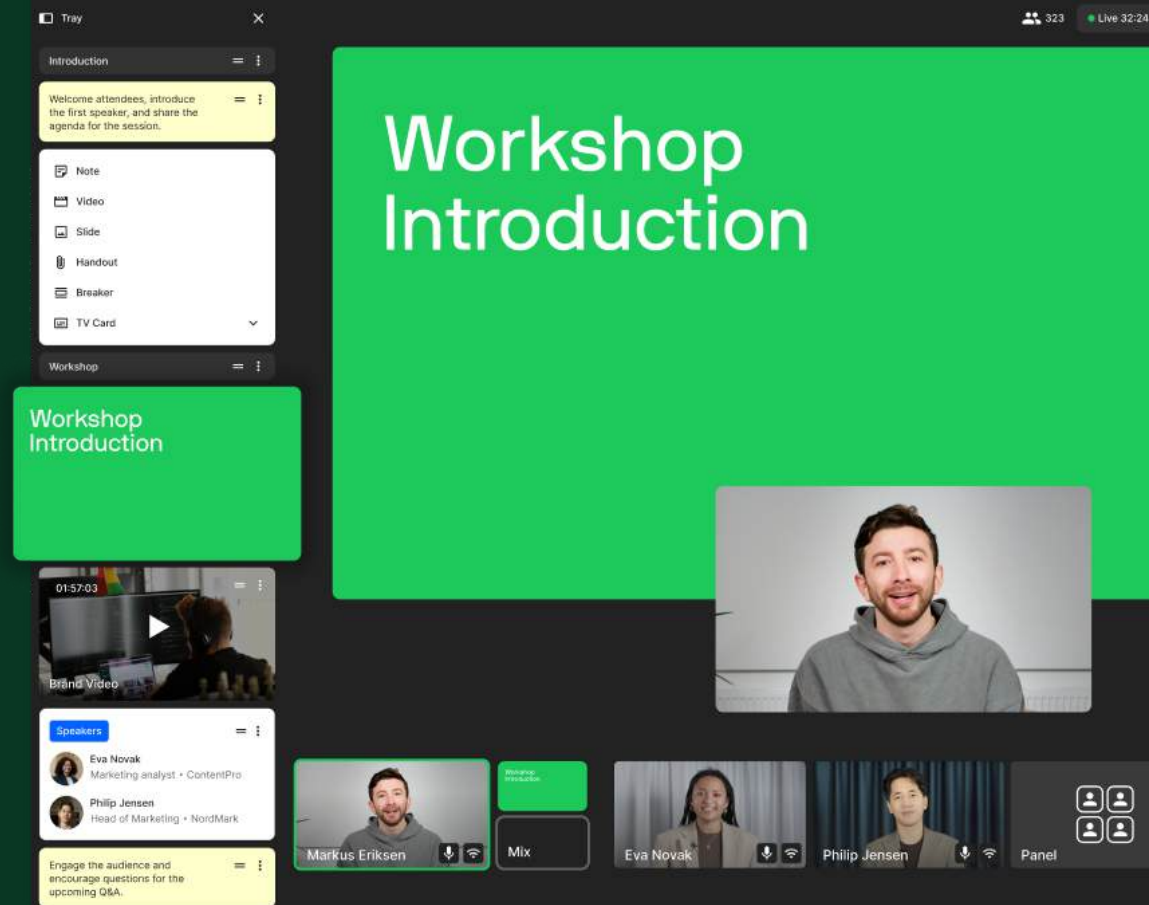


Report

State of Webinars 2026

Scale your webinars with benchmarking data from our annual global survey.



Webinars are becoming a structured program.

Webinar tools are becoming part of the martech stack.

Webinars are turning into content engines.

State of Webinars 2026

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The year companies got serious about webinars.

From dedicated teams to content distribution at scale, the State of Webinars 2026 report paints a picture of a rapidly maturing webinar landscape.

Today's webinar is so much more than a seminar on the web: as webinar tools become increasingly sophisticated, marketers can now turn a single webinar into multiple pieces of content with next to no effort.

The rise of the dedicated webinar team, and a near 20% growth in the number of companies integrating webinars into the martech stack, reflects their increasing impact.

This is the year webinars started truly to scale. Dive into the data, share it with your team, and use it to scale your own webinar efforts.

Methodology

This year's report is based on the survey responses of 133 webinar makers around the world. As always, it's supplemented by the anonymised data from the 1000s of webinars run on our platform.

01

Webinars Within Organisations

Endlessly flexible, the humble webinar has become an invaluable tool in an organisation's toolkit. For many companies, webinars are now the default way to get a message out, interact with their audience and even communicate internally.

But while the majority of organisations are now making webinars, there are big differences in the extent to which they're being used.

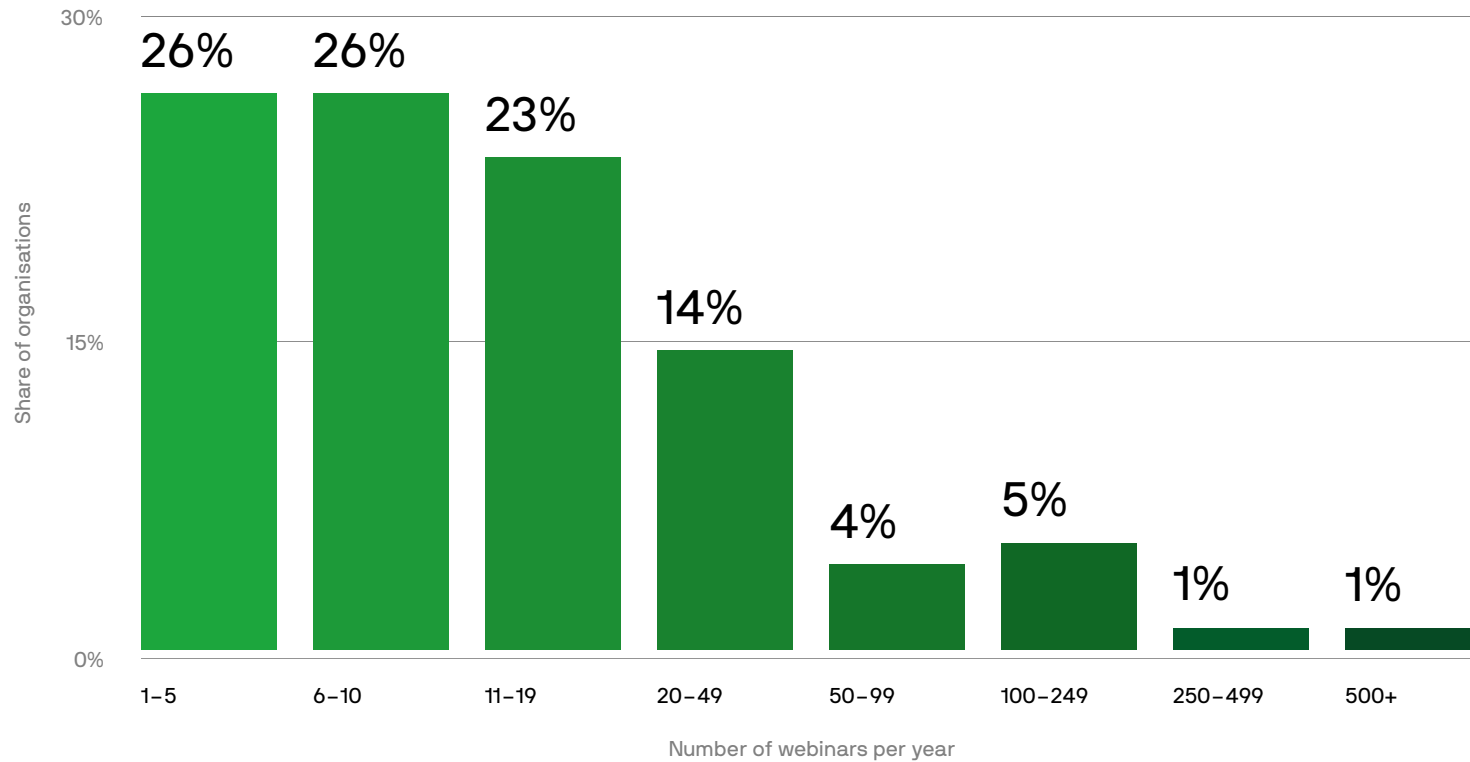
"Start small. Buy a couple of good microphones and some good software. Don't start with hour long productions. 30-45 minutes can be absolutely fine. Don't let the same person produce and host. Those are two different skills, and your team should be able to focus on what they do best. Then you will get the best results."

Respondent



Almost half of organizations run 11 or more webinars a year.

While a quarter of organizations still run only a handful of webinars annually, nearly half now run more than ten, showing how webinars are becoming a structured and recurring part of marketing programs.



Nearly 9 out of 10 organizations run the same or more webinars than last year.

Webinar programs continue to mature across organizations.

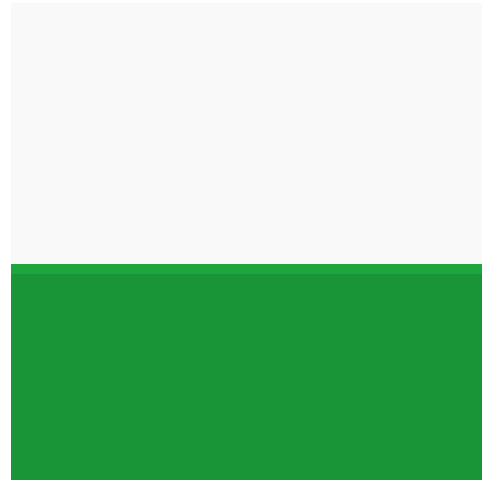
Only 12% report running fewer webinars than the previous year.

In our combined dataset, 45% of organizations report running more webinars than the year before, while another 43% say their webinar output stayed roughly the same.

