



COVID-19

Webinars and video conferencing in times of the pandemic

CLICKMEETING REPORT © JUNE 2020

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How has the new social and economic situation changed the demand for webinars, video conferences, and online meetings?

Let's explore the outcomes of our analysis on what impact COVID-19 had on using web conferencing in everyday work and teaching activities.

Introduction

Organizing and conducting web conferences is nothing new. On the contrary, webinars and video conferences have been on a steady and distinctive rise throughout the last decade. Nonetheless, the outbreak of the COVID-19 pandemic opened a new chapter in the history of this technology.

In this report, we will take a closer look at this radical change and deliver the results of our in-depth analysis that will show the growth scale of using webinar software in these new social and economic conditions.



What will you learn from this report?

How has the pandemic increased the number of webinars and attendees?

What countries have been the most active when it comes to organizing those online events?

What webinar tools have experienced the most significant rise in popularity?

From which industries do the companies and organizations that have included webinars in their daily activities come?

What have been (and how have they evolved) the primary business goals of the webinar organizers?

Do current webinar hosts plan to continue running webinars after the pandemic is over?

Pandemic outbreak
COVID-19

A new reality

When we published our yearly **State of Webinars report** on February 17th, 2020, the coronavirus situation was becoming more and more serious. From the beginning of February, organizers of the biggest business conferences around the globe, one by one, have been making difficult decisions about canceling, postponing their events, or running them entirely online.

At the time, Iran and Italy announced closing schools and universities and banning any mass gatherings.

March 2020, however, has opened an entirely new chapter in the world's history. The announcement of the COVID-19 pandemic has entailed a sequence of limitations and prohibitions – closing down schools, preschools, nurseries, universities, restaurants and clubs, shopping malls, the majority of shops, art and culture institutions, and more.

#stayathome

Remote work and
teaching online

We all had to swiftly adjust to an entirely new way of living. Staying home has enforced the companies to switch to a fully remote work model. What's more, the education sector also had to face the necessity to continue teaching 100% online.



Tomasz Bołcun
Brand Manager at ClickMeeting

Before the pandemic arrived, saving time and money was the most important motivation to use webinars for remote work, online courses, or video conferencing. It suddenly turned out that something that, so shortly before, was just an attractive option, has now become fundamental for running businesses and continuing teaching and learning. Companies like ClickMeeting had to learn how to answer such a gigantic demand for webinars. It was a great challenge for us to help out companies, schools, and other institutions to switch to working remotely at a glance. Shortly after the lockdown came to life, we transformed all our marketing communication into knowledge sharing, basic education, and helping all those who were looking for an answer to a simple question: “how to start hosting webinars?”.

Calling for webinars and video conferences

Overnight, the digitalization of business and education activities turned into an absolute must. Everyday **online communication** came in handy and became a salvation for government institutions, NGOs, healthcare, schools and universities, companies, and individual entrepreneurs.

To make a shift to remote work and teaching online, there was an urgent need for various technology solutions. One of the tools that turned out to be essential in this new reality was **webinars and video conferencing**.



Dominika Paciorkowska
Managing Director at ClickMeeting

The demand for online collaboration tools went through the roof. Schools, universities, and companies worldwide had to replace regular communication with online communication. The quarantine forced by the virus outbreak left all types of organizations with no choice but to fully embrace the remote work. Working in distributed teams and conducting online classes have reached the scale we have never seen before and have come down to a gigantic interest in video conferencing, online business meetings, and webinar platforms.

State of Webinars 2.0 – up by several hundred percent

By the time we published our State of Webinars report in February, which was a summary of 2019, we didn't see it coming that so soon we will have to confront those statistics and data with a completely new reality.

This reality had a direct impact on the growth of ClickMeeting's accounts and on radically increased traffic on the website. The number of webinars and web conferences multiplied on a scale that we couldn't match to any situation from the past.

We needed to revise the statistics coming from the internal ClickMeeting's database and stack them up against the last year's findings.

Four times more events

To better illustrate the comparison of the days before the pandemic with the new reality that arrived with the virus spread, we decided to confront the data from March 2019 with the data from March 2020.

Webinars before the pandemic

March 2019

The number
of events

59,425

The number
of attendees

870,579

Webinars during the pandemic

March 2020

The number
of events

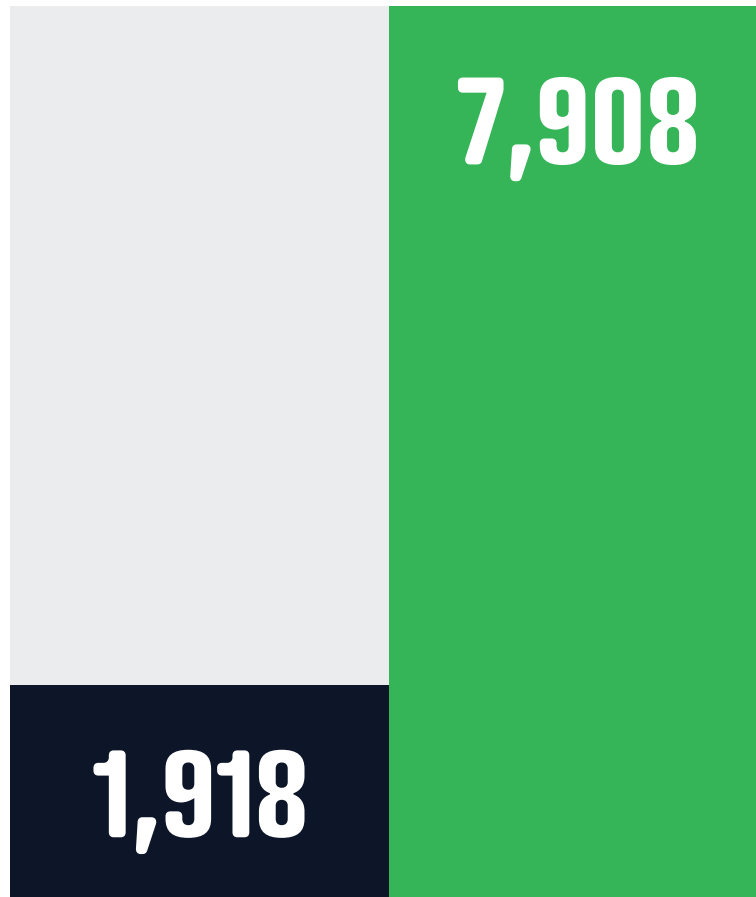
299,906

The number
of attendees

3,203,034

The number of online events held on the ClickMeeting platform has quadrupled to almost **300 thousand in March 2020. In the first month of the pandemic, those events have gathered as many as **3,203,034** attendees. The year before, there have been “only” **870,579** people who attended webinars.**

How many webinars per day?



**Webinars before
the pandemic**

March 2019

**Webinars during
the pandemic**

March 2020

How did a typical day in March 2019 look like when no one heard of coronavirus? And how have webinar statistics changed due to the pandemic? Well, the average daily number of events in March last year was **1,918, while this year's March day scored **7,908 events**.**

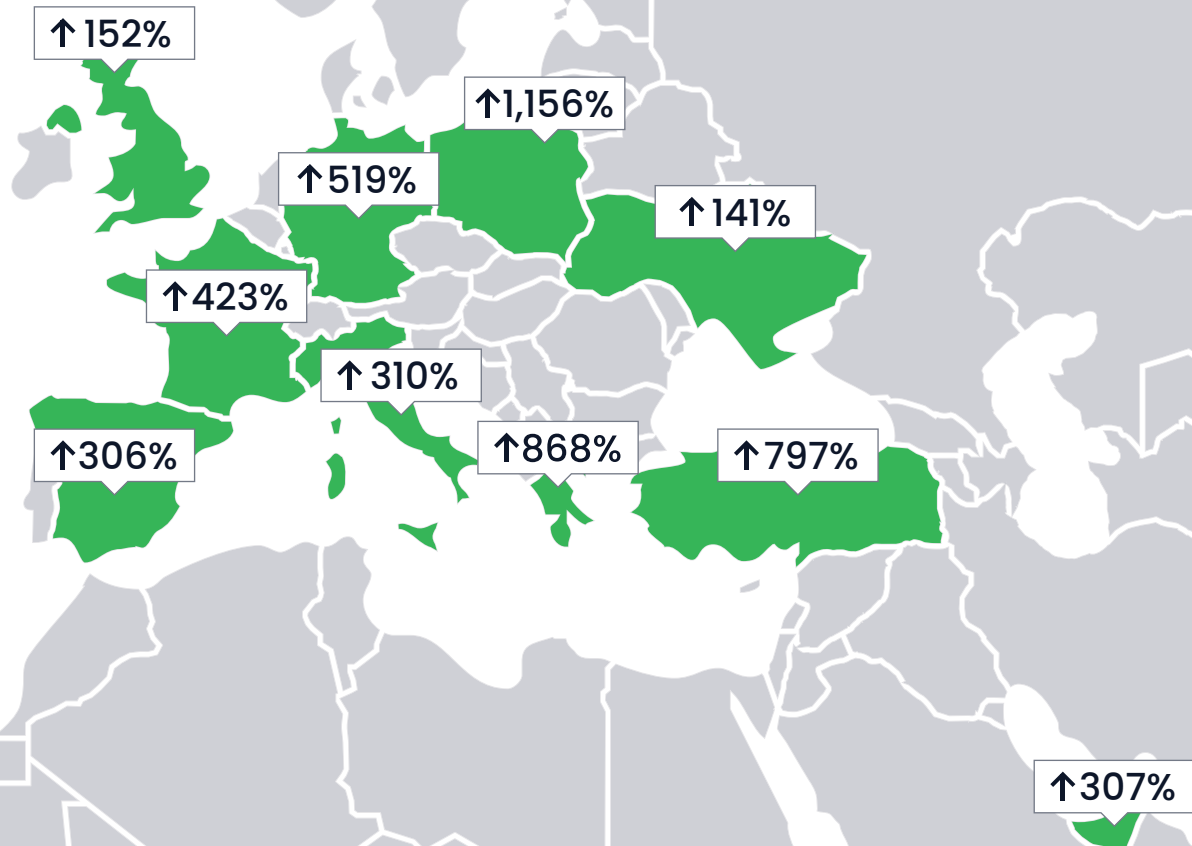
The most active countries – even over 1,000% more webinars

Retrospection of such an increased demand for webinars, which took place in March, also allowed us to assess how the events organized with the ClickMeeting application were **geographically distributed**.

