

"Online Video and Cybersecurity Websites" Part 1  
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001

## MUSIC ##

TITLE  
Online Video &  
Cybersecurity  
Websites

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002

TITLE HORZ SCROLL

stat1

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003

WIDE SHOT

Costume: Sports coat

Hello, I'm Robert Metzger.

This video series presents a survey of  
online video use in the websites of  
cybersecurity firms.

The results answer ten questions.  
As we answer each question, we offer  
practical takeaways from the statistics  
and our observations.

We organized our results into four short  
videos. To see the others, please visit  
<https://www.plaintextcomms.com>

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004

MEDIUM SHOT

Costume: Sherlock cape/ hat

Props: magnifying glass

The first question we answer is:  
How did you select the websites for  
your investigation?

## FADE MUSIC ##

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005

TITLE

Survey Sample

\*184 websites\*

We investigated the websites of 184  
cybersecurity firms.

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006  
TITLE  
Survey Sample  
184 websites  
\*Domestic cybersecurity firms\*

We selected only domestic U.S. firms  
for this study.

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007  
TITLE  
Survey Sample  
184 websites  
Domestic cybersecurity firms  
\*Fewer than 500 employees\*

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We included firms with under 500  
employees, whose primary focus is  
cybersecurity.

This excluded over sixty large  
corporations, many of which have other  
businesses besides cybersecurity.

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008  
MEDIUM SHOT  
Costume

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An additional 140 domestic firms fit our  
criteria, but were not analyzed in this  
round of our research.

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009  
SPLIT SCREEN TITLE / LIVE  
88 out of 184  
websites had  
online video

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Out of the 184 firms we investigated,  
88 of them offered videos that met our  
criteria on their websites.

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010  
BAR CHART GRAPHIC  
HIGHLIGHT BAR WHEN MENTIONED  
Used Video  
under 20 - 7  
20 to 49 - 21  
50 to 99 - 9  
100 to 249 - 37  
250 to 500 - 14

No Video  
under 20 - 21

20 to 49 - 36  
50 to 99 - 8  
100 to 249 -24  
250 to 500 - 7

We grouped the firms into five buckets by the number of employees. Only 32% of firms with under 50 employees offered online video. Over 50% of firms with 50 to 100 employees did, while 62% of firms with over 100 employees had online videos on their websites.

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011  
MEDIUM SHOT  
Costume: Sports coat

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Larger companies may have become larger because they have used more innovative marketing methods, such as online video. However, they may use online video more just because they have larger marketing budgets.

Some videos from smaller firms had good scripts and strong production values.

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012  
SPLIT SCREEN TITLE / CLOSE  
Costume: Sports coat

Using online video  
is a matter  
of priorities,  
not budgets.

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Since firms of all sizes use online video successfully, using them seems to be a matter of priorities rather than budgets.

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013  
MEDIUM SHOT  
Costume: white lab coat  
Props: clipboard and pen

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## MUSIC ##

The second question we answer is:  
What kinds of videos did you research?

## FADE MUSIC ##  
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014  
TITLE  
Selection Criteria  
\*Scripted for Marketing Use\*

We only researched videos which were scripted for marketing use. This excluded news program excerpts and customer interviews. The cost structure and editorial control for these are very different.

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015  
TITLE  
Selection Criteria  
Scripted for Marketing Use  
\*'First Contact' Videos\*

We only reviewed 'First contact' videos. This excluded videos gated by forms, training classes and Webinars.

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016  
TITLE  
Selection Criteria  
Scripted for Marketing Use  
\*'First Contact' Videos  
\*Marketing Purposes Only\*

We excluded videos for recruiting employees or publicizing community involvement.

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017  
MEDIUM SHOT

The online videos reviewed in this study were accessed during the last two weeks of May 2016.

We analyzed at total of 365 videos.

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018  
MEDIUM SHOT  
Costume: referee's shirt  
Props: clock, stop watch

## MUSIC ##

The third question we answer is this: How long did the videos play? Most online video distribution mechanisms show the length of the video, but we actually had to time a few of them with a stopwatch.

## FADE MUSIC ##

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019  
SPLIT SCREEN TITLE / LIVE  
365 videos  
Mean length = 3:15  
Median length = 2:14

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The mean length was  
3 minutes and 15 seconds.  
The median length was  
2 minutes and 14 seconds.

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020  
BAR CHART GRAPHIC  
HIGHLIGHT BAR WHEN MENTIONED  
Video Length  
2 minutes or less - 159  
between 2 and 4 minutes - 130  
between 4 and 6 minutes - 37  
between 6 and 8 minutes - 15  
between 8 and 10 minutes - 11  
greater than 10 minutes - 13

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We grouped the videos by run time into  
7 buckets. There were  
159 videos of 2 minutes or less and  
130 videos between 2 and 4 minutes.  
Together, these are 79% of the total.

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021  
MEDIUM SHOT  
SPLIT SCREEN TITLE / LIVE  
Wistia: 4-5 min. 60% finish

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In 2012, Wistia reported that for a  
video of 4 to 5 minutes, fewer than 60%  
of viewers will watch to the end, while  
75% will watch through for a video of  
1 to 2 minutes.

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022  
SPLIT SCREEN TITLE / LIVE  
Comscore: 4.4 min. is average

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In 2014, Comscore reported that  
"The duration of the average online  
content video was 4.4 minutes."

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023  
SPLIT SCREEN TITLE / LIVE  
YouTube: under 4 min. is short

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Today, YouTube provides a filter

mechanism in which short videos are defined as less than 4 minutes.

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024  
SPLIT SCREEN TITLE / CLOSE  
Costume: Sports coat

Maximize viewing  
by keeping videos  
under 4 minutes

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Keeping your video under 4 minutes long will increase the likelihood that people will start watching your video and that they will watch to the end.

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025  
WIDE SHOT  
Costume: Sports coat

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## MUSIC ##

Part 2 of this series covers the purposes of the online videos we viewed, the video distribution mechanisms used, and the location of the videos within the websites.

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026  
TITLE  
URL

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To view the rest of the series, visit <https://www.plaintextcomms.com/resources>

## FADE MUSIC ##