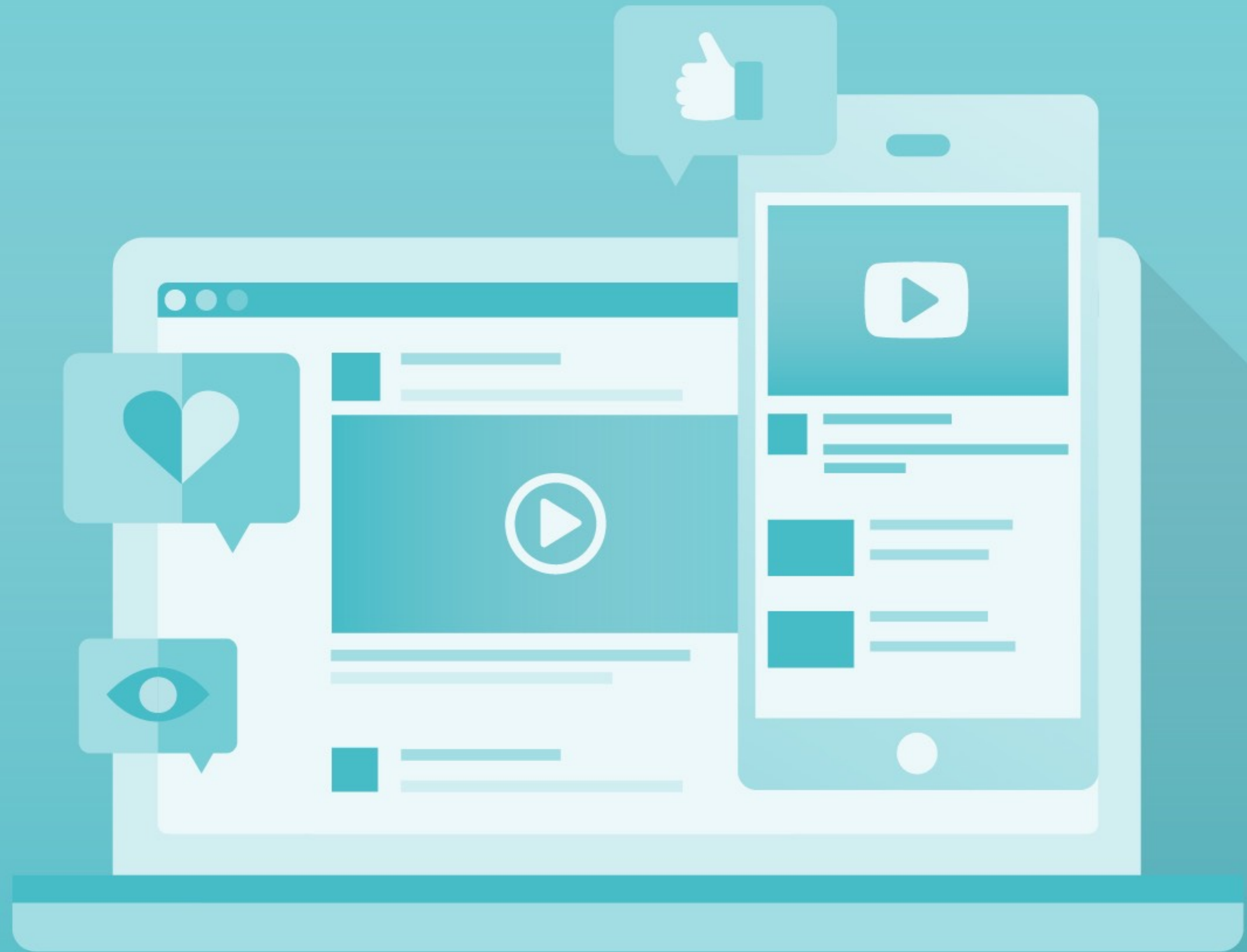


Facebook Video Study

quintly analyzed 167k
Facebook profiles and
6.2 million posts in 2016



Introduction

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

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

The aim of this study is to provide detailed insights on the use of videos through Facebook. Marketers should be able to draw conclusions from this study for their own social media strategy.

