#OnlineVideo
How online video becomes successful through sharing

Social news feeds are key for discovery of online video

Social news feeds are the No.1 way that viewers discover video content on a mobile ranking above friends/family, which is No.1 for TV.

If a video is discovered via a hashtag, 63% regularly search for similar/related content after watching. Vs. 42% among viewers generally who do so.

3 qualities that drive video sharability

Capture a moment with time-specific content

Inspire with emotions like hope/pride, and humour

Tell a story with strong and sustained narrative

Encouraging people to add their POV with a comment is key

84% of videos achieving a high ratio of Retweets with a comment gain more widespread reach and momentum.

Twitter has the highest concentration of people who regularly engage with content

1 in 4 Twitter users comment on videos to initiate new discussion, a significant uplift compared to avg video viewer (+56%).

72% often make a comment about video online - higher than any other digital platform audience.

+28% more likely to talk about videos they’ve watched with others vs. avg online video viewer.

Videos reach a wider audience with the help of a second wave of influencers

20% of videos tested motivated a second wave of influencers - people who Retweeted the video after an initial RT.

90% of videos that motivated a second-wave were successful (widespread reach & momentum).

These influencers are motivated by:
1. Being part of conversation
2. Topical/popular content
3. To initiate new discussion