45%
2024 / 43%

43%
2024 / 48%

12%
2024 / 9%



Increase



About the same

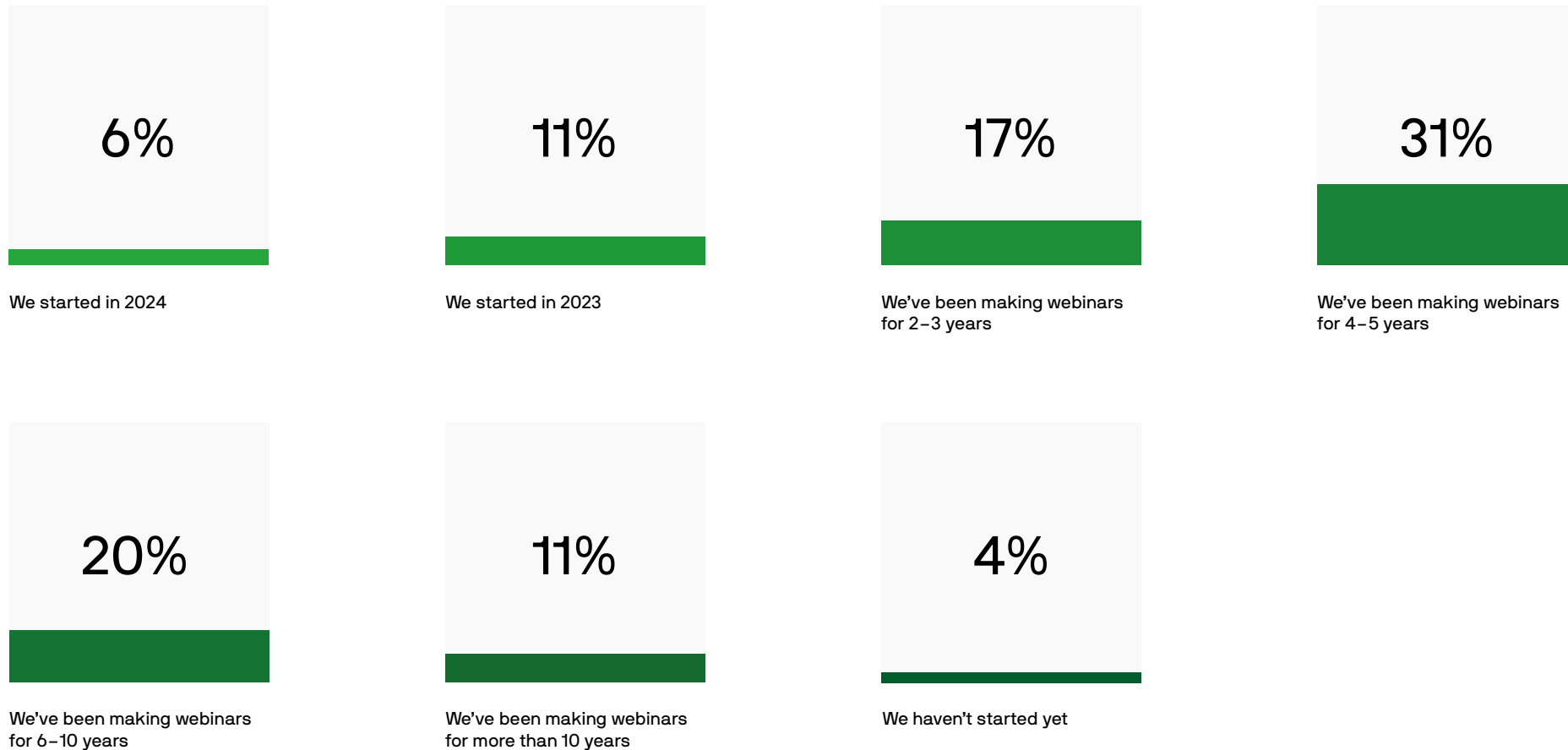


Decrease

Most organizations have been running them for over four years.

Webinars are no longer a new marketing format. Most organizations have been running webinar programs for several years, with 62% reporting that they have been producing webinars for four years or longer.

At the same time, adoption continues. Around 17% of organizations started their webinar programs within the past two years, while only 4% say they have not started yet.



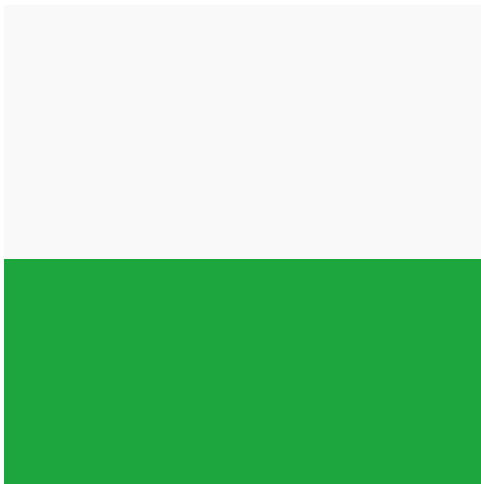
More than a third of organizations have dedicated webinar programme managers or teams.

Webinars are increasingly becoming structured programs rather than ad hoc marketing activities.

More than a third of organizations now have dedicated resources for webinars, either through a webinar programme manager or a dedicated team.

At the same time, many organizations still run webinars collaboratively across departments, with nearly half reporting that webinar production is shared across teams.

47%



It's a shared process across teams

21%



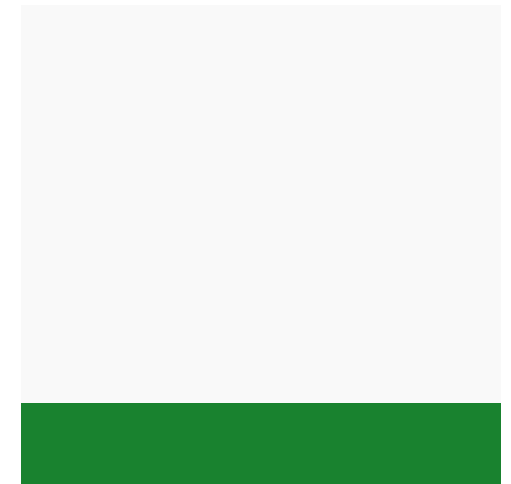
We don't have a specific set-up

19%



We have a dedicated webinar programme manager

17%

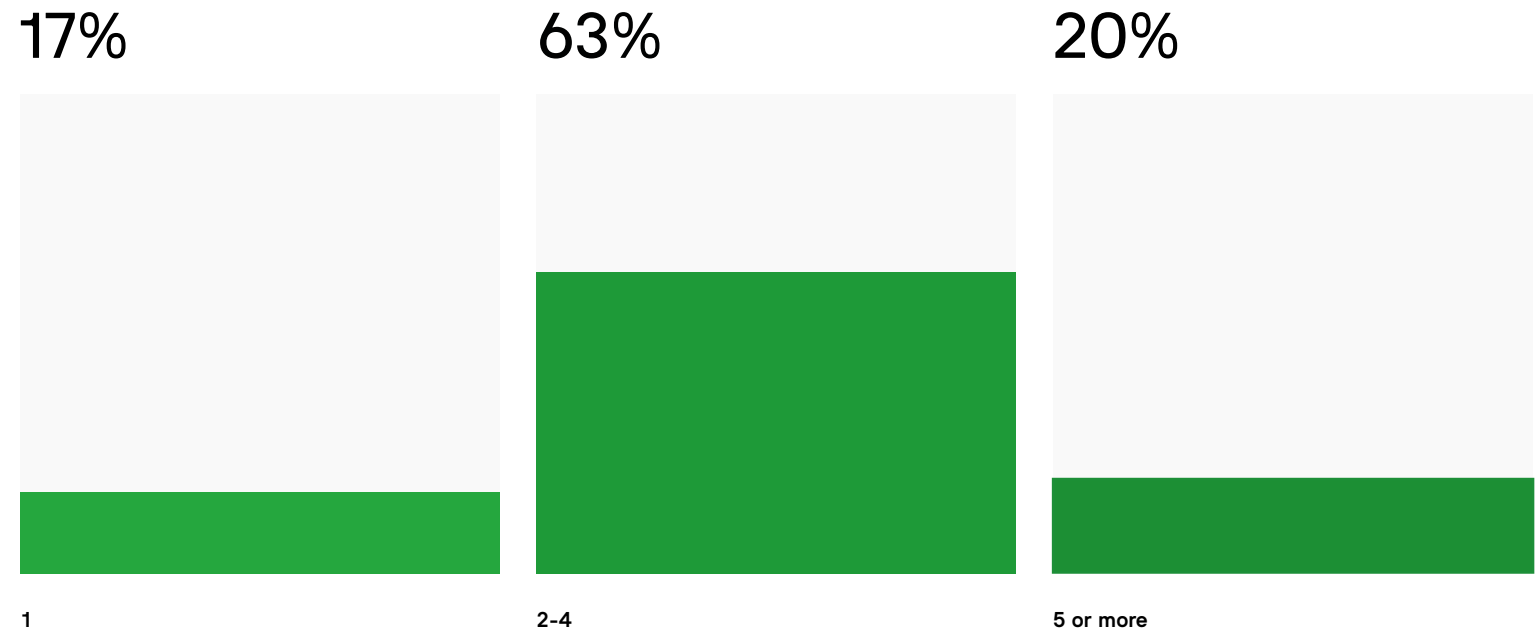


We have a dedicated webinar team

Almost a fifth of organizations have five or more people who can run a webinar.

