

Social media is always changing, and one of the biggest shifts right now is **video**.

The development of improved mobile technology has enabled widespread video consumption... available always and at any time. And although video content isn't new, it's growing in leaps & bounds, and will to continue to expand in 2017 and beyond.

Don't believe us?

Check out the following video statistics reported by Insivia:

- One-third of all online activity is spent watching video, 74% to be more exact.
- The average user is exposed to 32.3 videos in a month.
- 75% of online video viewers have interacted with an online video ad this month.
- 75% of executives watch work related videos on business websites at least once a week.
- 36% of online consumers trust video ads.
- 33% of tablet users watch more than an hour of video daily.
- 78% of people watch at least one video online a week.
- 55% of people watch at least one video online a day.
- 77% of business executives watch business related video content weekly.
- 81% of organizations feature their videos on their brand website.

Clearly, video is a stronghold that will likely thrive and grow for years to come.

Consumers and their Relationship with Video

1. Almost 50% of internet users look for videos related to a product or service before visiting a store ([ThinkWithGoogle](#))
2. 80% of consumers believe demonstration videos are helpful when making purchases
3. Online shoppers who view demo videos are 1.81x more likely to purchase than non-viewers ([DMB Adobe](#))
4. Nearly two-thirds of consumers prefer video under 60 seconds ([Animoto](#))
5. People spend on average 2.6x more time on pages with video than without (Wistia)
6. 55% of people **consume videos thoroughly** – the highest amount all types of content ([HubSpot](#), 2016)
7. More than 50% of videos are watched **on mobile** (Ooyala, 2016)
8. Half of 18- to 34-year old YouTube subscribers would **drop what they're doing** to watch a new video by their favorite creator ([Google](#), 2016)
9. 43% of people want to **see more video content** from marketers in the future ([HubSpot](#), 2016)
10. 6 in 10 YouTube subscribers would **follow advice on what to buy** from their favorite creator over their favorite TV or movie personality ([Google](#), 2017)

Takeaways:

How-to videos under 60 seconds and optimized for mobile are your best friend. Because consumers prefer short videos, they are more likely to watch yours if they know you provide quick, decisive details. It’s not difficult to star in a how-to video. Set up a camera (phone camera will do) and walk through something your company does, whether that’s HVAC repairs, arts and crafts, or a simple recipe from your restaurant. Unless it’s an advanced how-to video, simplify it enough that a 5-year-old could understand.

Video Marketing Statistics

1. By 2019, video will account for 80% of global internet traffic, and 85% in the US ([Cisco](#))
2. Two-thirds of marketers and agency executives see video as the **next trend in content marketing** ([iab](#))
3. 52% of marketers believe that video is effective for brand awareness
4. 82% of of B2C businesses report that video has become their most popular content marketing tactic ([Content Marketing Institute](#))

5. 43% of marketers said they’d create more video content if **there were no obstacles** like time, resources, and budget ([Buffer](#))
6. 48% of marketers plan to add YouTube to their content strategy in the next year ([HubSpot](#))
7. Marketers who use video grow revenue 49% faster than non-video users (VidYard)
8. 44% of SMB owners and marketers plan to spend money to promote their video content on Facebook in 2017 (Animoto)
9. Companies which use videos in their marketing **grow revenue 49% faster** year-on-year than those which don’t ([Aberdeen Group](#), 2015)
10. 73% of B2B marketers say that video positively impacts marketing ROI
11. Companies which use videos in their marketing enjoy **27% higher CTR and 34% higher web conversion rates** than those which don’t

Takeaways:

The biggest obstacle for marketers to add video marketing is getting started. It doesn’t take thousands of dollars to produce a video anymore—the best live videos are completely unscripted and shot with camera phones. (Great video editing tools for small businesses can be found throughout the web.) Once you’ve started using video, start tracking movement on your website. Do

pages with video have a higher conversion rate? Once you can tie services and products to types of video success, you can most definitely increase your bottom line.

Viewership Statistics

1. 65% of video viewers watch more than $\frac{3}{4}$ of a video (Syndacast)
2. 55% of people watch videos online every day (MWP)
3. YouTube has over a billion users, almost one-third of all people on the internet (YouTube)
4. There are an estimated 400 hours of new videos **uploaded to YouTube every minute** (Youtube)
5. As of March 2015, creators filming in YouTube Spaces have produced over 10,000 videos which have generated over 1 billion views and 70+ million hours of watch time (Youtube)
6. Among millennials, YouTube accounts for two-thirds of the premium online video watch across devices ([ThinkWithGoogle](#))
7. Searches related to “**how to**” on YouTube grew **70%** from 2014 to 2015 ([Google](#), 2015)
8. Videos **up to 2 minutes long** get the most engagement (Wistia, 2016)

Takeaways:

The biggest takeaway here is that it pays to advertise on YouTube. It has a HUGE audience, and more and more consumers are using it to guide their purchasing decision. There are a few **diverse types of YouTube ads**, so make sure you familiarize yourself with them or hire a PPC specialist to help.