Specifically, the analysis covers topics such as: the use of videos on Facebook, the share of the video formats, interaction rates, share rates and as well the growth rates.



46.86% of Facebook profiles used videos

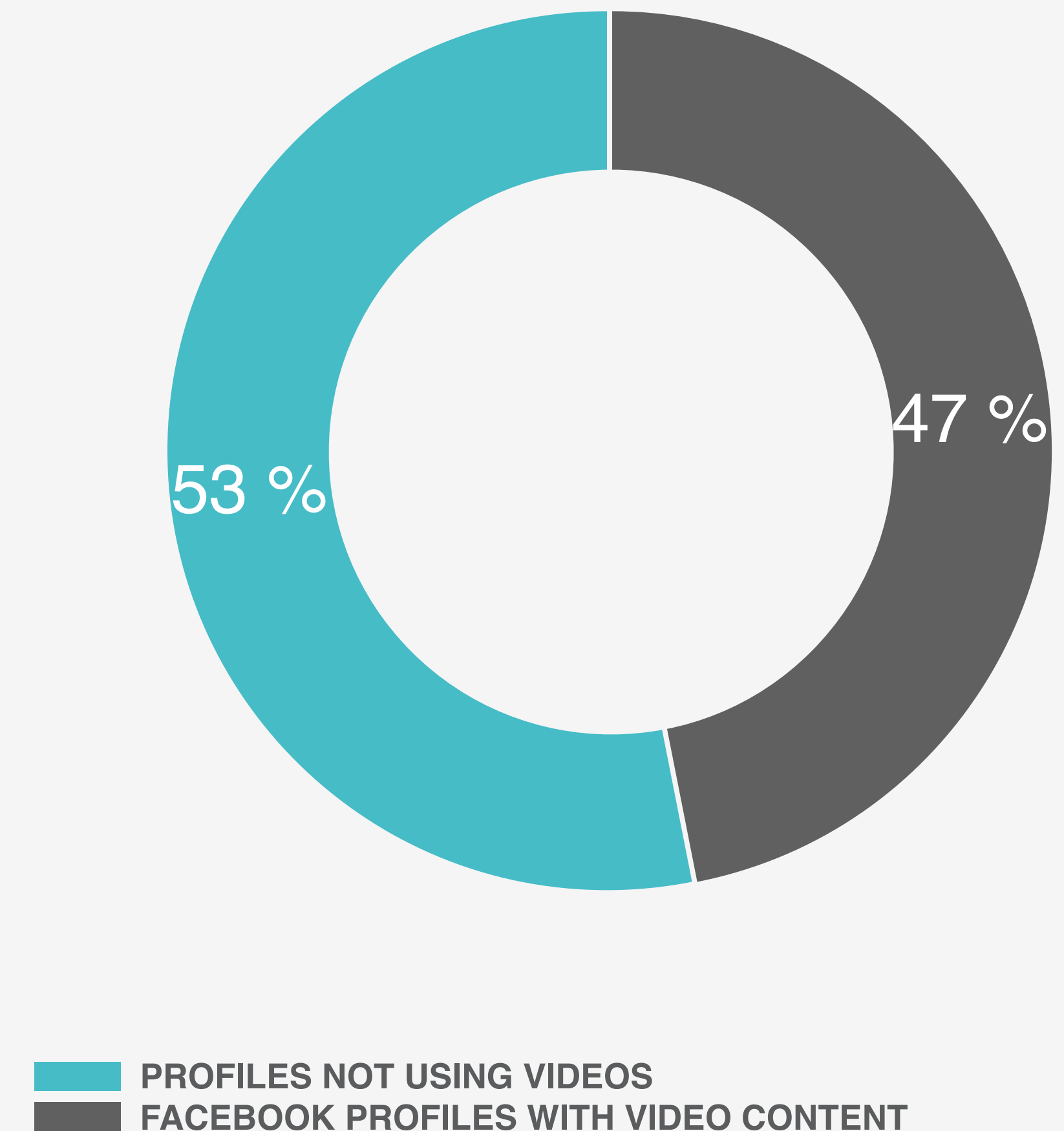
Nearly every second analyzed Facebook profile used videos.

