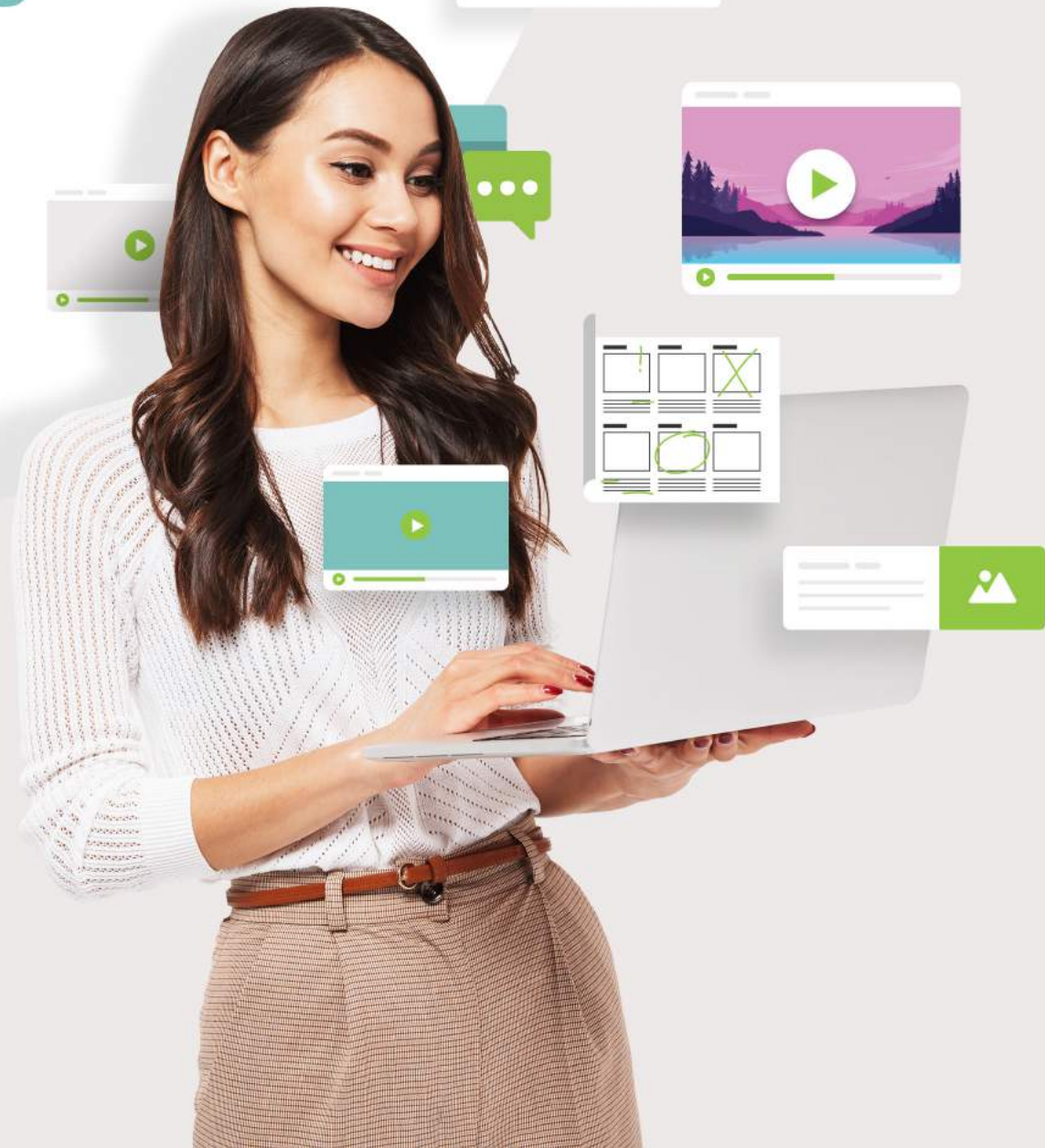


The 2022 State of SaaS Video Report





Executive summary and key findings

- 1 People believe the biggest impact for video is on customer success, yet customer success is not the primary owner of video production
- 2 **73%** say that keeping videos up to date with software is the most challenging aspect of video
- 3 Time (the need for it, a lack thereof) is a recurring theme and seems to be the overall biggest concern across the board
- 4 Only about **8%** produce native language videos for their native language user interfaces



Impact of video on business and customers



Video demand and benefits

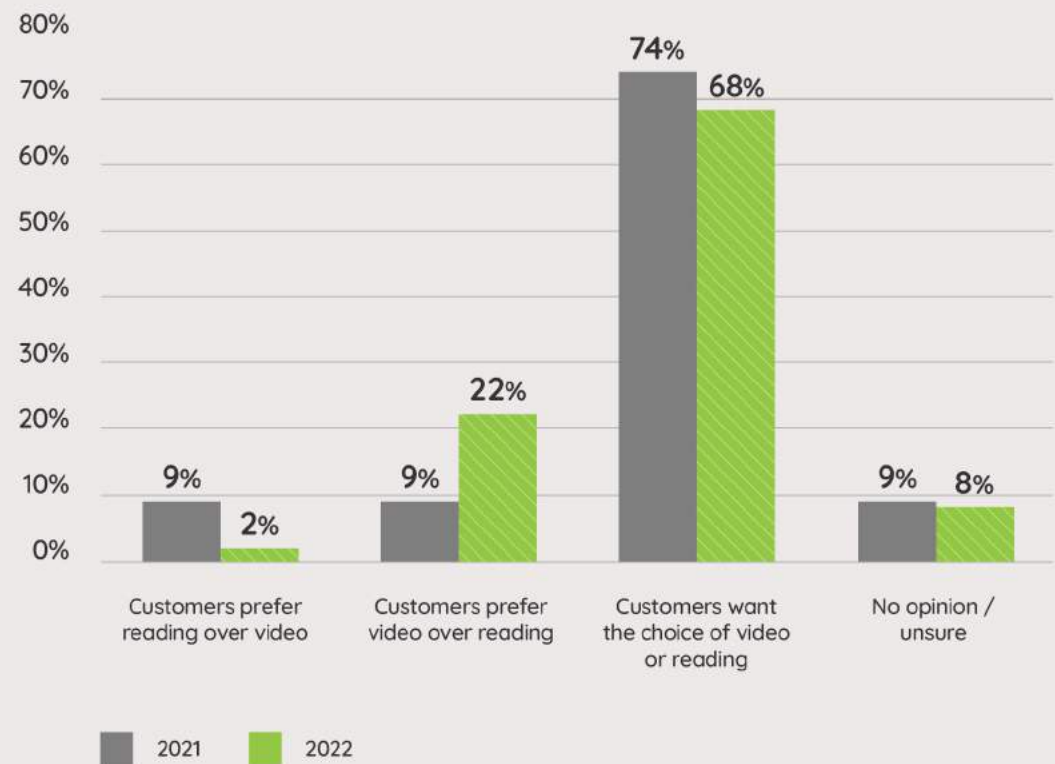
There's an increase from 2021 to 2022 of customers preferring video to reading. It's interesting to note that the number of those wanting a choice of both actually decreased year over year.

People seem to overwhelmingly agree that video is incredibly important. However, we'll see in the following pages that the execution of this video demand varies.

90%
of customers
want video

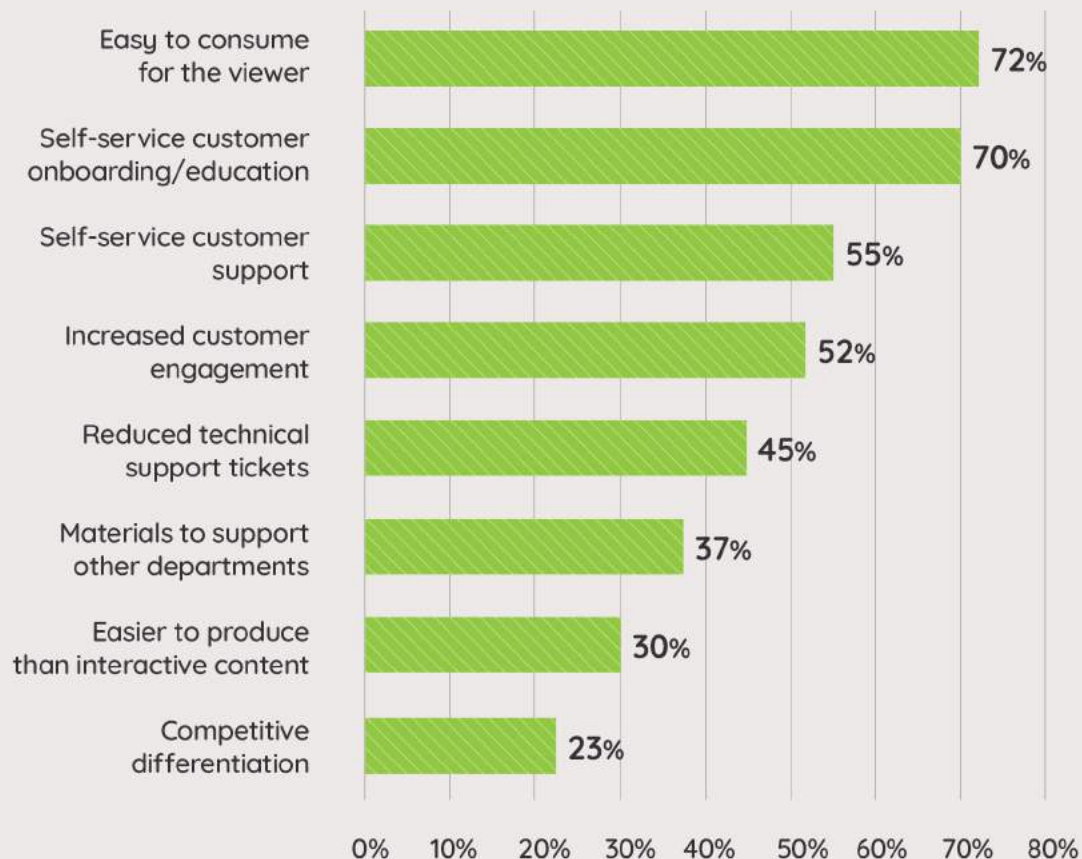
Do you believe customers prefer video or online documentation/help articles?

2021 vs 2022





What do you think is the best benefit of video for your business?



Video demand and benefits

Top benefits of video for businesses:

- 1 Easy to consumer for the viewer (72%)
- 2 Self-service customer onboarding/education (70%)
- 3 Self-service customer support (55%)
- 4 Increased customer engagement (52%)
- 5 Reduced technical support tickets (45%)

4 out of the top 5 benefits of video are related to customer success

Video demand and benefits

Impact on customers

88% 

say video is essential to customer acquisition and retention.

