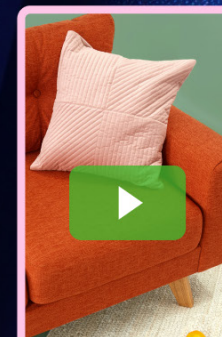
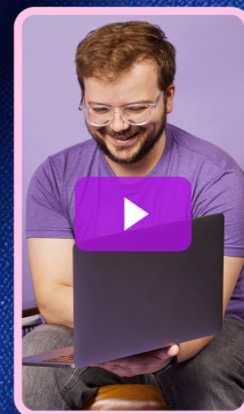
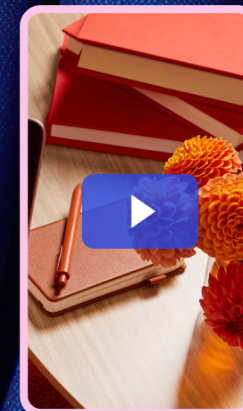
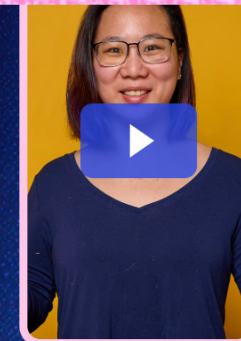
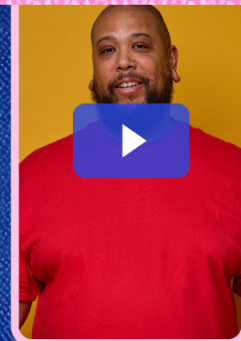


2025

# State of Video

Report





# *The State of Video*

## **Video isn't the future. It's today.**

Video is how most people want to communicate. It's easier to consume than text and more engaging than audio. In 2024, we saw more **videos created, more plays, and more hours watched.**

Engagement rates dropped the most in four years, with short-form videos taking the biggest hit. **It's not about shorter attention spans. It's about higher expectations.** Viewers won't wait around for a message that takes too long to land.

More companies are **bringing video production in-house.** Marketing teams are adding dedicated video producers, and more internal folks are stepping up to create videos. With new tools popping up everywhere and **companies investing more money in video,** it's easier than ever to make great content with or without help from video experts.

Now, the challenge is scaling video production to keep up with the demand for video. Many companies are **turning to AI to streamline their process and repurposing their videos** into multiple versions and formats like blog posts, emails, and social clips.

So how do you keep up with the rising demand and expectations for video? Dive into this report to see what's working (and not working) for other companies and how your videos measure up.



# *What you'll get in this report*

## *Trends & insights*

**We surveyed 1,300+ professionals and got insights from Dropbox, Semrush, Superside, and 3Play Media.**

- ✓ Which videos perform well
- ✓ Video production challenges
- ✓ Budgeting for video
- ✓ Using AI to create videos
- ✓ Hosting live and on-demand webinars
- + More trends & insights

## *Performance benchmarks*

**We analyzed 100+ million videos and webinars uploaded to Wistia—totaling 2.7 million hours of content—to see how they're performing.**

- ✓ Engagement rates by video type
- ✓ Conversion rates by interactive element
- ✓ Play rates by web page
- ✓ Webinar attendance rates
- ✓ On-demand webinar plays
- + More benchmarks



# Table of Contents

**Creating  
More  
Videos**

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*41*



# *Creating More Videos*

**How companies are  
meeting the rising  
demand for video**





*“Video is no longer just  
a part of the strategy.  
It **is** the strategy.”*



**Piotr Smietana**

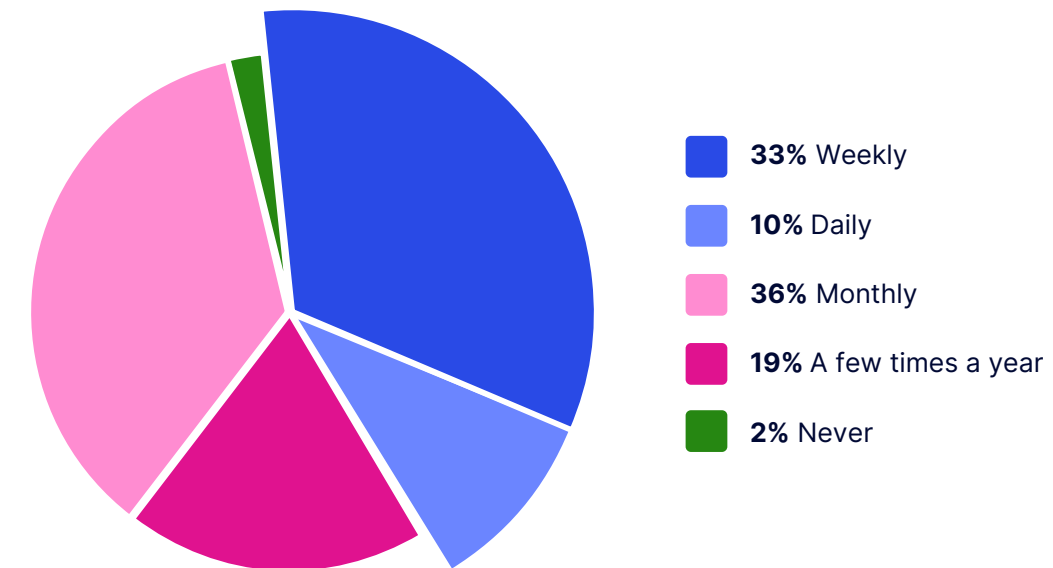
*Director of Brand and Marketing Creative,  
Superside*



## The demand for video keeps growing, and companies are trying to keep up.

Over 40% of companies make **at least one video a week**. Among them, mid-sized companies make about three a week—twice as many as they did in 2023.

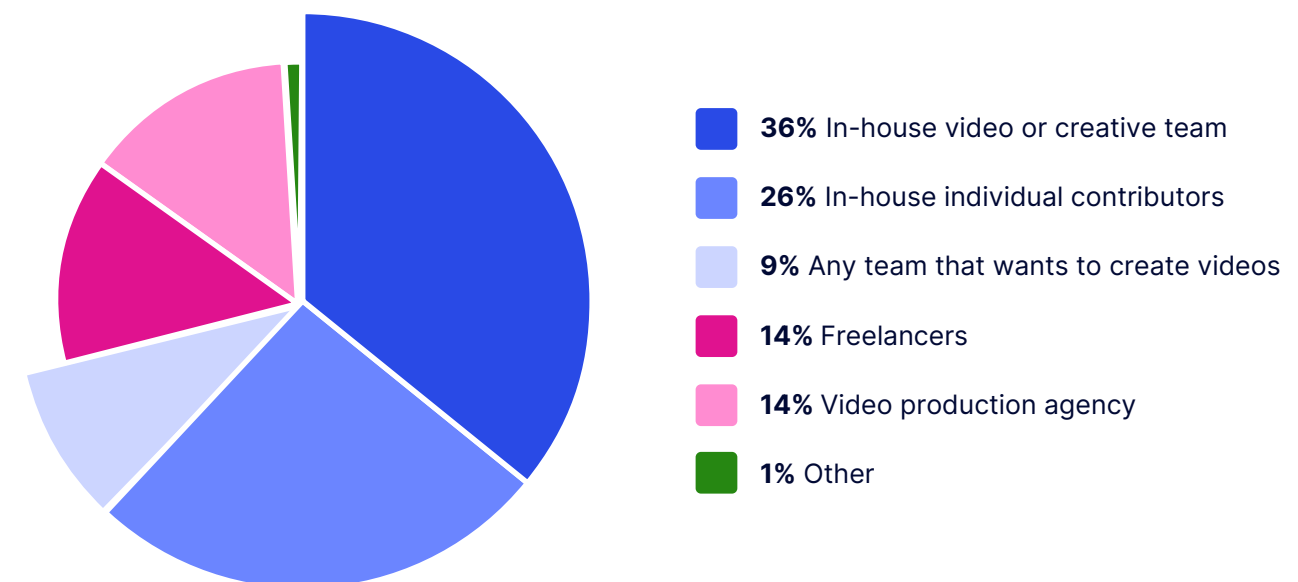
*How often companies produce videos*



## More companies are taking video production into their own hands.

In 2023, 63% of companies created videos **in-house**. That number jumped to 71% in 2024.

*Who handles video production*





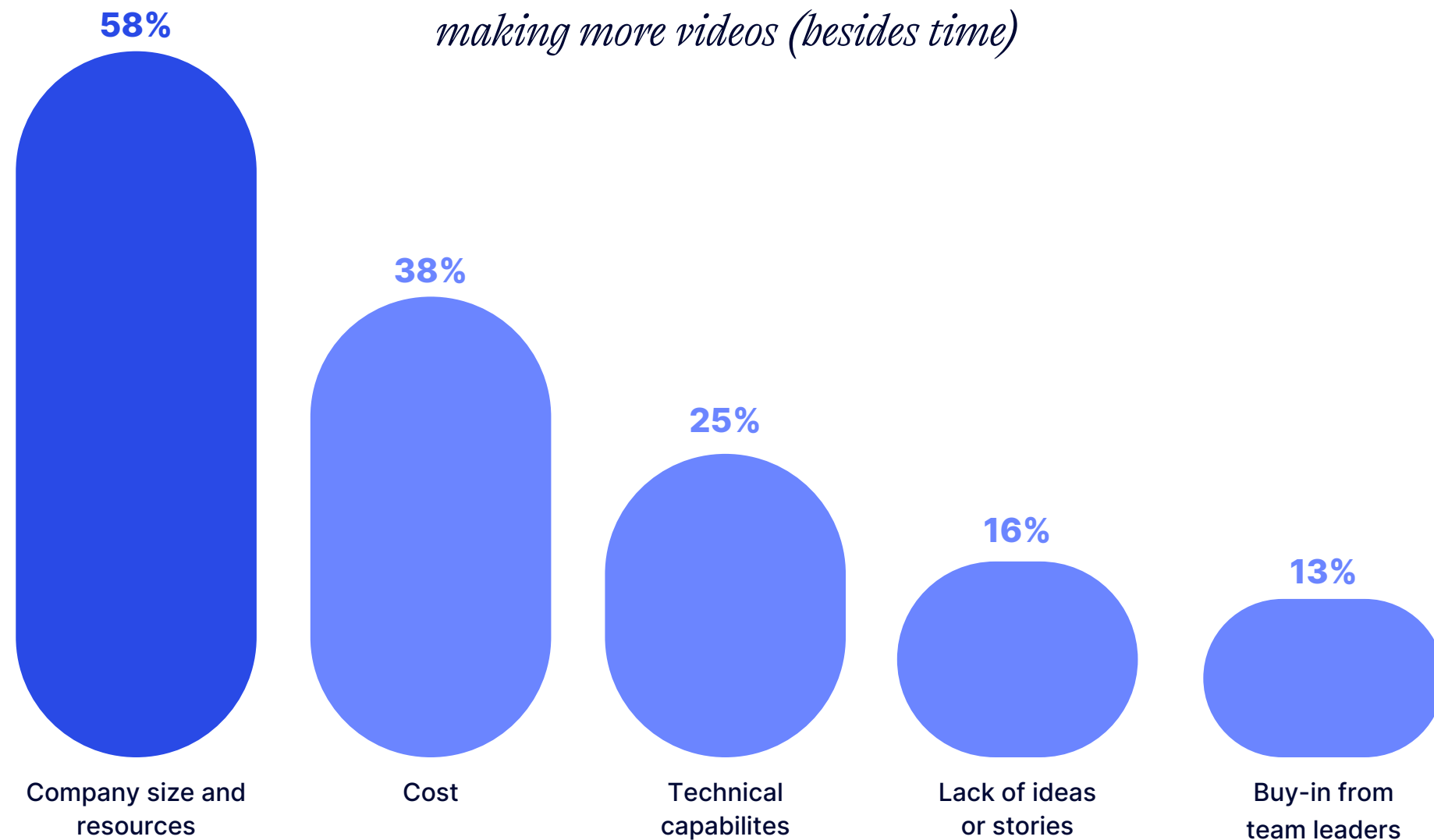
**Over half of companies don't have enough resources to increase their video output.**

"We're seeing brands demand more video at scale. They don't need one video. They need 50 for different audiences and platforms. That's where AI-driven modular editing and strategic repurposing come into play."