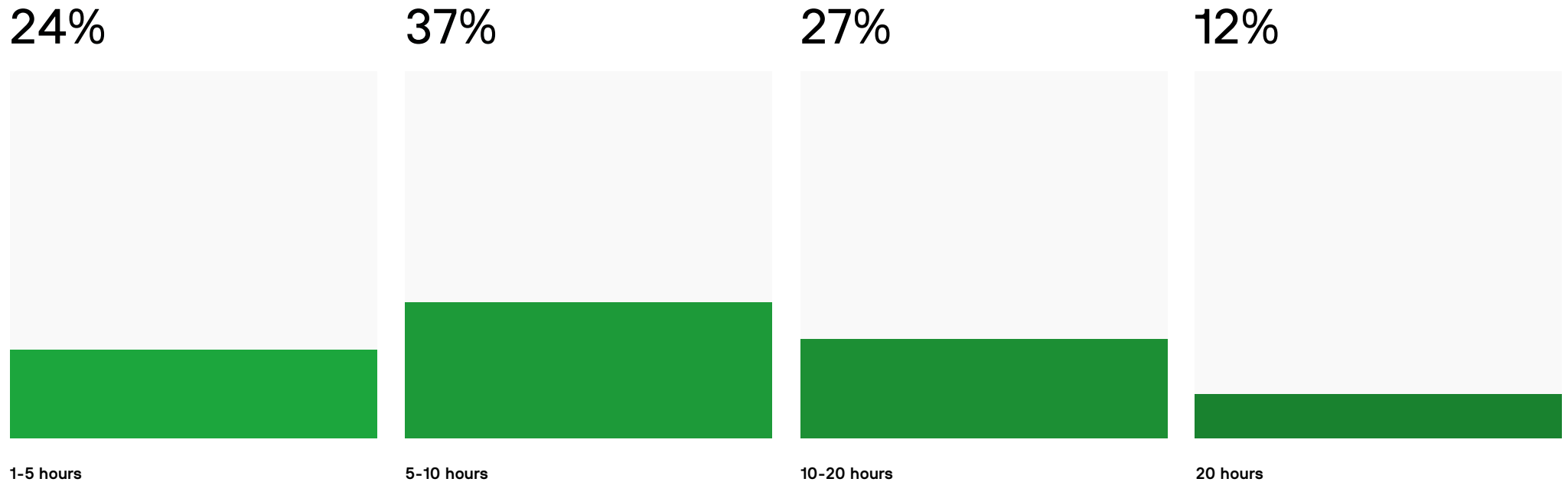
Most webinar programs are supported by small teams. Nearly two thirds of organizations report that between two and four people are able to set up and run webinars.

Only 17% rely on a single individual, while about one in five organizations now have five or more people capable of running webinars.



Organizations are prepared to invest significant time in their webinars.

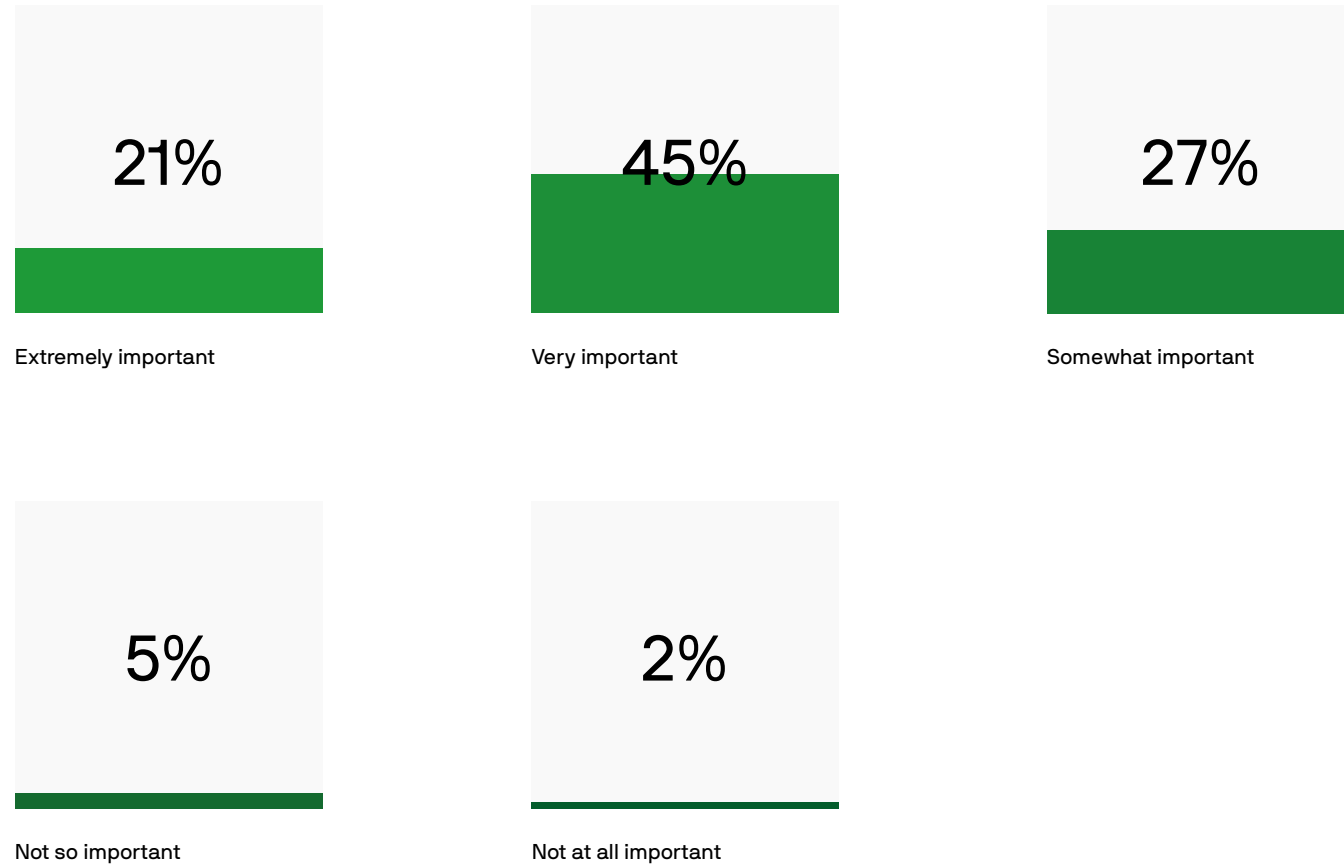
Nearly two thirds of organizations report spending between five and twenty hours preparing, running, and distributing each webinar. Only about a quarter say their webinars require fewer than five hours of work.



Two thirds of organizations consider webinars very or extremely important.

Webinars have become a core component of digital strategy for many organizations. Two thirds of respondents describe webinars as either very or extremely important to their overall digital strategy.

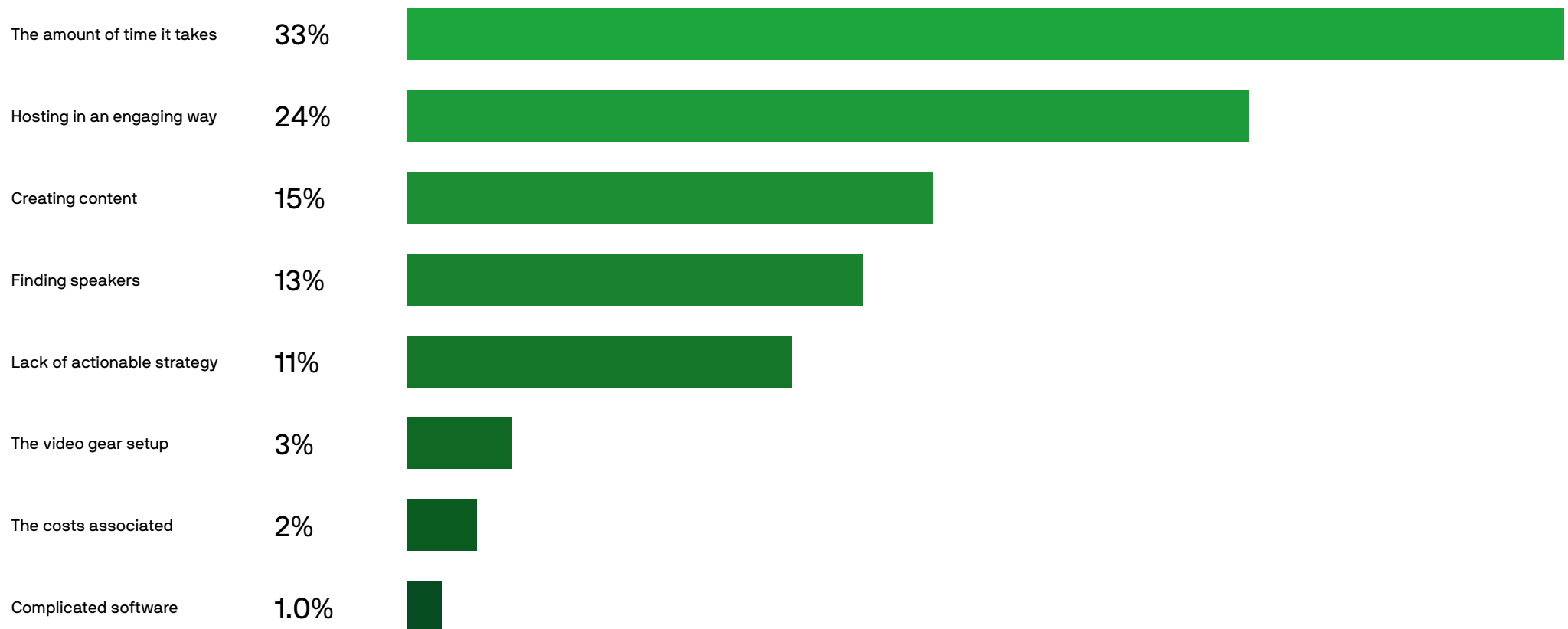
Only a small minority say webinars play a limited role in their marketing efforts.



While webinars are worth the effort, many organizations admit they're time-intensive.

Traditionally, our respondents say the pressure to host in an engaging way is their biggest challenge.

This year, the time it takes to execute a webinar takes the top spot - perhaps a reflection of the increasingly rigorous approach companies are taking.



