up assets.



Want to see how far one webinar can go? Dig into our [Video Repurposing Cookbook](#).

How companies use webinar recordings



How to get more out of one webinar

Plan the webinar with repurposing in mind

Build in clear segments

When each section has a clear point, it's easy to pull clips later.

Keep the structure tight

Plan around concrete insights and takeaways rather than filler, so you have strong source material to work with later.

Treat live and replay differently

Give live viewers a reason to show up

Offer something the replay won't have, like Q&A, polls, or audience callouts.

Start the replay at the good part

Cut the waiting room chatter and slow intro so you don't lose replay viewers before the good stuff starts.

Make the replay worth watching

Give the replay a permanent home on your site

A dedicated webinar hub keeps all your upcoming and on-demand sessions in one place and makes them easy to find.

Improve the viewing experience

Add chapters for easy navigation and features like captions to make your content accessible to everyone.

 Try this in Wistia

[Host live](#), build a webinar hub with [Channels](#), and repurpose your webinars into clips with [Remix](#), Wistia's AI video editor.

Benchmarks

Chapter 5

Play rate by video length



Longer website videos get played more often. Website visitors tend to be higher-intent and more willing to sit through longer content.

Duration	Play rate
Less than 1 minute	24%
1-3 minutes	12%
3-5 minutes	18%
5-30 minutes	34%
30-60 minutes	37%
60+ minutes	52%

Play rate by web page



Visitors are most likely to hit play on the homepage.

The play rate is the amount of visitors who land on a page with a video and hit play.

Page type	Play rate	Definition
Home	24%	The main page of a website
Video gallery	20%	A curated collection of videos
Product	15%	A showcase of a product or service
Contact	10%	A way to reach sales or support
Thank you	10%	A page confirming a successful action
Careers	6%	A showcase of company culture and available jobs
Resources	6%	A hub for guides, templates, or help content
Landing page	6%	A page with a clear call to action
News	5%	A page for company updates and announcements
Blog	5%	A blog post or blog hub
About	2%	A page describing the company
Case study	2%	A single or multi-case study page
Events	2%	A page for event registration or replays

Engagement rates by industry

Industry	Video length					
	<1 min	1-3 mins	3-5 mins	5-30 mins	30-60 mins	60+ mins
Education	51%	48%	47%	36%	24%	17%
Finance & insurance	45%	45%	43%	34%	26%	18%
Food & beverage	54%	52%	47%	29%	18%	12%
Health & wellness	51%	43%	39%	33%	24%	20%
Hospitality & travel	48%	43%	41%	32%	24%	15%
Manufacturing & engineering	45%	41%	42%	36%	20%	12%
Marketing & advertising	44%	38%	35%	25%	18%	14%
Media & publishing	34%	30%	33%	29%	20%	14%
Retail & e-commerce	54%	44%	39%	30%	20%	15%
Software & technology	49%	48%	45%	34%	24%	20%



Shorter videos hold attention better across every industry.

The retail and food & beverage industries lead the pack for short videos, while education and software & tech hold up best for longer content.

Engagement rates by video type

Video type	Video length					
	<1 min	1-3 mins	3-5 mins	5-30 mins	30-60 mins	60+ mins
Company update	52%	51%	49%	38%	25%	15%
Course	55%	49%	47%	40%	27%	16%
Company culture	51%	47%	41%	30%	26%	12%
Customer testimonial	46%	38%	33%	22%	14%	11%
Educational	56%	53%	50%	37%	26%	17%
Podcast	44%	45%	46%	29%	20%	15%
Product demo	50%	46%	40%	28%	17%	12%
Promotional	46%	39%	32%	24%	18%	14%
Sales outreach	48%	44%	37%	26%	17%	14%
Tutorial	54%	53%	49%	38%	21%	12%
Webinar	46%	45%	44%	29%	22%	17%



Educational videos are generally the most engaging type.

Short explainers, hour-long deep dives, and other educational formats outperform the rest across most lengths.

Click-through rate by interactive element



Lead gen forms outperform other interactive elements.
These forms make the biggest ask: viewers have to hand over their information. Yet they see the highest click-through rates.

Interactive element	Click-through rate
Annotation	2%
Call to action	15%
Lead gen form	19%

Click-through rate by video length



Longer videos get more click-throughs.
Viewers willing to watch a longer video are usually already further along in their decision-making process and more likely to take action.