Piotr Smietana  
Director of Brand and Marketing Creative

Superside

*What's holding professionals back from making more videos (besides time)*





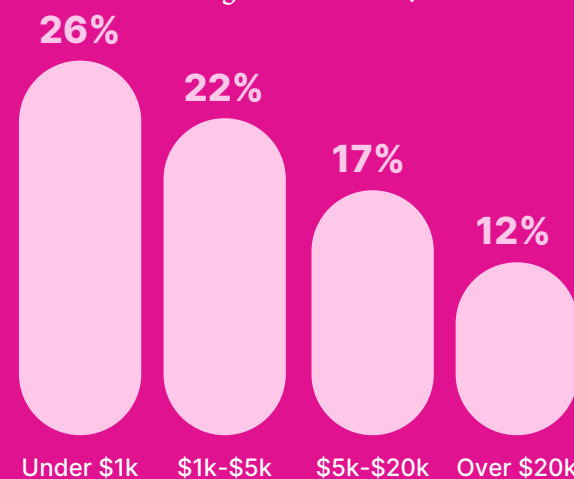
## Almost 60% of companies plan to invest more in video this year.

It's clear video works. It's worth the investment, and its impact keeps growing.

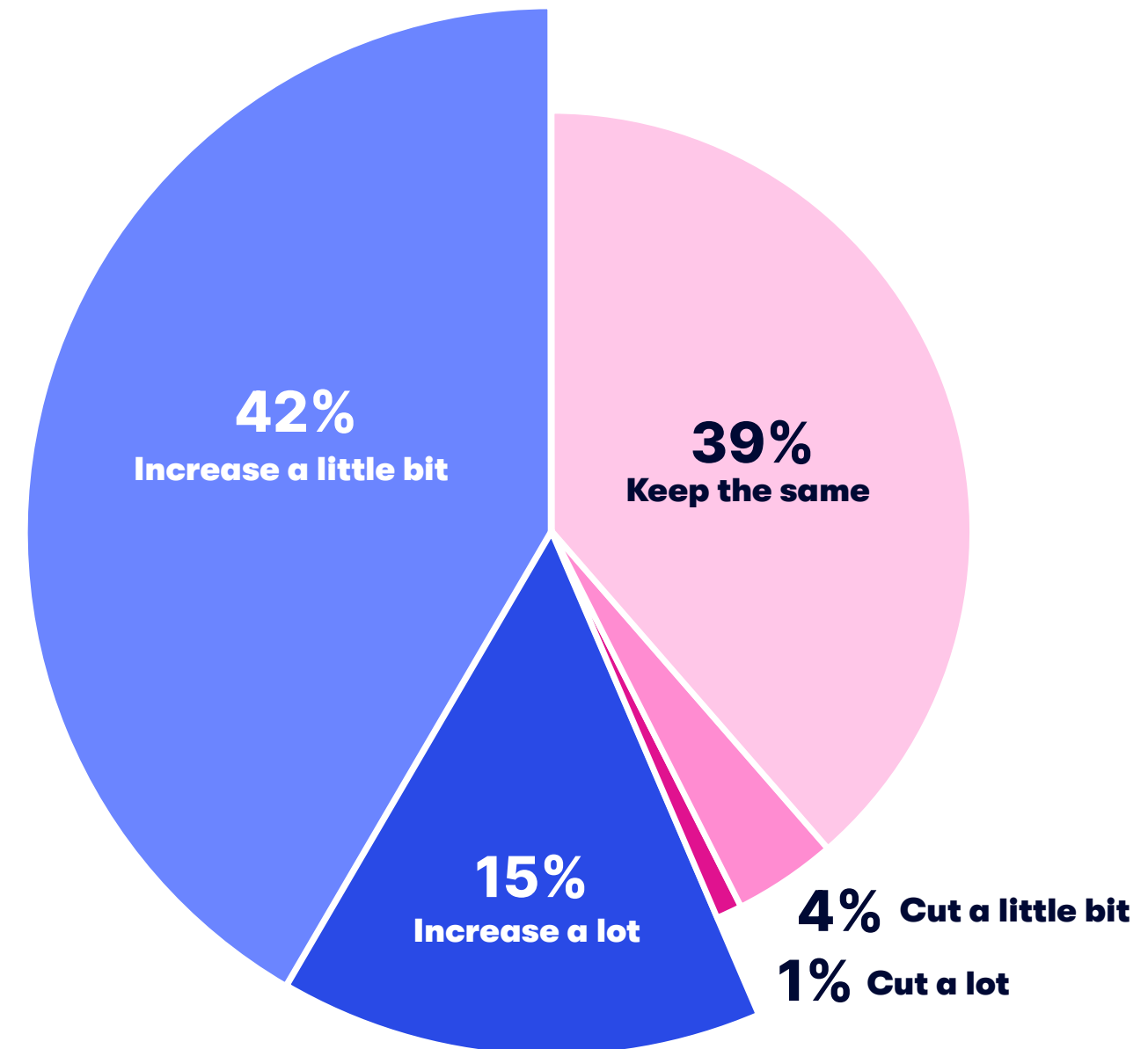
## Many video production budgets are relatively small.

Only about a third of companies spend at least \$5,000 per year on video.

*Video production budgets in 2024*



*How companies are adjusting their video budgets this year*





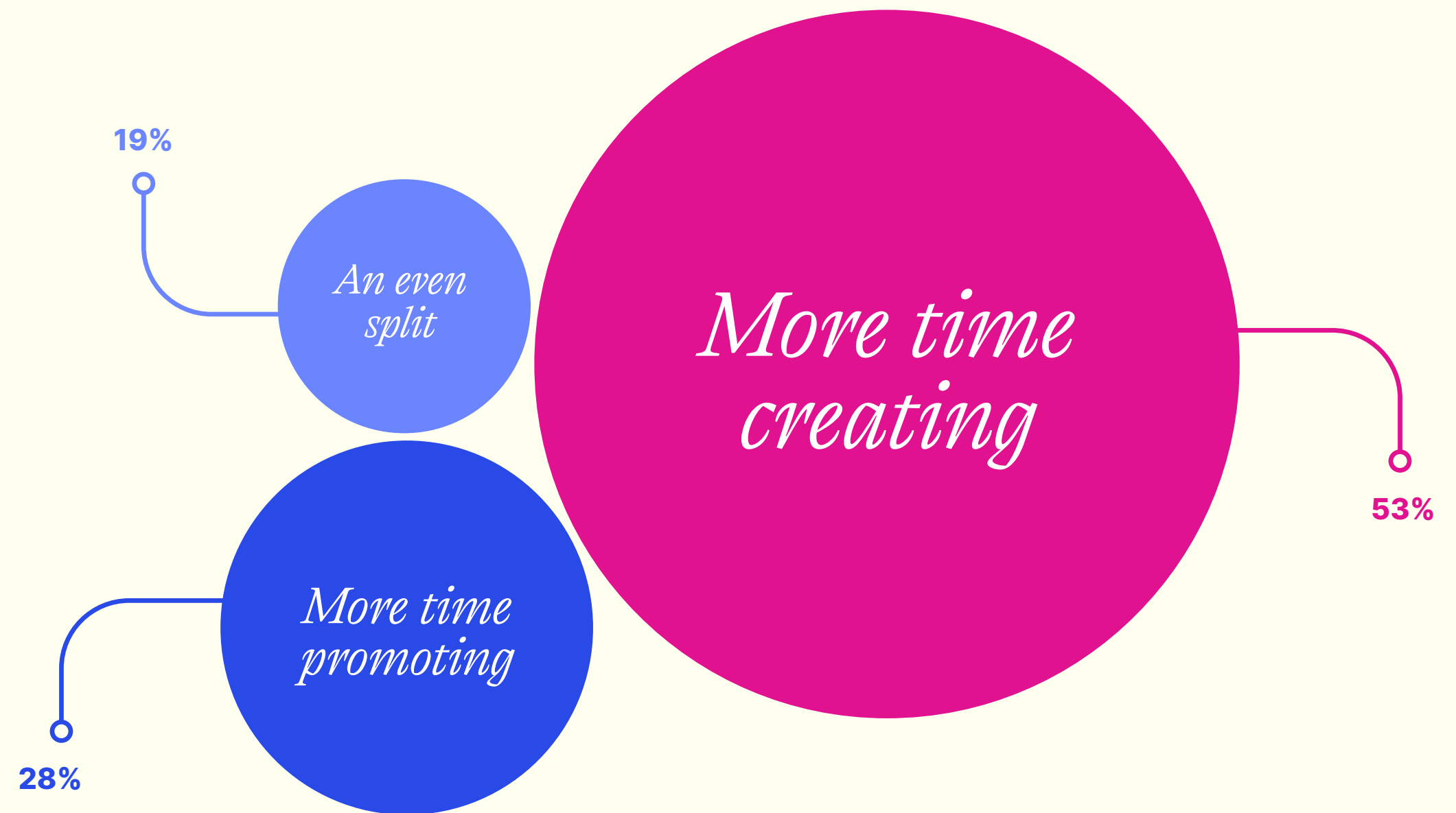
**Over half of marketers spend more time creating videos than promoting them.**

Many keep creating new videos for social media instead of updating or repurposing the ones they already have.

That could change soon. AI now makes it easier to resize videos, pull clips from longer videos, dub over lines, and more.

As video production gets easier, we expect more marketers to balance creation and promotion equally.

*Time spent creating vs. promoting videos*





# *Video Types & Locations*

**What your audience  
wants to watch and  
where they'll watch it**





*Start  
putting your  
videos in the  
right places.*

**For the first time in five years of publishing this report, we've collected data on **exactly** where videos perform best on your website—right down to the page.**

We looked at the 10 most common web pages where companies are placing their videos and analyzed how much those videos get played and how well they engage viewers.

**What did we uncover?** The best spots to place your videos, big opportunities that companies are missing, and other game-changing insights.



▶ Play rate

The amount of visitors who land on a page with a video and hit play

▮ Engagement rate

How much of a video people watch on average

Page	Page key	Average play rate	Average engagement rate	Average video length (minutes)
Course	A single course or course hub	35%	50%	21
Video gallery	A curated collection of videos	33%	45%	15
Contact	A way to reach sales or support	32%	51%	2
Event	A page for event registration or replays	17%	33%	26
Home	The main page of a website	17%	50%	6
Thank you	A page confirming a successful action	16%	55%	10
Landing	A page with a clear call to action	13%	42%	6
Product	A showcase of a product or service	12%	57%	3
Blog	A blog post or blog hub	11%	44%	5
Case study	A single or multi-case study page	8%	47%	4

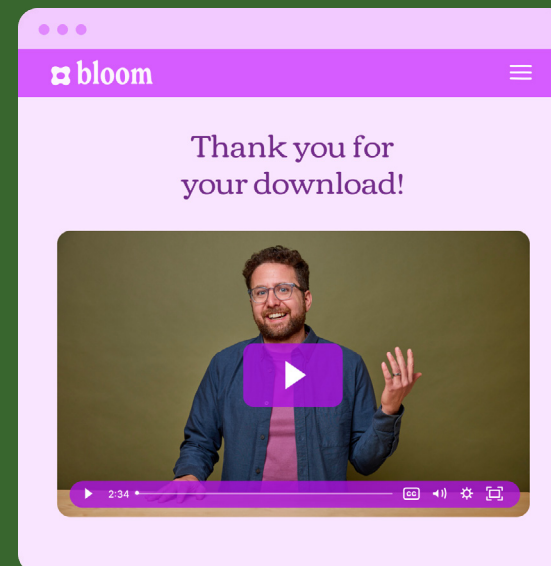




*The clear winners are...*

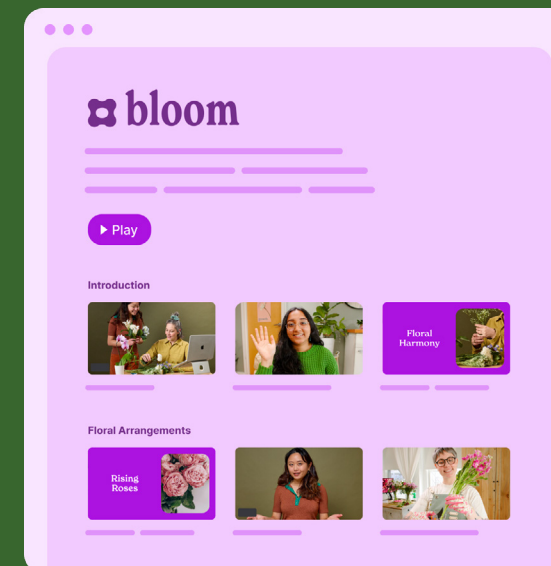
**(a.k.a. three pages you should put a video on today)**

### *Thank you page*



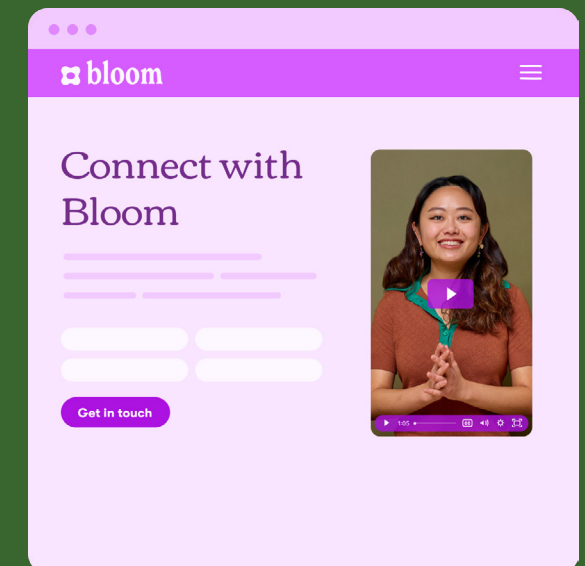
Videos on **thank you pages** see some of the **highest engagement rates**. It's a smart spot to gate high-value long-form content or show a video to promote another piece of content.