Videos are becoming more present on Facebook timelines. The most obvious indicator for this is that 46.9% of the 167,000 profiles analyzed profiles used videos in their Facebook campaign in some form.

Implementing videos to their marketing strategy 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 digs deeper into the meaning of videos for businesses and marketers.

Source: quintly analyzed 167k Facebook profiles and 6 million posts
Period: July 1 – December 31, 2016

USE OF VIDEOS OF ALL ANALYZED PROFILES
2016



What content format dominates?

Facebook native videos are used by 90% of the profiles.

Unsurprisingly, many of the analyzed pages used multiple video formats on their Facebook timeline.

By taking a look at the exact numbers it becomes clear that 90% of the analyzed profiles included a Facebook native video, such as Facebook Live, to their Facebook strategy. On the other hand, the share of profiles that used Youtube videos is around 30%, three times less than the use of Facebook native videos.

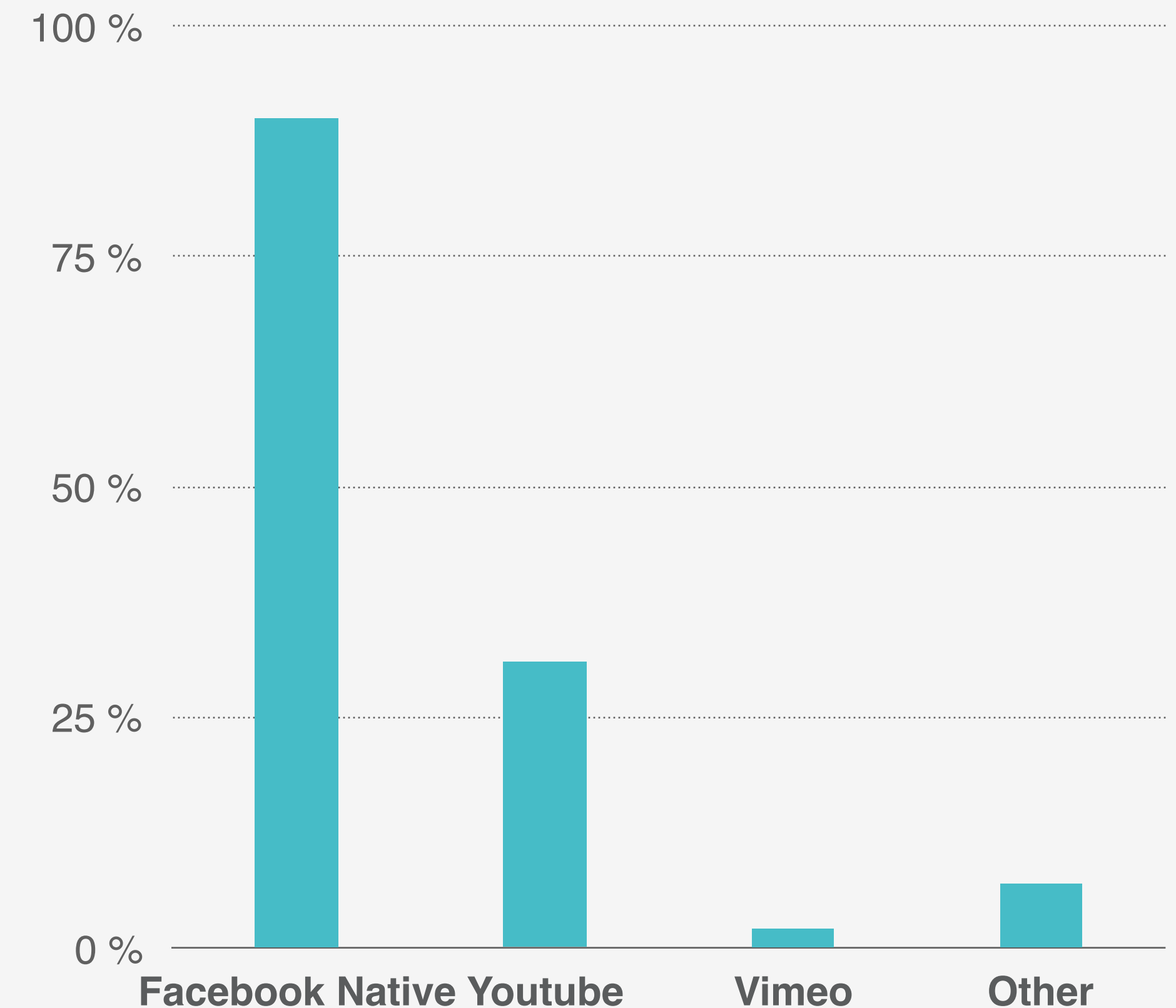
A dramatic shift can be seen when observing the amount of pages that use Vimeo – only 2% of the pages included a video of this type. 7% of the pages used other video formats.

