**A screenshot of a cell phone

Description automatically generated**

**Why Create TLDW; Too Long Didn't Watch?**

As product review videos grow in popularity, one potential drawback is the time commitment required to watch a 10 to 30 minute long video. Wouldn't it be great if there was a way to get the highlights from a product review video without having to watch it? That's how Too Long Didn't Watch came to be.

Though a consumer might use TLDW to quickly get the gist of a product review video, the main audience for this tool are businesses who want to quickly extract information from tens or hundreds of product review videos at once. Currently our product is only a prototype that works on one video at a time, but our long-term goal is to allow businesses to upload multiple videos at a time and receive the information in an aggregated, summarized, and organized format.

Businesses can find out what influencers are saying about their product. And an aggregated view could provide the equivalent of focus group feedback. As part of our long-term strategy, we would like to conduct our own research with product and marketing managers to better understand what output would be most useful.

Take a look at some interesting statistics on product review videos: