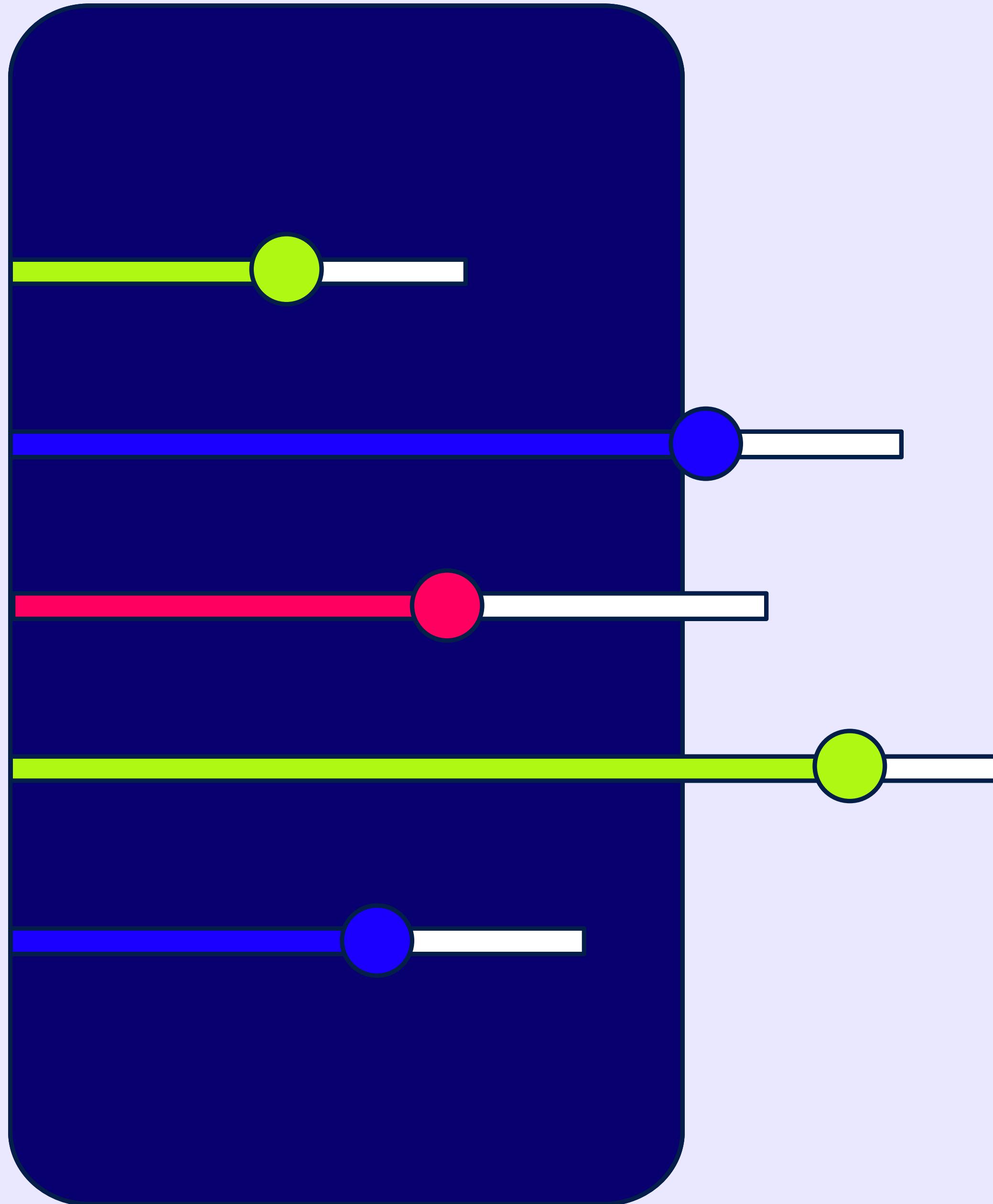


Playbook

5 Steps to Video Length Optimization

Data-Driven Insights to Enhance
Your Content Strategy



The length of your videos matters more than you think.

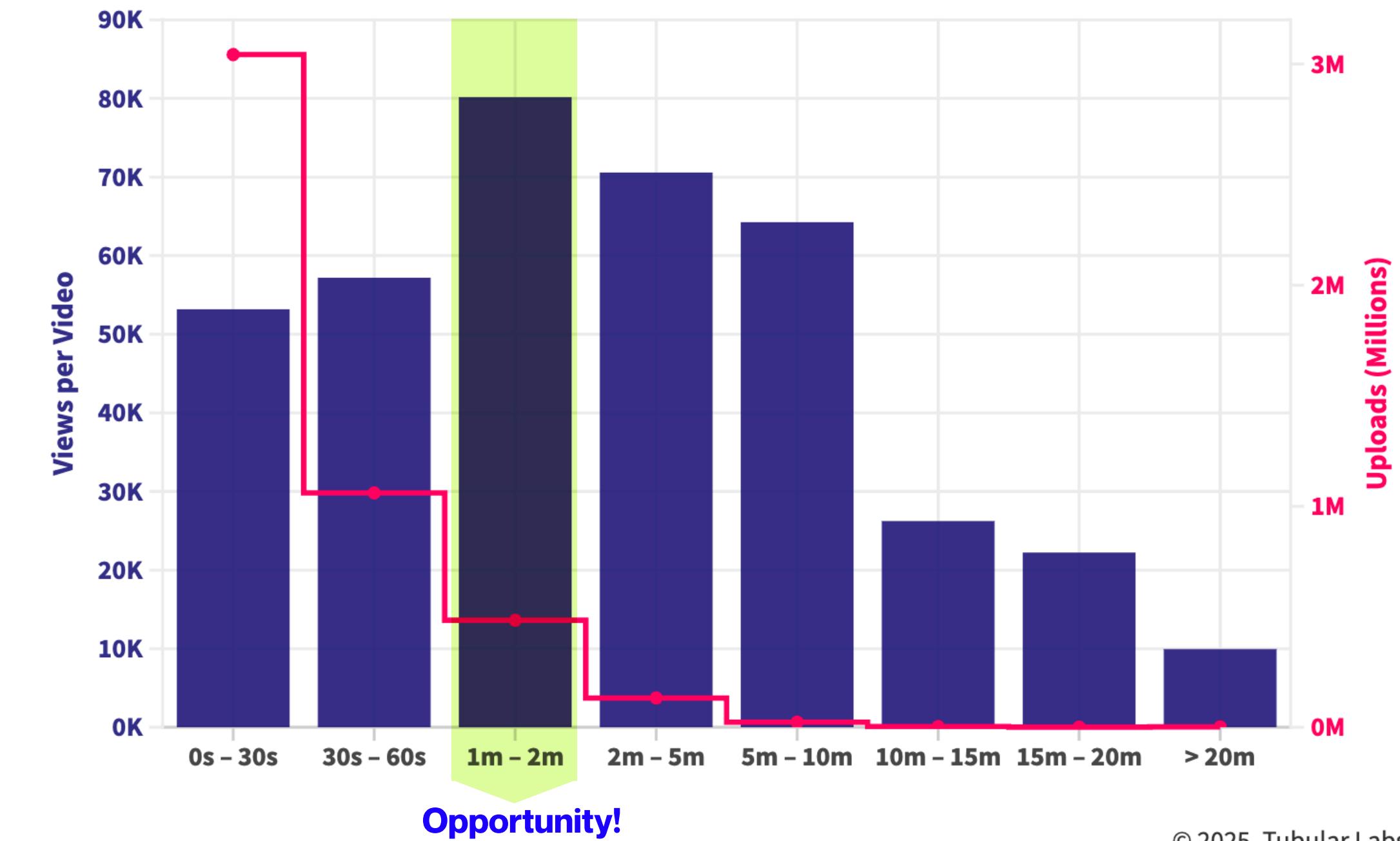
In the race for attention, video length isn't just another detail — **it's a content strategy.**

