Intrado
DIGITAL MEDIA

Webcasts & Virtual Events
2019 Benchmark Report

A Look at Trends from Attendance
to Engagement

Information to Insight

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Executive Summary

Overview

Virtual Events and **Webcasts** help marketers, event planners, and corporate communicators extend their reach, drive engagement, and maximize ROI.

These tactics are used throughout the buyer's journey to better nurture prospects, generate leads, and provide best practices to buyers post-purchase. Additionally, **Webcasts** and **Virtual Events** are used to reach and engage employees, enable sales teams, and educate both internal and external audiences.

In this report we will take a look at Intrado Studio, Intrado Digital Media's **Webcasting & Streaming and Virtual Events** platform, to provide relevant attendance and engagement analysis to enable improved programming.

This study was conducted by Intrado Digital Media to better guide our customers with best practices learned from our findings of **Webcast** and **Virtual Events** performance.

Methodology

Date Range:

- The data provided in the report represents a 12-month period including both live and on demand.

- The live date range was April 2018 through March 2019, while the on-demand period was April 2018 through June 2019.

Customer Sample:

- Intrado delivered more than 40,000 **Webcasts** and **Virtual Events** for enterprises, associations, and media organizations over the past 12 months. We took a sample of these programs that meet our benchmark criteria to share some of the best practices and trends we are seeing across our customer base.
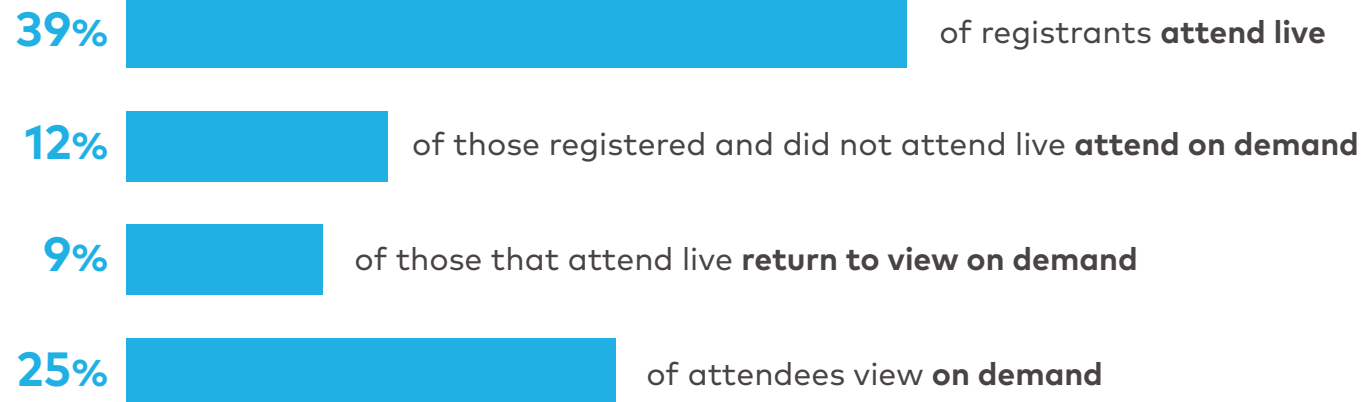
Analysis Included:

- Intrado Studio **Webcasts** with live, simu-live and on-demand states, including stand-alone or **Webcasts** in an event or a series.

