

# THE WORLD OF ONLINE VIDEO



of consumer internet traffic will come from video by 2020

Source: Cisco



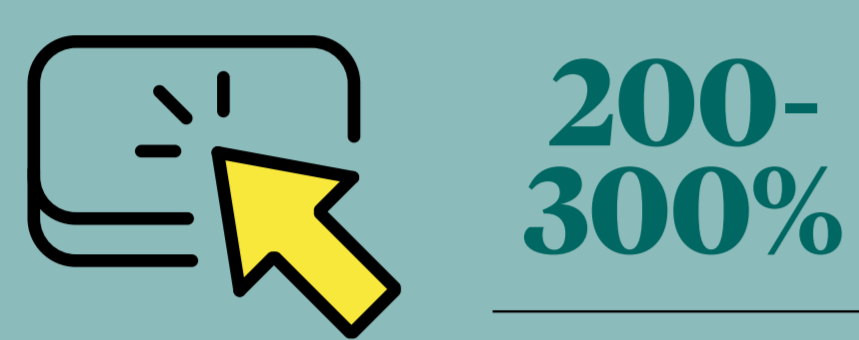
of all online activity is spent watching video

Source: Insivia



videos are viewed on Facebook every day

Source: Facebook



increase in click-through rates experienced by including video in an e-mail

Source: Forrester



increase in conversion rates reported by including video on a landing page

Source: Unbounce



of video is uploaded to YouTube every minute

Source: YouTube



Videos shorter than 15 seconds are shared 37 per cent more than those between 30 and 60 seconds

Source: Jun Group



more likely to get a front-page Google search result by adding video to your website