87% 

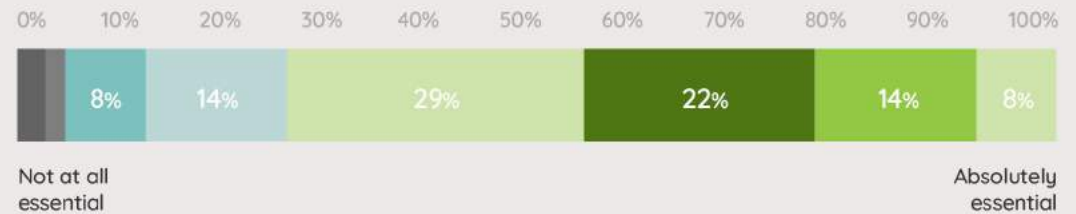
believe videos reduce or would reduce the number of support tickets.

What do you think is the best benefit of video for your business?

Importance of video to customer acquisition and retention

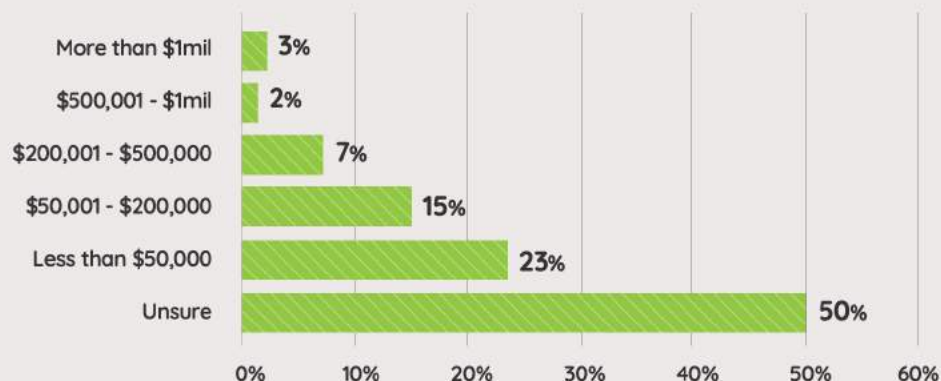


How much you believe video reduces (or would reduce) support tickets

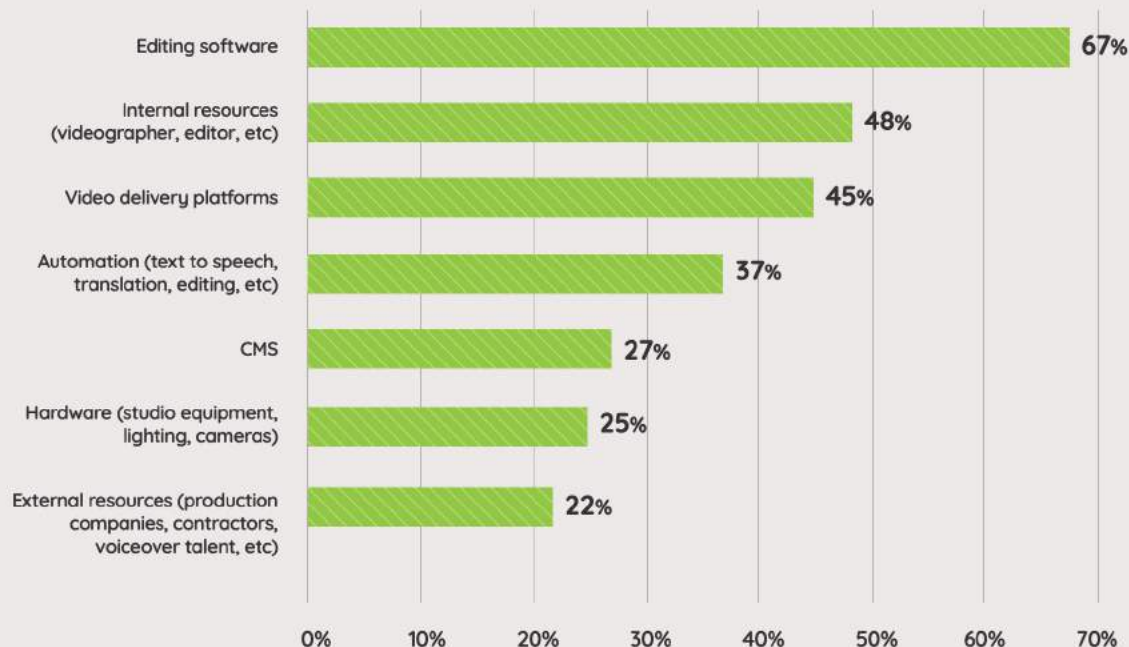




How much do you invest into software/product videos annually?



What video resources and/or technologies are you investing in?



Investment

Majority (73%) are investing less than \$50k/year into video annually. Which is interesting, considering the high customer demand for video and the importance businesses placed on it within this same survey.

Of the areas that businesses are investing in, just 37% are investing in automation. They seem, instead, to be putting money into hiring more people (48%) and buying more manual editing software (67%). Given the demand on time and need to scale, we predict an increase in automation spending over the next few years as it alleviates the need for those above resources and additional spending required for options like hardware and agencies.

Top Video resources and/or technologies they're investing in:

- 1 Editing software 67%
- 2 Internal Resources 48%
- 3 Video Delivery Platforms 45%

Cost of video

A whopping 38% don't even know how much they're spending per hour. Why? Assuming some respondents didn't have the time to calculate, that still leaves a big percent of people who likely just don't know.

Could it be that businesses struggle to quantify the ROI of their video production?

On average, businesses are paying \$75/hr to produce video. This is up from 2021's \$65/hr. While this may seem doable for just a single video, but as a video library gets bigger and the need for updated videos increases, that hourly cost quickly adds up.

Calculate the ROI
of your video spending
with our calculator

[Download now](#)

What rate would you estimate is the hourly cost of making a video?



Average hourly cost for
video production is \$75



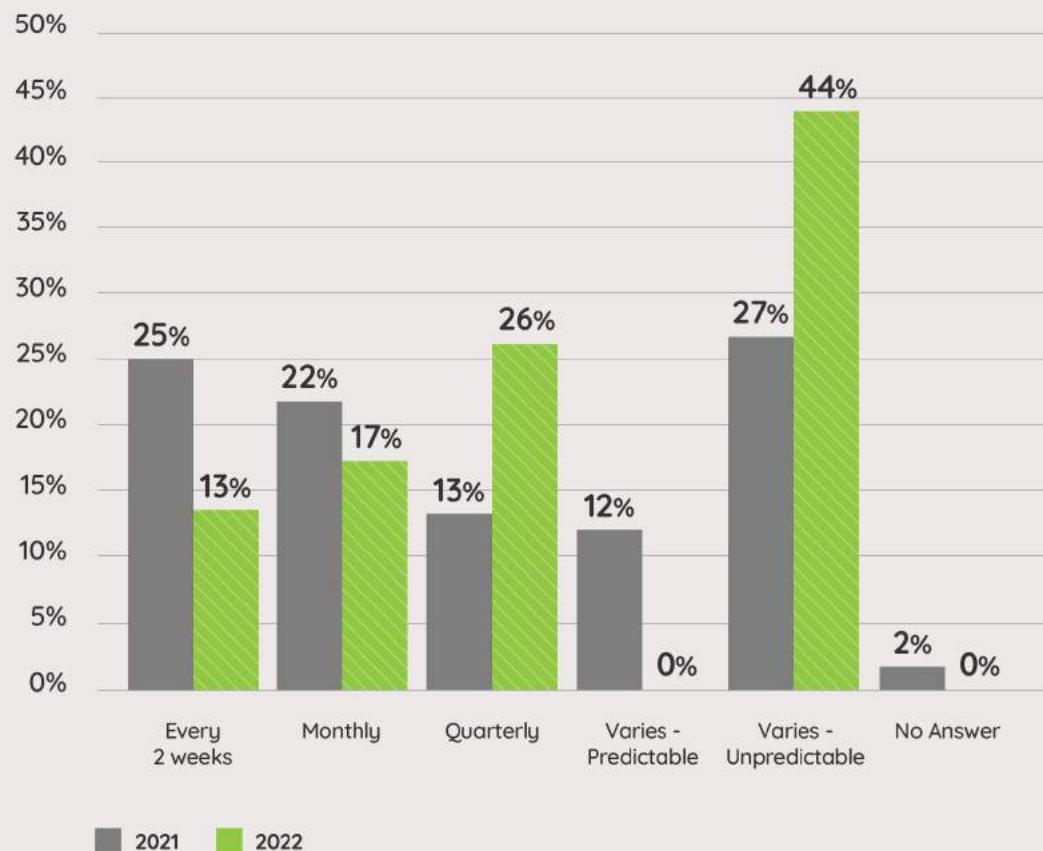
Challenges with video





How often are your software releases?

2021 vs 2022



* Last year we bundled "variable" as one answer, whereas this year we split between "predictable" and "unpredictable". There also was not a "no answer" option.

Software releases

One thing is clear looking at last year's survey compared to this year's: software releases are coming more and more frequently.

The frequency of releases happening every 2 weeks **increased by 92.3%** from 2021 and monthly releases increased by 24.5%.

In 2022, **1 in 4** respondents have new software releases **every 2 weeks**. It's no wonder that very few businesses are able to cover the majority of their product with up-to-date videos.

Assuming that some of the "Varies" respondents update software at least monthly, more than half of all surveyed will need to update their videos more than 10x a year.

Regardless, very few have a release schedule with breathing room or even predictability. This makes it challenging to keep up with video production if producing manually.

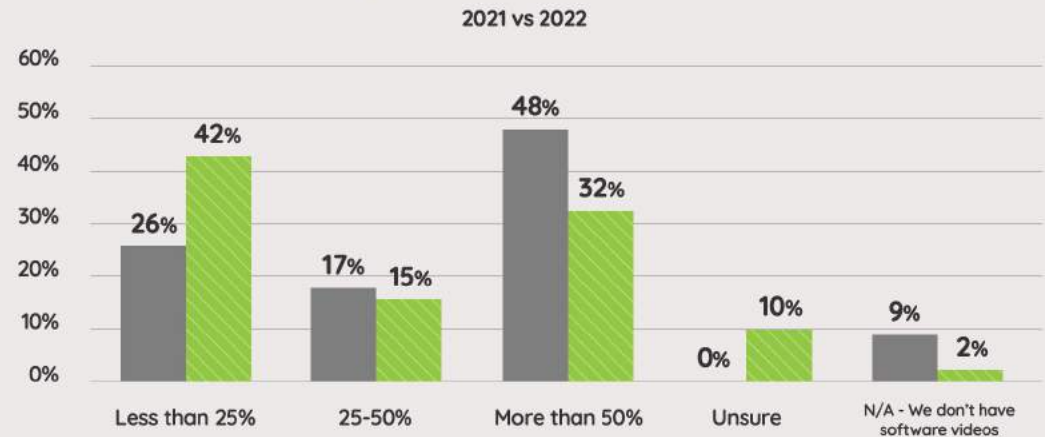
Product coverage

Only 32% say that more than half of their product's features are covered by video content, and **67% say fewer than half of their videos are up to date**. So for a majority of businesses, it's likely that, even with low product coverage, very few of their videos are accurate.

