FB LIVESTREAM E-COMMERCE REPORT Part I – Retailers

FB直播帶貨 報告1 – 零售商

15/9/2020 -15/3/2021

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METHODOLOGY
研究方法

In part one of this report, we took 1,305 livestream e-commerce videos posted on the retailers FB pages in Hong Kong from 15 Sep 2020 to 15 Mar 2021 to study their video posting time, video views, average duration, and see if we can learn anything from them.

在第一部分的報告中，我們收集零售商的FB專頁由2020年9月15日至2021年3月15日之間發布的1,305條直播帶貨影片，以了解能否從影片的發布時間、觀看次數、平均時長等數據中得到啟發。

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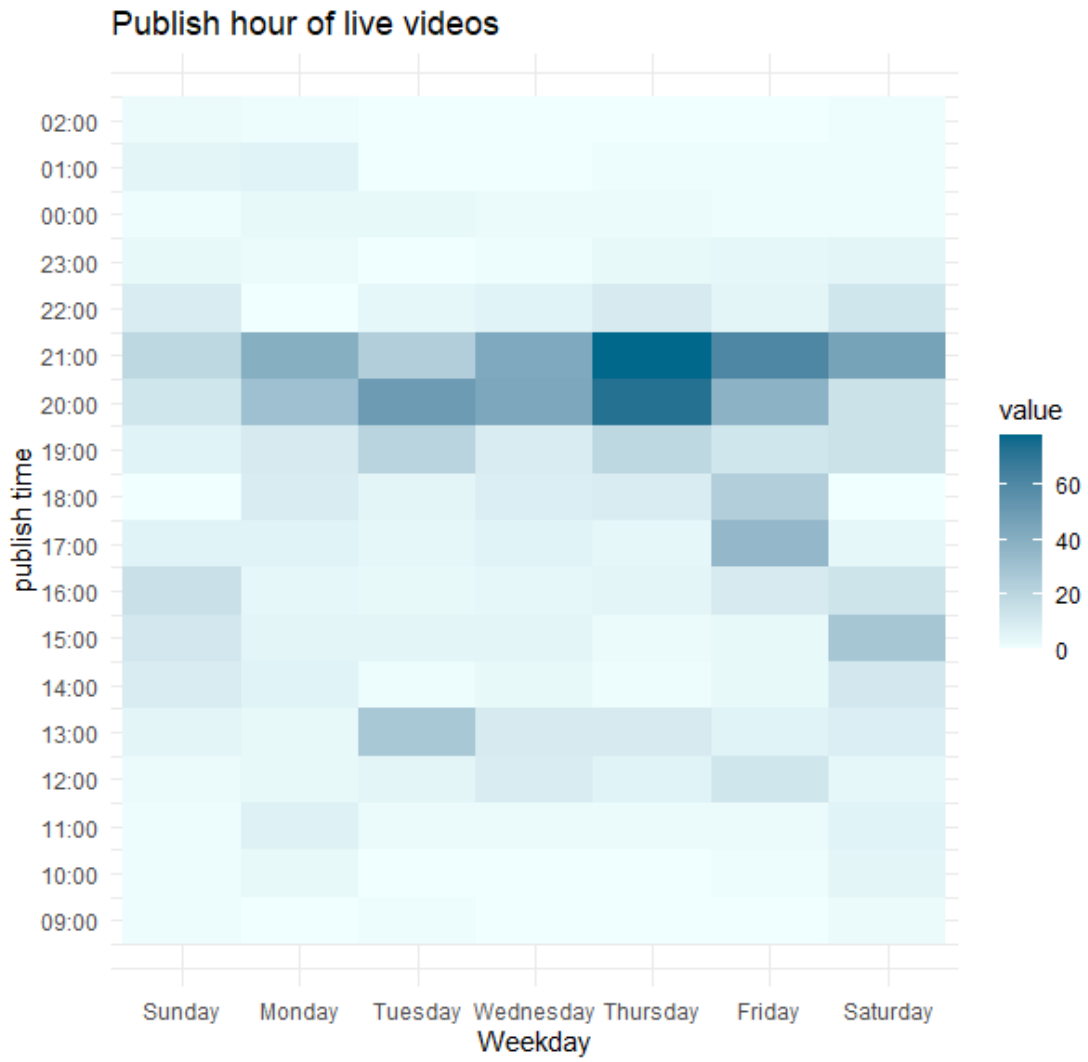
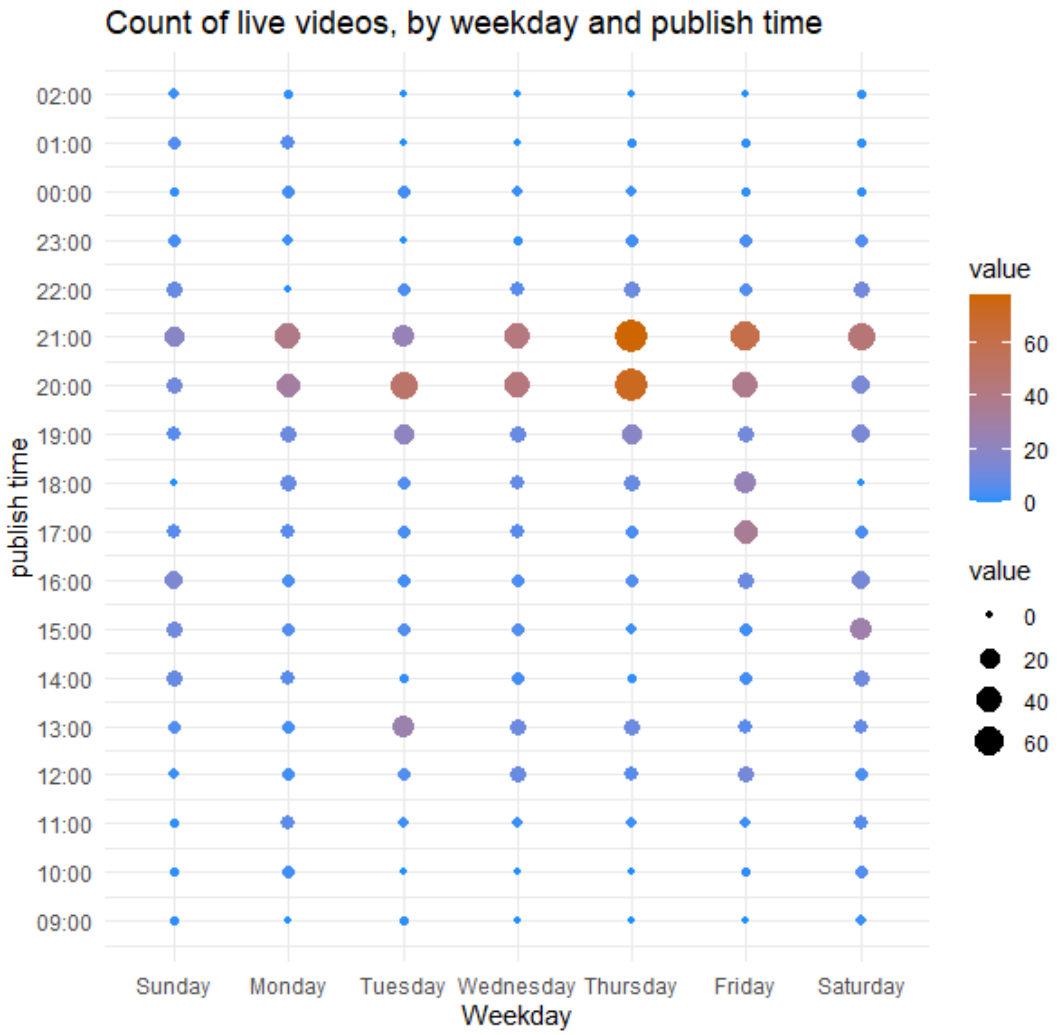
PUBLISHING HOUR OF LIVE VIDEOS
直播帶貨影片發布時間



In our study that involves 1305 FB livestream e-commerce videos in the retail category, the most popular publishing time is 9pm on Thursday. As you can see from the data, majority of the video are broadcasted between 8-9pm on weekdays.

