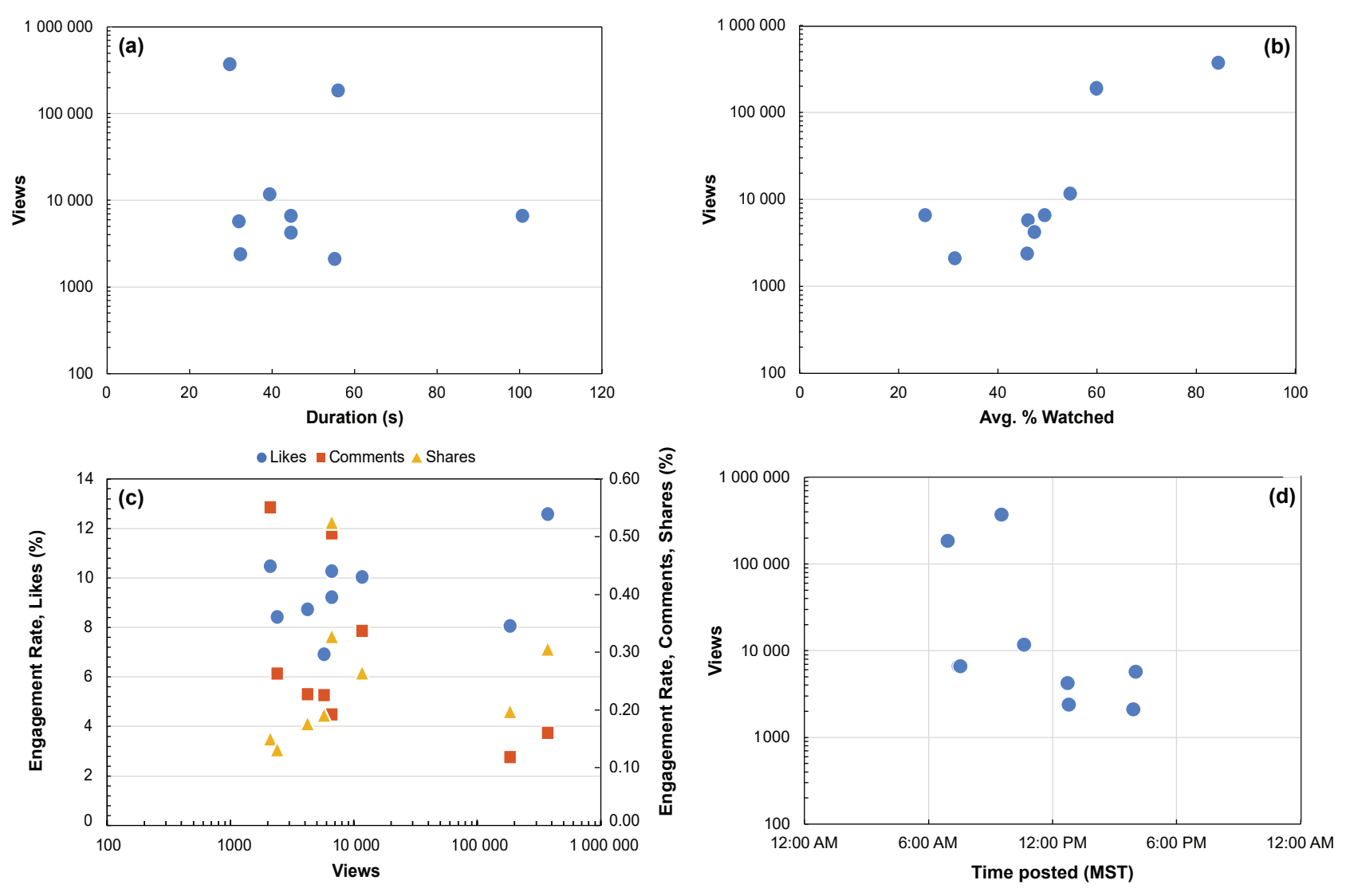
(a)
Views
1 000 000
100 000
10 000
1000
100
0
20
40
60
80
100
120
Duration (s)
(b)
Views
1 000 000
100 000
10 000
1000
100
0
20
40
60
80
100
Avg. % Watched
Likes
Comments
Shares
(c)
Engagement Rate, Likes (%)
14
12
10
8
6
4
2
0
Engagement Rate, Comments, Shares (%)
0.60
0.50
0.40
0.30
0.20
0.10
0.00
100
1000
10 000
100 000
1 000 000
Views
(d)
Views
1 000 000
100 000
10 000
1000
100
12:00 AM
6:00 AM
12:00 PM
6:00 PM
12:00 AM
Time posted (MST)