- **Virtual Events** with 1-2 scheduled live days, excluding 365-day environments.
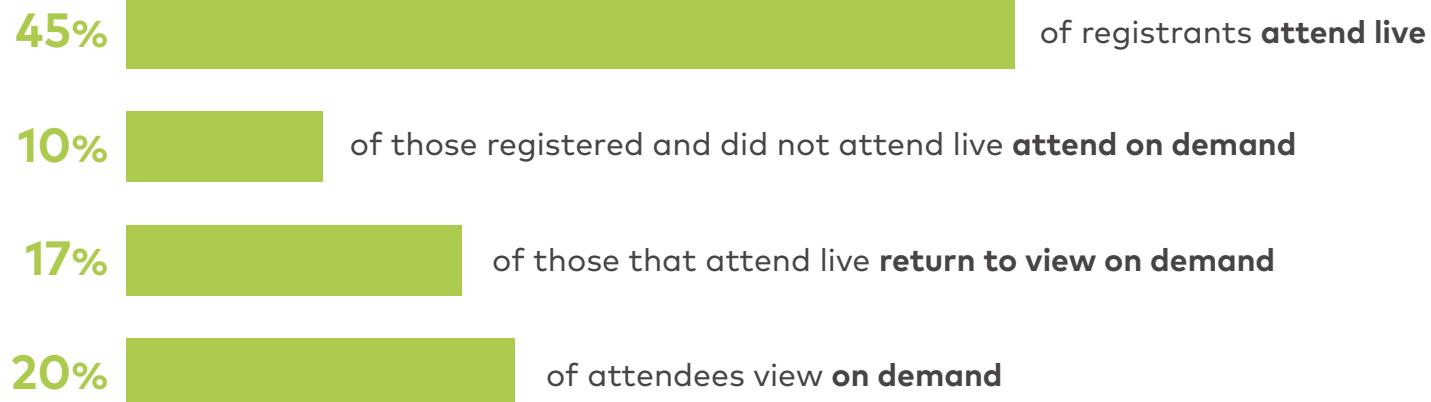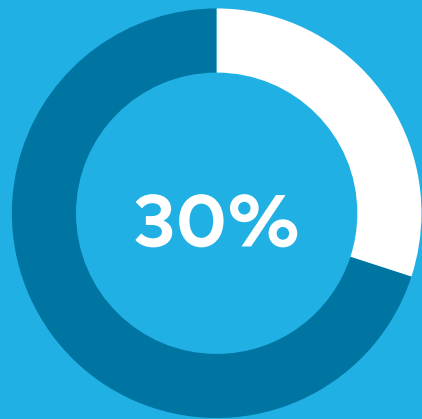
Registration & Attendance

Webcasts

39% of registrants **attend live**

12% of those registered and did not attend live **attend on demand**

9% of those that attend live **return to view on demand**

25% of attendees view **on demand**

Virtual Events

45% of registrants **attend live**

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

17% of those that attend live **return to view on demand**

20% of attendees view **on demand**

Marketing Automation & CRM Integrations

30%

of **webinars** integrate into a Customer Relationship Management (CRM) or Marketing Automation Platform (MAP).

20%

of **Virtual Events** integrate into a Customer Relationship Management (CRM) or Marketing Automation Platform (MAP).

