

THE STATE OF SOCIAL VIDEO

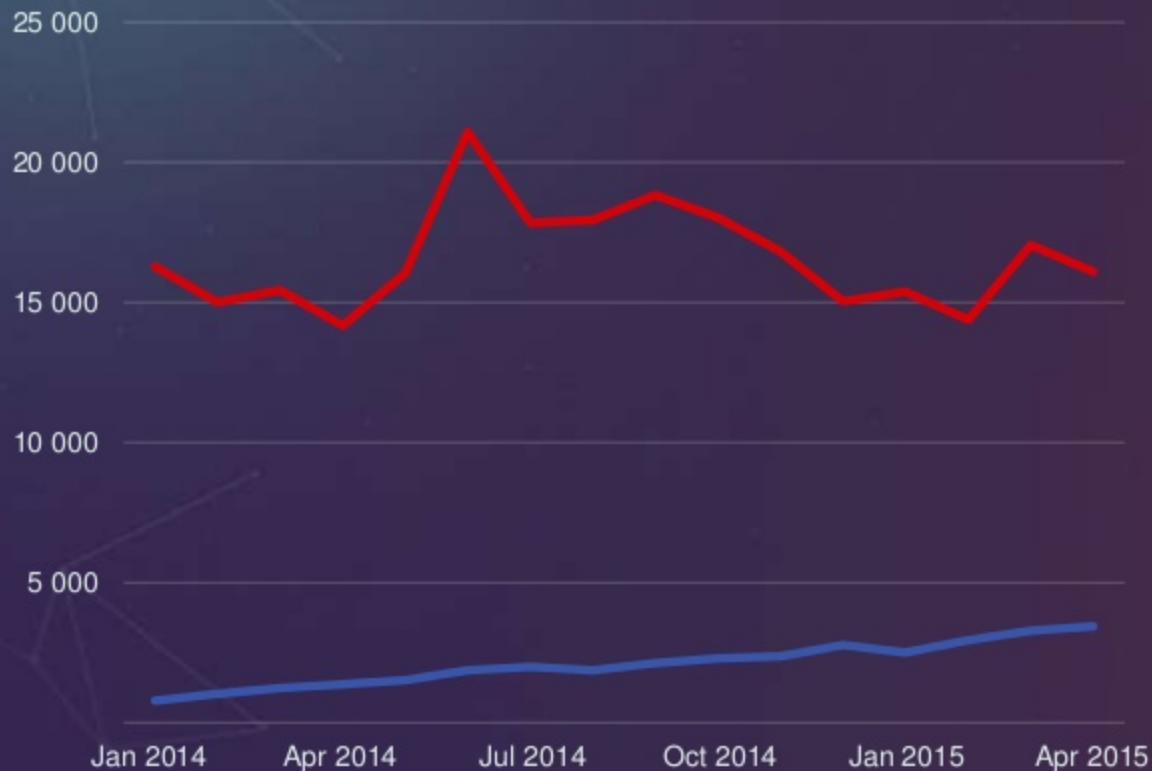
by BUSINESS INSIDER



engage Prague

THE RISE OF FACEBOOK VIDEO

Volume of Content Uploaded

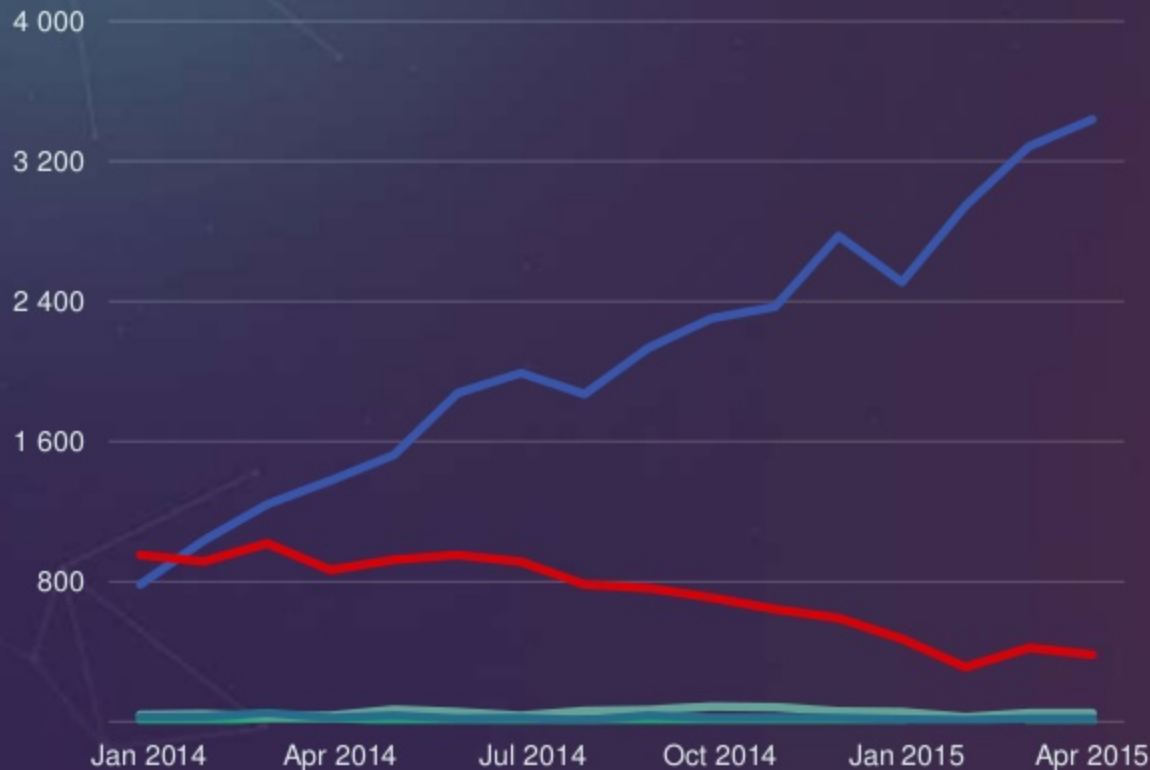


The top 1,000 Profiles on Facebook & YouTube are uploading 4x more videos natively on Facebook