Source: Convince and Convert

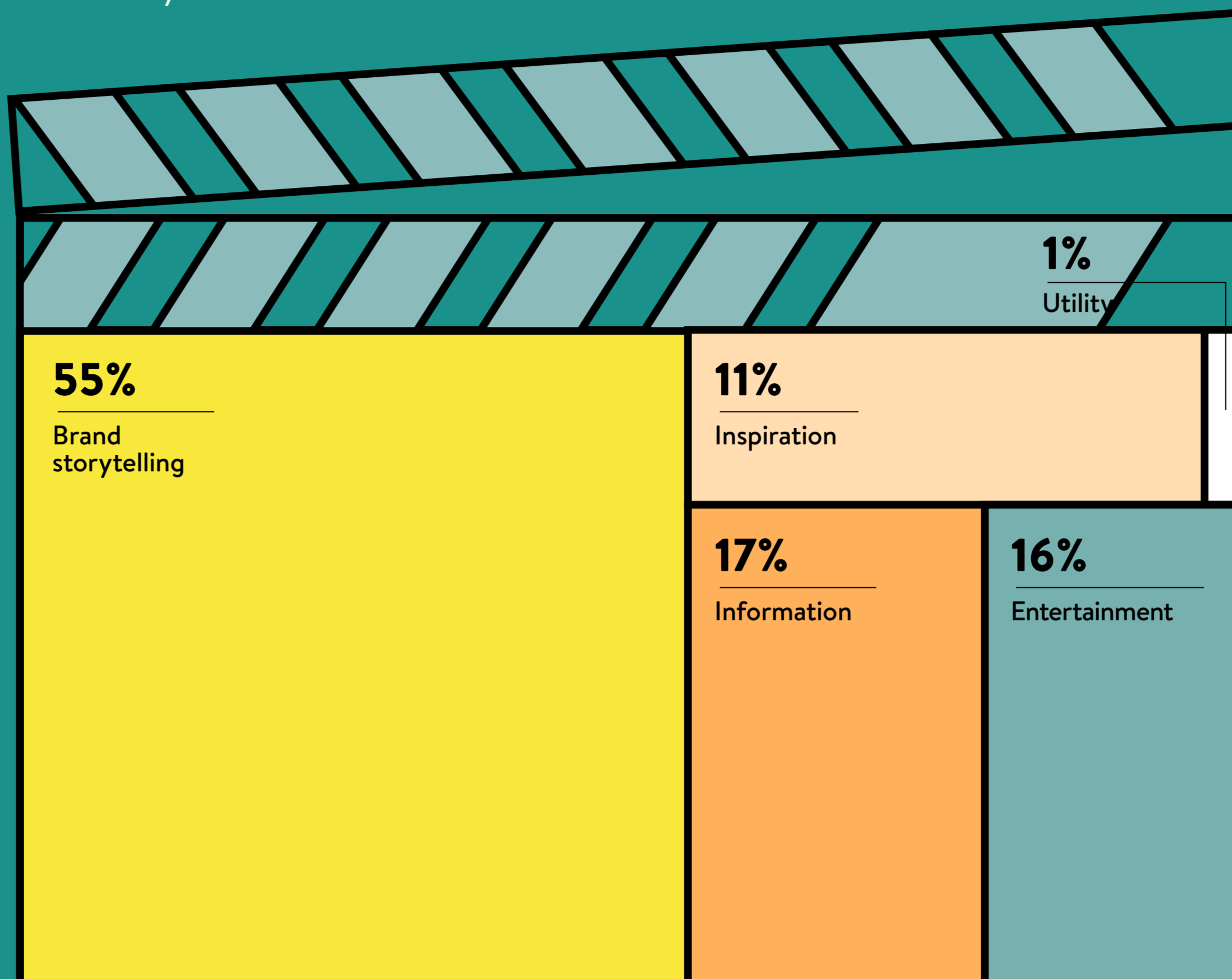


boost in e-mail open rates by using the word "video" in the e-mail subject line

Source: Syndacast

## MAIN PURPOSE OF VIDEO IN CONTENT MARKETING

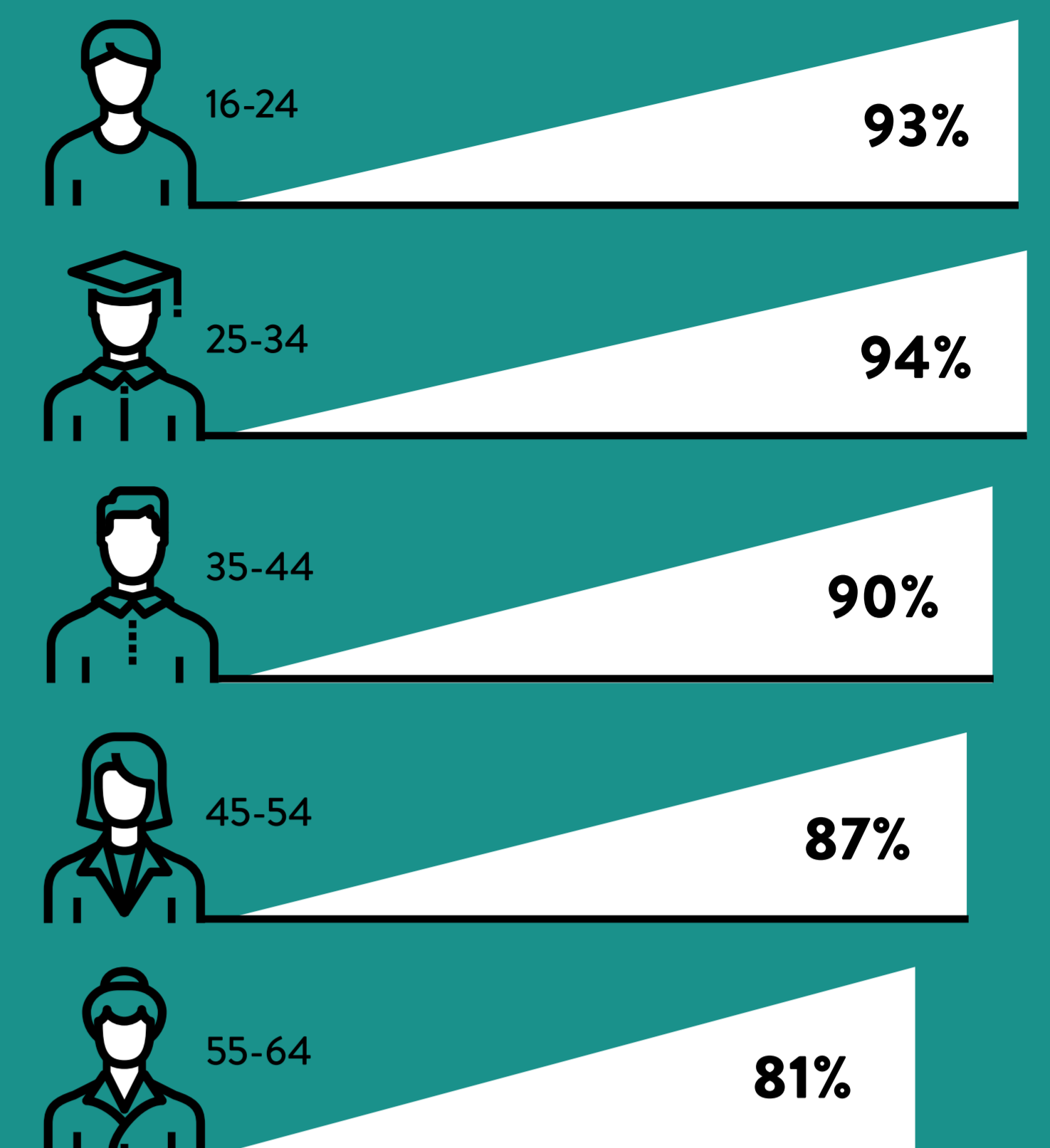