Intrado Studio

Marketo

HubSpot

salesforce pardot

ORACLE eloqua

Webcast and **Virtual Event** customers are leveraging enterprise integrations with leading CRM and MAP platforms to seamlessly pass along registration and attendee activity.
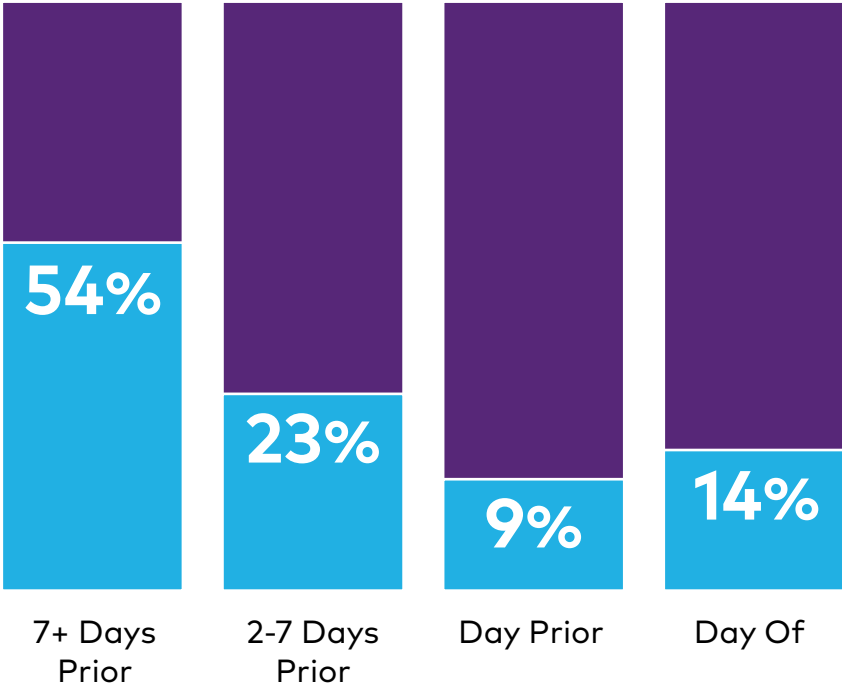
This allows for better campaign follow-up and nurturing for sales and marketing professionals.
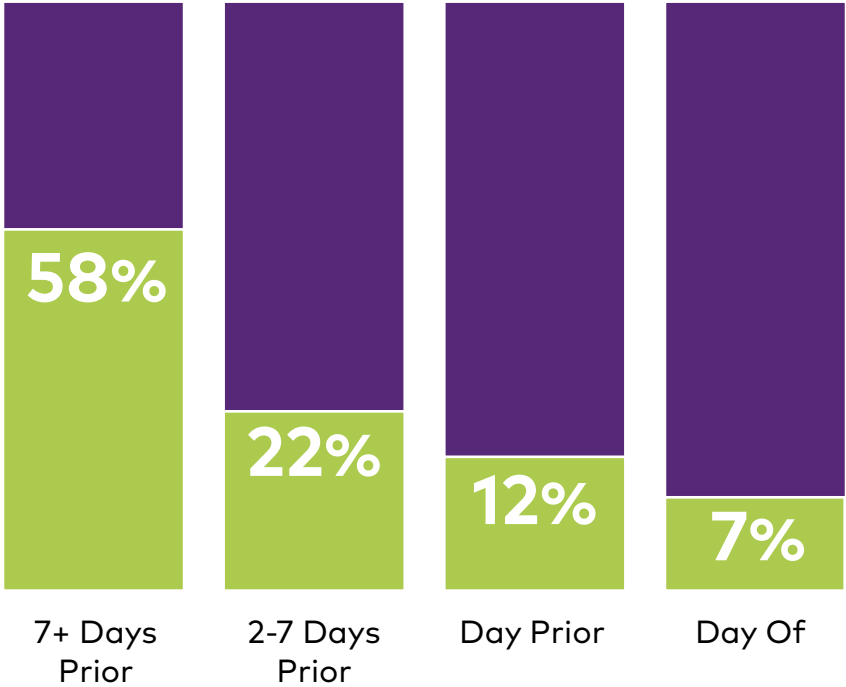
Registration & Attendance

Webcasts

Attended live based on when they registered

7+ Days Prior	2-7 Days Prior	Day Prior	Day Of
54%	**23%**	**9%**	**14%**

Virtual Events

Attended live based on when they registered

7+ Days Prior	2-7 Days Prior	Day Prior	Day Of
58%	**22%**	**12%**	**7%**

Timing plays an important part of your communication strategy. Be sure to take a look at when your audience is registering when scheduling your promotions. **As a best practice, we recommend activating your marketing 1 month prior to the Webcast.**
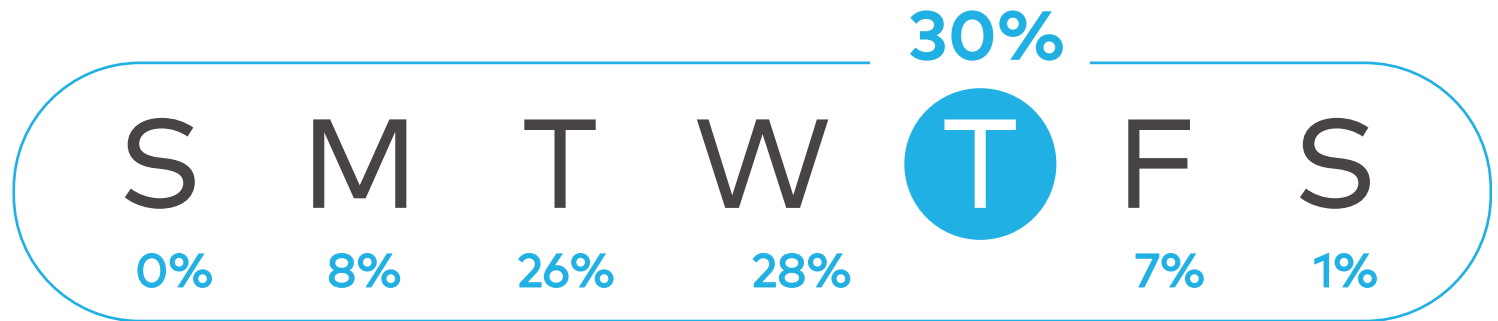
Virtual Events require a much longer time commitment from your audience compared with stand-alone **Webcasts**. Be sure to **start your promotions at least 2-3 months prior to your event date to reach your goals.**