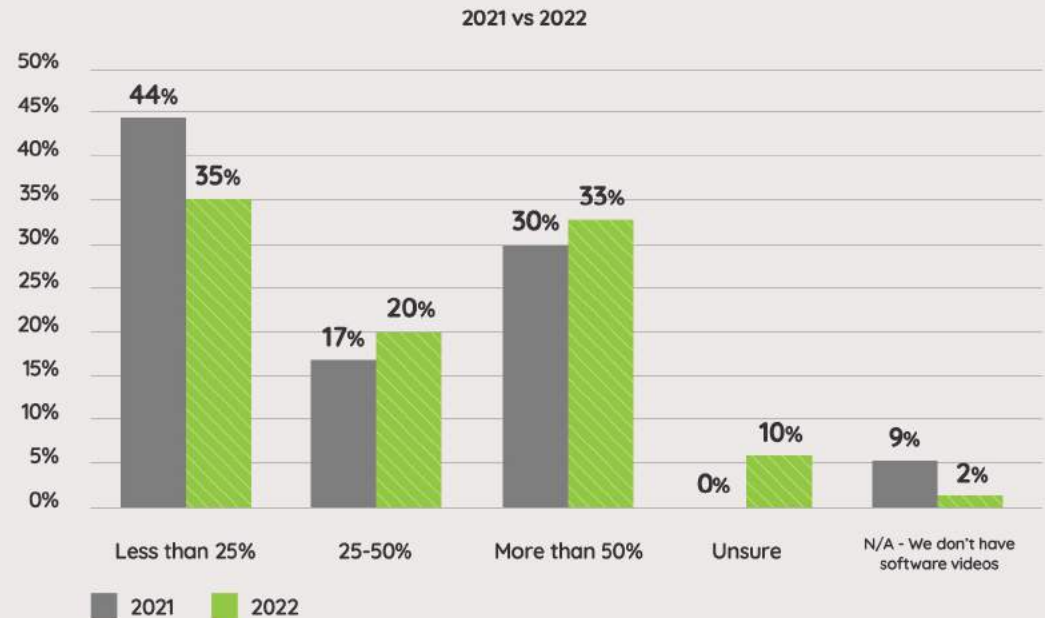
Looking at the change from 2021 to 2022, it makes sense that even fewer product features are covered in video considering the increased rate of software releases. It seems that business are struggling to keep up with video content.

However, there's also a small increase YoY for those responding that "25-50%" and "more than 50%" videos are up-to-date. Perhaps this signifies businesses are focusing on keeping the existing videos they have accurate rather than expanding their scope of the product.

In your estimation, what percentage of product features are covered by software videos?

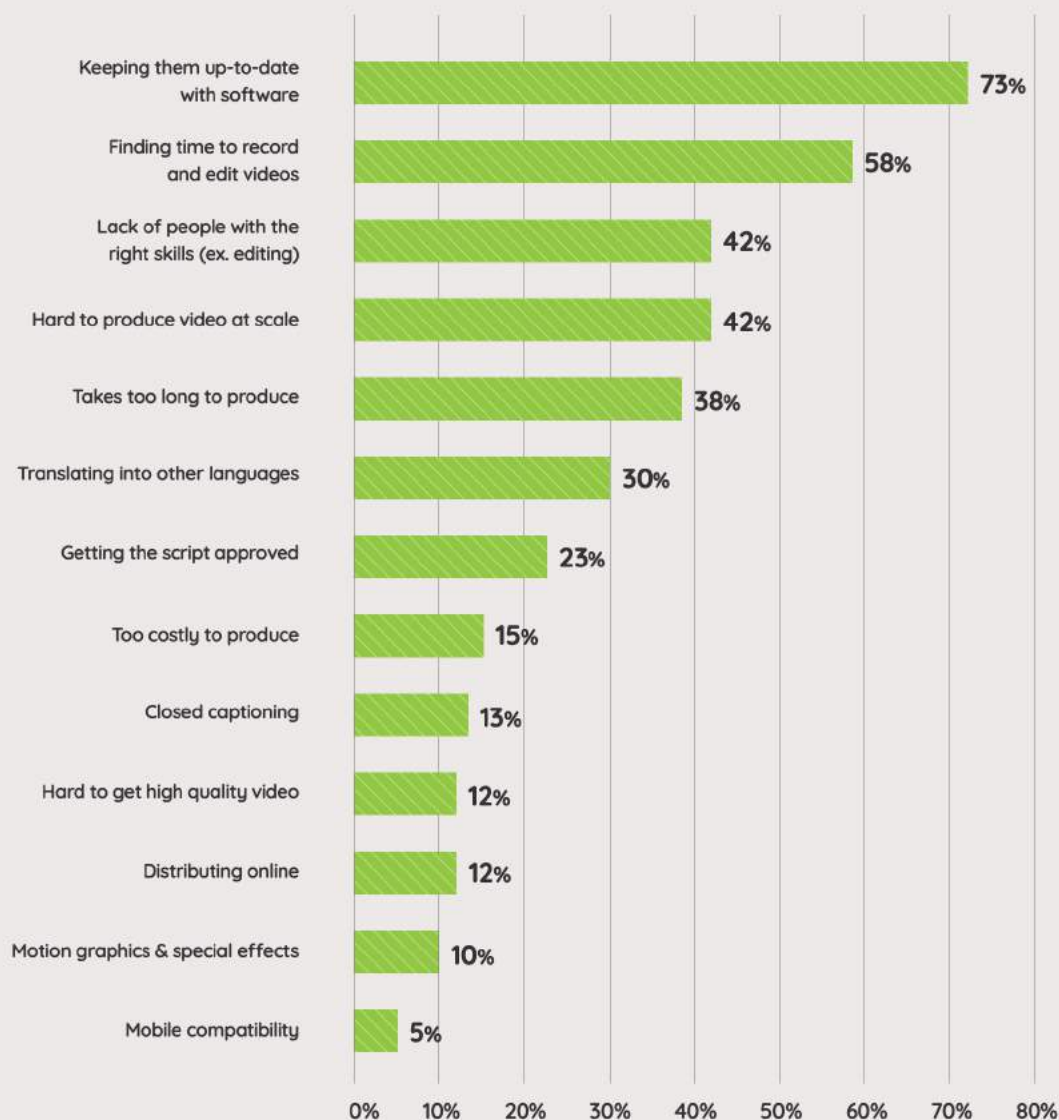


What percentage of your videos are up-to-date with the latest software release?





What are the most challenging aspects of video for you and/or your team?



Other challenges

Top challenging aspects of video for businesses:

- 1 Keeping videos up to date with software (73%)
- 2 Finding time to record and edit videos (58%)
- 3 Lack of people with the right skills (42%)
- 4 Hard to produce video at scale (42%)
- 5 Takes too long to produce (38%)



Time (as a theme)



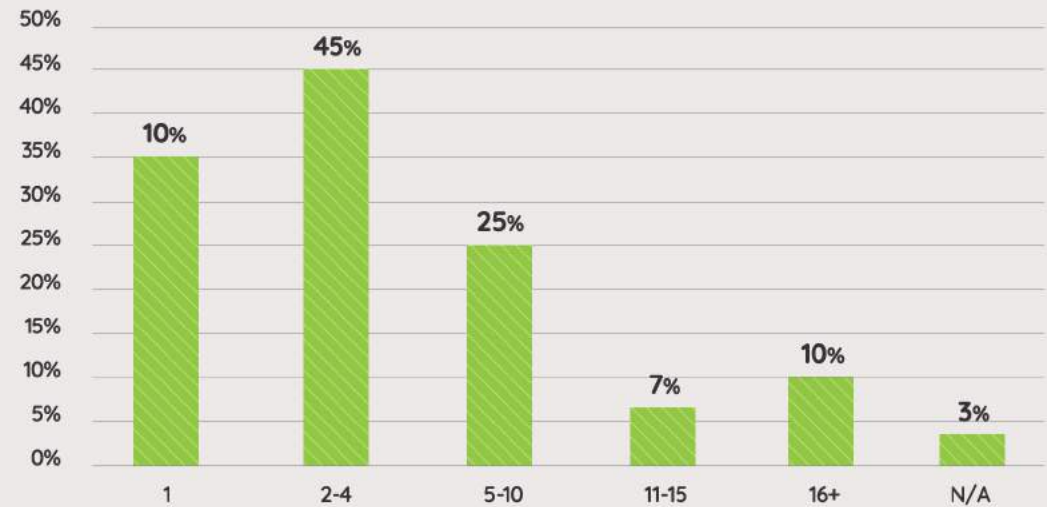
Who is making videos?

58% have less than 4 people making videos. Interestingly, that number decreased from 2021, when 65% had less than 4 people making videos. Between 2021 and 2022 it seems that organizations increased the number of people making videos.

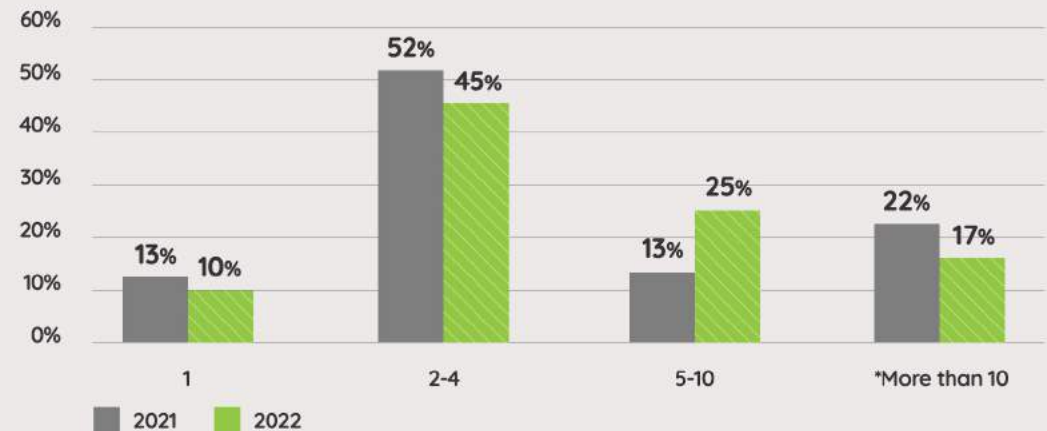
This change suggests that they're scaling video specialist teams, or simply spreading the responsibility around. Either way, we can assume this is an effort to increase production capacity.

However, the percentage of those with more than 10 people making videos actually decreased. It seems that these teams have settled in around 5-10 people as the sweet spot.