In other words, we can answer the question, how pandemic increased a webinar activity in **particular countries**.

Where the use of webinars has increased the most

Countries where we recorded an increase in the number of events above 100%



Where the use of webinars has increased the most

Countries where we recorded an increase in the number of events above 100%

↑ 195%

↑ 191%

For the sake of this report, we have made a selection of the countries. We highlighted only those in which the growth of organized events exceeded 100% compared to the statistics of March 2019.

It does not mean, however, that the number of webinars didn't go up in other countries. For instance, in Russia, those statistics improved by 19% and in the US by 39%. Our goal was to spotlight the most spectacular increases, such as in **Poland (1156%)**, **Germany (519%)**, **Greece (868%)**, or **France (423%)**.



Magdalena Ciszewska
Head of Sales and Marketing at ClickMeeting

The huge growth of webinars organized on ClickMeeting in European countries shows how important the local aspect is when it comes to choosing a webinar platform. Strategically, ClickMeeting provides customer support to users from the old continent, in their national languages, like Polish, German, English, Russian, or Spanish. Moreover, the cybersecurity aspect plays a huge role here. We comply with all the standards of European law as far as the data protection of our users is concerned. Thanks to that policy, we can be certain that content and data delivered with the help of the ClickMeeting application will not be compromised.

**Infrastructure
development was
paramount – 90%
upwards**

**This heavily intensified
traffic and multiplied the
number of webinars and
online meetings that
required magnified
technical work in
ClickMeeting.**



Bartłomiej Bałdyga
IT Director at ClickMeeting

The lockdown has brought a multiplication of all the statistics to our table. Every week, the number of webinars hosted on the ClickMeeting platform has been increasing by approximately 375% compared to a standard week before the pandemic. Likewise, the number of attendees of those online events went up 560%. A similar trend applies to presentations used by webinar hosts – the number of files has increased by 619%, and webinar recordings have enhanced by 180%. For our system to cope with that severe activity of our users, we needed to take resolute actions – we have expanded our conference server infrastructure by 90%. We have radically scaled up other elements such as streaming servers or recordings and file storage. Please note that wasn't the end – we had to work around the clock to optimize the performance of the application itself. We can say that in many cases, we have moved heaven and earth.

Because webinar software has become one of the fundamental working tools for education and business, the level of knowledge of this type of platform has also changed. People who have never used webinar platforms before (or worse – any technology at all) need proper guidance – and incredibly fast. This is evidenced by the multiplied number of inquiries addressed to our Customer Success Team.

Average duration vs. average time spent on a webinar

As we emphasized in our last two State of Webinars reports, the long duration time of webinars is undisputable. The same findings apply to the time attendees are spending on consuming webinar content.

We have checked whether the increased webinar activity driven by the pandemic has an impact on that interesting factor. It turns out that while the average duration of an event was reduced from **85 to 77 minutes**, the average time that attendees spent watching and listening to the webinar **increased from 53 to 56 minutes**.

Webinars before the pandemic

March 2019

Average event
duration

85 MINUTES

Average participation
time in an event

53 MINUTES

Webinars during the pandemic

March 2020

Average event
duration

77 MINUTES

Average participation
time in an event

56 MINUTES

Paid webinars – unleashed potential

Although the lockdown was like an earthquake to a global economic situation, it also triggered entrepreneurship and pushed people towards looking for creative, new business solutions that would deliver alternative sources of income.

One of those solutions is the **paid webinars, which long before the pandemic proved their value as a direct way to organize commercial training sessions or online courses. In a very simple way, teachers, trainers, or private schools could earn money on their educational offer, regardless of the geographical location of their customers – students or trainees.**

The new reality has reinforced this type of webinars as a tool to monetizing knowledge and skills.

In March 2020, **the number of paid events organized on the ClickMeeting platform **increased by as much as 547%** compared to March 2019.**

Paid webinars during the pandemic

The number of paid webinars:

547%



The highest revenue from a paid webinar:

\$18,914

Survey – how using webinars changed during the pandemic

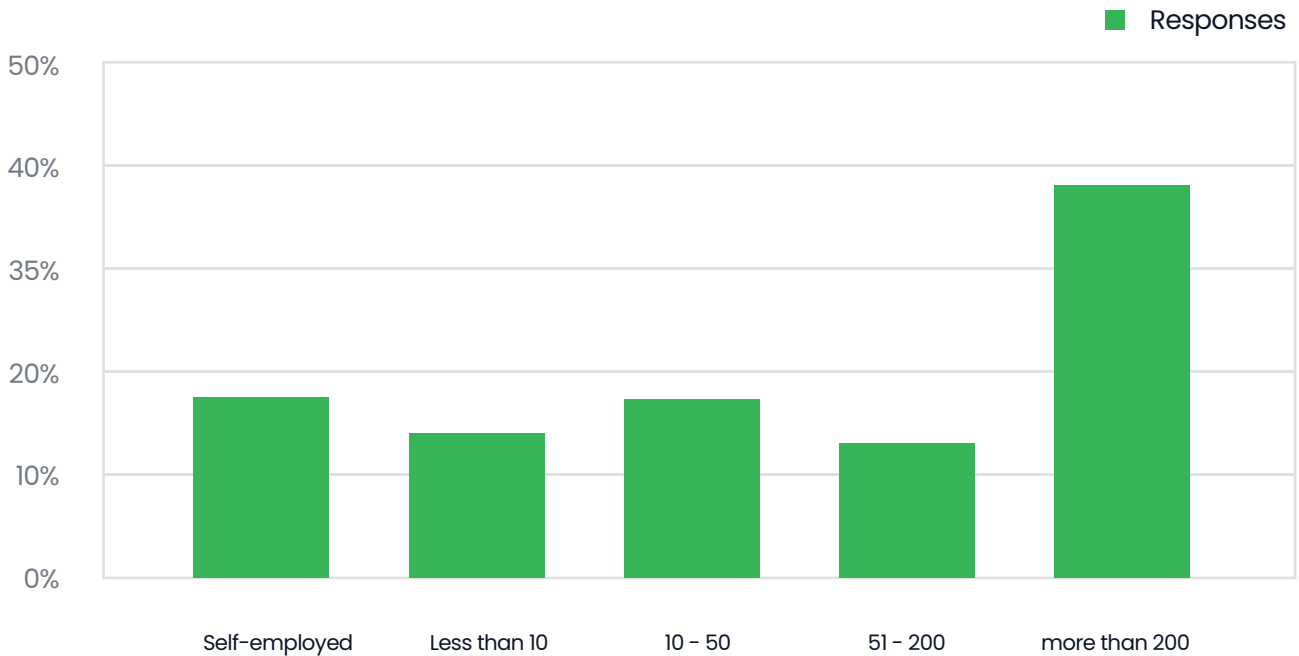
To better understand the metamorphosis that the webinar business has experienced because of COVID-19, we have conducted a survey where we analyzed industries, business goals, and plans for using this technology in the future.

Who uses webinars – from freelancers to corporations

Let's take a closer look at the outcomes of that survey

The opening question applied to the size of a company or an institution where webinar hosts work every day.

