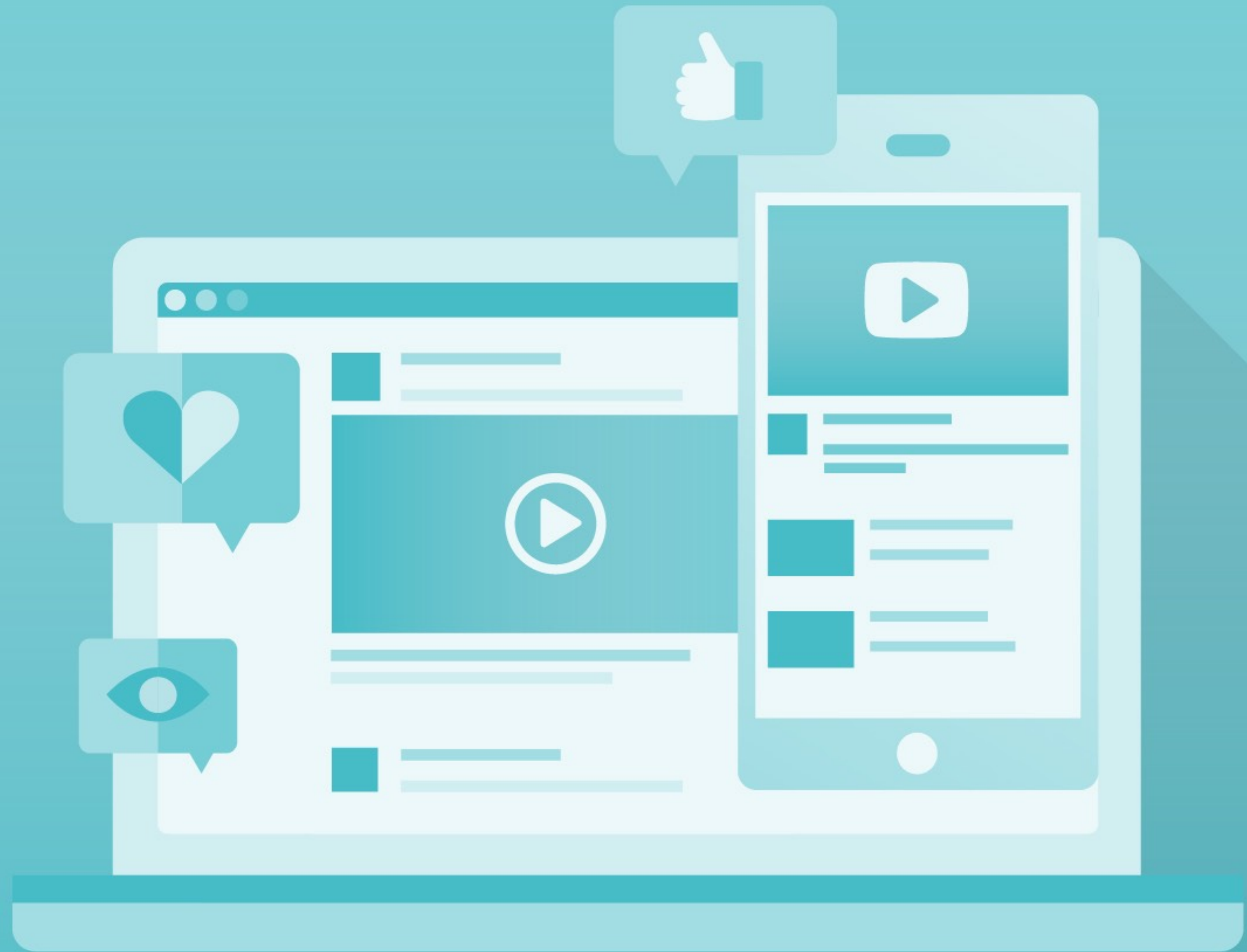


Facebook Video Study

quintly analyzed 187k
Facebook profiles and
7.5 million posts in 2017



Introduction

This study, conducted by the social media analytics provider quintly, analyzes the use of video formats on Facebook.

Included in this analysis are the video types: Facebook native videos, Youtube, Vimeo and other video formats (e.g. video players created by companies/broadcasting companies).

This study provides detailed insights on the use of videos through Facebook. Marketers can use this findings of this study and apply them to their own Facebook video strategy.

