



# WHY ON-DEMAND IS ECLIPSING THE LIVE WEBINAR

2020 challenged marketers to find new ways to connect with audiences. B2B companies across the world brought their event experience to the digital space, launching webinars and other live formats to recreate the in-person experience. However, as webinars have rapidly evolved, audience preference has shifted towards an on-demand format.



## AUDIENCES ARE EMBRACING ON-DEMAND CONTENT

*On-demand webinars can be viewed at any time, furthering reach and allowing more freedom for the audience.*

### Engagement:

on-demand viewing time averages 38 minutes per webinar

### Value:

**56%**

of B2B buyers said that a webinar was the most valuable piece of content they consumed in the last year

### Preference:

38% of all attendees only watch on-demand webinars

### Flexibility:

**75%**

of employees want flexibility over their schedule



## LIVE WEBINARS ARE EVERYWHERE

*A wave of webinars and online events in early 2020 rapidly saturated the market for live content.*



**78%**

78% of the top SaaS companies in the United States offer webinars



**330%**

There was a 330% year-over-year increase in the number of webinars hosted in On24 in 2020 vs 2019



**100%**

There was a 100% increase in average attendance in 2020 vs 2019



## LIVE WEBINARS PLAY INTO SCREEN FATIGUE

*Remote work has led to a longer work day and a sharp increase in screen time.*



**78%**

of webinars have 50 or fewer live attendees



Screen fatigue hits audiences after

**30** minutes



## ON-DEMAND IS A BEST PRACTICE

*On-demand content is widely used by best-performing marketers and businesses.*

**50%**

Top-performing B2B marketers are 50% more likely to provide pre-recorded webinars

**82%**

of marketers use on-demand webinars as part of lead nurturing campaigns

**2x**

Marketers that provide an on-demand version of their webinar can expect to double their audience over time



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### Sources:

Adecco, "Resetting Normal: Defining the New Era of Work"; ReadyTalk, "Benchmarking Webinar Best Practices: In-Event"; Demand Gen Report, "The 2019 Webinar Strategy Report"; On24, "What Top-Performing B2B Marketers Do Differently"; Microsoft, "The future of work—the good, the challenging & the unknown"; GoTo Meeting, "10 Webinar Benchmarks Every Marketer Should Know"; Demio, "The Webinar Strategy of Top 100 Saas [Study]".