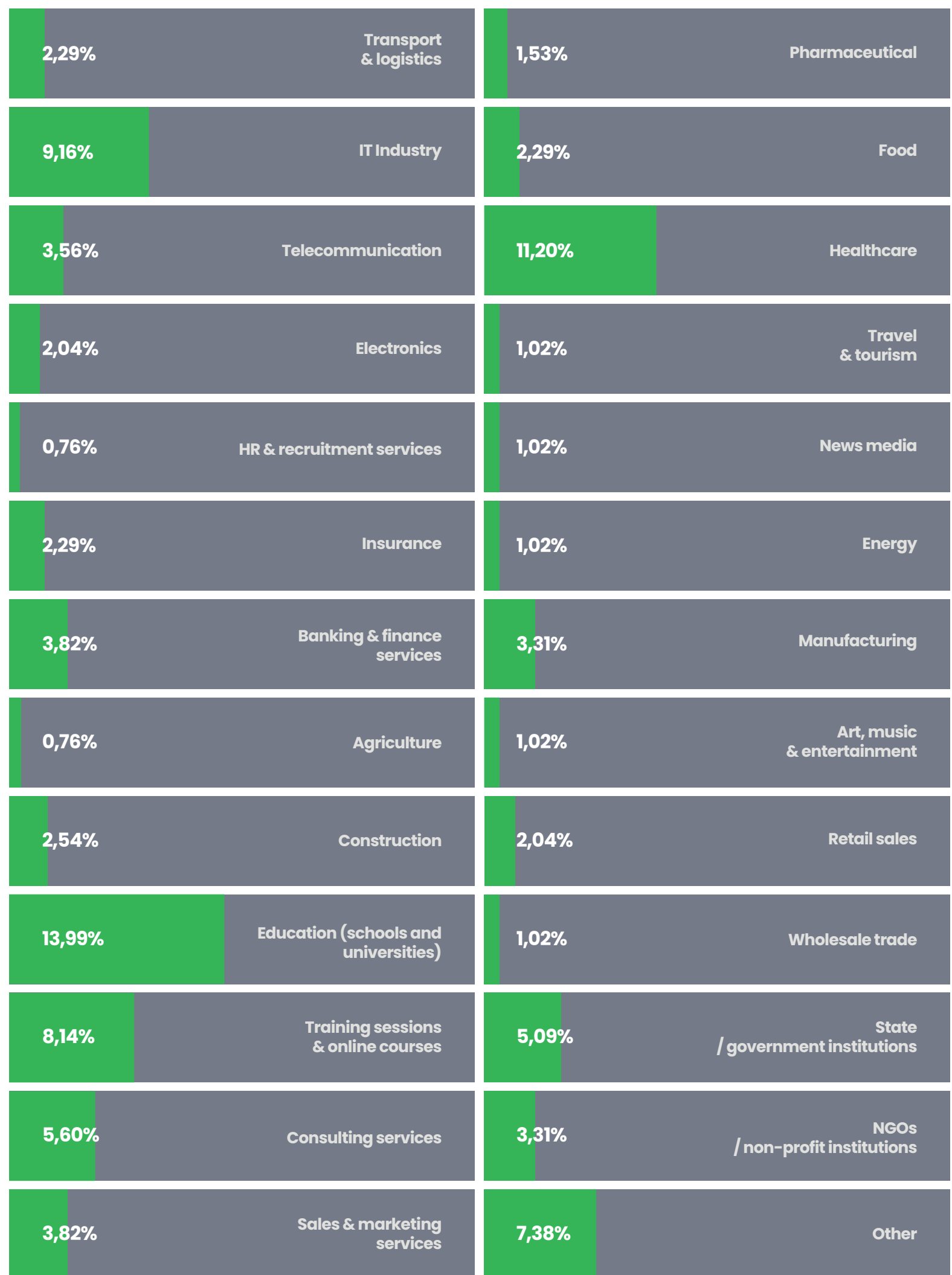
What is the size of your company?



As you can see, the majority (**38%**) confirms that they come from **bigger organizations** with more than 200 employees. The other two groups – **self-employed webinar hosts** and **small companies** (with 10-50 employees) – come in as nearly equal (**18%** and **17%**). Companies **with less than 10 team members** and medium-sized businesses (from 51 to 200) are also at almost the same level (**14%** and **13%**).

What industries – education and training sessions stand firm, IT sector and healthcare right behind them

One of the fundamental objectives of our survey was to find out which industries have adopted webinars as a tool for online communication the most.



0%

■ Responses

30% 0%

■ Responses

30%

Education was one of the sectors affected by the pandemic at its very beginning when schools and universities were being shut down. Hence, there's no surprise that it came as a leading category in our research with the result of **14%**. When we set it aside with a closely related category of **training sessions and online courses** (**8%** of answers), we will be looking at **22%** of respondents operating in **education in general**.

The second place on the podium belongs to **healthcare**, with **11%** of respondents declaring their affiliation to this sector. This result can be explained both by online communication implemented in hospitals and the rise of telemedicine as an alternative for traditional clinic visits.



Tomasz Bołcun
Brand Manager at ClickMeeting

In recent years, healthcare institutions have been using ClickMeeting to take care of personnel training activities and for internal communication – consulting medical treatments, new medicine, types of dentures, and so on. Also, pharmaceutical companies have been using webinars to teach physicians about new medicines and medical equipment.

What's noteworthy, the **IT sector** is right behind (**9%**), which is a natural result considering the last decade as a golden age for **SaaS** scene, **start-ups**, **marketing technology**, **software houses**, and other companies developing desktop and mobile applications. By definition, those firms have always been more likely to collaborate remotely and outsource some amount of work to freelancers and agencies. Online meetings and webinars fit here perfectly.

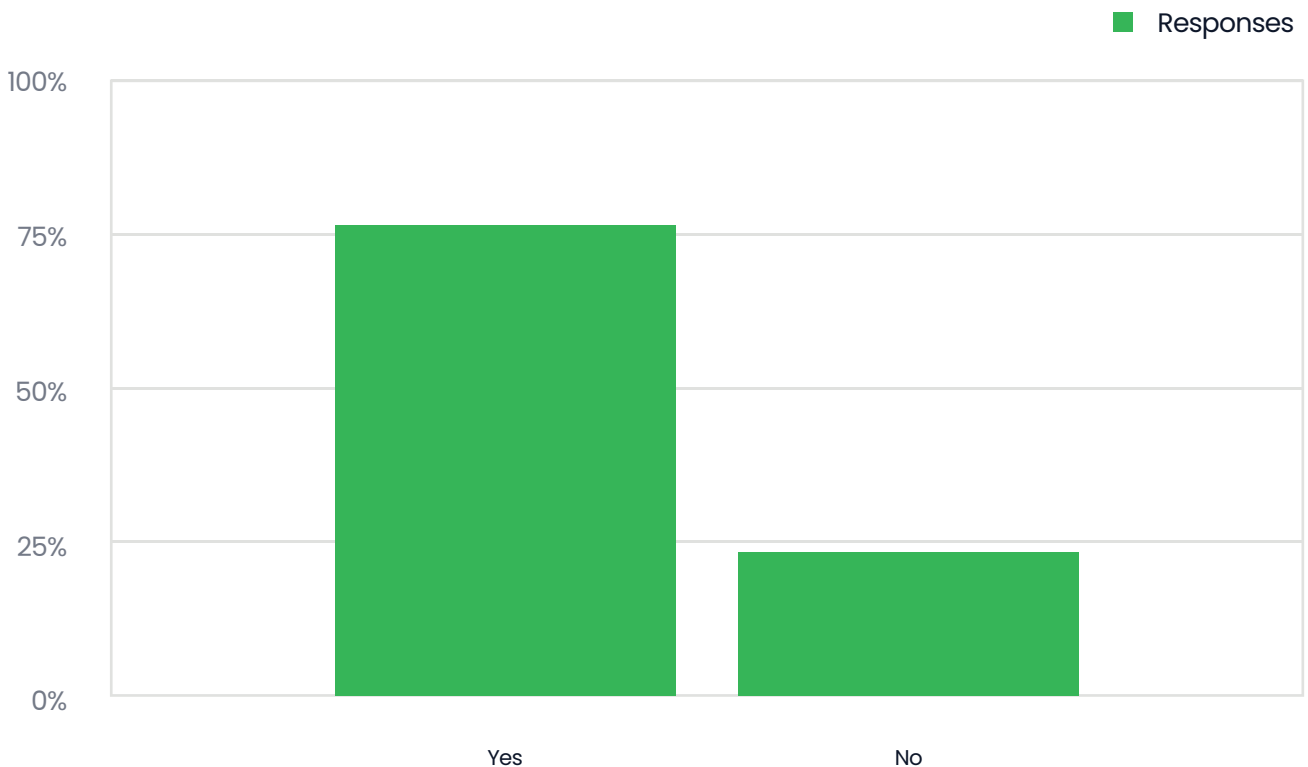
Representatives of other sectors also confirm the introduction of webinars to their professional activities, but there are many fewer of them as a percentage. However, it is worth noting such industries as:

- Consulting services – 6%
- State and government institutions – 5%
- Sales and marketing services – 4%
- Banking and finance services – 4%
- Telecommunication – 4%
- Manufacturing, Construction, NGOs – each of them scored 3%

Experience in using webinar platforms

The following question was supposed to determine whether we are looking at newcomers or people for whom this was not their first contact with webinar technology.

Have you ever used any webinar platforms before the COVID-19 pandemic?



