

# Webcasting & Online Events

## 2016 Benchmark Report

*A Look at Trends from Attendance to  
Engagement*

# TABLE OF CONTENTS

- 03 Executive Summary
- 04 Registration & Attendance
- 05 Most Popular Days
- 07 Most Popular Times
- 08 Webcast View Time & Duration
- 09 Webcast Interactivity
- 10 Video on the Rise
- 11 Online Event Time Spent & Duration
- 12 Online Event Content
- 13 Mobile Access & Devices
- 14 Popular Browsers
- 14 Summary

# EXECUTIVE SUMMARY

## OVERVIEW

Online event and webcasting technologies have made their way into the hands of marketers, sales teams, corporate communicators, and training professionals to extend their reach, drive engagement and maximize ROI.

These tactics are being used throughout the buyer's journey to better nurture prospects, generate leads and provide best practices to buyers post-purchase. Additionally, webcasts and online events are used to reach and engage employees, enable sales teams, and for informal training and continuing education.

In this report, we will take a look at INXPO's webcasting product XPOCAST along with INXPO's online event platform to provide relevant attendance and engagement analysis to better inform future programming.

This study was conducted by INXPO, to provide insights and comparisons into webcast and online event performance to better guide our customers with best practices learned from our findings.

## METHODOLOGY

### Date Range:

- The data provided in the report represents a 12 month period including both live and on-demand for accuracy.
- The date range starts 3/1/15 with a live period ending on 3/31/16 and covering an on-demand period through 6/30/16.

### Customer Sample:

INXPO has delivered thousands of webcasts and online events for enterprise, associations and media companies over the past 12 months. We took a sample of these programs that meet our benchmark criteria to share some of the trends we are seeing across our customer base.

- Webcasts with live, simulive and on-demand states, including stand-alone or webcasts in an event or a series were analyzed.
- Online Events with 1-3 live days excluding 365 day environments were analyzed.

# REGISTRATION & ATTENDANCE

## WEBCASTS

**39%** of registrants **attend live**

**13%** of those registered and did not attend live **attend on-demand**

**10%** of those that attended live **return to view on-demand**

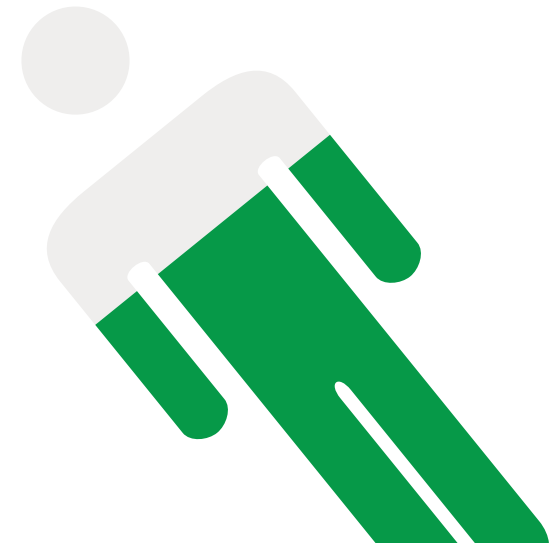
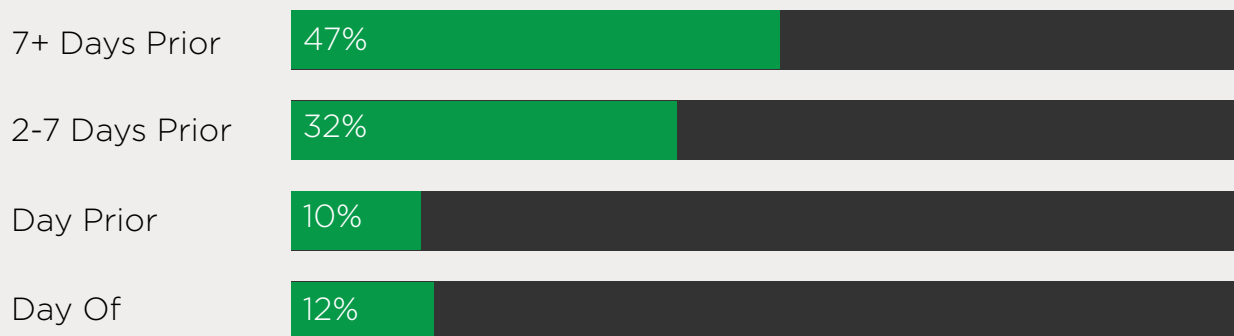
## ONLINE EVENTS