### *Video collection page*



Videos on **course pages** or in **video galleries** get played by **over a third of visitors**, who typically watch **half of the content**.

### *Contact page*



**Contact pages** aren't just for forms. Videos there see strong play and watch rates, with **over 32% of visitors pressing play** and many watching **halfway through**.



*Video is becoming a major part of search.*

**Search results with a video thumbnail now make up 30% of all organic results. That's up 72% since 2023.**

Data from  SEMRUSH

**The amount of short-form videos in search results has grown 183% in the last two years.**

Which planter should I use?

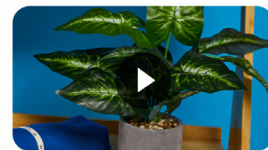


### ★ AI Overview

Consider the **plant type, location (indoors or outdoor), desired aesthetic, and budget**. Here's a breakdown of common plant materials and their pros and cons:

Show more

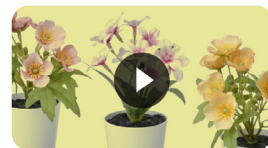
### Videos



Which Planter is Right For Your Plant?

Bloom  
January 8, 2025

8 key moments in this video ▼



Deciding the right planter for you

Bloom  
January 8, 2025

View all >

### Short videos



My top 10  
planters: ranked



What you need  
in a planter



Picking the best  
planter for you



*“People have much higher standards for short-form content now. If a video doesn’t deliver quickly, they bounce.”*



**Piotr Smietana**

*Director of Brand and Marketing Creative,  
Superside*

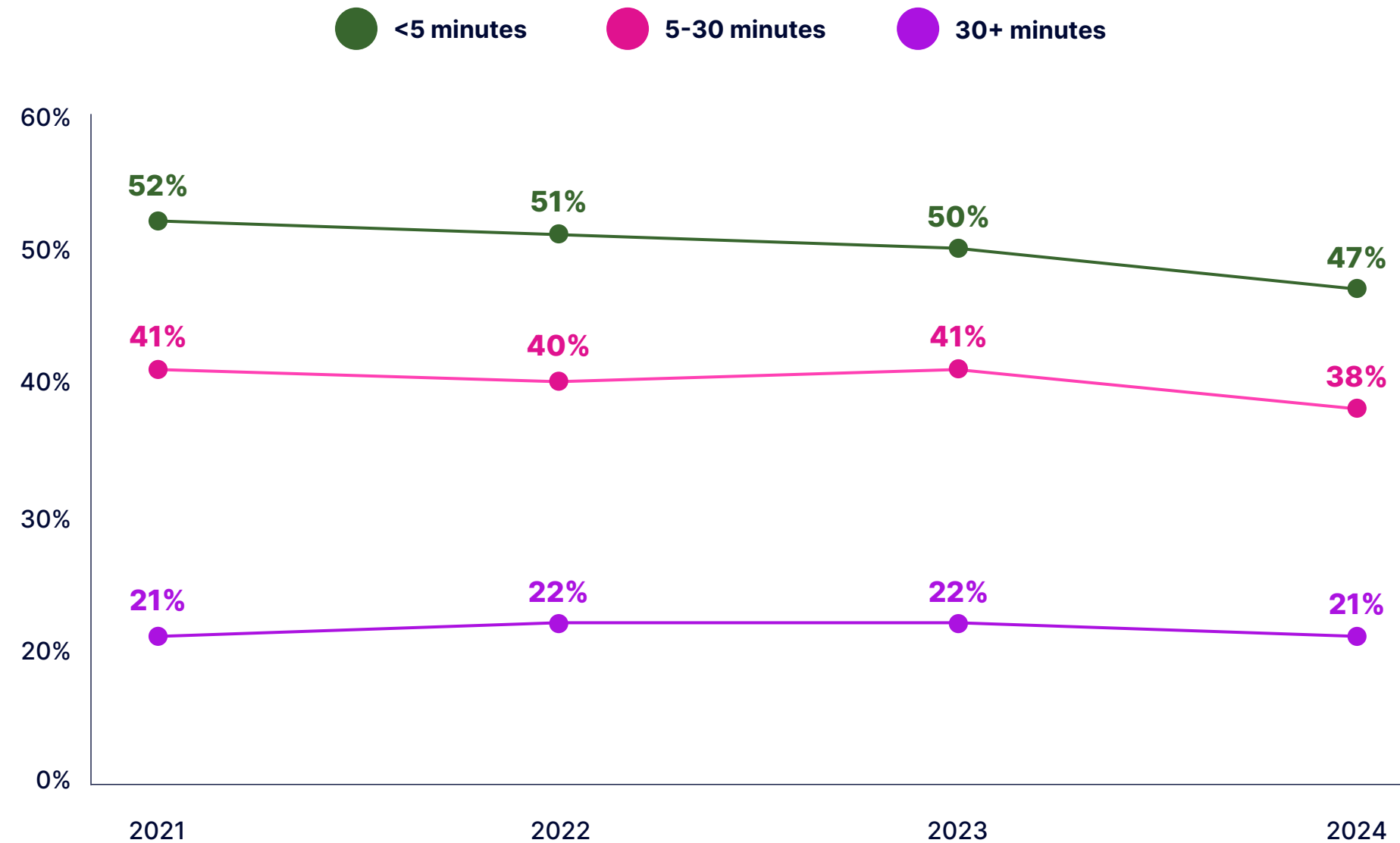


## Video engagement rates hit a 4-year low.

For all video types, engagement is down 7% from 2023—the sharpest drop we’ve seen in four years.

Videos between 3-5 minutes took the biggest hit at 10%, while videos over 30 minutes dipped by about 3%.

Your short-form videos don’t need slick production. They just need to deliver the message quickly.





*“Viewers have short attention spans. If you don’t hook them in five seconds, they’re gone. Get straight into the action to make those first moments count.”*



**Henry Ceiro**

*Video Content Producer, Dropbox*



Nothing holds viewers’ attention like a good how-to video.

People watch more of a how-to video than any other type. This is true for all lengths, but especially for videos under five minutes, where viewers watch more than two-thirds of the way through.

“If you have content that’s truly valuable, people will watch it, whether it’s a two-minute clip or a 30-minute podcast.”

Piotr Smietana  
Director of Brand and Marketing Creative



Average engagement rates by video type

Video length	<1 min	1-3 mins	3-5 mins	5-30 mins	30-60 mins
Company culture	55%	51%	48%	38%	22%
Customer testimonial	46%	40%	34%	23%	17%
Educational	54%	52%	51%	40%	26%
How-to	82%	77%	66%	58%	26%
Original series	52%	49%	47%	33%	23%
Product	54%	51%	45%	33%	21%
Promotional	47%	42%	35%	27%	18%
Sales	45%	45%	36%	29%	20%
Social media	45%	43%	44%	32%	20%
Webinar	51%	45%	42%	28%	23%





# *Interactive Features*

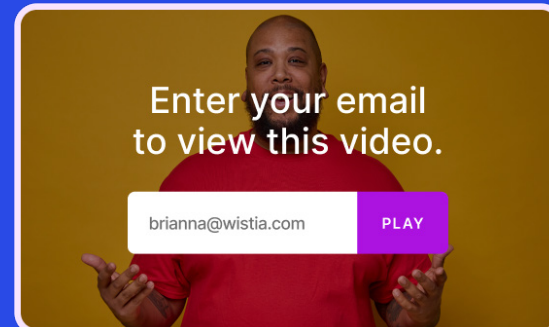
**The key to  
more leads and  
conversions**





## 3 interactive features to put right into your videos

### Lead generation form



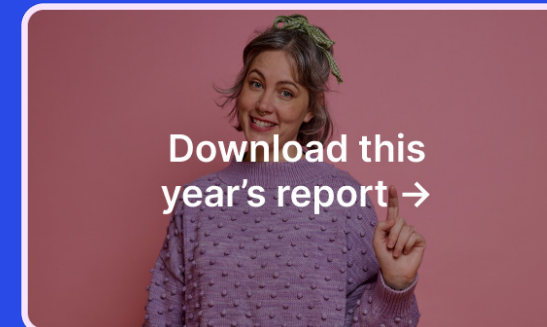
A skippable or unskippable form that asks viewers for their contact information, like their name and email.

More and more marketers are connecting lead gen forms with their marketing automation platform to capture and store leads automatically.

---

**Converts about 24% of viewers**

### Call to action (CTA)



A clickable image or text overlay that encourages viewers to take the next step, like booking a demo or downloading an asset.

---

**Converts about 16% of viewers**

### Annotation link



A small clickable button that sends viewers to a relevant resource—good for building authority when citing a source.

---

**Converts about 3% of viewers**

1

*Add interactive  
features to your videos*

2

*Embed those videos  
on your website*

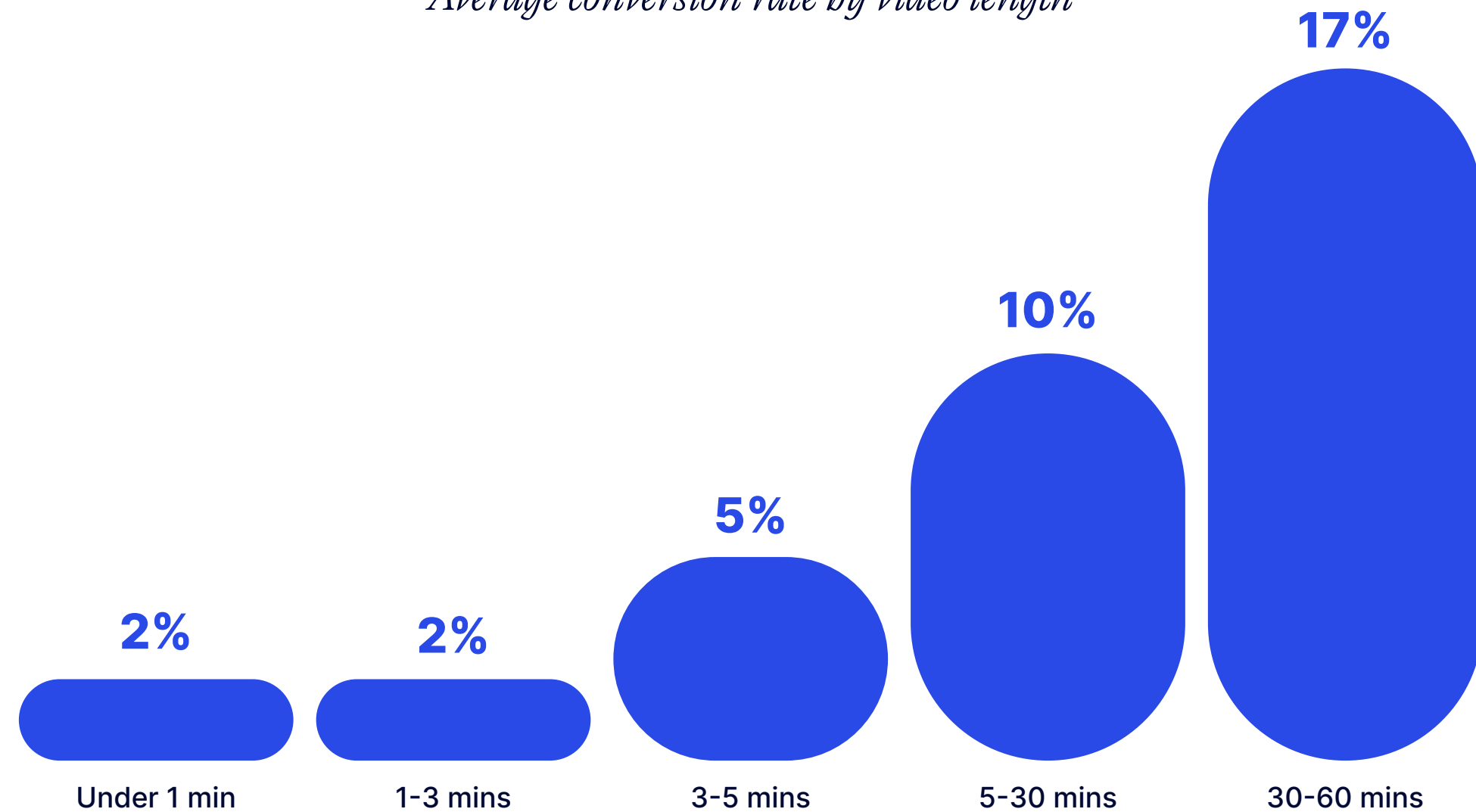
3

*Watch viewers  
take the next step*

### Plenty of viewers take action.

Just look at how many convert after seeing  
an interactive feature in a video.