Specifically, the analysis covers topics such as: the use of videos on Facebook, interaction rates (shares & comments) and as well the growth rates.



48% of Facebook profiles used videos

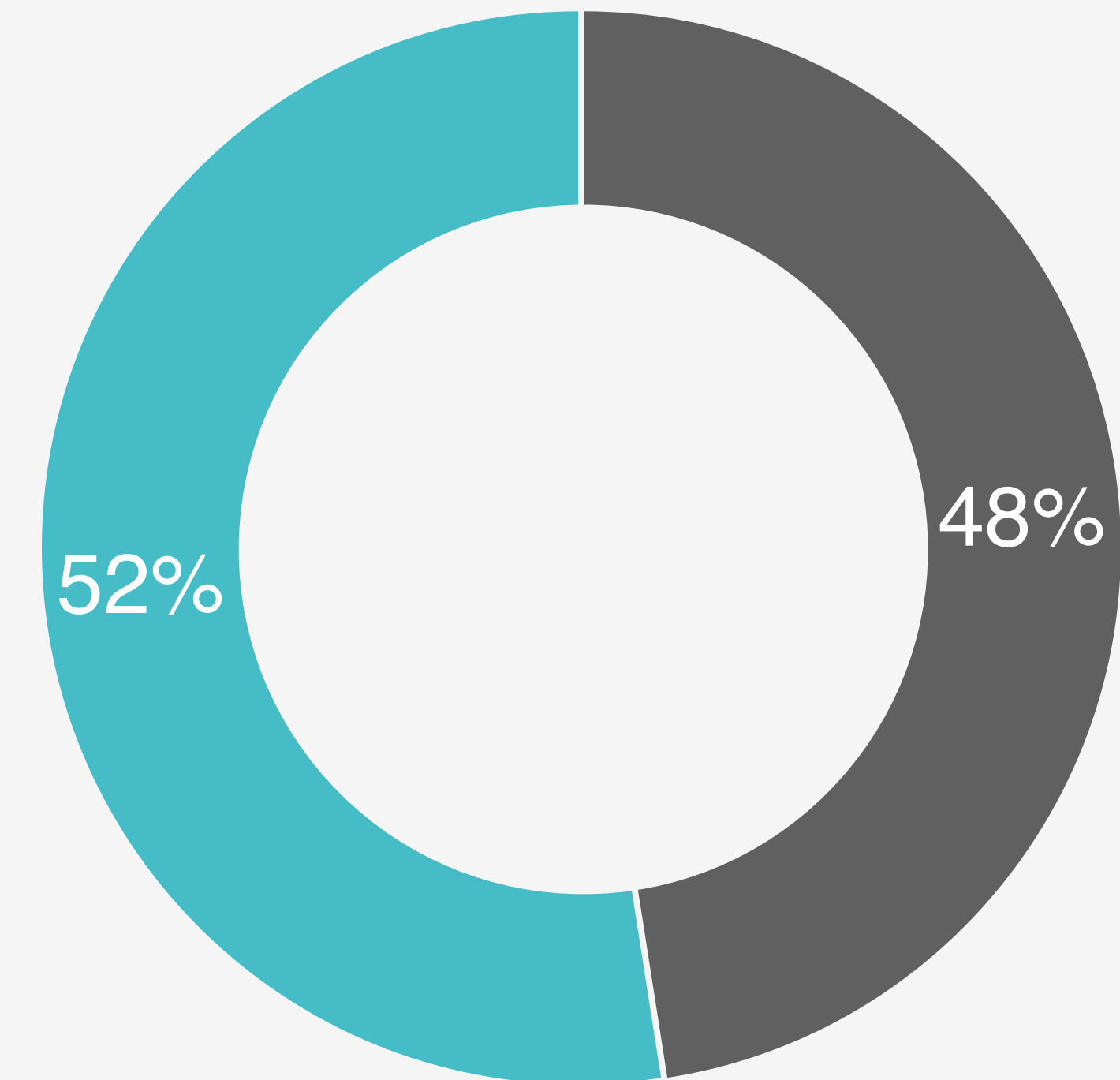
Close to every second analyzed Facebook profile used videos.