How many people in your organization are responsible for making videos? (2022)



2021 vs 2022

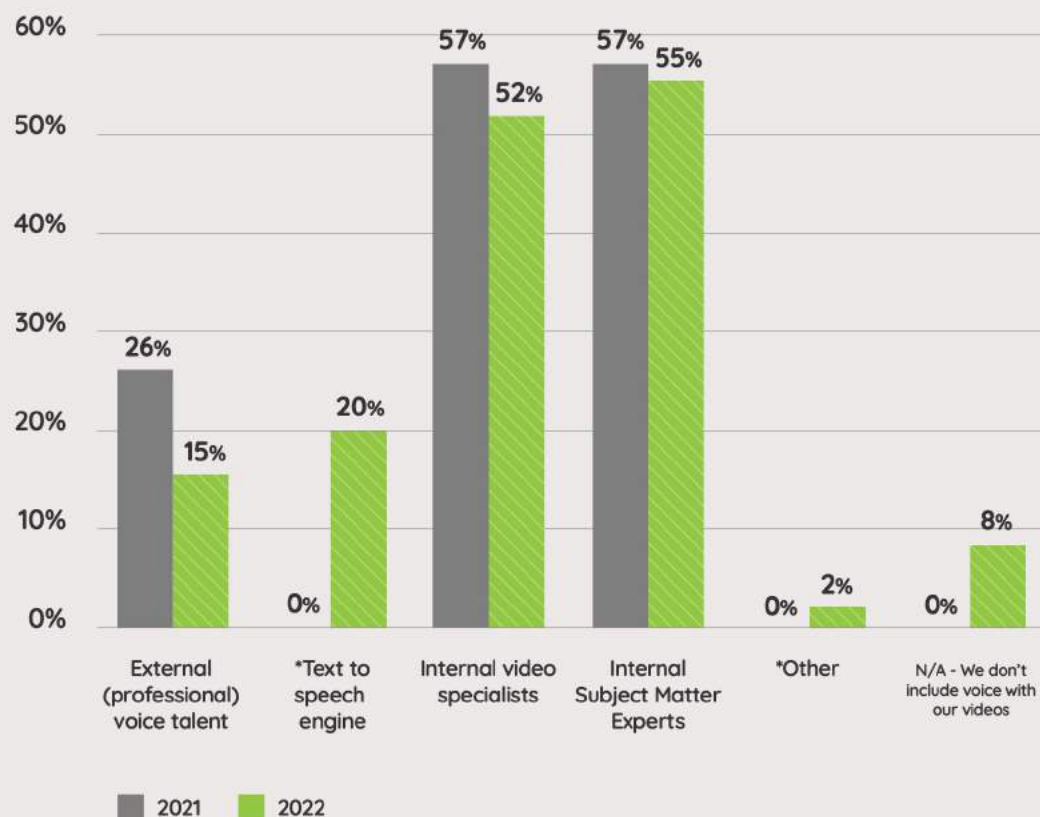


* For comparison's sake, for 2022 we combined "11-15" and "16+" responses



Who records the voice for your videos? (multi-select)

2021 vs 2022



* These options were not included in the 2021 survey and were added for 2022

Who records the voiceover?

Over half (55%) are using Subject Matter Experts to record voiceover. This reliance on internal SMEs to record videos and voiceover potentially burns time that could be used for other, more strategic work.

52% have dedicated internal video specialists to make videos, yet a majority of respondents still say their videos are out-of-date and don't cover the entire product.

It's notable to see the decreases YoY, especially in "External (professional) voice talent". Though "Text to Speech (TTS) engine" wasn't an option in last year's survey, it's possible that some of this decrease could be explained by a move to TTS generated voiceover.

Time it takes to make videos

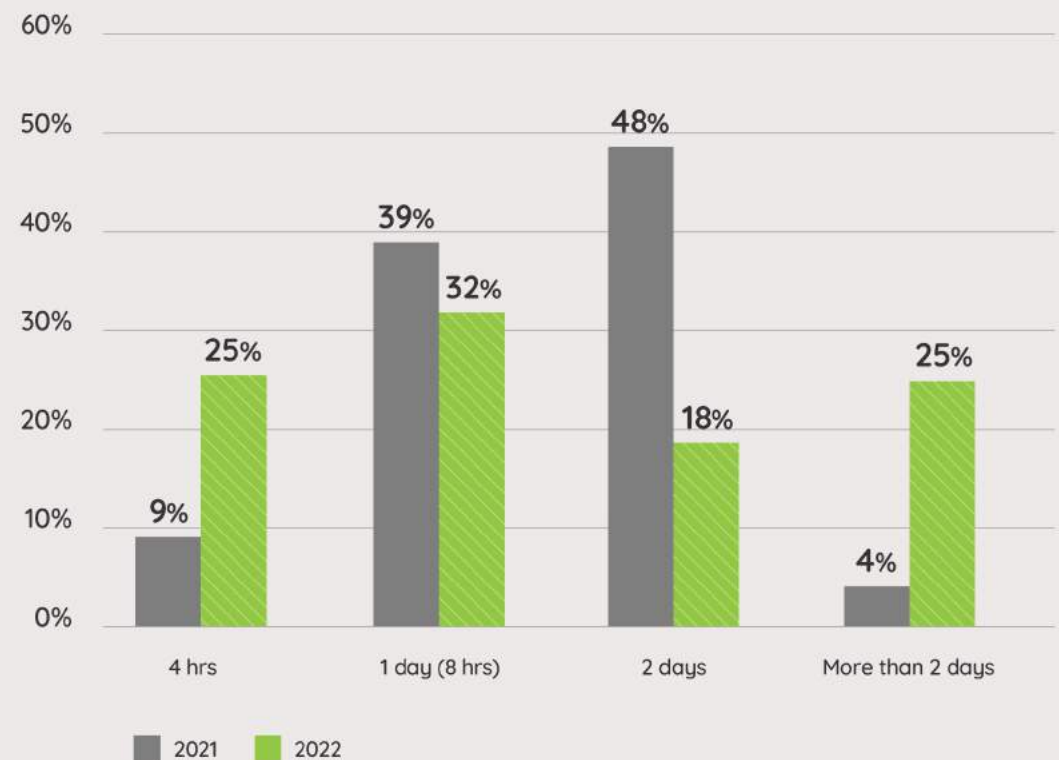
75% take at least one day to make a single 3min video (including script writing, recording, voiceover, post-production editing, and review).

On average, it takes about 4 hours to produce a single minute of video. This hasn't changed from last year's average, but it will be interesting to see if this number holds steady in the future.

58%
said that finding time to record and edit videos was a challenge

In your estimation, how much time does it take your team to produce a 3min video? (incl. script, screen recording, voiceover, editing, review, to final product).

2021 vs 2022





Globalization of video is way behind





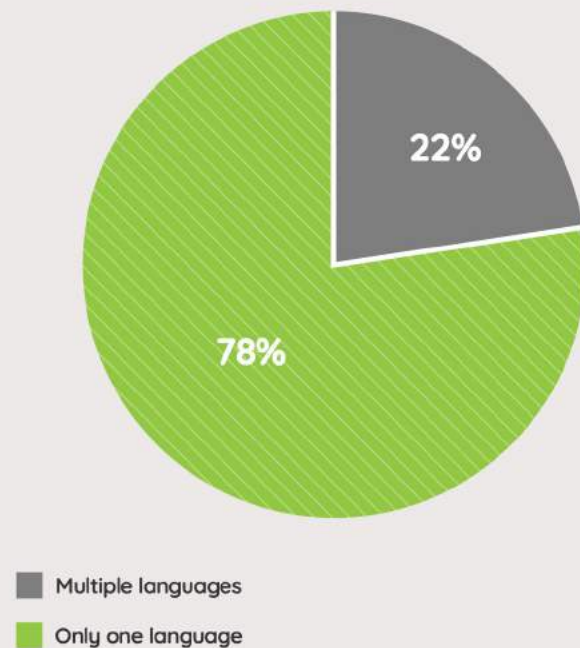
Video translation

In 2021, 83% offered videos only in one language. This number has decreased to 78% in 2022, which is great news for global audiences. It appears that businesses moved to offering videos in multiple

languages with translated voiceover over both English software and language-specific software. However, the numbers for translated videos are still small. **Only about 8% of people** surveyed have

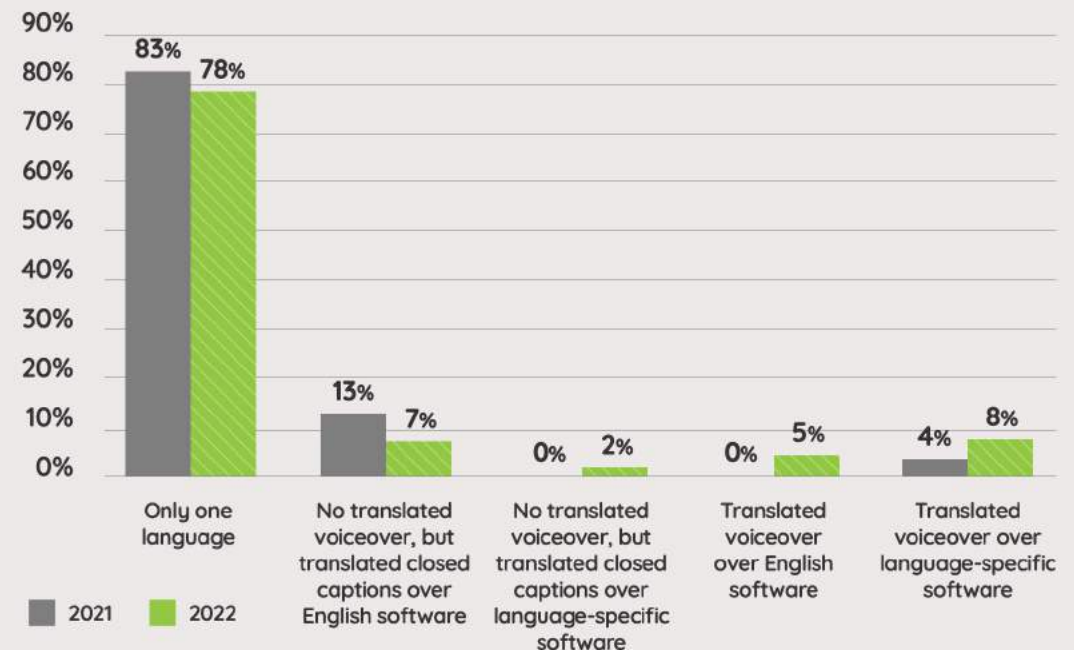
translated voiceover over language specific software, and another 5% still use the English software in their videos despite a different language voiceover.

What languages are covered by your software videos?



How are these languages offered?