Most Popular Days

Most popular days to **schedule a Webcast**

30%

S M T W **T** F S

0% 8% 26% 28% 7% 1%

Thursday continues to be the most popular day to schedule a **Webcast**.
However, we did find that **Webcasts** scheduled on Friday tend to have the longest viewing duration.

Most popular days to **schedule a Virtual Event**

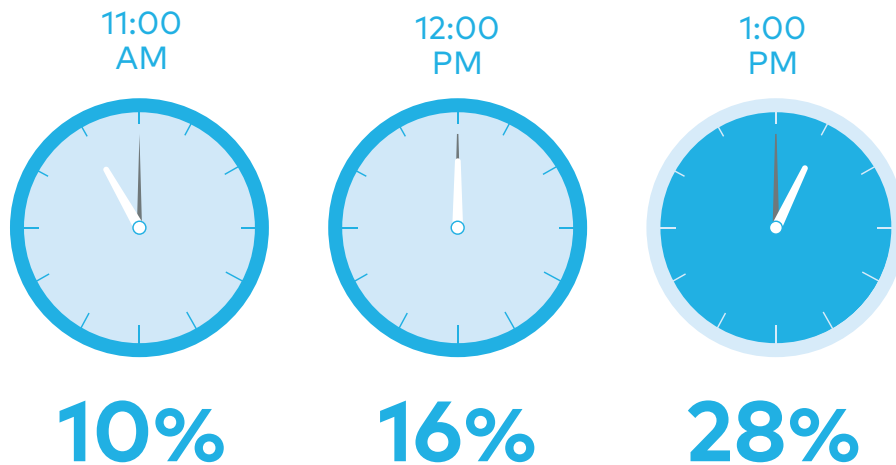**37%**

S M T **W** T F S

1% 12% 0% 23% 7% 1%

Virtual Events typically include 1-2 live days, followed by a 3-6 month on-demand period. Events that are scheduled for multiple days tend to start earlier in the week, with **Wednesday** being the most popular.
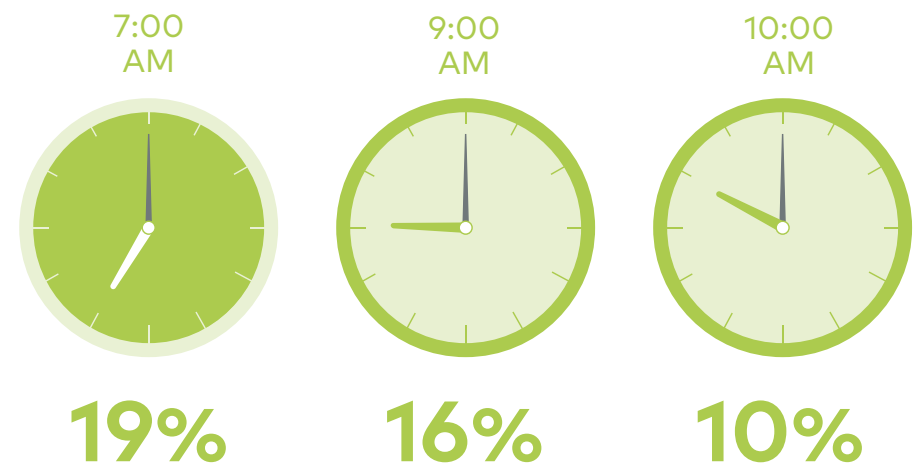
Most Popular Times

