

wöchit

Quarterly Report 2017

Social
Index
Report

Q3

Facebook Social Video Performance Index Q3 2017

About the report

This trend report is based on an analysis of over 10,000 videos, created by more than 200 publishers, that appeared on 300-plus Facebook pages between June 2017 and August 2017 (Q3).

Comparisons are made against the period of March 2017 to May 2017 (Q2) and December 2016 to February 2017 (Q1).

Topline findings

- Publishers already making video create nearly 50% more in Q3
- Pages with more video attract more followers
- Engagement shifts to Reactions over Likes
- Square videos prove massively more engaging than horizontal
- Midroll, high engagement lift popularity of longer videos
- The “one percent” continues to get nearly half of all views, over half of all shares
- LATAM audiences are by far the most engaged

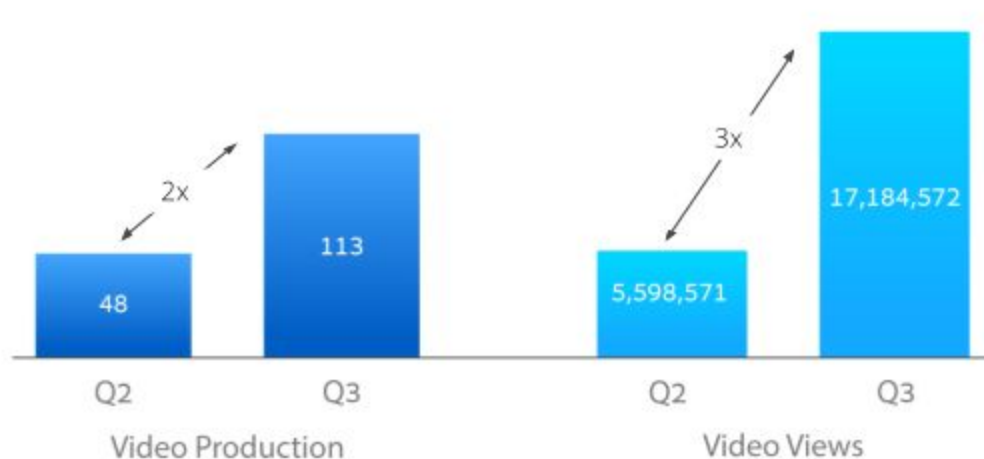
Publishers Already Doing Social Video Do Even More in Q3

Publishers who created videos in both Q2 and Q3 had an average production increase of 48.5% in Q3.

These publishers also realized significant increases in engagement, averaging a 52.3% lift in views, 65.0% growth in Likes and a 62.3% rise in the number of Shares.