在零售類別的1305條FB直播帶貨的影片中，最常見的發布時間是周四晚上9時。數據顯示大部份影片都集中在平日晚上8至9時之間發布。

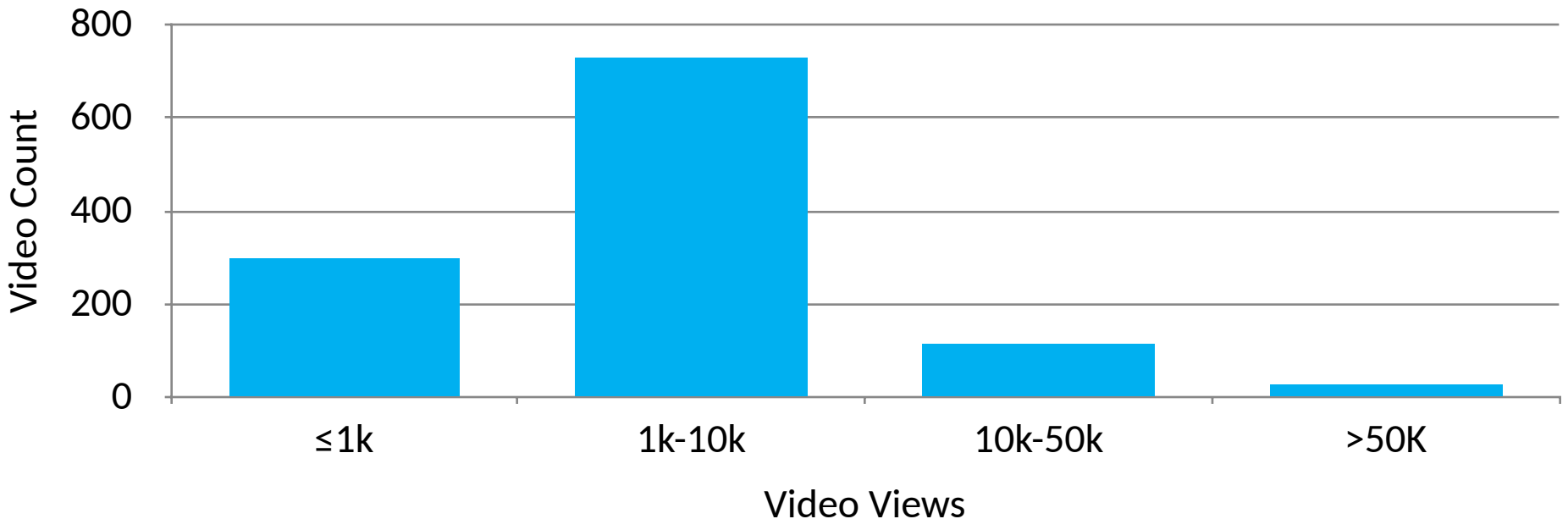
PUBLISHING HOUR OF LIVE VIDEOS
直播帶貨影片發布時間



If we look at the video views distributed across different hours of the week, most of the video views are between 8pm to 9pm on Wednesday to Friday.