ALL TIMES ARE IN CENTRAL TIME (CT)

Most popular time to schedule a
Webcast

11:00 AM	12:00 PM	1:00 PM
10%	16%	28%

When scheduling a **Webcast, identify the locations and time zones** that a majority of your audience is attending from and select a time to best reach these groups.
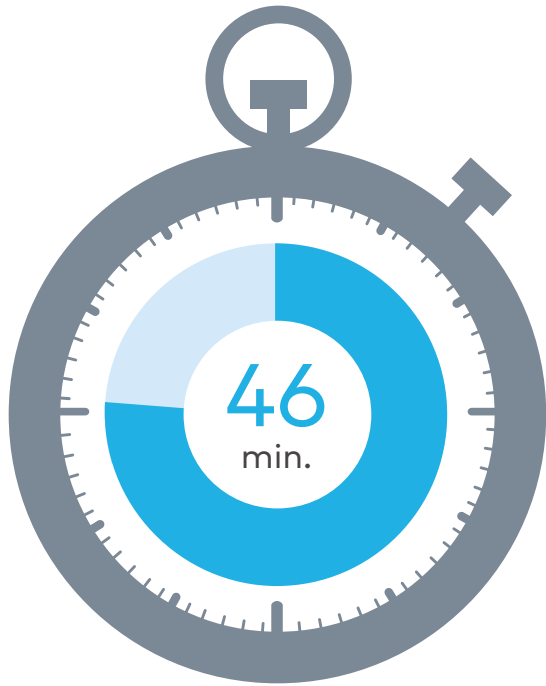
Most popular time to start an
Virtual Event

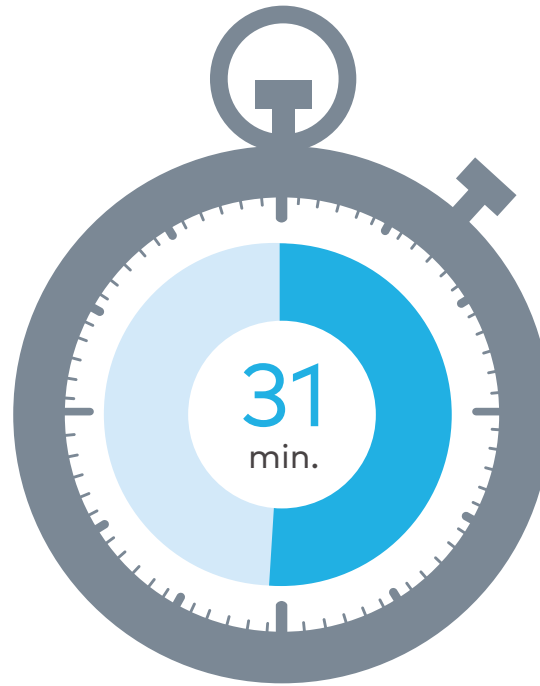| 7:00 AM	9:00 AM	10:00 AM
19%	16%	10%

Most **Virtual Events** have their first presentation within the first hour and average **17 hours of content** with an **on-demand period of 6 months**. We are also seeing global customers scheduling their **Virtual Events** in a "follow-the-sun" format with unique timings for different regions to attract local audiences, influencing the average **Virtual Events** live period.

Webcast View Time & Duration

46 min.

Average view time of **live Webcast** (60 min. **Webcast**)

31 min.

Average view time of **on-demand Webcast** (60 min. **Webcast**)

60 min.
is still the most popular duration for stand-alone **Webcasts**.

53 min.
is the average Webcast duration in a **Virtual Event**.

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

79%

of attendees **respond to polls** in live **Webcasts.**

Collect responses in real time using polling during a **Webcast** to get immediate insights into your audience. Use responses to tailor your content to your audience and their interests.

Webcast Interactivity

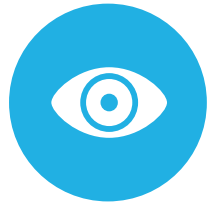For Webcasts: Insights On How Audiences Prefer To **Engage**

89%
include Q&A

85%
include handouts

38
avg. questions asked

153
avg. documents views

Select the panels that fit best with your content and your audience to drive engagement.