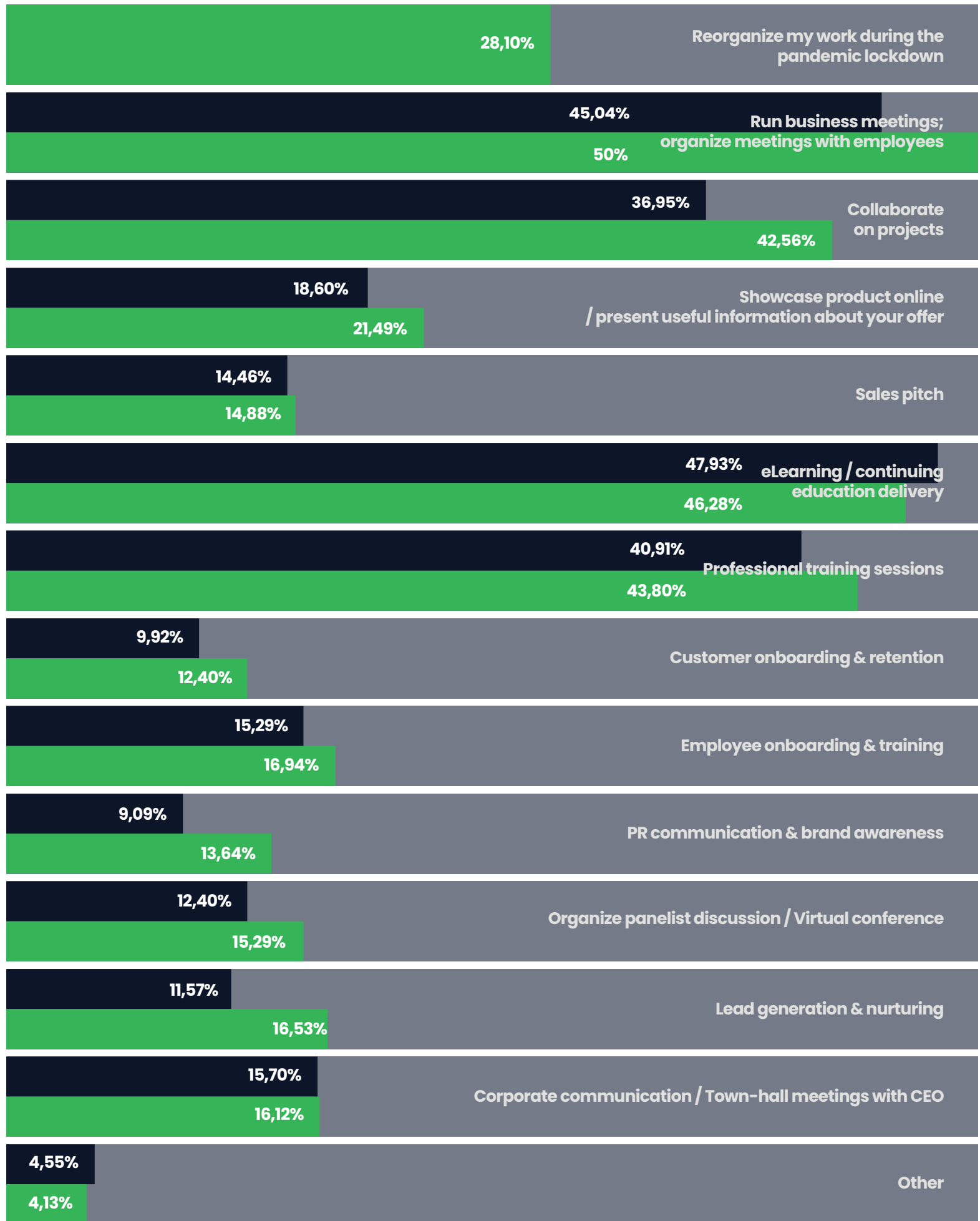
There is no doubt – people who have already had contact with organizing online events leave the novices far behind – **77%** of people who took part in the survey confirmed that they used a webinar platform before the virus outbreak.

Business goals before and during the pandemic

What business objectives have been hiding behind organizing webinars before March 2020? And how did they change after the quarantine announcement?

Let's scrutinize those fundamental business goals and see where they went during a completely new reality.

What were your business goals for using webinars platform before the pandemic?



0%

■ Before

■ After

50%

Business meetings and project collaboration – increase of up to 7%

There is no doubt – working in distributed teams, corporate communication between branches located in different cities, regions, countries or continents, and online business meetings are nothing new.

Vendors meet with their customers, startups with potential angel investors, headquarters of the banking network with their franchisees. And software developers, UX designers, copywriters, and graphic designers, who are hundreds or even thousands of miles apart, collaborate on various IT projects.

Our survey only confirms that the pandemic has strengthened those aspects of online communication:

- **Running business meetings** and organizing online meetings with employees jumped from **45%** to **50%**;
- **Project collaboration** – answers confirming that business goals improved from **36%** to **43%**.

Product demos and lead generating on the rise

As our previous State of Webinars reports showed that webinars are a proven sales tool, mostly because of their ability to redirect webinar attendees to a dedicated landing page with the purchase form.

One of the primary forms of a webinar is a **product demo**. In this case, the pandemic has also triggered the development of this business purpose:

- While nearly **19%** of respondents confirmed that they have been using **product demos** before the coronavirus, **21%** of respondents indicate this answer now.
- Customer acquisition, which is selling products and services directly through **sales pitch** webinars, improved by 1%, **from 14% to 15%**.
- The highest increase in popularity applies to **lead generating and nurturing** – it went from **12% to 17%**.

Education and training supremacy

Year after year, e-learning has been growing steadily, which is reflected in the findings of our survey. An impressive **48%** of respondents admit that **e-learning** was their objective when it comes to running webinars before the virus changed our world. Right now, we are looking at a small decrease – **46%** of people confirm that this is their current business goal.

Running **professional training sessions**, on the other hand, is rock solid – **41%** before the outbreak, **44%** after the lockdown came to life.

Training sessions also come in handy as an efficient tool for **communication with customers** at every stage of the customer journey. Webinars equipped with tools like **screen sharing** are suitable for that purpose. And it turns out that **10%** of respondents declare they have been using webinars for the sake of **customer onboarding and retention**

before the quarantine, and in the new days, **12%** of them marked that option.

Employee onboarding and training is another field that has blossomed because of the pandemic (the survey answers indicate an increase from **15%** to **17%**). However, it's noteworthy that long before the coronavirus was ever known, online employee training sessions have been a proven alternative for costly and time-consuming training events held in traditional, onsite venues.

Nest Bank can serve here as a model example – already in 2018, their managers decided to train their employees and franchisees only through a webinar platform, which helped them to save **two weeks of work** on every event.

Virtual conferences and panelist discussions – the only alternative for canceling onsite events

From the beginning of February, when the coronavirus began to intensively spread, organizers of the biggest tech conferences (*Mobile World Congress* in Barcelona, events organized by Facebook or Google) decided to cancel their events, while others (such as Microsoft, Adobe, or Salesforce) either postponed them or **moved them entirely to a digital realm**.

When the pandemic affected the closure of service establishments, shops, restaurants, or cultural institutions closed and bans on mass events came into force – the organizers of all conferences and discussion panels were faced with two choices: to cancel the event or to run it entirely virtually.

According to the results of our survey, before March 2020, running **virtual conferences** was a choice for **11% of respondents**, whereas the pandemic times contributed to the fact that already **15%** of respondents decided to do so.

International **Supercomputing Frontiers** conference that took place entirely online, held on the ClickMeeting platform, proves that organizing a virtual conference doesn't have to be a challenge.



The event host,
Ph.D. Marek Michalewicz,
told us in an exclusive interview:

In the ordinary, onsite event, we would expect not more than 300 people, and mostly from Poland. In the case of an online event, we tripled the number of attendees and opened it to the entire world.

It also reached further out than any of the previous five conferences. It also proved worthwhile to sponsors – since the reach was much bigger than during a local conference.

PR communication and brand awareness – 5% up

Marketers and PR specialists have been fond of this form of communication for many years now. Webinars, by definition, enable them to create a longer form of presenting content than in the case with shorter video materials.

They also allow for real-time interaction with participants through such tools as chat, Q&A sessions, or surveys.

The arrival of new reality just accelerated the demand growth for webinars as a solution for PR communication and for sharing invaluable knowledge in terms of building brand awareness.