Over time, the video lengths that both social platforms and audiences prefer and prioritize change. Whether you're a brand, media company, or creator, choosing the right video duration can mean the difference between garnering views and engagement, or failing to meet your goals.

Here's the problem: **most creators and marketers are still guessing how long their social videos should be (yikes).**

For example, on TikTok, US brands overwhelmingly post videos under 30 seconds — yet Tubular data shows that **videos between 1–2 minutes actually generate the highest views per video**, with 2–5-minute and even 5–10-minute videos following closely behind.

TikToks by Brands in the United States
Views per Video vs. Uploads



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This disconnect reveals a missed opportunity: **brands and creators aren't optimizing video duration based on current data.**

In this report, we'll walk you through **five essential steps to finding your ideal video length using audience data.**

1

Analyze by Platform

Platforms constantly update their algorithms to prioritize different video lengths. Only up-to-date data keeps you in the know.

2

Choose Your Player

Understand how video duration strategies differ across influencers, media companies, and brands.

3

Understand Your Content Category & Topics

Adjust your video length based on what's working within your niche.

4

Optimize for Your Region

See how geography influences audience preferences regarding video length.

5

Determine Your KPIs

Whether you're chasing views or engagement, video duration should align with your specific goals.

Step 1

Analyze by Platform

Each social platform has its own approach to content and user behavior, which means optimal video lengths aren't static — and they definitely aren't universal. As platforms tweak their algorithms and compete for watch time, optimal video length changes *constantly*.



Video Length Optimization by Year-Over-Year Performance

Average Views Per Video

Q1 2024-Q1 2025



While long-form video platforms are now prioritizing short-form content, **TikTok is competing by prioritizing longer form content** on their platform. Over the past year, we've seen growth in news content and televised clips. In fact, TikTok launched a feature that allows viewers to turn their phones horizontally and **watch videos in landscape mode if a video is more than 1 minute in length**.

Video Length Performance

Top-Performing

1–2 minutes

Low-Performing

0–30 seconds

Year-Over-Year Changes

15–20-minute videos saw the highest rate of growth – a +56.57% increase!

PRO TIP

TikTok is prioritizing longer content. Creators in the creator fund only get paid on videos more than 1 minute in length, and viewers can flip their phones into landscape mode for longer content. Want to stand out from the crowd on TikTok? Go long.

Video Length Optimization by Year-Over-Year Performance

Average Views Per Video

Q1 2024-Q1 2025

facebook

Videos more than 20 minutes in length and 0–30-second videos had the highest growth from Q1 2024 to Q1 2025, indicating that Facebook is promoting diverse content lengths. Yes, 5–10-minute videos still earned the most views per video overall, but the year-over-year growth was negative, meaning that in the future this video duration could be surpassed by other growing durations.

Video Length Performance

Top-Performing

5–10 minutes

Low-Performing

30 seconds–1 minute

Year-Over-Year Changes

Videos 20+ minutes in length held the best rate of growth while 0–30-second videos showed the second best rate of growth.

PRO TIP

While 5–10-minute videos are earning the most views per video now, that might be different in the near future.

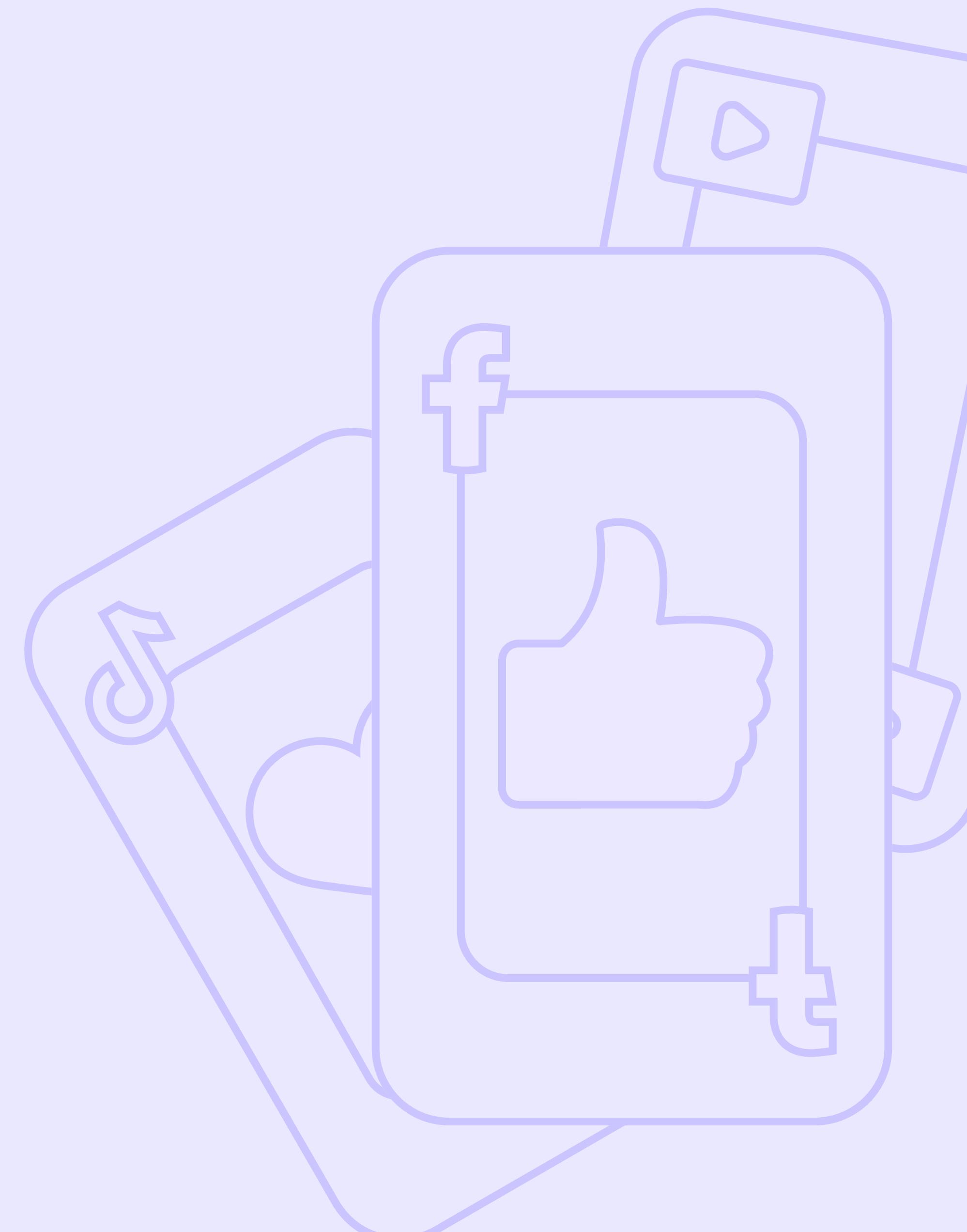
Soon, short-form videos and longer videos could eclipse the 5–10-minute video duration.