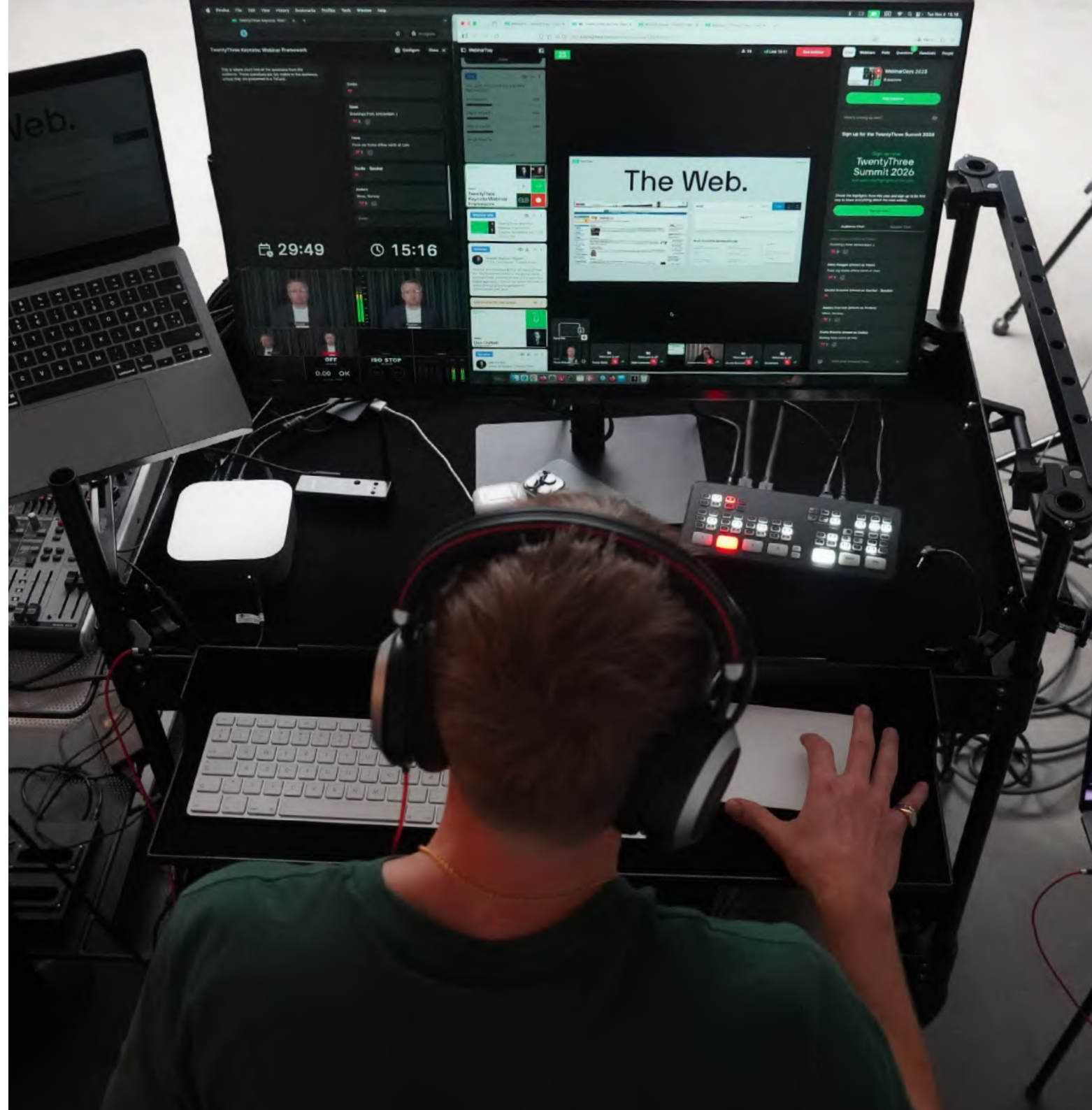
02 Webinar Strategy

Webinars can help companies achieve many goals—from increasing brand awareness to generating leads and increasing their customer success capabilities. But to do that, webinars must be leveraged with a concrete strategy in mind, which calls for more holistic thinking around webinars and webinar programmes.

Marketing teams still maintain the most influence within organisations when it comes to driving webinar efforts.

“Do the positioning piece first, and then define your tone of voice, target audience, distribution mechanism, and subjects to be covered. Then look for guests.”

Respondent



Educating customers & lead generation continue to dominate.

Customer education and lead generation remain the primary reasons organizations run webinars.

Partnership building is another growing use case, while onboarding and internal training remain more specialized applications.

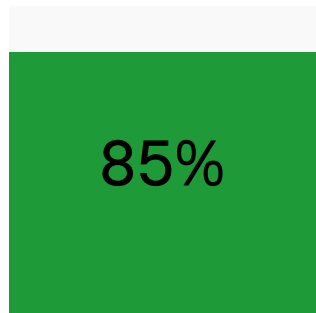
Roughly two thirds of companies say webinars are important for educating customers or generating leads. Community engagement and branding also play a significant role, with about half of organizations highlighting them as key motivations.



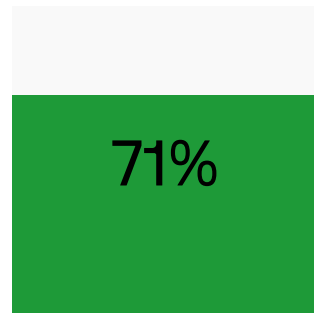
Sales and marketing teams lead the way on webinars.

Marketing teams are involved in 85% of webinar programs, while sales teams participate in more than 70%. Product teams are also increasingly active, reflecting the role webinars play in product education and launches.

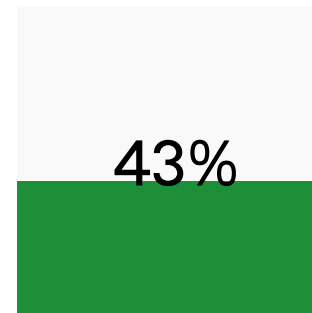
Other teams such as customer success, communications, and events contribute to webinars as well, showing how webinars are becoming a cross functional activity across organizations.



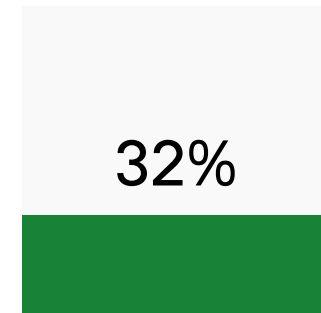
Marketing



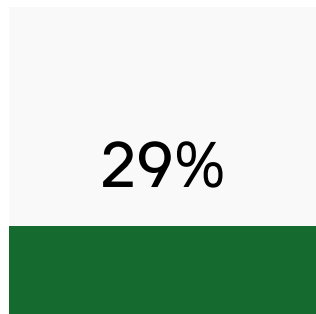
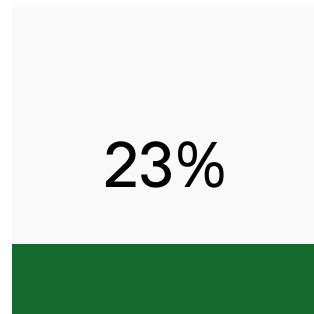
Sales



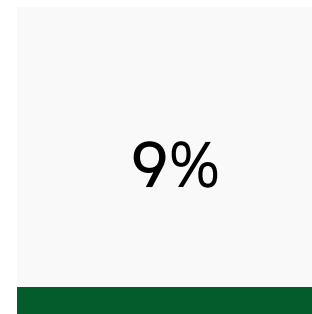
Product



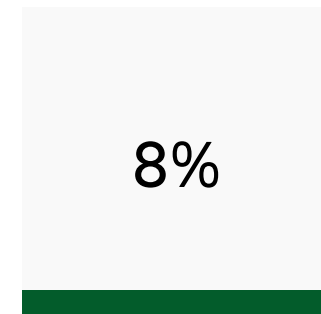
Communication

Account Management/
Customer Success

Event



Design



HR / Recruitment



03 Webinar Formats

While one-off webinars remain the majority, our findings again show a healthy spread in terms of the kinds of structured webinar programmes companies are running, as well as their formats. Webinars might have begun as ad hoc online seminars to promote a product or share information with customers, but they continue to evolve as more and more companies reap the rewards of a structured approach.

“Figure out who will be watching it and create the content they want to see, not the content you want to show.”

Respondent

Many organizations are moving beyond one-off webinars.

Standalone webinars remain the most common format, with nearly nine out of ten organizations running ad hoc sessions. However, more structured formats are becoming increasingly common.

Almost half of organizations now run episodic webinar series, and nearly a quarter run recurring webinars with the same content on a scheduled basis. This suggests that webinar programs are gradually becoming more strategic and repeatable.

89%



Standalone Webinars
One-offs run on an ad hoc basis.

45%



Episodic Webinars
A series with different content each time, often also runs in seasons.

30%



Online/Digital Events
Longer format with multiple speakers, more of a broadcast event than participatory.

24%



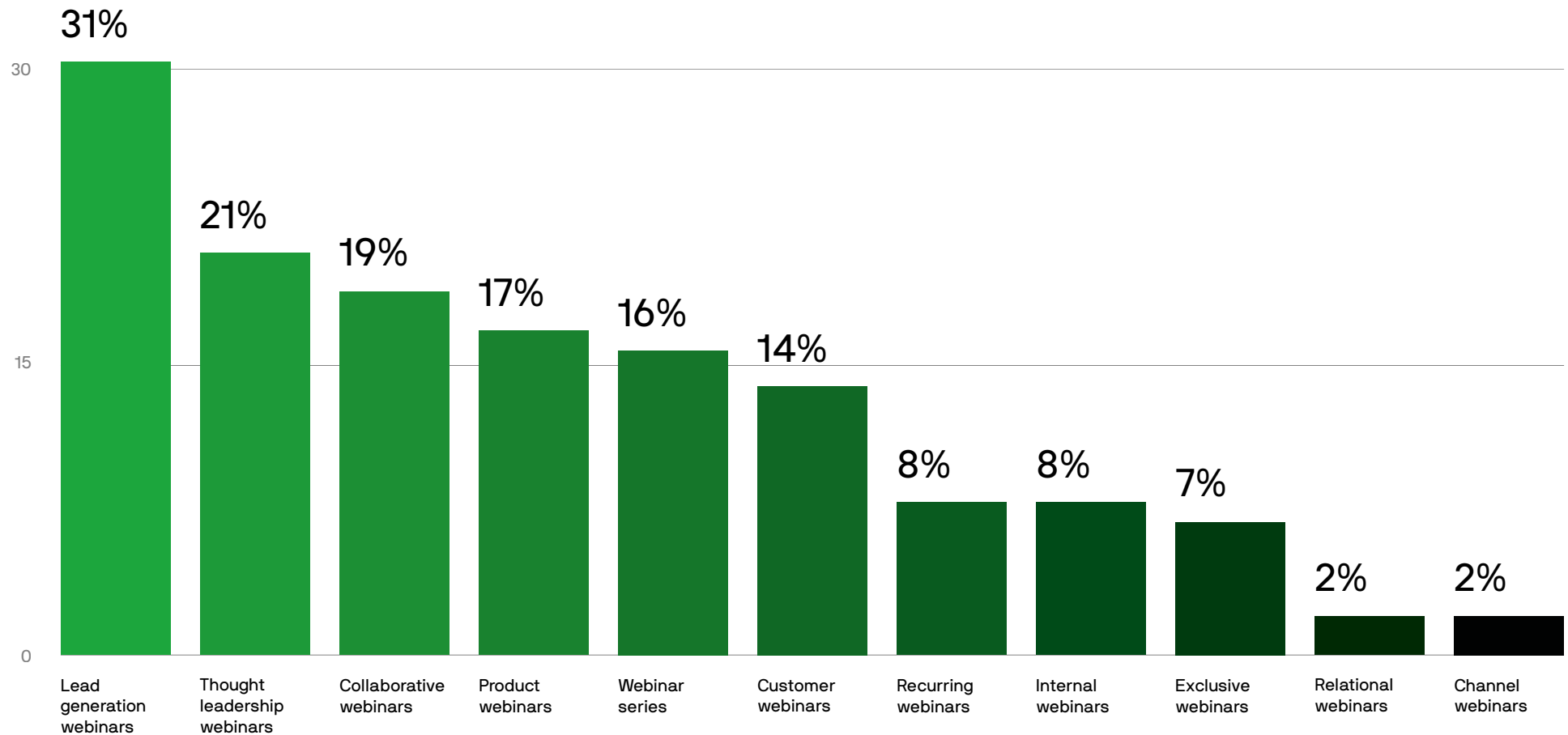
Repeating Webinars
Same content each time, scheduled on a recurring basis.

