

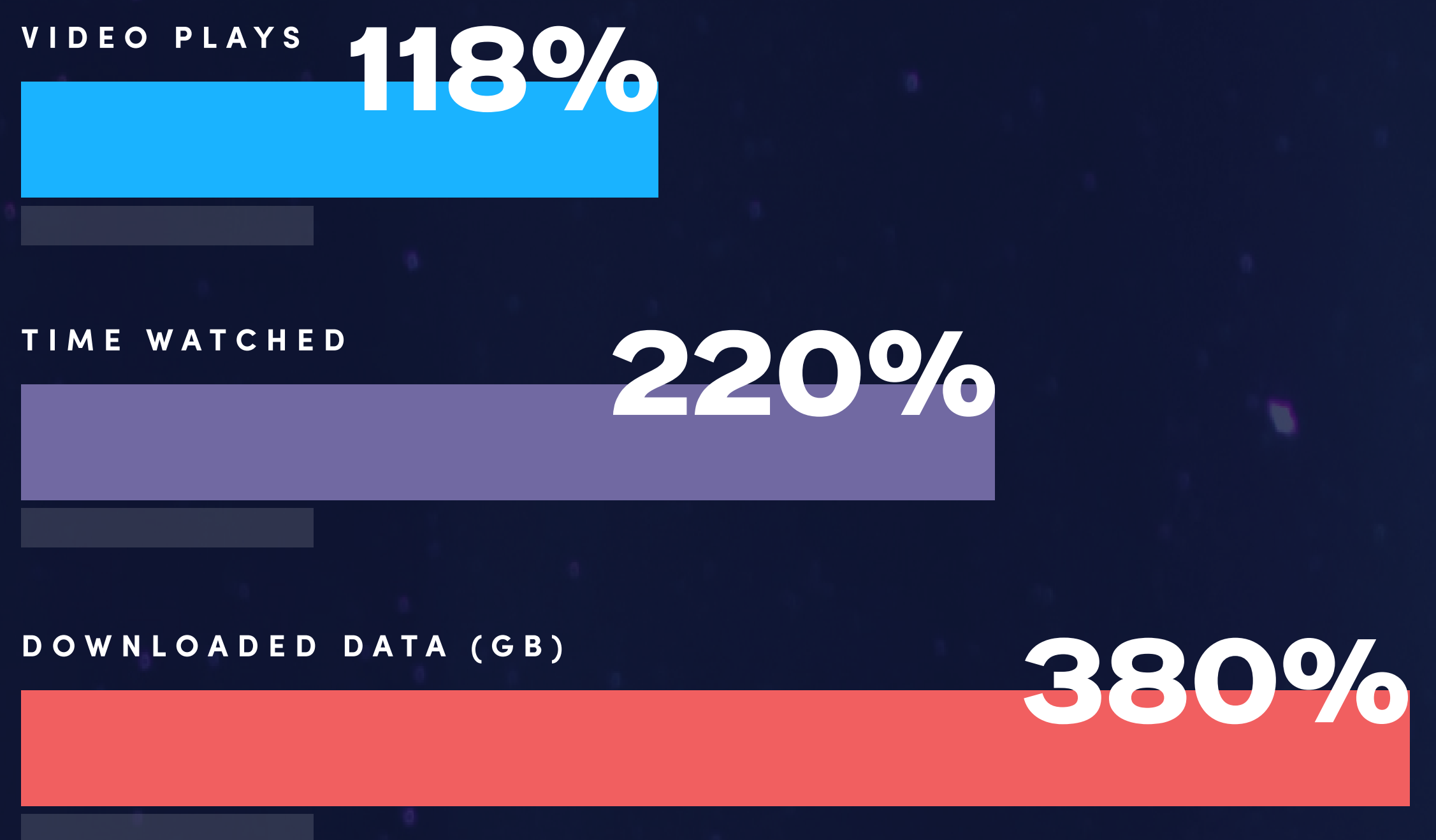
# COVID-19's impact on streaming video

How to leverage analytics data in a time of crisis

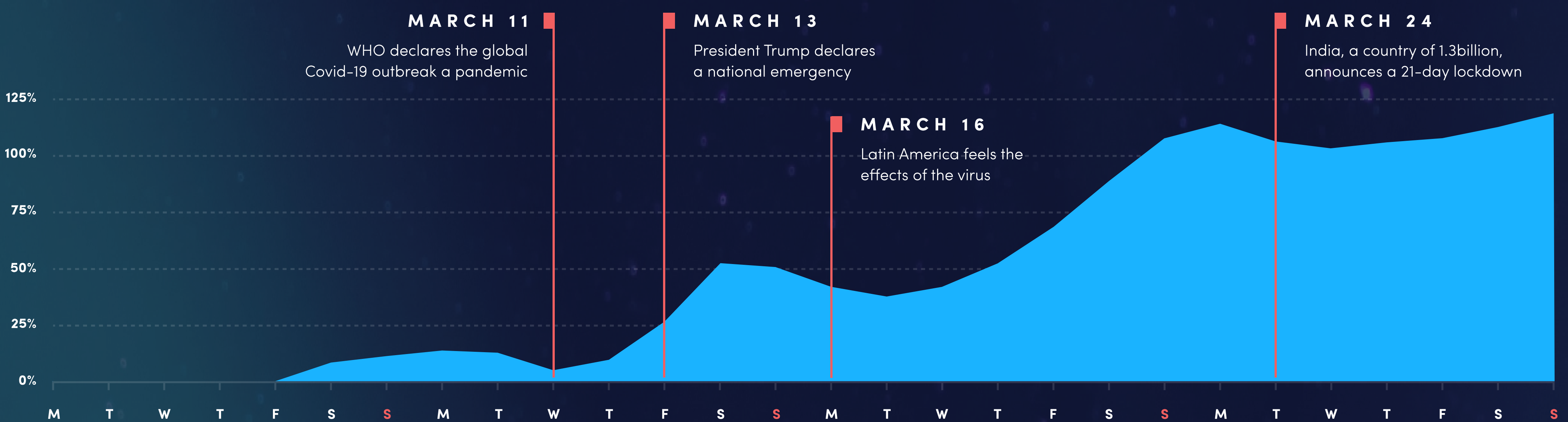
## Streaming video consumption is increasing dramatically!

During a crisis, viewership booms as consumers ramp up media consumption to stay informed, distracted, and entertained. In the month of March alone, Bitmovin has seen exponential growth in impressions served.

However, impressions aren't the only indicator of change - this clear shift in behavior is visualized opposite.



## Video plays March 2020



## How does higher video consumption impact the viewing experience?



### Start-Up Time

Studies indicate that for every additional second of start-up delay, 5.8% your audience leaves.

Data in the past month shows that there is only a small increase in video start-up. A good sign that most of our customers can handle the increased volume.



### Download Speed

A low impact on download speed suggests that ISPs can handle an increase in traffic. However, there might be regional differences.

## Adjust, optimize and deliver

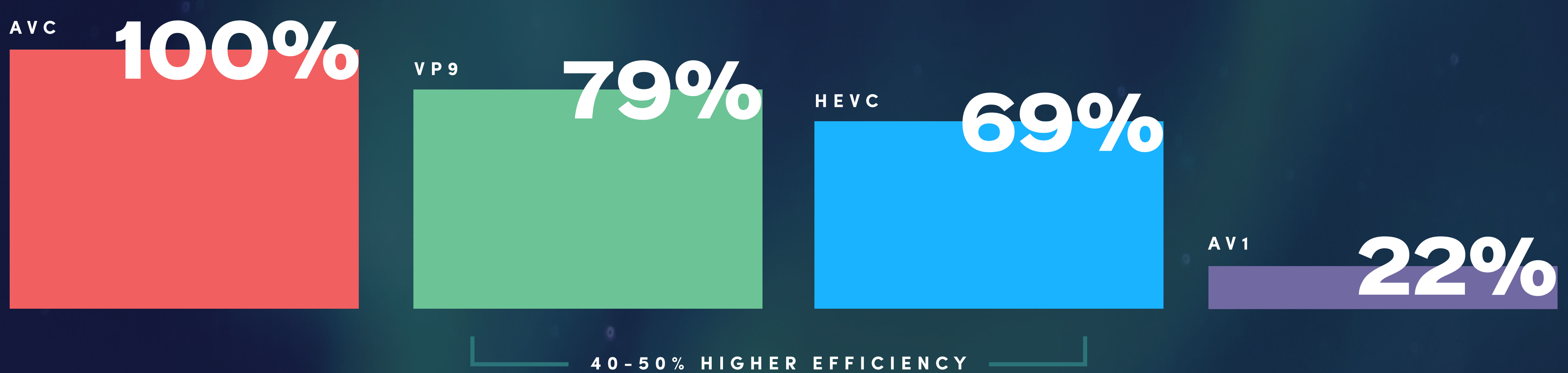
This dramatic increase in streaming video consumption will not break the internet. However, there is public pressure directed at content distributors to lower bandwidth consumption while still delivering a high-quality experience for their viewers.

- 1. Look at bitrates** - Adapt the bitrates of the video files to a viewers' bandwidth & device conditions
- 2. Look at multi-codec support** - Compressed video files = high-quality content using same networks

### BITRATE OPTIMIZATION



### PERCENTAGE OF DEVICE SUPPORT FOR CODECS



\*Snapshot codec support of devices/browser/platforms in Bitmovin userbase per March 29th, 2020



**“Adopting the latest in video compression technology is vital to the distribution of high-quality content over the same video infrastructure, enabling the same rich, compelling viewer experience while reducing delivery costs for popular content.”**

Stefan Lederer, CEO & Co-Founder

To get in touch to adapt your video needs, visit: [go.bitmovin.com/optimize](https://go.bitmovin.com/optimize)

**Methodology:** The data for this infographic was collected from Bitmovin's proprietary analytics platform aggregating and anonymizing data across Bitmovin's global customer base. The observation period spans 28 days from March 2 - 29 2020.  
\*Akamai Whitepaper: Maximizing Audience Engagement