*Average conversion rate by video length*





# Average CTA conversion rates

## Placement is everything.

Where you put an interactive feature in your video—and how long the video is—can make or break its success.

Take CTAs, for instance. Put one in the wrong place, and only 1% of viewers will take action. Put one in the right spot, and as many as 40% will jump on it.

CTA placement

Video length	Under 1 min	1-3 mins	3-5 mins	5-30 mins	30-60 mins	60+ mins
Start of video	32%	1%	2%	1%	6%	6%
1st quarter	40%	6%	12%	12%	12%	15%
2nd quarter	6%	9%	21%	6%	17%	16%
3rd quarter	9%	9%	16%	11%	23%	23%
4th quarter	4%	10%	15%	15%	23%	22%
End of video	4%	7%	11%	15%	19%	24%



**“If you have a presentation video, place a CTA at the end to make it feel like a natural next step instead of an interruption—and viewers will remember it better.**

**If your video’s on the longer side, add another CTA somewhere in the middle.”**

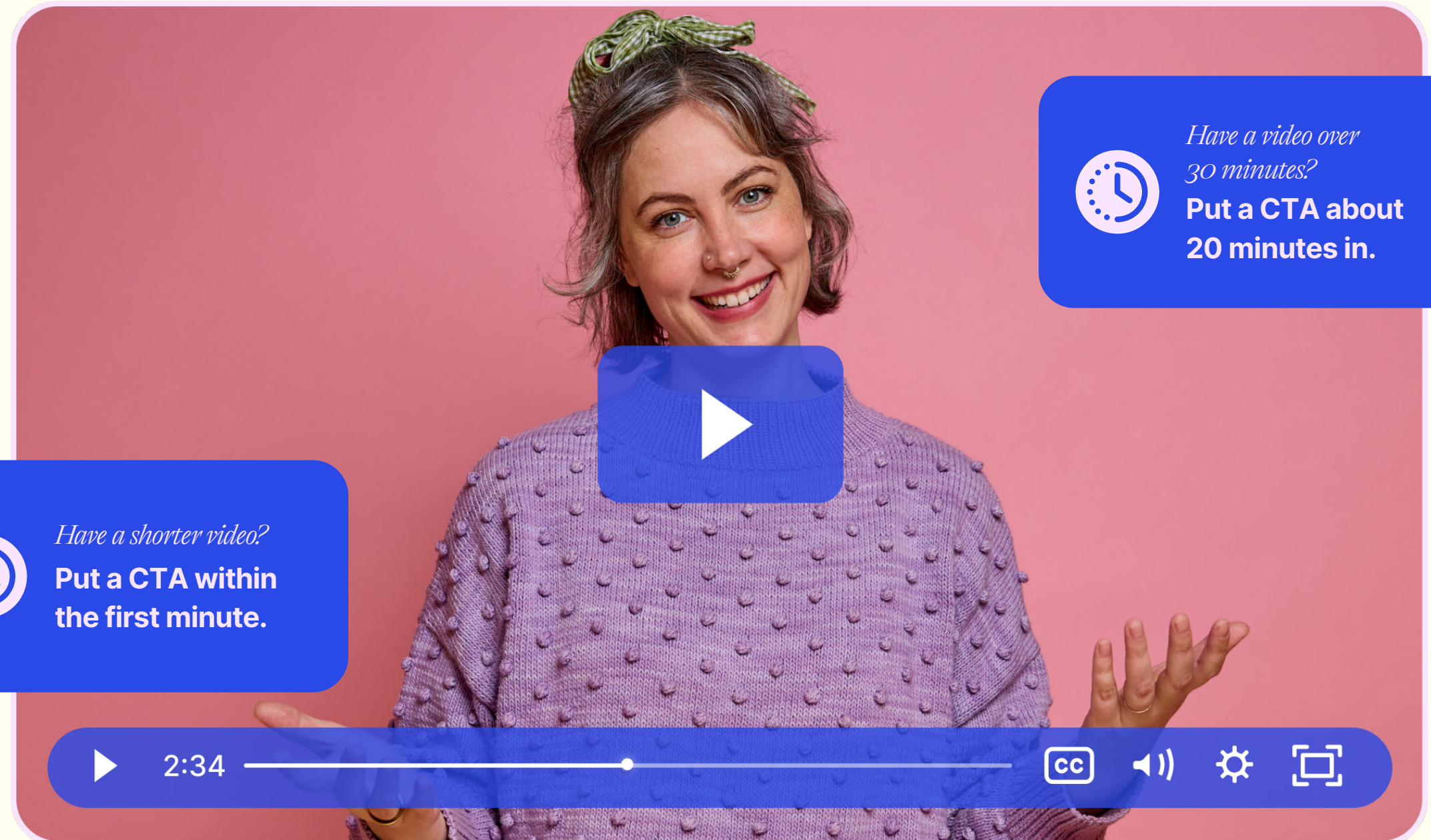
LaQuita Cleare, CEO



*Have a shorter video?*  
**Put a CTA within the first minute.**



*Have a video over 30 minutes?*  
**Put a CTA about 20 minutes in.**





# *AI & Video*

**The smart way to create  
videos and improve  
accessibility**





*“AI is a creative multiplier.  
It speeds things up,  
but you still need real creative  
talent at the helm.”*



**Piotr Smietana**

*Director of Brand and Marketing Creative,  
Superside*

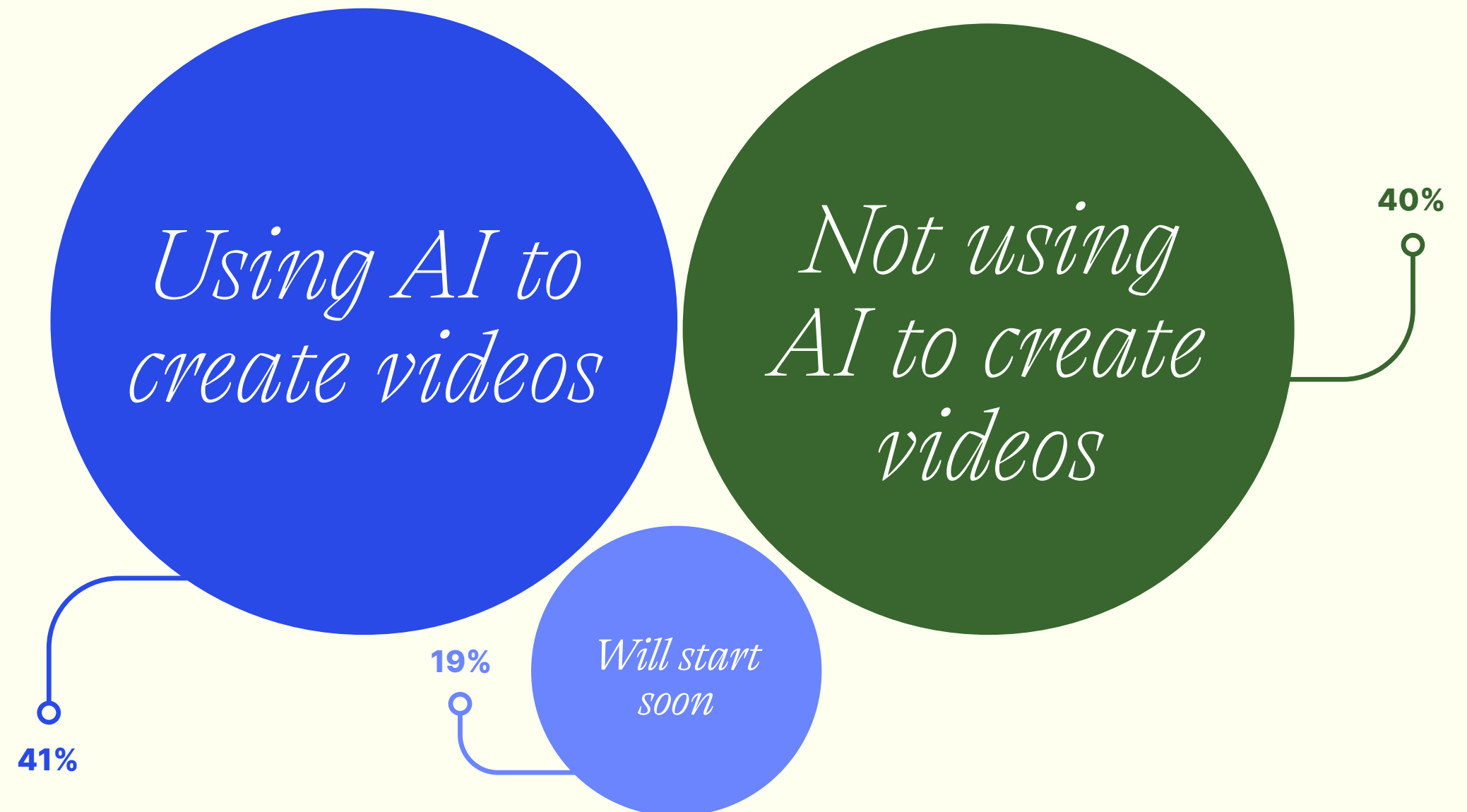
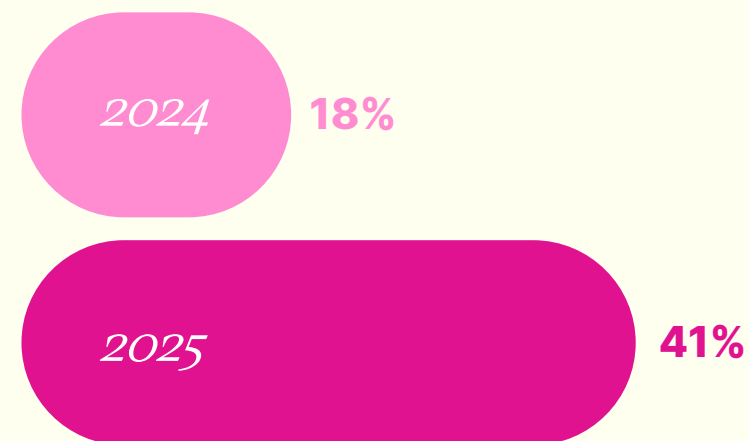


## Many professionals may be relying on AI out of necessity.

With over half of companies short on resources and a quarter of professionals lacking the tech skills to make more videos, some may be using AI to fill the gap.

## AI use in video is skyrocketing.

Last year, only 18% of professionals used AI to make videos. Now, that number has more than doubled to 41%, with another 19% planning to start soon.