Lead generation webinars dominate, while relationship building goes untapped.

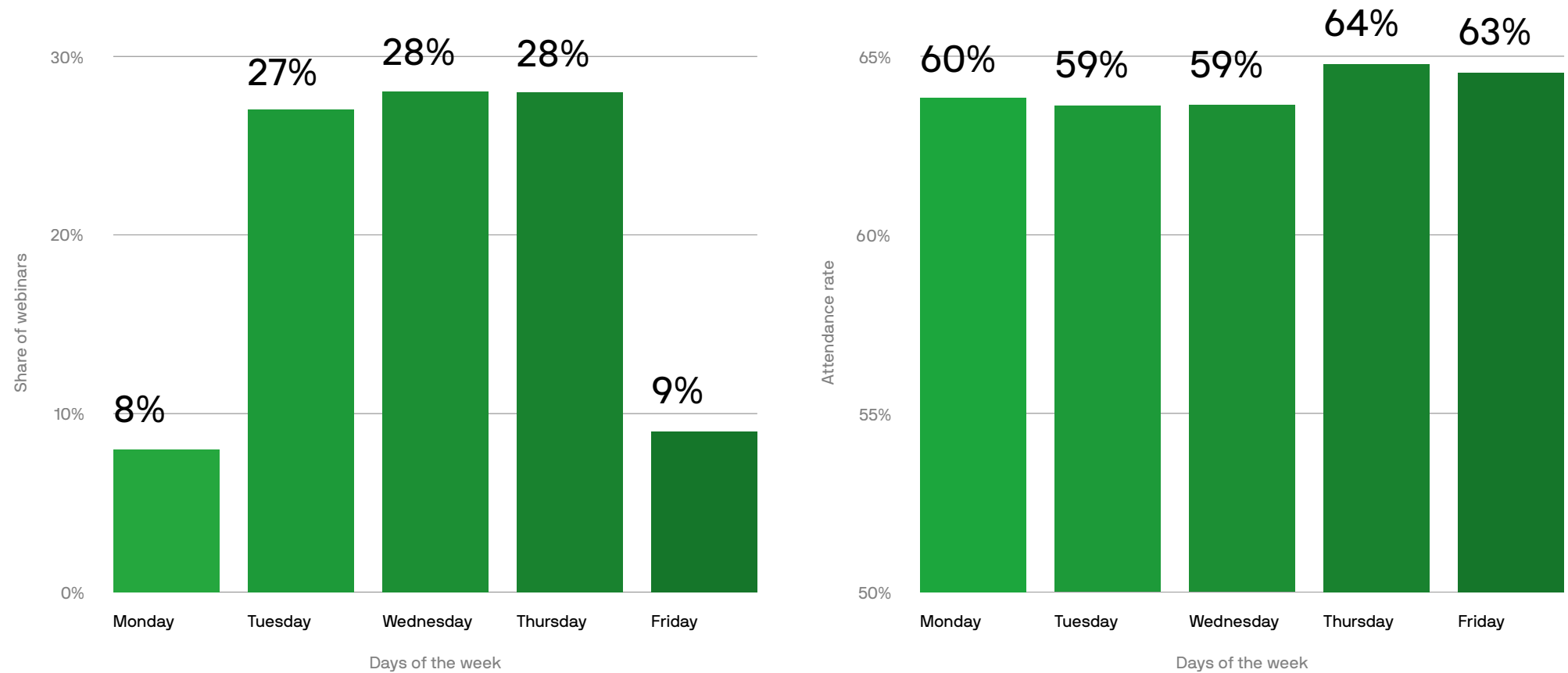
Lead generation remains the dominant use case for webinars, with nearly a third of organizations using them to capture new prospects.

Thought leadership, collaborative formats, and product focused webinars follow closely behind, highlighting the role webinars play in education and product storytelling.

However, relationship driven formats such as relational and channel webinars remain rare, suggesting an untapped opportunity for organizations looking to deepen engagement with their audiences.



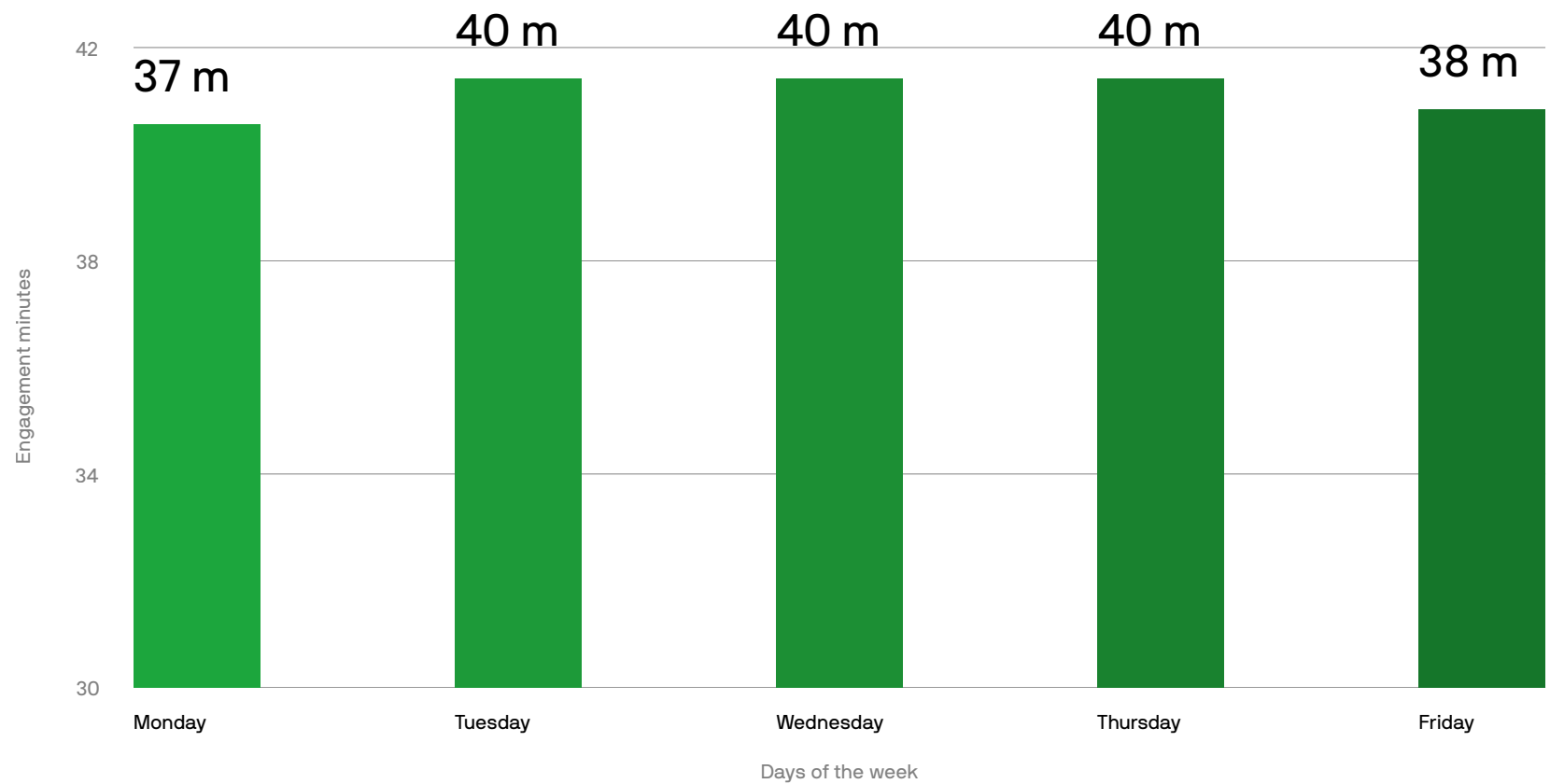
The midweek bias — most webinars happen midweek, but attendance peaks at the end of the week.