2021 vs. 2022



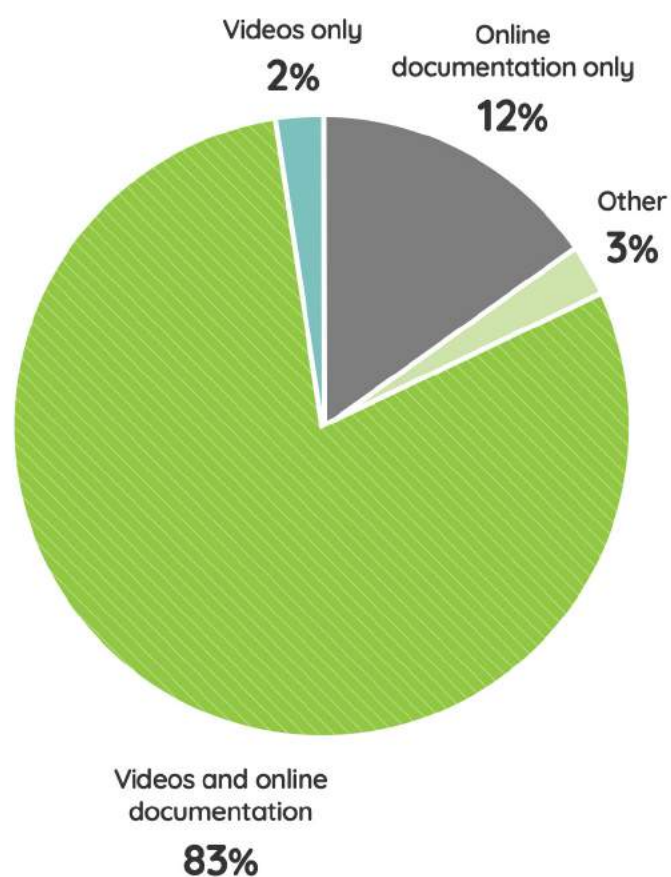


Appendix: Remaining questions

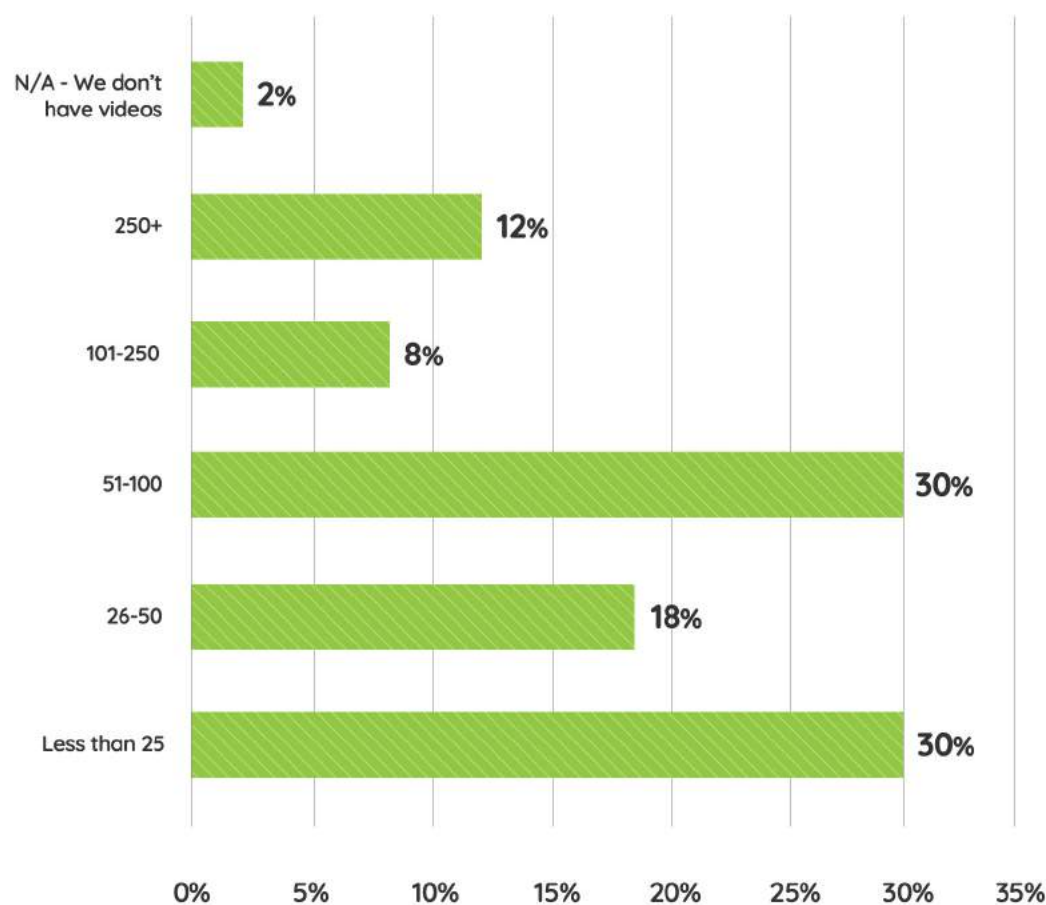




How do you offer your knowledge base / help content to customers?

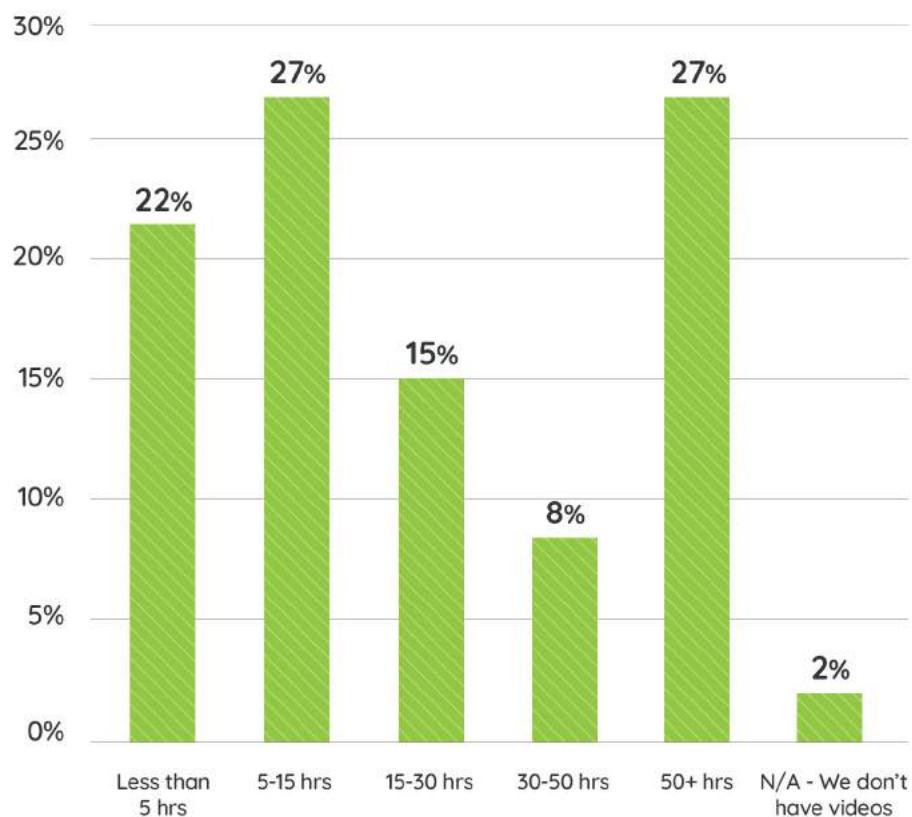


About how many software videos are in your library?

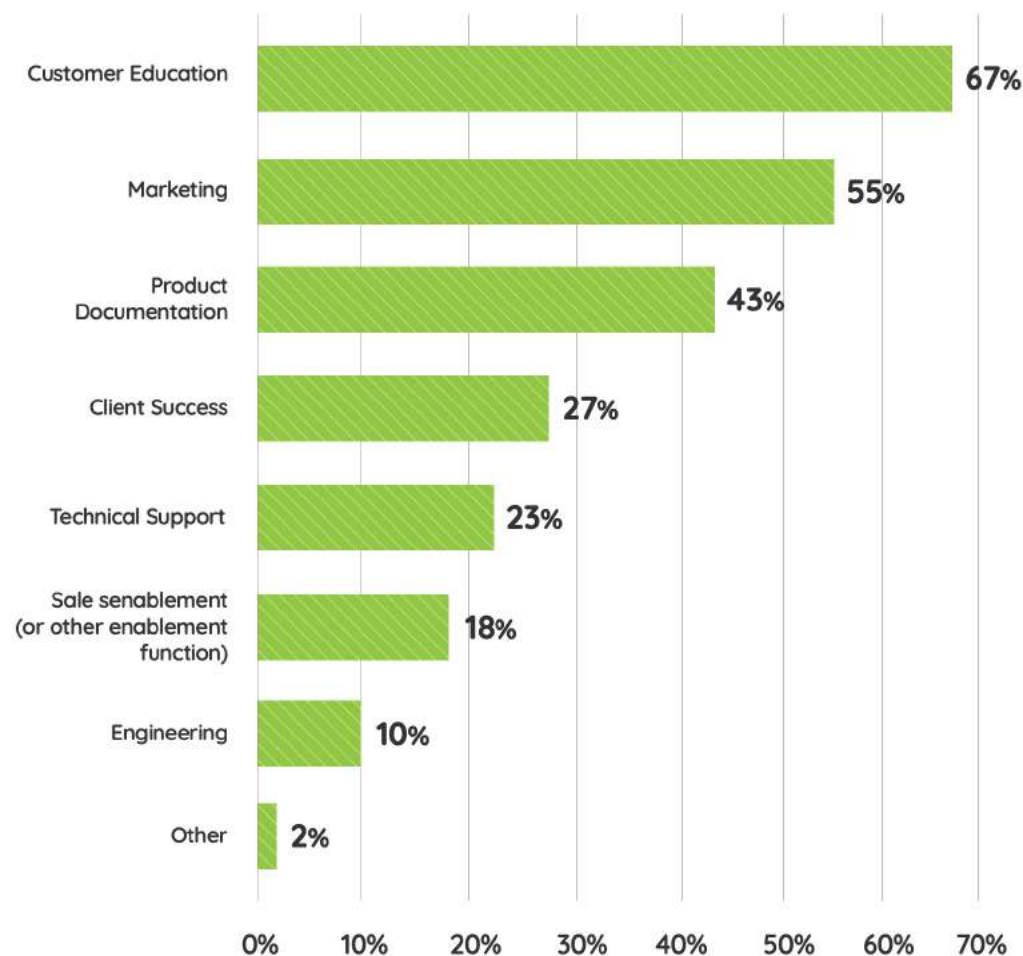




In your estimation, how many hours of video are in your library?

