

## Maximizing Audience Engagement

### How Online Video Performance Impacts Viewer Behavior

## ONLINE VIDEO CONSUMPTION

In the U.S., roughly 85% of Internet users now watch video online.<sup>1</sup> Video will represent 86% of all consumer Internet traffic by 2016.<sup>2</sup>



40 Billion content videos consumed every month



10 Billion video ads consumed every month

## THE 2-SECOND RULE: PREVENTING ABANDONMENT

**Speed matters.** Viewers will start abandoning a video if it takes longer than 2 seconds to begin playing. Moreover, another 6% of your audience leaves after every additional second of delay. After a 10-second delay, more than half of your audience has left.



### PATIENCE FACTORS...

Viewers are willing to wait longer for lengthier videos (like movies) to load, but less tolerant for shorter videos (like highlights).

Viewers with faster Internet connections (like broadband) have less patience than viewers with slow connections (like mobile).



# \$2,000,000

For publishers who earn \$100,000 per day in advertising, decreased viewing time can translate into nearly \$2M in lost annual revenue.

## BOOSTING ENGAGEMENT: WHAT IMPACTS VIEWING TIME?



Buffering



Quality



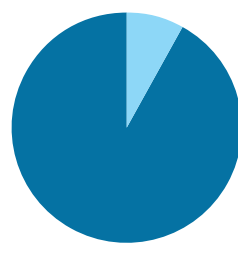
Bitrate

## The Lasting Effect of Video Failure

Slow startup times increase abandonment, rebuffering delays decrease viewing time, and video failures push viewers away from a site.



Video failures have a negative impact on a brand and can affect future visits



Only 8.2% of viewers will return to a site within 24 hours of experiencing a video failure



Content providers could lose millions of dollars through lost ad sales and renewals

To learn how you can improve video performance and maximize engagement, visit [akamai.com/sola](http://akamai.com/sola)

<sup>1</sup> [http://www.comscore.com/Insights/Press\\_Releases/2013/6/comScore\\_Releases\\_May\\_2013\\_U.S.\\_Online\\_Video\\_Rankings](http://www.comscore.com/Insights/Press_Releases/2013/6/comScore_Releases_May_2013_U.S._Online_Video_Rankings)

<sup>2</sup> [http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white\\_paper\\_c11-481360\\_ns827\\_Networking\\_Solutions\\_White\\_Paper.html](http://www.cisco.com/en/US/solutions/collateral/ns341/ns525/ns537/ns705/ns827/white_paper_c11-481360_ns827_Networking_Solutions_White_Paper.html)