



The Persuasive Power of Video

Online video is skyrocketing globally. And in the UK, 64% 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 UK are **1.20x** more likely to watch video daily on a smartphone than on a computer

2 Attention spans seem to be getting shorter

67% prefer videos under 10 minutes

But mobile may be a remedy for Millennials



more likely than all respondents to say it's easier to focus when watching on mobile (vs on a computer)

3 Binge-watching has become second nature for Millennials

54% say they watch large numbers of video clips in a row

54% 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 platforms¹

5 Novelty and movement are practically irresistible

Among lab participants in the UK and UAE

5x People spend **5x** longer looking at video than static content on Facebook and Instagram²



360 video increases people's level of joy **1.40x** more than standard video¹

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.