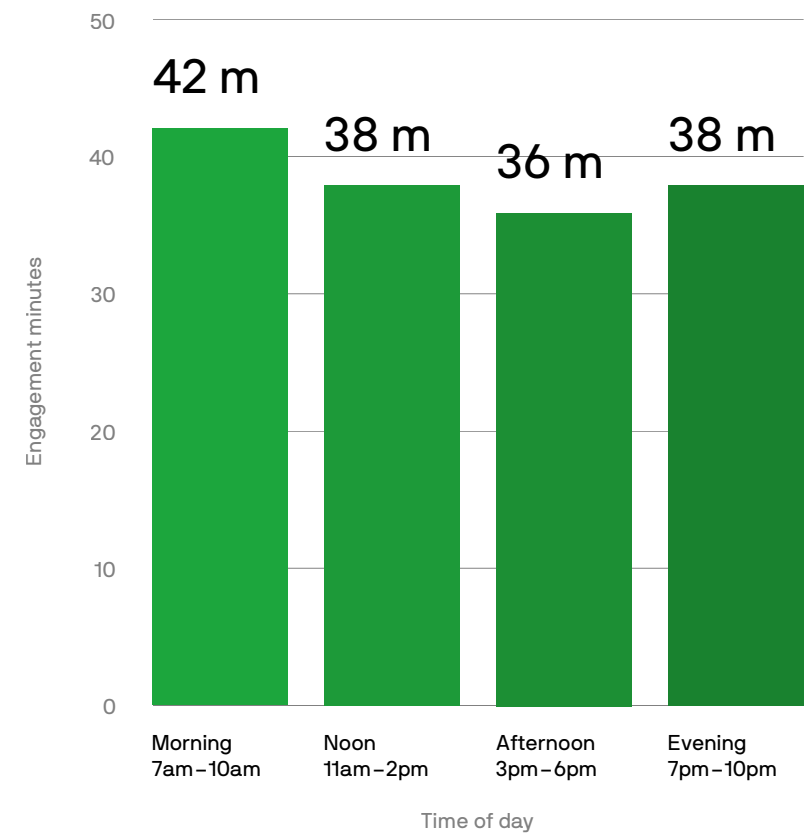
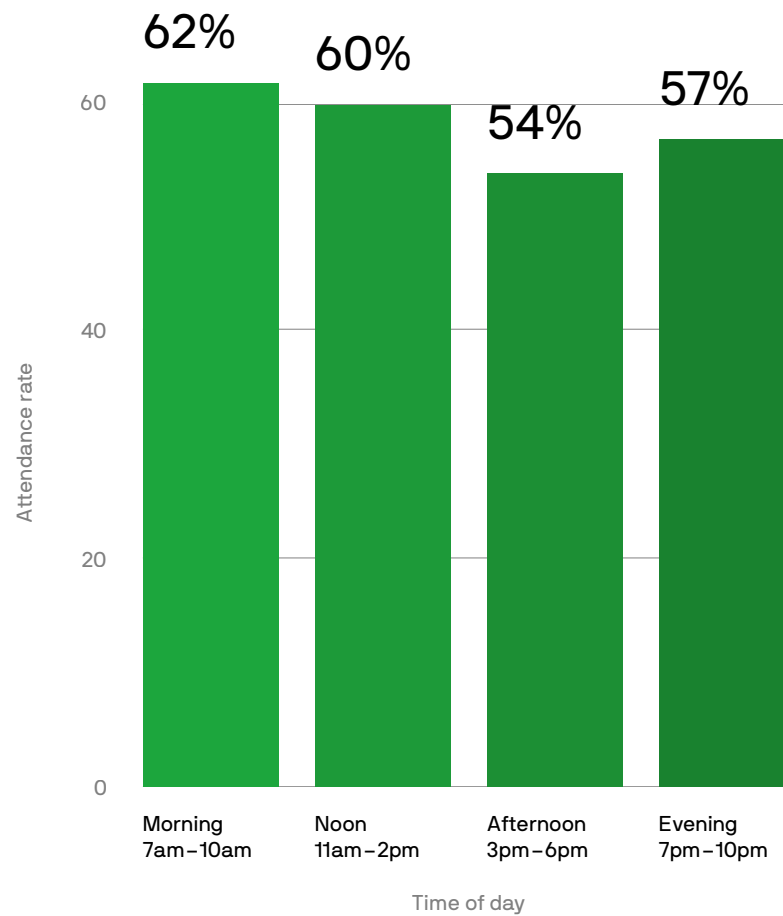
Audience engagement stays remarkably consistent throughout the week.

Average viewing time remains consistent across the workweek, hovering around 40 minutes for most days. Monday sees slightly lower engagement, but the difference is small,

suggesting that audiences stay attentive regardless of when a webinar is scheduled.



People are more likely to attend and engage in the morning... but that doesn't mean you should ignore the evening!



04 Webinar Performance

While the number of attendees remains the dominant KPI, we're seeing encouraging signs of strategic intent with webinar measurement. Perhaps this year's most significant finding is that an impressive 48.5% of companies now integrate their webinar tools with their martech stack - a significant increase on last year and a sure sign of how integral webinars are becoming in the overall business objectives.

"Just start today. There is a learning curve, but over time, the webinar program has the potential to bring in the highest quality leads with the lowest marketing investment. With today's technology, you can turn your webinar content into top, middle, and bottom-of-funnel assets and activities—all within one program and technology. Brand it well and integrate it into your CRM and marketing automation from day one."

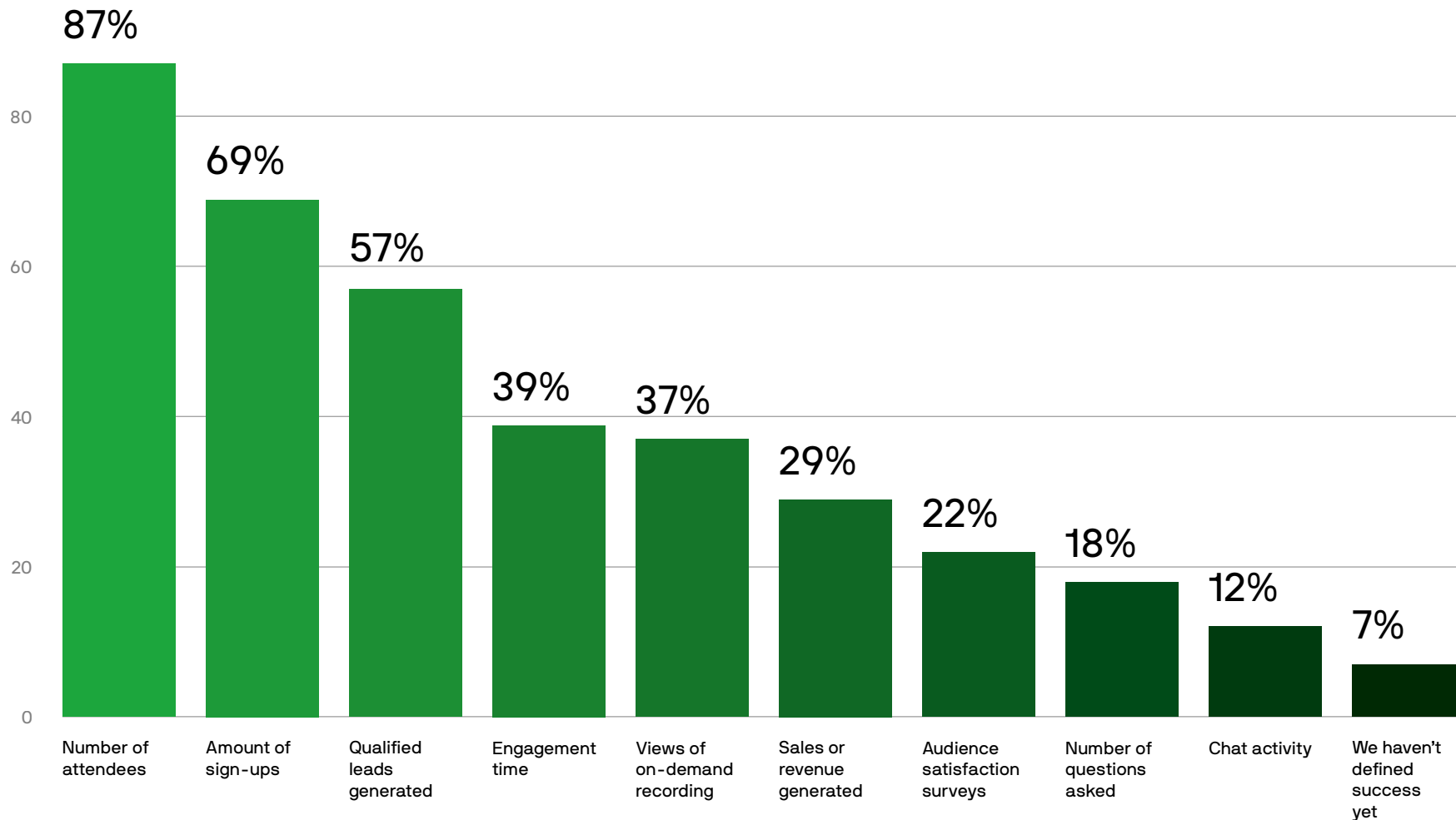
Respondent



Attendance and sign ups still dominate webinar success metrics.

Organizations still rely heavily on reach based metrics when evaluating webinar success. Attendance and sign ups remain the most common indicators, followed by qualified leads.

Engagement signals such as viewing time, questions asked, and chat activity are used less frequently, suggesting that deeper behavioral metrics are still emerging in webinar programs.

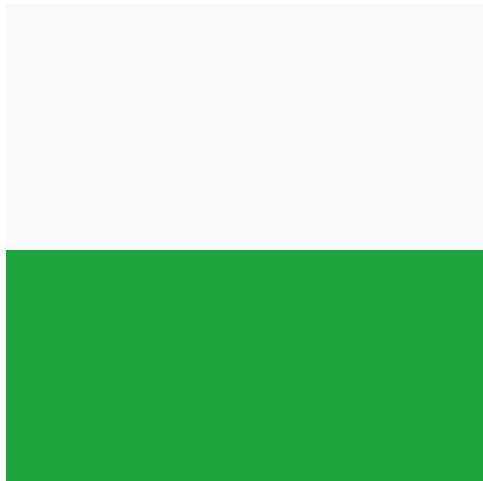


Only half of organizations integrate webinar data into their marketing stack.

Nearly half of organizations automatically integrate webinar data into their CRM or marketing automation systems. However, many still rely on manual exports or built in analytics within their webinar platform.