48% of the 187,000 profiles analyzed profiles used videos in their Facebook campaign in some form. This is certainly an indication that using a video seems to become more crucial for the analyzed profiles.

Since videos are engaging in a more direct way with the audience than images, for example. Continue reading to see how our study reveals deeper insights into the meaning of videos for businesses and marketers.

Source: quintly analyzed 187k Facebook profiles and 7.5 million posts
Period: January 1, 2017 – July 31, 2017

USE OF VIDEOS OF ALL ANALYZED PROFILES
2017



 PROFILES NOT USING VIDEOS
 FACEBOOK PROFILES WITH VIDEO CONTENT

What content format dominates?

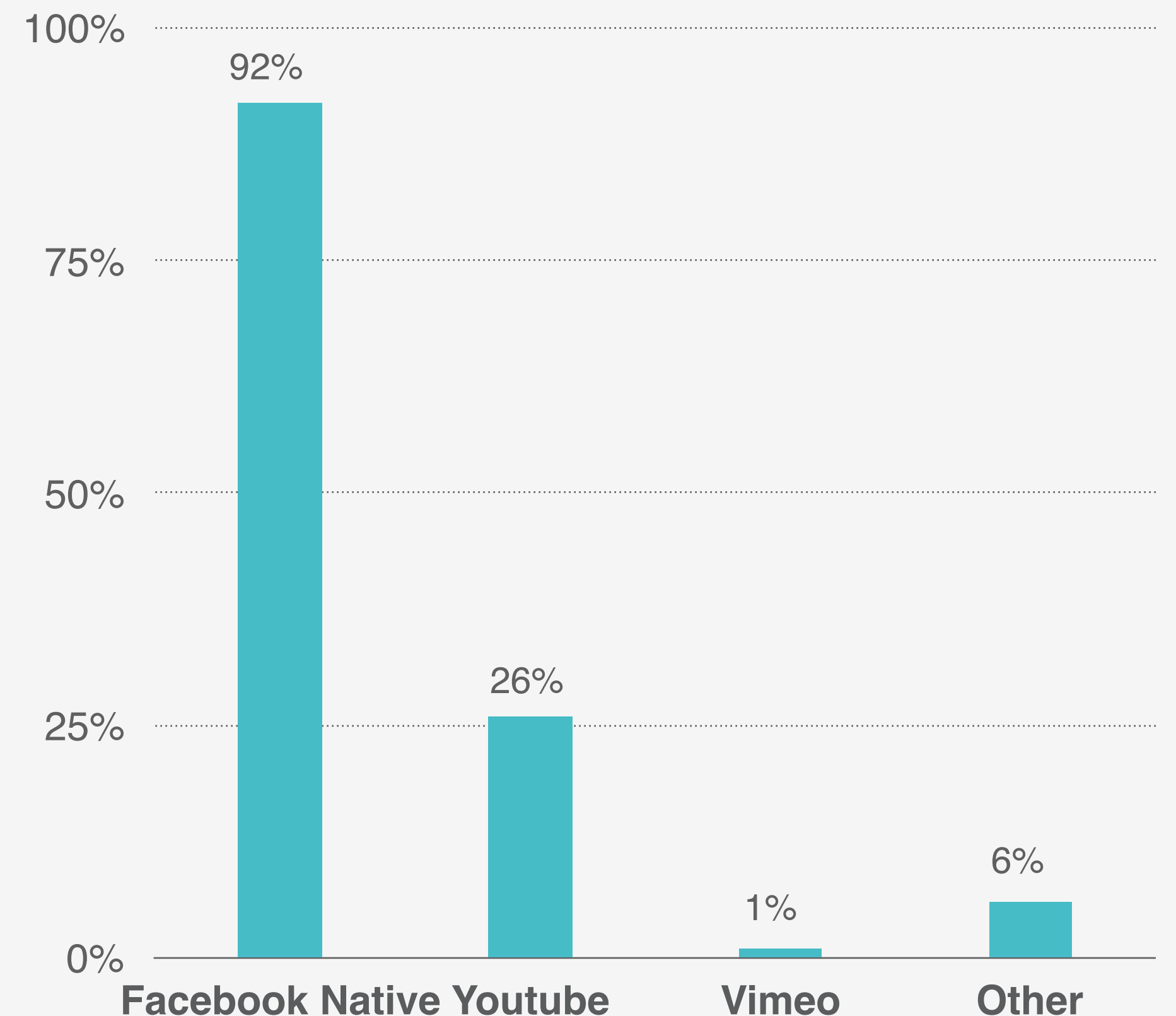
Facebook native videos are used by 92% of the profiles.

