

Video Project Performance Report

Project Name: Champions of the Sky (originally: Worlds on Air)
Date Range: August 20, 2024 - March 3, 2025

1. Overview

- **Total Videos:** 11
- **Total Views (YouTube CIA + YouTube FAI + Facebook):** 38 000
- **Total Watch Time:** 430 hours
- **Average Watch Duration:** 41 seconds
- **Total Engagements (Likes, Comments, Shares):** 4,700

2. Individual Video Performance

The views on Facebook are counted for watchtime >3 sec. This is not an optional metric on YouTube.

Video Title	Length (hh:mm:ss)	Total watch time (h)	Total views	Avg. watch time	Engagements	Shares
Pre event video	00:00:25	40.9	8,125	00:00:18	1,730	97
Opening Ceremony	00:00:53	27.3	4,023	00:00:24	427	49
Weather forecast for...	00:00:59	8.3	1,153	00:00:26	67	5
Good Luck	00:01:16	39.7	5,383	00:00:27	640	66
Stefan Zeberli	00:01:12	8.5	1,103	00:00:28	76	6
First flight??	00:03:17	34.2	1,923	00:01:04	139	15
First flight 10th PM	00:02:32	26.1	1,714	00:00:55	111	11
Mark Sullivan	00:00:56	19.9	3,480	00:00:21	274	22
Ultramagic	00:04:30	34.8	1,851	00:01:08	159	11
Cameron	00:04:37	41.8	2,075	00:01:12	157	19
Final video	00:08:30	148.1	7,148	00:01:15	958	87
Total		429.5	37,978	00:00:41	4,738	388

3. Engagement Analysis

- **Most Engaging Video:** Pre-event video

- **Highest Retention Video:** Final Video
- **Most Shared Video:** Pre-event Video

The Pre-event video was mistakenly published twice with the first publishing of a wrong version. Therefore, the data must be summarized for both versions.

The "Pre Event Video" was the most viewed and also has a high engagement rate (21.29%). The "Final video" is the second in total engagements, with eng. rate of 13.4%.

Videos like "Stefan Zeberli" and "Good Luck" had higher retention, averaging 26-27 seconds per view.

4. Audience Insights

- **Top Traffic Sources (YouTube):**
 - external link "fai.org"
 - play list
 - browsing "Szeged"
- **Top Audience Demographics (Age, Location, Gender):**
 - Hungary, Japan
 - Not enough data to understand age and gender

5. Conversion Metrics

- **Increase in YouTube Subscribers:** from 496 to 573 (March 2025) +260 (16%)
- **Increase in Facebook Followers:** from 1325 to 1727 (March 2025) +402 (30%)

6. Cost per 1000 views (CPM)

Total revenue	Total costs	CPM	Net CPM
CHF 2,500	CHF 3,180	CHF 83.73	CHF 17.91

7. Key Takeaways & Recommendations

- **What worked well?**
 - Videos showcasing individual people are more popular.
 - Initiated cooperation with Regan Tetlow (narration of Final video)
- **What needs improvement?**

- Only 1 platform for original content (YouTube of @FAI Ballooning)
- No sharing of original content with others
- Avoidance of uploading, deleting and re-uploading content
- Focus on individuals (interviews)
- Higher pricing of sponsor packages
- Better collaboration with organiser
- Better coordination between all parties: Video Team, PMR, Balloon Export
- Size of video team (more angles, quicker production)
- Transportation of video team