Duration	Click-through rate
<1 min	1%
1-3 mins	3%
3-5 mins	7%
5-30 mins	9%
30-60 mins	23%
60+ mins	21%

Click-through rates for lead gen forms

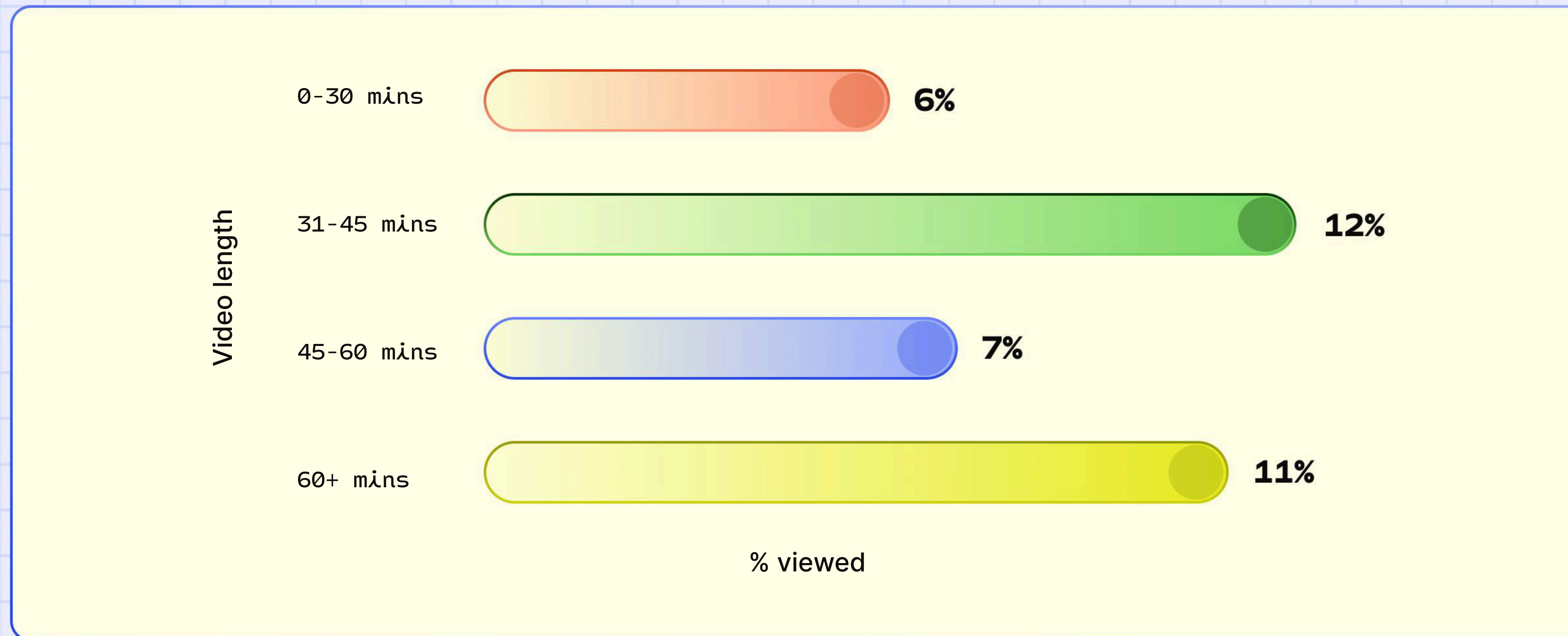
Placement in video	Video length					
	<1 min	1-3 mins	3-5 mins	5-30 mins	30-60 mins	60+ mins
Start	5%	10%	29%	10%	26%	33%
1st quarter	10%	14%	20%	53%	50%	49%
2nd quarter	19%	6%	4%	55%	38%	67%
3rd quarter	1%	9%	16%	27%	24%	38%
4th quarter	40%	18%	35%	54%	51%	75%
End	2%	2%	2%	3%	18%	33%



Late placement works best for lead gen forms.

Viewers who make it that far in a video are already invested, so catching them just before the video ends is the sweet spot.

On-demand webinar engagement rates



Longer webinar replays hold attention better.

Structuring the replay with chapters and leading with the most valuable content can go a long way.

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