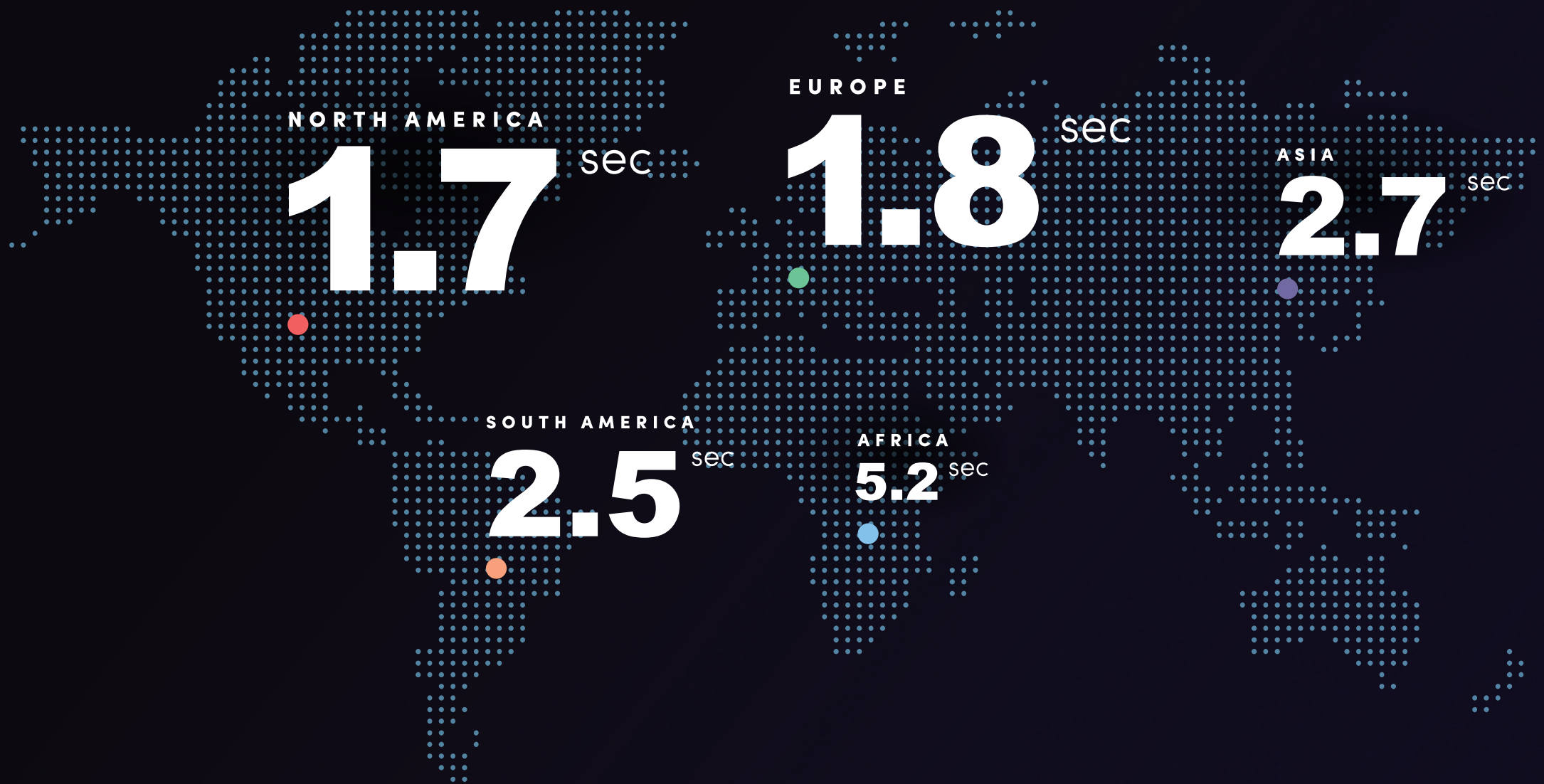
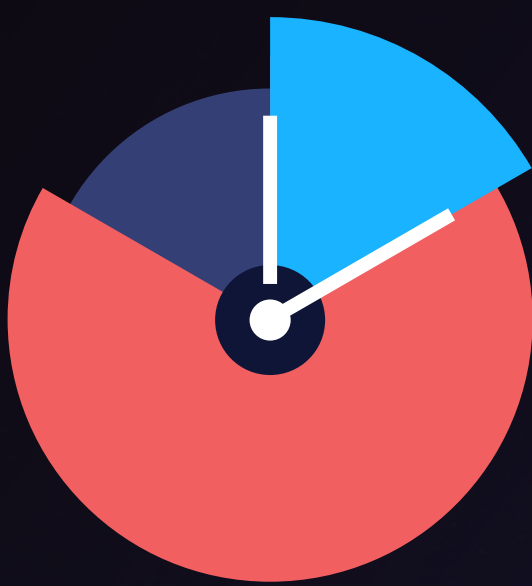


Streaming video startup times around the world

Average video startup times by continent (in seconds)