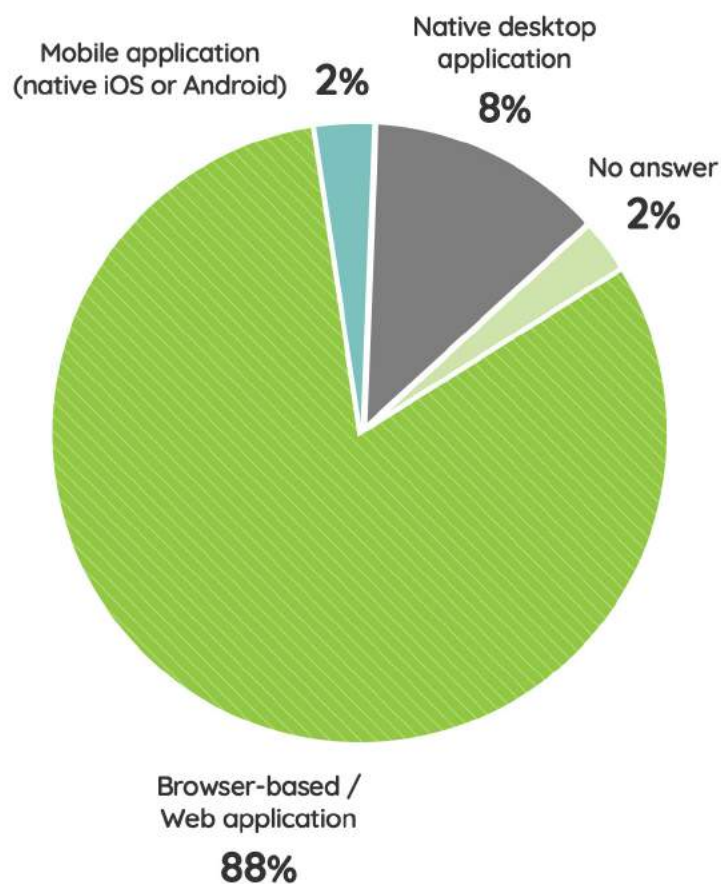


Which departments make software videos? (multi-select)

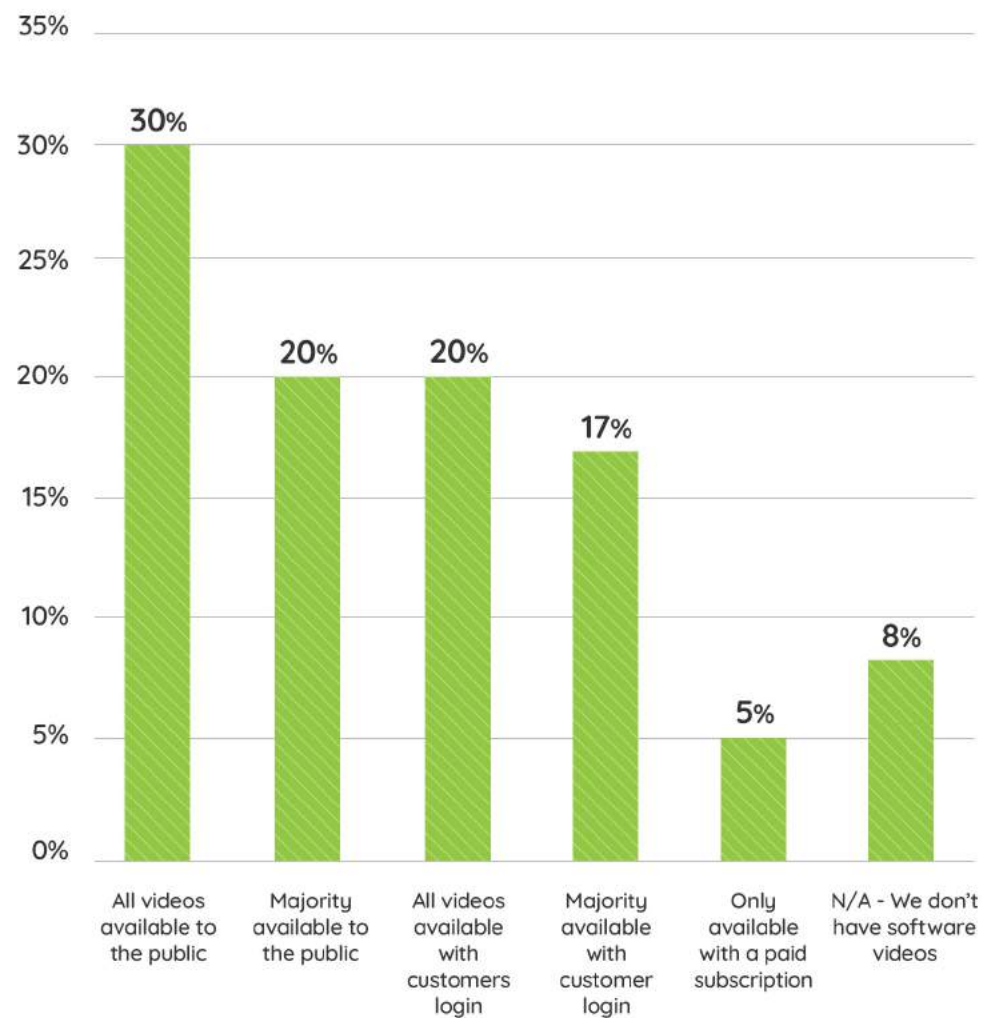




How do customers access your software (primary method)?

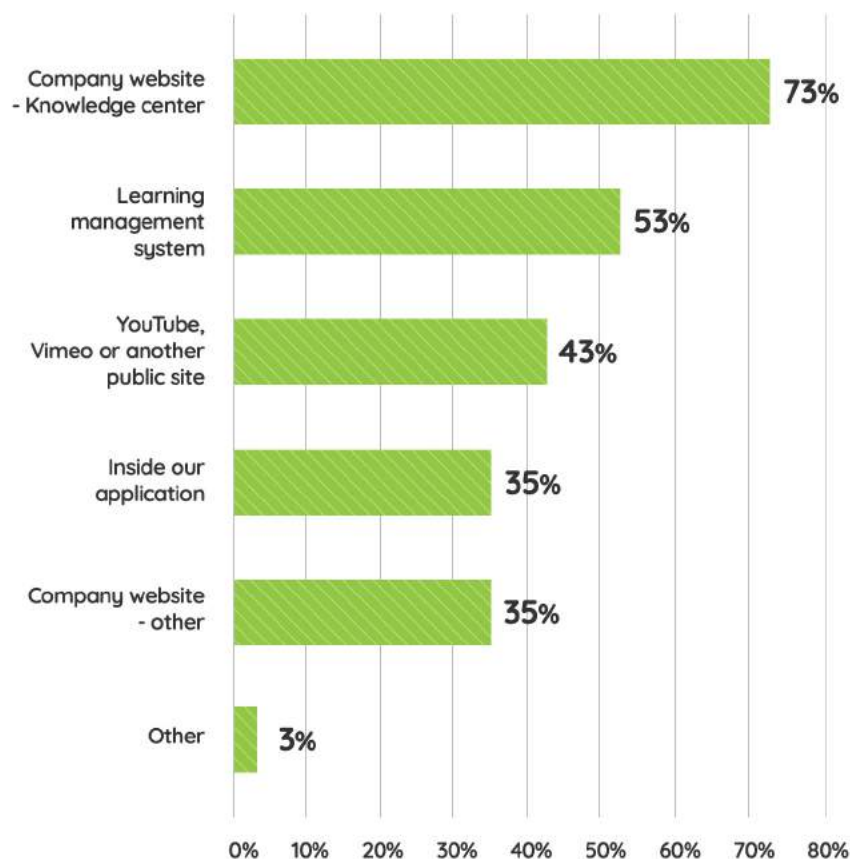


Which of the following best describes how you offer your software videos?

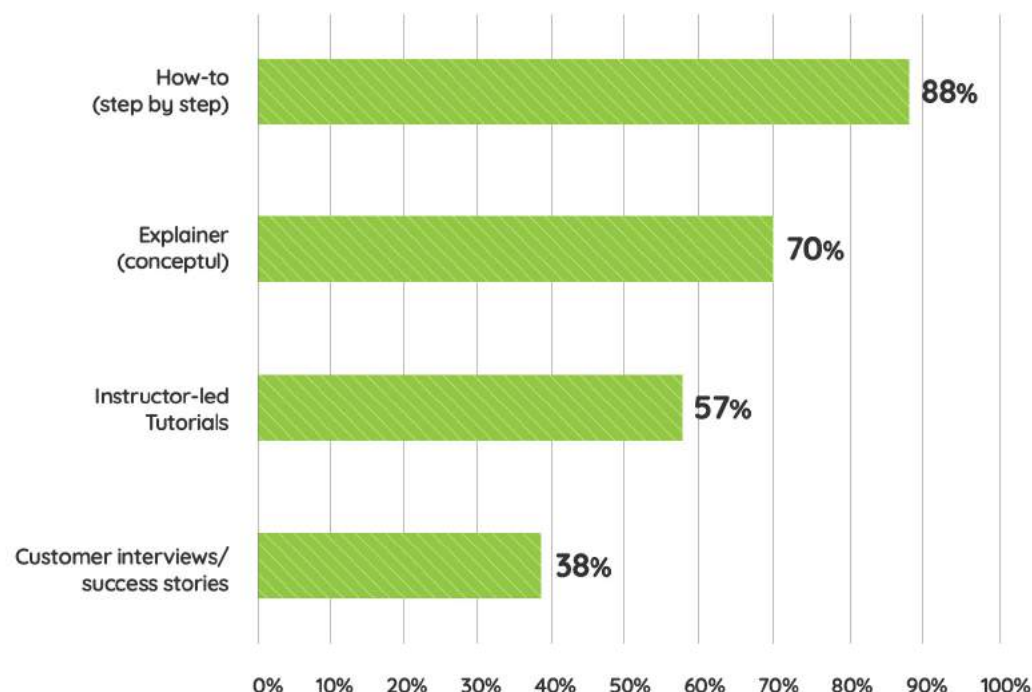




Where can customers access your videos? (multi-select)