Looking at the numbers it becomes clear that 92% of the analyzed profiles posted a Facebook native video, including Facebook Live, to their Facebook timeline. The share of profiles that used Youtube videos is around 26%, three times less than the use of Facebook native videos. The decline of Vimeo videos on Facebook can be seen when observing the amount of pages that used this format— only 1% of the pages included a video of this type. 6% of the pages used other video formats.

To summarize, many of the analyzed pages used multiple video formats on their Facebook timeline, but Facebook native video are dominating overall.

Source: quintly analyzed 187k Facebook profiles and 7.5 million posts
Period: January 1, 2017 – July 31, 2017

SHARE OF VIDEO FORMATS PER PROFILE
2017



Facebook native videos dominating

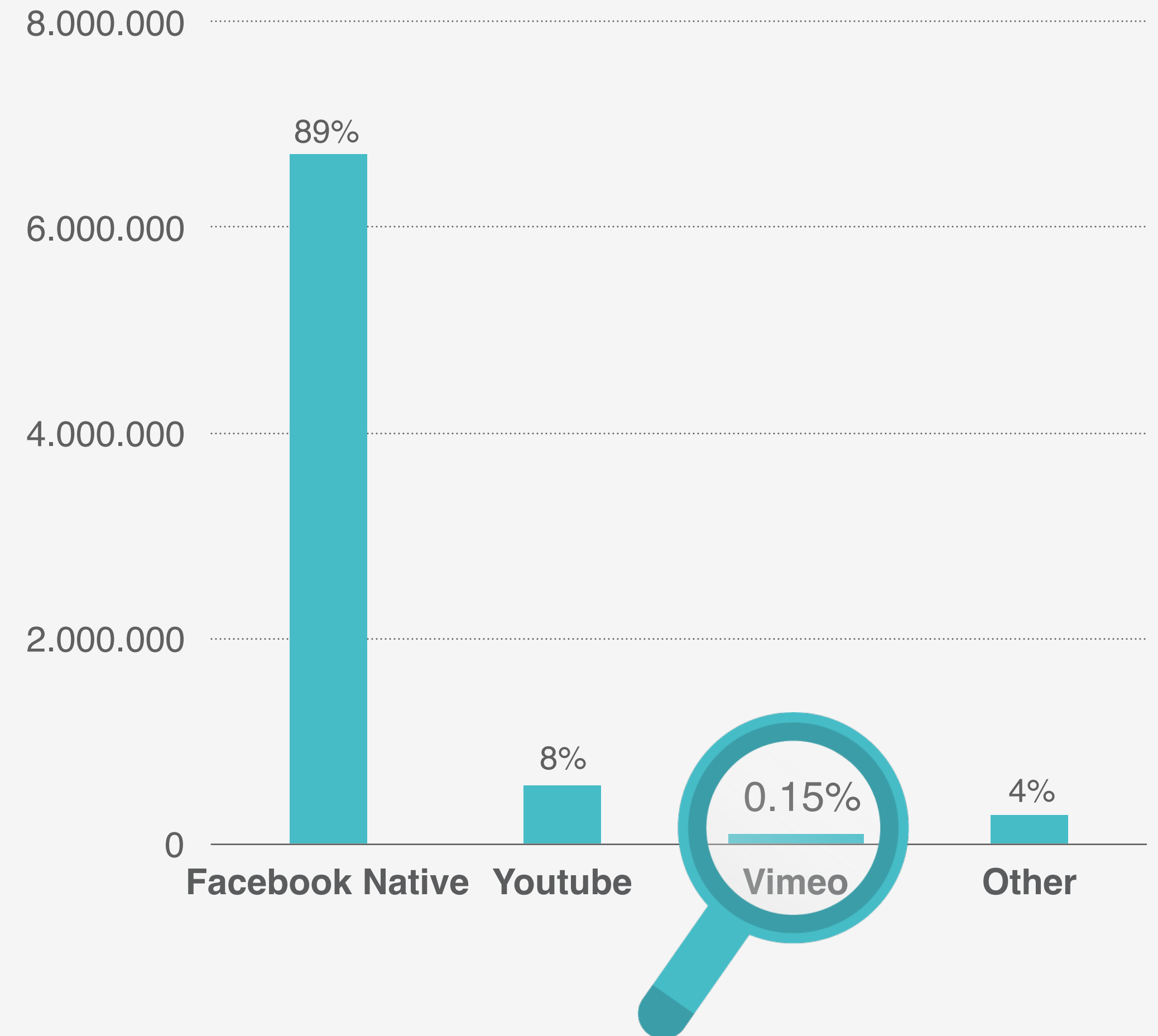
89% by overall video posts are Facebook native videos.

