



# The Persuasive Power of Video

Online video is skyrocketing globally. And in the UAE, 79% of people surveyed say their online video viewing has increased over the past year.

Facebook IQ commissioned Kantar to conduct a biometric analysis, a survey and interviews among people who regularly watch short-form videos online. We uncovered five factors related to the rise of video viewing.

## 1 Smartphones are driving the video movement

People surveyed in the UAE are **1.40x** more likely to watch video daily on a smartphone than on a computer

## 2 Attention spans seem to be getting shorter

**77%** prefer videos under 10 minutes

**But mobile may be a remedy for Millennials**

**67%** find it easier to focus when watching on mobile (vs on a computer)

## 3 Binge-watching has become second nature for Millennials

**65%** say they watch large numbers of video clips in a row

**60%** do so without even consciously realizing it

## 4 Context still counts

**Among lab participants in the UK and UAE**

Video on Instagram inspires **1.80x** higher levels of joy among viewers than the same content viewed on other platforms<sup>1</sup>

## 5 Novelty and movement are practically irresistible

**Among lab participants in the UK and UAE**



People spend **5x** longer looking at video than static content on Facebook and Instagram<sup>2</sup>



360 video increases people's level of joy **1.40x** more than standard video<sup>1</sup>

## What it means for marketers

### Create video for mobile

Inject irresistible, mobile-optimized creative into people's feeds to ignite action.

### Make it short and sweet

Be sure to capture attention quickly and feature your brand and key messaging up front.

### Build video to surprise and delight

To create connections that count, experiment with new formats—from Live video to 360 video—to find out what works best for your brand and campaign objectives.

### Sources

1 "Video in Mobile Feed" by Kantar Media (from Facebook IQ-commissioned research lab of 114 people ages 18-30 in AE and UK who watch short-form [<10 minutes] online video [ads and non-ads] at least monthly), May 2016, using Affectiva facial emotional coding measure of Joy founded on EMFACS research conducted by Ekman & Friesen of UC Berkeley.

2 "Video in Mobile Feed" by Kantar Media (from Facebook IQ-commissioned research lab of 114 people ages 18-30 in AE and UK who watch short-form [<10 minutes] online video [ads and non-ads] at least monthly), May 2016.

Source unless otherwise specified: "Video in Mobile Feed" by Kantar Media (Facebook IQ-commissioned study of 1,999 people ages 18+ in AE and UK who watch short-form [<10 minutes] online video at least monthly), May 2016.