

# Facebook Social Video Performance Index

## Q2 2017

### About the report:

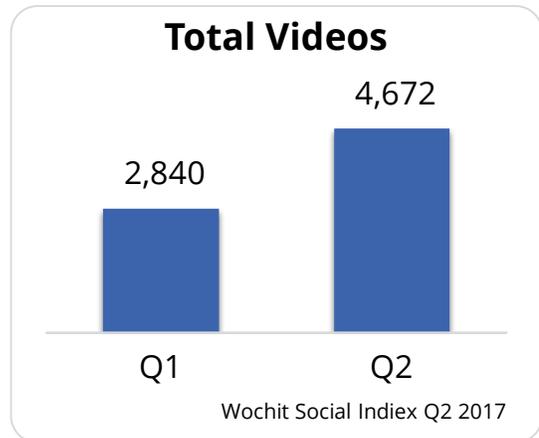
This trend report is based on an analysis of 5000+ videos from 100+ publishers and posted to 300+ Facebook pages between March 2017 and May 2017 (Q2). Comparisons are made against the period of December 2016 to February 2017 (Q1).

### Topline findings:

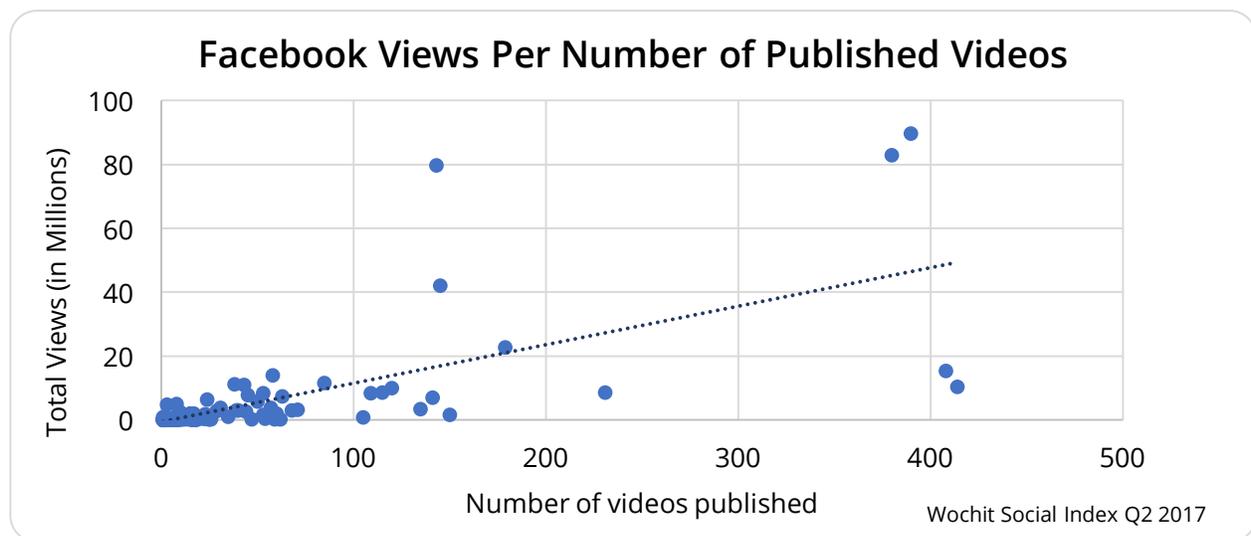
- Publishers are doubling down on video production to drive engagement and revenue
- Engagement metrics are way up - except when it comes to "likes"
- Square is the clear winner in the aspect-ratio battle
- Videos over 90 seconds are growing in number and popularity, possibly driven by Facebook mid-roll
- Video has its own "One Percent" that take the lion's share of engagement
- Audiences in Spanish-speaking countries engage with social video more than do others

## Social Video Production Increases

Q2 saw the average publisher significantly increasing their video output vs. Q1, with a 65% overall increase in production for those who posted videos in both quarters. This supports the findings of a survey conducted earlier this year in which 75.95% of publishers indicated plans to make more video as a way to increase revenue and audience engagement.