**45%** of registrants **attend live**

**10%** of those registered and did not attend live **attend on-demand**

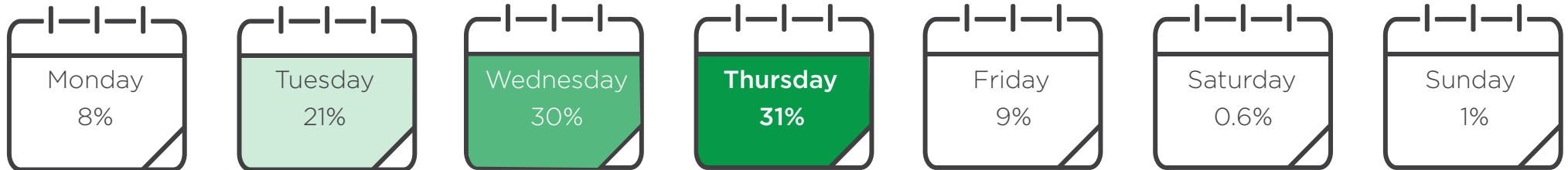
**16%** of those that attended live **return to view on-demand**

### WEBCASTS ATTENDED LIVE BASED ON WHEN THEY REGISTERED



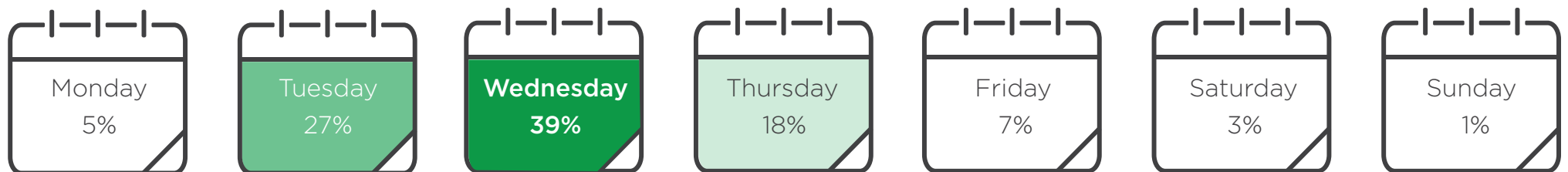
# MOST POPULAR DAYS

## MOST POPULAR DAYS TO SCHEDULE A WEBCAST



No surprise here, **Tuesday - Thursday continue** to be the most popular days to schedule a webcast with Thursday barely taking the lead. However, we did find webcasts scheduled on Fridays tend to have good registration to attendance conversion rates, probably because they aren't competing with other meetings.

## MOST POPULAR DAYS TO SCHEDULE AN ONLINE EVENT



Online events typically include 1-3 live days with a **growing trend of 1 live day**, followed by a 3-6 month on-demand period. Events that are scheduled for multiple days tend to start earlier in the week Tuesday or Wednesday staying between the Tuesday - Thursday window sharing the most popular days with the webcast category.

# MOST POPULAR TIMES

## MOST POPULAR TIME TO SCHEDULE A WEBCAST



10%



18%



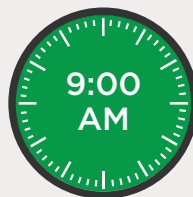
33%

When scheduling a webcast, **identify the locations and timezones** that majority of your audience is attending from and select a time to best reach these groups effectively.