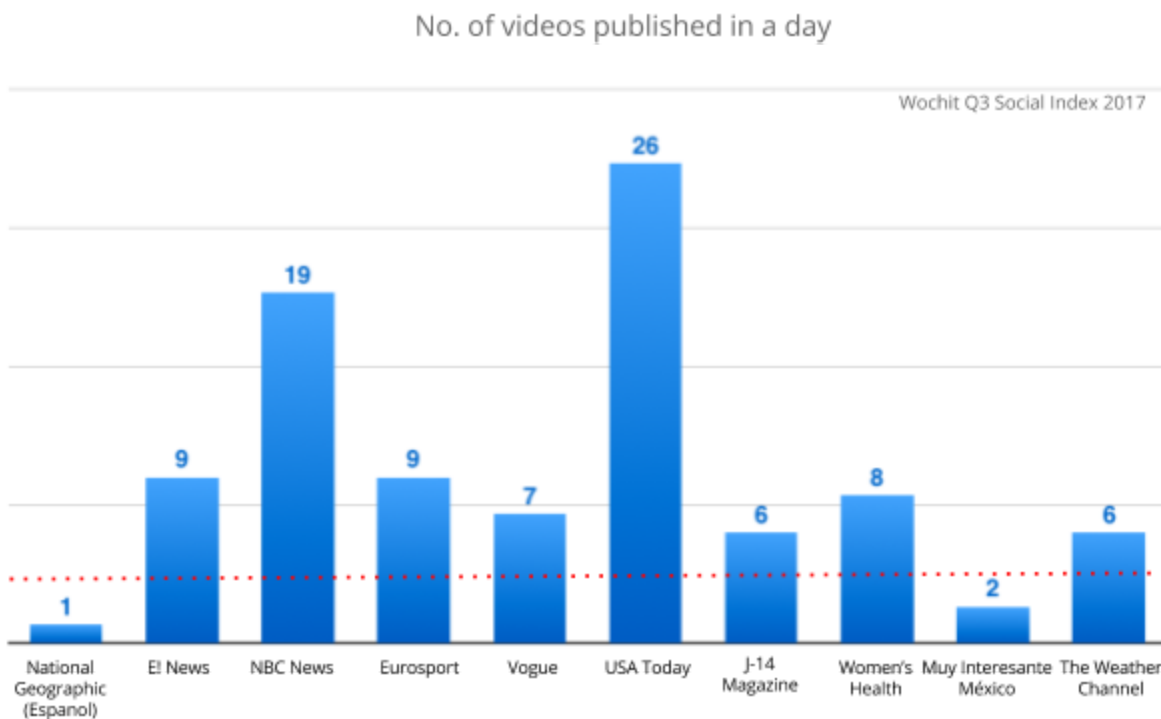
	Q2	Q3	Change
Production	4,409	6,545	+48.5%
Views	557.6 Million	849.3 Million	+52.3%
Likes	12.1 Million	20.0 Million	+65.0%
Shares	5.1 Million	8.2 Million	+62.3%

For publishers who increased production in Q3, Wochit found a disproportionate impact on view counts. These publishers doubled their video production, on average, yielding a 3 times increase in video views.



Top Followed Pages Published At Least 5 Videos A Day

There is a strong connection between the number of videos posted to a publisher's Facebook page and the number of followers for that page. In fact, 8 out of the 10 most followed publisher's Facebook pages in Q3 **published at least 5 videos a day**.



In Q3, publishers posted an average of 40.3% more videos per page than during Q2. At the same time, the average number of followers increased by 33K to 870K (compared to 837K in Q2).

Reactions Rise while Likes Slide

In a [previous study of viral videos](#), we observed that 80.9% of those reaching the one-million-view landmark elicit strong emotions. So, it's not surprising to see that the number of Reactions on videos continue to increase, moving up 66.9% in Q3. The traditional "Like," however, is decreasing, down 21.2% from Q2. We see this audience behavior simply as an indication that the videos on which they are interacting are drawing out deeper feelings than a simple thumbs up reflects.

	Q2	Q3	% Change
Reactions + Likes	1625	2356	+31.0%
Likes only	1163	960	-21.2%
Reactions only	462	1369	+66.9%

It's Hip to Be Square (Video)

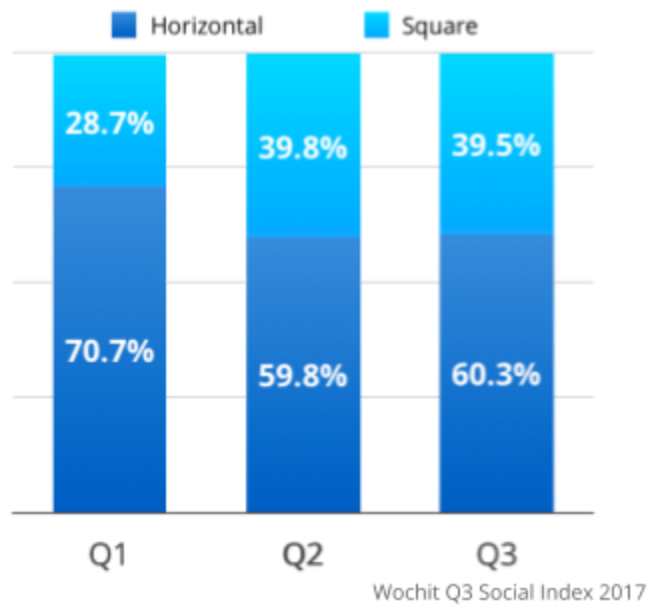
The share of horizontal vs. square is stabilizing towards a 60-40 split. However, likely as a result of mobile viewing where square format provides a better viewing experience, performance is a completely different story.