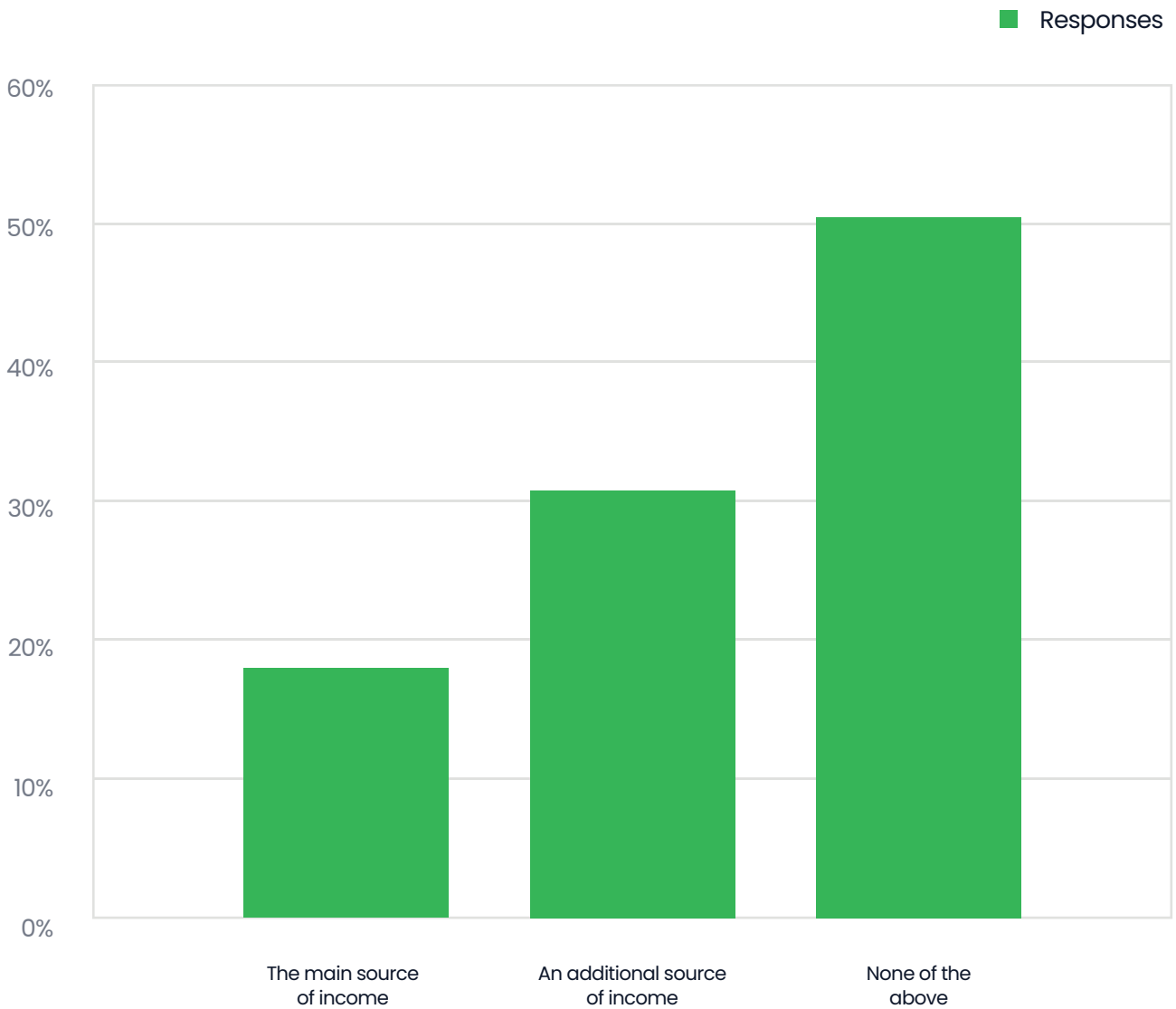
Among the business goals before the pandemic, **9% of the respondents** indicated this aspect, while with the current targets set, this result has already **increased to 14%**.

Webinars as a source of income? Yes, for as many as 49% of respondents!

Earlier on, we cast some light on **paid webinars** feature as a tool for selling training sessions and online courses. According to the last years' **State of Webinars**, organizers of the most successful webinars earned **\$43,000 in 2018** and **\$20,930 in 2019** on single events.

We decided to check whether, in terms of the global economic crisis caused by COVID-19, paid webinars may be a way to secure financial revenue.

Are you using webinars as:



Although, as many as 51% of respondents denied that webinars serve them as a main or additional source of income, our survey included such business goals as **collaboration on projects, running business meetings, PR communication, product demos, sales pitches, or corporate communication, and internal training sessions.** It's hard to expect then that the access to those types of webinars will be paid.

Let's analyze this result from the other point of view – **18% of webinar hosts** declared that paid webinars are their **main source of income!** To be more precise, 18% of the respondents confirm that **it is possible to make a living from running webinars.**

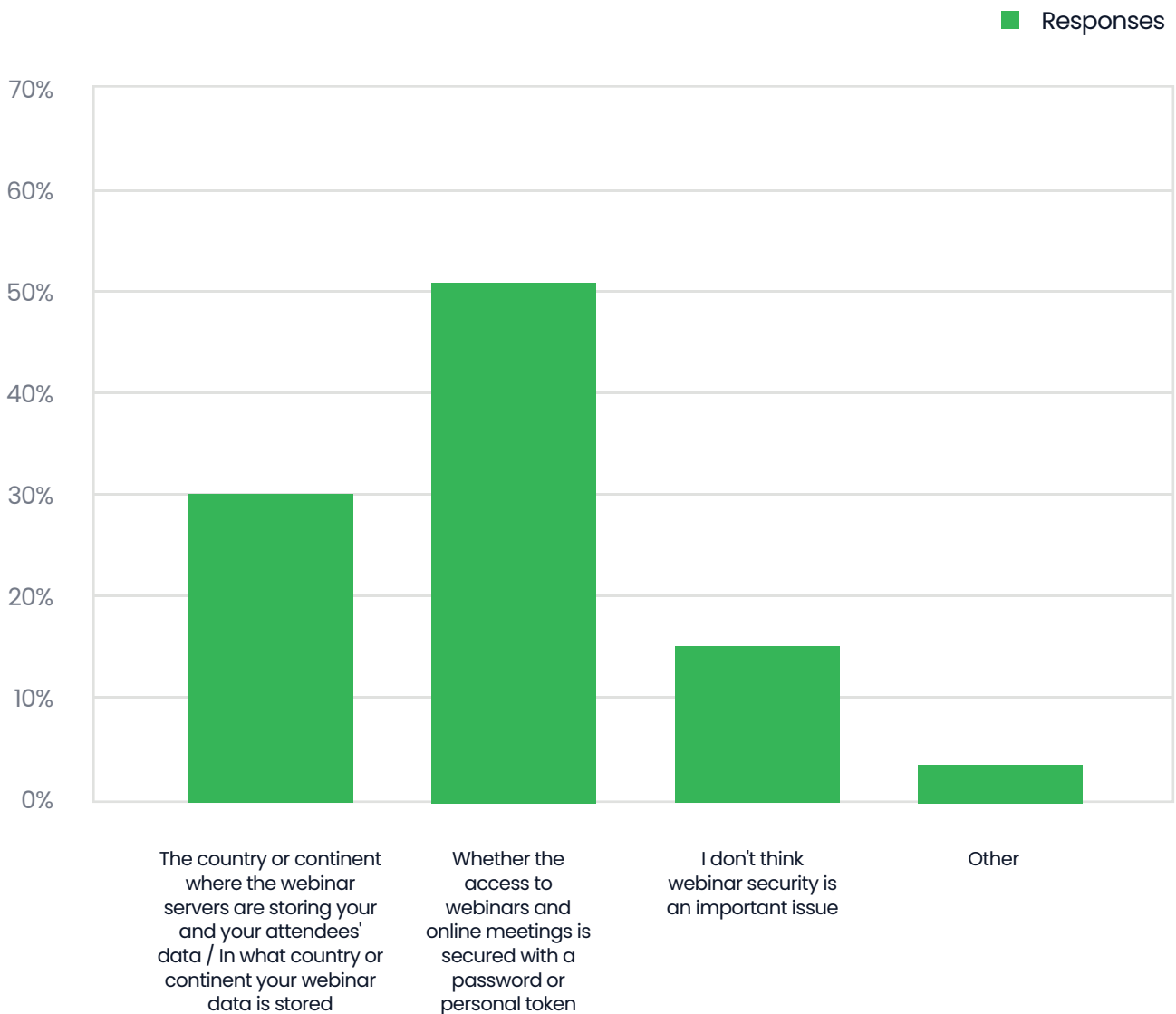
Let's take it further – as much as **31% of the respondents admit** that this type of online event generates them an **additional source of income.** It gives us a total of **49% of webinar hosts** whom this solution powers up a budget.

Security is crucial for most of the organizers

The sudden necessity of moving the entire business and education communication to an online world exposed the weaknesses of some of the technological solutions and pathological behavior of some of the Internet users. Those incidents, named as **“zoombombing”**, refer to trolls hacking video calls and online conferences and disrupt them by broadcasting disturbing content.

The security aspect of online meetings, video conferences, and webinars has become one of the most critical and urgent needs. This is confirmed by the answers to our next question, asked in the survey:

Which of the webinar security aspects listed below do you consider as important when choosing a webinar platform?



As much as **51% of the respondents** are in favor of **securing webinars** and online meetings with a **password or a unique token**.

Another security aspect applies to the location of the servers on which the organizers' and attendees' data is stored. It turns out that this is crucial for **20%** of the respondents.

On the other hand, 15% of webinar hosts declare that webinar security measures aren't salient.



Maja Korpusik

Head of Customer Experience at ClickMeeting

Recently, we have noticed a significant increase in the number of customers who put safety first when it comes to choosing a webinar platform. Securing events with the help of passwords and tokens has always been one of our primary advice addressed to our customers.

We always underline that we offer several improvements and safeguards, but it's up to our customers which solutions suit them most and combine safety and ease of use.