Source: quintly analyzed 167k Facebook profiles and 6 million posts

Period: July 1 – December 31, 2016



SHARE OF VIDEO FORMATS PER PROFILE
2016



Facebook native videos dominating

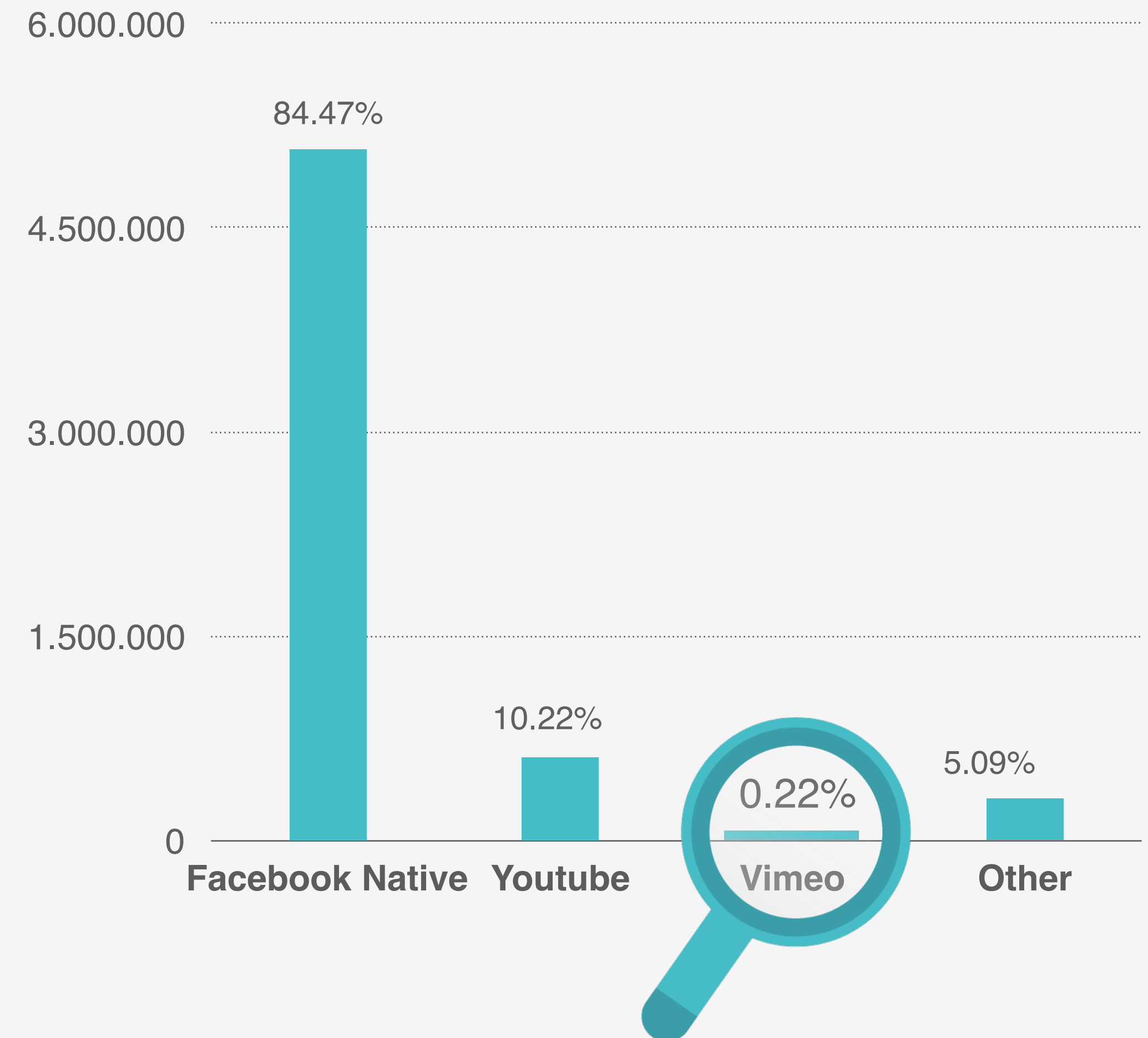
84.47% by overall video posts are Facebook native videos.