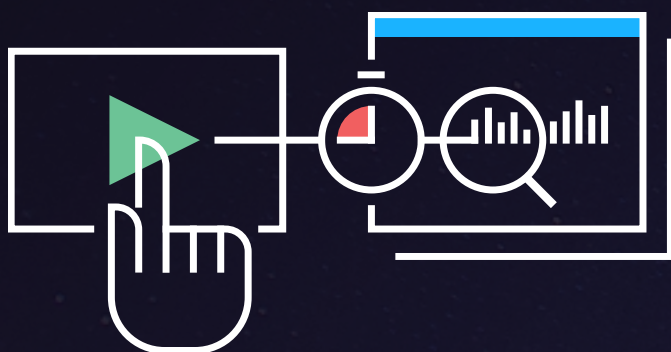
Why video startup times matter



Viewers start to abandon a video if it takes more than 2 seconds to start, Akamai reports*. Often viewers are waiting for as little as "200 to 400 Milliseconds". *



65% of people say that video startup time is the most important video performance metric. **

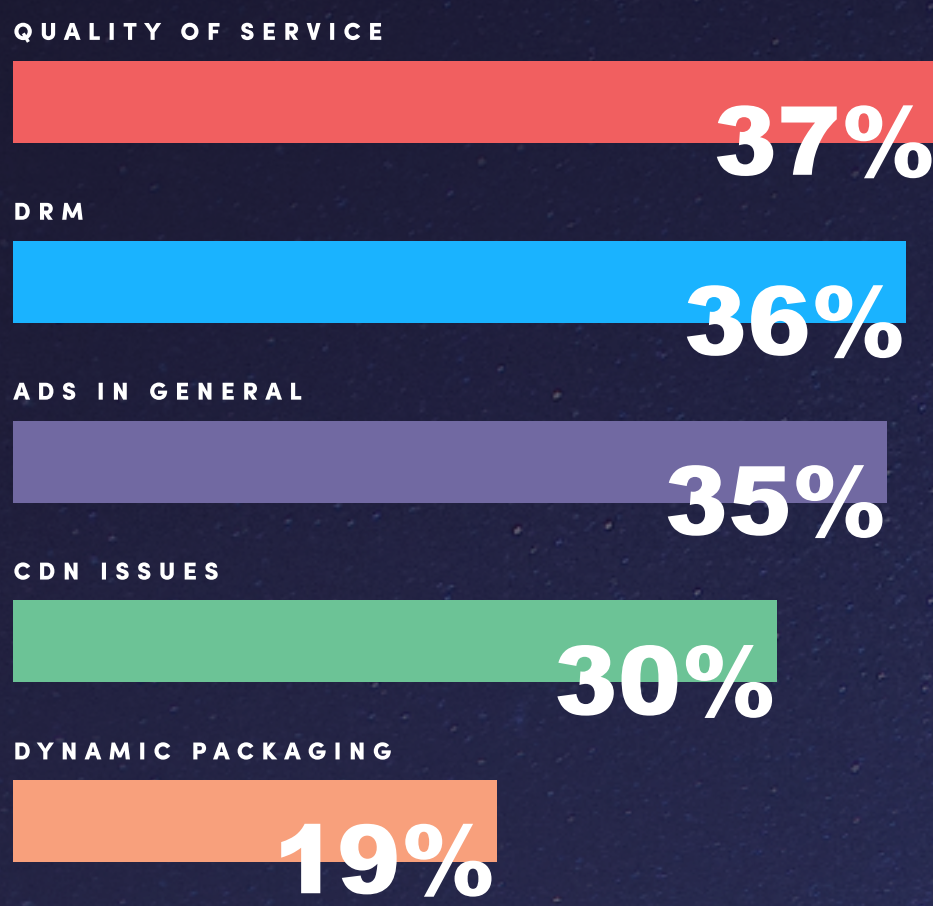


How do you measure startup time?

The Bitmovin Analytics dashboard defines video startup time as the total delay between a viewer pushing "play" and the first frame. As a Bitmovin Analytics user, Industry Insights allows you to benchmark your values in comparison to the median values that we've gathered from our customers.

What affects startup time and how can it be improved?

Despite how simple analyzing startup sounds, the reality is, it's a complex measurement system that needs careful consideration and attention. Factors that frequently affect a video's startup time are at the top of every video developers mind, as the Bitmovin survey** shows:



It is important to look at the workflow and chain holistically and measure how long each component takes:

- ✓ Make sure your CDN is performant for the region where your viewers are tuning in from.
- ✓ A "just-in-time" packager can add time to requests compared to static content.
- ✓ SVOD - optimize your DRM service to return licenses to relevant viewers quickly. Playback cannot be started without a valid license.
- ✓ AVOD - Server-side ad insertion typically adds time to the overall startup time.
- ✓ For the video player, it is always a trade-off between initial quality and startup time. Higher quality takes longer to download and vice-versa.
- ✓ A video player that can preload content even before the viewer starts playback. This allows the player to start immediately without any stalling.

Supporting information and helpful links

Check out our video startup time blog post and Analytics Tutorial to dive deeper into this subject.

Blogpost: Metrics that Matter: Why you should have a healthy obsession with startup time

Analytics Tutorial: Bitmovin Docs - Analytics Tutorials | Measuring startup times

Startup time FAQ: Bitmovin Docs - Analytics FAQ - Which metrics related to the startup time are collected by Bitmovin Analytics ?

Click the link below to get in touch with our team to discuss how we can improve your video startup times and more.

Contact Bitmovin to learn more