Global survey of marketers



Source: CMA 2016

## PERCENTAGE OF INTERNET USERS WHO WATCH VIDEO, BY AGE

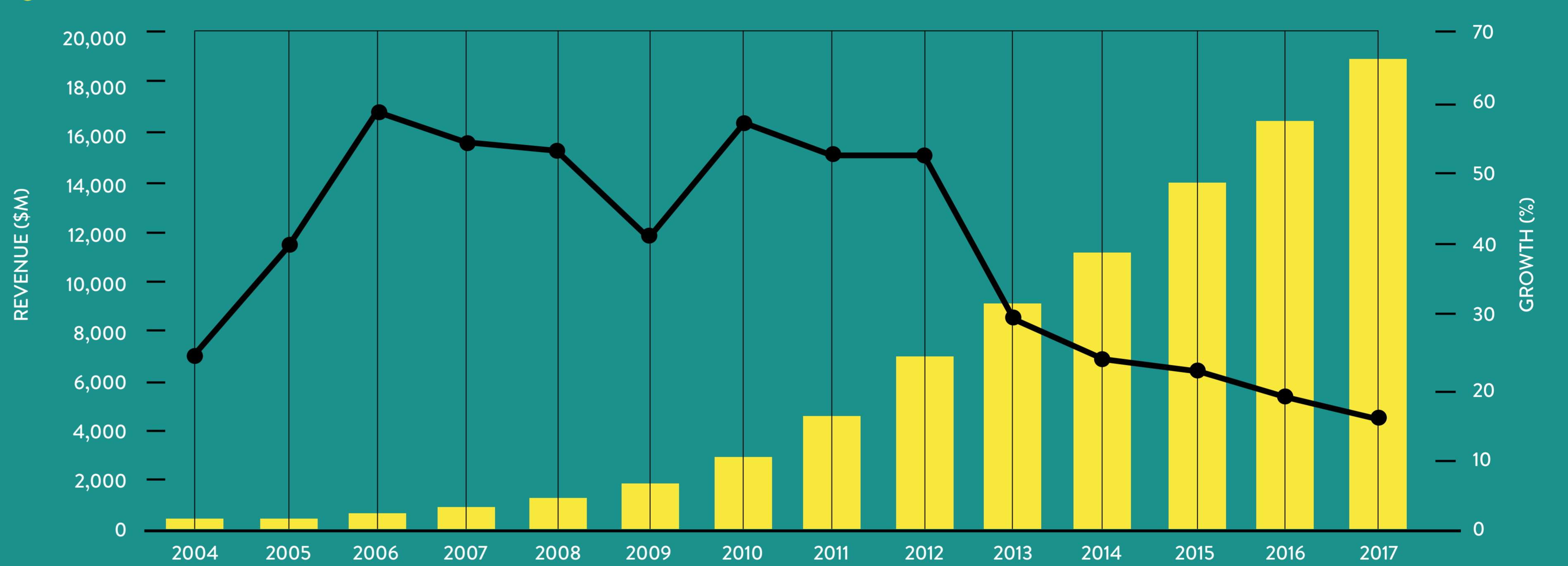
Number of shares by UK internet users, June 2015



