

2
SECONDS

73%
OF BUSINESS VIDEOS PRODUCED IN 2018 WERE LESS THAN TWO MINUTES LONG

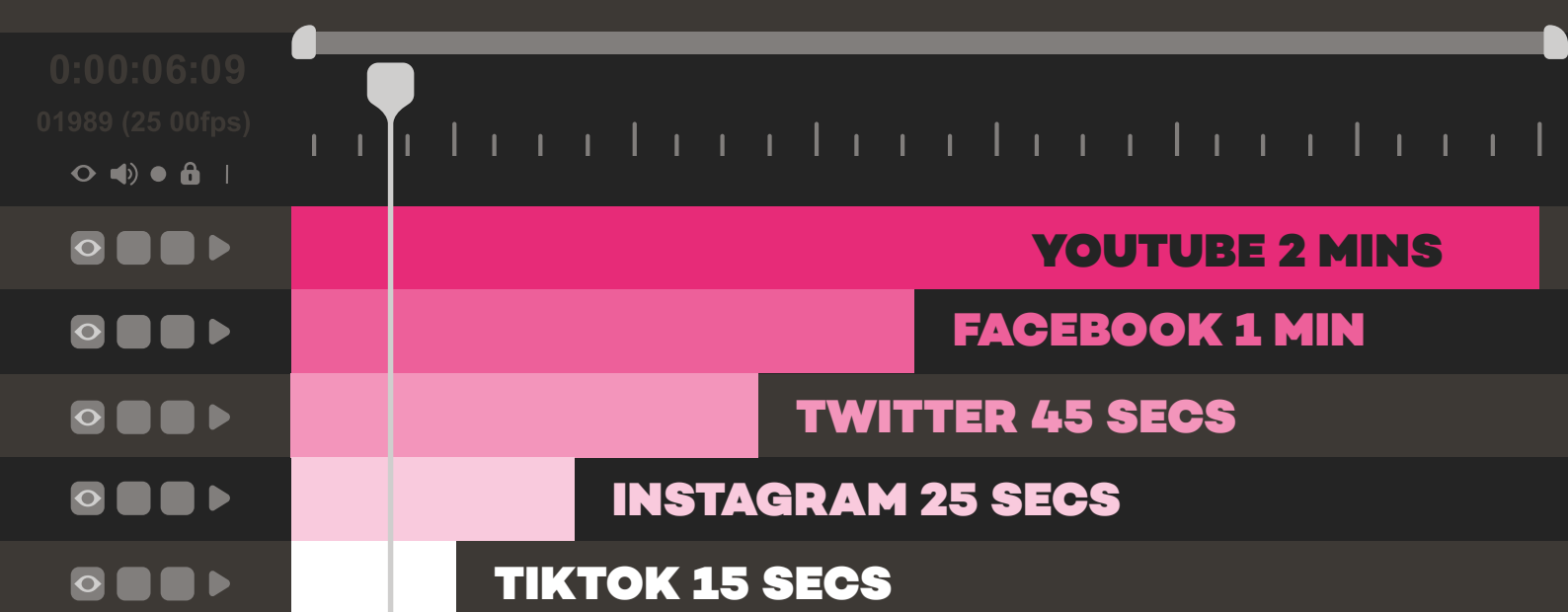
A THIRD OF VIEWERS LOSE INTEREST HALF WAY THROUGH VIDEOS OF UP TO 10 MINUTES^[1]

[1] <https://www.vjdyard.com/business-video-benchmarks/>

On the surface of it, short-form video is king.

[1] <https://www.vjdyard.com/business-video-benchmarks/>

100% Full



To capture the most attention, videos should be eye-catching, compelling, and short.





If short-form video captures attention, long-form video holds it.

10+
MINUTES OF
RUN TIME IS
TYPICALLY
CONSIDERED
LONG-FORM ¹³

Long-form video enables brands to tell the whole story.

[3] <https://motioncue.com/short-form-vs-long-form-video-for-business/>

CRISTOS GOODROW,
VICE PRESIDENT OF ENGINEERING, YOUTUBE

- 1** **Go live!** Live broadcasts are preferred over short content by the algorithms that drive social feeds

- 2** **Focus content** on your area of expertise. Be authoritative, educational or entertaining

- 3** **Grow interest** and boost engagement with regular episodes - for example, a weekly review.

- 4** **A video podcast** can build a following of committed fans


Getting it right means re-cutting the source material and sharing teasers, bloopers or brief excerpts to Twitter, Instagram or TikTok. It means creating longer excerpts or summaries for YouTube and Facebook. And it may even mean saving the full-length video for your most engaged audiences – possibly even as gated content on your own website.

If video is simple to create, it should be simple to share. Whether you're a video pro, a marketing expert or considering new media channels, you need to connect with your audience on their terms. Imagen's award-winning media management platform helps you do exactly that, unlocking the full value of short- and long-form video content.