After looking into the share of video formats per post, it is now time to tackle the share of video formats for the overall amount of posts analyzed.

The most used video format in terms of posts are Facebook native videos with an impressive share of 84.47% (5,070,593 posts). The second most used format is Youtube with 10.22% (613,222 posts). Vimeo makes up only a fractionally small share with 0.22% (13,434 posts) while all other video formats make up 5.09% (305,477 posts).

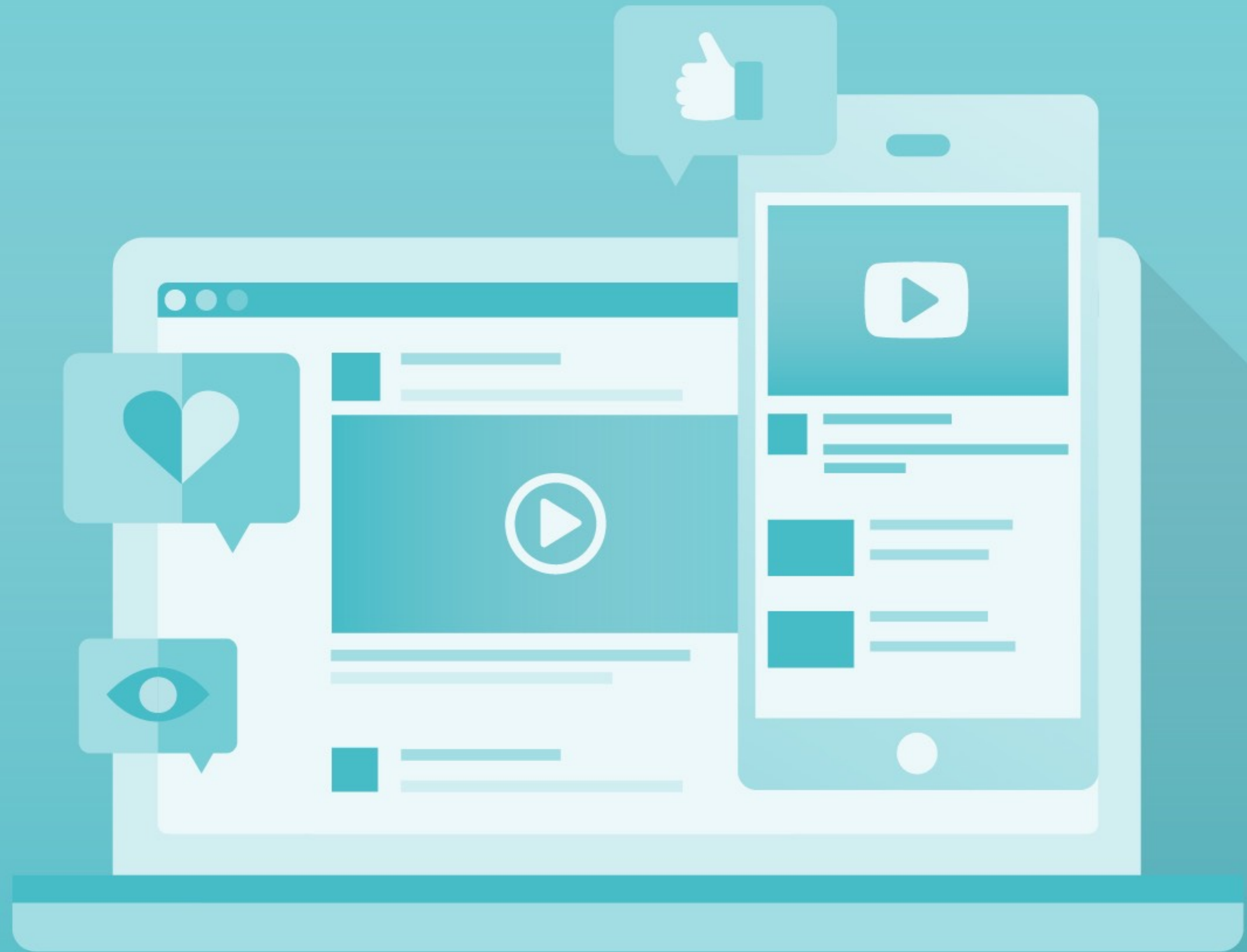
Source: quintly analyzed 167k Facebook profiles and 6 million posts
Period: July 1 – December 31, 2016