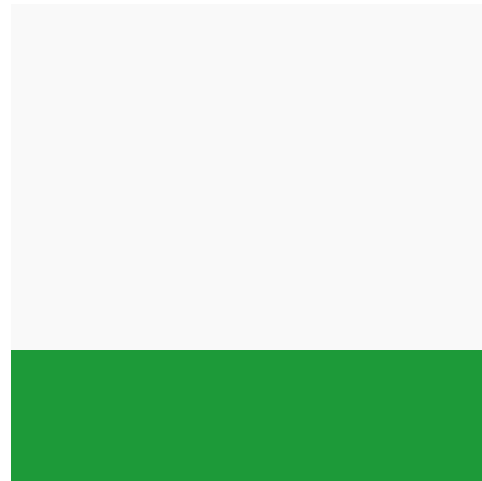
More than one in ten organizations report not tracking webinar performance at all, highlighting how fragmented webinar measurement practices still are.

49%



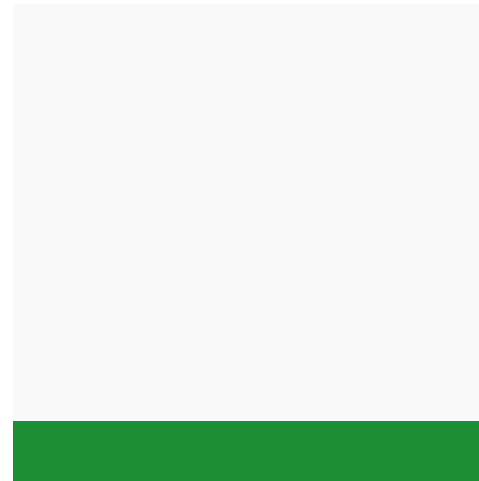
Automated
Our webinar tool is integrated with our CRM and/or marketing automation tool

28%



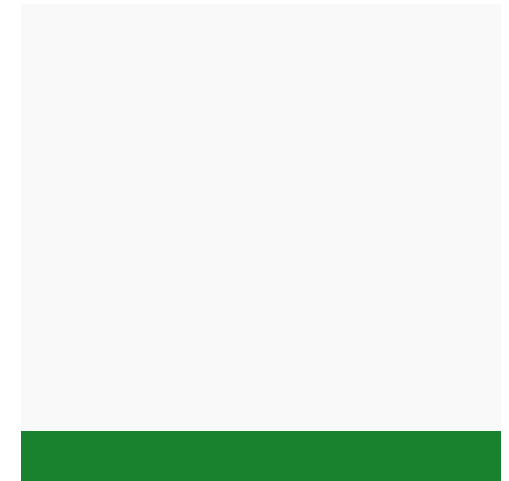
Manual
We manually download CSV files, etc.

13%



Built-in
We use the built-in analytics features in my webinar tool

11%



None
We aren't currently tracking or analyzing the performance of our webinars

Further Benchmarking

308

Avg. Signups

58%

Avg. Attendance Rate

154

Avg. Attendance

3.8

Avg. Speakers in Webinars

63%

Avg. Conversion Rate

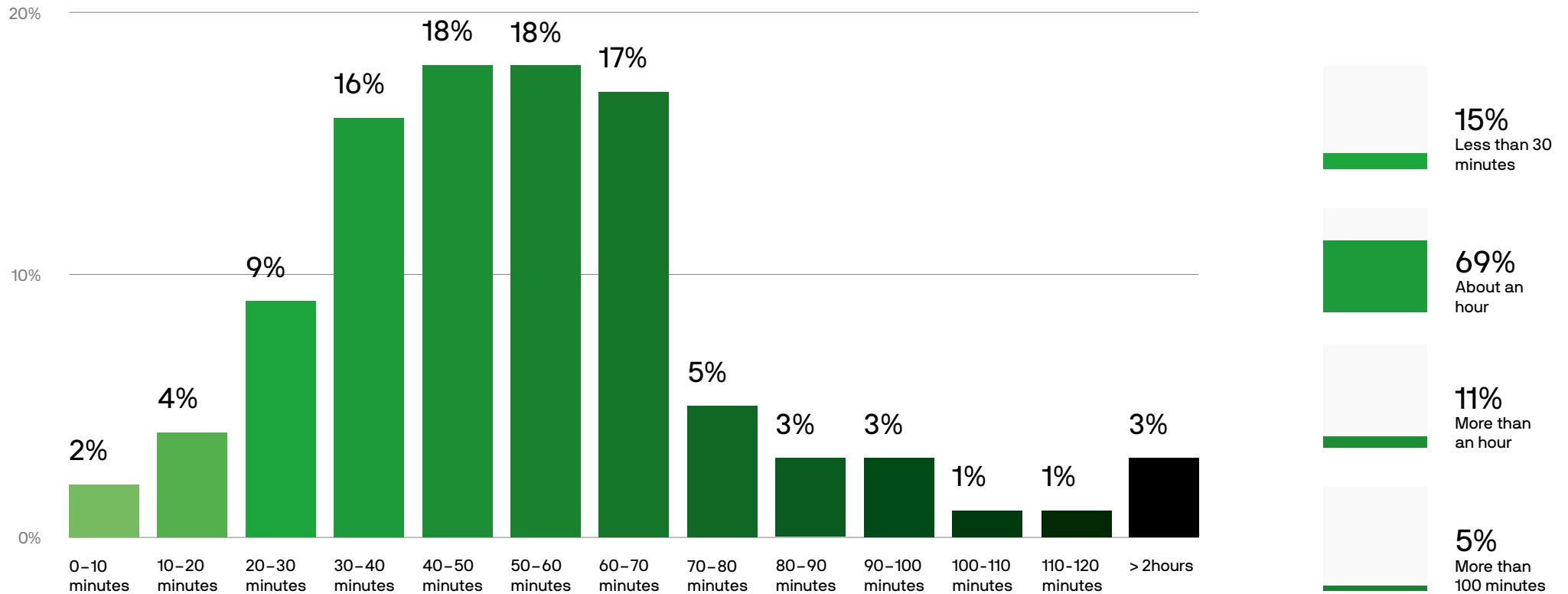
19%

Avg. Ondemand Conversion Rate

The one hour webinar remains the industry standard.

Most webinars cluster around the one hour mark, with nearly seven in ten lasting between 30 and 70 minutes. Shorter formats remain relatively uncommon, while a small but notable share of organizations experiment with longer sessions.

About 11% of webinars extend beyond an hour, and 5% run for more than 100 minutes, suggesting that some organizations are willing to go deeper when the content warrants it.



05 Webinar Budgets

With more than three-quarters of respondents planning on either increasing or maintaining their current webinar budget, it's plain to see that webinars are now fully embedded as a core business activity.

"You don't need to invest a lot of money to start. Make sure to get your team on board and show them the value that webinars could bring. Make sure to set up a strategy before starting."

Respondent

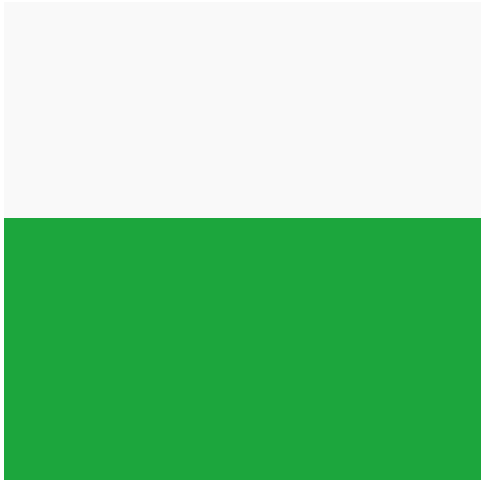


A quarter of organizations plan to increase their webinar budget.

Webinar budgets appear largely stable heading into the next year. More than half of organizations expect spending to remain unchanged, while about a quarter plan to increase their investment. Only a small minority anticipate cutting their budget.

At the same time, around 14% of organizations report not having a dedicated webinar budget yet, suggesting that the channel is still developing inside many teams.

55%



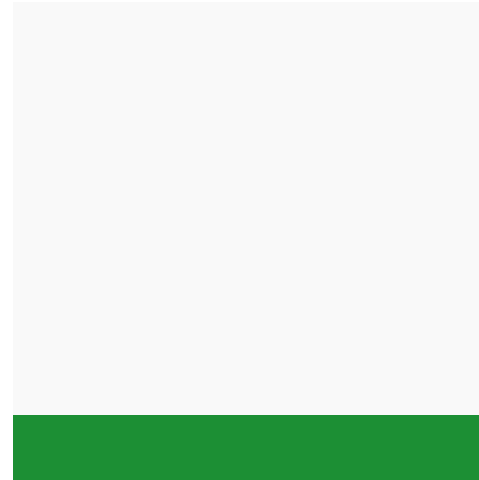
Our budget will stay the same

25%



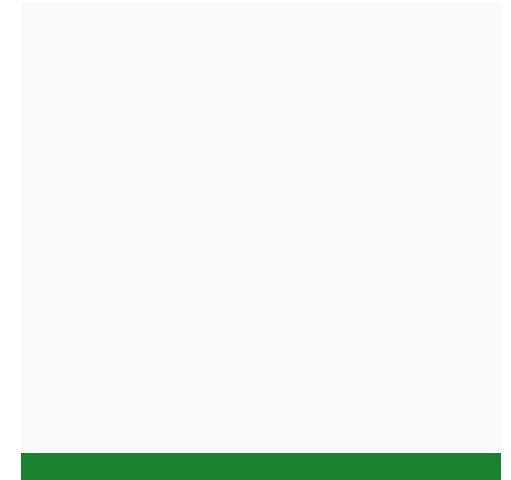
We will be spending more

14%



We do not currently have a webinar budget

6%

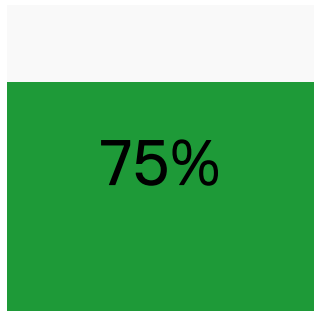


We will be spending less

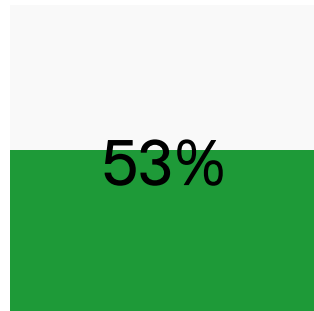
Companies spend more on promoting webinars than producing them.

