multichannel tv

THE TOP TEN FACTORS FOR SUCCESSFUL ONLINE VIDEO

Background

In December 2010 Multichannel TV commissioned a viewer survey* to determine the factors that viewers considered important when viewing video online.

In turn, we looked in detail at what turned them from a passive viewer into clicking on a 'call to action'.

We have summarised the results below in order of importance….**How does your current video match up?**

1. Keep it as short as possible and relevant to the topic being viewed

Respondents rated this as the top reason (91%) why they would return to the same site to watch more of the same style of content. However the amount of time they would give up varied based on the relevance of the content.

For sales and promotional content the optimal time was 'around 90 seconds'. For case studies and real life experiences this rose to 'around 5 minutes', for learning material 70% of respondents preferred it to be 'broken into segments/chapters of less than 10 minutes each'.

85% of respondents said they would struggle to view programmes of more than 20 minutes length in one sitting.

2. Ensure uninterrupted playback

64% of people give up watching within the first 30 seconds if they experience a stop-start connection. This rises to 82% within the first minute. 47% of people who gave up did NOT return to try again at a later time or date.

Smooth 'freeze-free' playback was seen as more important than higher video quality by 73% of respondents.

3. Allow the user to move easily and immediately to different points within the video

91% of respondents expected that once the video started to play that should they both expected it to play smoothly and be simple to navigate able to navigate instantly within it. They were prepared to wait for 'up to 10 seconds' as long as that was the only delay.

85% did not realise that for many online videos they had to wait until the whole video had loaded in order to be able to navigate within it. 69% said it was a real benefit to have chapters alongside in order to immediately find and view the content that was relevant to them.

4. A clear communication of the benefits of watching the programme

For programmes lasting for more than 5 minutes, 81% of respondents said that they were more likely to watch the whole programme if there was clear communication at the outset (either within the marketing email, the webpage or the video itself) as to the content and benefit to them.

67% said that using a presenter and participants who were confident, clear in their message and enthusiastic about the topic was important to their viewing experience.

5. The ability for the viewer to interact with the video

98% agreed that using graphics, animations, photos and other forms of media during the video enhanced the message.

Additionally, 73% said that they'd like the ability to interact with the video, however the comments did suggest the interaction needed to be relevant to the programme and offer to enhance the message, rather than just for the sake of novelty.

6. Allow the viewer to personalise the video experience

The majority (78%) of respondents felt personalisation was a good addition to online video.

Some respondents commented that it worked well when it allowed the viewer to focus on the content more relevant to them. However, they felt it had to be simple to work effectively and not be too intrusive.

7. Being part of an integrated campaign with a strong and simple call to action

9% of respondents stated that if they received a link via email from a trusted source they would immediately watch the video. A further 13% percent said they would probably bookmark the link and watch it later.

However 44% said they would watch content if it was featured on a trusted website that they regularly got relevant information from (not necessarily video based).

75% said that they watched content regularly because they had a specific personal interest in the subject matter or it was part of their continuing professional development programme.

82% said they appreciated the content to be as few clicks away as possible, whilst 62% wanted the video linked to further information or a call to action.

8. The ease of finding related content and information

Many respondents included comments stating they felt frustrated at having to search within videos to find content they knew existed, for example, in situations where they had watched the video before.

They also stated that they'd like to be able to link and share segments and chapters of the video with friends and colleagues. 85% said they felt it was harder to find relevant video content on the web rather than other types of web content (i.e. web pages, pdfs, etc).

9. The facility for the viewer to watch it later and on other devices

66% of respondents thought it of benefit that either a text transcript, audio or video alternative could be downloaded.

43% had downloaded videos and watched them offline on their PC, 21% had downloaded or viewed video on a mobile device. However, only 11% do this regularly at present.

10. The ability to give feedback before the video ends

87% who had feedback would not wait for the end of a video to leave it. Also 74% said they would appreciate some incentive to leave meaningful feedback. The consensus is that it should be easy to leave and anonymous if necessary.

Polls and quizzes were seen as interesting concepts by 83% as long as the results were given either during or at the end of the video.

* Online survey conducted for and on behalf of Multichannel TV in December 2010 based on 965 respondents from the UK.