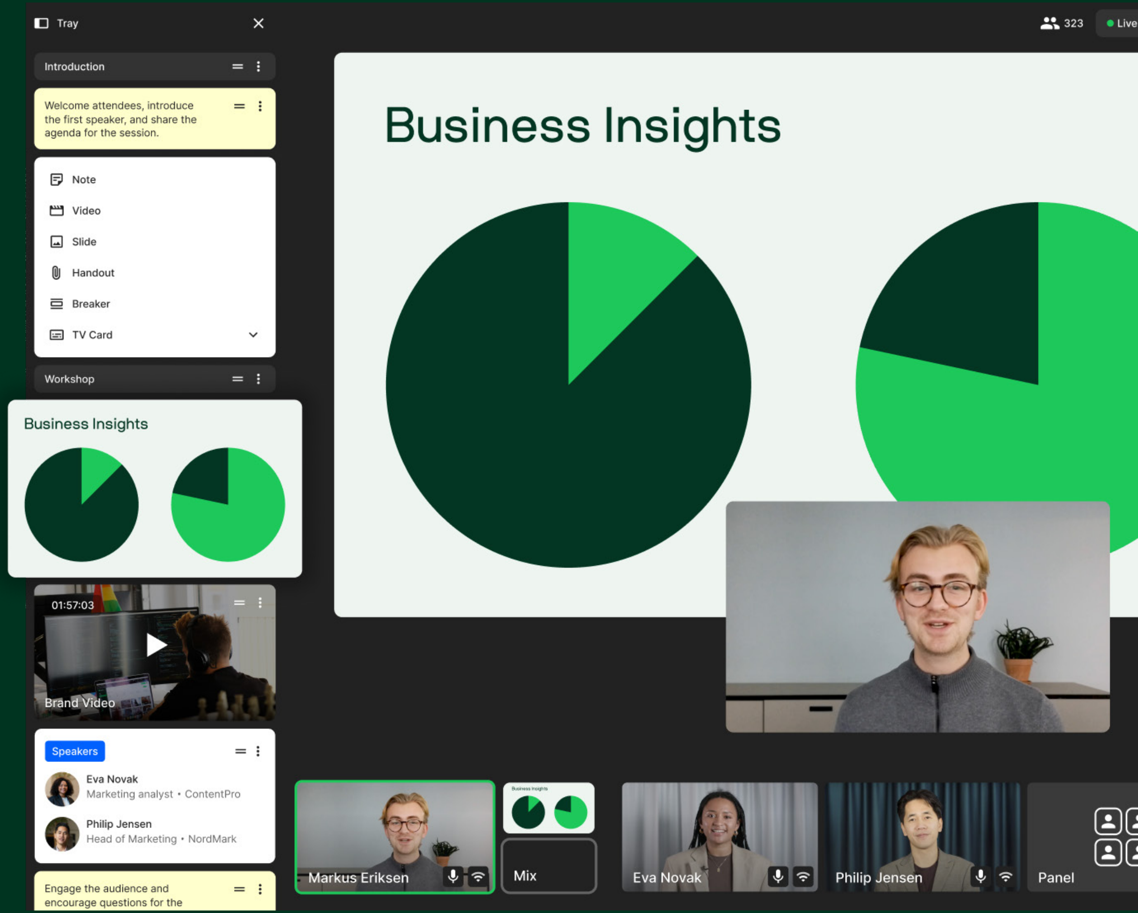
Report

State of Webinars 2025

Scale your webinars with benchmarking data from our annual global survey.



State of Webinars 2025

The year companies got serious about webinars.

From dedicated teams to content distribution at scale, the State of Webinars 2025 report paints a picture of a rapidly maturing webinar landscape.

Today's webinar is so much more than a seminar on the web: as webinar tools become increasingly sophisticated, marketers can now turn a single webinar into multiple pieces of content with next to no effort.

The rise of the dedicated webinar team, and a near 20% growth in the number of companies integrating webinars into the martech stack, reflects their increasing impact.

This is the year webinars started truly to scale. Dive into the data, share it with your team, and use it to scale your own webinar efforts.

Methodology

This year's report is based on the survey responses of 102 webinar makers around the world. As always, it's supplemented by the anonymised data from the 1000s of webinars run on our platform.

01
Webinars Within Organisatons

Endlessly flexible, the humble webinar has become an invaluable tool in an organisation’s toolkit. For many companies, webinars are now the default way to get a message out, interact with their audience and even communicate internally.

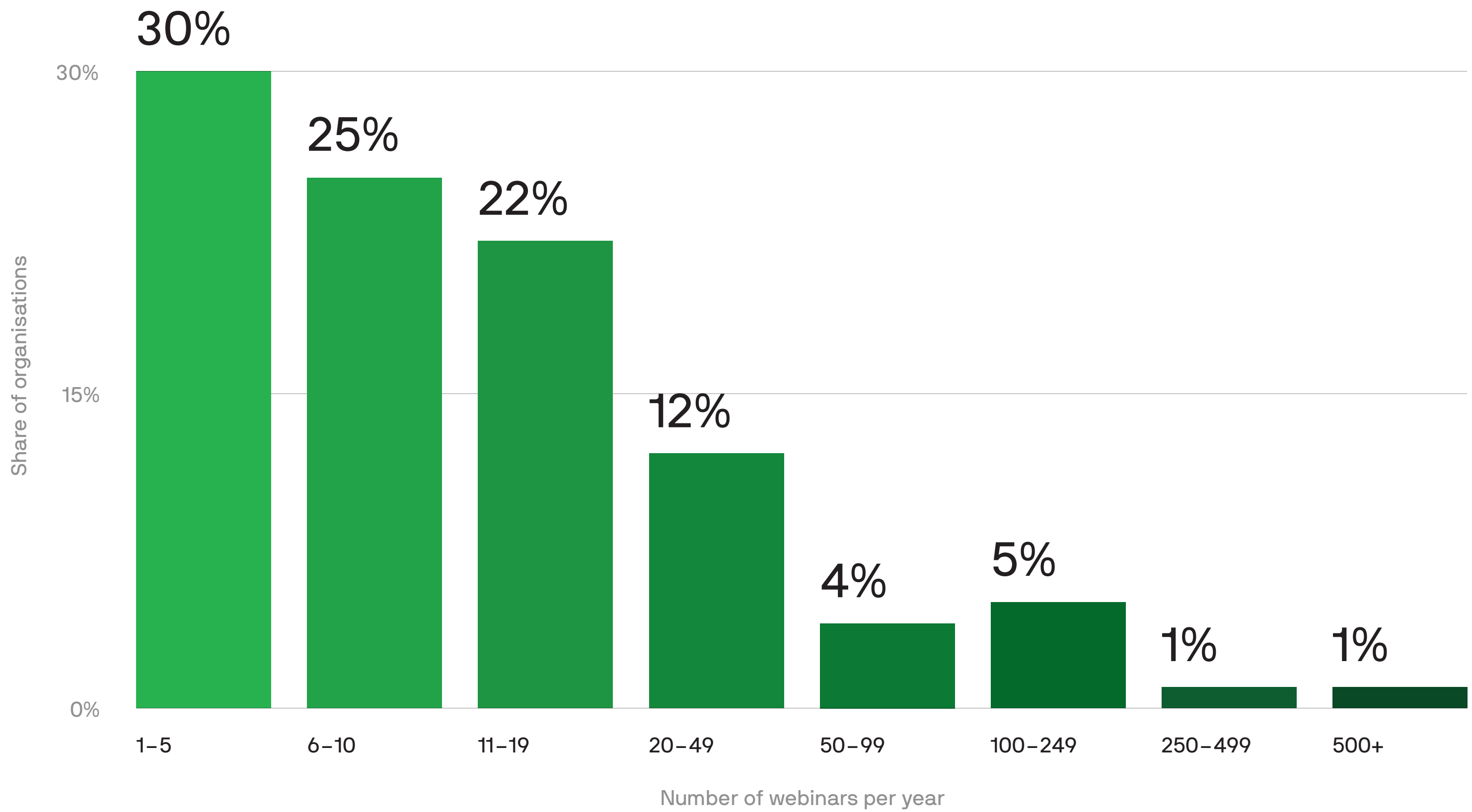
But while the majority of organisations are now making webinars, there are big differences in the extent to which they’re being used.

“We’re entering a new paradigm for webinars. Instead of one-off events, companies are now seeing their potential as content engines, driving results for the organisation long after the event itself has been and gone.”

Thomas Madsen Mydgal
CEO & Co-founder of TwentyThree

Almost half of organizations run 11 or more webinars a year.

While the majority of organizations produce fewer than 20 webinars annually, a surprisingly high number - 7% - produce 100 or more.



More than 9 out of 10 organizations run the same or more webinars than last year.

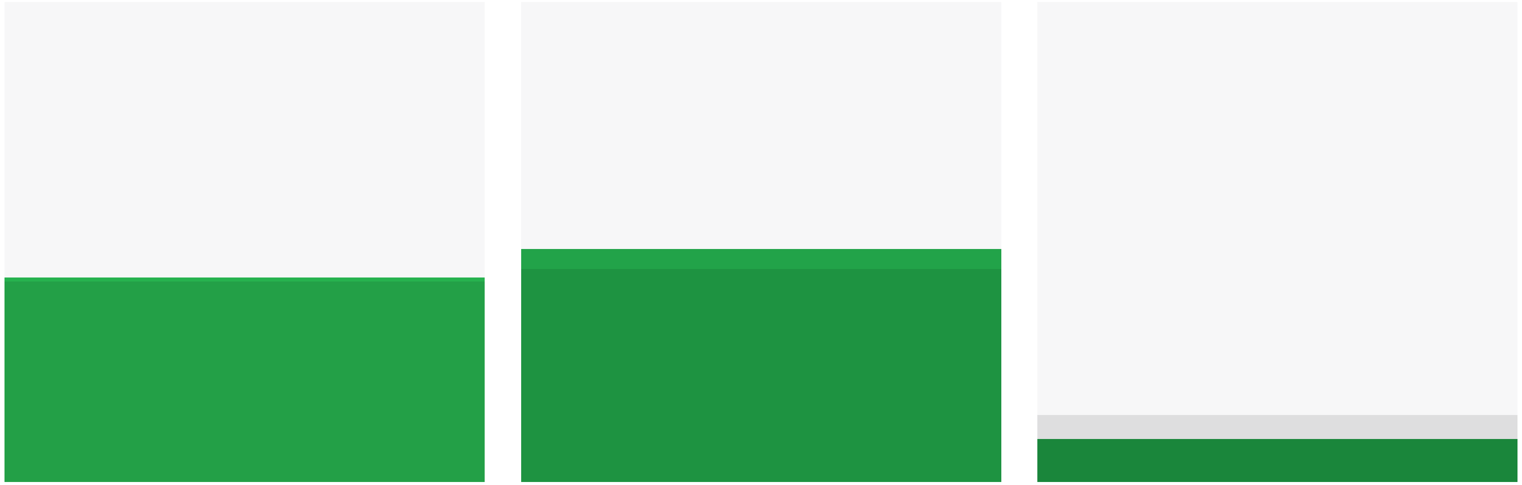
This year has seen an increase in how many webinars are run annually by each organisation as they continue to mature.