Interactive panels such as Q&A and group chat can help transform a one-way presentation into a two-way conversation.

Virtual Events Are Made Up of:

Presentations
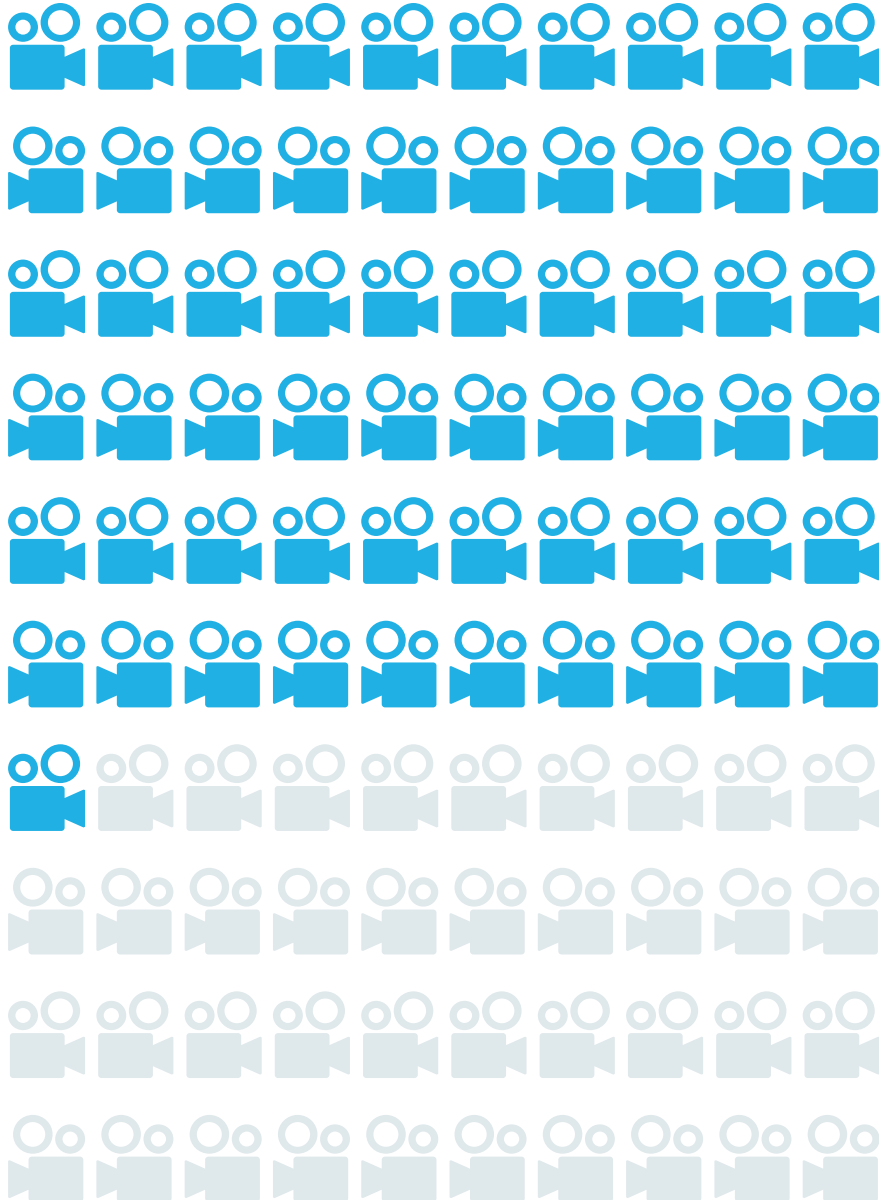## 16 avg.

Documents
136 avg.

Locations
12 avg.

Percentage of Virtual Events That Include the Following In-Event Promotions

Announcements	71%
Marquee Messages	59%
Display Ads	56%
Pop-Up Messages	60%

Event hosts can use in-event messaging tools to promote upcoming sessions or for sponsors to display their message and branding.