Source: GlobalWebIndex 2016

## GLOBAL ONLINE VIDEO ADVERTISING REVENUES

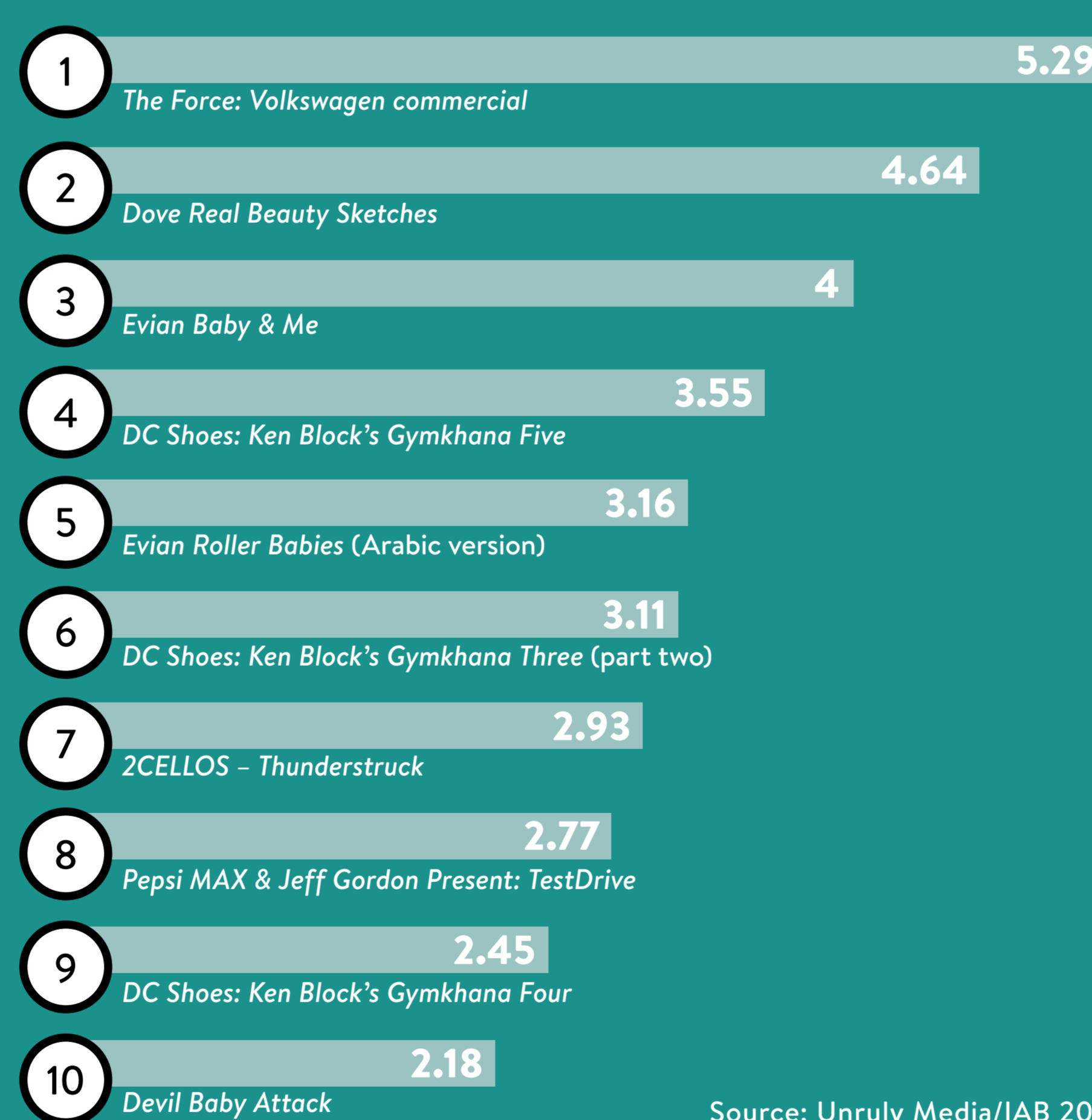
Revenue Growth



Source: IHS 2015

## TOP VIRAL VIDEO ADS OF ALL TIME

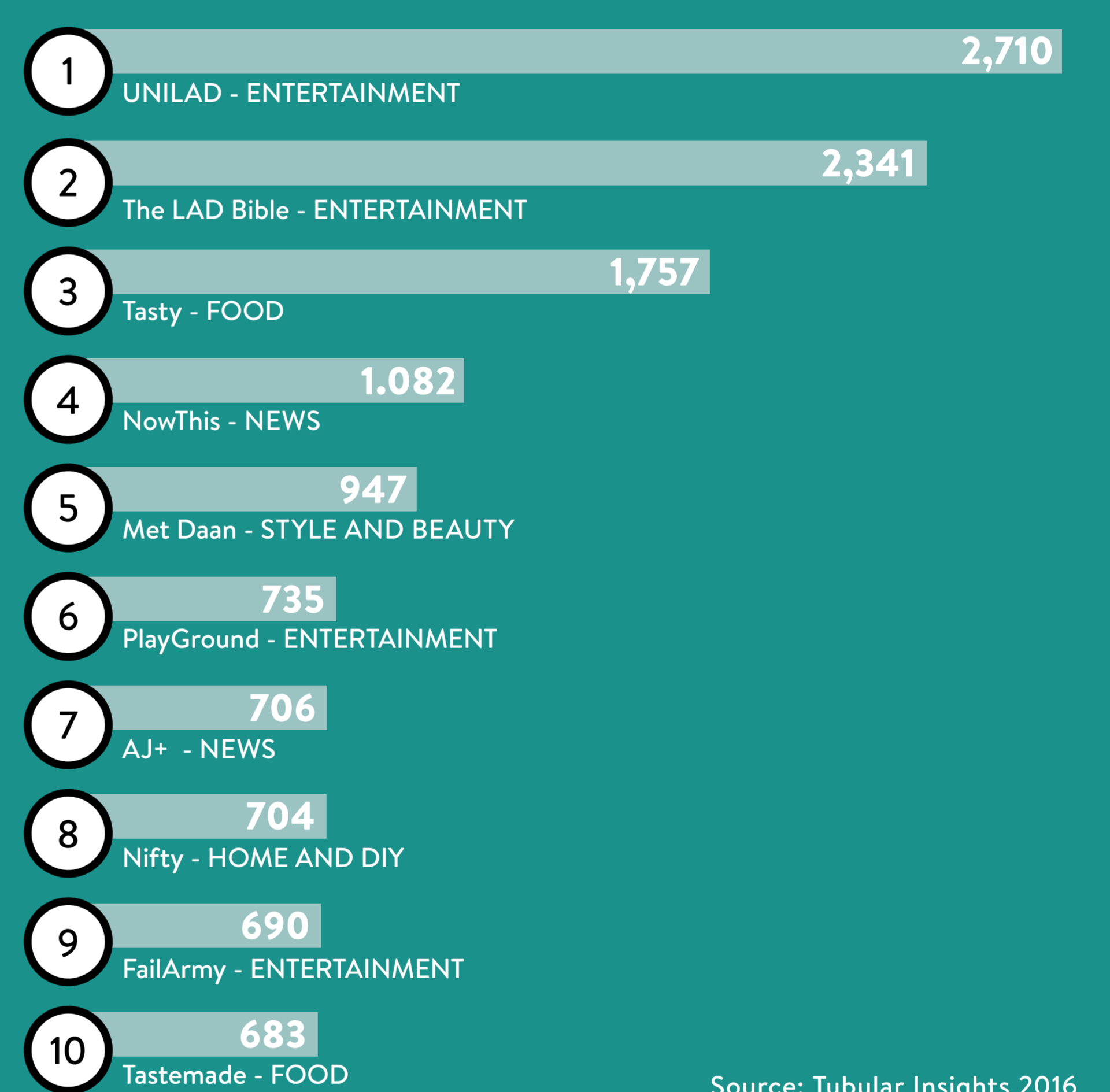
Number of shares by UK internet users, June 2015 (m)