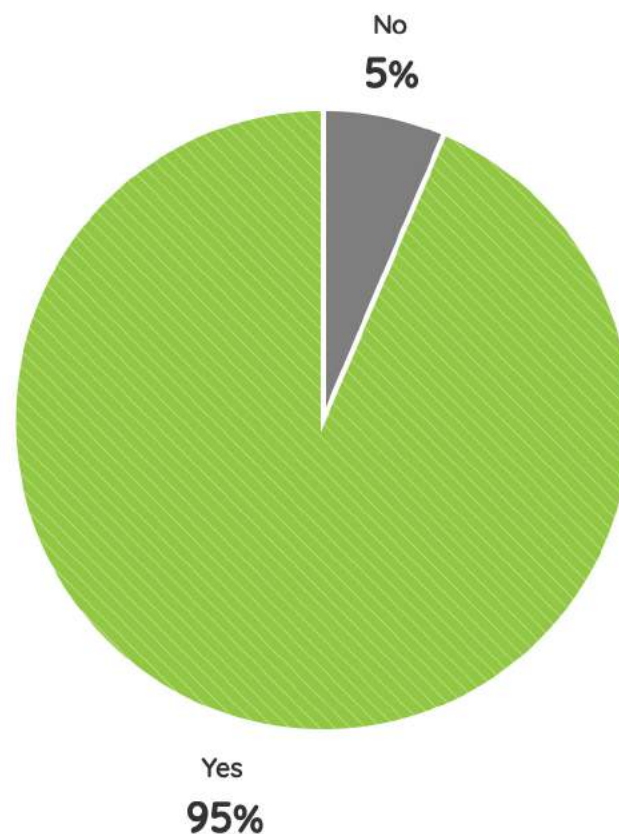
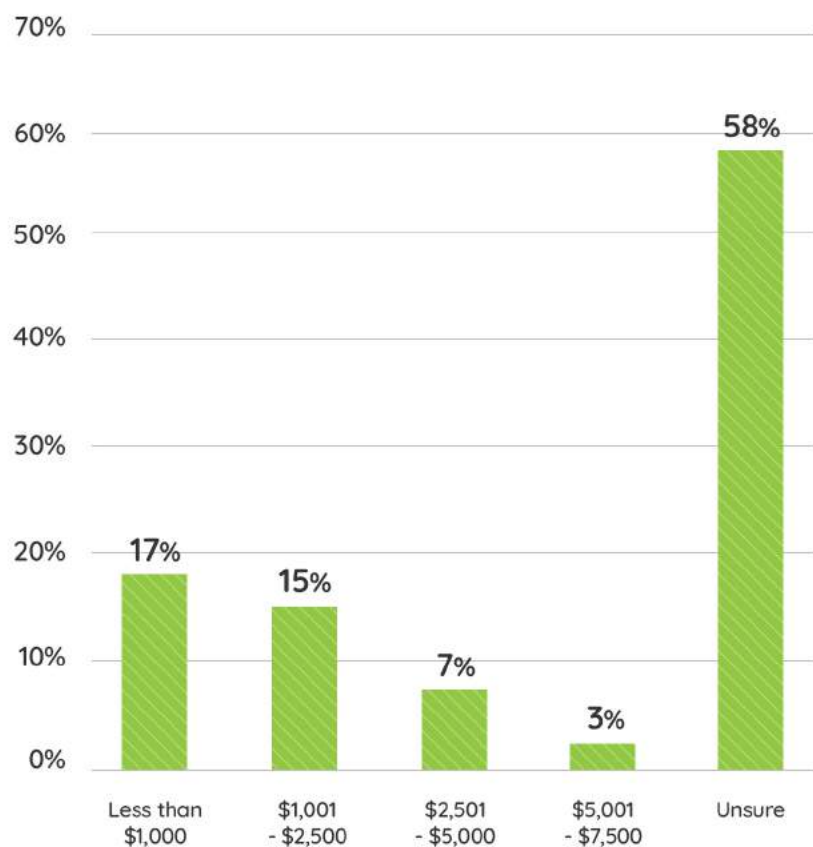
Which of the following video types do you offer to your customers?





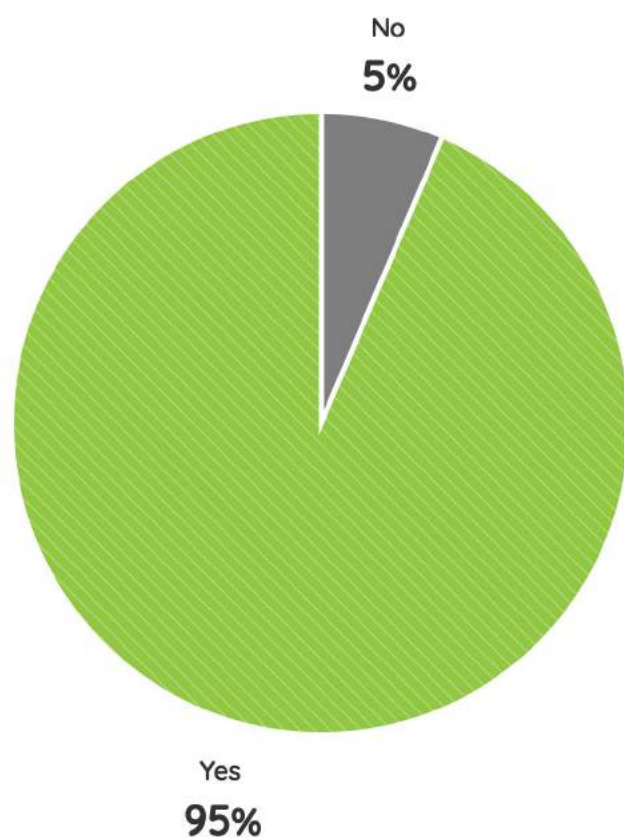
When hiring externally to produce videos, how much does it cost to produce one 3-5-minute video?

Would having the ability to cost-effectively produce more software videos benefit your business?

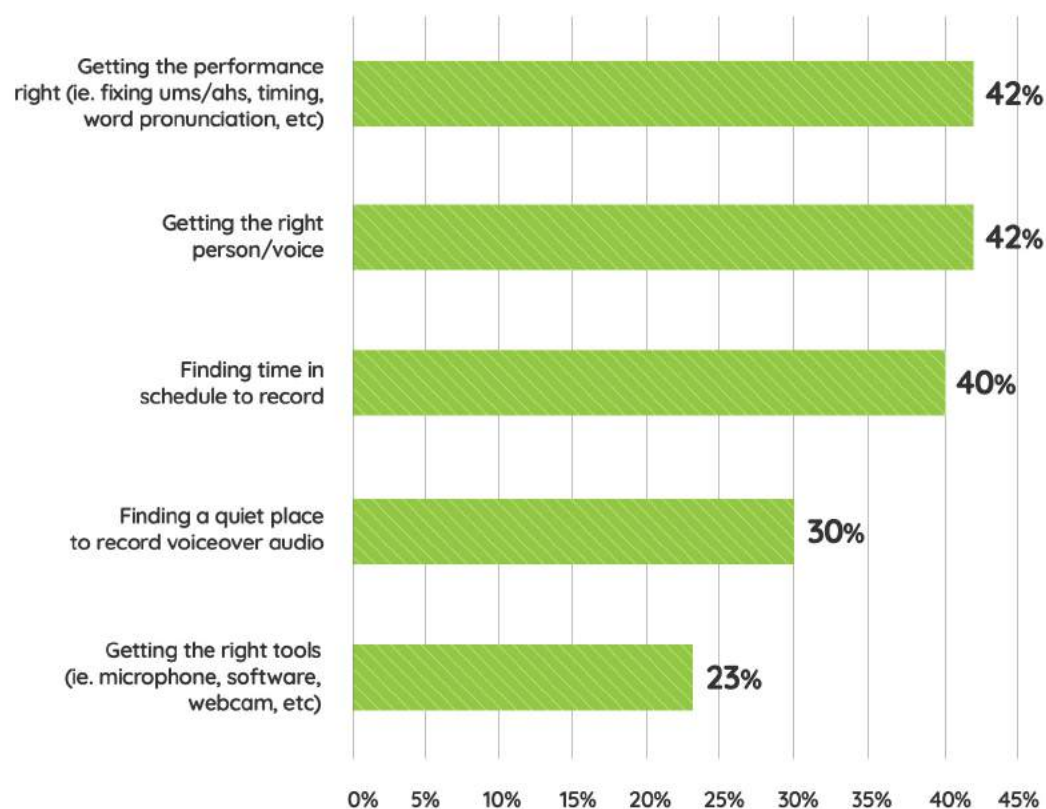




Would having the ability to keep your software videos up to date benefit your business?

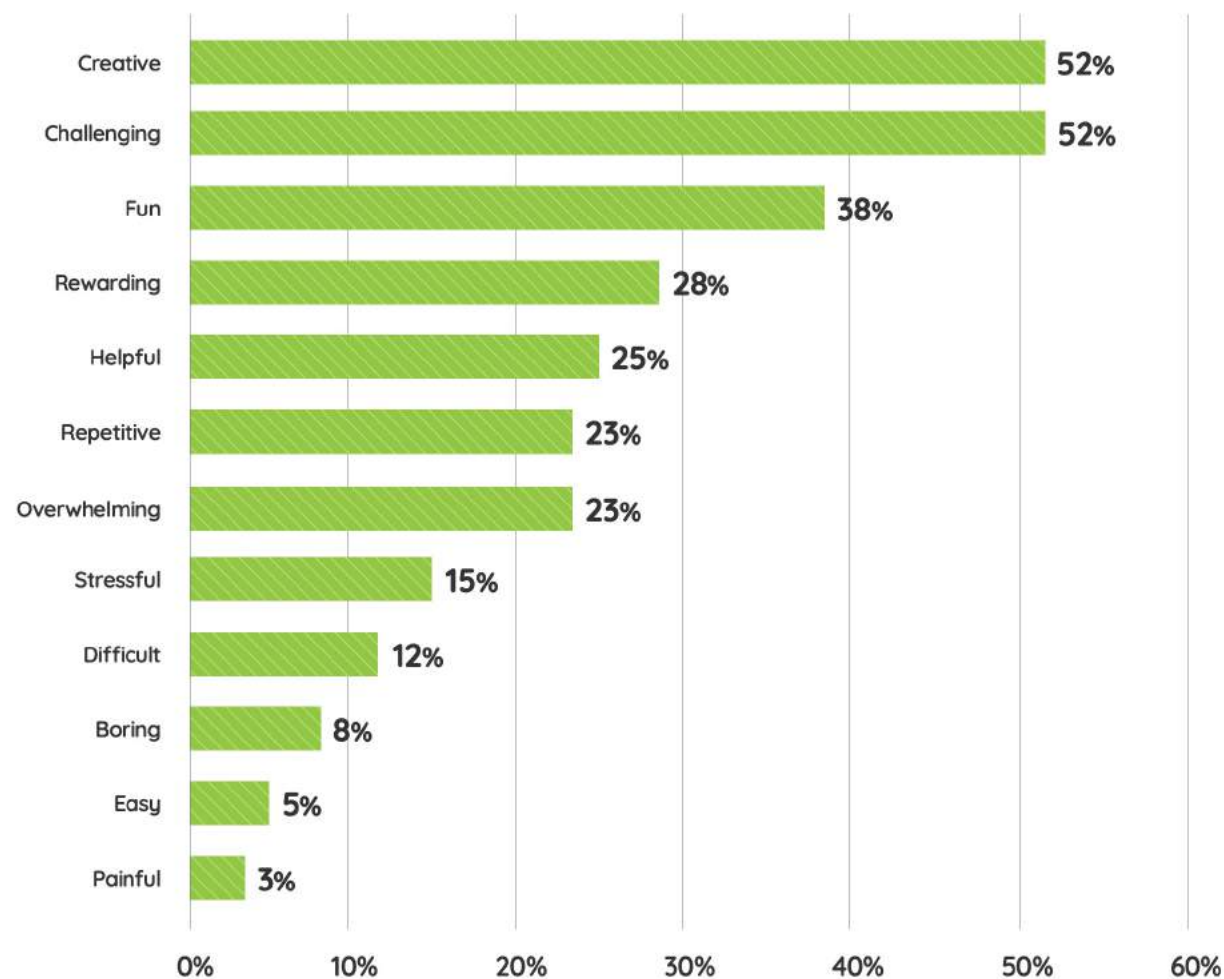


Top challenges with recording audio?