## MOST POPULAR TIME TO START AN ONLINE EVENT



10%



12%

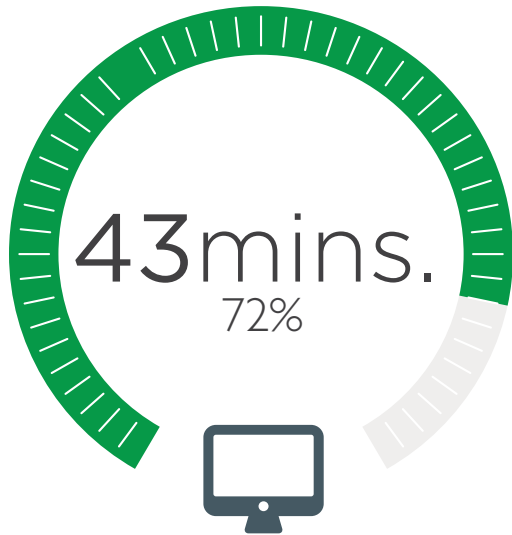


11%

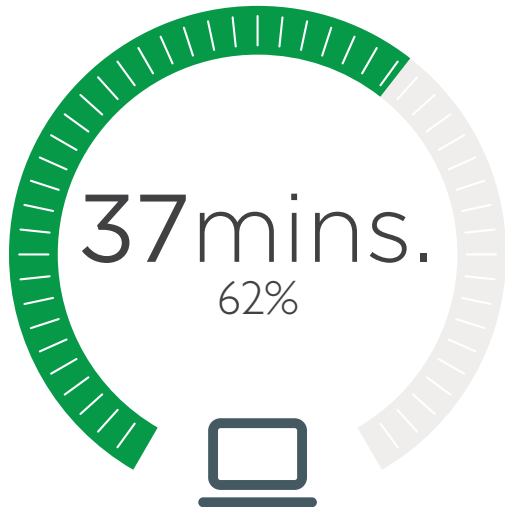
Most online events have their first presentation scheduled within the first hour of their event start time. Online events average anywhere from **4-8 hrs of scheduled content per day**.

*ALL TIMES ARE IN CENTRAL TIME (CT)*

# WEBCAST VIEW TIME & DURATION



average view time of **live webcast** (60mins. webcast)



average view time of **on-demand webcast** (60mins. webcast)

