

## **Quantifying Video Content: The MUVID App for Video Analytics**

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### **Abstract:**

While online videos have become increasingly relevant to marketing science and practice, tools to quantify and analyze this type of content remain scarce. This paper introduces the MUVID video analyzer app, a multimodal, dynamic, scalable, versatile, and unsupervised, video analytics approach that converts unlabeled videos to visual and audio embeddings which can be used to support marketing research and guide marketing decisions. To illustrate the app's functionality, we demonstrate how it can predict video engagement. We explore the novel content creation strategy of "trend-following" on TikTok. Companies, brands, and other marketplace actors often create their own version of emerging trends in an attempt to generate engagement, but it's unclear which is more effective: creating content that closely imitates the initial video or creating something more differentiated. We use MUVID to address this question. The MUVID app detects TikTok trends by analyzing audio embeddings of videos and visual embeddings to measure the atypicality to a given trend. Results indicate that more atypical videos receive more engagement. Overall, this work sheds light on drivers of engagement, how to generate more impactful online content, and how future work might use the MUVID video analyzer app to address a broad range of interesting questions.