How would you describe your (or your team's) experience making videos?



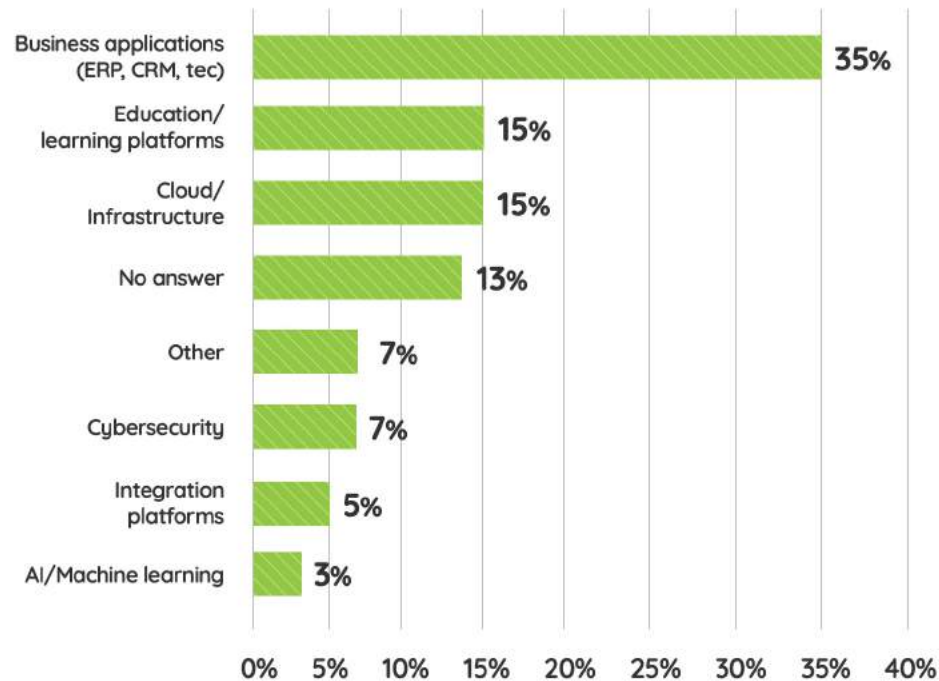


Survey Demographics

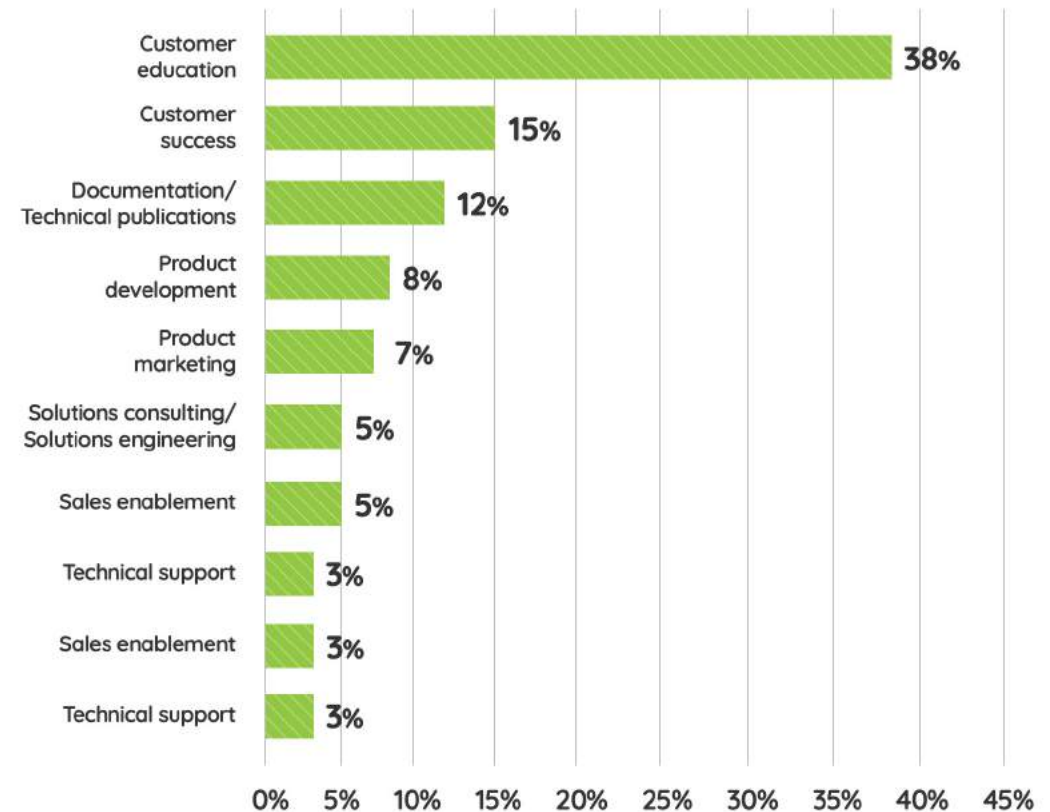




What industry are you in?



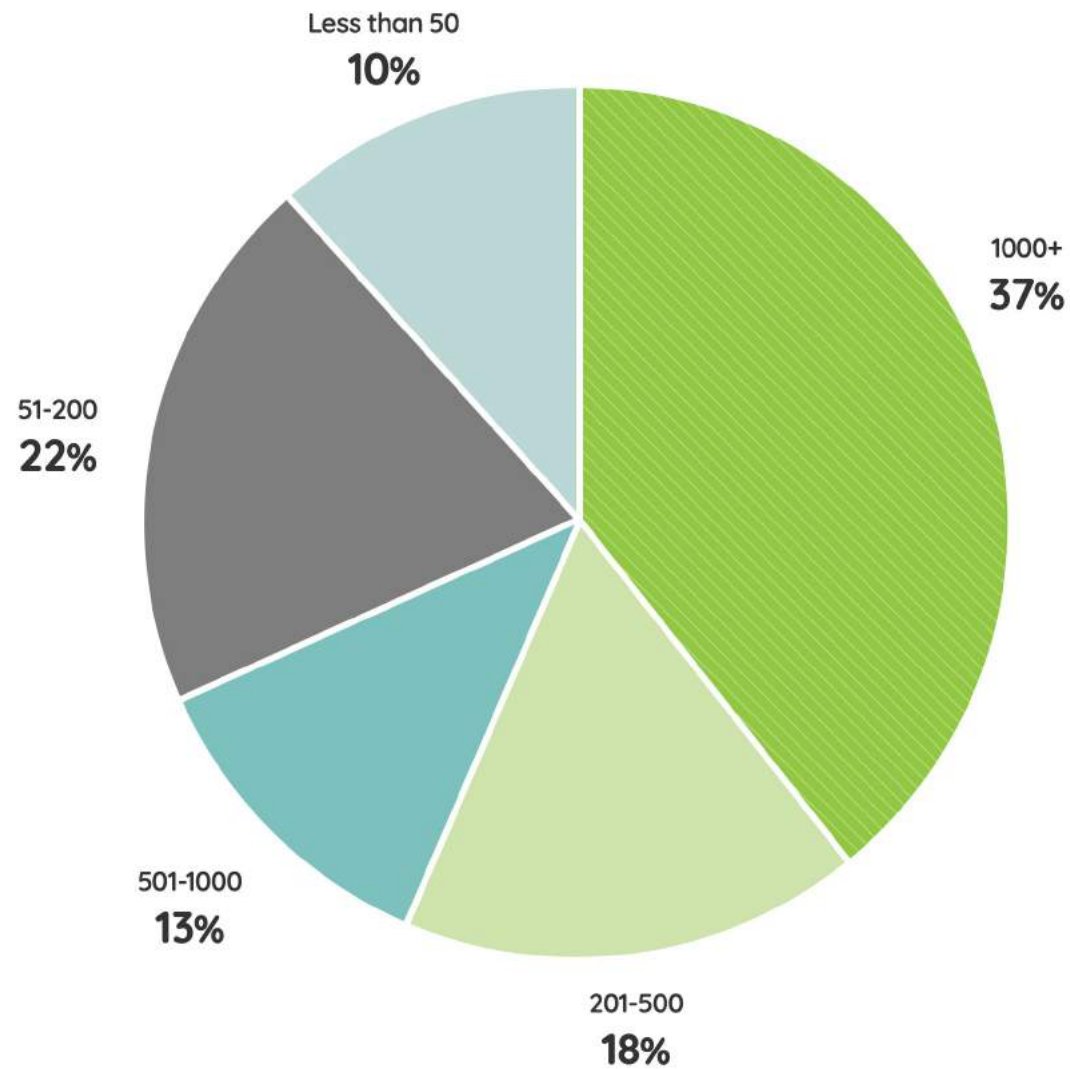
Which department are you in?



Methodology: Survey of 60 professionals across the SaaS industry.

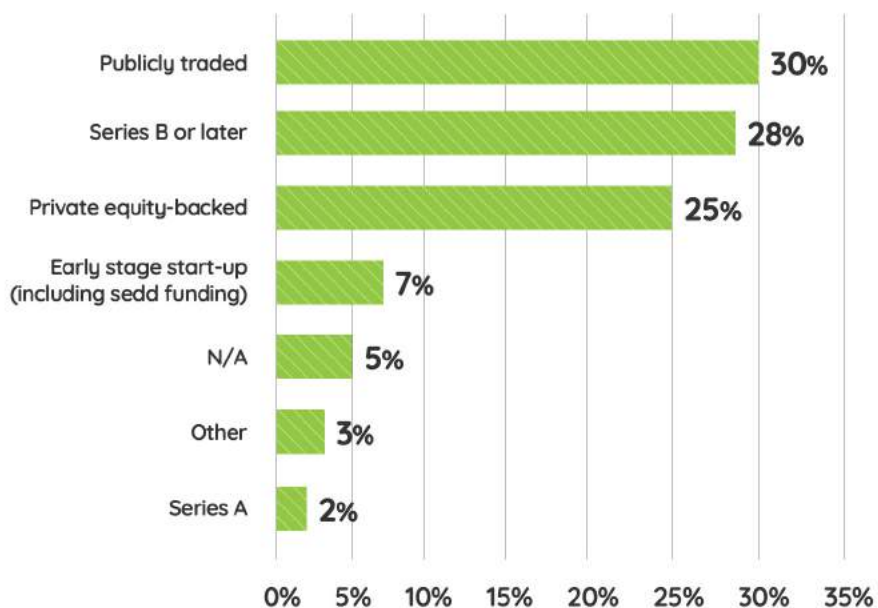


How many employees does your company have?





What stage company are you?



What's your job level?