## AI plays a big role in the creative process from start to finish.

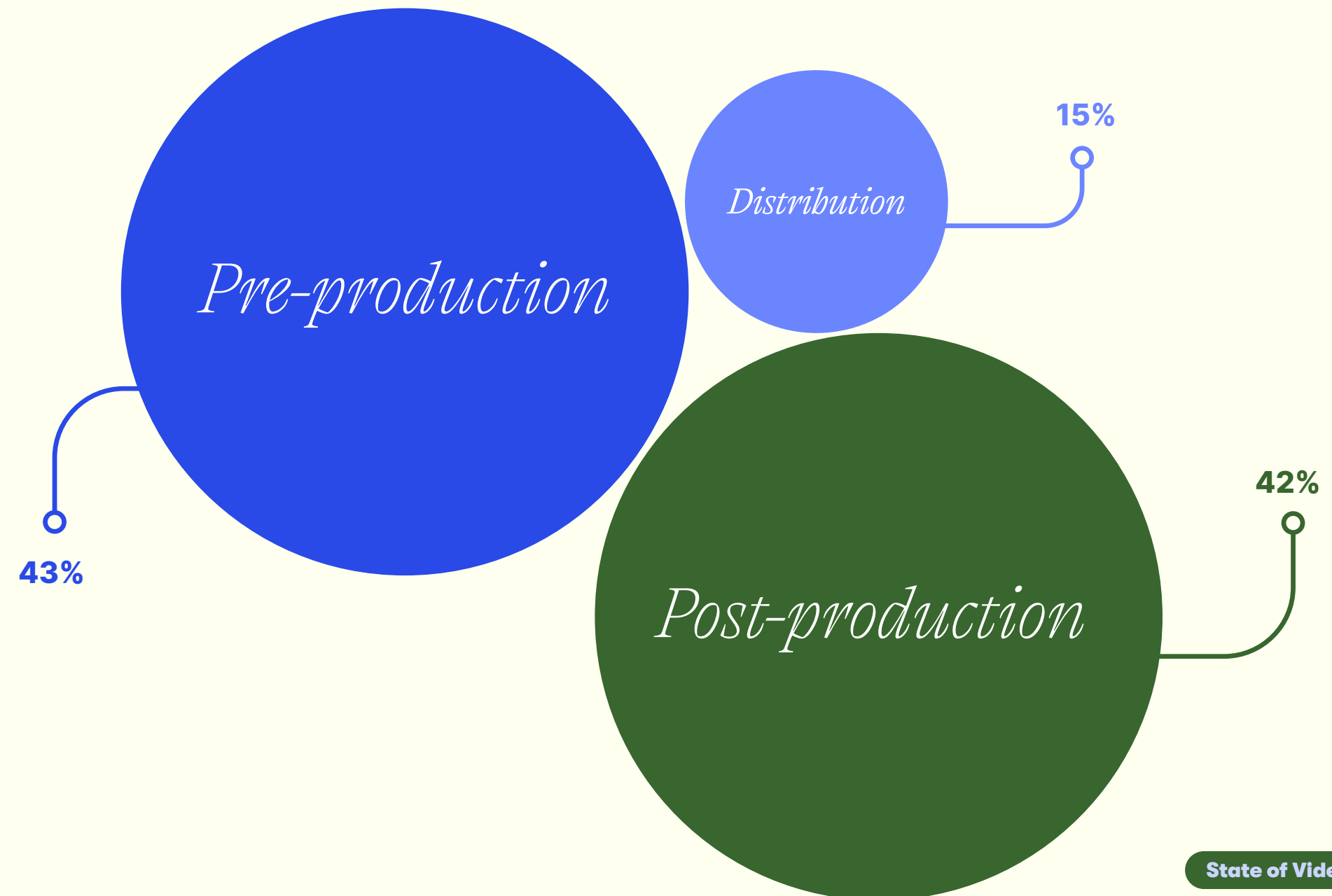
AI is just as common for scripting and idea generation as it is for post-production editing. Even though AI is often associated with visual effects, many professionals are using it long before a camera starts rolling.

**"I usually sketch out a rough script idea first, then refine it using AI. This approach drastically reduces unnecessary meetings, especially for remote teams."**

Henry Ceiro,  
Video Content Producer



### *Primary uses for AI*





## What AI can do for you

Pre-production gets a whole lot faster and easier when you have help at every step, and that's exactly what AI offers.

*Whip up a script*

IDEA FROM  **Dropbox**

1

**Drop in a  
blog post.**

2

PROMPT:

**“Turn this into a  
three-minute script.”**



3

**Refine & polish  
the script.**

*Brainstorm faster*

IDEA FROM  **wistia**

**Share a  
campaign brief  
or outline.**

PROMPT:

**“Give me 20 ideas for  
short-form videos.”**



**Pick your  
favorite ideas.**

*Refine your content*

IDEA FROM  **Superside**

**Share a  
rough draft.**

PROMPT:

**“Create three versions,  
each with a different  
tone: professional, fun,  
and concise.”**



**Pick, tweak,  
and make it  
yours.**

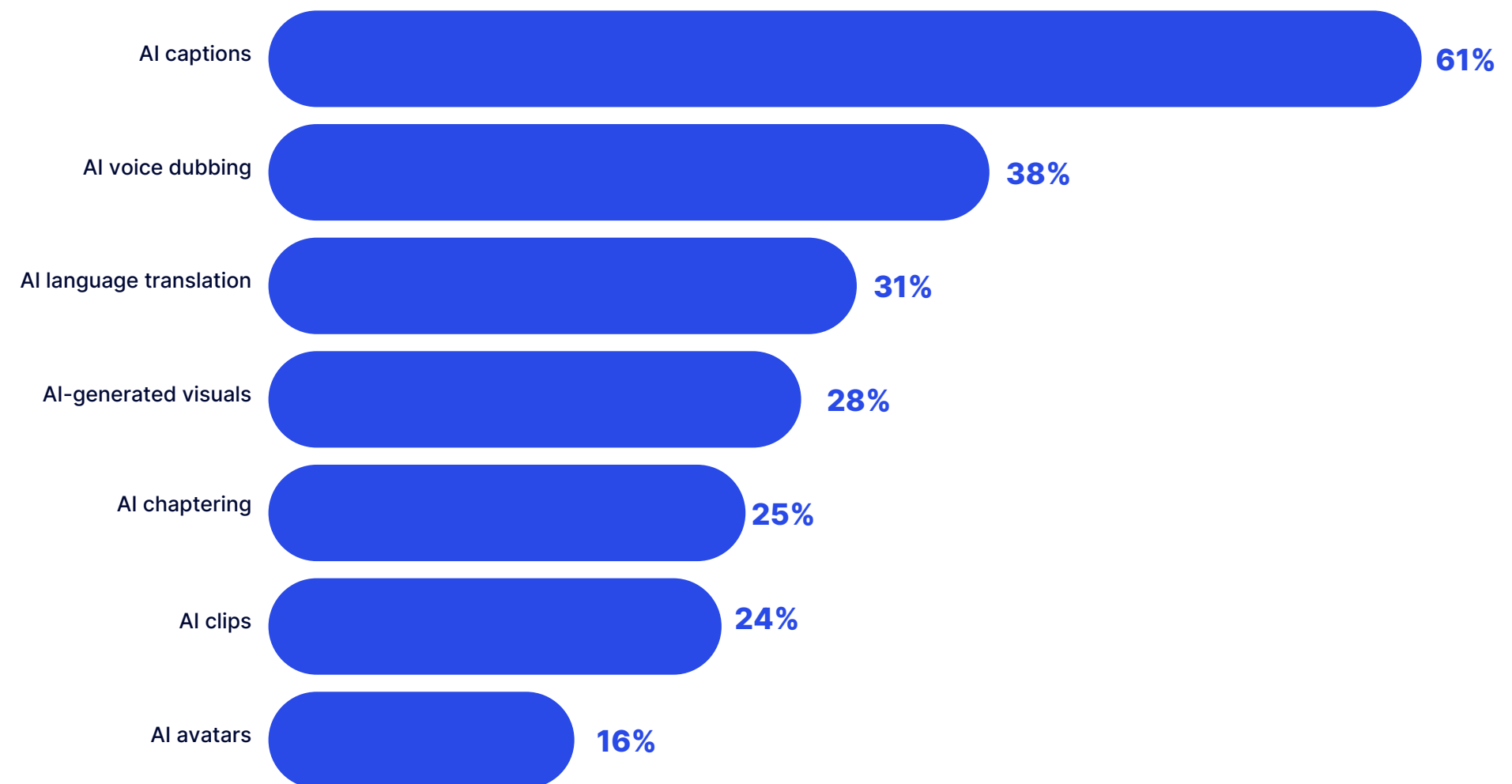
## Most professionals use AI to make videos more accessible.

Practical AI tools like captions, voice dubbing, and language translation are used much more than flashy features like AI avatars or auto-generated clips.

## AI is making accessibility easier than ever.

For the second year in a row, captions have doubled in use. With AI making it faster and cheaper to add accessibility features to videos, it's easy to see why.

### *What AI features professionals have used or are planning to use*





*“AI has made translation and dubbing much more affordable, so companies can localize a wider range of content. They’re even dubbing internal videos, like company-wide announcements, into multiple languages.”*



**Dan Caddigan**  
*CTO, 3Play Media*



# *Webinars*

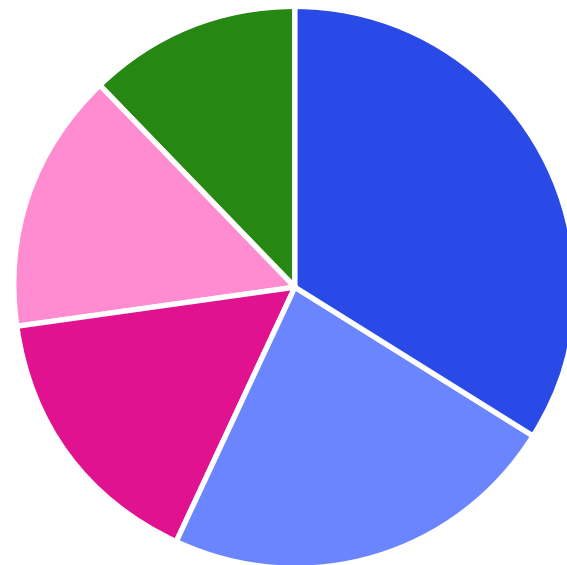
**Extending  
the life of  
your webinar**





## Webinars are one of the most impactful videos you can create.

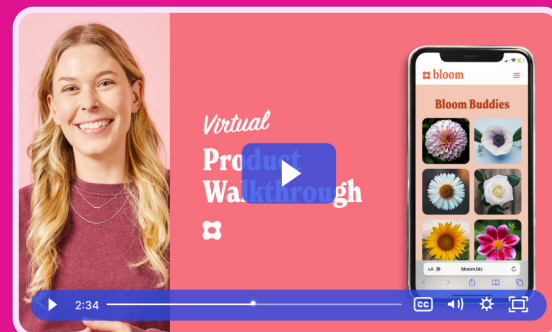
Nearly half of all companies host a webinar at least once a month. **Yes, webinars are videos too!**



34% Monthly  
23% Never  
16% Occasionally  
15% Quarterly  
12% Weekly

*The most impactful videos, ranked by marketers*

1. Product videos



2. Webinars/live streams



3. Educational videos



4. Social media videos

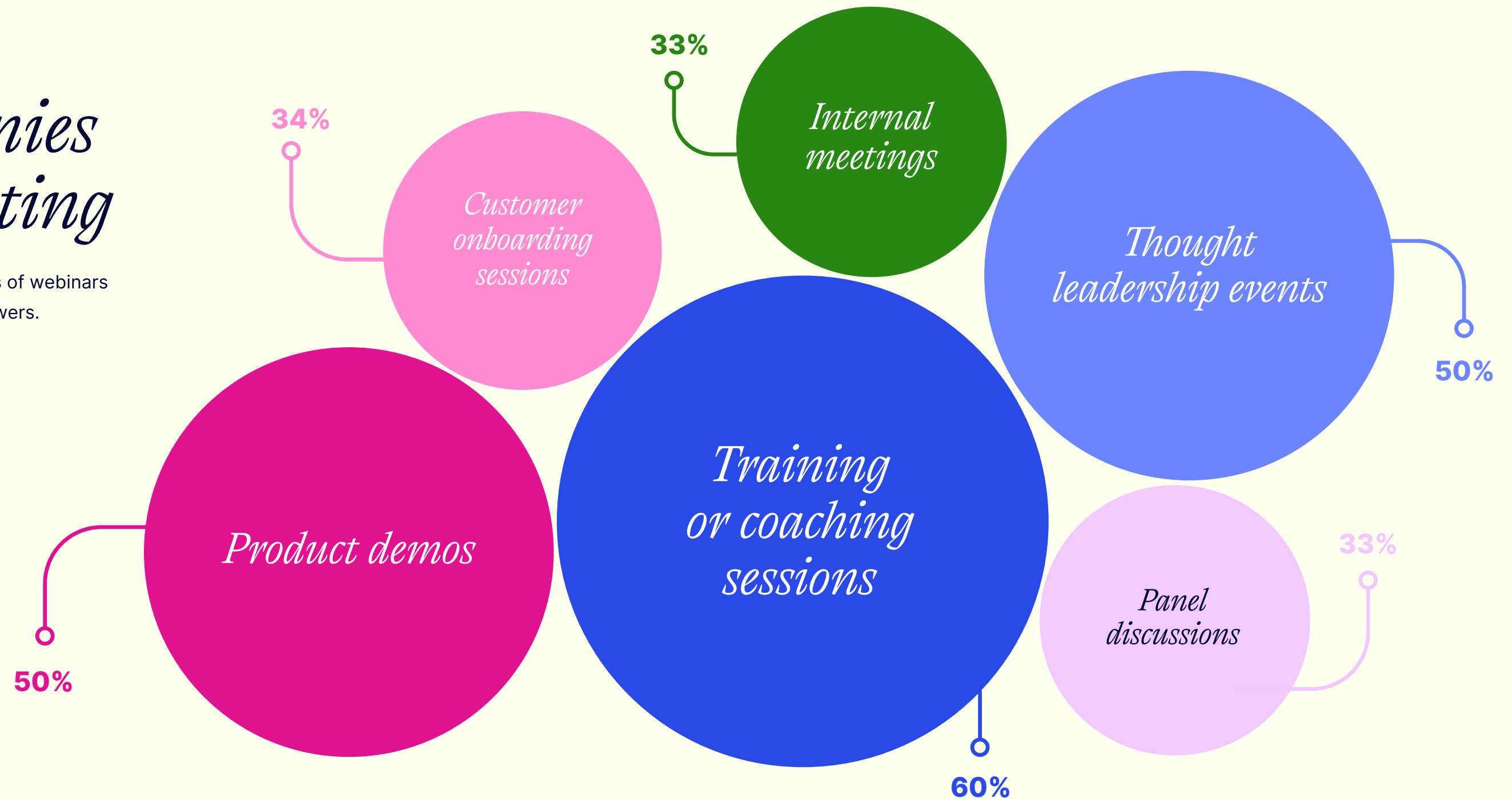


5. Customer testimonials



# What companies are hosting

The most popular types of webinars focus on educating viewers.