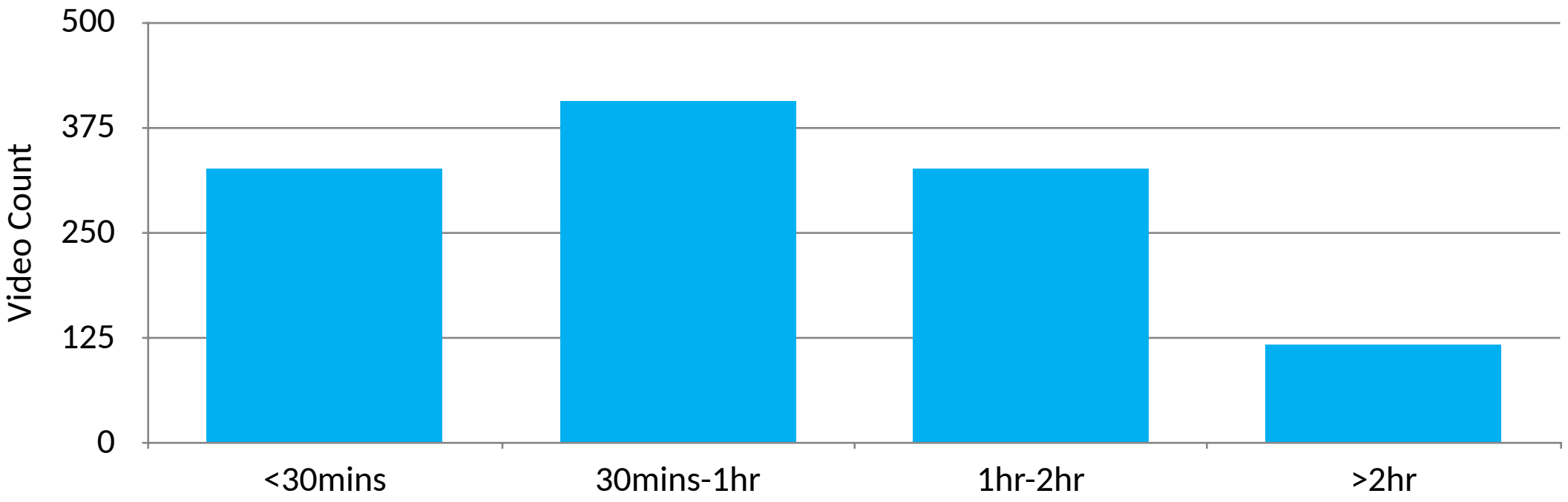
在一周內不同時段的分佈圖顯示，大部份影片都在周三至周五晚上8至9時之間發布。

VIDEO COUNT BASED ON NO. OF VIEWS
影片數目(按觀看次數統計)



Most videos have video views between 1,000 to 10,000
大部份影片的觀看次數在1,000到10,000之間

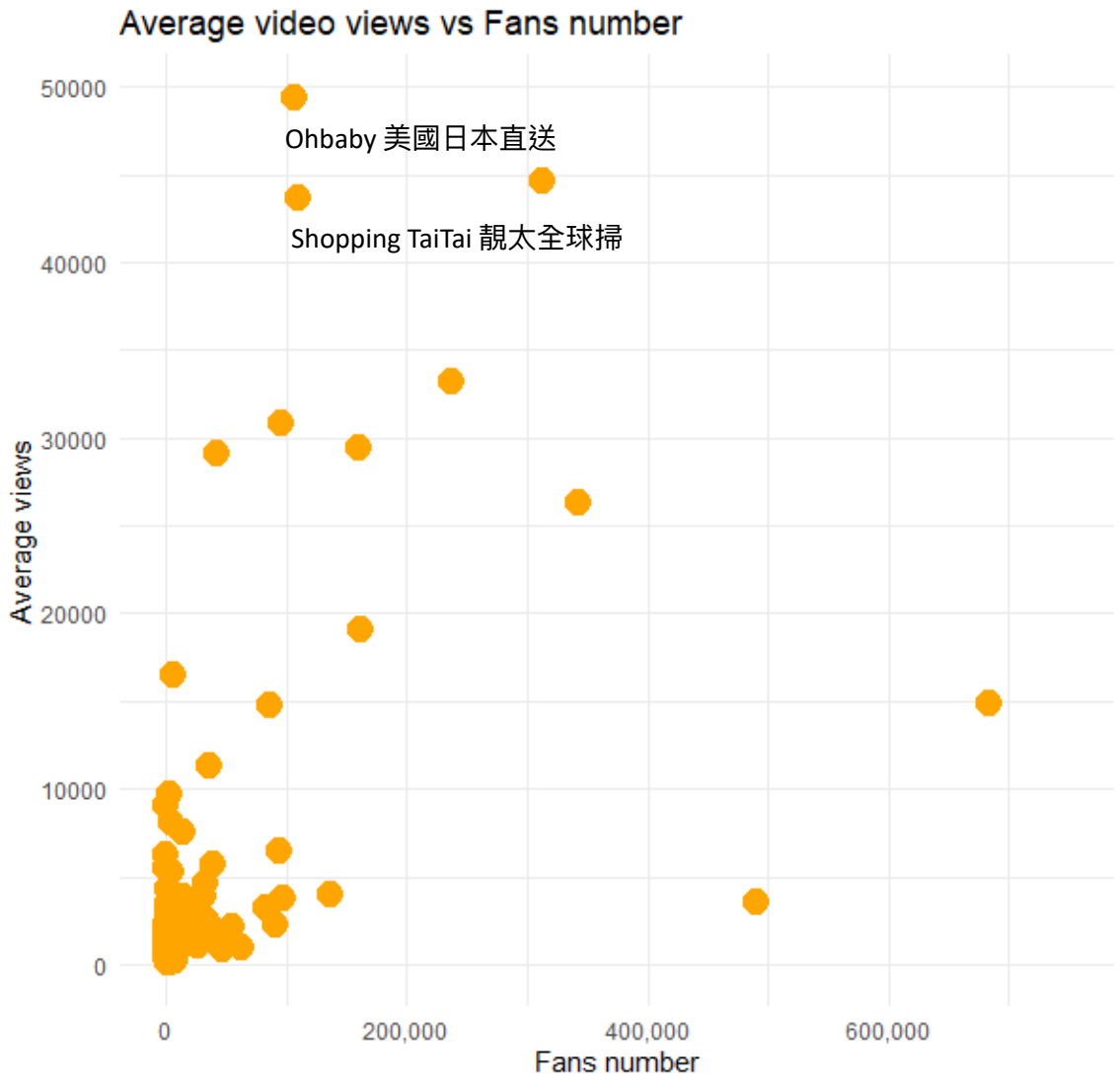
VIDEO COUNT BASED ON DURATION
影片長度(按觀看次數統計)