New formats are being tried out and more webinars are being run at a steady cadence.

42.6%
2024 / 41.7%

48.5%
2024 / 44.4%

8.9%
2024 / 13.9%



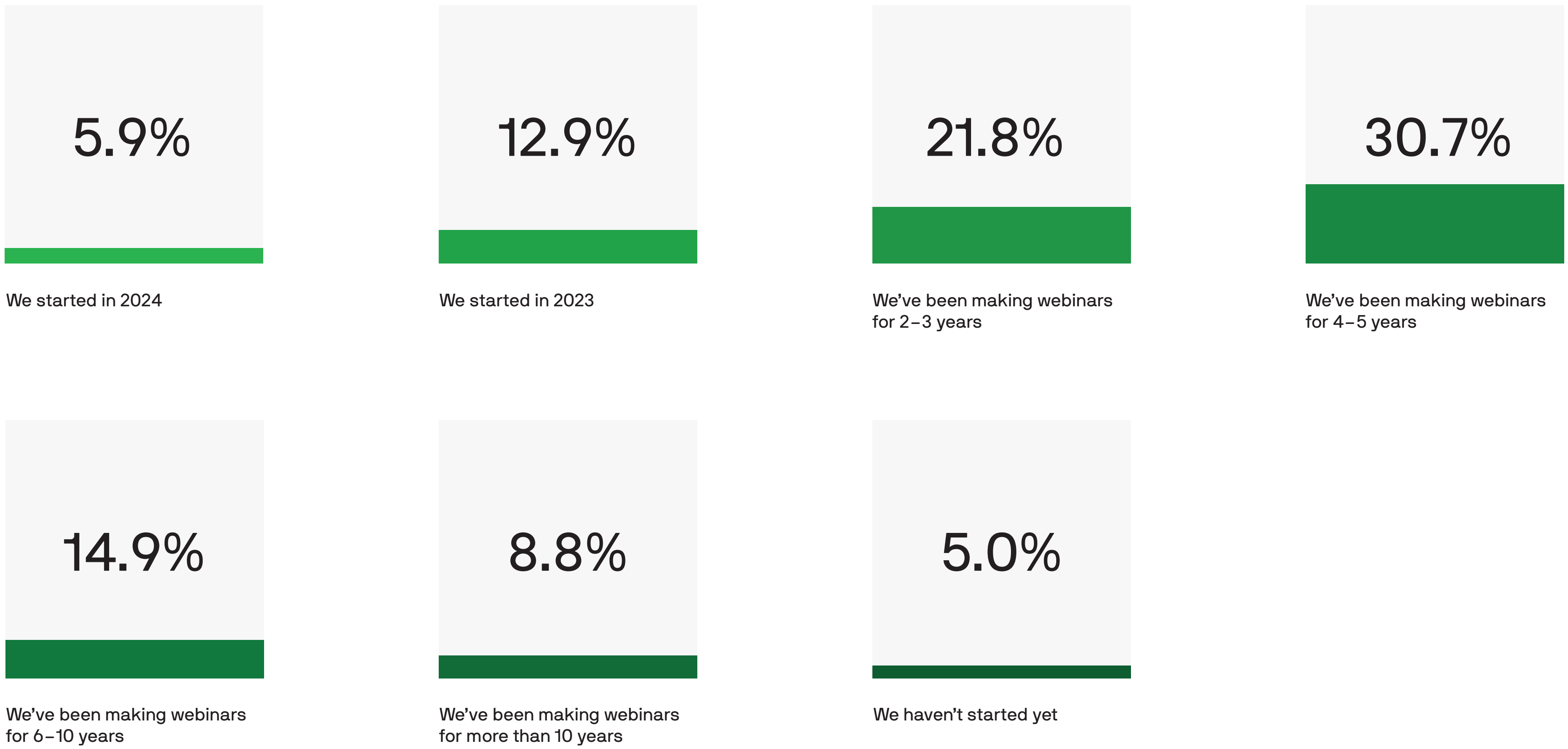
Increase

About the same

Decrease

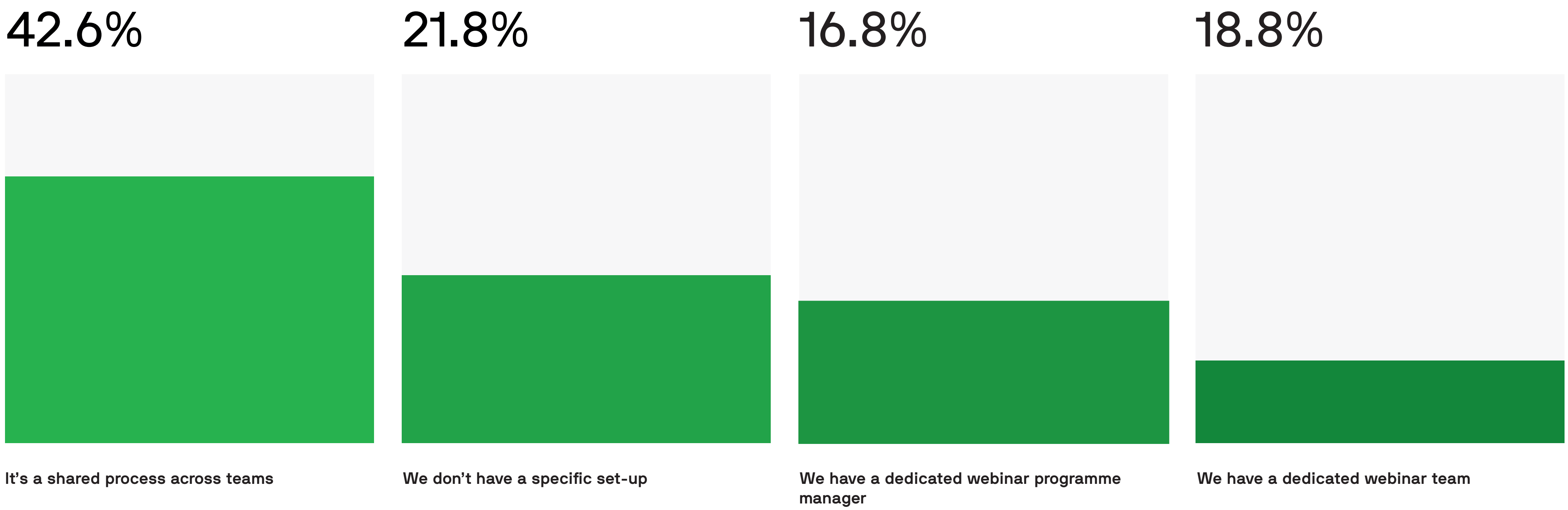
More than half of organizations have been making webinars for 4 years or longer.

Webinar adoption shows little sign of slowing down with almost 20% of respondents starting their webinar programmes in 2023 or 2024.



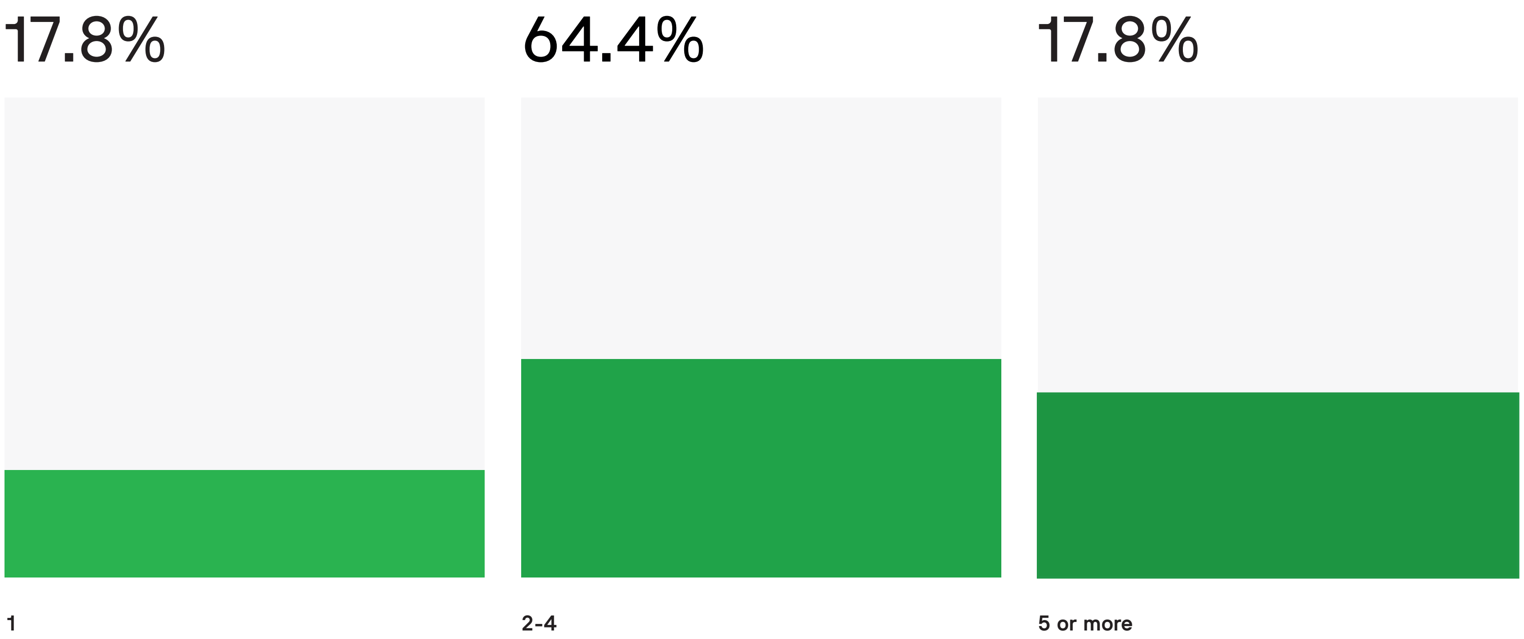
More than a third of organizations have dedicated webinar programme managers or teams.

The rise of the webinar team is one of the most significant findings in this year's report - how are you dedicating resources to your webinar efforts?