Social Video Statistics

- 45% of people watch more than an hour of Facebook or YouTube videos a week ([HubSpot, 2016](#))
- 85% of Facebook video is watched without sound ([Digiday](#))
- 100 million hours of video content are **watched on Facebook daily**
- Facebook tallies 8 billion average daily video views
- Snapchatters watch 10 billion videos a day ([AdWeek](#))
- 82% of Twitter users watch video content on Twitter ([Bloomberg](#))
- 65% of people who watch the **first three seconds** of a Facebook video will watch for at least 10 seconds, and 45% will watch for 30 seconds ([Facebook, 2016](#))
- 93% of Twitter videos are watched **on mobile** ([Twitter, 2016](#))

- In Q3 2014, Facebook served one billion video views to users. By Q2 2015, that number bumped up to four billion, and by the [Q4 2015](#) earnings call, that number exploded to more than 8 billion
- Snapchat video ads deliver **over 2X the lift in purchase intent** compared to TV, YouTube, Instagram, and Facebook video ads (MediaScience, 2016)

Takeaways:

It's no secret that I'm OBSESSED with social media marketing, but social video marketing is really where the money is. Because of its growing popularity, getting your foot in the door is paramount. The more mainstream it becomes; the better people are going to do it. If you wait, you'll be behind the pack.

For video advertising success, make sure your social video ads have captions, are less than 30 seconds, and have a captivating thumbnail image.

Live Video

1. A significant [50% of marketers](#) plan on using live video services such as Facebook Live and Periscope, and 50% want to learn more about live video

2. Periscope users have created **more than 200 million broadcasts** ([Periscope](#), 2016)
3. Periscope users watch **over 110 years of live videos** every day
4. 43% of marketers said they’d **create more live videos** if there were no obstacles like time, resources, and budget
5. Live video is given preference in the Facebook news feed
6. People spend, on average, more than **3x more time** watching a Facebook Live video than a video that’s no longer live ([Facebook](#), 2016)
7. Video of a live event **increases brand favorability** by 63% ([Twitter](#), 2016)
8. 82% of Livestream’s survey respondents prefer live video from a brand to social posts ([Livestream](#), 2016)

Takeaways:

Want to connect with thousands of people in real-time? Go with live video. Don’t let it scare you! Your live value doesn’t need to be Pepsi-quality—set up your phone and just sit down. Or film it while you walk. Or have an impromptu interview with an industry expert. Interview homeowners after a storm about home damage. Have a live catwalk of your latest line of clothes. The options are literally endless.

For live video success, speak clearly, have a description, and make sure your broadcast is longer than 3 minutes.

Online Video Advertising Statistics Conclusion

This post doesn't need a conclusion, the statistics speak for themselves.

YouTube Statistics – 2017

Facts and Numbers

- The very first YouTube video was uploaded on 23 April 2005.
- The total number of people who use YouTube – 1,300,000,000.
- 300 hours of video are uploaded to YouTube every minute!
- Almost 5 billion videos are watched on YouTube every single day.
- YouTube gets over 30 million visitors per day
- In an average month, 8 out of 10 18-49 year-olds watch YouTube.
- By 2025, half of viewers under 32 will not subscribe to a pay-TV service.
- 6 out of 10 people prefer online video platforms to live TV
- The total number of hours of video watched on YouTube each month – 3.25 billion.
- 10,113 YouTube videos generated over 1 billion views.
- 80% of YouTube's views are from outside of the U.S.
- The average number of mobile YouTube video views per day is 1,000,000,000
- The average mobile viewing session lasts more than 40 minutes
- Female users are 38% and male users are 62%.

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- User Percentage by Age 18-24 – 11%, 25-34 – 23%, 35-44 – 26%, 45-54 – 16%, 50-64 – 8%, 65+ – 3%, unknown age – 14%.
- Mobile YouTube users spent 40 minutes on average session, up more than 50% year-over-year
- More than half of YouTube views come from mobile devices.
- YouTube’s mobile revenue is up to 2x y/y.
- YouTube overall and even YouTube on mobile alone reaches more 18-34 and 18-49-year-olds than any cable network in the U.S.
- The number of hours people spend watching videos (aka watch time) on YouTube is up 60% year-over-year, the fastest growth we’ve seen in 2 years.
- You can navigate YouTube in a total of 76 different languages (covering 95% of the Internet population).
- 9% of U.S small businesses use YouTube
- Approximately 20% of the people who start your video will leave after the first 10 seconds. Create a damn good intro.

One thing to remember is that while creating video may be easier with camera phones and editing apps, you need a good advertiser to make sure the right people are seeing it.

We are of course happy to help, so let us know what you need!

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