Facebook YouTube

TIMELINE OF VIDEO PLATFORMS FOR BRANDS

Number of Posts

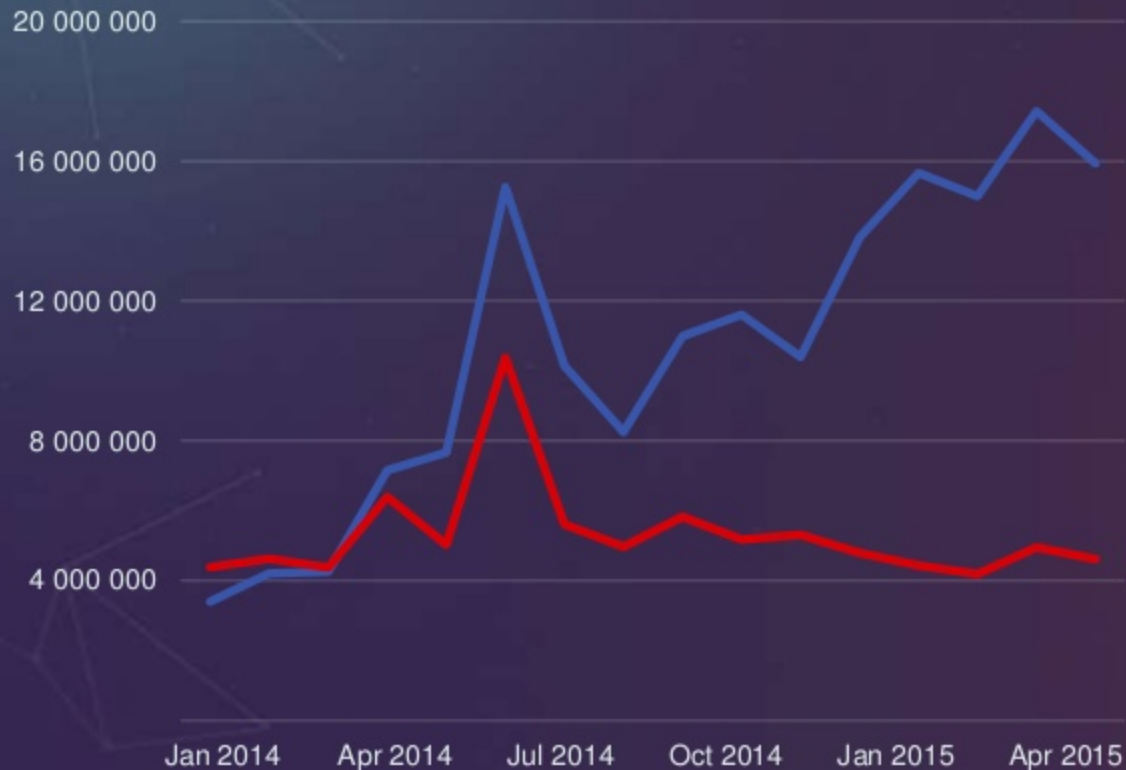


On Facebook, the shift is in full effect. Brands have all but stopped posting YouTube videos on Facebook – opting for native publishing instead



FACEBOOK VS. YOUTUBE - INTERACTIONS

Total Interactions

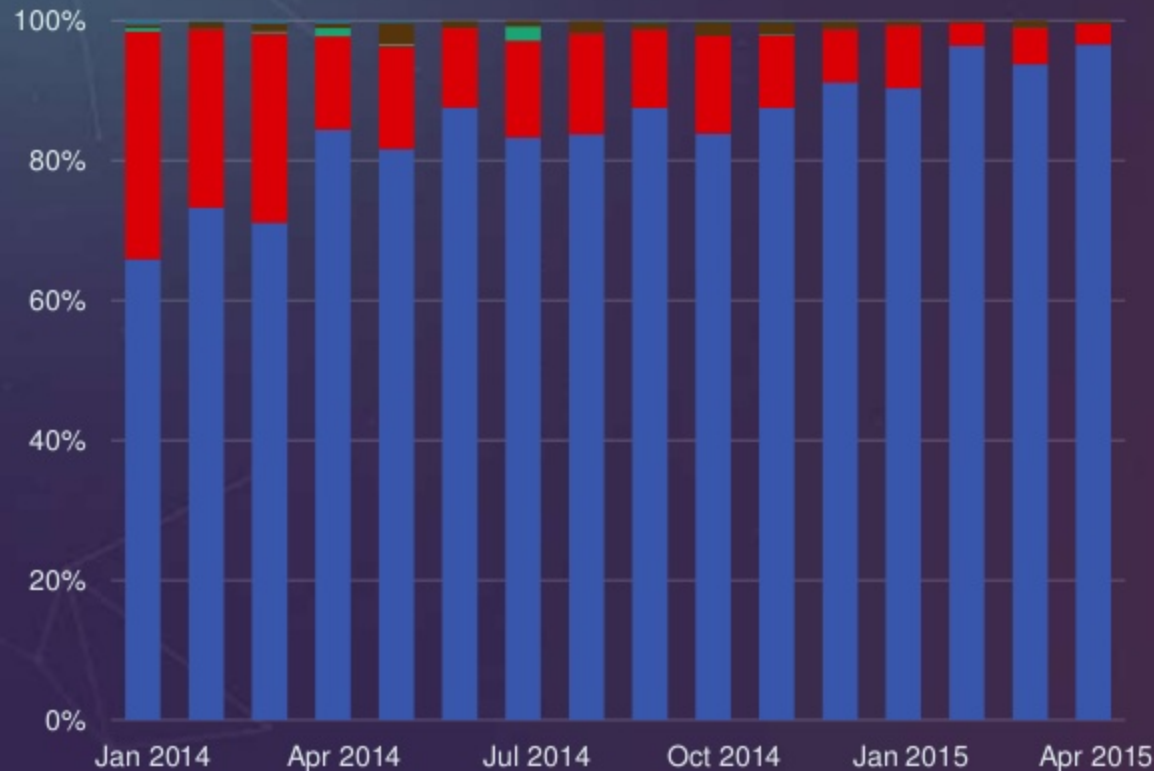


Native Facebook videos perform much better than YouTube videos posted to Facebook