The most used video format in terms of posts are Facebook native videos with an impressive share of 89% (6,712,181 posts). The second most used format is Youtube with 8% (574,240 posts). Vimeo makes up only a fractionally small share with 0.15% (11,549 posts) while all other video formats make up 4% (278,690 posts).

Another indicator that Facebook native videos are outperforming the other video formats on its own social media network.

Source: quintly analyzed 187k Facebook profiles and 7.5 million posts
Period: January 1, 2017 – July 31, 2017

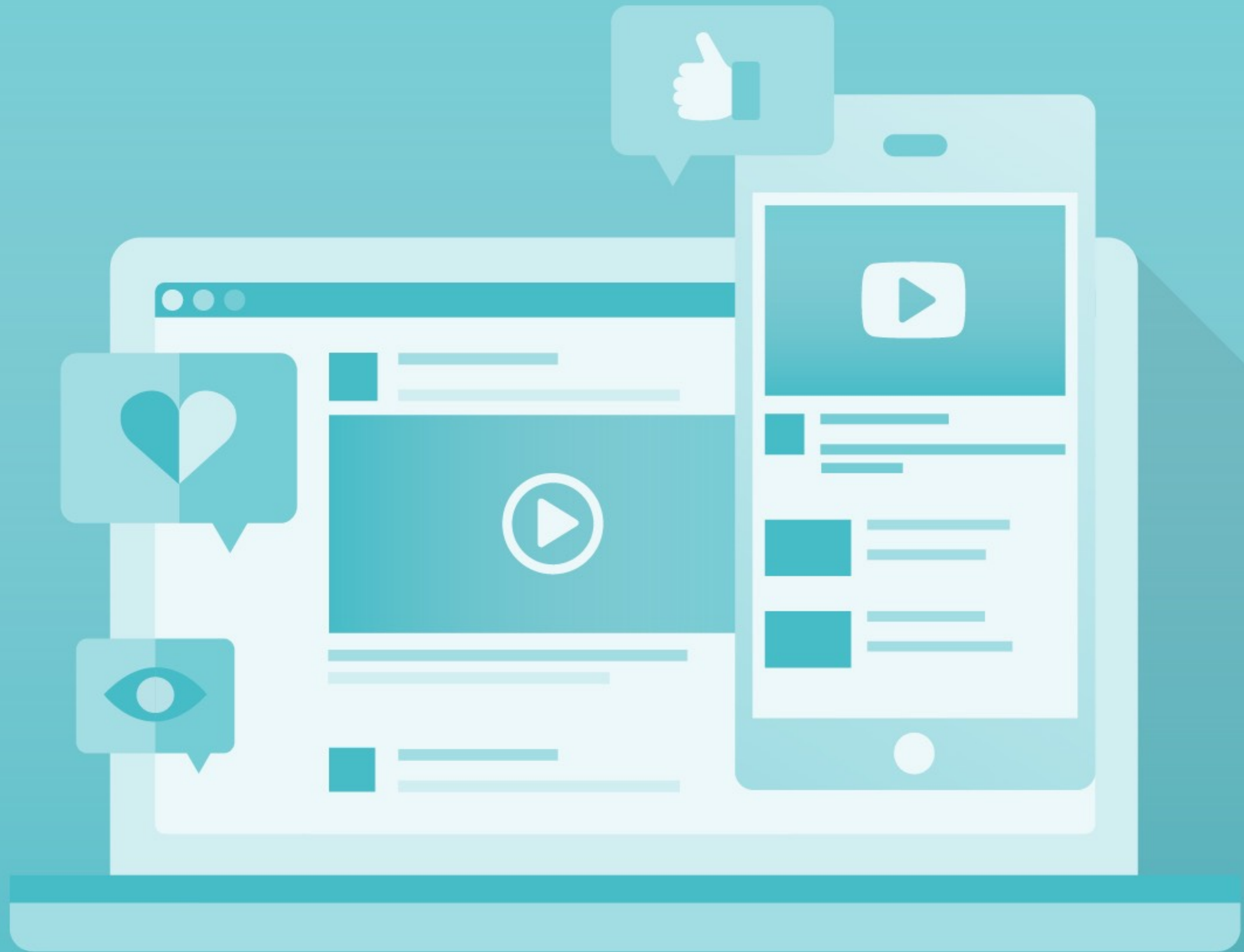