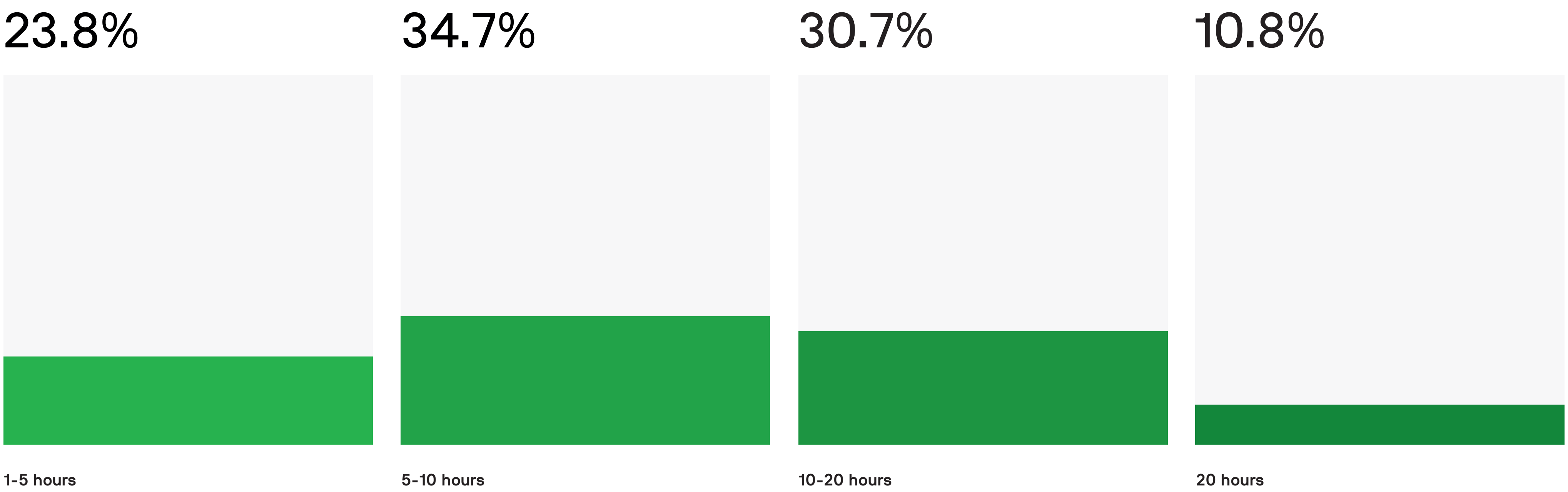
Almost a fifth of organizations have five or more people who can run a webinar.

The majority of companies have between two and four people who can run a webinar. Encouragingly, fewer than 20% of companies are relying on a single individual to run their webinars.



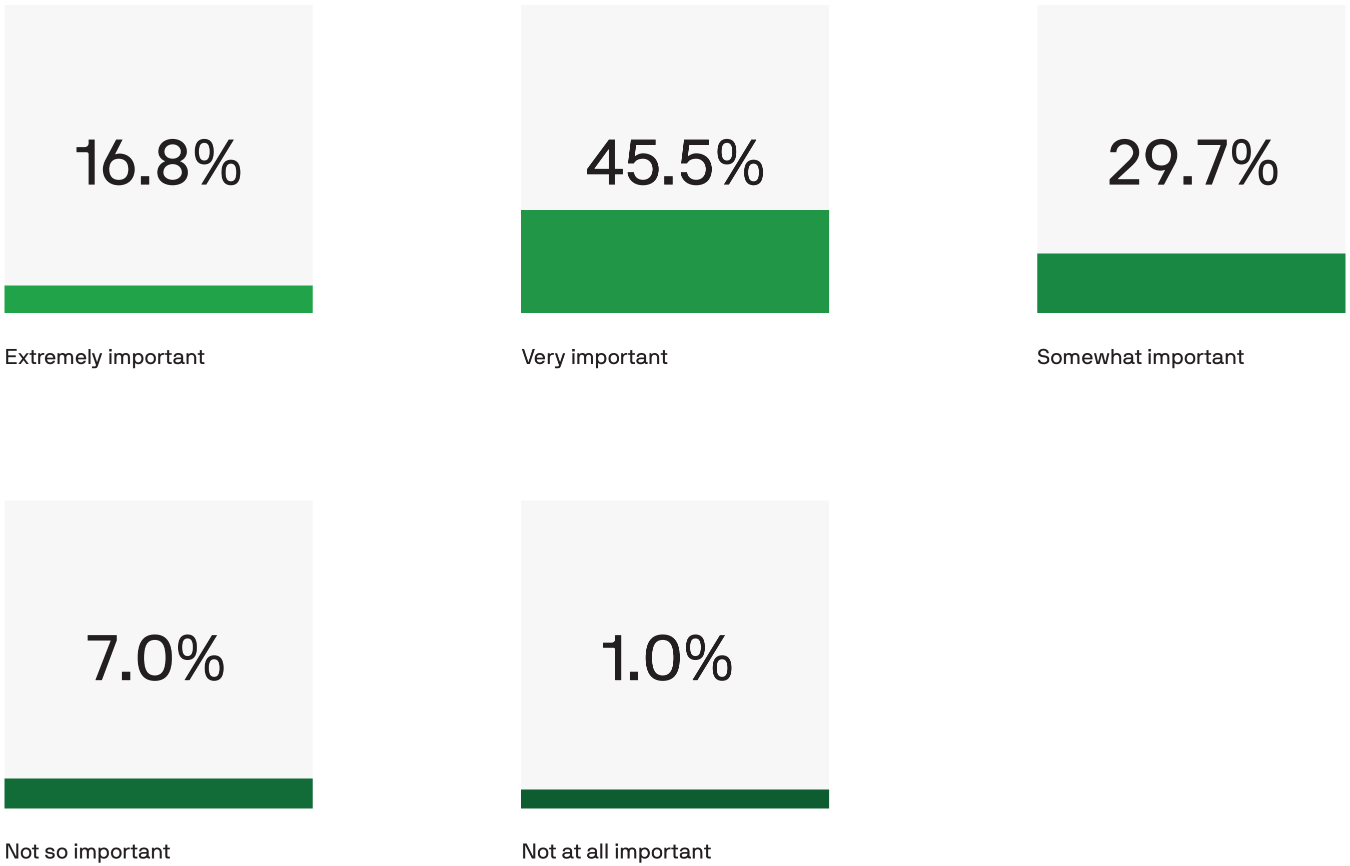
Organizations are prepared to invest significant time in their webinars.

Almost two thirds of organizations take between five and 20 hours per webinar, from prepping the webinar, to running it, and distributing content.



Webinars are now an integral part of many organizations' digital strategy.

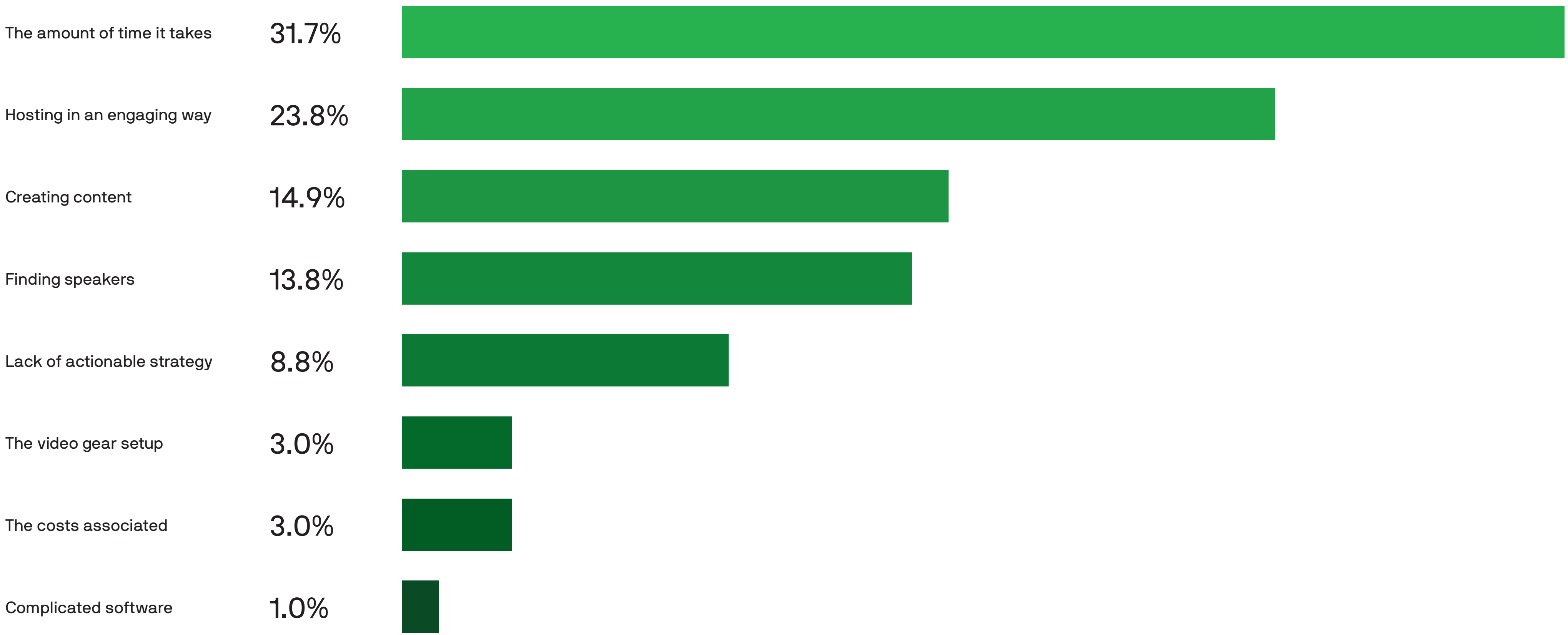
With 62.3% of companies describing them as extremely or very important elements of their digital strategy, webinars are becoming increasingly instrumental in driving business impact.



While webinars are worth the effort, many organizations admit they’re time-intensive.

Traditionally, our respondents say the pressure to host in an engaging way is their biggest challenge.

This year, the time it takes to execute a webinar takes the top spot - perhaps a reflection of the increasingly rigorous approach companies are taking.



02
Webinar Strategy

Webinars can help companies achieve many goals—from increasing brand awareness to generating leads and increasing their customer success capabilities. But to do that, webinars must be leveraged with a concrete strategy in mind, which calls for more holistic thinking around webinars and webinar programmes.

Marketing teams still maintain the most influence within organisations when it comes to driving webinar efforts.

“The webinar is only 30 minutes—but the time you spend on strategy, as well as the work before and after, is what you need to keep in mind. Make sure you know why you are creating that piece of art and how to leverage the results.”