Facebook YouTube

SHARE OF INTERACTIONS ON VIDEO POSTS

Total Interactions

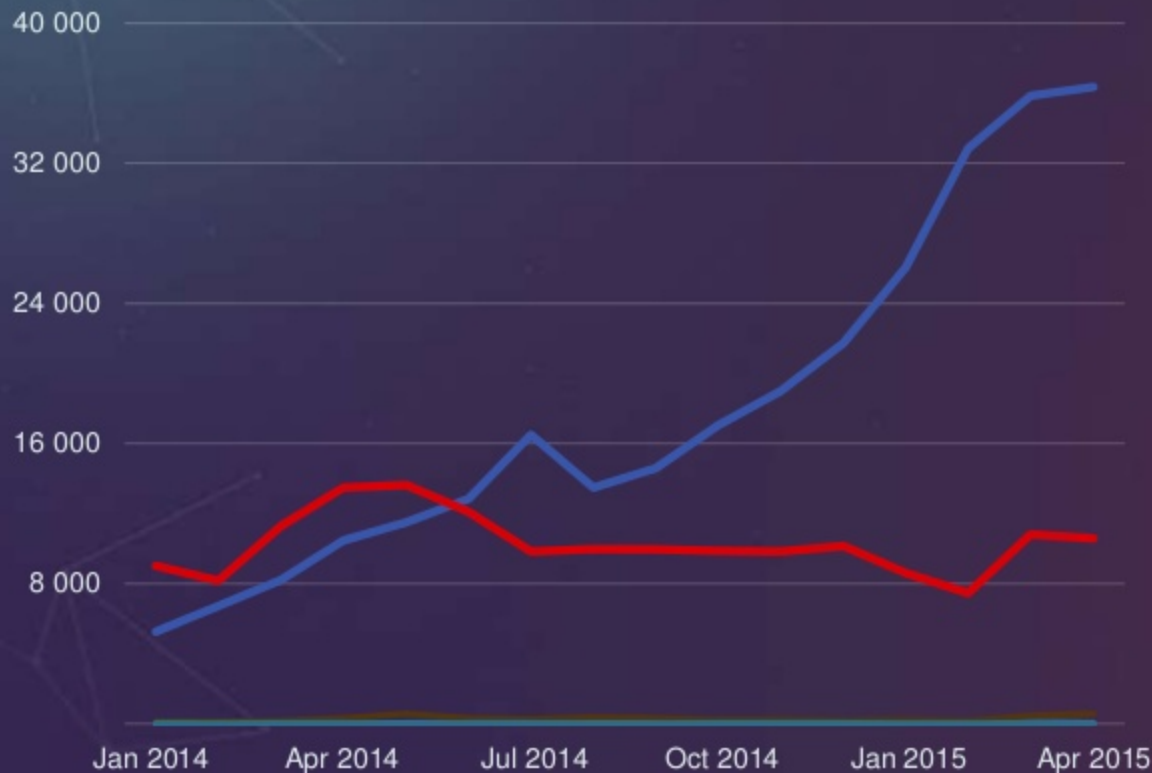


Native Facebook videos perform exponentially better than videos from all other platforms



MEDIA / PUBLISHER VIDEO POSTS

Share of Video Posts

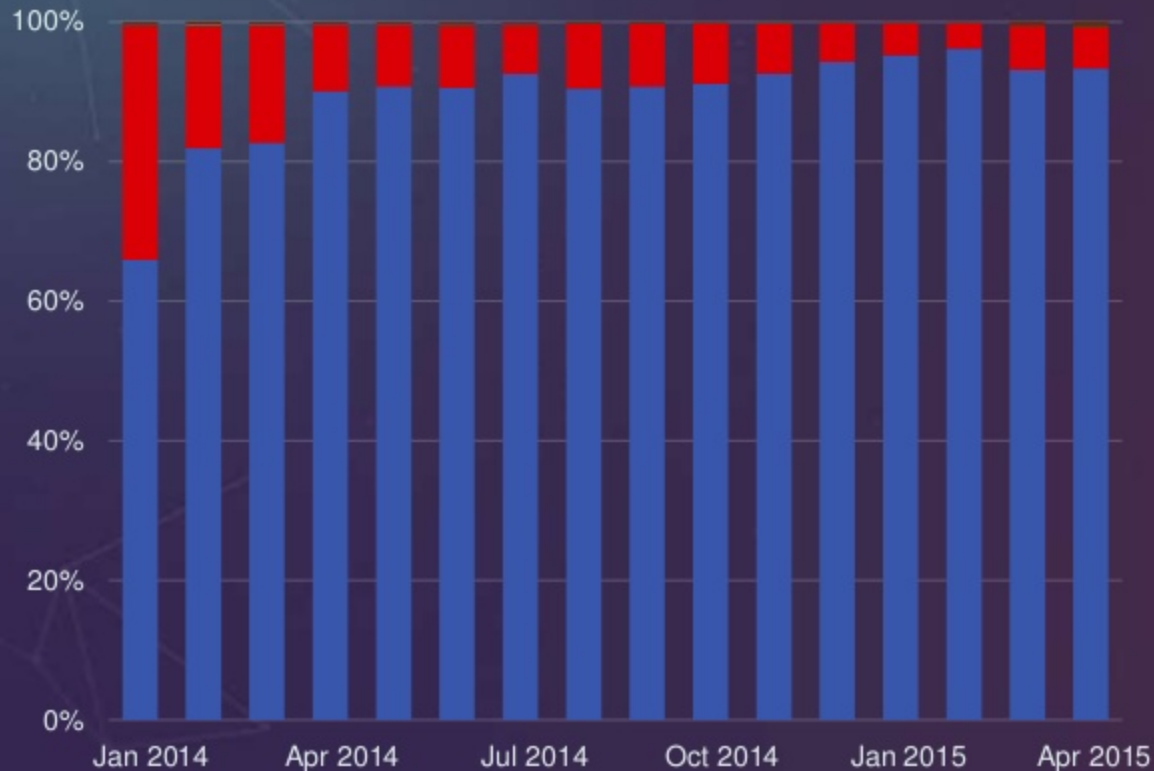


Media and Publishers have always been at the forefront of social – their shift to native video has been even more pronounced



MEDIA / PUBLISHER TOTAL INTERACTIONS

Total Interactions



Media & Publishers experienced a larger share of Interactions on YouTube links than brands on Facebook, but the overall picture is the same



YOUTUBE TOP PERFORMERS

TOP 5 Brands by Video Views Growth

Brand	April 2014	April 2015	Relative Growth	Absolute Growth
LEGO	281 M	978 M	+ 248 %	+ 697 M
Angry Birds	1 529 M	1 940 M	+ 27 %	+ 411 M
Nike Football	171 M	548 M	+ 220 %	+ 377 M
Samsung Mobile	347 M	702 M	+ 102 %	+ 355 M
GoPro	460 M	795 M	+ 73 %	+ 335 M