Source: Unruly Media/IAB 2015

## TOP ONLINE VIDEO CREATORS ON SOCIAL MEDIA IN JULY 2016

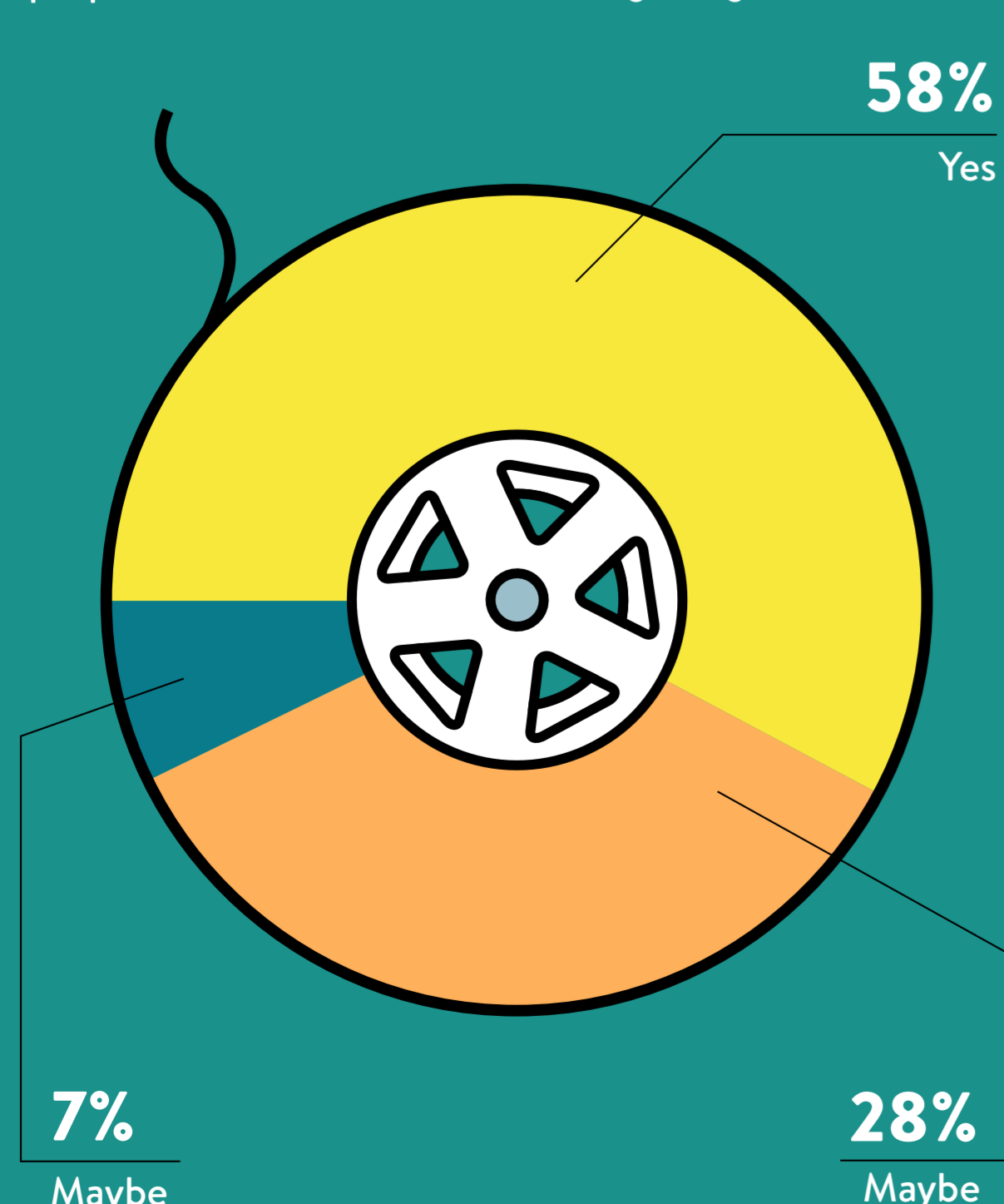
Almost 383 billion video views were generated across the four major social video platforms in July 2016 alone. These platforms are YouTube, Facebook, Vine and Instagram



