



DIRECTOR OF BUSINESS INTELLIGENCE

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## A Creative Shift

The recent interest in live video has sparked brand new developments from mobile leaders like Facebook, YouTube and Twitter who are all offering live streaming.

This live video surge combined with a rapid global adoption of snapchat has produced a shift in the expectancy of how mobile video should be consumed.

Studies show that vertical video content makes for a more immersive and engaging mobile experience.

## Not Slowing Down

- Global mobile data traffic grew by **74%** in 2015
- **58%** of all mobile data traffic accounts for mobile video
- People spend **6** times as much time with vertical screens today than 5 years ago



### IN THE NEWS

- Facebook Is the Preferred Network for Video Sharing
- Vertical In-App Mobile Video Ads Offer Greater Impact
- Snapchat Now Most Popular Social Net Among Teens
- The Potential Of Live Mobile Video
- Video Ad Spending on Social Platforms Is Rising Fast

## The Vertical Video Embrace & Emergence of Live Video

Both men and women prefer **facebook** for watching mobile video

Women are **13%** more likely to share humorous videos than men

Men prefer to watch video on Twitter more than women



Women prefer to watch video on Snapchat more than men

Men are **9%** more likely to share videos without watching than women

### EVENTS

- **Open Mobile Summit**  
Nov 29-30, San Francisco
- **Mobile World Congress**  
Feb 27-Mar 2, Barcelona



### RESOURCES

- **Video Statistics**  
invodo
- **Mobile Marketing RoundUp**  
eMarketer

