

2018 YEAR IN REVIEW CIESC MEDIA SERVICES

VIEWERS CHOICE

Where your audience watches content could dictate how it's filmed. Smaller screens require more close-up angles to provide the same engagement.

TABLETS

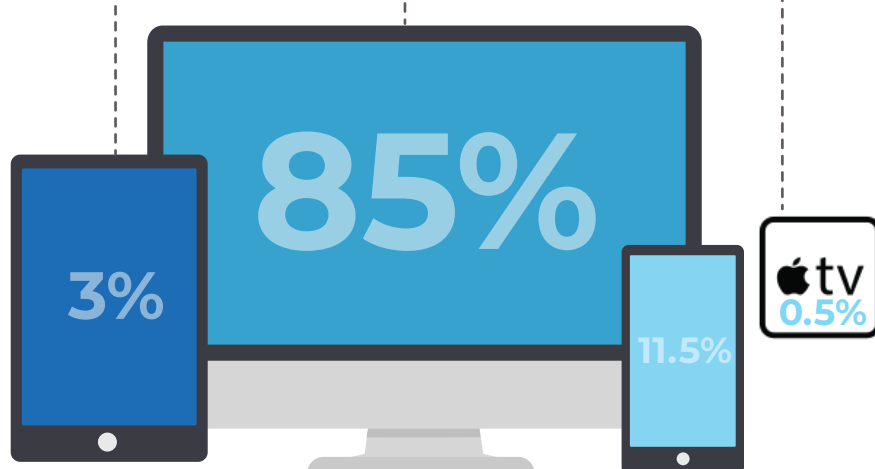
Tablets get lost in the middle

DESKTOPS/LAPTOPS

Biggest percentage of views come from computers

TV APPS

Few views from smart TV apps



PHONES

An increasing number of viewers pick their phone

DEVICE IMPACTS TOTAL WATCH TIME

The device your audience uses can affect your total watch percentage. Phone users are 14% more likely to quite watching before the end of your video.



Phone: 59%



Tablet: 67%

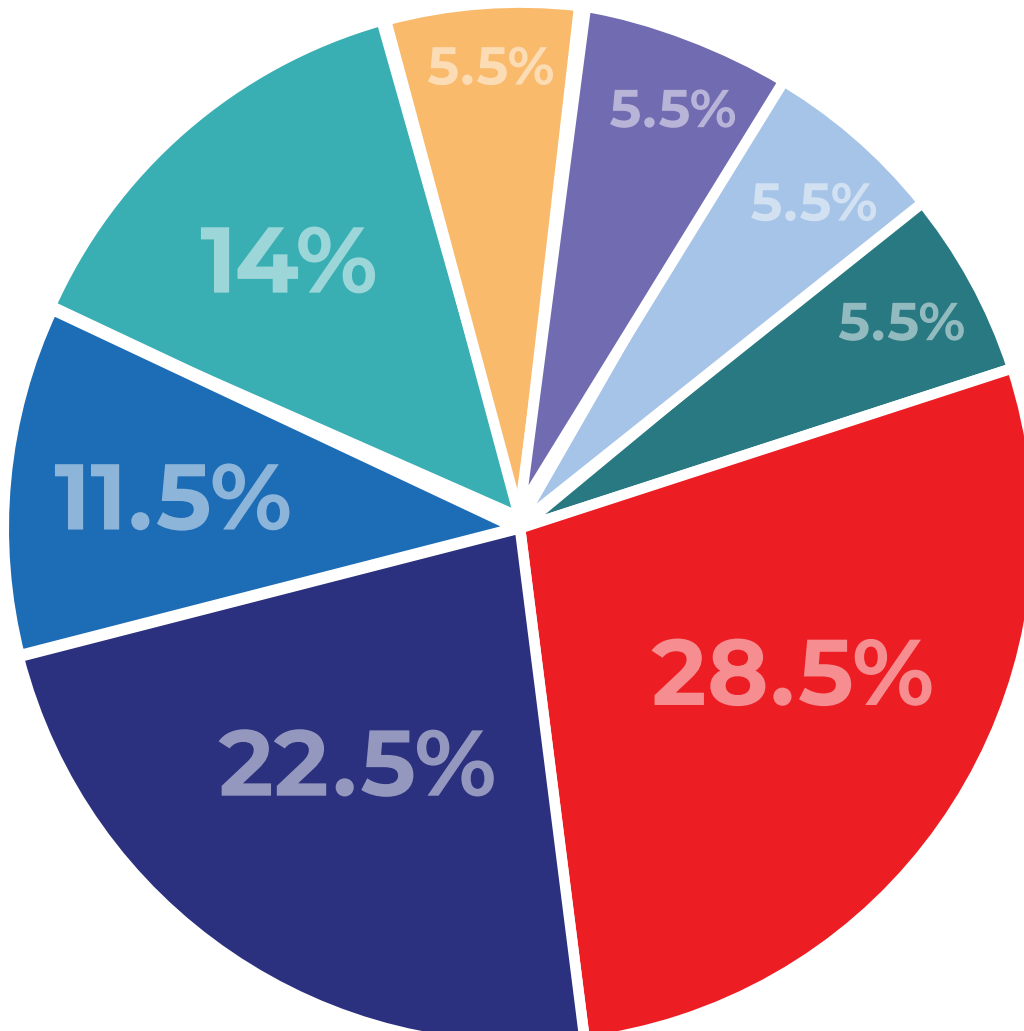


Computer: 73%

TOP 10 VIEWING LOCATION IN 2018

1. Indianapolis
2. Mooresville
3. Avon
4. Monrovia
5. Fishers
6. Greenwood
7. Greenfield
8. Plainfield
9. Noblesville
10. Carmel

VIDEO CATEGORIES

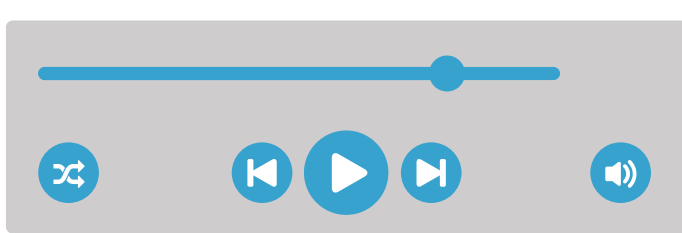


- PROMOTIONAL**
Overall district marketing video
- COMMERCIAL**
Short form with single focus
- CLIENT PROJECT**
Nonmember project
- WEBINARS/LIVE STREAM**
Capturing live events or trainings
- ALUMNI PROFILES**
Highlighting former students
- INFORMATIONAL/REFERENDUM**
Budget focused
- ANIMATIONS**
Motion graphics only
- INTERNAL PROJECTS**
CIESC videos for all schools

70 videos published in 2018



350 Hours on CIESC Member Projects



11,200+ Individuals completed a CIESC training video



Awarded Two Telly Awards in 2018

For more information contact CIESC Media Services at video@ciesc.org or visit www.media.ciesc.org