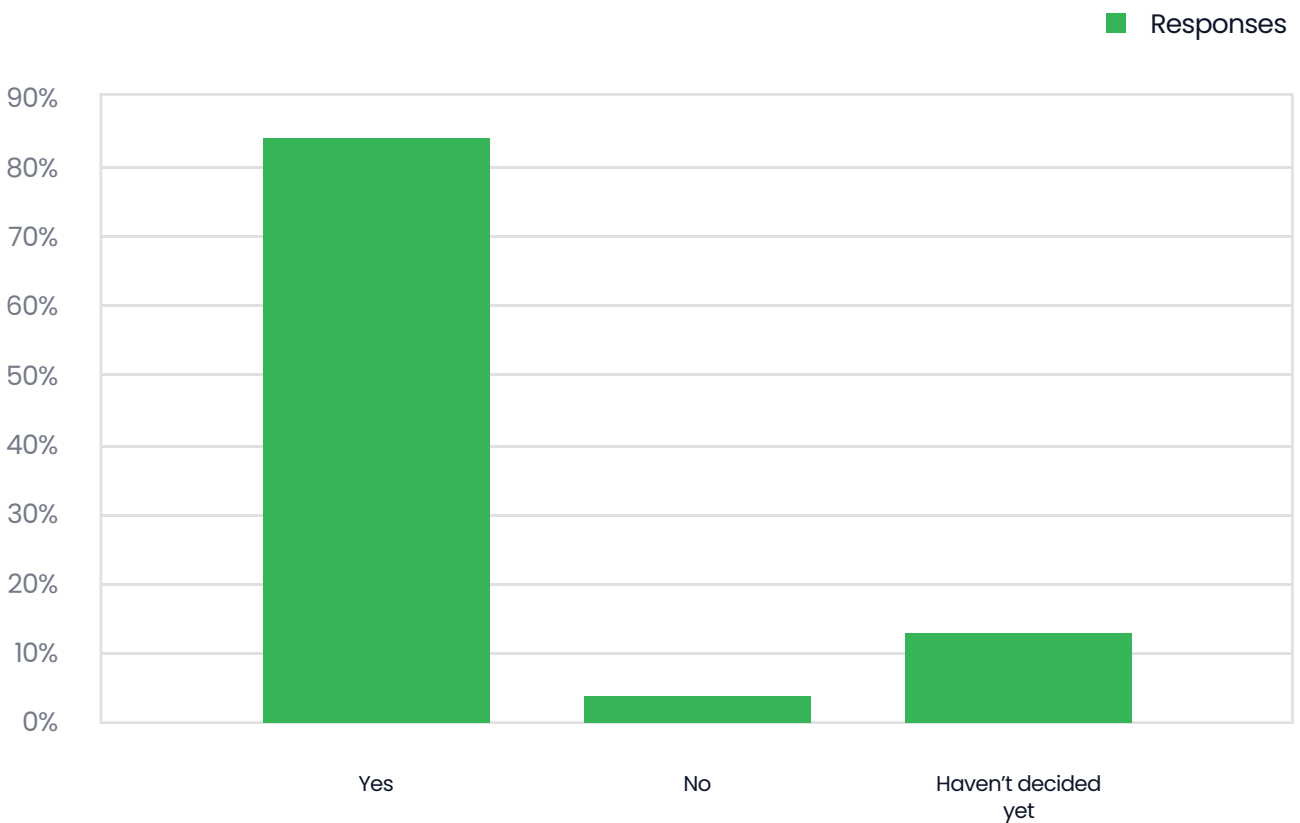
The answers about the servers' location do not surprise me. Please note here that we shouldn't focus on the geographical location itself. It's not only a matter of "where?" but most importantly "how"? ClickMeeting treats this matter in a comprehensive way. All our vendors signed our very strict and precise data processing agreements and ensured us with a high level of data protection.

Organizing webinars after the pandemic – yes or no?

Without a doubt – all data and survey results presented in this report clearly indicate that the beginning of the COVID-19 pandemic was a catalyst for the rapid increase in demand for webinars.

Will this trend stay when the pandemic comes to an end or at least will lose its greatest impact? We asked for it in our questionnaire:

Will you continue using any webinar platform when the pandemic lockdown ends?



The vast majority (**83%**) of respondents declared that they will still be using webinar platforms, despite the fall of the quarantine and the end of social distancing rules.

We can conclude from those answers that, although the pandemic was a wave maker for the demand for webinar software, their comprehensive use and effectiveness (independent from the coronavirus and its consequences) translate into strong declarations as to their further use – with or without the pandemic.

Which webinar tools have gained in strength

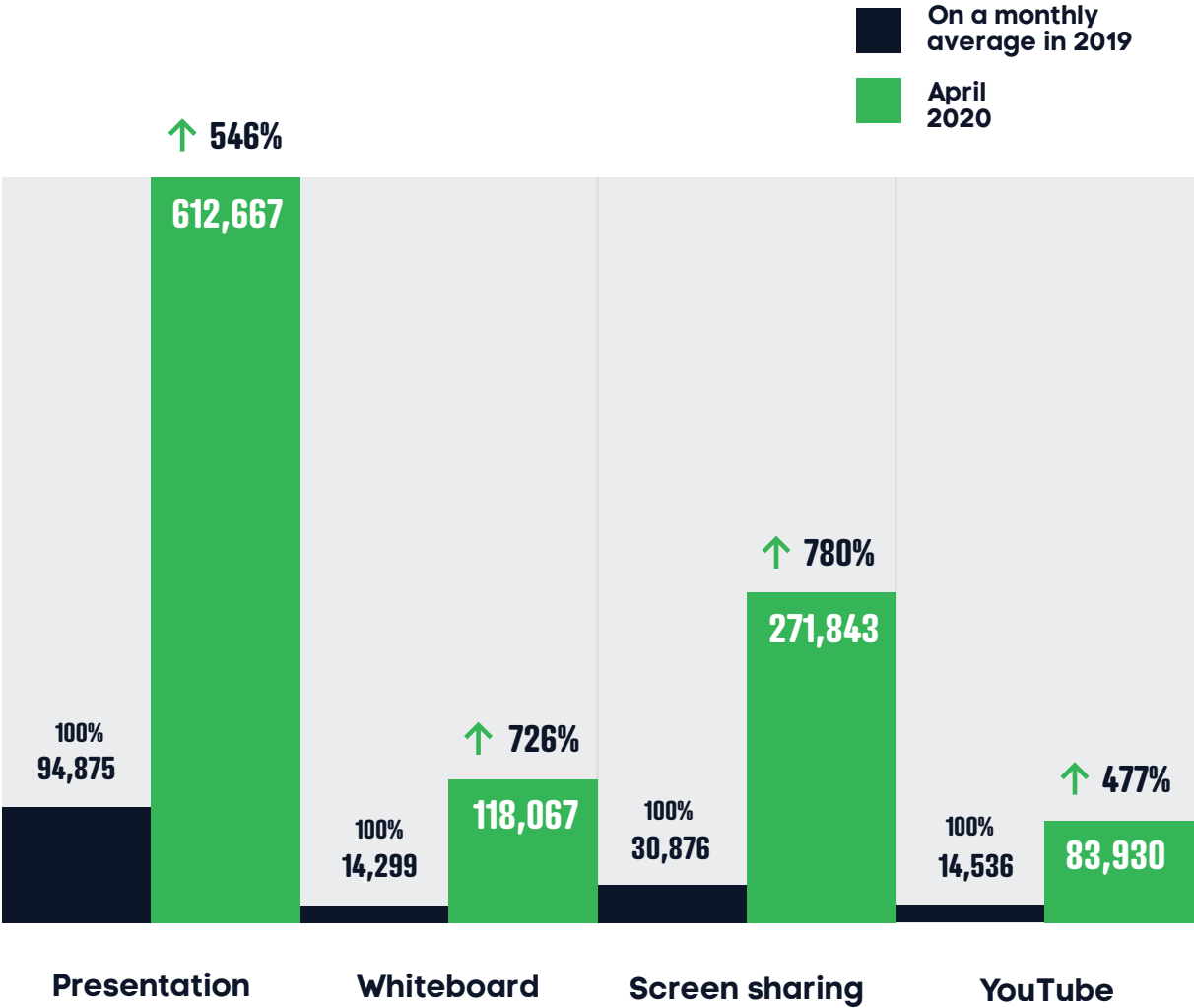
One of the aspects, which we have examined for the sake of our yearly State of Webinars report released in February 2020, was the quantitative use of particular **tools** of ClickMeeting application in the process of organizing and conducting virtual conferences.

Knowing the intel, which refers to the times before the virus, we can observe **the deepening of previous trends** or **coming out of new preferences** – more intensive use of functions that previously only appeared as "rising stars".

Presentation features – 545% up

The whole point of running webinars and online business meetings is to convey your content as fully as possible – through knowledge, data, skills. Webinar room provided by ClickMeeting offers many features that ideally come in line with every business purpose of conducting webinars – no matter if they have an educational, marketing, or sales character.

