

We surveyed 1,307 physicians between October 2023 and January 2024 to understand how they use online resources and social media platforms for professional purposes.

TUNE IN & TREAT

Why are physicians using multimedia content?

1,307

physicians responded

60%

Secondary care clinicians

30%

Primary care clinicians

9%

Trainee doctors



297  
USA

698  
EMEALA

312  
APAC

Physicians are busier than ever

Number of patients physicians see on an average day

Globally

2024

24

Patients

2023

22

Patients



Regionally – 2024

USA

17

Patients

EMEALA

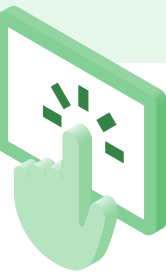
21

Patients

APAC

32

Patients



Multimedia content is helping them stay up to date

Physicians shared how important various content types are for staying informed about new medical developments.

Most popular types of multimedia content among physicians



1 Education-based videos or instructional videos

62%



2 Medical webinars & webcasts

57%



3 Medical podcasts

39%

Percentage of physicians that access this content weekly

32%

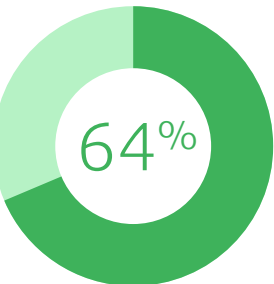
31%

26%

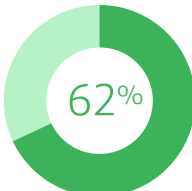


Lectures lead the way

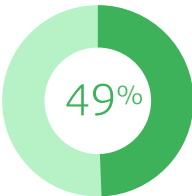
Physicians are most likely to watch lectures and conference presentations



Lectures & presentations from conferences



Continuing Medical Education



Procedures



53%

are likely to watch pharma sponsored material globally

USA 43%

EMEALA 52%

APAC 63%



When and why do physicians watch videos?

Few physicians watch video content during their working day, preferring

1

In their spare time

2

At the end of their working day

3

During academic or research work

Convenience is physicians' main reason for watching videos

48% It is more convenient than attending a conference

46% The videos are quick to watch

45% The content is interesting and engaging

45% It is easy to watch on my mobile device

37% To listen and learn from key opinion leaders (KOLs)

Lack of time is the biggest obstacle preventing physicians from accessing multimedia content



49%

Lack the time



36%

Find the content too long and tedious



24%

Cannot find the right topics and content

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