SHARE OF VIDEO FORMATS PER POST
2017



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Facebook native videos perform better than Youtube

Facebook native videos perform better by 168%.

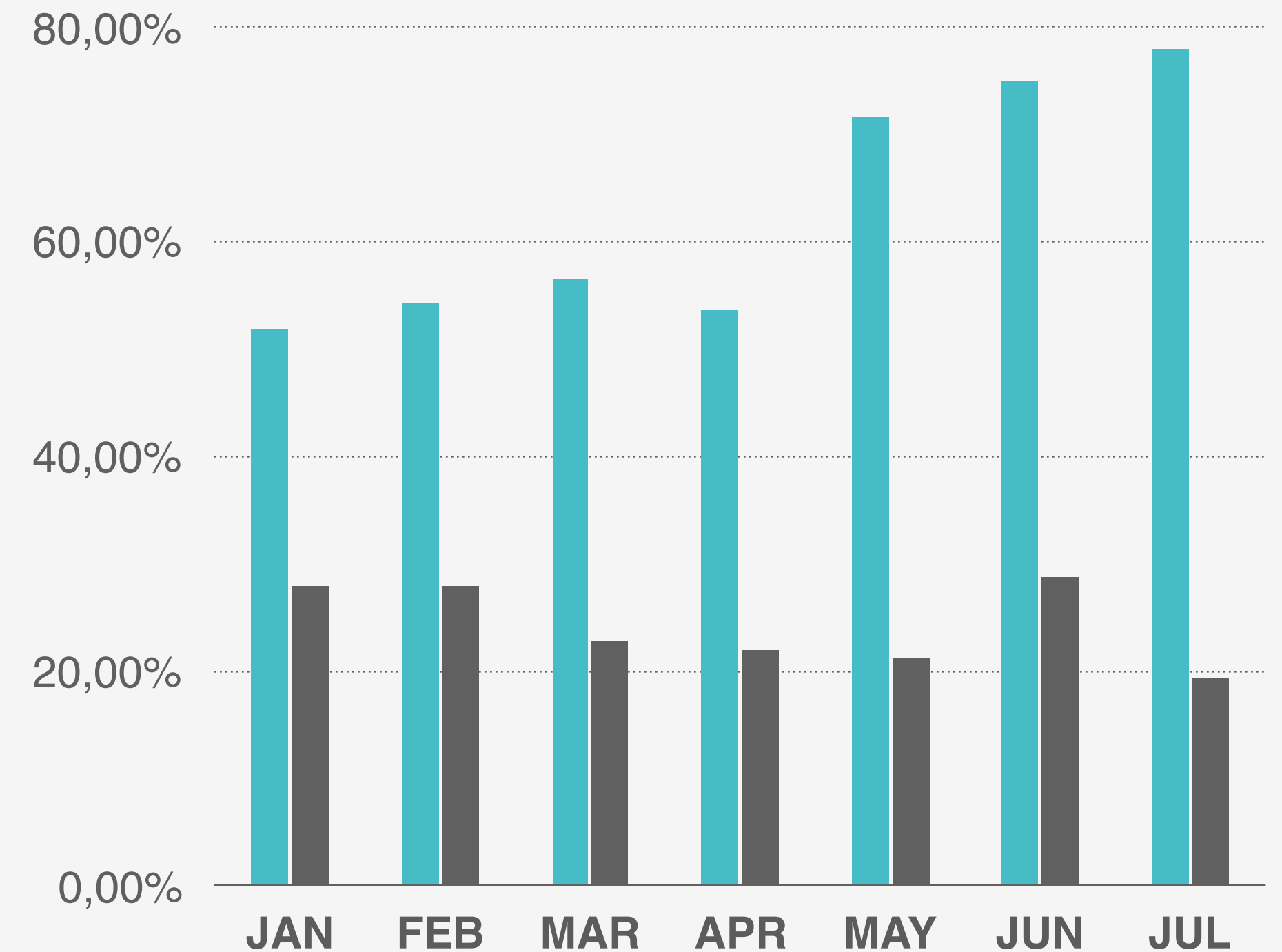
By the comparison of Facebook native videos and YouTube videos, in terms of the average interaction rate, more detailed insights can be provided. The average interaction rate reflects the the sum of all Interactions (reactions, shares and comments of each video post), the total amount of posts and as the average amount of followers.