SHARE OF VIDEO FORMATS PER POST
2016



Find out how your page is performing!

Try quintly for free:
quint.ly/start_free



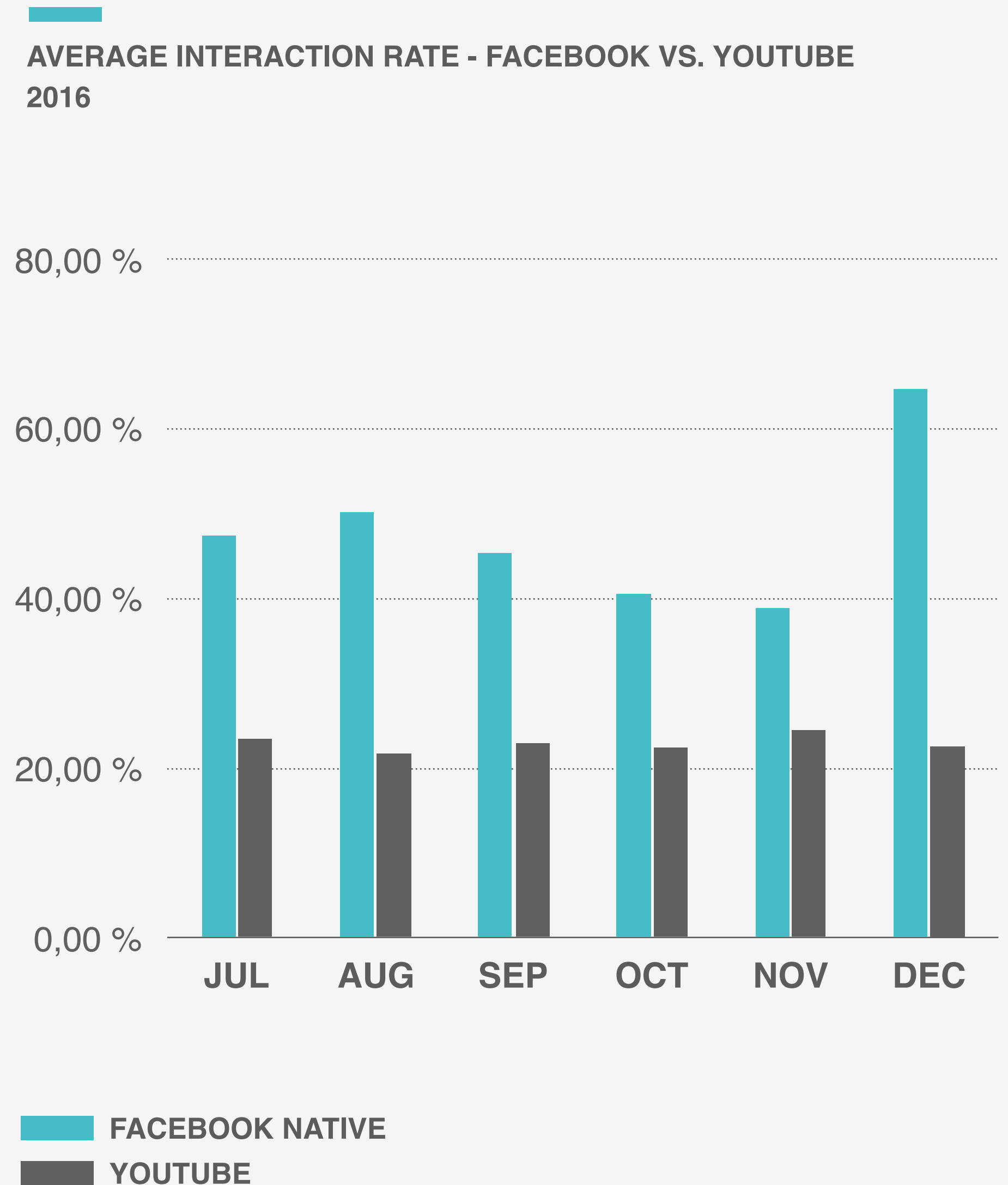
Facebook native videos perform better than Youtube