YouTube is still a video powerhouse

LEGO had a HUGE year – a 248% increase in video views since April 2014

YOUTUBE TOP PERFORMERS

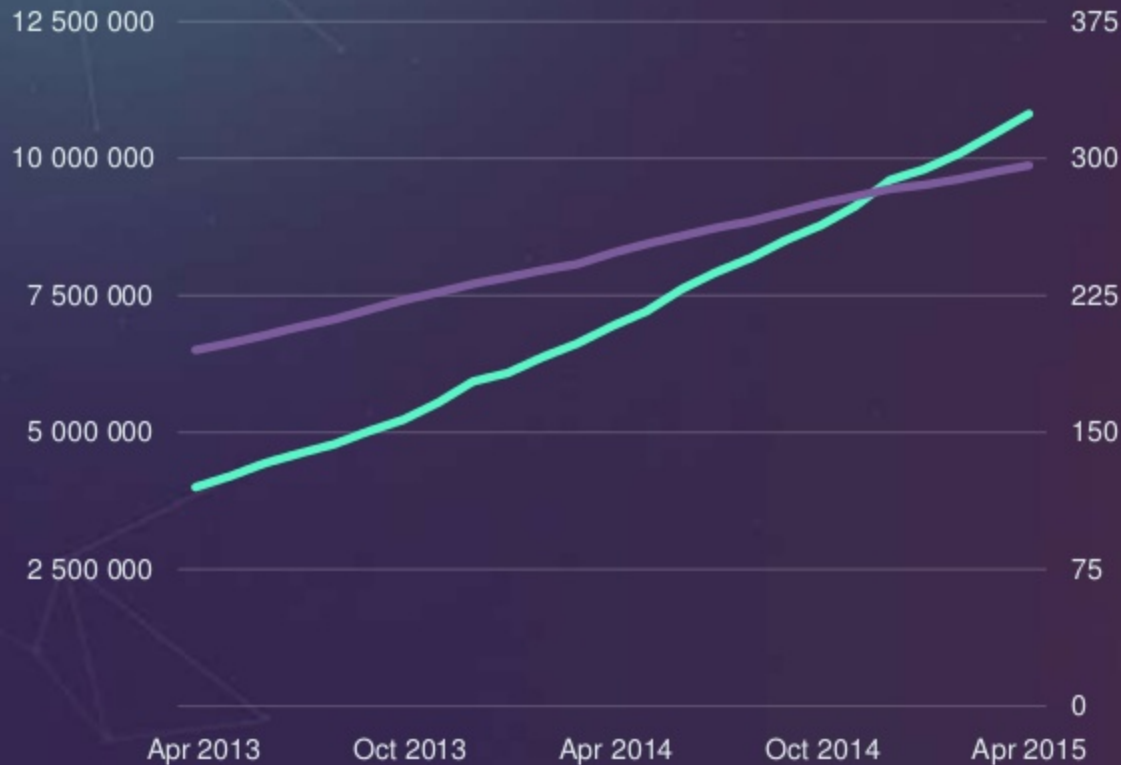
TOP 5 Brands by Subscribers Growth

Brand	April 2014	April 2015	Relative Growth	Absolute Growth
GoPro	1 849k	2 985k	+ 61 %	+ 1 136k
Nike Football	1 136k	2 105k	+ 85 %	+ 970k
PlayStation	2 385k	3 205k	+ 34 %	+ 820k
Red Bull	3 446k	4 206k	+ 22 %	+ 760k
Ubisoft	948k	1 443k	+ 52 %	+ 494k

Nike Football nearly doubled its subscriber base over the last year

YOUTUBE – OVERALL UPLOADS AND VIEWS

YouTube Total Stats

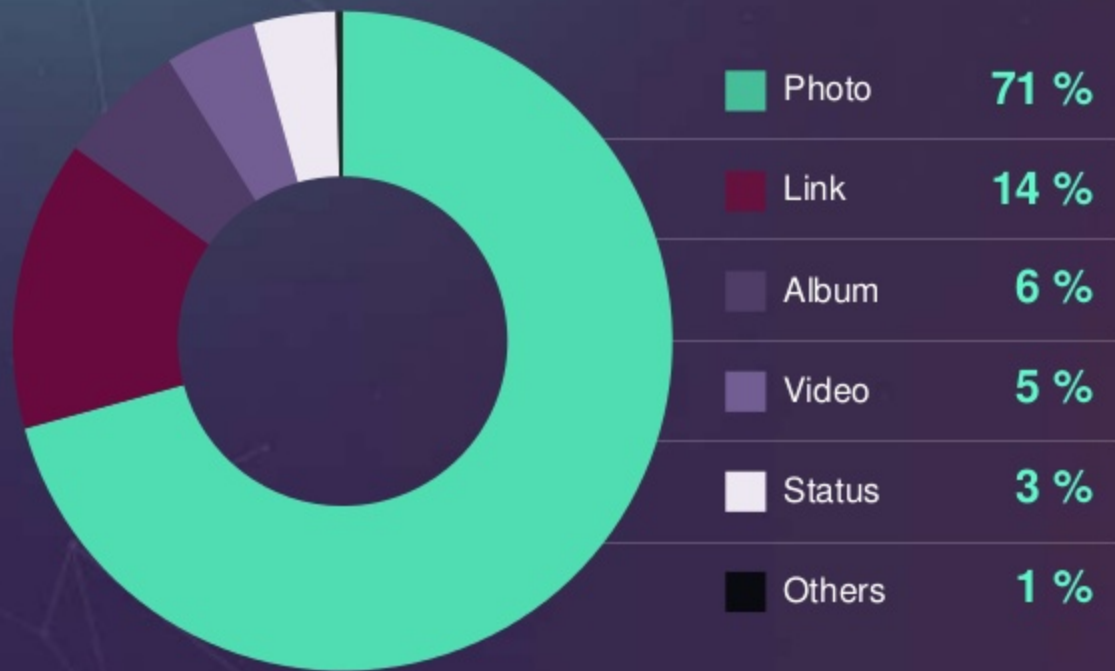


Interactions on YouTube videos continue to climb, but brands are clearly shifting strategies as uploads have leveled out since Q3 2014

- Average of Total Views (left axe)
- Average of Total Uploaded Video Views (right axe)

FACEBOOK POST TYPES

Post Types for All Posts

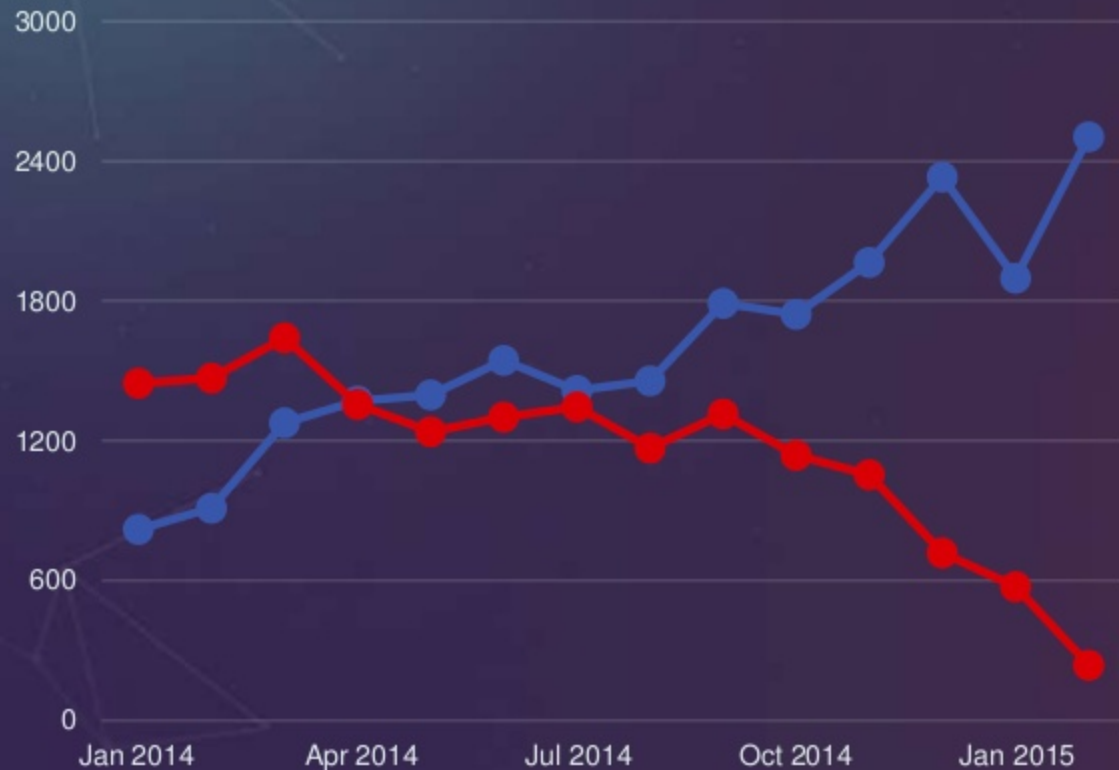


Photos remain the most common post type on the platform and receive 82% of all interactions