Marketing and promotion represent the largest share of webinar spending. Three quarters of organizations expect to invest their budget in attracting audiences, far ahead of production related investments.

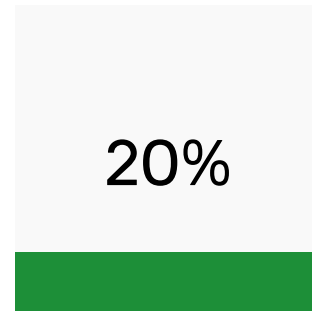
Content creation comes next, while spending on tooling, equipment, or external services remains secondary. This highlights a common challenge for webinar teams: producing the content is only half the effort, while driving attendance often requires the greater investment.



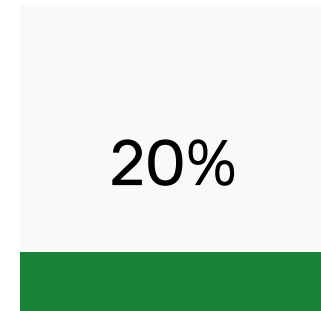
Marketing and promotions



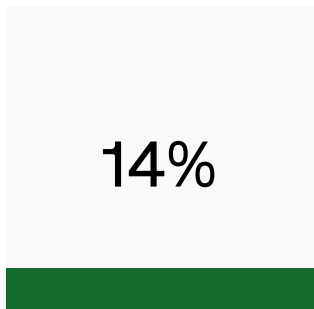
Creating content



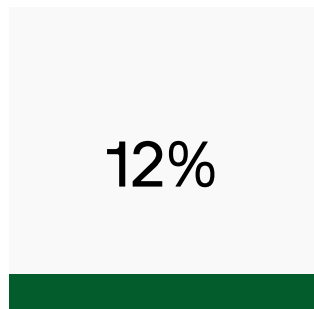
External services (training, consultants, etc.)



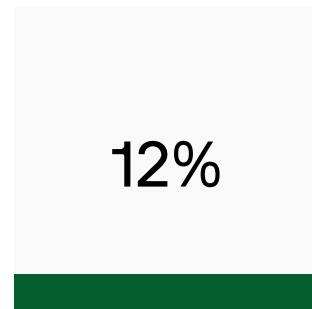
Upgrading your webinar software



Buying more gear



Setting up a studio



Growing the team

06 Content Generation

A new addition to the State of Webinars reports, we're asking respondents whether they slice and dice their webinars - create additional pieces of content from the original webinar - and, if yes, what kinds of content they're making. The rise of content generation speaks to the long-term value of the webinar, and its potential to deliver ongoing results as opposed to one-off spikes.

"Ensure you have a robust strategy before beginning, and a stringent follow-up plan to nurture and reengage all registrants for your online events."

Respondent

Webinars have become a content engine for most organizations.

Webinars are increasingly used as a source of additional content beyond the live event itself. More than two thirds of organizations report repurposing their webinars into other formats, such as clips, articles, or social media content.

However, nearly a third still do not generate additional content from their webinars, suggesting there is still significant untapped potential in extending the life and impact of webinar material.

68%



Yes

32%

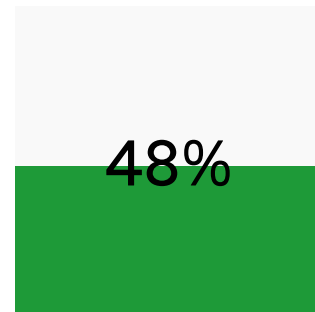


No

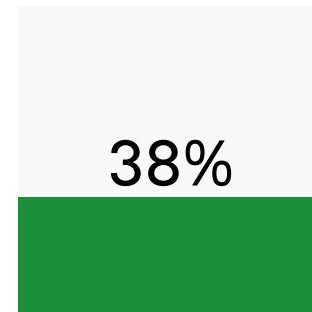
Organizations are finding innovative uses for their webinar content.

Nearly half of organizations generate short video clips for social media, while many also turn webinar transcripts into written content or reuse clips across their websites and video libraries.

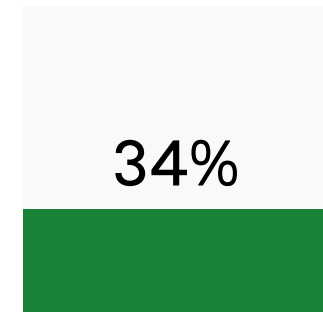
What was once a single live event is now often the foundation for multiple pieces of content distributed across different channels.



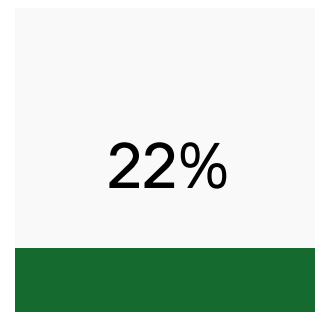
Video clips for social media



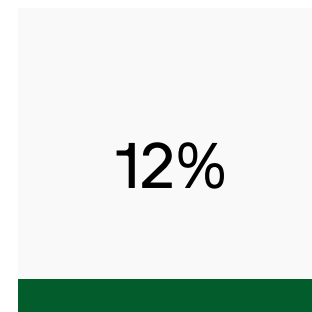
Text content from the transcript (blog posts or similar)



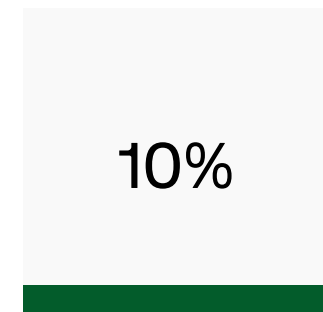
Video clips for our website



Video clips for your organization's video library



Video clips to be reused in other webinars



Other



07 Benchmarking

With more and more companies scaling their webinars, we want to make it easy for you to join them. Answer the following questions then revisit the report to benchmark your efforts.

01. Across your organisation, about how many webinars do you run in a year?

- 1-5
- 6-10
- 11-19
- 20-49
- 50-99
- 100-249
- 250-499
- 500+

02. Is this an increase or decrease from the previous year?

- Increase
- About the same
- Decrease

03. When did your organisation start doing webinars?

- We started in 2024
- We started in 2023
- We've been making webinars for 2-3 years
- We've been making webinars for 4-5 years
- We've been making webinars for 6-10 years
- We've been making webinars for more than 10 years
- We haven't started yet

04. What is your organisational set-up to execute webinars?

- We have a dedicated webinar programme manager
- We have a dedicated webinar team
- It's a shared process across teams
- We don't have a specific set-up

05. How many people in your organization can set up and run a webinar?

- 1
- 2-4
- 5 or more

06. On average, how many hours does each webinar take in total (preparing landing pages, building email flows, production, and post production such as generating clips etc)?

- 1-5
- 5-10
- 10-20
- 20+

07. How important are webinars to your overall digital strategy?

- Extremely important
- Very important
- Somewhat important
- Not so important
- Not at all important

08. What do you find to be the most challenging part of making webinars?

- Creating content
- Hosting in an engaging way
- Finding speakers
- The amount of time it takes
- The costs associated
- Lack of actionable strategy
- Complicated software
- The video gear setup

09. What are the main reasons that your organisation makes webinars? (Rank from 1 to 3 with 1 being your biggest reason)

- Branding
- Generating leads
- Facilitating onboarding
- Internal training
- Sharing information with the community
- Educating customers
- Creating partnerships and collaborations

10. What teams across your organisation are doing webinars? (Choose as many that apply)

- Sales
- Communication
- Design
- Event
- Marketing
- HR / Recruitment
- Account Management / Customer Success
- Product

11. What webinar formats does your organisation run? (Choose as many that apply)

- Standalone webinars (one-offs)
- Episodic webinars (episodic series with different content each time)
- Repeating webinars (same content each time; scheduled on a recurring basis)
- Online/digital events (longer format with multiple speakers, for example)

12. What types of webinars does your organization run? (Choose as many as apply)

- Lead generation webinars
- Thought leadership webinars
- Recurring webinars
- Webinar series
- Customer webinars
- Collaborative webinars
- Exclusive webinars
- Relational webinars
- Channel webinars
- Internal webinars
- Product webinars

13. How do you currently measure webinar success? (Choose as many as apply)

- Amount of sign-ups
- Number of attendees
- Engagement time
- Number of questions asked
- Chat activity
- Qualified leads generated
- Sales or revenue generated
- Audience satisfaction surveys
- Views of on-demand recording
- We haven't defined success yet

14. How do you currently collect data from your webinars?

- We manually download CSV files, etc.
- Our webinar tool is integrated with our CRM and/or marketing automation
- We use the built-in analytics features in our webinar tool
- We aren't currently tracking or analyzing the performance of our webinars

15. How do you expect your webinar budget to change over the next year?

- We will be spending more
- Our budget will stay the same
- We will be spending less
- We do not currently have a webinar budget

16. What do you expect you'll spend the majority of your webinar budget on? (Choose as many that apply)

- Marketing and promotions
- Setting up a studio
- Buying more gear
- Upgrading your webinar software / opting for a new solution
- Creating content
- Growing the team
- External services (training, consultants, etc.)

17. Do you generate content from your webinars (not including your on-demand webinars)?

- Yes
- No

18. If yes, what kinds of webinar content do you generate? (Choose as many as apply)

- Video clips for social media
- Video clips for our website
- Video clips to be reused in other webinars
- Video clips for your organization's video library
- Text content from the transcript (blog posts or similar)

State of Webinars 2026 was conducted and compiled by TwentyThree.

The State of Webinars is an annual survey that we run to get a clearer picture of the quickly maturing webinar world. Using the responses of webinar makers all over the world, the report exists to help you make more informed decisions about your organisation's webinar strategy.

Visit twentythree.com for more information about our webinar tool and more free resources to help you get real results with video marketing and live events.

About TwentyThree

Founded in Copenhagen and proudly independent, we've been empowering the way companies communicate with video since 2005. Created as a hosting platform that gave our customers complete control of their data, we now offer all the tools any company needs to make, manage and share video and webinars.

We believe video is the most fundamentally human way to communicate online and we've made it our mission to put the power of video in the hands of anyone doing business — wherever and however they work.