## In general, 30%-40% of people who sign up for a webinar actually show up.

But that number can be much higher or lower, depending on the type of webinar.

**Smaller webinars**, like product demos or coaching sessions, tend to have fewer sign-ups but a higher percentage of attendees.

**Larger webinars**, like thought leadership events or panel discussions, usually draw more registrations but see lower turnout.

Webinars hosted on Wistia tend to be smaller, so their attendance rates are usually higher, averaging 65%.

### *Stats for Wistia-hosted webinars*

**77 registrants**

**50 attendees**

**36 on-demand views**

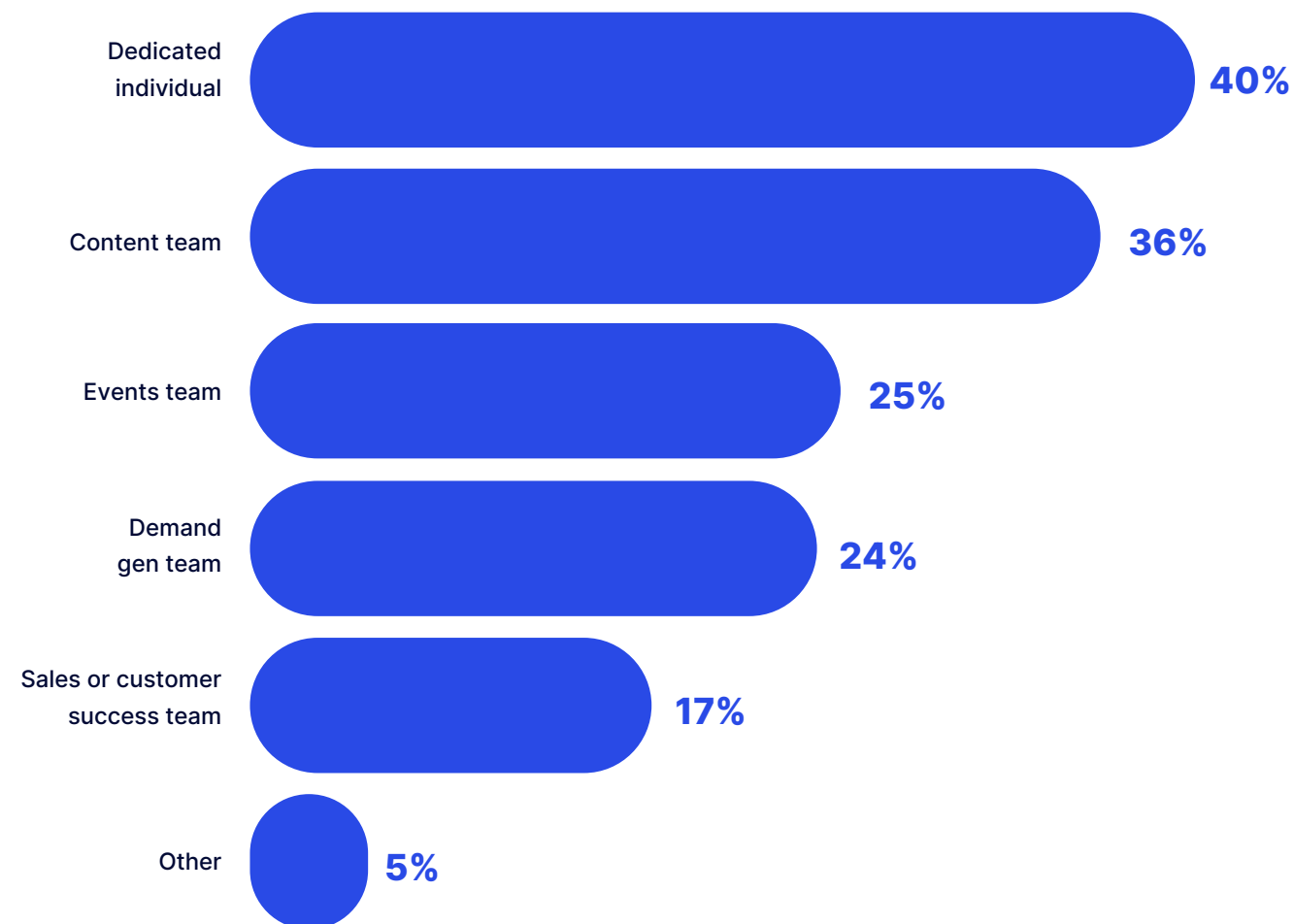
**About 60% of total webinar views happen live, while the rest come from on-demand plays.**

**Even though webinars deliver results, many companies still run them on lean budgets, often with just one person in charge.**

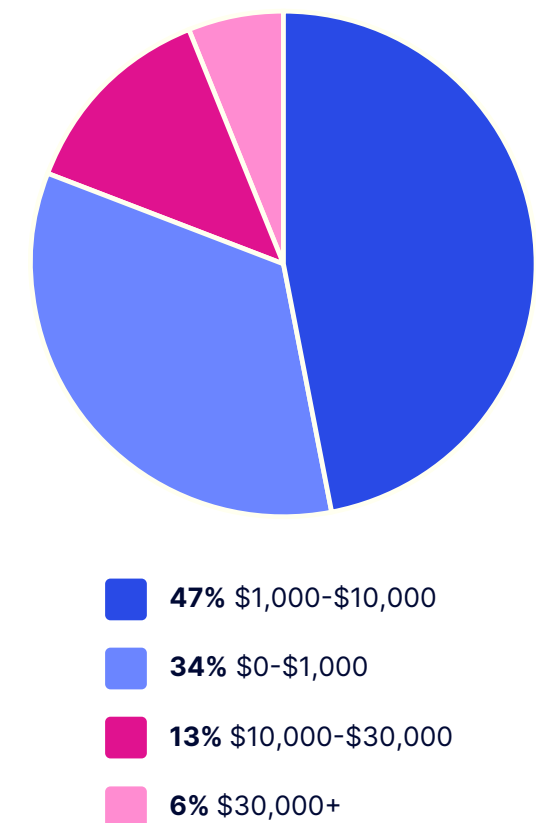
Most spend only a fraction of what small to mid-sized companies invest in Google Ads (\$6,000–\$360,000 yearly, per WordStream).

Unlike ads, webinars keep delivering value long after they're over because they can be turned into many different marketing assets like social clips, blog posts, and on-demand videos.

*Who manages webinars*



*Webinar budgets in 2024*





## 89% of marketers repurpose webinar content.

They don't stop at the live event. They turn webinar recordings into on-demand videos, social clips, and more.

The average on-demand video pulls in views for 3-4 months after the live event—sometimes even longer.

### *What webinars turn into*

On-demand recordings  
on landing pages

65%

Social clips

57%

On-demand recordings  
in email campaigns

47%

On-demand recordings  
in blog posts

36%



*“AI is really good at analyzing and transcribing, so you can easily turn one webinar into 50 clips for your blog, sales materials, and social channels.”*



**Piotr Smietana**

*Director of Brand and Marketing Creative,  
Superside*



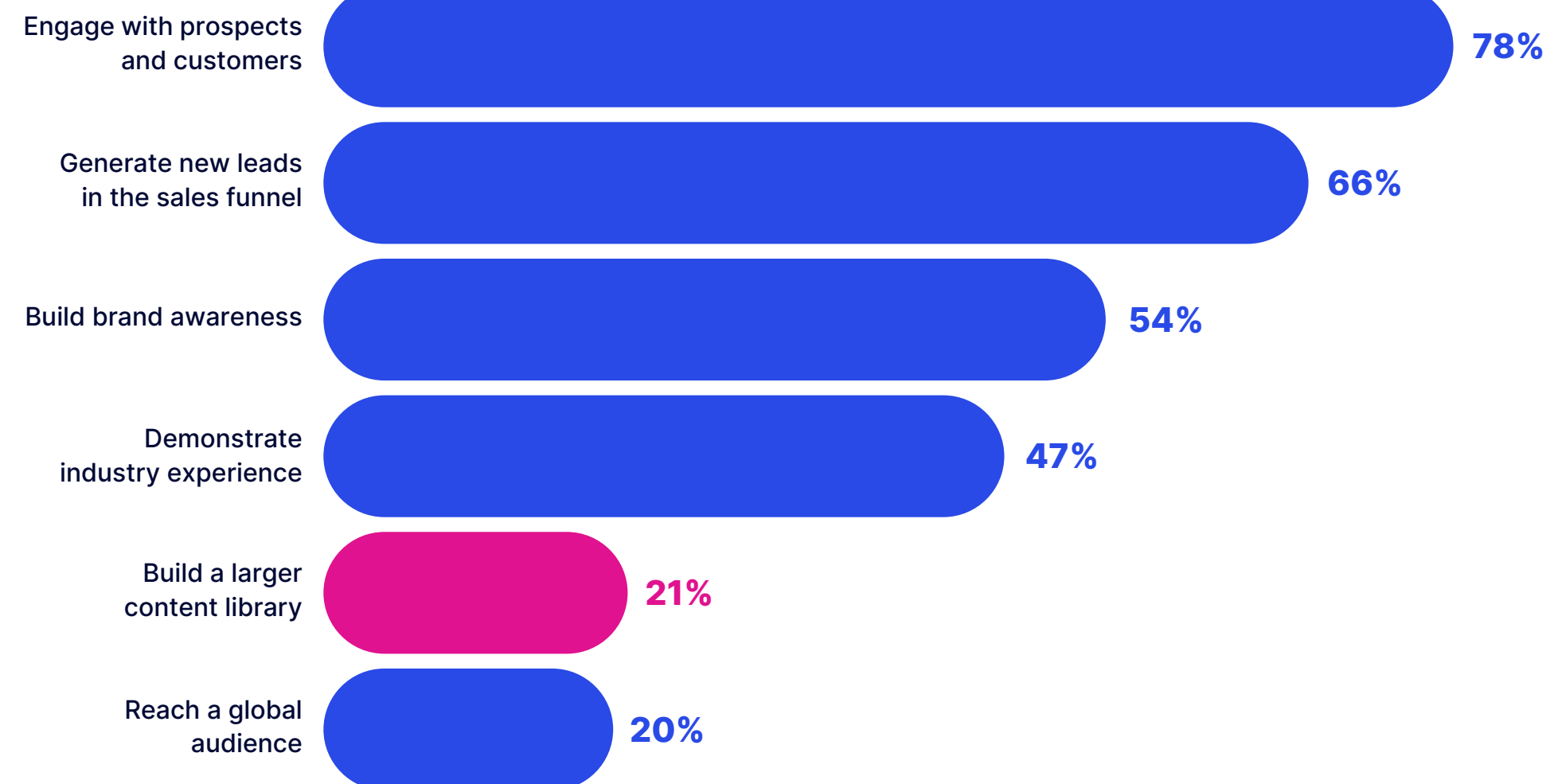
## Only 1 in 5 marketers host webinars with the goal of growing their content library.

