Microsoft Stream

Understanding what customers need.

Currently, there is no structure to store and call customer usage data for Stream.
Without this information,
Microsoft is making mistakes that are expensive to fix.

Most common video type



30% of users mostly watch meeting videos

27% of users mostly watch educational videos



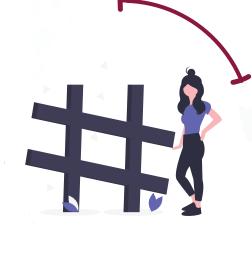


20% of users mostly watch inspirational videos

Most common business type







of users are part of the beverage enterprise

21%

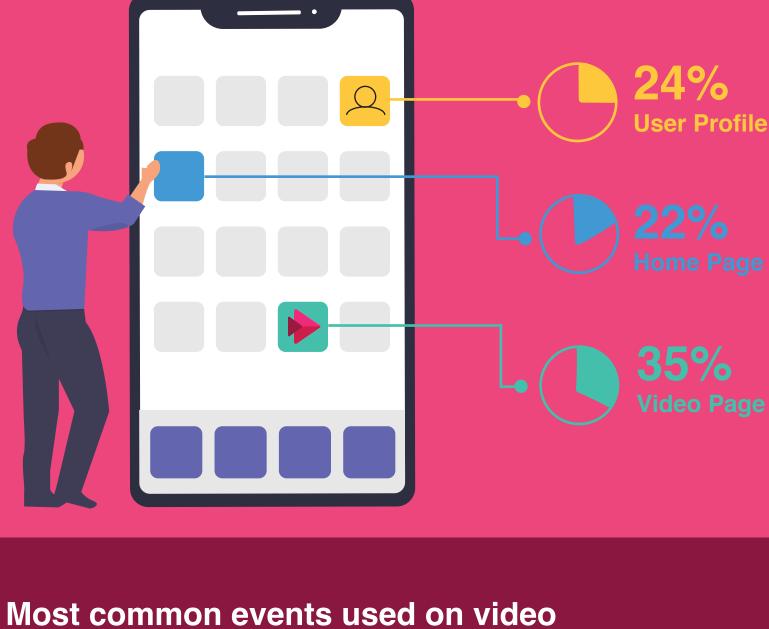
21% of users are part of the coffee

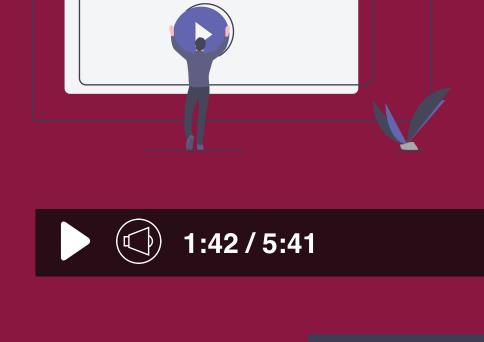
enterprise

21% of users are part

of the fashion enterprise

Most common entry points into Stream

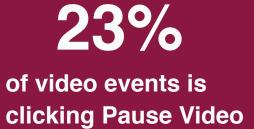




clicking Start Video

32%

of video events is



Closed





of video events is clicking Enable Closed Captions

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