Track these changes with up-to-date data that keeps you in the know.

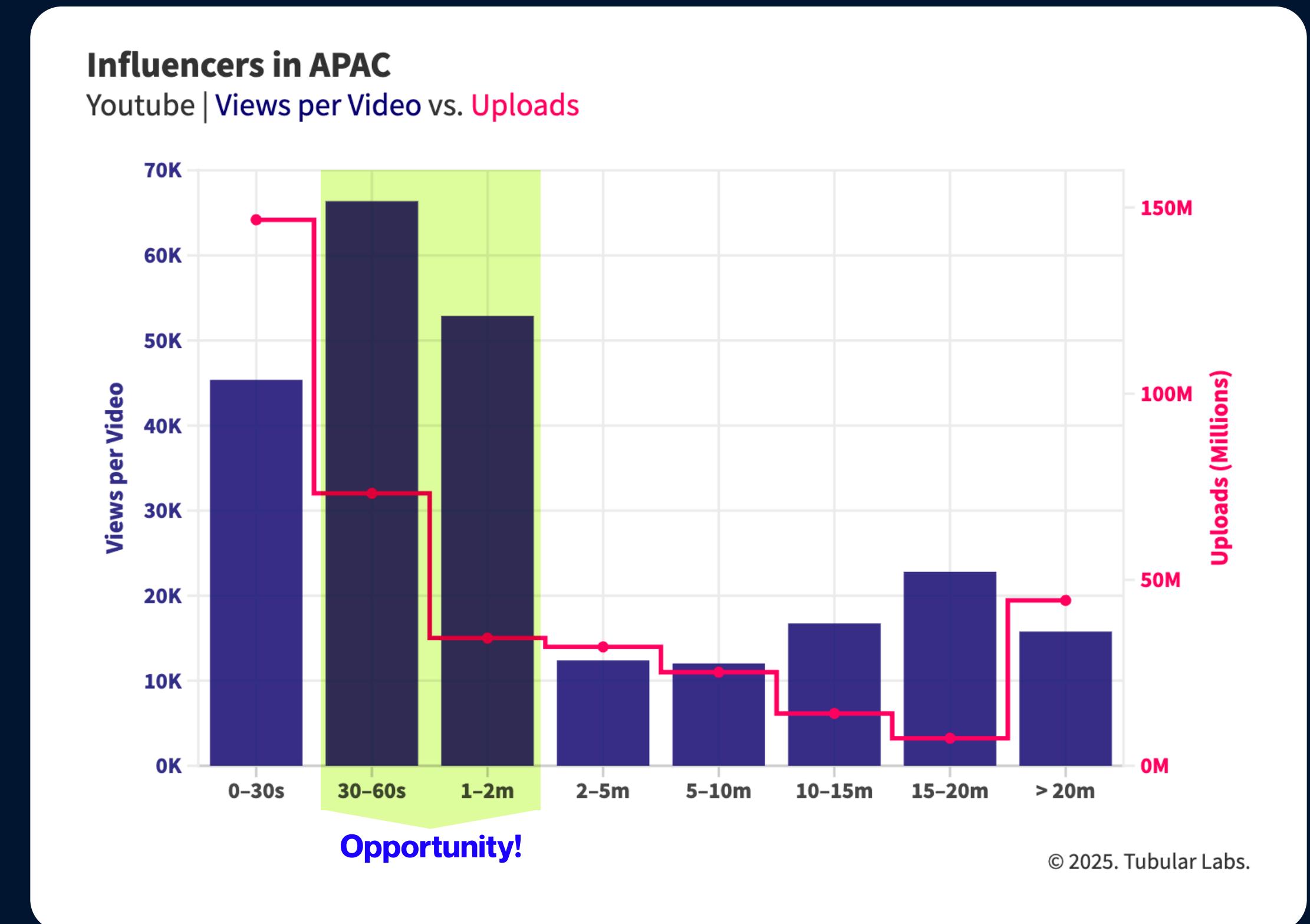
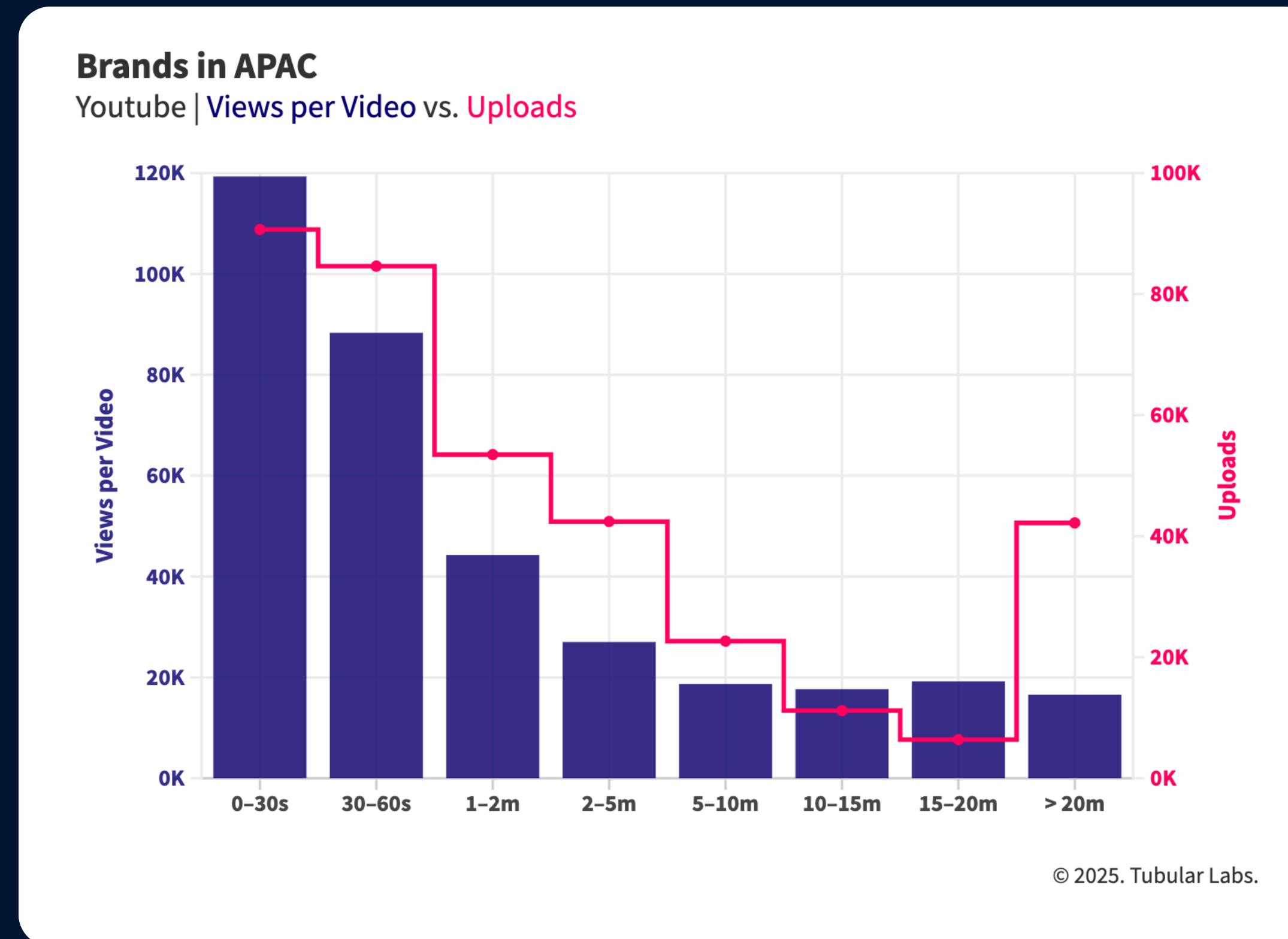
Choose Your Player