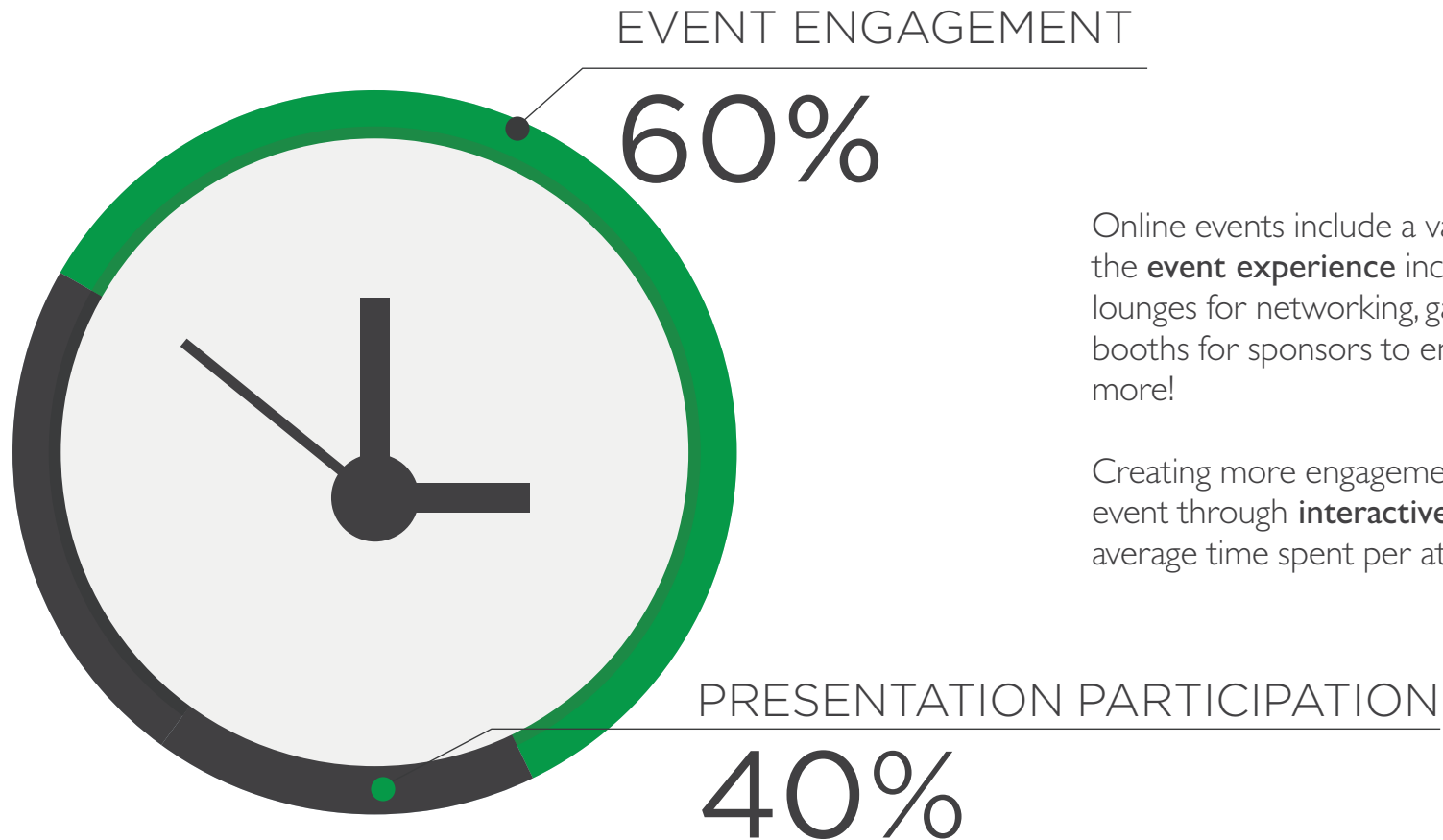


**59mins.**  
avg. **webcast** duration



Based on the average view times, scheduling shorter webcasts for **30-45mins.** may increase the average attendee view time and engagement.

# ONLINE EVENT AVERAGE TIME & DURATION



Online events include a variety of locations that make up the **event experience** including; lobbies for welcoming, lounges for networking, games for friendly competition, booths for sponsors to engage with attendees and much more!

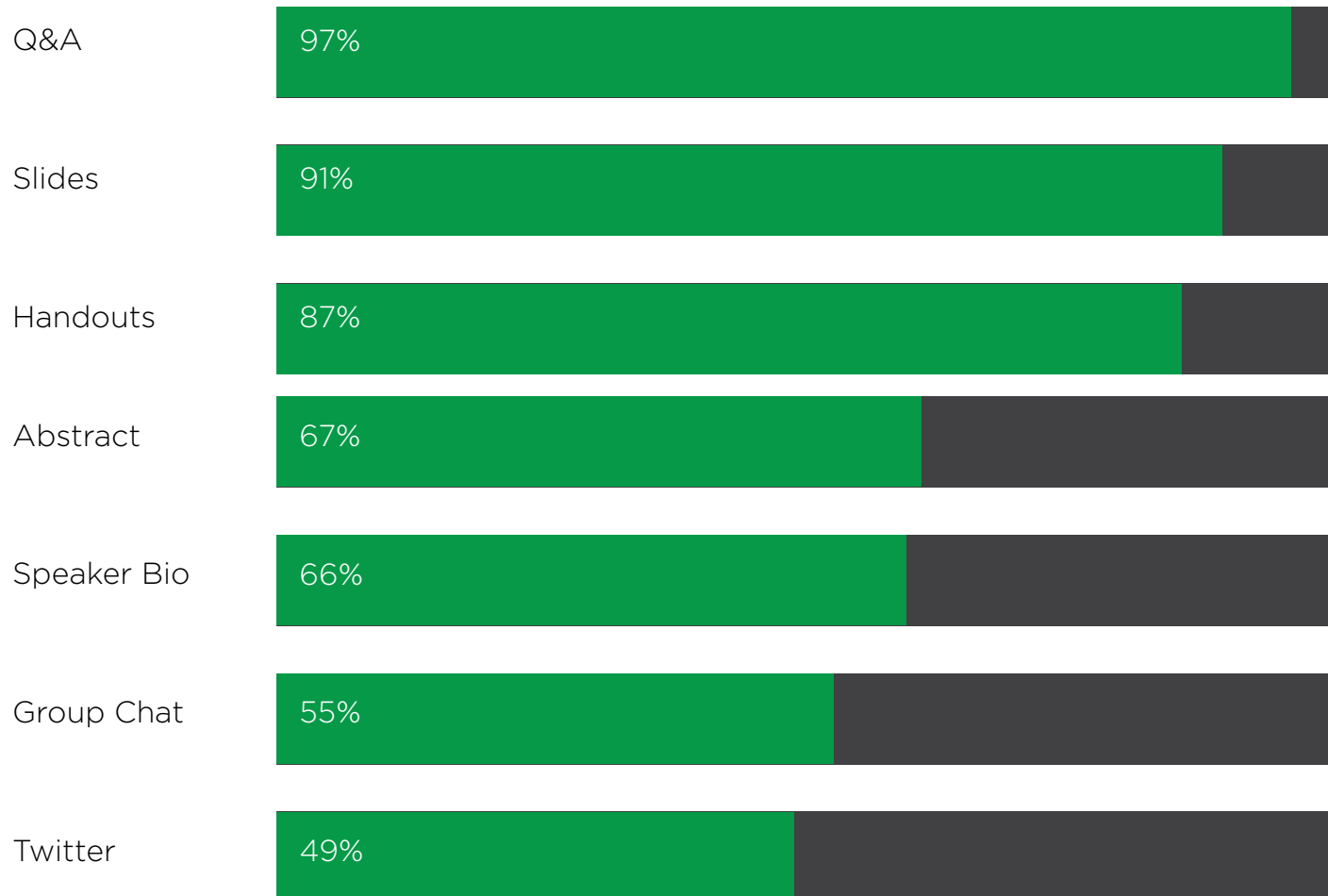
Creating more engagement opportunities in an online event through **interactive elements** can help extend the average time spent per attendee.