5% of posts are videos

FACEBOOK VIDEO – PROMOTED POSTS

Number of Promoted Video Posts



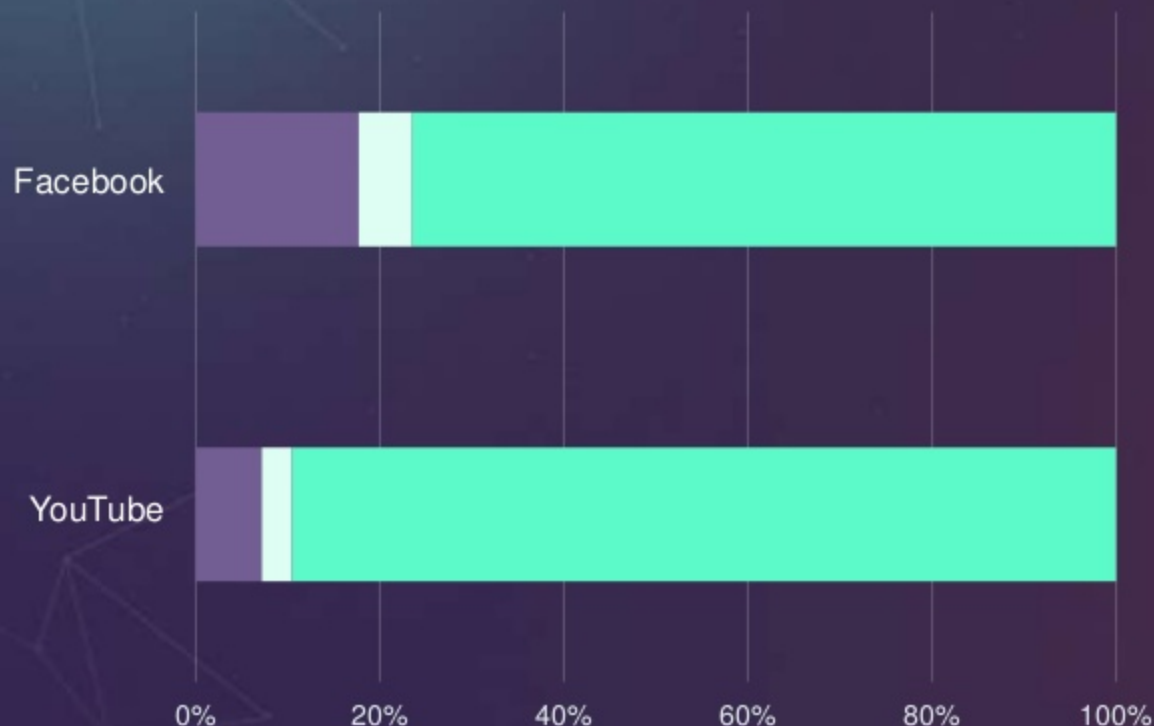
In January 2014,
YouTube links were
promoted 2x more
than native FB videos

A year later, things have
shifted – drastically

Facebook YouTube

INTERACTIONS ON VIDEO POSTS

Distribution of Interactions

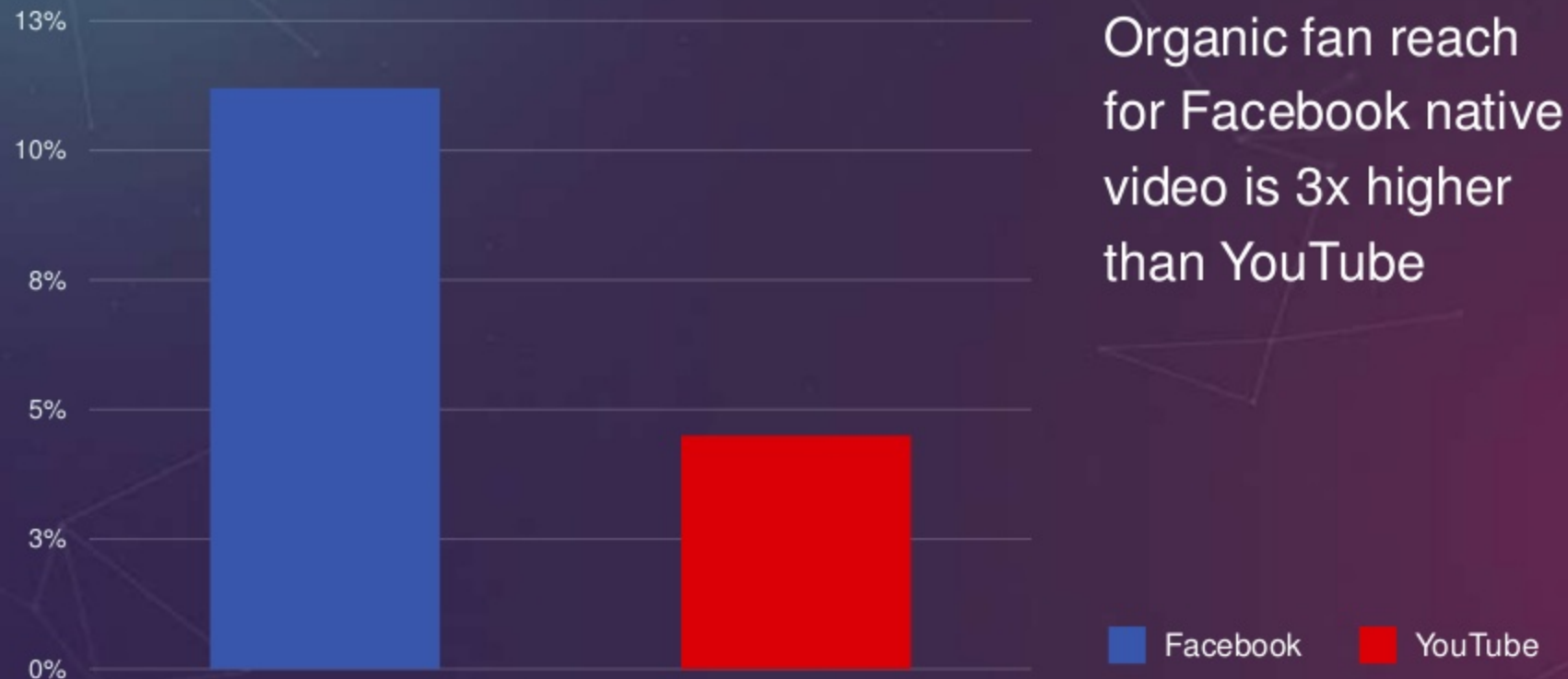


Facebook videos are shared more than YouTube links. Given changes to the News Feed, shareability is even more important than before