Intensity of use of ClickMeeting's features before and during the pandemic



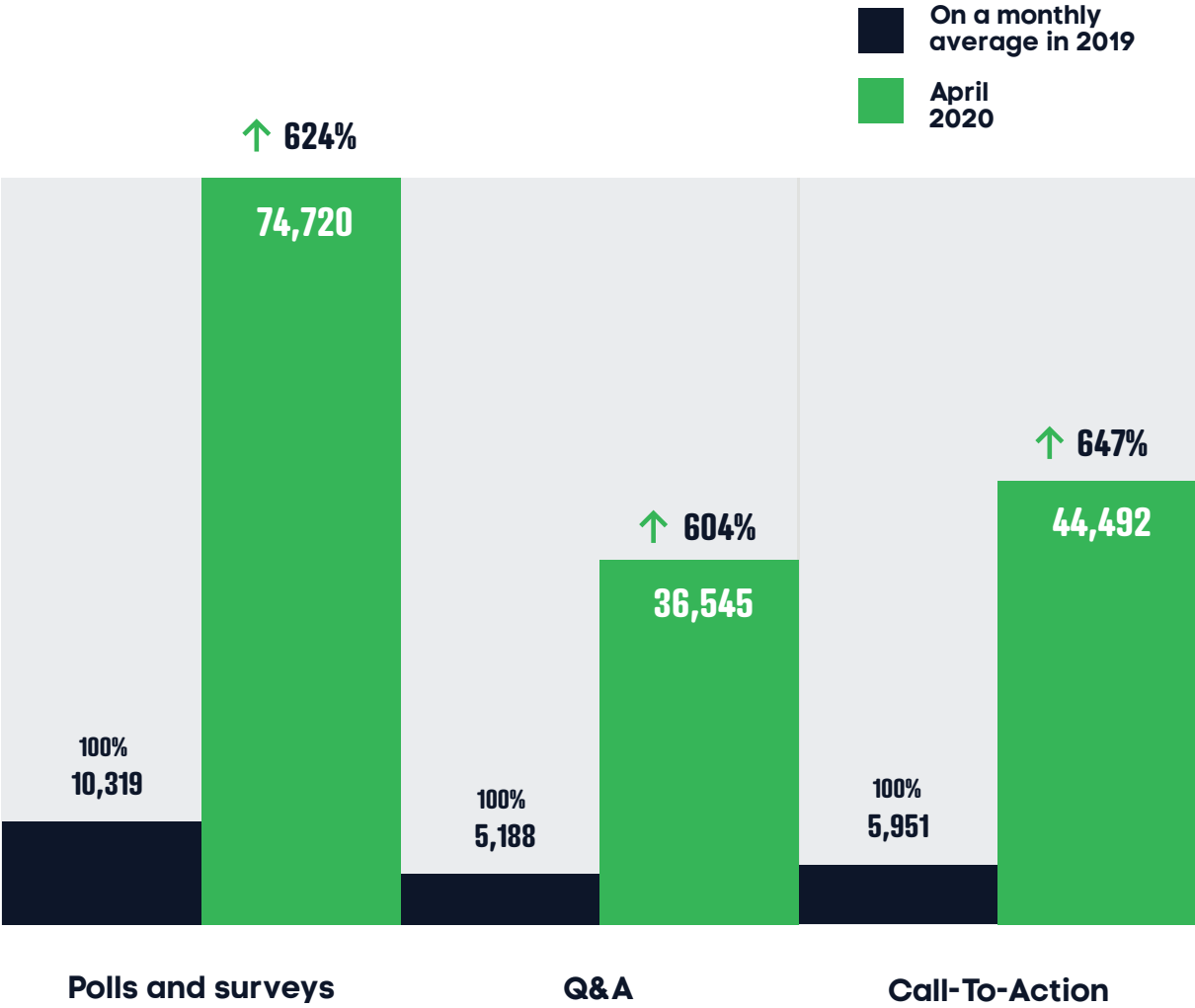
- The position of the **Presentation** feature is rock solid – it's the most traditional and battle-proven method of sharing knowledge with a webinar audience. The use of this classic slide show **has improved by 545%**.
- **Whiteboard**, equipped with drawing and writing tools, strikes as a natural choice for online teachers.
- Long before the world learned about the coronavirus, **screen sharing** was one of the fundamental tools to run efficient video conferences. The virus outbreak has only reinforced the popularity of this feature. Webinar hosts make the most of it to walk their audience through documents, applications, new IT systems, and so forth.
- The growing popularity of the **YouTube** feature correlates with the narrative of marketing reports and articles, announcing each new year, the video year. This tool, which allows playing a YouTube video clip directly in the webinar room, helps webinar hosts to entertain their audience in the middle of a long slide show.

Interactive features – an increase of over 600%

Interactive capabilities are webinars' strong advantage over other forms of presenting content online. First off, webinars allow to avoid a one-way communication (sender -> recipient) and to implement a real-time feedback aspect that will help a host both to make the event more appealing and to know the audience better.

What webinar tools enable that sort of live interaction? How has their use changed under the influence of the pandemic?

Intensity of use of ClickMeeting's features before and during the pandemic



- **Polls and surveys** are a must-have for online teachers and trainers who want to evaluate acquired knowledge of their students and trainees during the event. But that's not all – those features also come in handy for collecting priceless opinions and preferences from future or present customers, which makes them a perfect tool for marketers and salespeople.
- **Q&A**, next to the **Chat**, is another tool that introduces a two-way communication between the event organizer and their audience and enables a host to answer the questions, explain complex processes, or to know the attendees' opinions on the go.
- The increase in the use of the **Call-To-Action** feature corresponds with the increased use of webinars in online sales strategy. Displaying a **CTA button** at the right time during the event helps to trigger an expected action – redirecting attendees to a **landing page** with a product purchase form, account registration, or signing up for an online course.

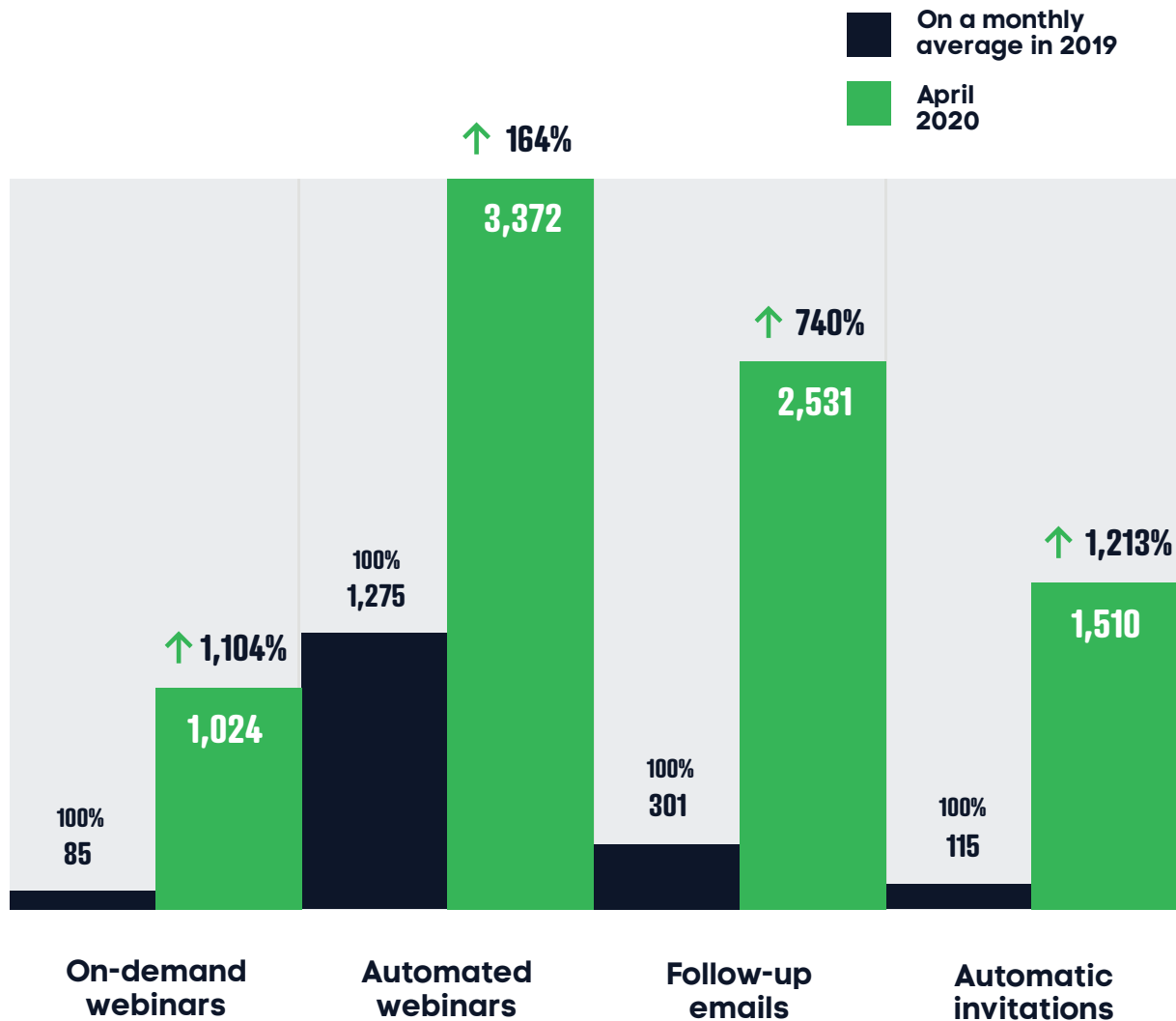
Automation features – even 1,310% upwards

Yes, **automation** of the activities and processes involved with organizing webinars and online meetings was the expected and natural further development of this technology.

After launching several automation tools in the ClickMeeting application back in 2019, we could measure their use for the first time when creating our **State of Webinars** report at the beginning of 2020.

Having that benchmark, we can conclude which of those tools fell on fertile ground and are now successfully used in times of remote work and online teaching and learning.

Intensity of use of ClickMeeting's features before and during the pandemic



Among over a dozen new features, we chose those, which use has gone up by over 100%. Our analysis showed that for some of them, it was a change of **even more than 1,000%**.

- **On-demand webinars** are among those that have taken the stage when it comes to activities related to virtual conferences. A jump of **1100%**, compared to the pre-pandemic period, indicates a correlation between this tool and the need for conducting **online lessons**. On-demand webinars, unlike live webinars, do not take place in real-time but are available in a time convenient for attendees.
- **Automated webinars** – although they cannot boast such a spectacular increase as the on-demand webinars, as they improved by "only" **164%**, it must be taken into account that their use before the pandemic was **1,400% higher** than that of the on-demand webinars. Automated webinars are simulated live events that take place at a specific time. With that significant difference, they don't require the presence of the host. A person, who organizes that kind of event, records it earlier, adds elements like a **survey** or a **Call-To-Action button**, and sets it up for automatic broadcasting.