 **7hrs.** is the **average live period of an online event** when analyzing events with 1-3 live days.



# WEBCAST INTERACTIVITY

PERCENTAGE OF WEBCASTS HAVE EACH OF THE **INTERACTIVE WIDGETS** ASSIGNED



**67%**  
of attendees  
**respond to a  
poll in a live  
webcast.**

Including interactive elements in a presentation, such as polls increases engagement and attendee retention. Widgets, such as **Q&A** and **group chat** give presenters the opportunity to transform a one-way presentation into a two-way conversation.

# ONLINE EVENTS ARE MADE UP OF

PRESENTATIONS



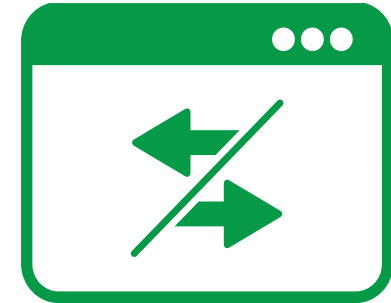
10avg.

DOCUMENTS



56avg.

LOCATIONS



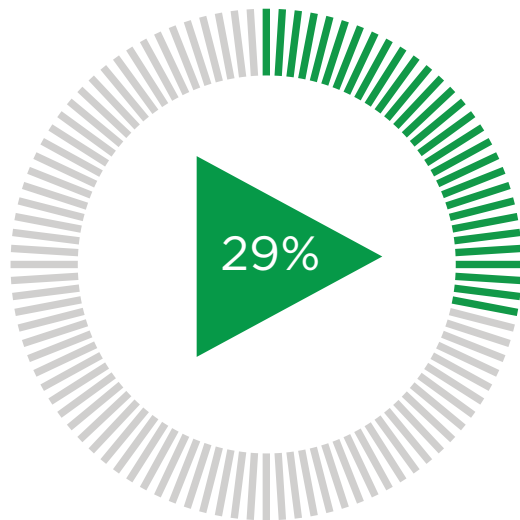
13avg.

Online events give hosts the opportunity to create an experience filled with **content targeted towards its audience**. Presentation and document views are all tracked giving the host insights into the content their attendees are most interested in. Gamification elements such as trivia and badging can boost retention and **drive interactivity**.

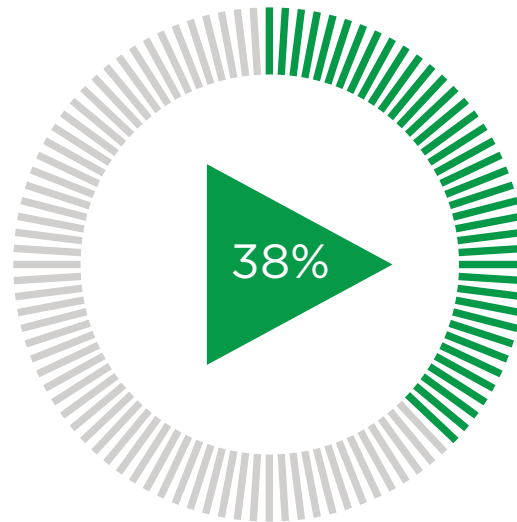
# VIDEO ON THE RISE

When webcasts started over 10 years ago, they were typically audio presentations paired with slides, today audio webcasts are still a popular delivery format that quickly evolved when video entered the scene. Presenting in person has always been the most authentic presentation style, now with **high quality video options** speakers have the ability to connect with their audiences and **bring their content to life** capturing the attention of the online audience.