Influencer, brand, or media company? The first (and perhaps most overlooked) step in optimizing video length is identifying who you are. The ideal video length for a beauty influencer, for example, might flop for a CPG brand.

Before deciding how long your videos should be, you need to understand the rules of the game for your creator type.



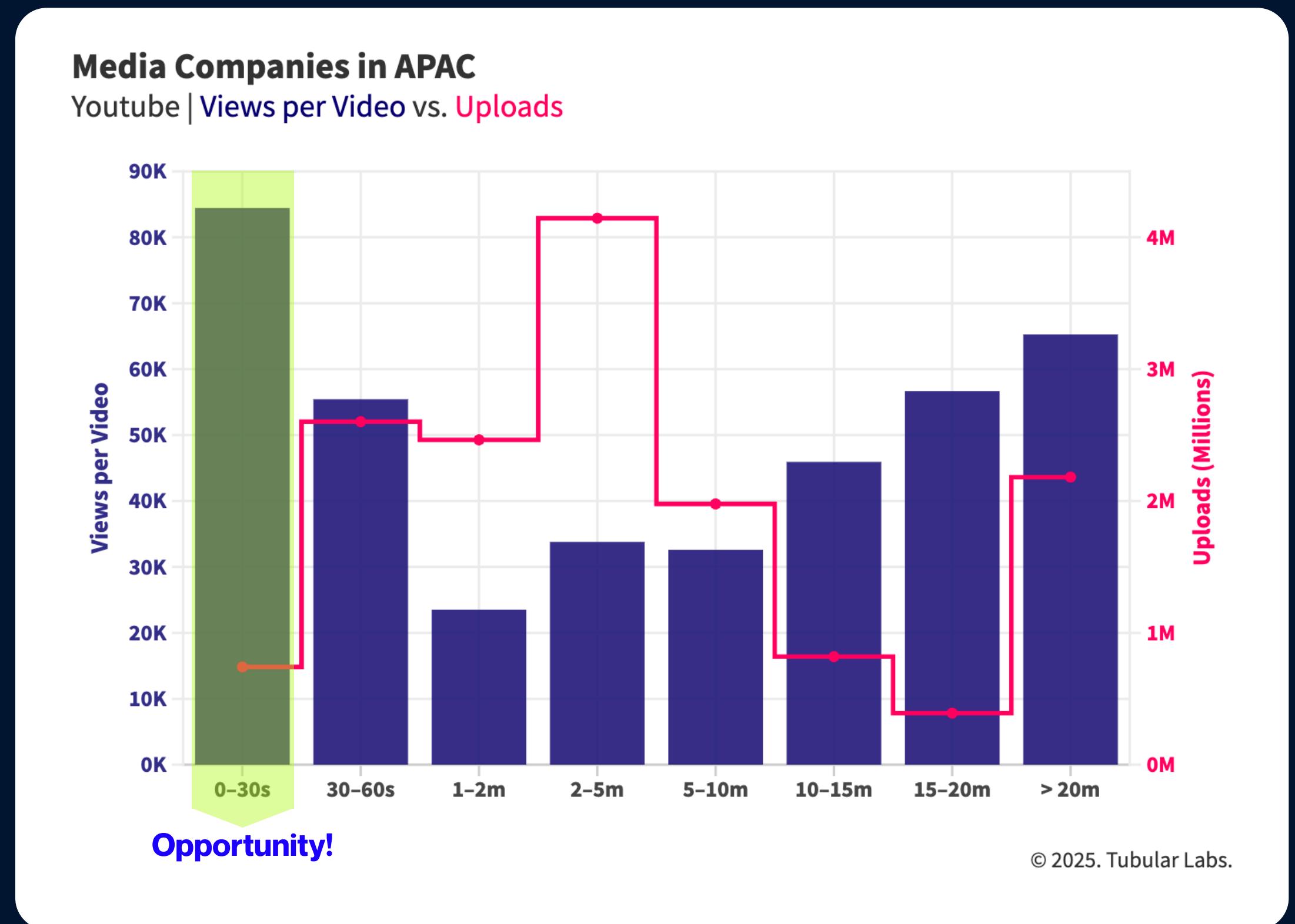
For example, let's dig into optimal YouTube lengths **by creator type** in the Asia-Pacific (APAC) region:



Brands are hitting the mark by consistently tailoring video length to viewer behavior — by optimizing duration, brands are averaging the highest views per video compared to influencers and media companies.

Influencers have room to stretch — they're posting more 0–30-second Shorts, but the sweet spot for driving higher views per video is 30 seconds to 2 minutes.

Media companies may want to trim the fat. While they're mostly uploading 2–5-minute videos, shorter videos are earning the most views per video for this creator type.



PRO TIP

Start by defining your creator identity: brand, influencer, or media company. Then optimize your duration strategy accordingly.

💡 Trade Secret

Tubular lets you get even more specific by allowing you to refine your search by the size of your following so you can better understand what video lengths perform best for influencers, brands, and media companies most similar to you.

Understand Your Content Category & Topics

You've defined who you are — now it's time to understand what you're posting. Just like how the type of creator you are influences optimal video length, your **content category plays a huge role in how long your videos should be.**

Think of your content category as a lane, and video duration as the speed limit. The best performers stay within both.

Top Video Durations of US TikTok Categories by Engagements per Video

30s – 1m

Pop Culture & Entertainment
Gaming
Animals & Pets
Music

1 – 2m

Sports
Humor

2 – 5m

Beauty
Fashion
Careers & Education
Movies & TV
Science & Tech

5 – 10m

Science & Tech
News, Government & Politics
Cars & Vehicles
Home, Craft & DIY

> 20m

Kids, Entertainment & Toys

Different audiences bring different expectations.

Short Form

Makeup tutorials, gameplay clips, or memes might perform best in short bursts, keeping pace with faster-scrolling audiences.

Medium Form

The 5–10-minute videos tend to perform best in categories like the News where repurposed TV segments find a second life on social.

Long Form

Long-form videos, often 20+ minutes, thrive in the Kids, Entertainment & Toys category because audiences are tuning into full episodes, or unboxing marathons.

The video duration differences between categories also occurs when we look at **smaller topics within larger categories**. For example, looking at these topics within the Sports category on TikTok, we see video durations vary greatly.



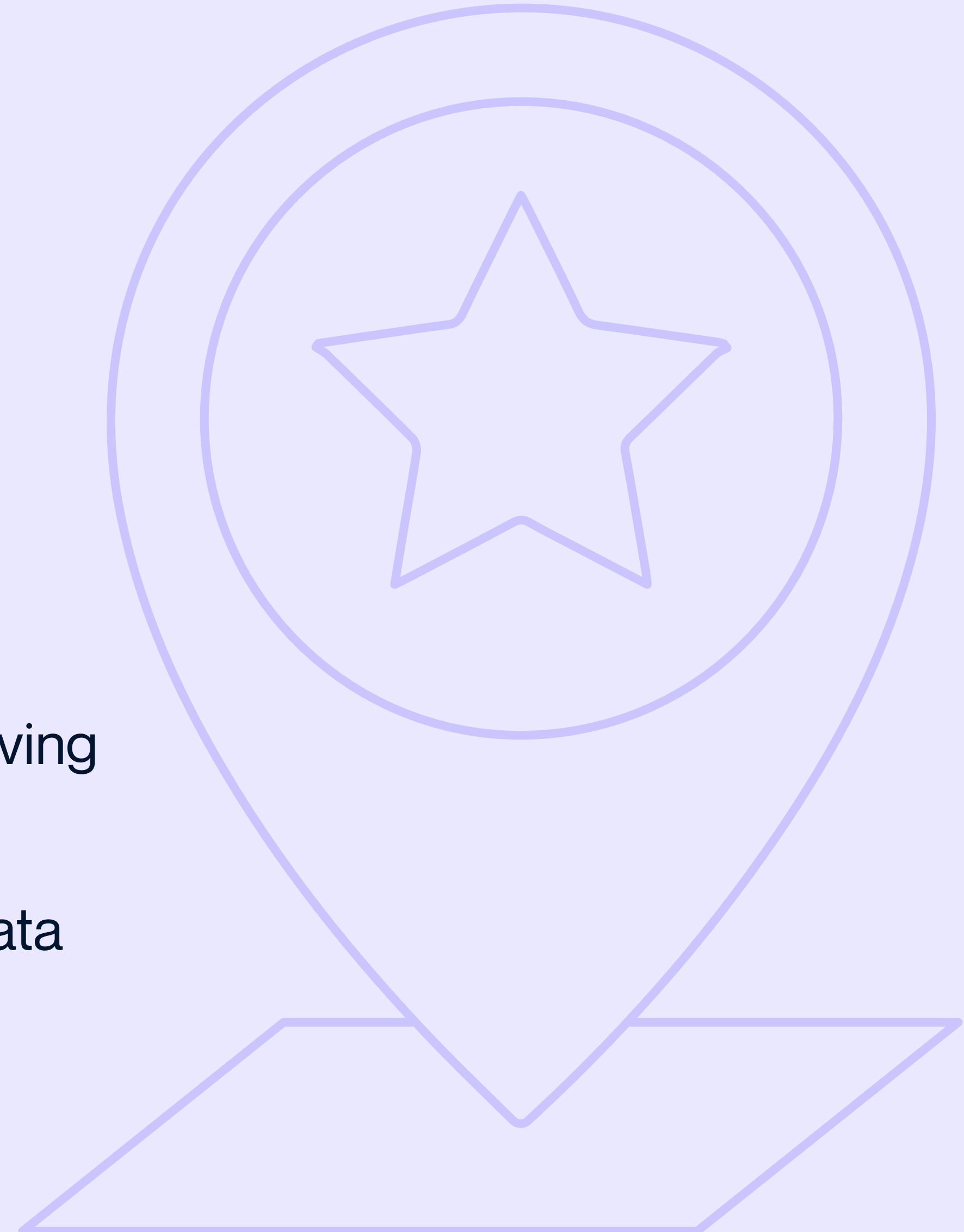
PRO TIP

Using logic, we can discern why certain audiences might prefer shorter or longer videos within specific categories and topics. Still, a guesstimate isn't the best option for optimizing video lengths. Categorical and topical data enables you to dig into the granular details of audience preferences.