Facebook native videos perform better by 109.67%.

Now it is time for the comparison of Facebook native videos and YouTube videos, in terms of the average interaction rate. The average interaction rate takes in account the sum of all Interactions (reactions, shares and comments of each video post), the total amount of Posts and as well the average amount of followers.

By comparing both formats with each other, the following trend is visible: the average interaction rate for Facebook native video was on average 109.67% higher. The peak for the analyzed period was in December when Facebook native videos had a 186.42% higher interaction rate than YouTube videos.

Source: quintly analyzed 20k Instagram profiles and 6.2 million posts
Period: January 1 – December 31, 2016



Facebook native videos get 1055.41% higher shares

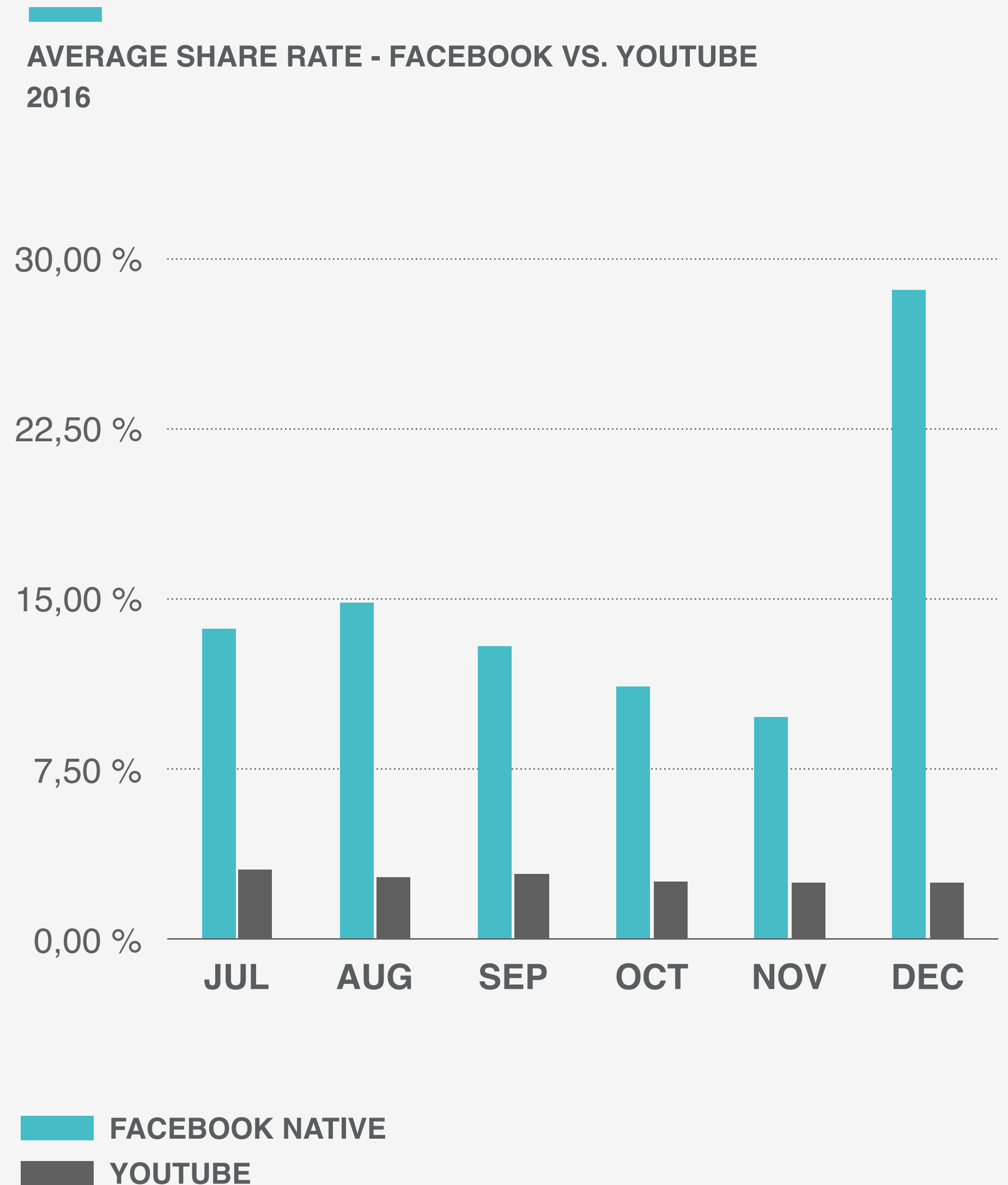
Facebook native videos shares on average 4.5 times higher.