Shares Comments Likes

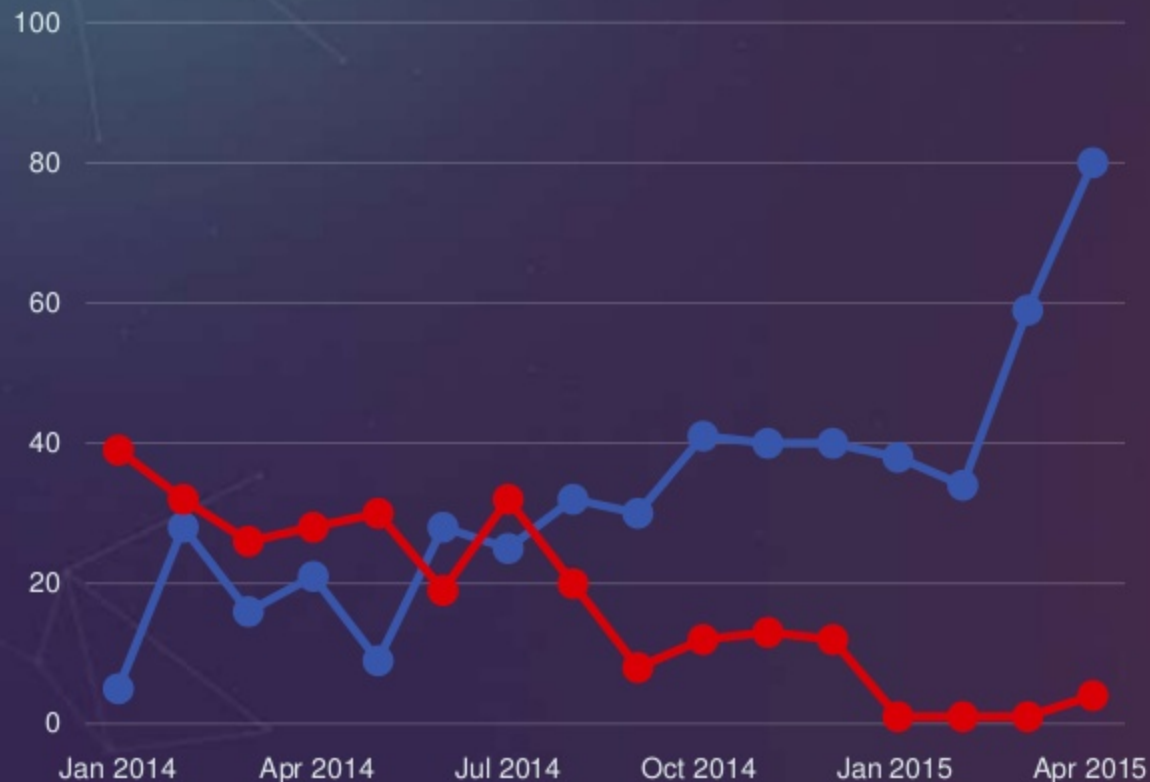
ORGANIC REACH BY POST TYPE ON FACEBOOK

Average of Relative Organic Fan Reach



BRANDS ARE ADJUSTING

GoPro – Post Count

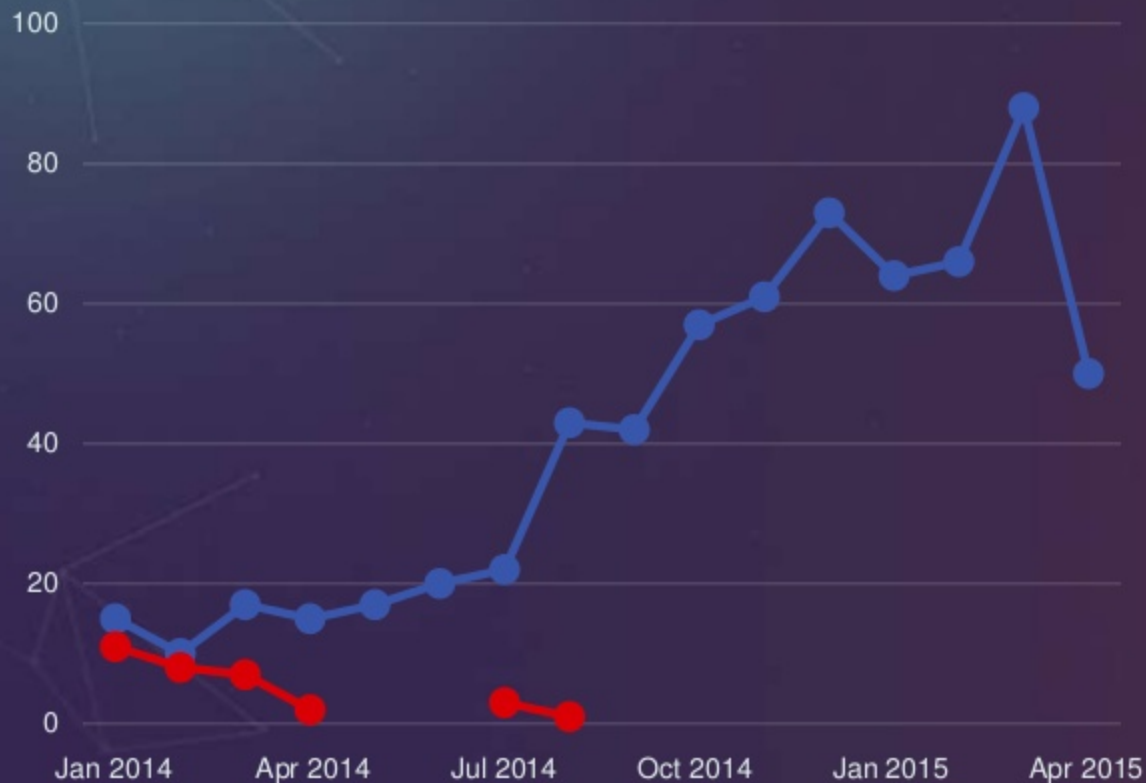


GoPro was posting videos from both platforms simultaneously – that changed quickly