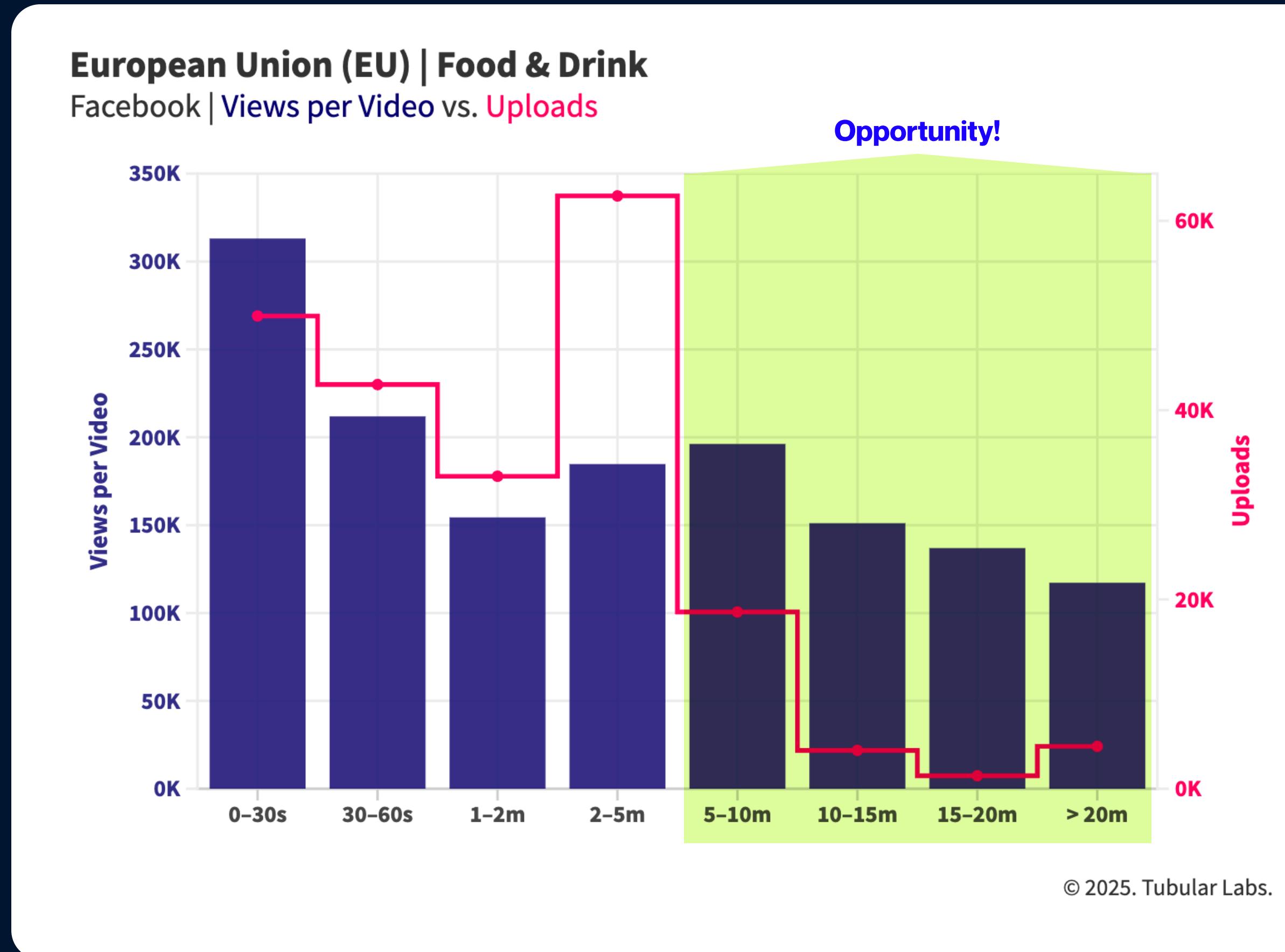
Optimize for Your Region

Video performance isn't just about platform or category, it's also about **regional differences in viewing behavior**. And in fast-moving or emerging markets, those preferences shift quickly.

That's why brands and media companies need fresh, localized data to stay ahead.



Take Food & Drink on Facebook, for example — video lengths in the same category can look totally different depending on the region, like the EU vs. APAC.



