

The State of Multimedia in Press Releases



PR Newswire's analytics team recently provided an update to our ongoing research of multimedia usage in press releases and the impact of visuals on online visibility performance.

Image and Video Usage is on the Rise

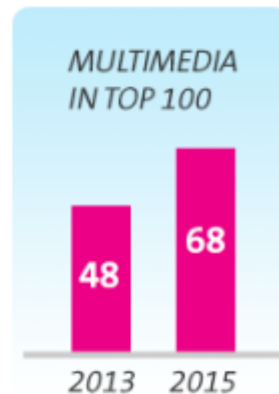
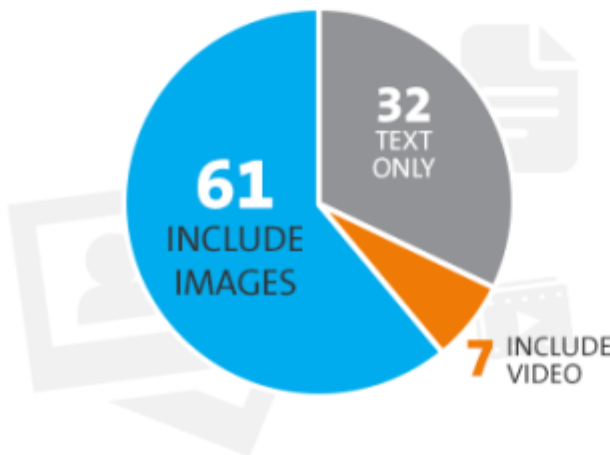
PR Newswire has advised our clients to include images and video in their press releases for a number of years, and we are now seeing a much greater usage than previously. In 2015, 42% of releases included visual elements.

This is a sharp increase from the mere 14% we saw the last time we analyzed these numbers in 2013; however, there is still room for improvement. When you look at last year's 100 most viewed press releases, 68 included multimedia, a 42% increase compared to 2013's top 100.

It's clear that the use of multimedia in press releases is quickly becoming standard practice within the industry. With the continued influx of visuals across the larger communications landscape, I expect these numbers to continue to climb.

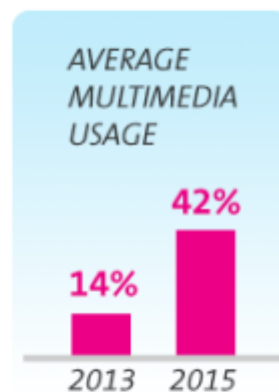
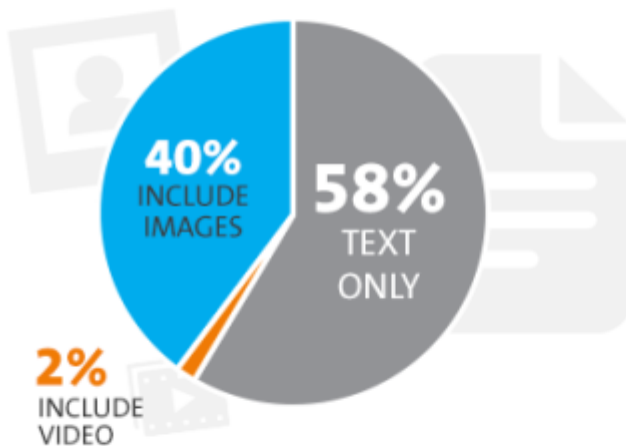
Multimedia Usage Is on the Rise

Multimedia usage in the top 100 most viewed press releases of 2015



Source: PR Newswire analysis of 2013 & 2015 press releases.

Average multimedia usage in 2015 press releases



Source: PR Newswire analysis of 2013 & 2015 press releases.

For more information, read the full blog post, "The State of Multimedia in Press Releases."

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Multimedia Delivers More Views

For our latest multimedia study, we reviewed a subset of more than 35,000 press releases distributed in 2015, looking at the number of times each was viewed on prnewswire.com.

Press releases that included images received an average of 1.4 times more views than text-only releases. Video releases averaged 2.8 times more views than text-only –double the performance of releases that included images.

Continue reading [here](#) on BEYOND PR.