Respondent

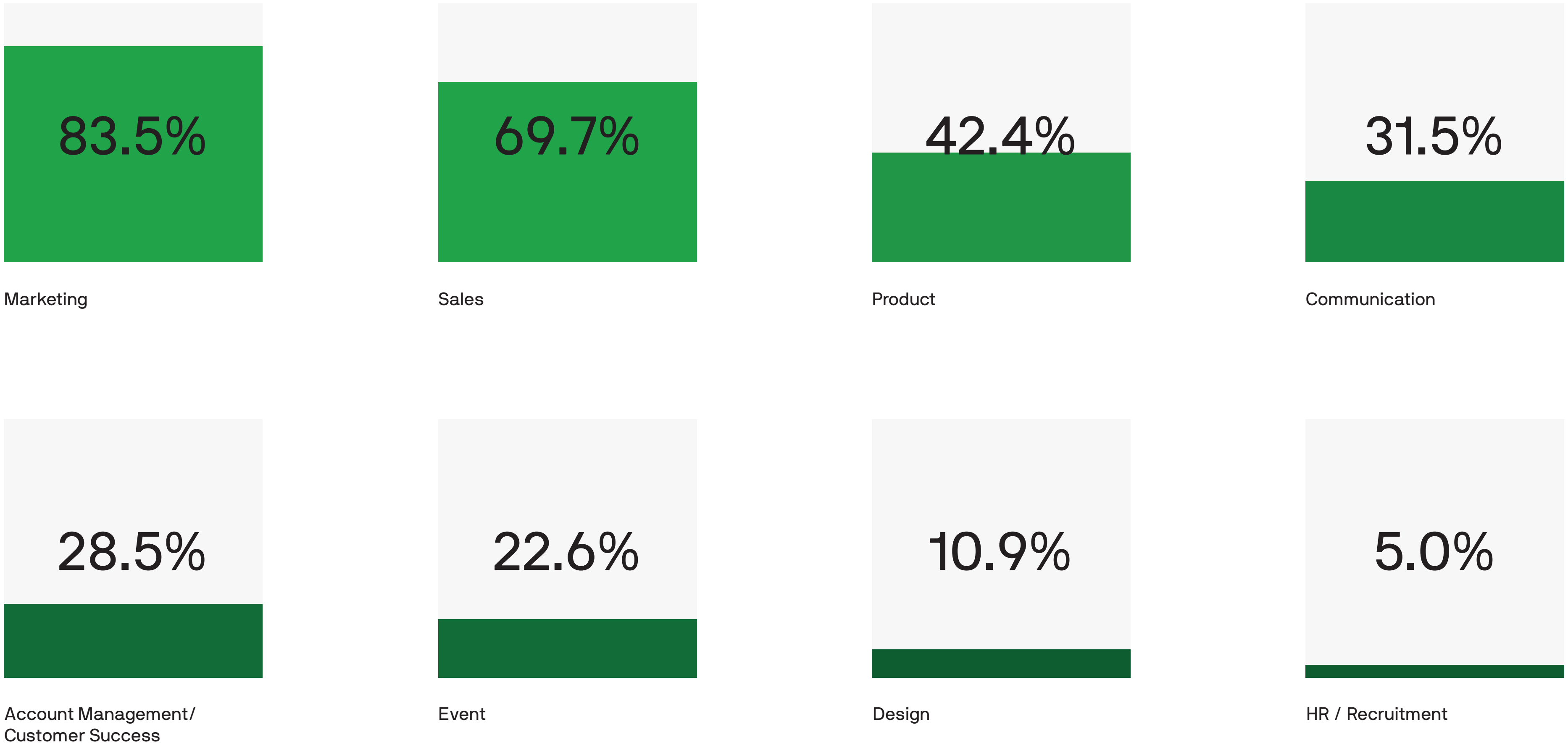
Educating customers & lead generation continue to dominate.

When it comes to why companies do webinars, customer education and lead generation have consistently ranked in the top two.

One interesting development this year is a 20% increase in the number of companies listing Branding as a focus area - up to 48% from 28% last year.

Sales and marketing teams lead the way on webinars.

While more than half of all webinars are run by sales or marketing teams, there is a healthy long tail with even HR teams getting in on the act.



03 Webinar Formats

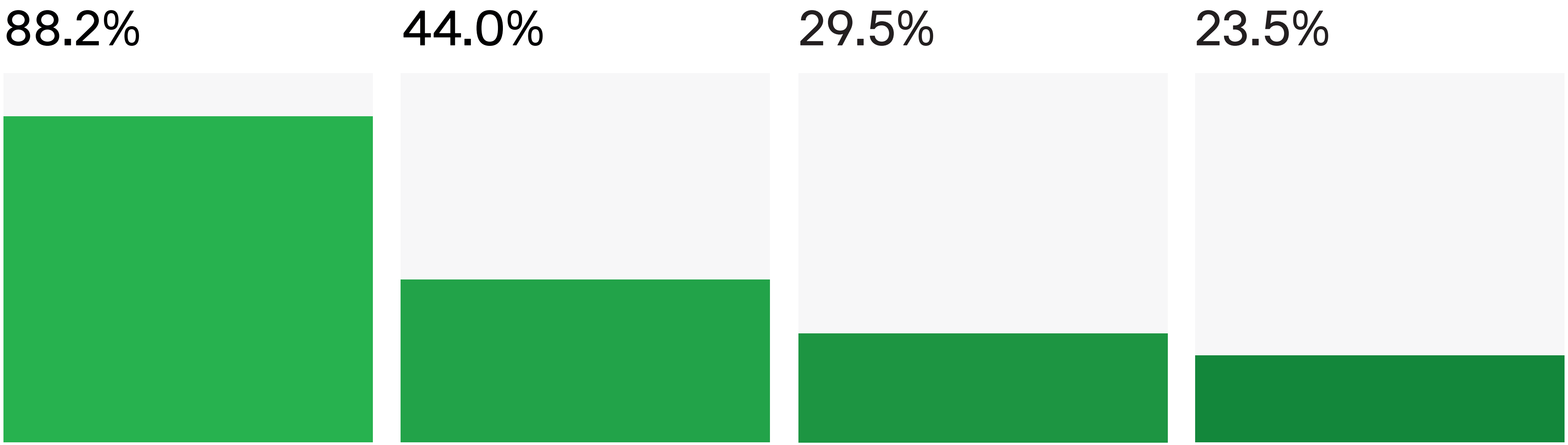
While one-off webinars remain the majority, our findings again show a healthy spread in terms of the kinds of structured webinar programmes companies are running, as well as their formats. Webinars might have begun as ad hoc online seminars to promote a product or share information with customers, but they continue to evolve as more and more companies reap the rewards of a structured approach.

"Figure out who will be watching it and create the content they want to see, not the content you want to show."

Respondent

Almost a quarter of organizations now run webinar series.

As expected with a channel that's still in relative infancy, almost 50% of companies describe their webinars as one-offs. But with almost a quarter now running webinar series, and 12.7% running a recurring webinar, companies are gradually adopting a more strategic approach to their formats.



Standalone Webinars
One-offs run on an ad hoc basis.

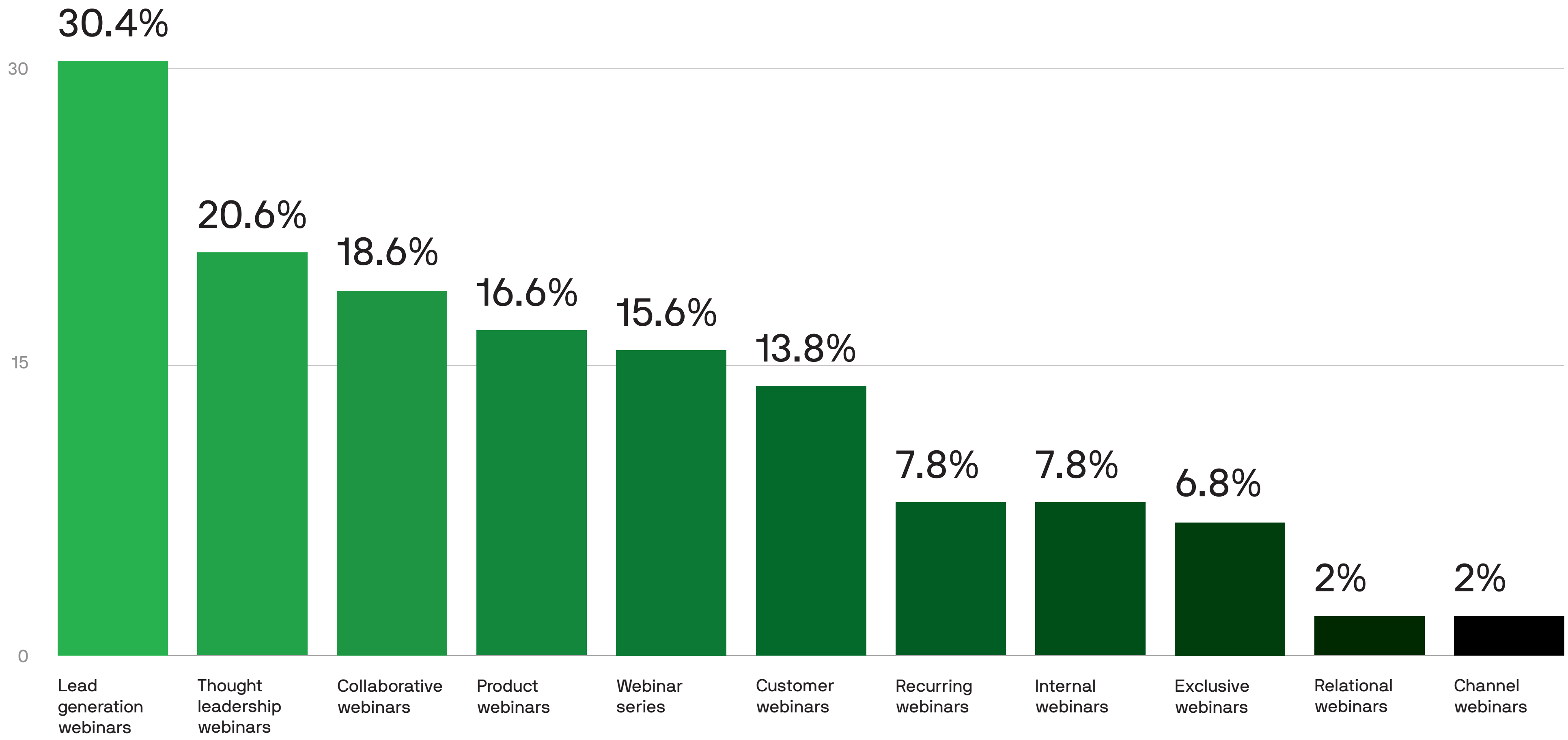
Episodic Webinars
A series with different content each time, often also runs in seasons.

Online/Digital Events
Longer format with multiple speakers, more of a broadcast event than participatory.