Video on the Rise
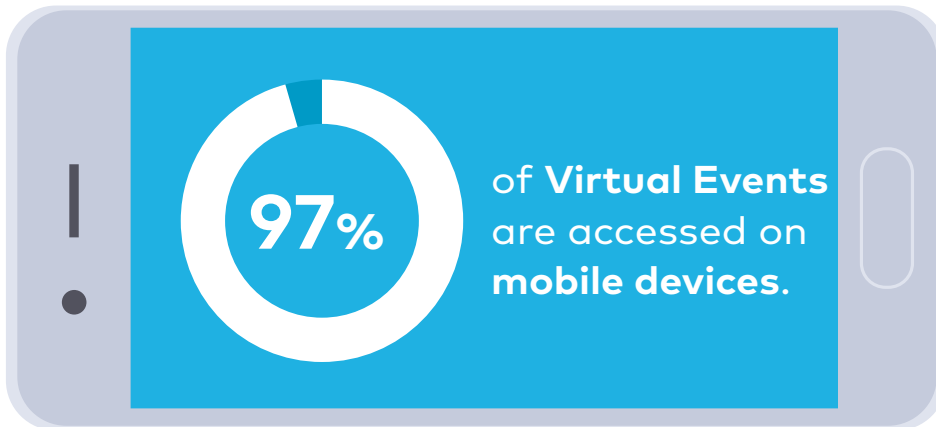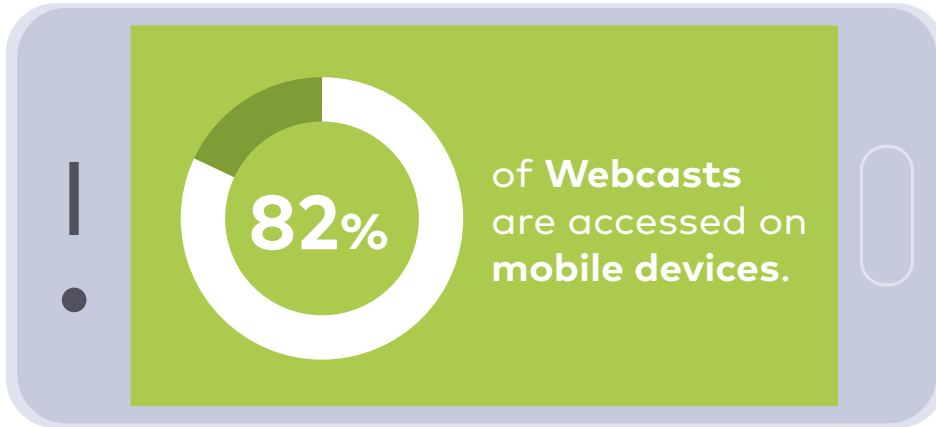

61%
of Webcasts
use video.

Video allows you to authentically connect with your audience. The majority of Intrado Studio customers leverage video in their **Webcasts** to drive engagement and retention.
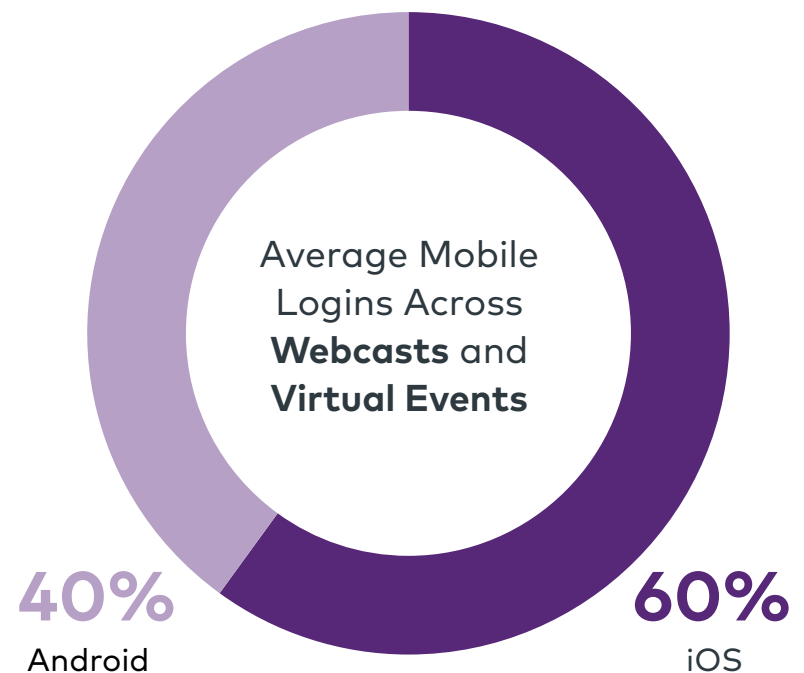
Mobile Access & Devices