Europe

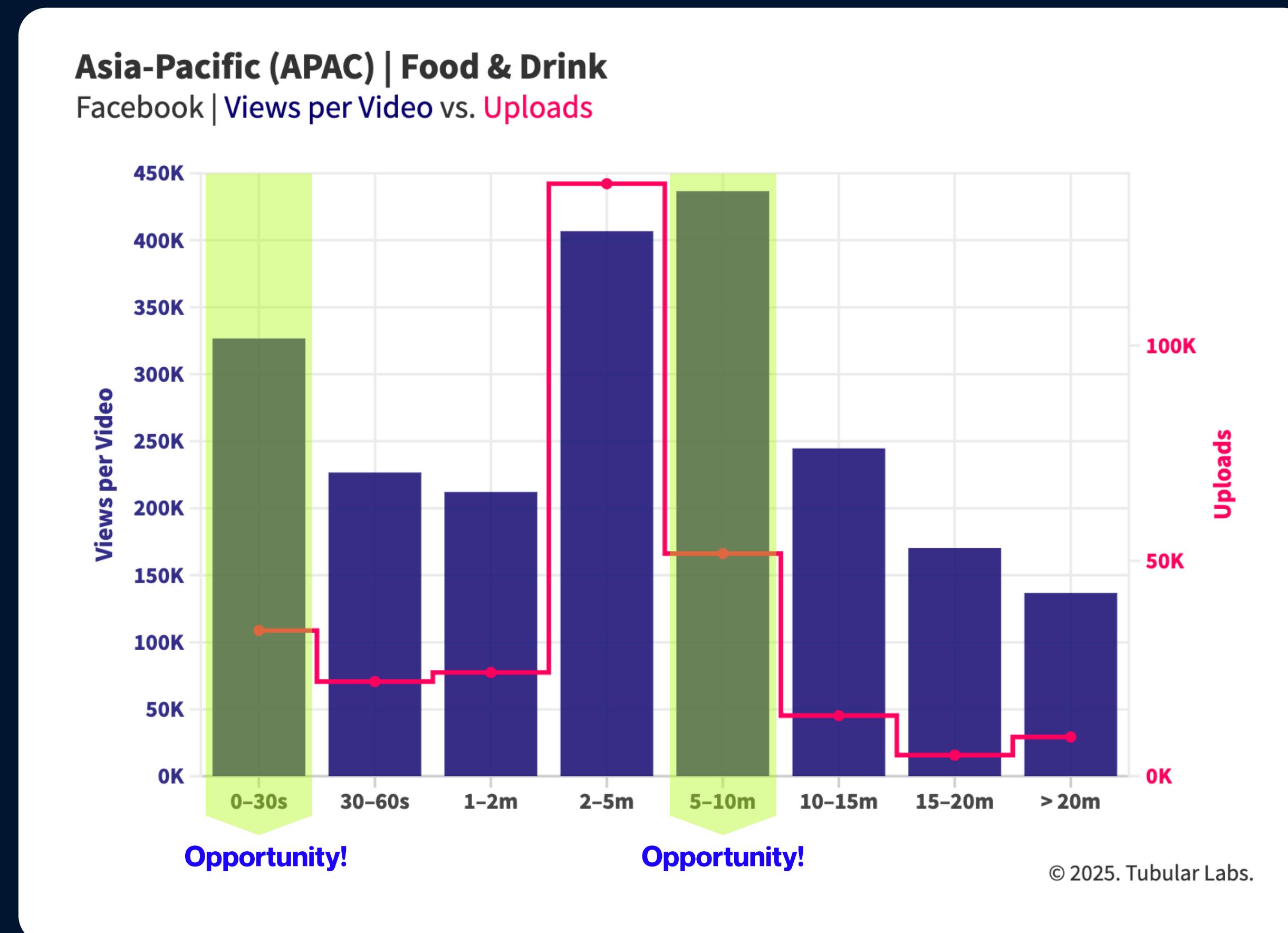
Creators mostly upload **2–5-minute videos** even though this duration only ranks **4th highest in views per video**. Meanwhile, **5–10-minute videos earn about 6% more views per video** than 2–5-minute videos and have **236% less competition** — a clear opportunity for longer videos.

Asia-Pacific

Creators are overwhelmingly focused on 2–5-minute uploads, posting them 424% more often than the average of all shorter formats. Yet, this length is only the second-best performer. The real wins? **5–10-minute videos** and **0–30-second clips**.

PRO TIP

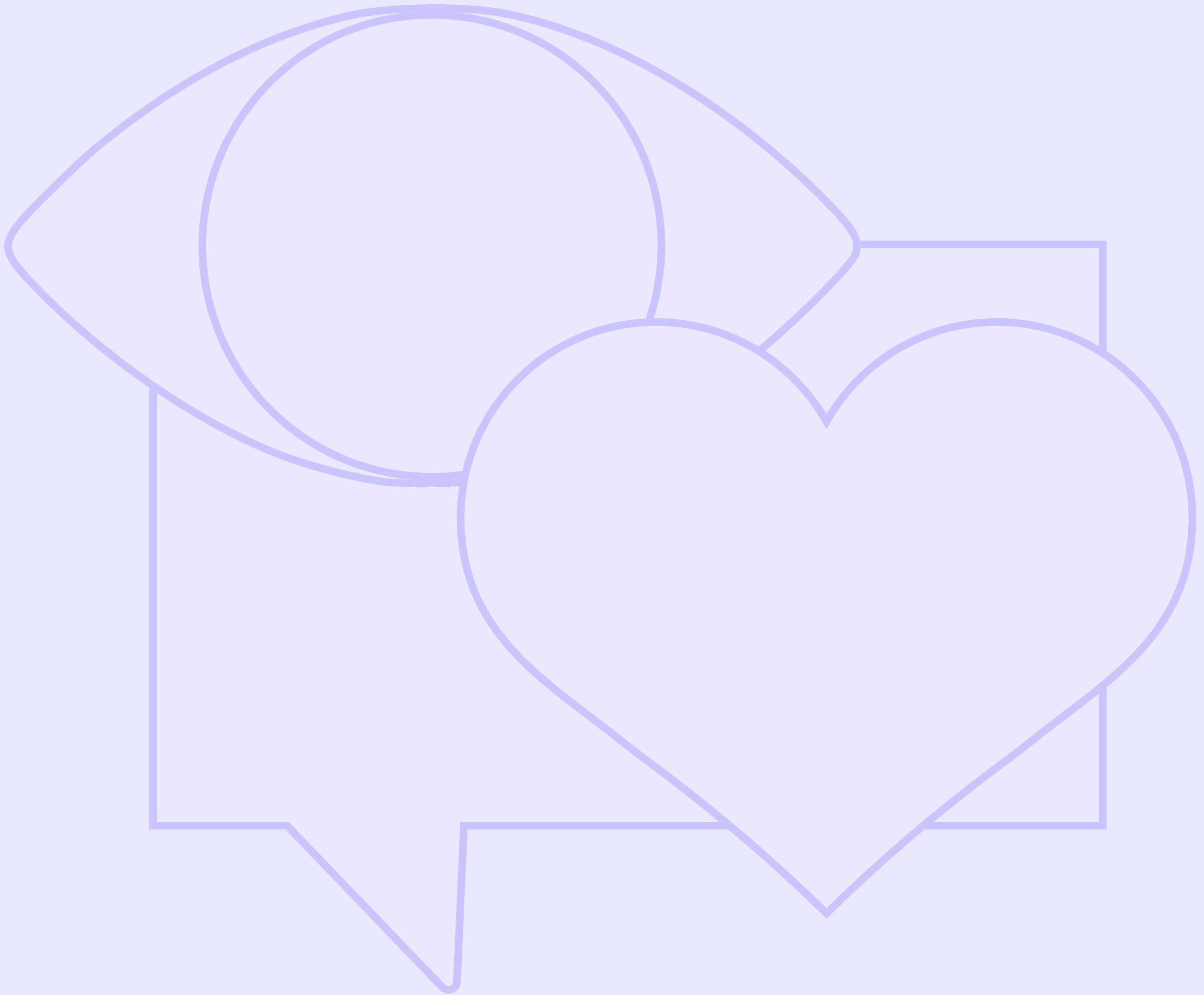
Mid-length videos aren't a catch-all solution. In some regions, creators need to go long to break through the noise — and go short to meet scroll-speed expectations. A strategic mix of both can drive stronger results than playing it safe in the middle.