Most of the livestream e-commerce videos runs between 30 minute to an hour
影片長度在30分鐘至一小時之間佔比最高

AVERAGE VIDEO VIEWS vs FANS NUMBER

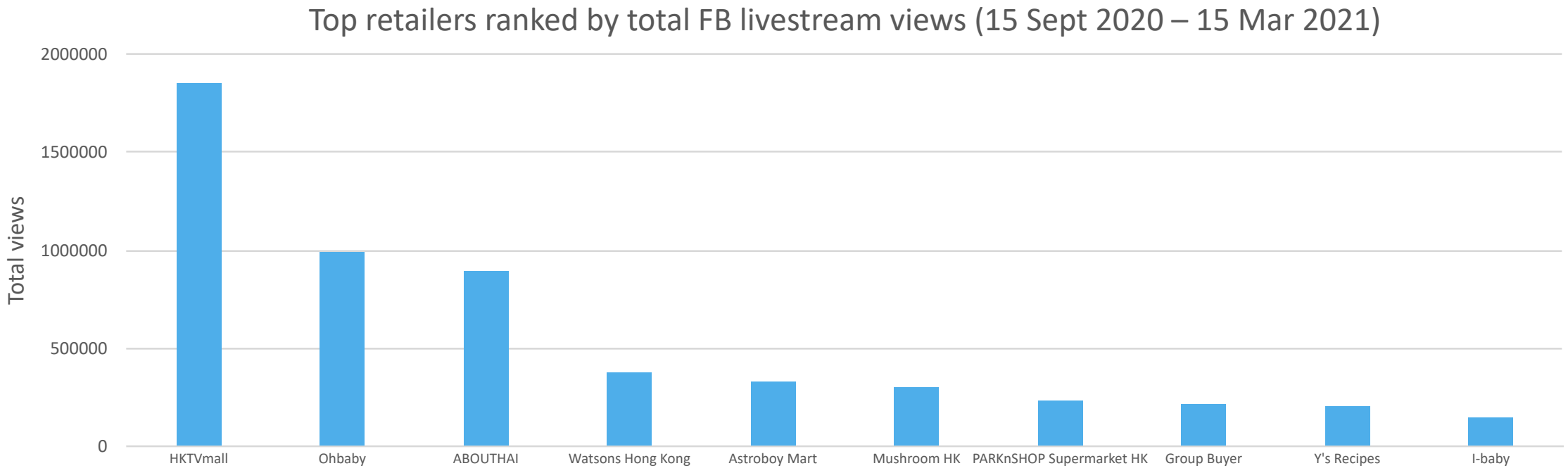
平均觀看次數 vs 粉絲數目



The average video views of Ohbaby and Shopping TaiTai is significantly higher than other FB pages.