82% of **Webcasts** are accessed on **mobile devices**.

97% of **Virtual Events** are accessed on **mobile devices**.
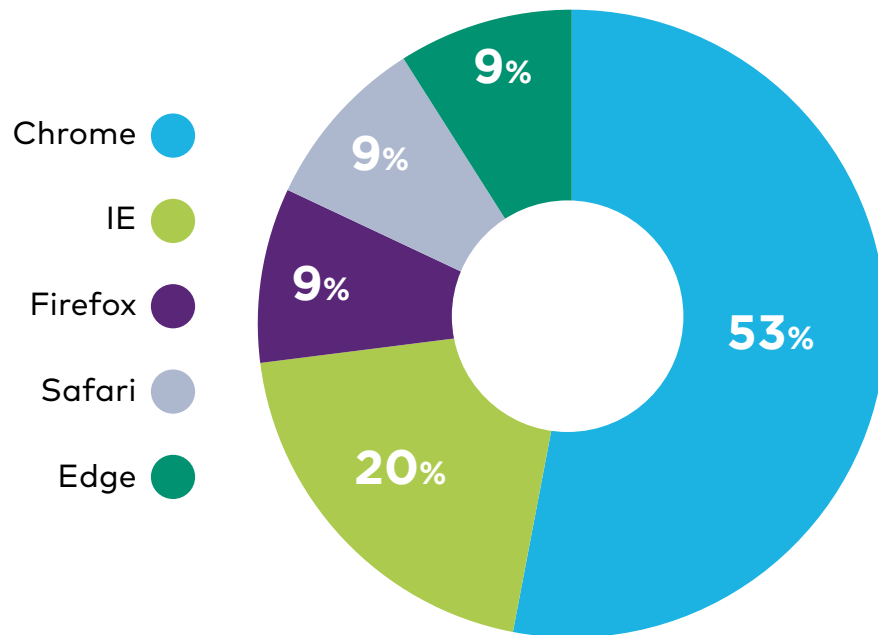
8% growth since 2017.

Attendees can access content at **anytime from anywhere** on **any device** on their preferred browser without sacrificing any features from the desktop experience.

Although a majority of your audience is still viewing from their laptop and desktop computers, smartphone and/or tablet device usage continues to grow—so be sure your content is optimized for this format.

Average Mobile Logins Across **Webcasts** and **Virtual Events**

40% Android

60% iOS

Popular Browser Types

Logins Across
Webcasts & Virtual Events

Chrome 🔵
IE 🟢
Firefox 🟣
Safari ⚪
Edge 🟢

9%
9%
9%
53%
20%

According to **NetMarketShare**, Chrome holds the highest desktop browser market share at 65%.

Summary

Webcasts and **Virtual Events** continue to rise in their use across many different organizations. Just like some of these benchmarks collected, these tools are **rich with data** and continue to replace and/or extend traditional communication channels.

Live video streaming allows you to **take your events** online to reach a much larger audience. Implement these tactics into your content strategy today to communicate more effectively, drive engagement and increase revenue.

About Intrado Digital Media

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. We connect people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable. Our suite of solutions advance the way companies engage with employees, customers, investors, and the media with the world's only end-to-end communications workflow that allows you to listen, create, connect, deliver, amplify and measure.

Intrado Studio is the leading webcasting and streaming platform. Delivering over 40,000 events annually, we help organizations communicate effectively with their employees, customers, investors and the media.

Visit www.intrado.com/Digital-Media to learn more.