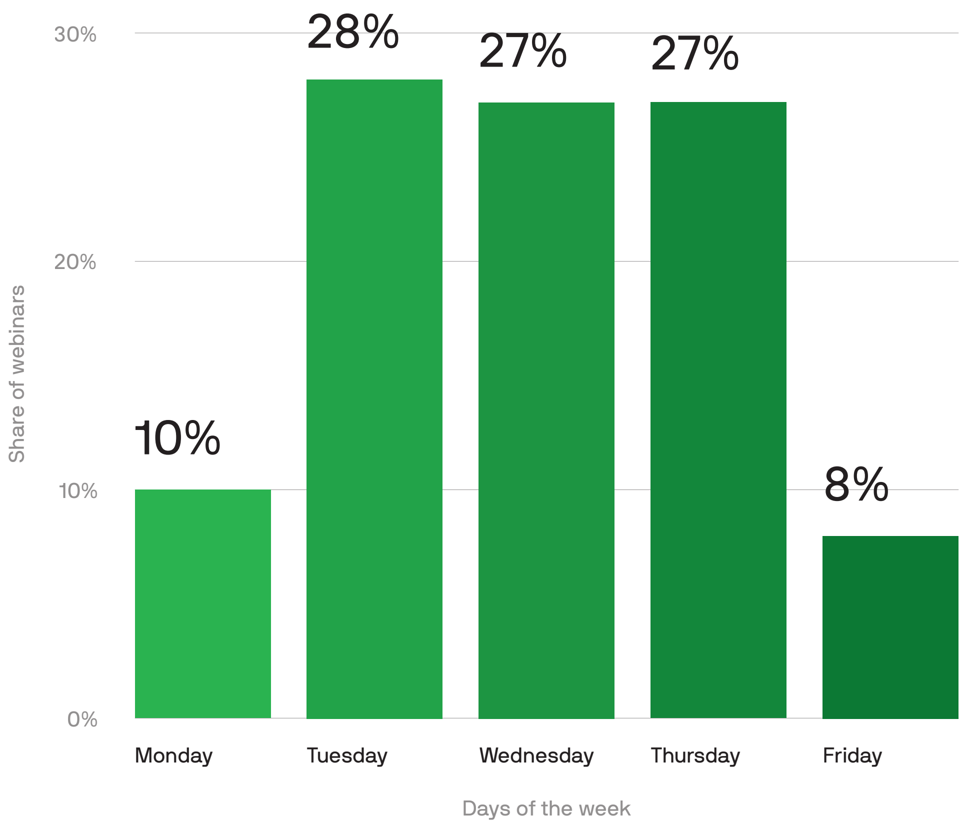
Repeating Webinars
Same content each time, scheduled on a recurring basis.

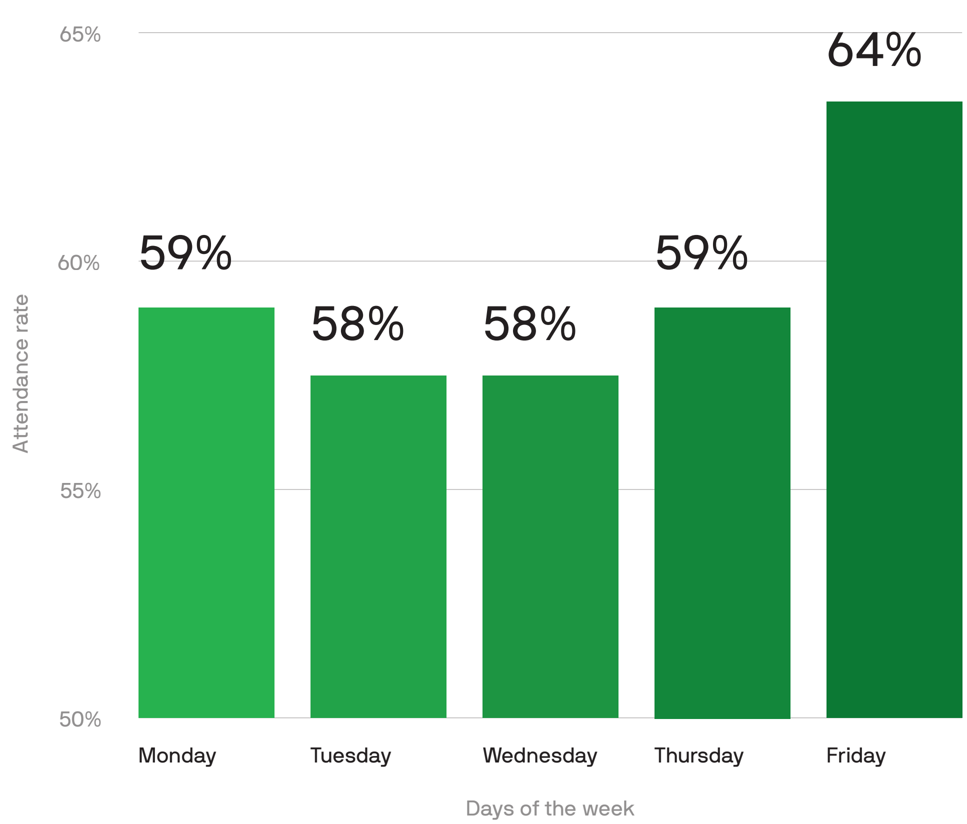
Lead generation webinars dominate, while relationship building goes untapped.

While more than a fifth of companies use webinars to generate leads, thought leadership webinars don't trail that far behind. Both channel webinars and relationship-based webinars stand out as areas of unfulfilled potential.



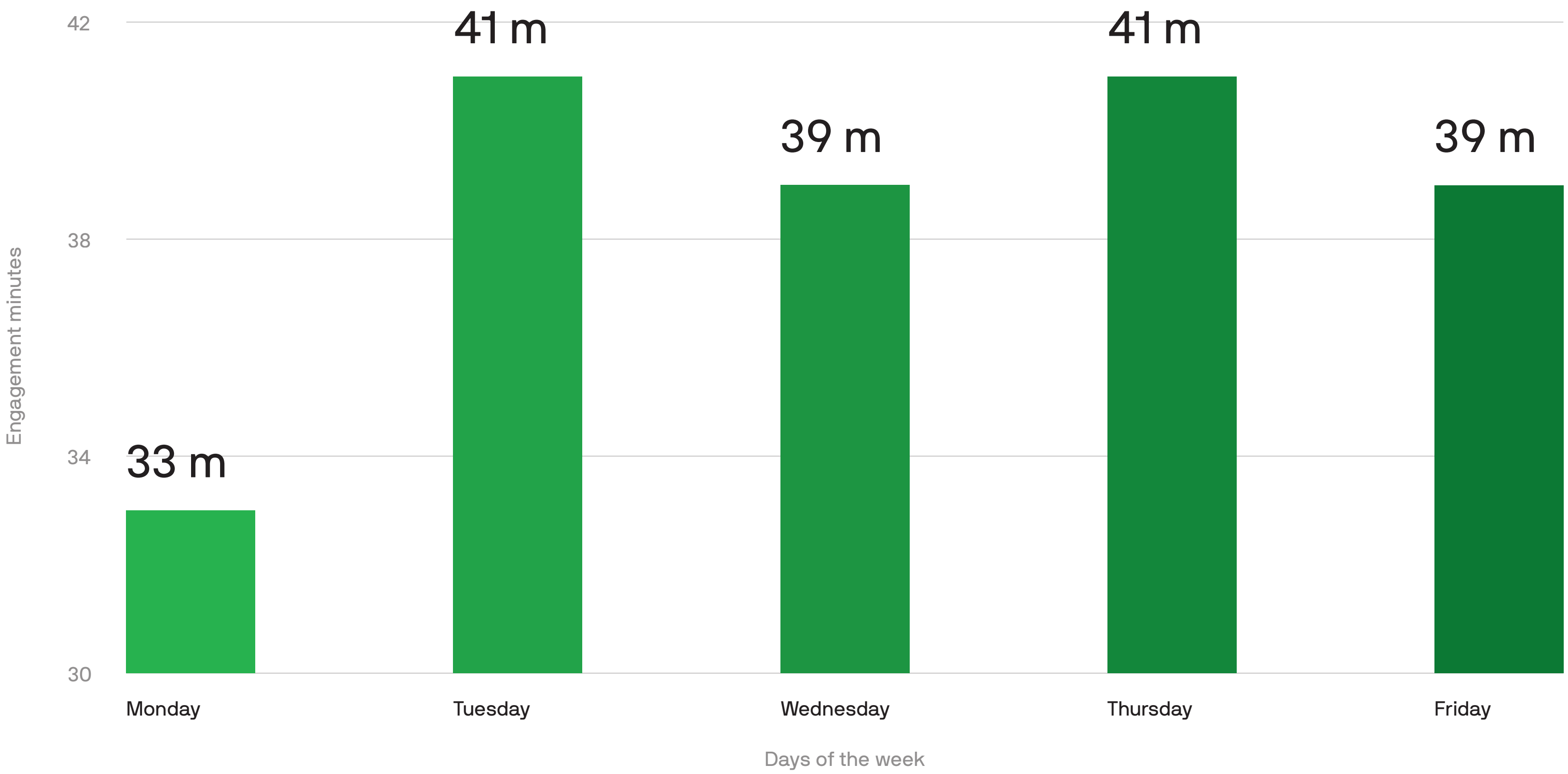
The midweek bias—most webinars happen Tuesday to Thursday, but the attendance rate is highest on Fridays.