Square video massively outperforms horizontal across all engagement metrics, receiving over three times the views, seven times as many comments and eight times the shares.

The majority of videos posted to Facebook are still in 16:9 (Horizontal) format, however the marked of a difference in performance indicates that publishers seeking engagement should be making the switch.

	Square	Horizontal	Square Advantage
Average Views	202,674	58,065	3.5x
Average Shares	1953	239	7.2x
Average Likes	1857	384	3.8x
Average FB Reactions	2751	518	4.3x
Average Comments	436	64	5.8x

Square Videos vs. Horizontal Videos

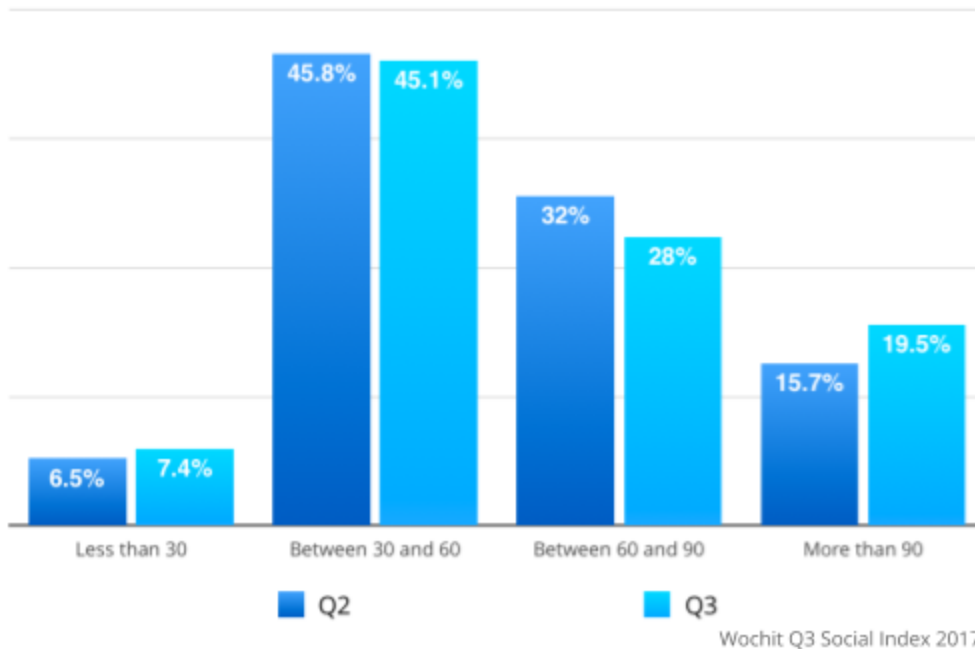


Longer Videos Equal Double Engagement

On average, videos over 90 seconds have a much higher rate of engagement than videos of other durations. In Q3, they received 78.8% more shares (1539 compared to 861) and 74.6% more views (201,242 vs. 115,256 for all videos).

With this elevated engagement rate as well as the opportunity to monetize through Facebook midroll, the trend for more 90-second-plus video production continued on the upward trajectory first seen from Q1 to Q2, increasing 24.2% in Q3.