In both cases, the webinar host can repetitively use a once recorded material, and thanks to the webinar automation, he can win back his precious time, which can be reinvested in other business or education activities.

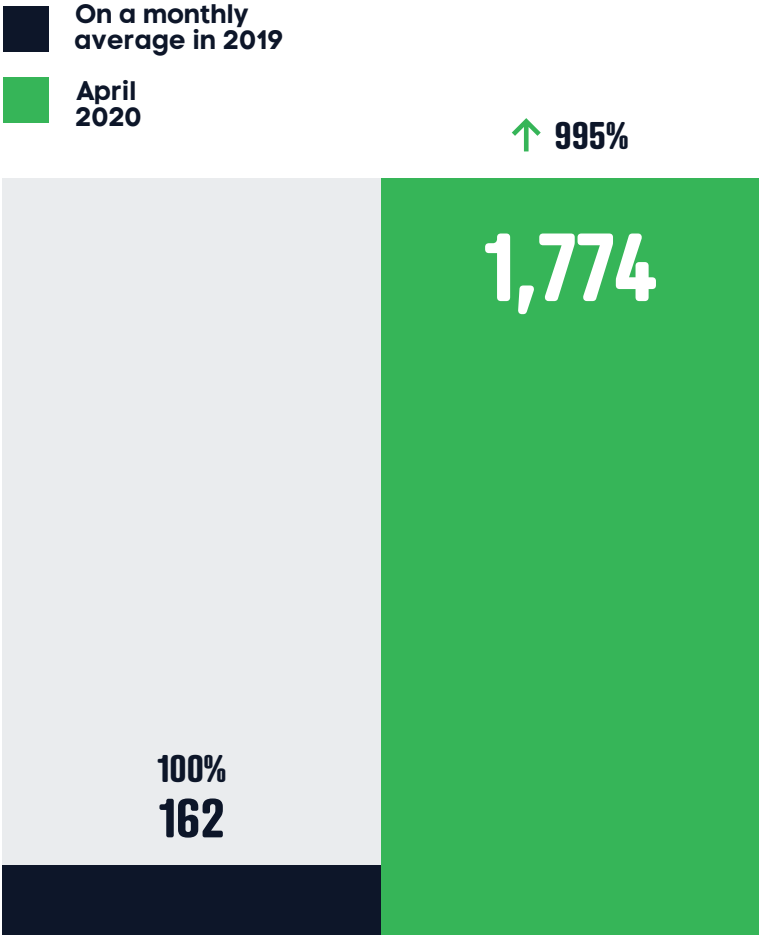
- **Automatic follow-up emails** – this feature has improved its results in the new reality by as much as **840%**. This bloom comes from the fact that this tool enables automatic communication between webinar organizers and the people who registered to the event but eventually didn't show up. Further and immediate contact with those registrants is crucial. Right after the event is over, the platform automatically sends them follow-up emails to share a webinar recording and any other resources, like a presentation or other files – spreadsheets, PDFs, or video clips.
- **Automatic invitations to upcoming events** are an undisputed leader when it comes to automation features' rising stars – we are talking about a phenomenal increase of **1,310%** compared to 2019.

Certificates – proof of completion of course or training

This feature, which empowered the ClickMeeting platform's toolset in the middle of 2019, was created for teachers, schools, and trainers. A confirmation of completing an online course or training in the form of a **certificate** is for their attendees a tangible proof of upgrading their professional competences or learning new skills.

This how the new reality, where remote education replaced the traditional education, has influenced on multiplying the use of **certificates** feature:

Intensity of use of ClickMeeting's features before and during the pandemic



Certificates

Summary

There is no doubt that the arrival of the COVID-19 pandemic has turned the world upside down and redefined our everyday life in every aspect – professional, economic, social, and educational.

As we presented in our report, March 2020, which will go down in history as the beginning of global bans and limitations, have triggered an unprecedented demand for webinar and video conferencing software.

The main objectives boiled down to remote work and conducting virtual classes and lectures. The need to transfer all professional and educational activities to cyberspace was the inflammatory spark responsible for the explosion of queries about the webinar as a tool.

The fact that webinars have become a business and educational tool of first need is also evidenced by unmatched increases in statistics on the ClickMeeting platform.

Every week, we have noticed **375% more events** than before COVID-19. Those events have gathered a **560% bigger audience**.

In March 2020 alone, the number of webinars organized on ClickMeeting has reached almost **300 thousand**. In the first month of the pandemic, as much as **3,203,034 attendees** took part in those online events. To put it into perspective, a year earlier (in March 2019), webinars have attracted **870,579** participants.

Geographically, the map of webinar activity has also been transformed. While countries that were already familiar with this technology have developed moderately well in this respect (**United States – 39% increase** in the number of events and **19% in Russia**), in European countries (e.g., **Poland + 1,156%, Germany + 519%, Greece + 868%, France + 423%**) these changes are much more impressive.

Such intense traffic in the production of webinars has also led to a **radical increase in the use of tools** available on the ClickMeeting platform. As we presented in our report, the use of features such as **presentation, virtual whiteboard, screen sharing, surveys, Q&A, certificates**, or automation

tools (such as **on-demand webinars** or **automated webinars**) has **improved up to 1,310%**.

The key chapter of our report is the **survey results analysis**, which we have gone through in May 2020. This research helped us to monitor the changes for the webinar business.

Here are the most important conclusions:

- Webinars are being organized by institutions of all shapes and sizes: from self-employed (**18%**) and micro-businesses (**14%**), through small (**17%**) and medium companies (**13%**), up to large organizations (**38%**) hiring over **200 employees**.
- When it comes to the industries from which the webinar organizers come from, the **education** is the leading category (**14%**), followed by a closely related category of **training sessions** and **online courses** (**8%** of answers), which give us **22%** of respondents operating in **education in general**. Other, worth noting, industries are **healthcare** (**11%**) and **IT sector** (**9%**).
- Another finding from our survey refers to the experience concerning using webinar software before COVID-19 arrived. It turns out that **77% of the respondents** confirmed that they have been using the webinar platform before the pandemic, whereas **23% is completely new** to the subject.
- The arrival of the new reality has changed the business goals landscape for using webinars. That said, **running business meetings** and organizing online meetings with employees jumped from **45%** to **50%**; **project collaboration** – improved from **36%** to **43%**; **lead**

generating and **nurturing** went up from **12%** to **17%**; organizing **virtual conferences** has made its way from **11%** to **15%**; and **PR communication** has increased in popularity from **9%** to **14%**.

- The educational goal for using webinars is still the highest, despite a slight decrease from **48%** to **46%** of respondents' answers. Running **professional training sessions**, on the other hand, is still on the rise – **41%** before the outbreak, **44%** after the lockdown came to life. The same goes for the **employee onboarding and training** field, where we're talking about growth from **15%** to **17%**.
- Webinars are a rock-solid tool for generating income – **18% of webinar hosts** declared that paid webinars are their **main source of income**, and **31% of the respondents admit** that this type of online event generates them an **additional source of income**. It gives us a total of **49% of webinar hosts** who directly earn on their webinar activities.
- The security aspect is paramount – as much as **51% of the respondents** confirm that **securing webinars** and online meetings with a **password or a unique token** is important. The location of the servers on which the data of the organizers and attendees are stored is crucial for another **20%** of the respondents.

The cherry on top and an ideal summary of our report are the answers to our last question, which was aimed to determine whether the record high usage of webinars will be maintained after the pandemic.

As much as **83% of the respondents confirmed** that they will keep on using the webinar platform after the pandemic and social distancing is over. **17% of the respondents abstained** from an explicit declaration, while **only 3%** stated that they **would no longer** be involved in such events.

Methodology

Statistics from the ClickMeeting platform

To prepare this report, we analyzed the results of statistical data analysis generated from the internal databases of the ClickMeeting webinar platform.

This data concerns:

- The number of webinars and online meetings organized on the ClickMeeting platform;
- The number of attendees those virtual conferences have gathered;
- The average event duration and the average attendance time of those events;
- Countries where the events have been organized.

To get a birds-eye-view and to adequately demonstrate the scale of growth of using virtual conferences, we have made a comparative analysis.

Taking into account that the pandemic, which triggered a global switch to remote work and e-learning, started in **March 2020**, we decided to gather the statistics from this month and then compare them with March 2019.

The outcomes of this comparison not only perfectly show the explosion of demand for this technology but also give a solid ground for interpretation in terms of geographical markets for webinars and their business goals.

Surveys

This report also consists of the results of our survey conducted in May 2020. Answers provided by the webinar hosts, coming from different industries and company sizes, give us a picture of what business purposes webinars are used for.

The questionnaires contained nine questions, including:

- The respondents' company size;
- Their industry;
- Business goals for using webinars before the coronavirus outbreak;
- Current business goals for using webinars;
- Plans for using this technology after the end of the pandemic.

The results of the research, which reflect the current use of webinars in terms of industry and business objectives, were supplemented by an interpretation of the collected answers and a diagnosis of current and upcoming challenges faced by users of this type of online communication software.