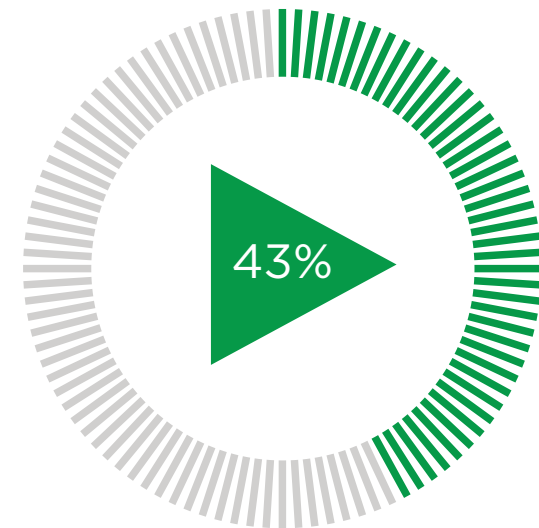
2014



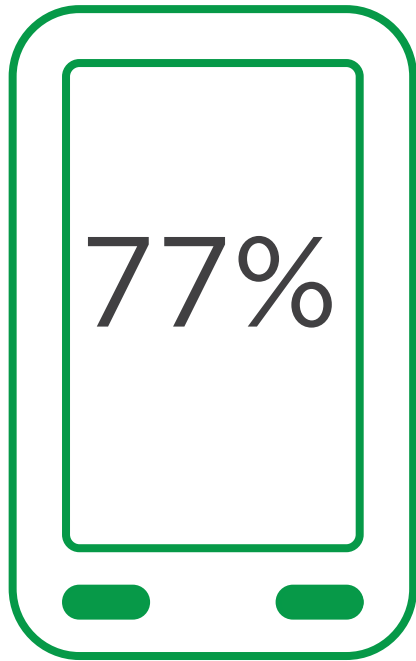
2015



2016



# MOBILE ACCESS & DEVICES



of **webcasts**  
are accessed on  
**mobile devices.**



of **online events**  
are accessed on  
**mobile devices.**

Mobile access is key in today's world. Attendees access content at **anytime from anywhere** and want a similar experience on their mobile device that they would get from their desktop. Consider mobile users when designing content for online events or webcasts and give attendees the ability to participate in the program from their **device of choice.**

## AVERAGE **MOBILE LOGINS** ACROSS WEBCASTS AND ONLINE EVENTS

iOS

57%

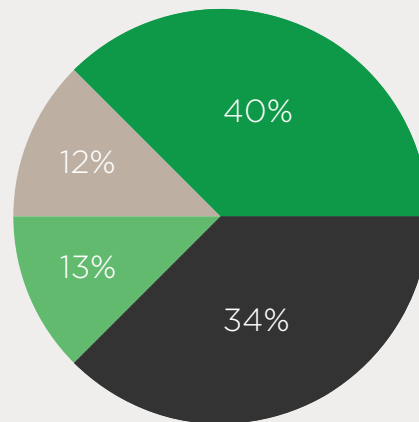
Android

41%

# POPULAR BROWSER TYPES

## LOGINS ACROSS **WEBCASTS & ONLINE EVENTS**

- Internet Explorer
- Chrome
- Firefox
- Safari



Although mobile consumption continues to increase, **desktop and laptop** computers are still the main devices being used when accessing webcasts or online events from work or home offices.

## SUMMARY

In conclusion, webcasts and online events continue to rise in their use across many different organization types. Just like some of these benchmarks collected, these tools are **rich with data** and continue to replace and/or extend traditional channels.

Live video streaming allows you to **take your events online** to reach a much larger audience. Implement these tools into your content strategy today to start seeing results immediately.

# INXPO<sup>®</sup>

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## About Us


At INXPO, we make the business world small again by helping leaders communicate with large audiences through engaging and motivating online events and webcasts that spur innovation, increase operating efficiency, and drive revenue. Events have evolved, every physical event requires a digital extension and online events are becoming a part of every large organizations' communication strategy. Today, people interact, consume and share information differently with a multitude of devices, formats, and channels. Brands must shift the way they are using technology to engage these audiences and drive results.

**Live Online Events, Powered By Video.**

## Contact Us

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LET'S TALK!