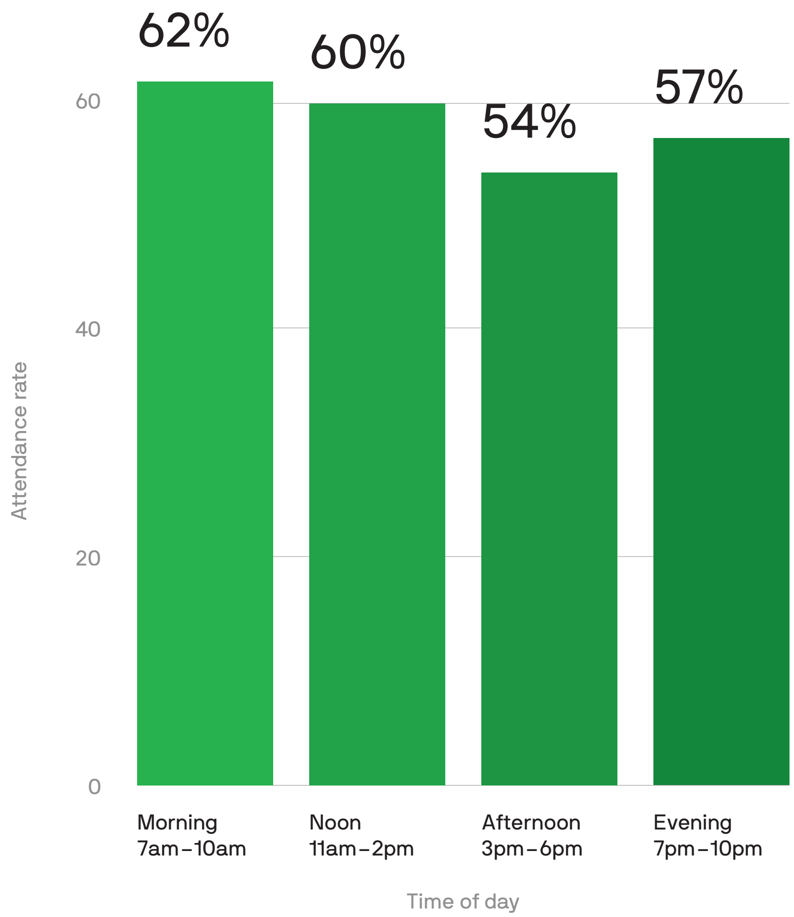


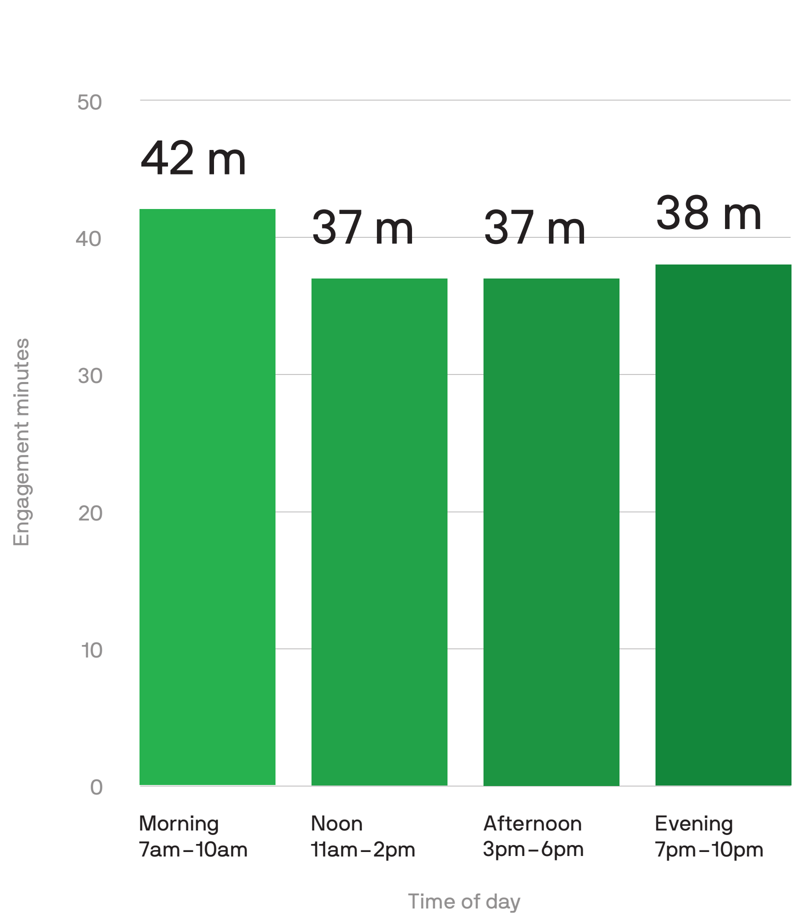
Attendees tune out earlier on Mondays.

While average attendance on every day exceeds 30 minutes, Monday is bringing up the rear. Good to know next time you're planning your webinar schedule.



People are more likely to attend and engage in the morning... but that doesn't mean you should ignore the evening!





04
Webinar Performance

While the number of attendees remains the dominant KPI, we're seeing encouraging signs of strategic intent with webinar measurement. Perhaps this year's most significant finding is that an impressive 48.5% of companies now integrate their webinar tools with their martech stack - a significant increase on last year and a sure sign of how integral webinars are becoming in the overall business objectives.

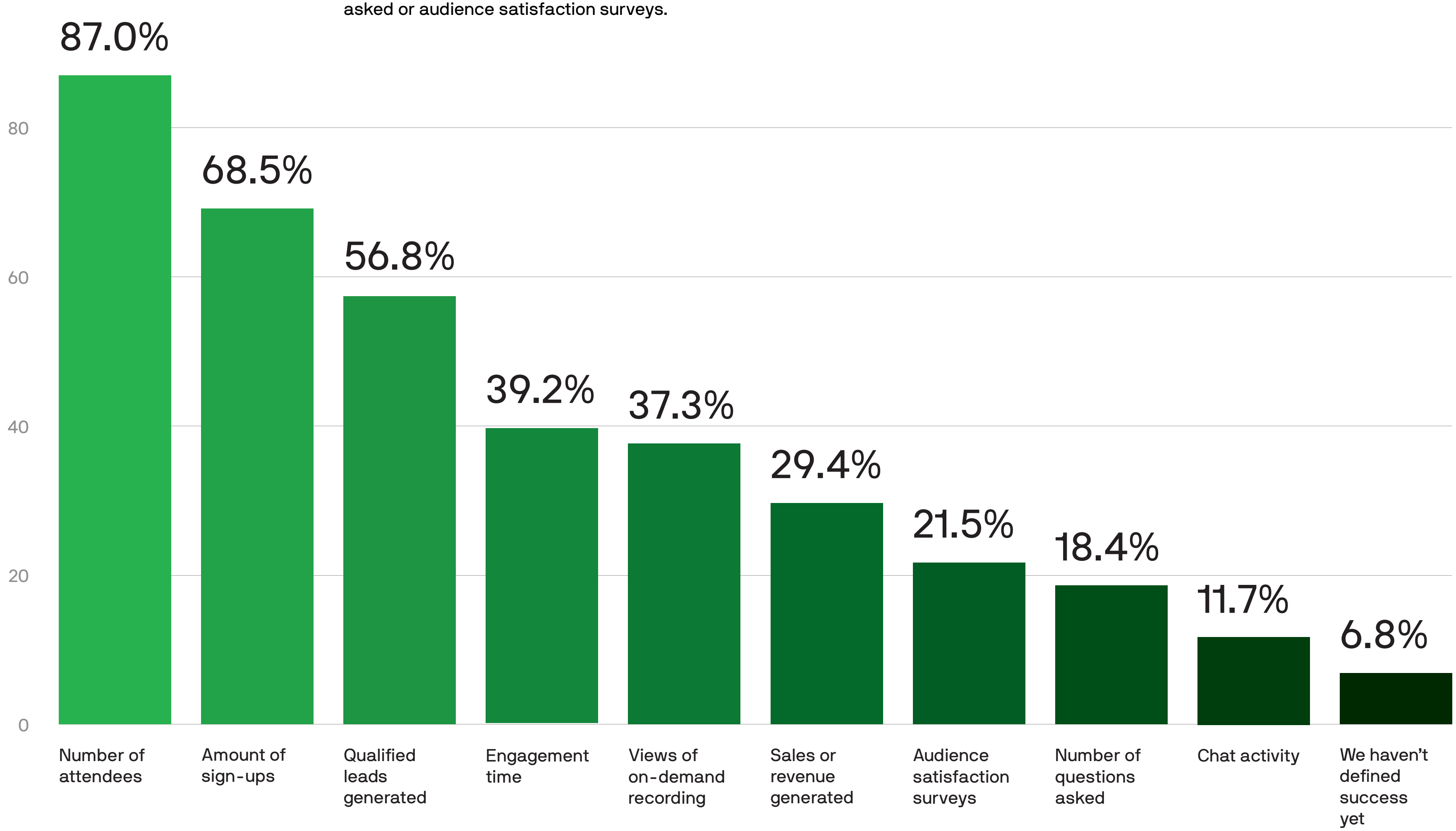
"Just start today. There is a learning curve, but over time, the webinar program has the potential to bring in the highest quality leads with the lowest marketing investment. With today's technology, you can turn your webinar content into top, middle, and bottom-of-funnel assets and activities—all within one program and technology. Brand it well and integrate it into your CRM and marketing automation from day one."

Respondent

Organizations are split on what represents success - a sign of increasing maturity.

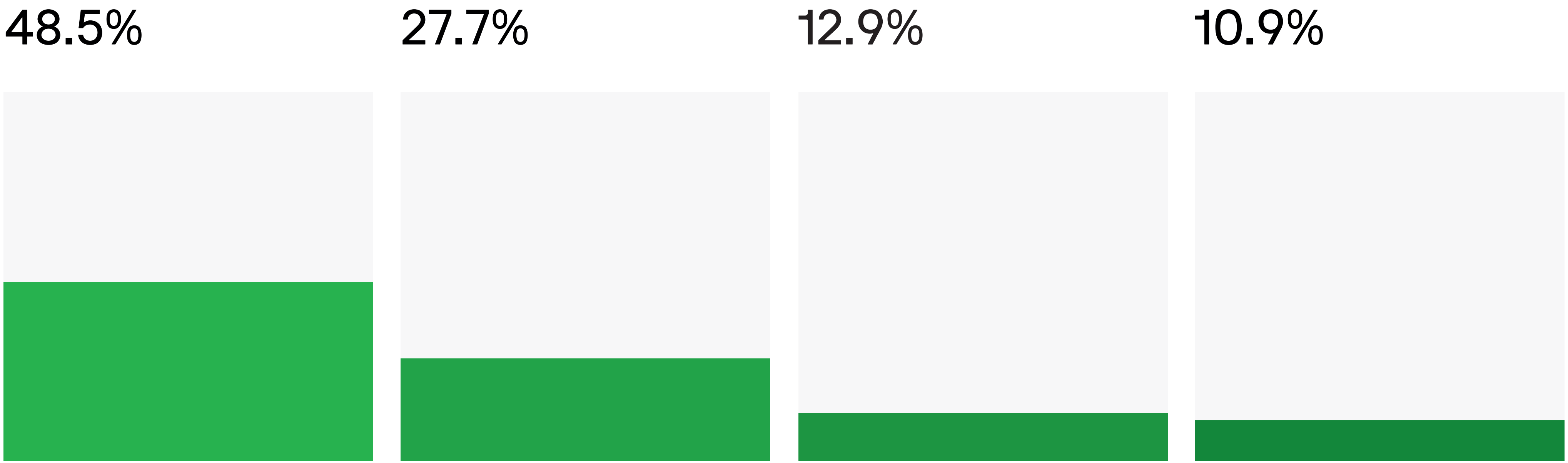
With the ultimate vanity metric of attendee numbers reigning supreme, we'd like to see even more organisations embracing more meaningful metrics like chat activity, number of questions asked or audience satisfaction surveys.

These can be more closely connected to attribution, engagement, and lead scoring.



Almost half of organizations now integrate their webinar tool in their martech stack.

While this represents encouraging organizational discipline, it's somewhat worrying that more than 10% of companies don't bother with any kind of performance tracking.

