

# VIDEO MARKETING

With 2.4 billion viewers worldwide, digital video presents a massive opportunity for marketers to attract eyeballs. Reaching your target audience has never been easier, but making sure they're engaged is another matter...

**2/3**

of internet users watch streaming or downloaded video content at least once a month



eMarketer 2018

**79%**

of all internet traffic will be video by 2020, up from 63 percent in 2015

Cisco 2017

Owned media is up to 12 times better at driving engagement

Percentage of video watched by platform



Time watched (minutes:seconds)

TwentyThree 2017

**1bn**

hours of video are viewed on YouTube every day

YouTube

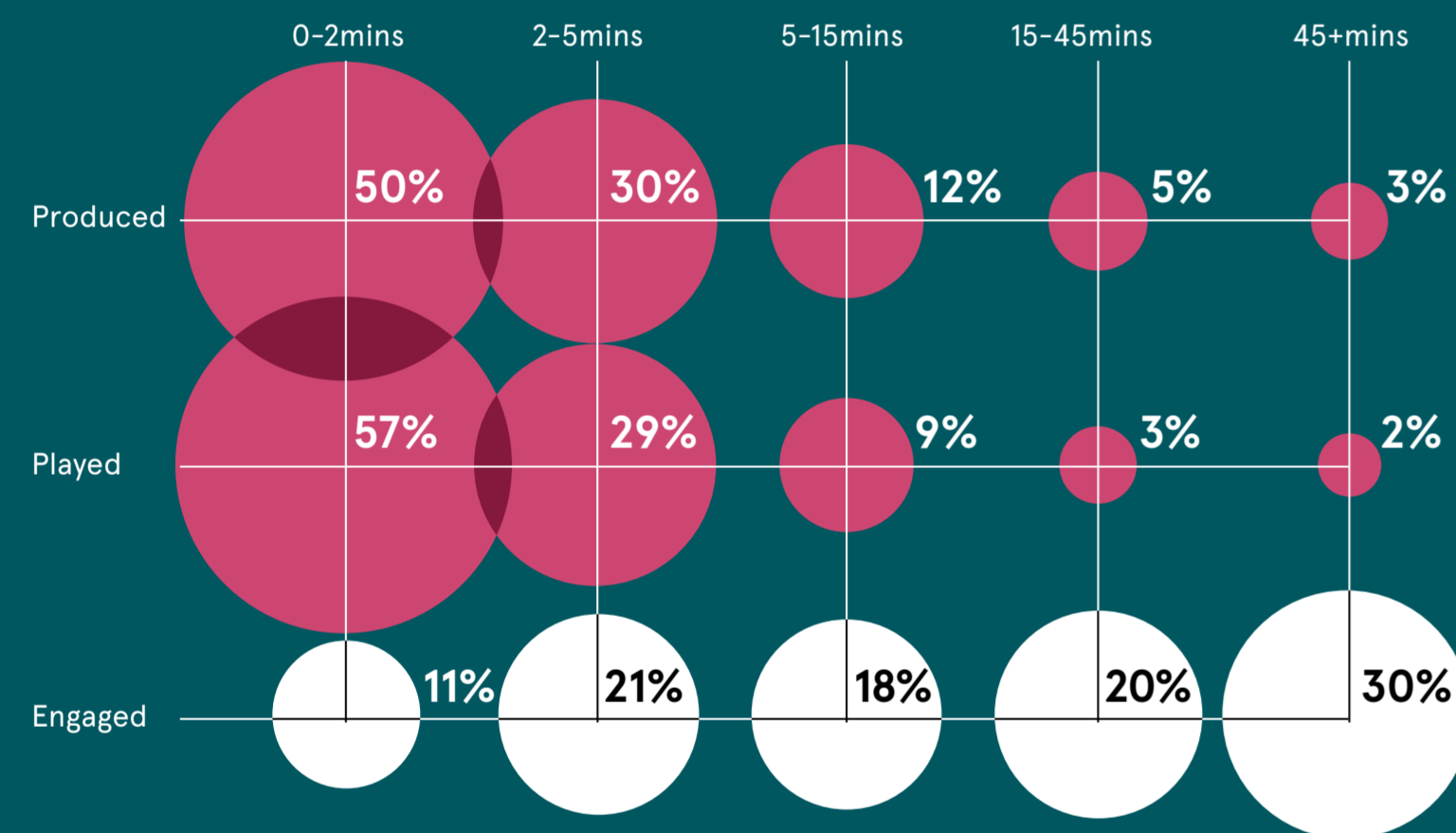
**62%**

increase in click-through rates when a video thumbnail is included in an email campaign

TwentyThree 2017

Shorter videos are more common, but drive less engagement

TwentyThree 2017



Length of marketing videos being produced and played, compared with engagement levels

