



#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%



90%

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

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