The data also showed that increasing production to grow engagement is an effective strategy. Our analysis revealed a strong correlation between the number of videos posted on a Facebook page and the total number of views received. According to our data, the ratio (r) between them is 0.56 ( $r^2 = 0.32$ ), meaning 32% of the total views of a Facebook page can be explained just by the number of videos posted in this page.



## Social Video Engagement Rises, with the Exception of Likes

Views, comments & shares are up 20-30% per video on average.

	Q1	Q2	% Change
Views	100,000	125,000	+25.0%
Shares	1000	1280	+28.0%
Comments	140	173	+23.6%

While reactions **alone** are up significantly, a decrease in "Likes" resulted in an slight overall reduction of these interactions quarter-over-quarter.

	Q1	Q2	% Change
Reactions + Likes	1737	1626	-6.4%
Likes only	1400	1163	-16.9%
Reactions only	331	462	+39.6%

## Square Videos Rule Facebook

Square video clearly outperformed horizontal and vertical in Q2, with significantly higher views, shares, comments and likes. This can largely be attributed to mobile viewing, where a square video takes up 78% more screen real estate in the social feed.

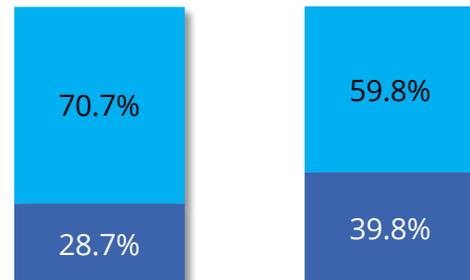
	Square	Horizontal	Square Advantage
Average Views	173,524	73,341	+136.6%
Average Shares	2011	1484	+35.5%
Average Likes	1940	1663	+16.7%
Average Comments	271	195	+39.0%

While the majority of videos are still posted with a 16:9 aspect ratio, that number is decreasing - in Q1, 70.7% were horizontal, compared to 59.8% in Q2. Vertical videos comprised only 0.6% in Q1 and 0.4% in Q2.

## Videos Become Longer

***The majority (77.8%) of videos remain between 30 and 90 seconds long, however, likely due to the advent of Facebook mid-roll, there was a significant increase (+38%) in the number of videos exceeding 90 seconds in Q2 over Q1.***

### Production of Square vs. Horizontal Videos



Q1

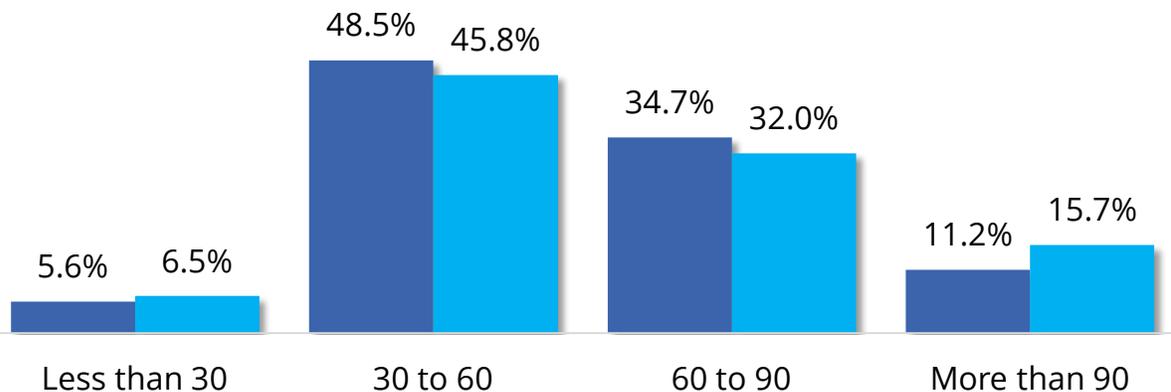
Q2

■ Square (1:1)

■ Horizontal (16:9)