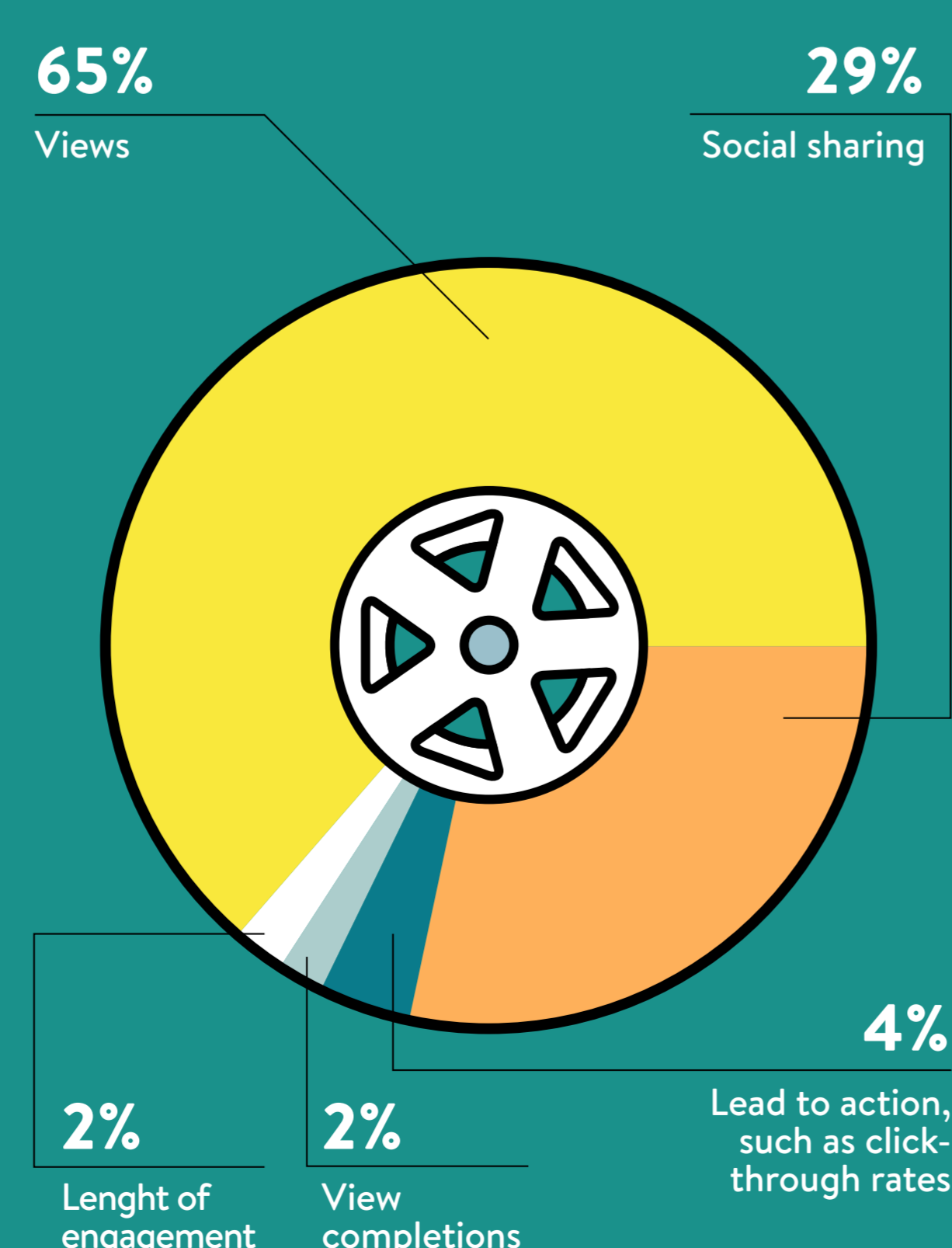
Source: Tubular Insights 2016

## MARKETING SPENDING ON VIDEO

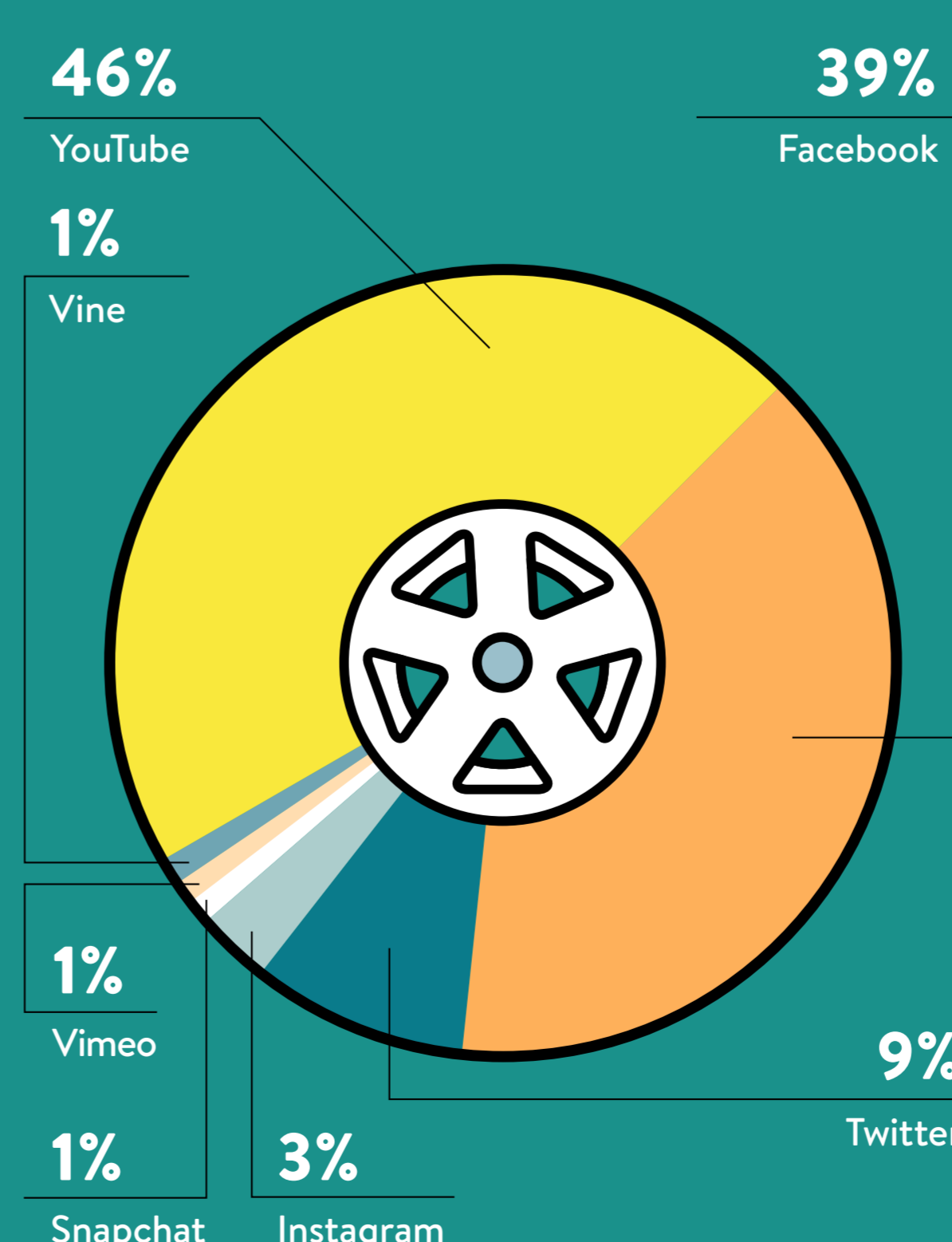
Are you planning on increasing spending on video content over the next year in terms of the proportion of the overall marketing budget?