The following trend is visible by comparing both formats with each other: the average interaction rate for Facebook native video was on average 168% higher. The peak for the analyzed period was in July when Facebook native videos had a 304% higher interaction rate than YouTube videos.

Source: quintly analyzed 187k Facebook profiles and 7.5 million posts

Period: January 1, 2017 – July 31, 2017

AVERAGE INTERACTION RATE - FACEBOOK VS. YOUTUBE
2017



 FACEBOOK NATIVE
 YOUTUBE

Facebook native videos receive 530% more comments

Facebook native videos encourage user to engage more with the video content.

Comments are a crucial part of the interaction rate, since they show how likely users are to interact with the video content in general. Putting both formats side to side with each other it can be seen that Facebook native videos received on average 530% more comments than YouTube Videos.

Taking a look at the graph, not only a consistent higher number of comments for Facebook native videos can be detected for the whole period, but also a peak of 806% more comments in July.

Source: quintly analyzed 187k Facebook profiles and 7.5 million posts
Period: January 1, 2017 – July 31, 2017



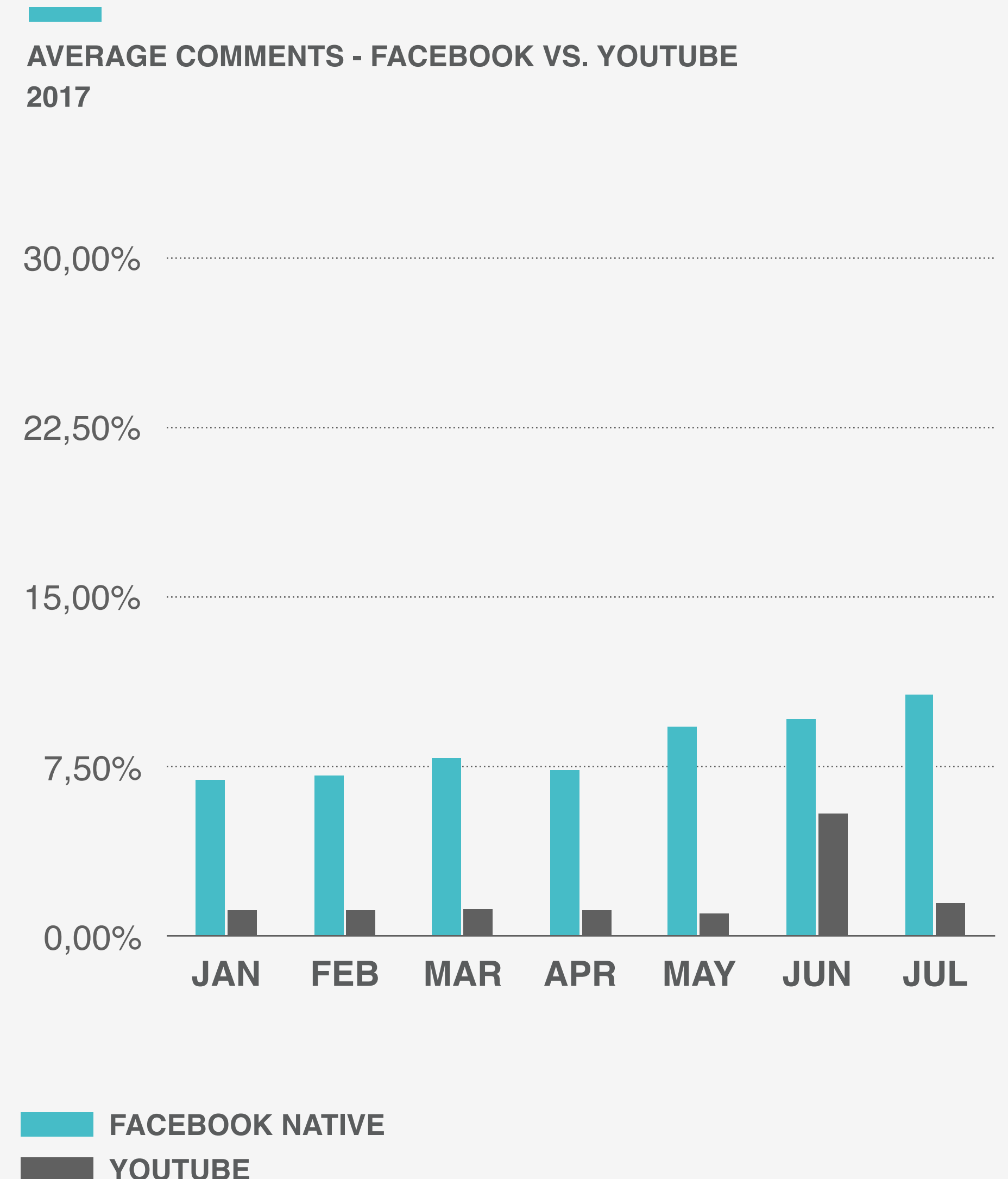
Facebook native videos get 477% higher shares