Ohbaby美國日本直送及Shopping TaiTai靚太全球掃的直播帶貨影片平均觀看次數明顯比其他FB專頁高。

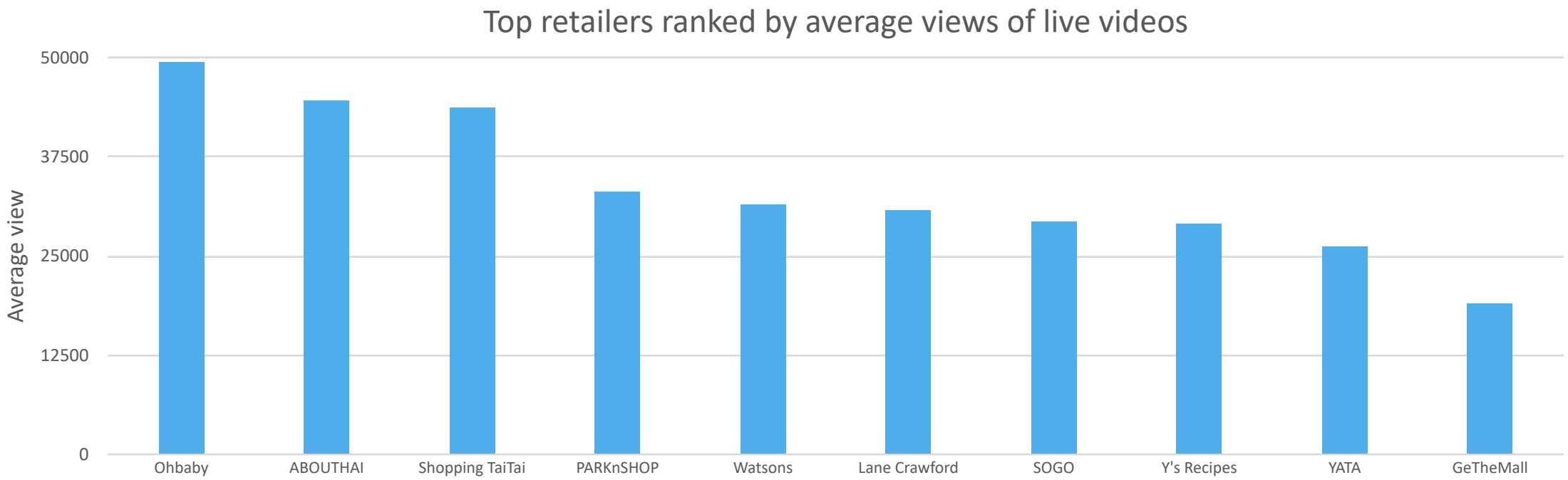
TOP 10 RETAILERS BASED ON TOTAL VIEWS
10大零售商 (按總觀看次數統計)



HKTV mall comes first in terms of total Facebook livestream views

香港電視購物網絡按總觀看次數計在10大零售商中排名第一

TOP 10 RETAILERS BASED ON AVERAGE VIEWS
10大零售商 (按平均觀看次數統計)



Ohbaby comes first in terms of average Facebook livestream views

Ohbaby美國日本直送按平均觀看次數計在10大零售商中排名第一

SOCIAL INTELLIGENCE

Keep track of brand activities on FB & IG

Competitive Tracking
A Complete Database of Paid and Earned content classification for over 5,000 KOL and publishers' pages

Boost and Dark Posts Adspend prediction on 50,000+ brand pages with **Artificial Intelligence**

Discover & Track KOL and micro-influencers
Enable you to identify the most suitable ambassadors

Daily alerts & Weekly/Monthly Reports on your brands and competitors' activities on FB & IG

Competitors benchmarking in your industry to find out how your social media efforts stack up

THANK YOU

If you are interested in learning more about our Social Intelligence Service, please kindly contact our Sales Team.

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