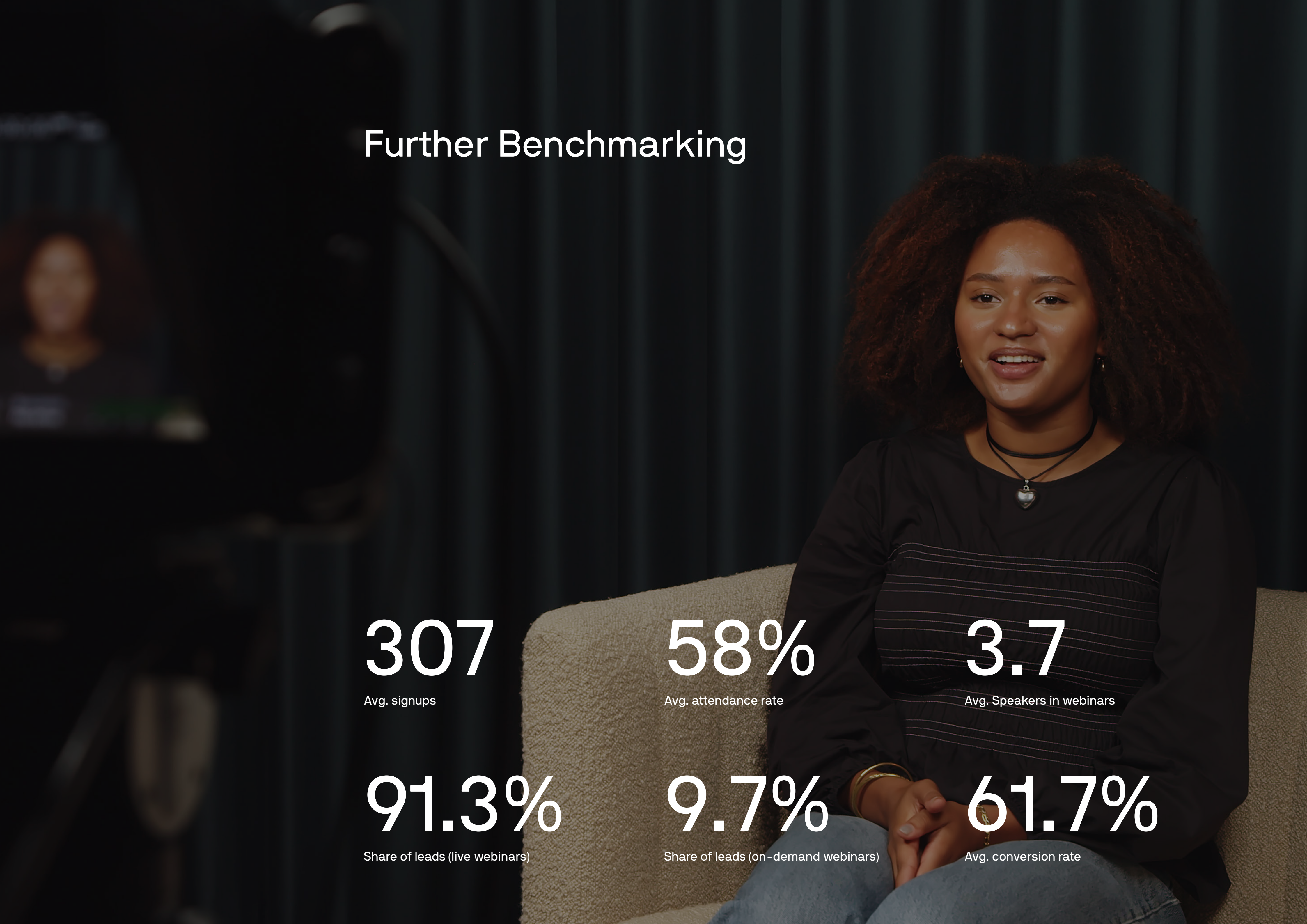


Automated
Our webinar tool is integrated with our CRM and/or marketing automation tool

Manual
We manually download CSV files, etc.

Built-in
We use the built-in analytics features in my webinar tool

None
We aren't currently tracking or analyzing the performance of our webinars



Further Benchmarking

307
Avg. signups

58%
Avg. attendance rate

3.7
Avg. Speakers in webinars

91.3%
Share of leads (live webinars)

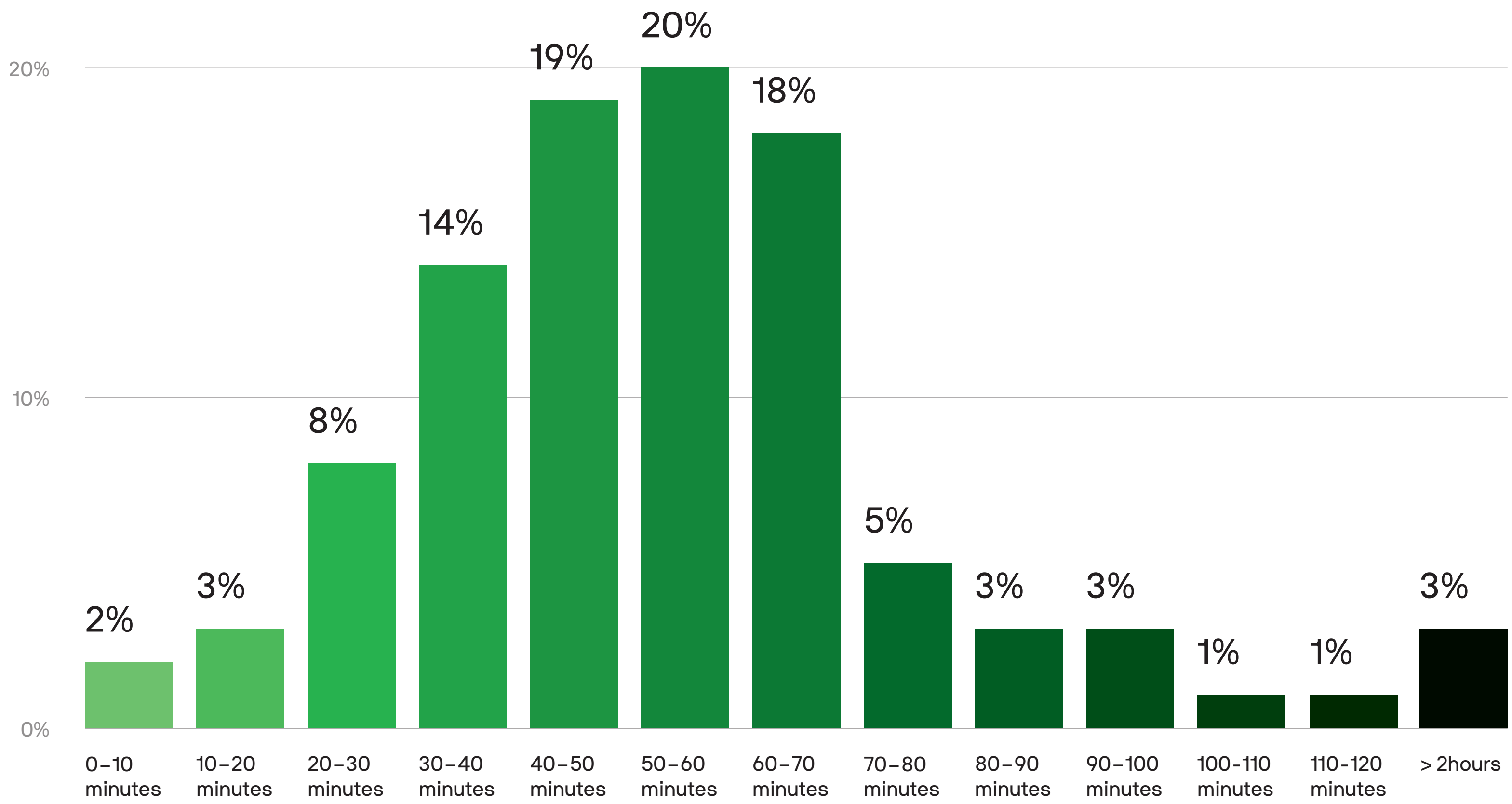
9.7%
Share of leads (on-demand webinars)

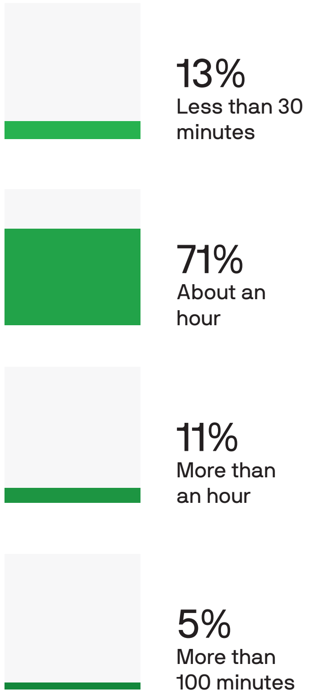
61.7%
Avg. conversion rate

Don't sell yourself short.

While the majority of webinars last 30 minutes to just over an hour, a significant minority are a lot shorter—or a lot longer.

Interestingly, over 8% of webinar makers are finding value in going beyond the 90-minute mark—a blockbuster effort!



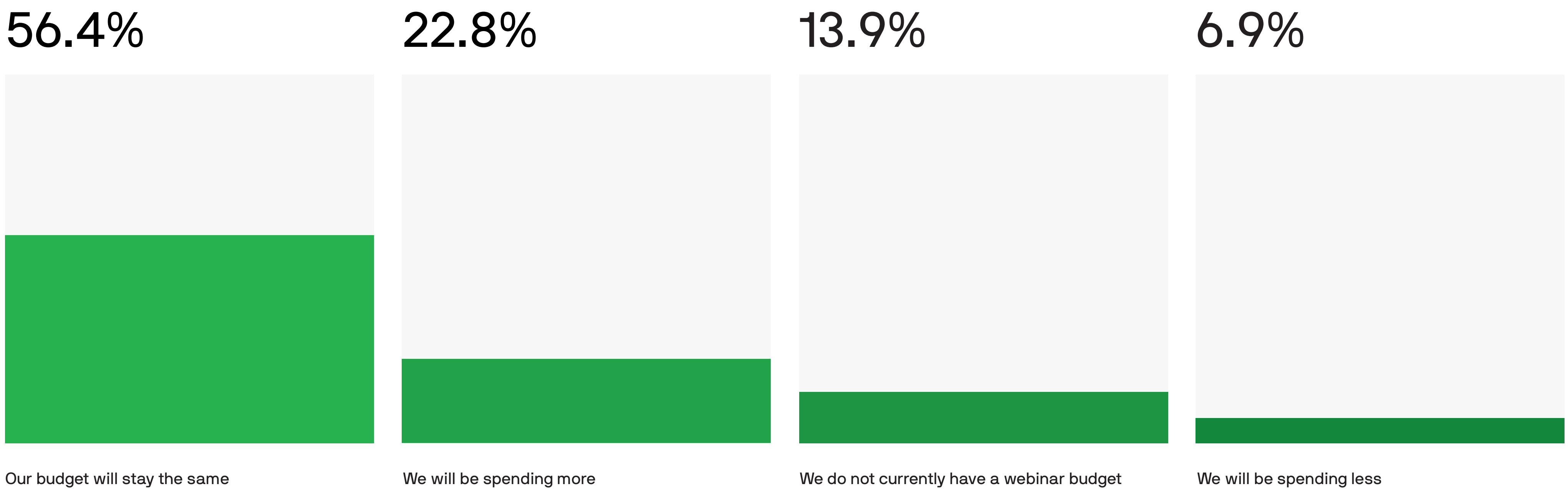


05 Webinar Budgets

With more than three-quarters of respondents planning on either increasing or maintaining their current webinar budget, it's plain to see that webinars are now fully embedded as a core business activity.