Facebook YouTube

PUBLISHERS ARE ADJUSTING

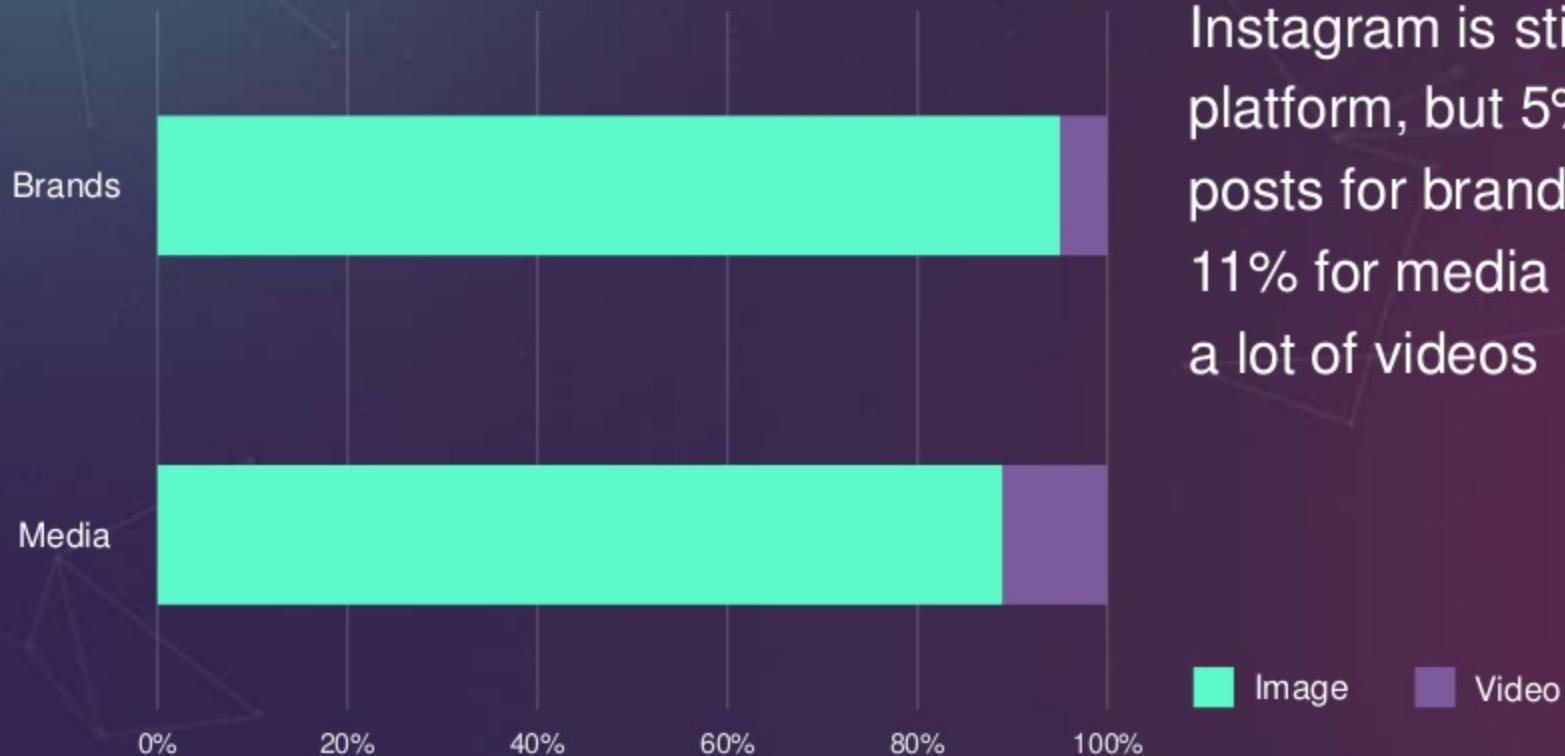
BuzzFeed – Post Count



BuzzFeed adopted native Facebook quickly and ramped up.

MICRO VIDEO – MEDIA VS. BRANDS

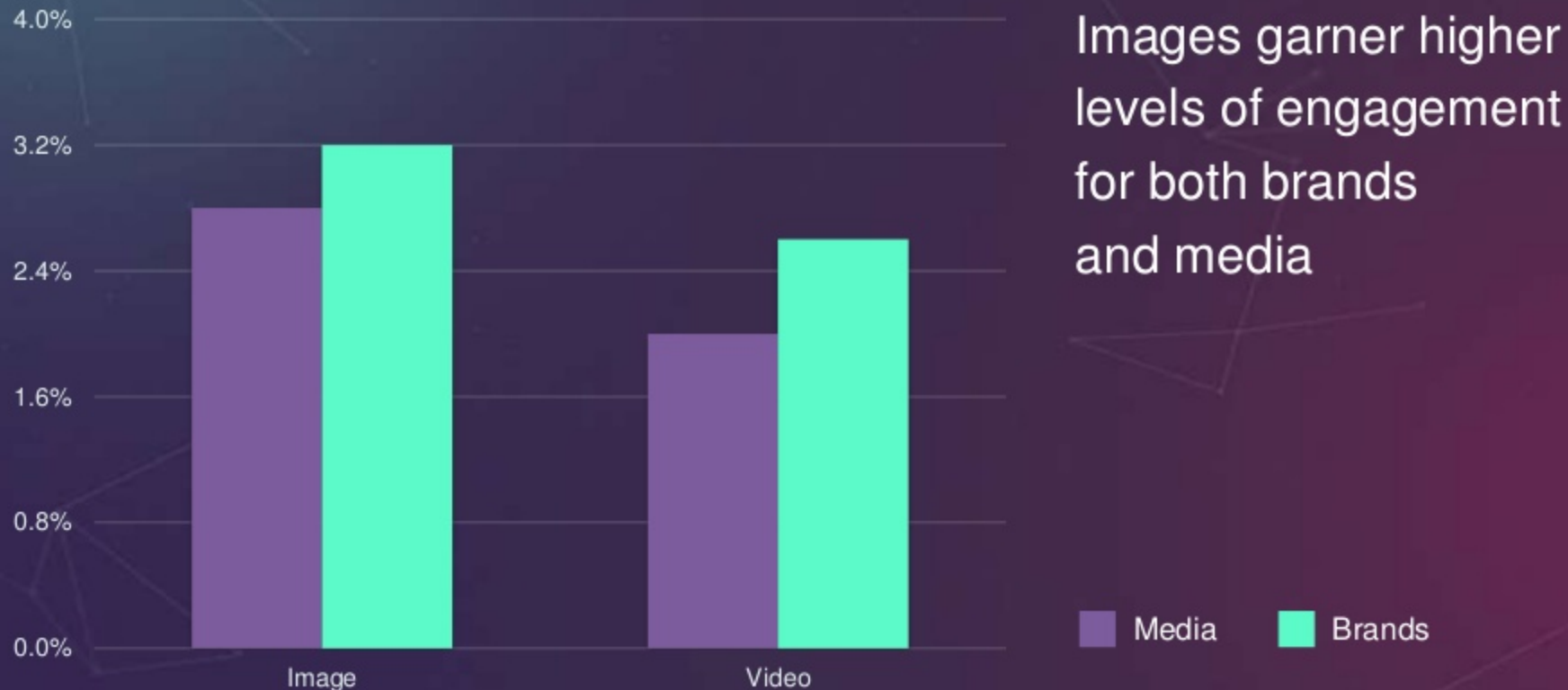
Post Type Distribution on Instagram



Instagram is still a photo platform, but 5% of all posts for brands and 11% for media is still a lot of videos

