Supporting information and helpful links
Check out our video startup time blog post and Analytics Tutorial... startup times

Startups FAQ: Bitmovin Docs - Analytics FAQ - Which metrics are collected by Bitmovin Analytics?

Streaming video startup times around the world

Average video startup times by continent (in seconds)

- **North America**: 1.7 sec
- **Europe**: 1.8 sec
- **South America**: 2.5 sec
- **Africa**: 2.7 sec
- **Asia**: 5.2 sec
- **North America**: 2.0 sec

Why video startup times matter

- **Viewers are waiting**: 0.4 sec
- **Size of stream**: 2.0 sec
- **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 trends allow 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 defining startup sounds, the reality is, it is a complex measurement that needs careful consideration and attention. Factors that frequently affect a video startup time are at the top of every video developer’s mind, as the Bitmovin survey** shows:

- **Quality of service**: 37%
- **Encoding**: 36%
- **Content size**: 35%
- **Dynamic packaging**: 30%
- **19%**: Variable encoding and content delivery.

It is important to look at the workflow and chain, balancing quality and startup time. Consider:

- Make sure your CDN is performing for the region where your viewers are tuning in from.
- A “just-in-time” packager can add time to requests compared to static content.
- **AVOD**: Optimize your CDN server to return headers to relevant viewers quickly. Playback cannot be started without a valid license.
- **AVOD**: Server-side insertion typically adds time to the overall startup time.
- **VOD**: It is always a trade-off between initial quality and startup time. Higher-quality videos take longer to download and vice versa.
- **Resolve issues that prevent content even before the viewer starts playback.**

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

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**Methodology:**
The data for this infographic was collected from Bitmovin’s proprietary analytics platform aggregating and anonymizing data across Bitmovin’s global customer base. Data is based on countries with a minimum of 100,000 plays. The average is based on the median value for video startup time per country. The observation period spans July 16th - August 17th, 2020.

**Sources:**
* Akamai Whitepaper: How Akamai defines and measures online video quality whitepaper
** Bitmovin Video Developer Report 2020

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**Analytics Report:**

Video analytics platform Bitmovin periodically shares insights on video startup times. The findings are based on video startup times collected by Bitmovin Analytics. To request this report, please contact analytics@bitmovin.com.