Most stop at an on-demand recording or a couple of repurposed clips instead of making a full campaign out of a webinar.

That's a huge missed opportunity. Webinars are one of the easiest ways to generate multiple videos and other pieces of content that can live across different channels.

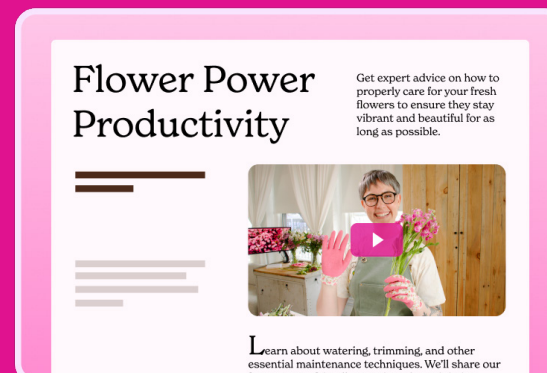
Plus, **when you plan a webinar with repurposing in mind, you naturally invest more in the quality of your content.** You're more likely to align topics with blog posts, incorporate pre-recorded elements, and justify a bigger budget.

### *Top goals for hosting webinars*



# 3 ways to extend the life of your webinar recording

## 1. Embed



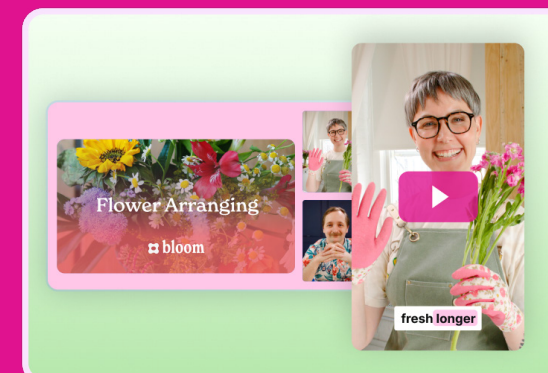
**“Put your recording on a high-traffic, SEO-rich blog post and gate it with a lead gen form.**

This strategy has helped us boost on-demand views and extend the webinar’s life by 12+ months.”

Sam Balter  
Head of Content



## 2. Clip



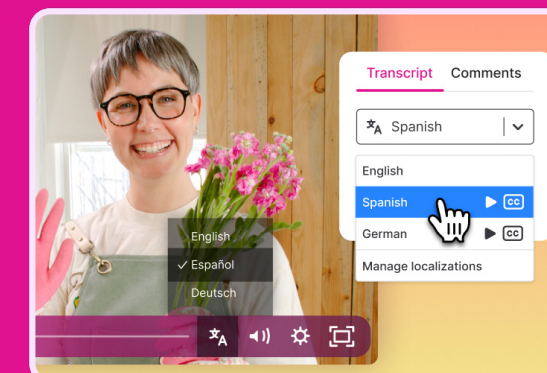
**“Cut your recording into how-to clips under 90 seconds to keep viewers engaged.**

People like seeing humans on screen, and animation can help clarify complex ideas.”

Henry Ceiro  
Video Content Producer



## 3. Localize



**“Have AI caption and dub your best-performing recordings in multiple languages.**

Start with a widely-spoken language like Spanish, track results, then expand from there.”

Dan Caddigan  
CTO





# *Benchmarks*

**See how your videos measure up**

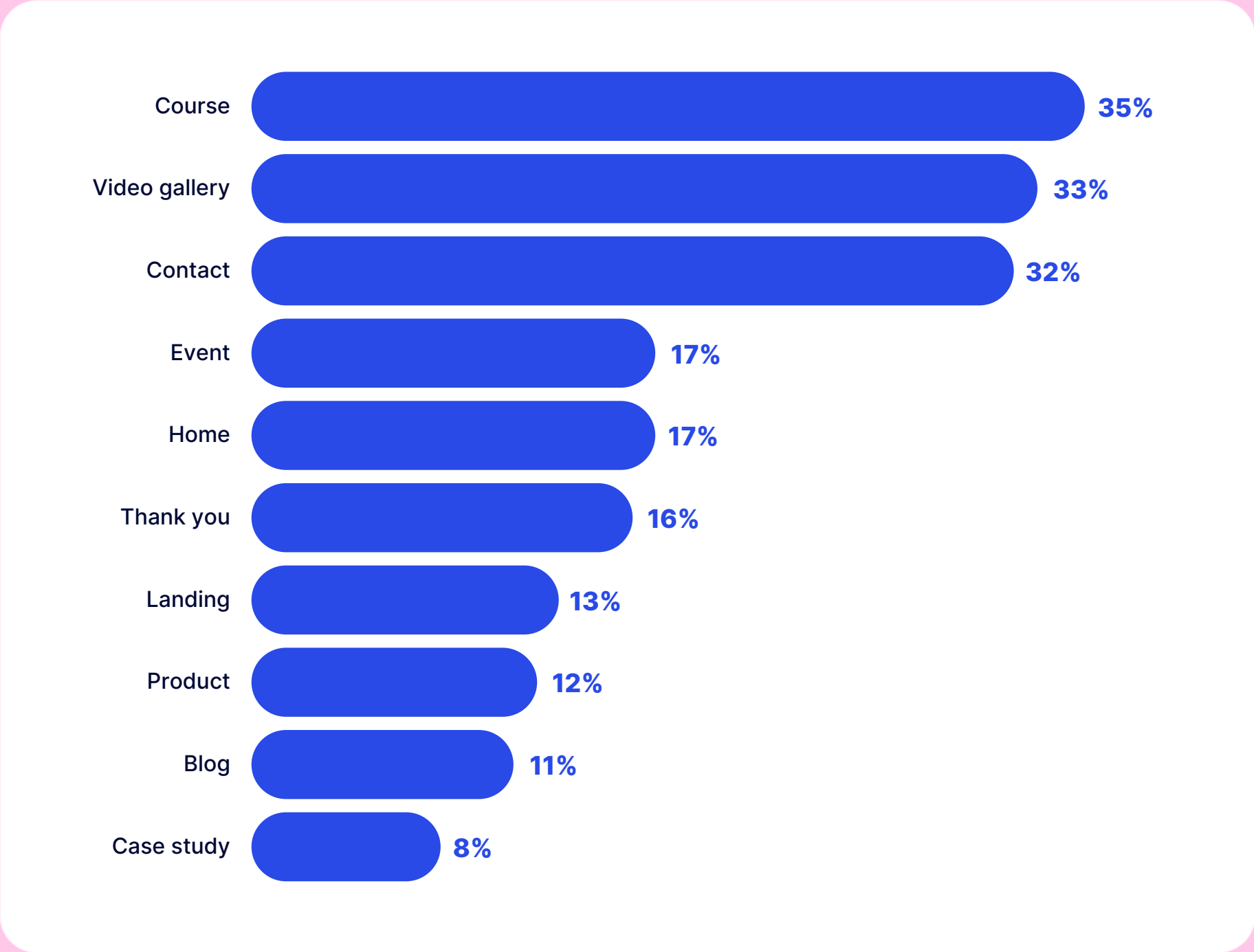
## *Play rate by company size*

	2021	2022	2023	2024
1 employee	15%	14%	58%	22%
2-10 employees	23%	17%	14%	15%
11-50 employees	21%	21%	23%	23%
51-200 employees	31%	27%	29%	33%
201-500 employees	13%	18%	29%	28%
501-1000 employees	33%	17%	10%	9%
1000+ employees	13%	25%	36%	23%





# Play rate by web page



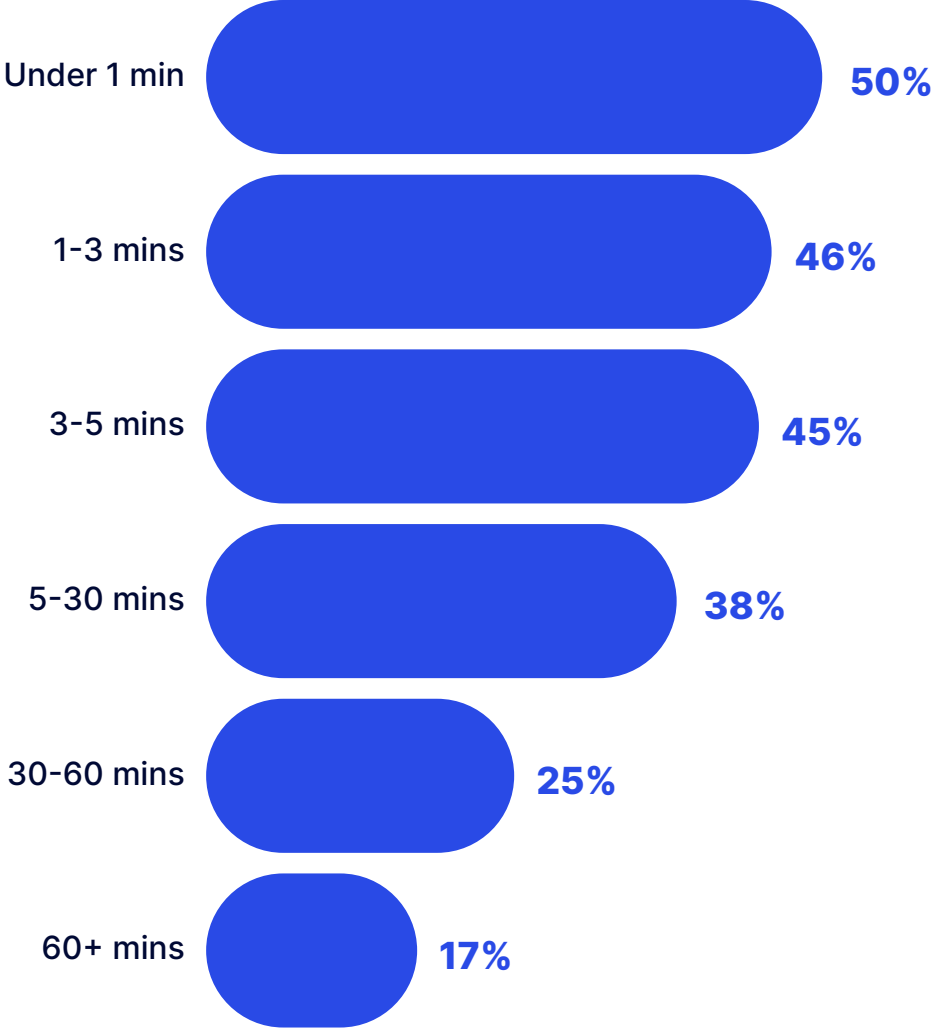
## Page key

- Course**..... A single course or course hub
- Video gallery** ..... A curated collection of videos
- Contact**..... A way to reach sales or support
- Event** ..... A page for event registration or replays
- Home** ..... The main page of a website
- Thank you**..... A page confirming a successful action
- Landing**..... A page with a clear call to action
- Product**..... A showcase of a product or service
- Blog** ..... A blog post or blog hub
- Case study**..... A single or multi-case study page