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.

Taking a look at the graph, a peak for the analyzed period can be seen in December when Facebook native videos received a 1055.41% higher average share rate than Youtube videos. Comparing both formats directly with each other a 477.76% higher average share rate for Facebook native video was detected. That means that Facebook native videos are shared nearly 4.5 times more than Youtube videos.

Source: quintly analyzed 167k Facebook profiles and 6 million posts

Period: July 1 – December 31, 2016



35.39% growth in Facebook native videos

Facebook native videos favored by biggest profile groups.

The next aspect looked at is the amount of Facebook native videos and Youtube videos per page and as well for the different profile groups. First of all, the results reveal that bigger profiles tend to use Facebook native video formats more often than smaller profiles.

In five out of six profile groups, a growth in the use of Facebook native videos was detected. For the biggest profile group (10m+), we can see a growth rate of 35.39% and 20.3% average for all the other profile groups (spanning 1-10m).

Source: quintly analyzed 167k Facebook profiles and 6 million posts
Period: July 1 – December 31, 2016

AVERAGE NUMBER OF FACEBOOK NATIVE VIDEOS
PER PROFILE SIZE

	JUL 2016	DEC 2016	GROWTH RATE
1-1k	2.7%	2.9%	5.42%
1k-10k	3.9%	3.9%	-0.01%
10k-100k	6.9%	7.2%	4.37%
100k-1m	15.4%	16.6%	7.39%
1m-10m	35.6%	42.8%	20.3%
10m+	44.2%	59.8%	35.39%

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 1m-10m followers has the biggest loss in terms of Youtube video posts on their page by a decrease of 8.31%. A declining trend was also visible for the smaller profiles (1k-10k) where the amount of Youtube videos declined by 5.83%.

The biggest profile group of 10m+ showed a more significant increase of Youtube videos by 11.24%. One consideration is celebrities such as pop music stars posting new music videos to their Facebook page.

Source: quintly analyzed 167k Facebook profiles and 6 million posts
Period: July 1 – December 31, 2016

AVERAGE NUMBER OF YOUTUBE VIDEOS
PER PROFILE CLUSTER

	JUL 2016	DEC 2016	GROWTH RATE
1-1k	2.4%	2.5%	5.94%
1k-10k	2.8%	2.6%	-5.83%
10k-100k	3.6%	3.5%	-3.55%
100k-1m	6%	6.2%	3.77%
1m-10m	9.3%	8.5%	-8.31%
10m+	7.2%	8%	11.24%

Find out how your page is performing!

Try quintly for free:
quint.ly/start_free