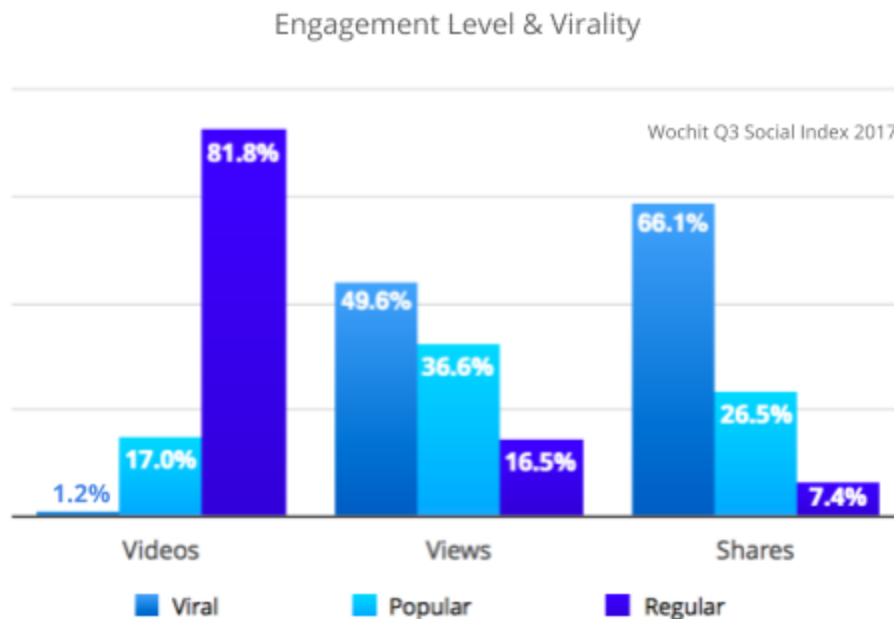
Video Length Distribution



While videos between 30 and 90 seconds remain the majority, the proportion is slowly narrowing (decrease of 6.1%).

The “One Percent” Still Get the Lion’s Share(ing)

Consistent with Q1 and Q2 metrics, only 1.2% 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 46.9% of total views and 66.1% of total shares.



Popular videos, defined as having 100,000 or more views, comprise only 17.0% of the total amount yet account for 36.6% of the views and 26.5% of shares.

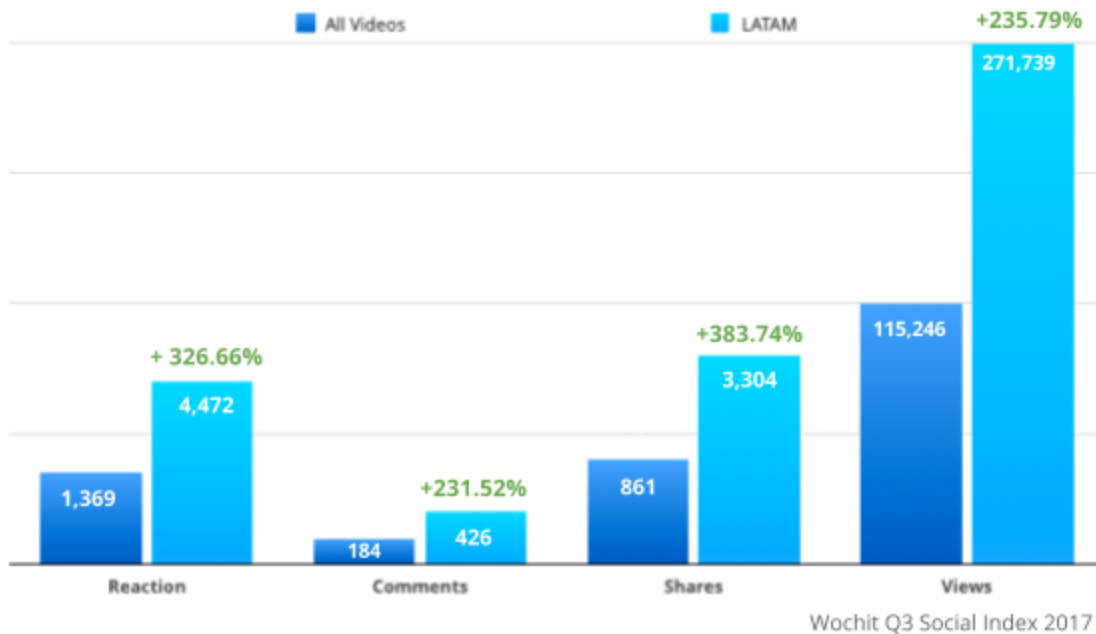
Videos receiving fewer than 100,000 make up the vast majority of quantity at 81.8%, but receive only 16.5% of the total views and 7.4% of the total shares.