# Engagement rates

Engagement rate by video length



Engagement rate by video type

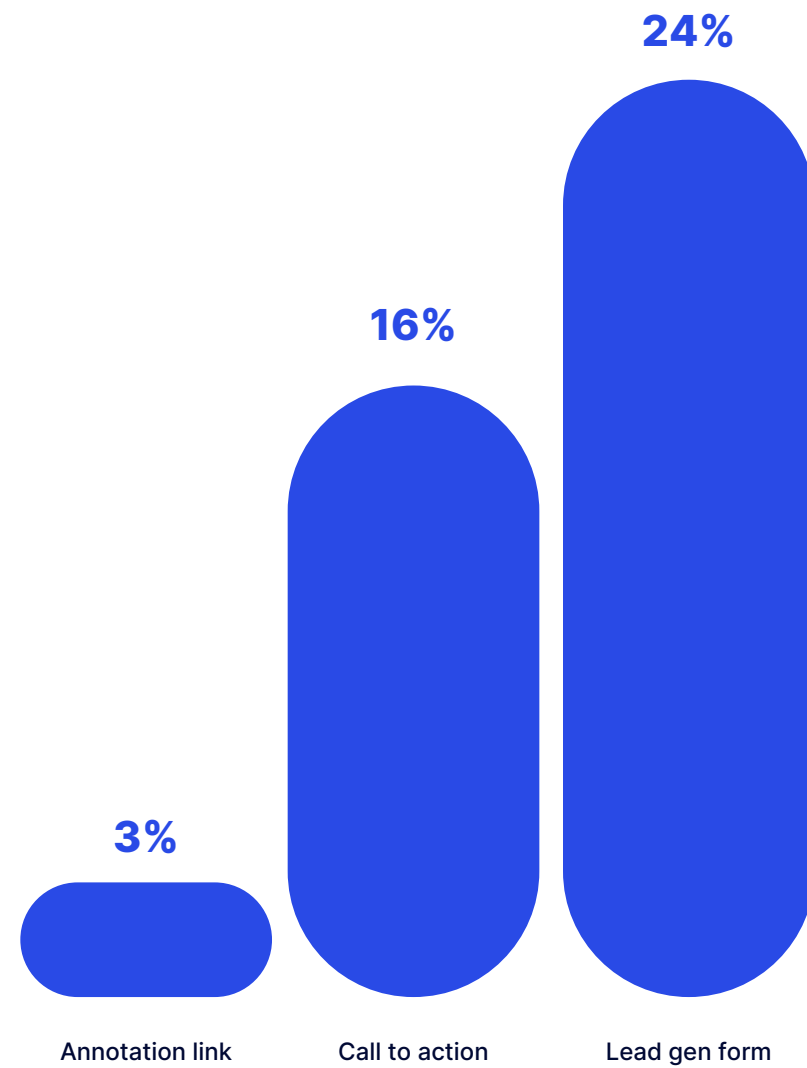
	<1 min	1-3 mins	3-5 mins	5-30 mins	30-60 mins
Company culture	55%	51%	48%	38%	22%
Customer testimonial	46%	40%	34%	23%	17%
Educational	54%	52%	51%	40%	26%
How-to	82%	77%	66%	58%	26%
Original series	52%	49%	47%	33%	23%
Product	54%	51%	45%	33%	21%
Promotional	47%	42%	35%	27%	18%
Sales	45%	45%	36%	29%	20%
Social media	45%	43%	44%	32%	20%
Webinar	51%	45%	42%	28%	23%



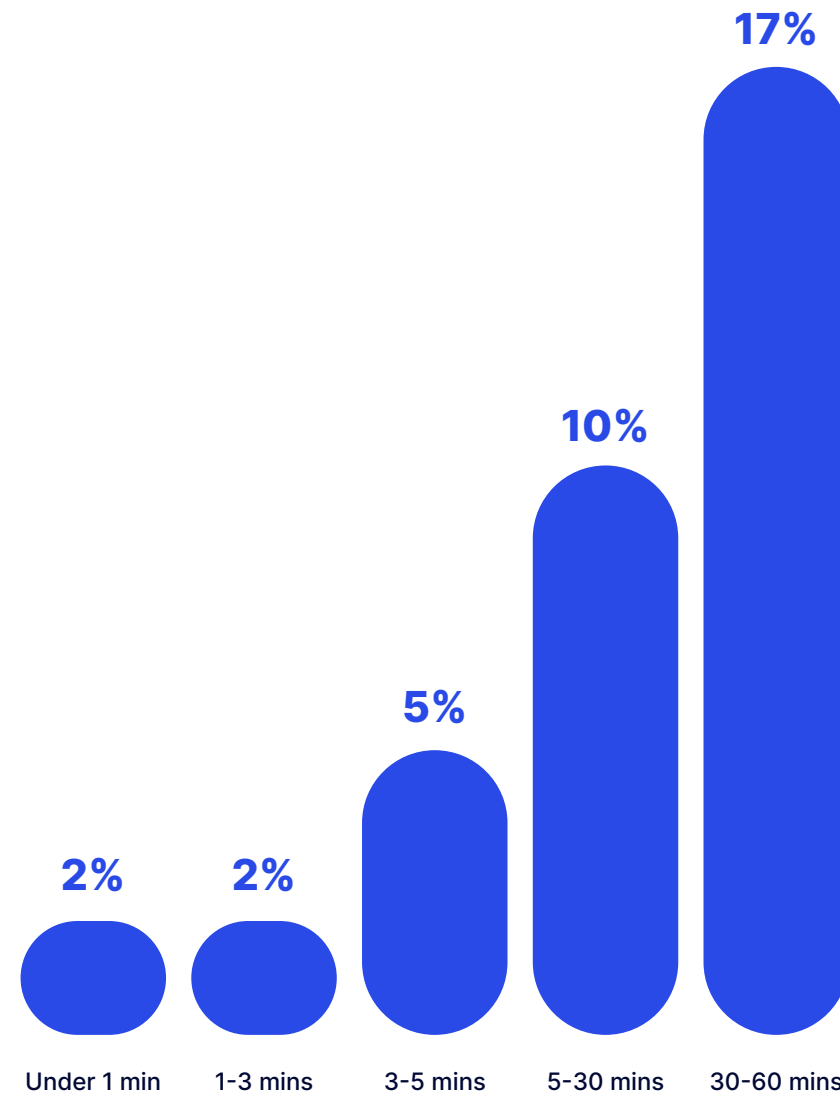


# Conversion rates

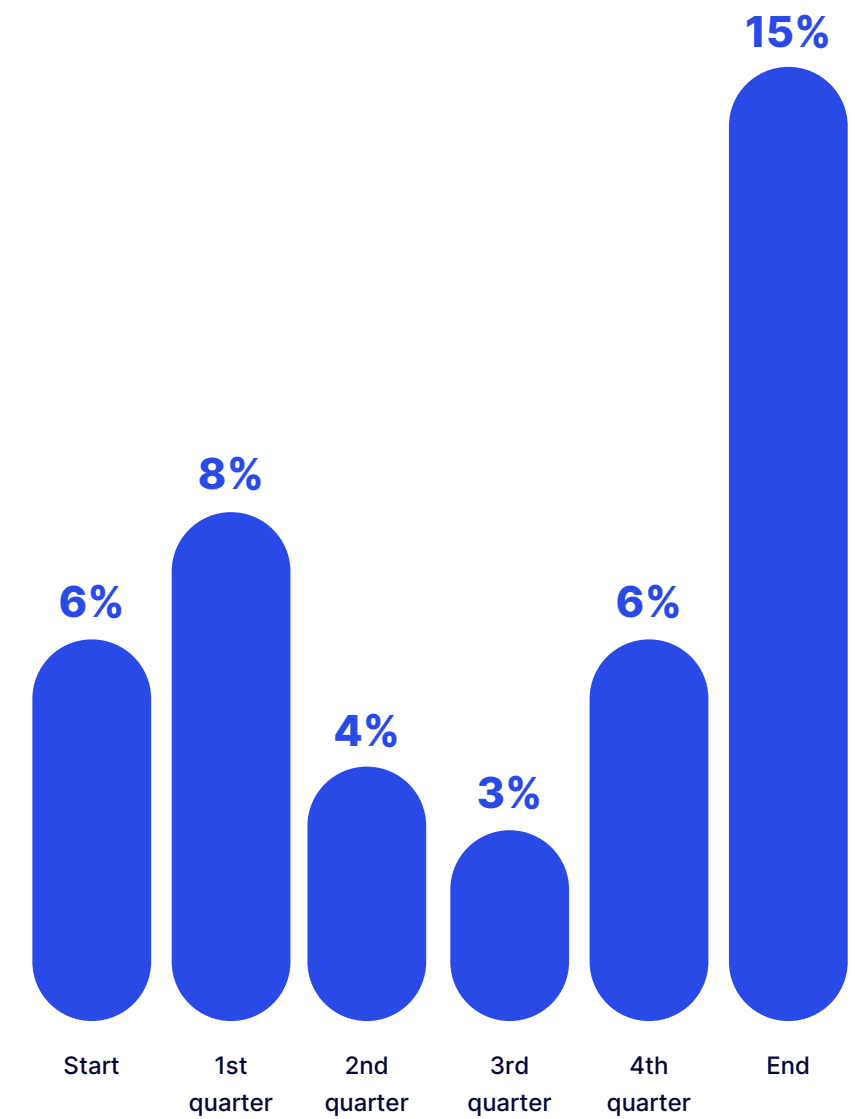
*Interactive video feature*



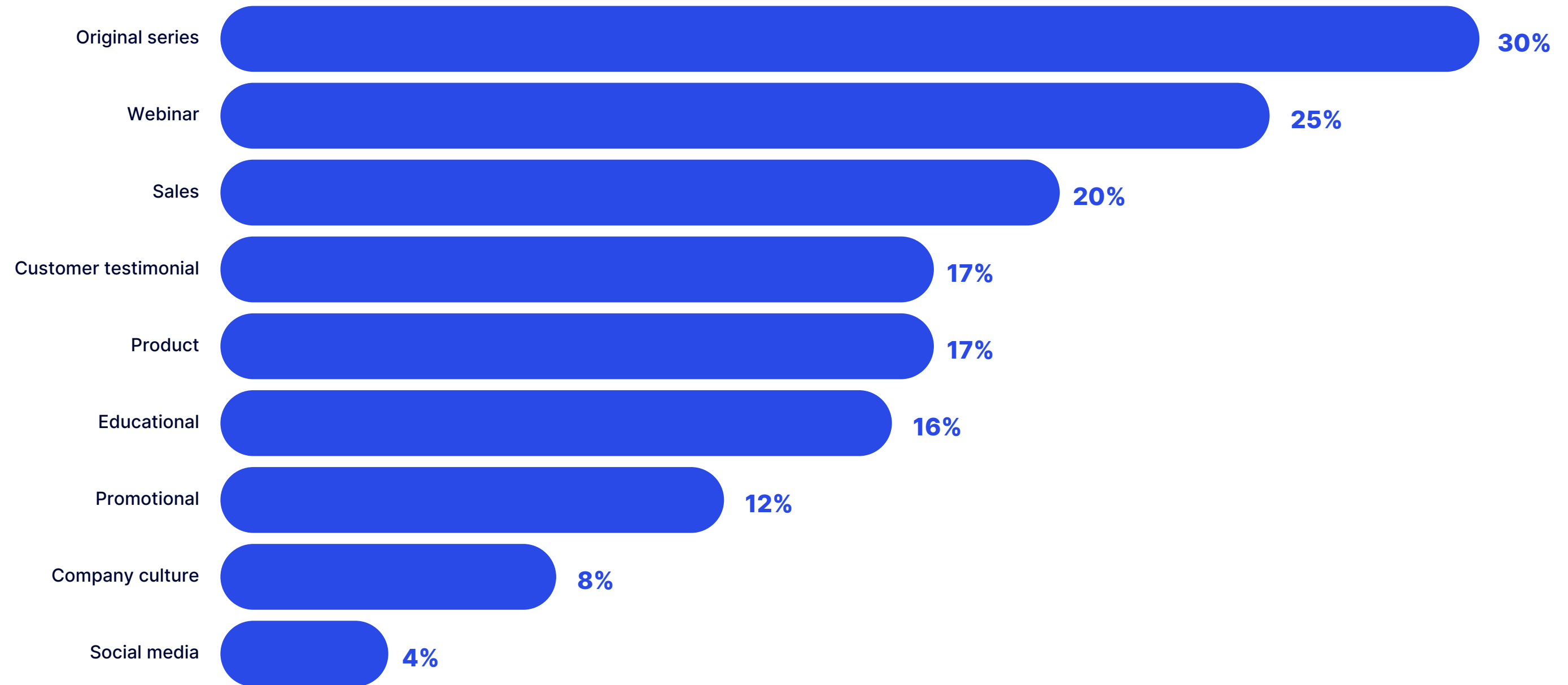
*Video length*



*Position in the video*



## *Conversion rate by video type*





## Averages by page type

	% of companies with video on page	Play rate	Engagement rate	Video length (minutes)
<b>Blog</b>	16%	11%	44%	5
<b>Case study</b>	5%	8%	47%	4
<b>Course</b>	2%	35%	50%	21
<b>Contact</b>	3%	32%	51%	2
<b>Event</b>	4%	17%	33%	26
<b>Home</b>	36%	17%	50%	6
<b>Landing</b>	3%	13%	42%	6
<b>Video gallery</b>	11%	33%	45%	15
<b>Product</b>	20%	12%	57%	3
<b>Thank you</b>	2%	16%	55%	10





Wistia is a **complete video marketing platform** that helps teams create, host, market, and measure their videos and webinars—all in one place.

With Wistia, you can easily create professional videos, host webinars, collect and send leads to your marketing automation platform, and more. As you level up your video marketing strategy, Wistia has your back with educational resources and world-class support.

Today, over 425,000 marketers around the world rely on Wistia to drive business growth with video.

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