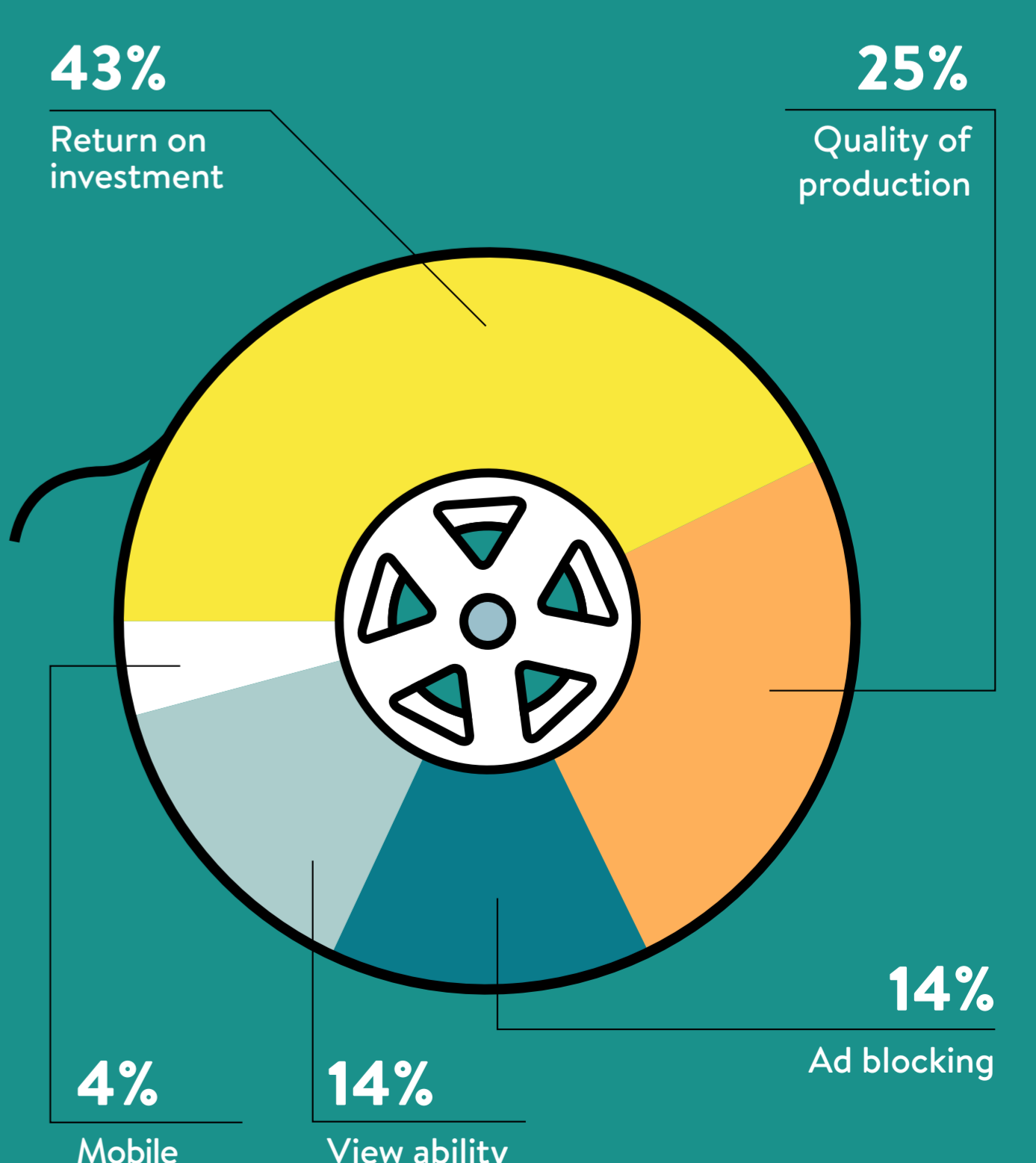
## KEY METRICS USED TO MEASURE VIDEO SUCCESS



## MOST IMPORTANT PLATFORM FOR BRANDED VIDEO CONTENT



## BIGGEST BARRIERS TO THE GROWTH OF VIDEO



Source: CMA 2016