LATAM Leads in Engagement

Overall, average engagement per video is highest across all metrics in LATAM, with shares outpacing the average by nearly triple (+283.7%). LATAM videos also attained 220.5% more reactions, 184.4% more likes, 135.8% more views and 131.8% more comments.

Continent	Average Likes	Average Reactions	Average Comments	Average Shares	Average Views
All Videos	960	1369	184	861	115,246
Latin America	2,730	4,472	426	3,304	271,739
North America	1,107	1,604	164	1,171	147,234
Europe	699	946	210	311	83,230
Asia Pacific	311	389	60	150	35,119
Africa	246	264	24	63	17,868

LATAM Performance (Over Average)



All Video is Not Created Equally

We compared the performance of social videos made using the Wochit platform against those not created with other platforms on individual publisher pages in Q3. On average, **the videos produced using Wochit received significantly more engagement.**

There are a few reasons for this phenomenon, which we refer to as “The Wochit Effect.” And, regardless of whether you use Wochit, the drivers are something you should keep in mind for your own video strategy.

1. **Social-Optimized videos:** social audiences tend to respond to different stimuli, often viewing their social feeds on a mobile device. Most videos today are watched without audio, so it’s more important to make an impact visually. This means you need to literally spell out what you’re trying to say with text overlays. You also don’t need to get bogged down with concerns over artistry with short-form video. It’s the story, not the cinematography, that’s important, and Wochit users understand that.
2. **Diverse teams of video creators:** the creative minds that already populate your staff or newsroom can be tapped for your video efforts. With their range of relevant skillsets, knowledge of your audience, and familiarity with the voice of your brand, editorial and social teams are sometimes better positioned to deliver compelling video to your audience. Some of the most successful Wochit videos in this report were made by users who never created a video prior to Wochit.
3. **Clear brand identity:** when you want the audience to recognize your videos and keep coming back for more, it’s important to have a clear editorial strategy and visual identity. Make smart decisions about video topics and leverage customized graphics to express your brand and its personality consistently across your videos.

The Wochit Effect:

Videos created with Wochit get higher engagement rate than videos produced with any other platform.

61.7%
More Likes

55.5%
More Reactions

28.2%
More Comments

124.8%
More Shares




Top Publishers of the Quarter (by Views)

Publisher	Q3 Views
CBS News	342,012,280
Editorial Televisa	238,439,295
Gannett	134,505,586
Miss	68,899,565
Conde Nast	50,519,649
RTL	49,289,755
HelloGiggles	41,345,480
L'Express	25,576,326
iHeartMedia	24,563,909
UPSOCL	24,133,582

Top Publishers of the Quarter (by Shares)

Publisher	Q3 Shares
CBS News	3,945,548
Editorial Televisa	3,031,634
ABC Sevilla	359,900
iHeartMedia	240,154
L'Express	220,896
Vocento (ABC,)	215,366
AWM	213,261
CBSi TV Guide	196,930
Gannett	170,211
Miss	150,103

Top 3 Videos (by Views and Shares)

CBS News	CBS News	Editorial Televisa
 <p>Every day, this 20-year-old man has had to walk 3 miles to and from work at Taco Casa in Texas</p>	 <p>This 95-year-old man called to report his broken air conditioner</p>	 <p>marie claire</p>
Stranger stops to offer young man ride to work	Fort Worth police officers, strangers act of kindness	Cuando no estás lista para el verano
89M views	48M views	44M views
1,089K shares	922K shares	584K shares