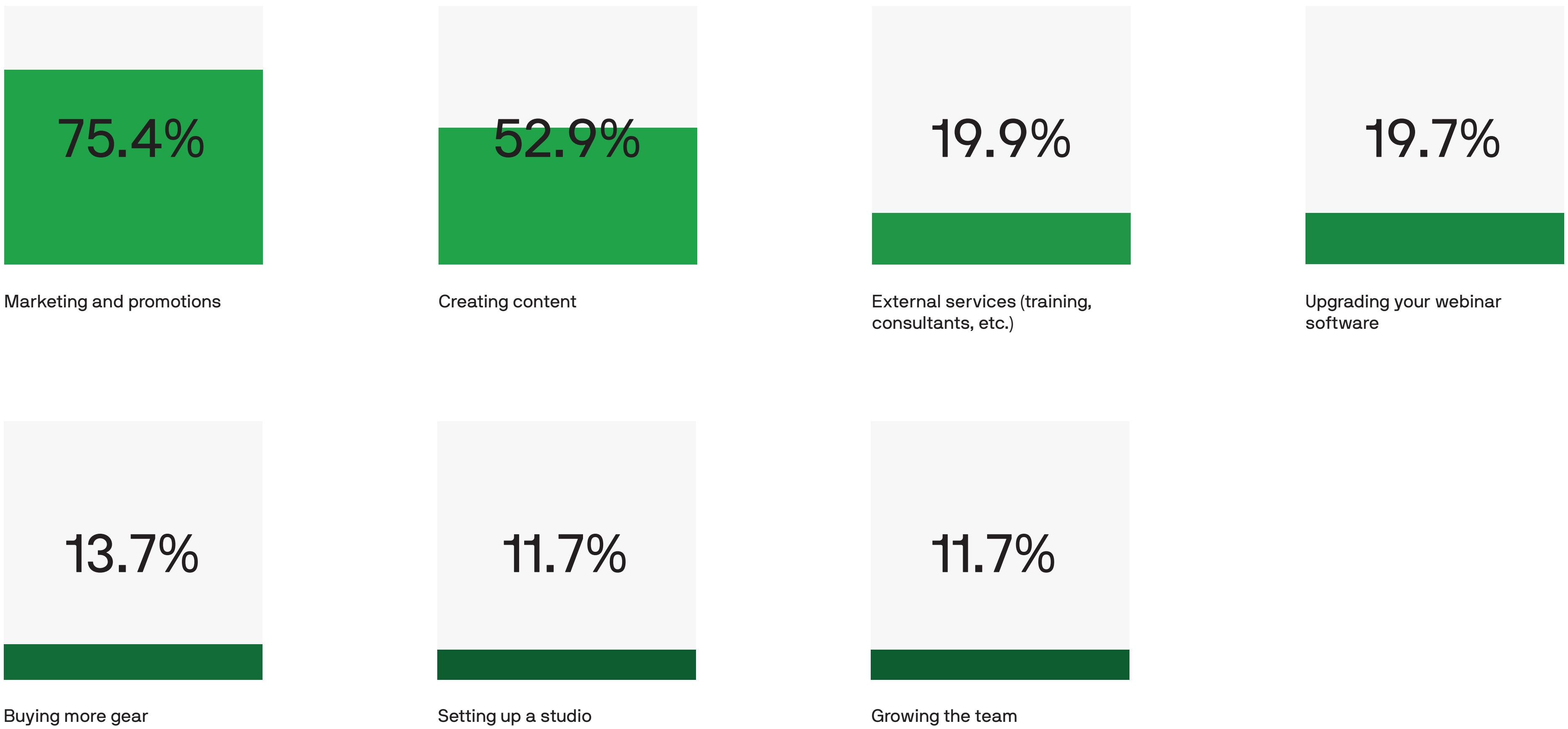
Almost a quarter of organizations are raising their webinar budget.

Webinar budgets show signs of stability with a majority of companies increasing their budget or keeping it the same, and fewer than one in ten plan on reducing their budget.



Companies spend more on marketing their webinars than making them.

The weighting of webinar budgets speaks to the complexity and cost of promoting content. While many companies would no doubt prefer to invest more in equipment, tooling, and growing the team, the marketing outlay makes this a challenge.



06 Content Generation

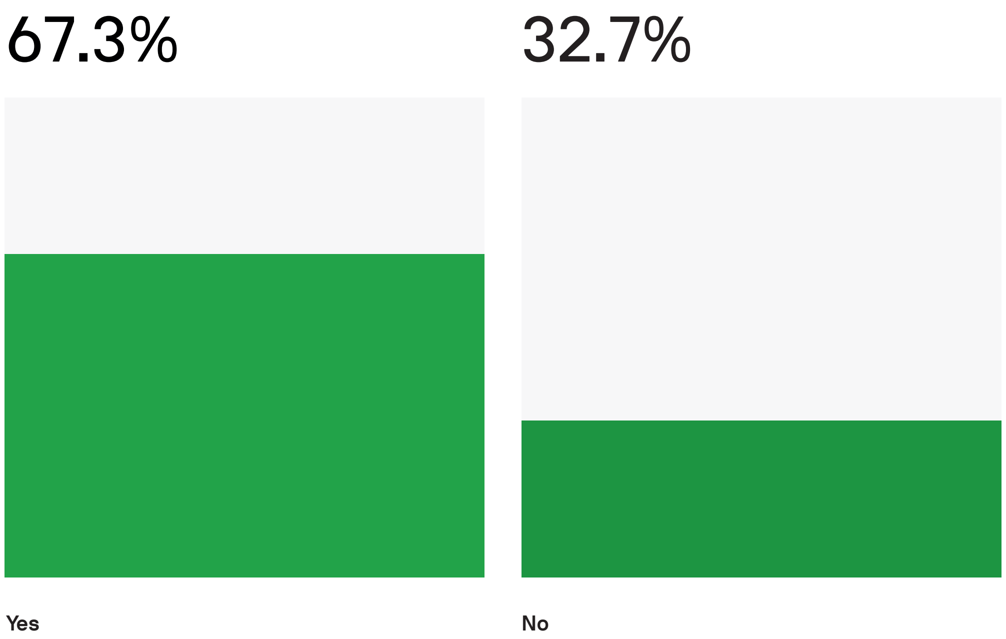
A new addition to the State of Webinars reports, we're asking respondents whether they slice and dice their webinars - create additional pieces of content from the original webinar - and, if yes, what kinds of content they're making. The rise of content generation speaks to the long-term value of the webinar, and its potential to deliver ongoing results as opposed to one-off spikes.

"Ensure you have a robust strategy before beginning, and a stringent follow-up plan to nurture and reengage all registrants for your online events."

Respondent

More than two-thirds of companies generate content from their webinars.

Our only question to the 32.7% who aren't - what's holding you back?!



Organizations are finding innovative uses for their webinar content.

From repurposing clips to be used in new webinars to using transcripts in blog posts, our findings show how quickly and enthusiastically companies have thrown themselves into content generation.

07 Benchmarking

With more and more companies scaling their webinars, we want to make it easy for you to join them. Answer the following questions then revisit the report to benchmark your efforts.

01. Across your organisation, about how many webinars do you run in a year?

- 1–5
- 6–10
- 11–19
- 20–49
- 50–99
- 100–249
- 250–499
- 500+

02. Is this an increase or decrease from the previous year?

- Increase
- About the same
- Decrease

03. When did your organisation start doing webinars?

- We started in 2024
- We started in 2023
- We've been making webinars for 2-3 years
- We've been making webinars for 4-5 years
- We've been making webinars for 6-10 years
- We've been making webinars for more than 10 years
- We haven't started yet

04. What is your organisational set-up to execute webinars?

- We have a dedicated webinar programme manager
- We have a dedicated webinar team
- It's a shared process across teams
- We don't have a specific set-up

05. How many people in your organization can set up and run a webinar?

- 1
- 2-4
- 5 or more

06. On average, how many hours does each webinar take in total (preparing landing pages, building email flows, production, and post production such as generating clips etc)?

- 1-5
- 5-10
- 10-20
- 20+

07. How important are webinars to your overall digital strategy?

- Extremely important
- Very important
- Somewhat important
- Not so important
- Not at all important

08. What do you find to be the most challenging part of making webinars?

- Creating content
- Hosting in an engaging way
- Finding speakers
- The amount of time it takes
- The costs associated
- Lack of actionable strategy
- Complicated software
- The video gear setup

09. What are the main reasons that your organisation makes webinars? (Rank from 1 to 3 with 1 being your biggest reason)

- Branding
- Generating leads
- Facilitating onboarding
- Internal training
- Sharing information with the community
- Educating customers
- Creating partnerships and collaborations

10. What teams across your organisation are doing webinars? (Choose as many that apply)

- Sales
- Communication
- Design
- Event
- Marketing
- HR / Recruitment
- Account Management / Customer Success
- Product

11. What webinar formats does your organisation run? (Choose as many that apply)

- Standalone webinars (one-offs)
- Episodic webinars (episodic series with different content each time)
- Repeating webinars (same content each time; scheduled on a recurring basis)
- Online/digital events (longer format with multiple speakers, for example)

12. What types of webinars does your organization run? (Choose as many as apply)

- Lead generation webinars
- Thought leadership webinars
- Recurring webinars
- Webinar series
- Customer webinars
- Collaborative webinars
- Exclusive webinars
- Relational webinars
- Channel webinars
- Internal webinars
- Product webinars

13. How do you currently measure webinar success? (Choose as many as apply)

- Amount of sign-ups
- Number of attendees
- Engagement time
- Number of questions asked
- Chat activity
- Qualified leads generated
- Sales or revenue generated
- Audience satisfaction surveys
- Views of on-demand recording
- We haven't defined success yet

14. How do you currently collect data from your webinars?

- We manually download CSV files, etc.
- Our webinar tool is integrated with our CRM and/or marketing automation
- We use the built-in analytics features in our webinar tool
- We aren't currently tracking or analyzing the performance of our webinars

15. How do you expect your webinar budget to change over the next year?

- We will be spending more
- Our budget will stay the same
- We will be spending less
- We do not currently have a webinar budget

16. What do you expect you'll spend the majority of your webinar budget on? (Choose as many that apply)

- Marketing and promotions
- Setting up a studio
- Buying more gear
- Upgrading your webinar software / opting for a new solution
- Creating content
- Growing the team
- External services (training, consultants, etc.)

17. Do you generate content from your webinars (not including your on-demand webinars)?

- ☐ Yes
- ☐ No

18. If yes, what kinds of webinar content do you generate? (Choose as many as apply)

- ☐ Video clips for social media
- ☐ Video clips for our website
- ☐ Video clips to be reused in other webinars
- ☐ Video clips for your organization's video library
- ☐ Text content from the transcript (blog posts or similar)

State of Webinars 2025 was conducted and compiled by TwentyThree.

The State of Webinars is an annual survey that we run to get a clearer picture of the quickly maturing webinar world. Using the responses of webinar makers all over the world, the report exists to help you make more informed decisions about your organisation's webinar strategy.

Visit twentythree.com for more information about our webinar tool and more free resources to help you get real results with video marketing and live events.

Writing & Editing
Aaron Bateman

Project Management
Amelia Holmsen

Data Compilation
Steffen Fagerström Christensen

Design
Sander Kuypers, Daniele Pacorig

About TwentyThree

Founded in Copenhagen and proudly independent, we've been empowering the way companies communicate with video since 2005. Created as a hosting platform that gave our customers complete control of their data, we now offer all the tools any company needs to make, manage and share video and webinars.

We believe video is the most fundamentally human way to communicate online and we've made it our mission to put the power of video in the hands of anyone doing business — wherever and however they work.