**1/2**

of internet users watch video regularly on a mobile phone

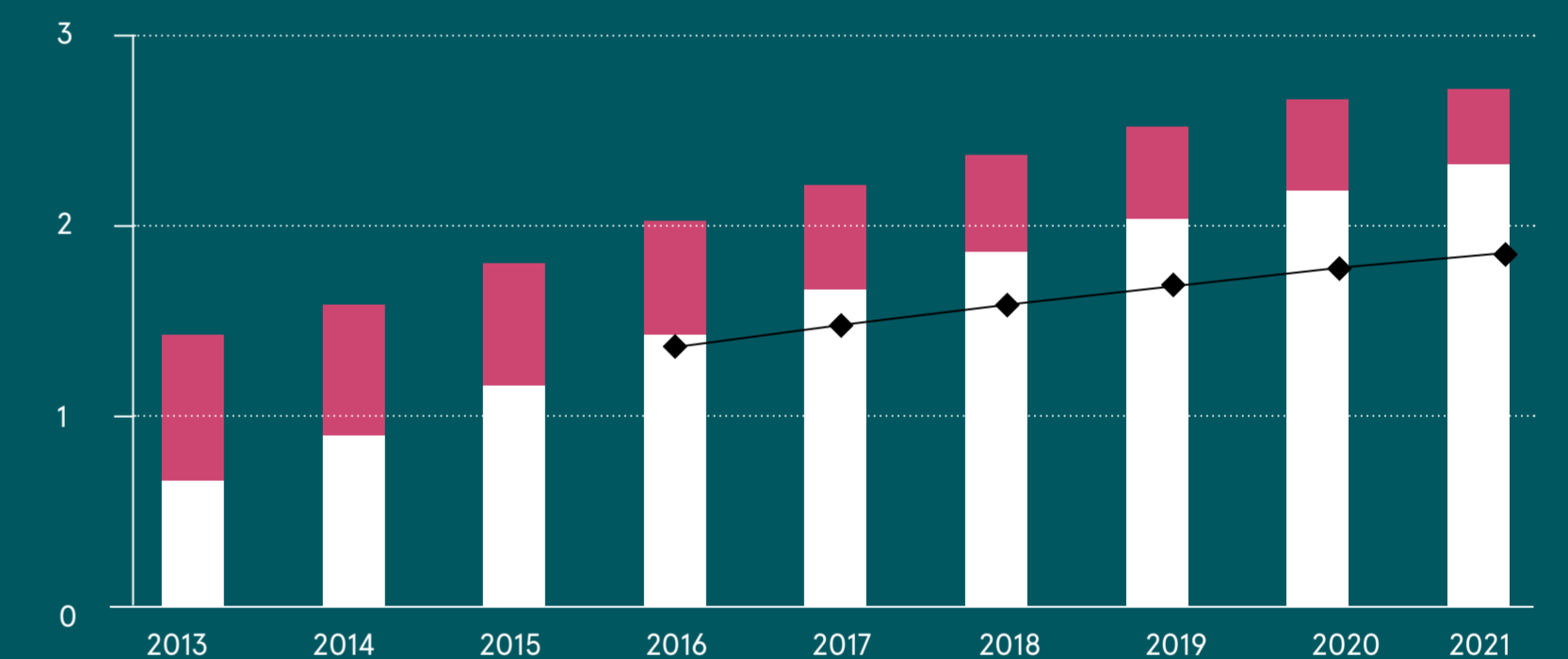
eMarketer 2018

Mobile surges to become main form of video viewing

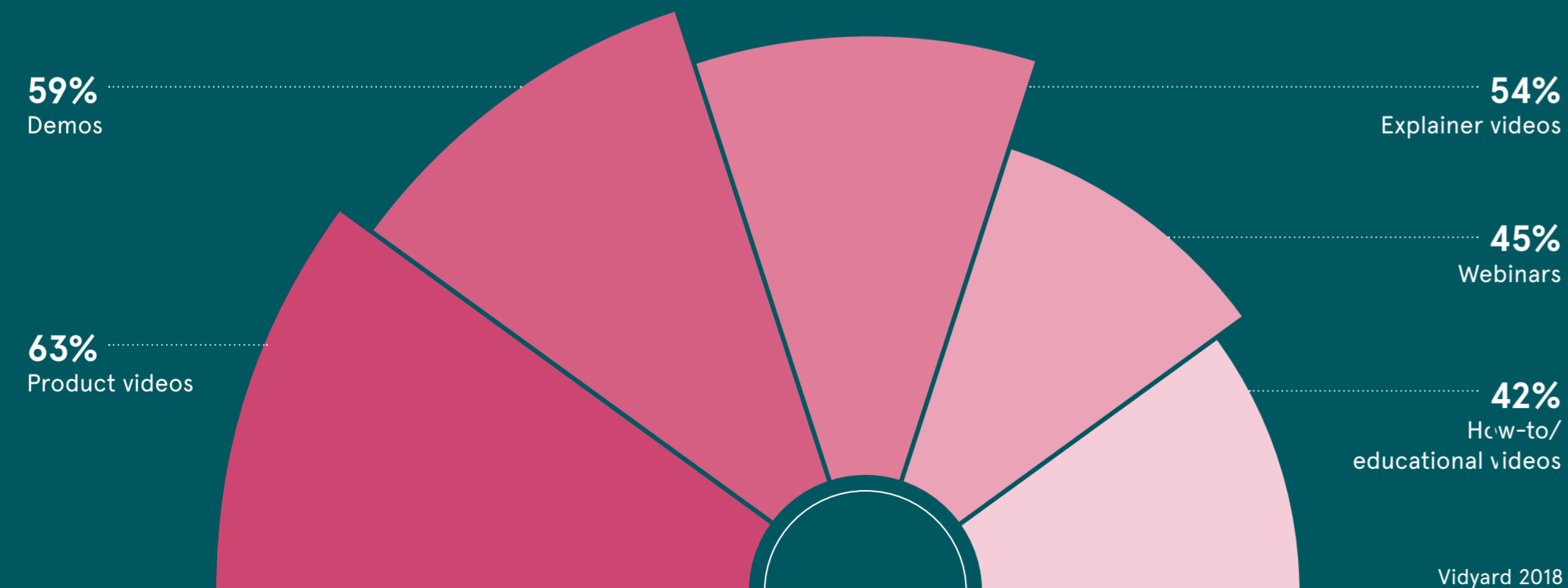
YouTube accounts for two thirds of all digital video viewers

eMarketer 2018

Digital video viewers (bn) Mobile phone video viewers (bn) YouTube video viewers (bn)



Most common types of marketing videos being produced



Vidyard 2018

Where marketing video content is being used

Percentage of marketers using the following platforms in 2017

Vidyard 2018