Facebook native videos shares on average 4.7 times higher.

Similar to the average interaction rate is the average share rate, the total sum of all share, the total amount of posts and also the average amount of followers. Comparing both formats directly with each other a 477% higher average share rate for Facebook native video was detected.

That means that Facebook native videos are shared on average nearly 4.7 times more than Youtube videos. A peak for the analyzed period can be seen in July when Facebook native videos received a 611% higher average share rate than Youtube videos.

Source: quintly analyzed 187k Facebook profiles and 7.5 million posts
Period: January 1, 2017 – July 31, 2017



Steady growth for Facebook native videos

Facebook native videos favored among all profile groups.

To get more detailed information on Facebook native videos and Youtube videos per page, we looked at the amount of posts made by the different profile groups. First of all, the results reveal that all profiles groups are making use of the Facebook native video format.

All of our six profile groups, show a growth in the use of Facebook native videos. Especially, the profile groups 1k - 10k and 10-100k show a particular high growth rate of 17.90% and respectively 17.06%.

Source: quintly analyzed 187k Facebook profiles and 7.5 million posts
Period: January 1, 2017 – July 31, 2017

AVERAGE NUMBER OF FACEBOOK NATIVE VIDEOS PER PROFILE SIZE

	JAN 2017	JUL 2017	GROWTH RATE
1-1k	2.69	2.84	5.56%
1k-10k	3.65	4.31	17.90%
10k-100k	6.67	7.81	17.06%
100k-1m	15.94	18.17	13.99%
1m-10m	44.58	50.83	14.01%
10m+	70.55	80.65	14.32%

Decline in use of Youtube videos on Facebook

Four out of our six profiles clusters tend to use less Youtube videos on Facebook.

The profile group with 10m+ followers has the biggest loss in terms of Youtube video posts on their page by a decrease of 9.62%. A declining trend was also visible for profiles spanning 100k-1m where the amount of Youtube videos declined by 7.81%.

Only the profile groups spanning 1-1k and 1m-10m showed an increase of Youtube videos by 1.98% respectively 2.94%. Another interesting insight that reveals that Youtube videos are less implemented as a video format on Facebook.

Source: quintly analyzed 187k Facebook profiles and 7.5 million posts
Period: January 1, 2017 – July 31, 2017

AVERAGE NUMBER OF YOUTUBE VIDEOS
PER PROFILE CLUSTER

	JAN 2017	JUL 2017	GROWTH RATE
1-1k	2.10	2.14	1.98%
1k-10k	2.60	2.51	-3.40%
10k-100k	3.40	3.36	-1.17%
100k-1m	6.13	5.65	-7.81%
1m-10m	8.73	8.99	2.94%
10m+	7.84	7.08	- 9.62%

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