Wochit Social Index Q2 2017

### Video Length (Seconds)



■ Q1 ■ Q2

Wochit Social Index Q2 2017

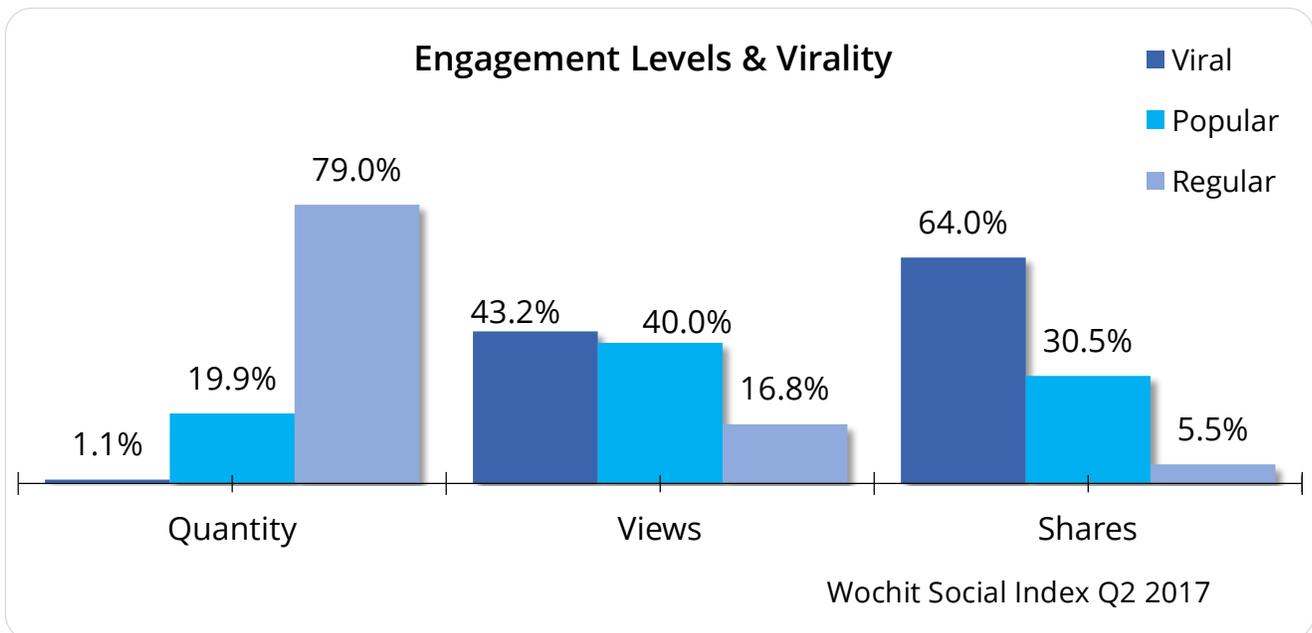
While 90+ second videos are now just 15.47% of the total, we expect to see this shift continue. Longer videos open monetization opportunity through Facebook mid-roll, something two-thirds of participants in our earlier survey planned on exploring. Additionally, engagement numbers for longer videos is up, as well. Videos over 90 seconds averaged 1780 shares per video (vs. 1280 for all videos) and 150,609 views per video (vs. 125,000 for all videos) in Q2.

## Social Video's "One Percent"

Consistent with Q1 metrics, only 1.1% of videos "go viral," which we define as receiving over a million views. This relatively small quantity of videos is responsible for the lion's share of total engagement, receiving 43.2% of total views and 63.98% of total shares.

Popular videos, which are those receiving more than 100,000 (19.85% of videos) account for 39.96% of the views and 30.51% of shares.

The rest of the videos (79.05%) are responsible for only 16.85% of the total views and 5.52% of total shares.