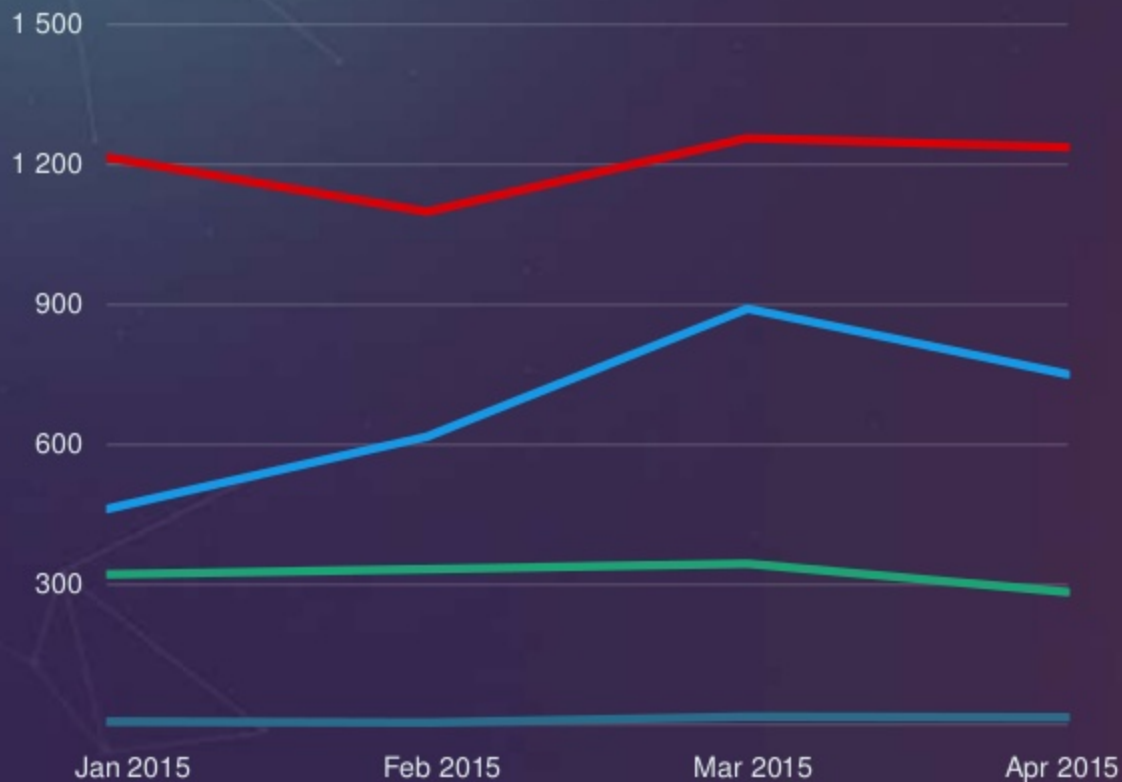
MICRO VIDEO – MEDIA VS. BRANDS

Average Post Engagement Rate on Instagram



TWITTER VIDEO

TOP 500 Brands – Number of Videos Posted



YouTube videos remain the most-commonly shared videos on Twitter

Twitter

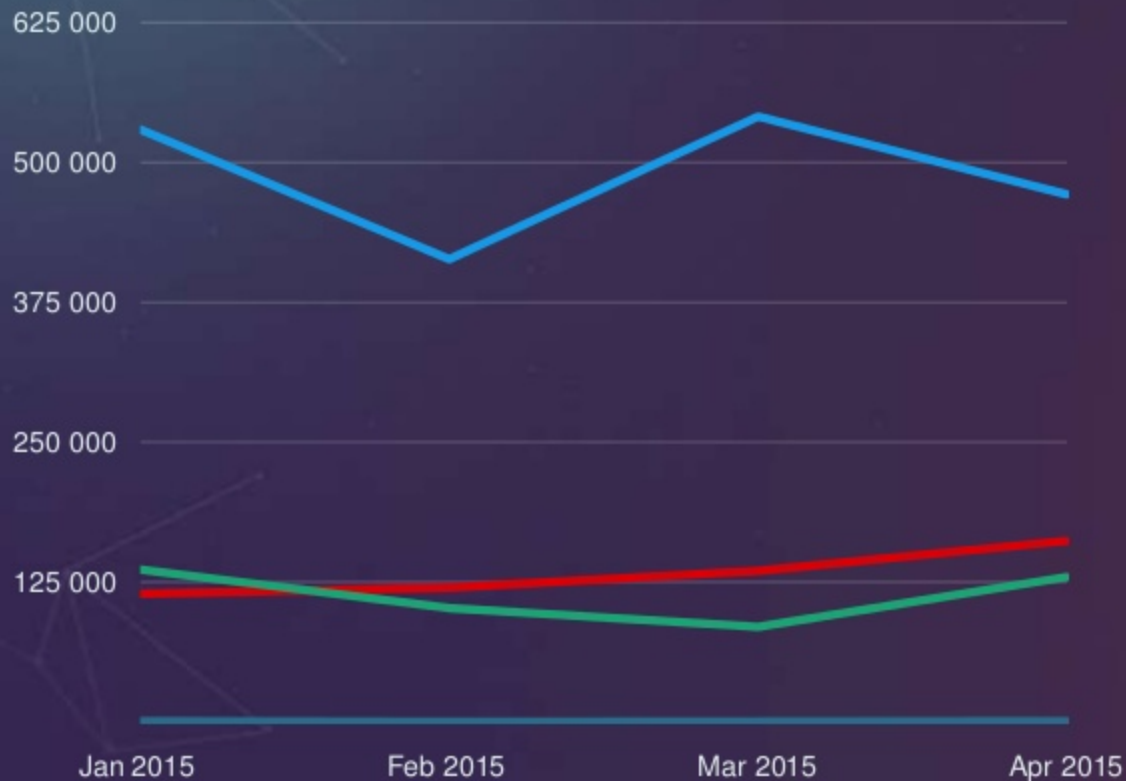
YouTube

Vimeo

Vine

TWITTER VIDEO

TOP 500 Brands – Total Video Interactions



Despite that, Twitter videos received the most interactions

Twitter

YouTube

Vimeo

Vine