Determine Your KPIs

Engagements or Views?

What does success actually look like for your specific campaign? Do you want to reach the most people possible? Or are you trying to build loyalty and engagement with a core audience?



Before publishing, ask yourself:

Is the goal of this video upper-funnel reach, or lower-funnel engagement and loyalty?

Depending on your answer, the optimal video length can shift dramatically.

Views

Great for awareness and helping you reach users at the top of the funnel

Engagements

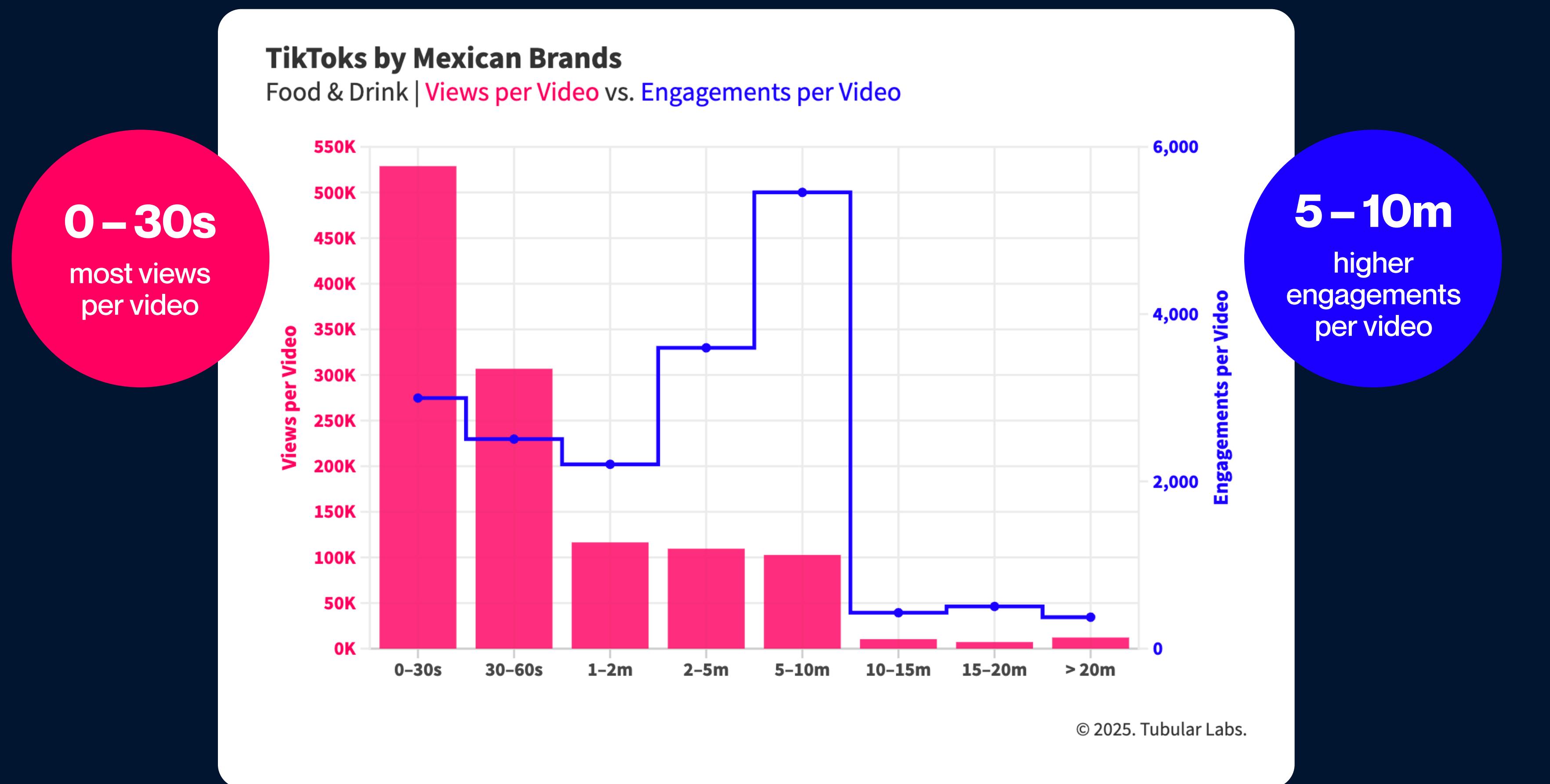
likes, comments, shares

Better for retention, conversion, and community-building

For example, looking into Mexico's Food & Drink category on TikTok, there's a stark contrast between what video length wins views vs. what length wins more engagements.

PRO TIP

Visibility and engagement aren't the same. Luckily, you can choose what matters to you most, or you can prioritize both. Simply cutting a 5-minute video into one or several 20-second clips is a great way to achieve both upper and lower funnel goals with the same piece of content.



The Bottom Line

Video length optimization isn't about chasing trends — it's about **aligning your content with platform behavior, audience expectations, and business goals.**

By using data to guide your decisions, you'll create videos that not only get seen, but drive real impact.

1

1

Analyze by Platform

Different platforms reward different video lengths — and those preferences change fast. Stay current to boost your competitive edge.

2

Choose Your Player

Influencers, brands, and media companies each perform best at different video lengths. One-size-fits-all doesn't work here.

3

Understand Your Content Category & Topics

Optimal video length depends on your category. Match your video duration to your audience's expectations.

4

Optimize for Your Region

Regional viewing habits vary widely. Use local data to tailor your video strategy — what works in one market may underperform in another.

5

Determine Your KPIs

Views and engagement don't always peak at the same video duration. Choose your video length based on the outcome you're targeting.

Video duration affects how social algorithms categorize and distribute your content, thereby impacting your video's reach and engagement.

But it's not just about length. Audience preferences also vary by platform, category, and region.

These audience behaviors and algorithms are constantly evolving, which is why you need current data that empowers you to track changes over time to stay ahead. Tubular gives you access to this data allowing you to optimize the length of your content based on creator type, content topics, platform, region, and more.



Tubular delivers actionable insights to enhance your social video content strategy and meet your goals.

Unlock the video data and insights you need to thrive on social.

Start Today