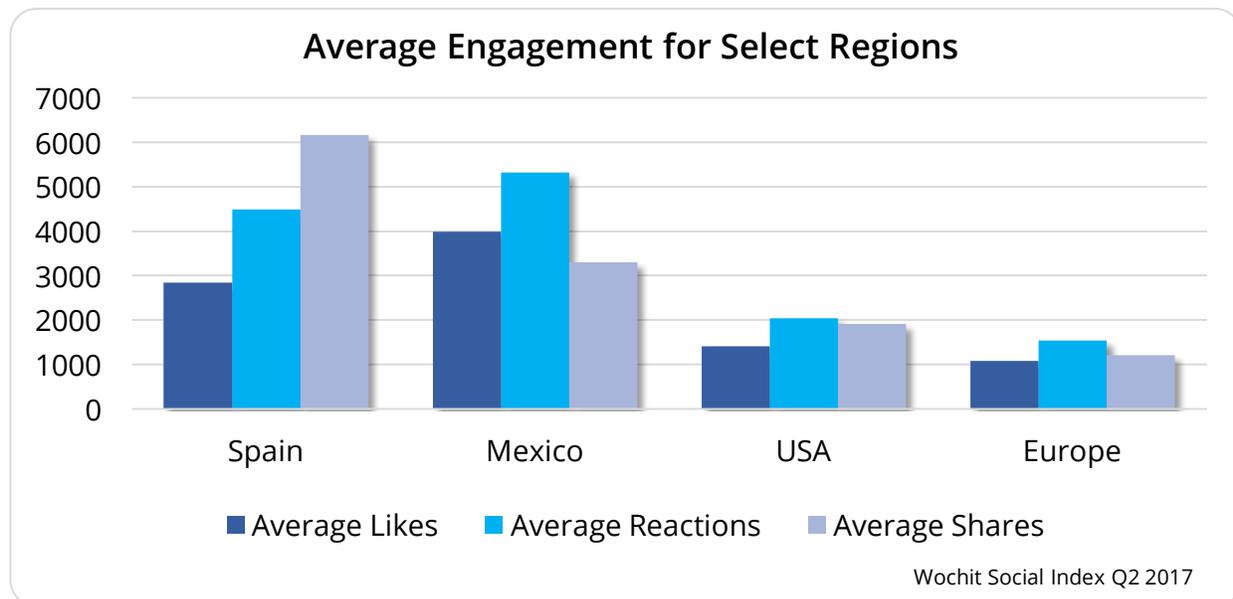
## North America Leads in Engagement

Overall, engagement per video is highest in North America for Likes (1871 Likes), Reactions (2618 Reactions), Comments (237 Comments) and Shares (2104 Shares)

Continent	Average Likes	Average Reactions	Average Comments	Average Shares	Average Views
North America	1871	2618	237	2104	194,531
Europe	1076	1539	189	1215	118,362
Australia	365	418	154	258	34,687
Africa	353	391	43	155	33,170
Asia	201	246	23	44	25,127

### *...But by Country, Spanish Speakers Reign*

If we break audiences down for North America and Europe, we see an interesting trend: Audiences in Spanish-speaking countries engage with videos much more, on average.



## Engagement by Country

Country	Average Likes	Average Reactions	Average Comments	Average Shares	Average Views
Spain	2844	4484	284	6163	340,340
Mexico	3983	5323	208	3297	230,115
USA	1404	2041	266	1908	196,467
Austria	2444	2982	895	259	126,544
France	748	1259	155	721	99,176
Italy	912	1056	67	905	96,673
Germany	511	631	105	348	79,778
UK	682	813	72	366	73,875
Canada	204	270	35	498	69,419
Nigeria	403	452	58	320	49,152
Israel	333	407	21	616	45,548
China	323	372	27	134	44,101
Ghana	203	244	38	326	37,075
Singapore	173	213	20	139	36,075
Denmark	228	358	38	46	31,149
Hong Kong	281	340	36	145	25,601
Australia	365	418	154	44	25,127
South Africa	129	183	29	153	24,062
Sweden	98	114	34	11	15,669

## Top Publishers of the Quarter

Publisher	Facebook Shares
USA Today Humankind	1,574,611
Vocento (ABC,)	1,548,564
Editorial Televisa	1,285,836
CBS News	634,456
TIME INC Essence	171,409
PianetaMamma	121,845
Mondadori_Scienza	105,701
Ringier Ghana	75,232
L'Opinion	72,674

Publisher	Facebook Views
USA Today Humankind	119,525,528
Editorial Televisa	89,744,980
CBS News	83,029,035
Vocento (ABC,)	79,767,282
Styria Media Group	22,651,339
Singapore Press Holdings	15,323,243
Topito Video	13,997,146
New Scientist	11,631,321
Mondadori_Scienza	11,164,453