

Infographic: Video rising

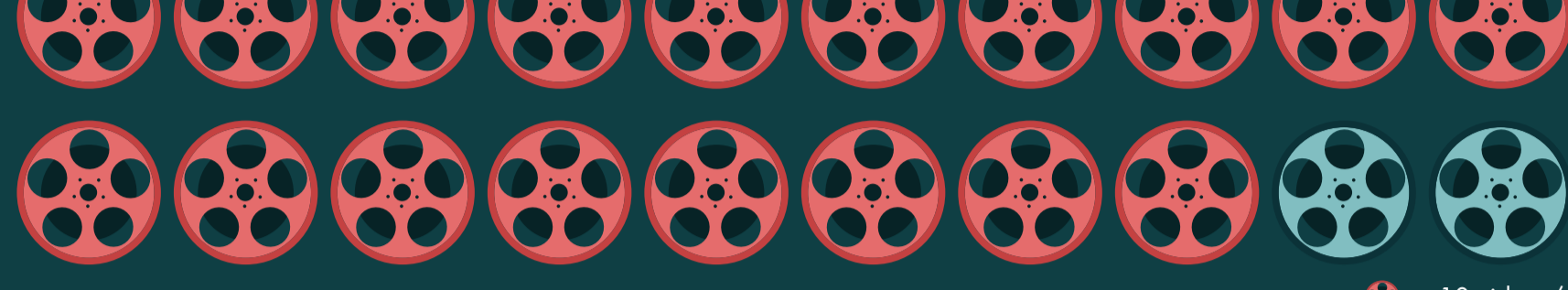
Video is the new print. If you want attention for your brand, product or idea these days, research shows you'll get far more eyes and ears on it with moving images than with static ones.

Video Takes Over The World

A LOOMING THREAT!
800%
increase in online video consumption over the past 6 years

70% admit to engaging in online video

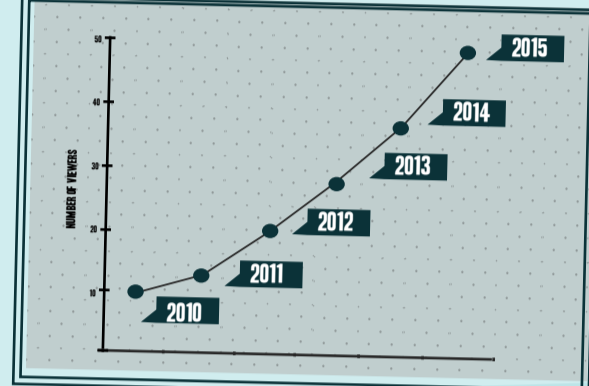
And they watch an average of 180 videos every month



**THE NEW MEDIA CONSUMER:
RAISED ENTIRELY BY
TECHNOLOGY**



**RISE OF ONLINE VIDEO:
NO END IN SIGHT**



The youth are leading the revolution

18-34 YEAR-OLDS IN 2015:
90%
OF ONLINE VIDEO CONSUMPTION

NO ONE IS SAFE!

55% of the internet's population consumes news through online video

74% of aspiring cooks watch recipe videos online

6.7 MILLION online students watch video lectures online
Up 9.3% from last year

Internet users spend **88% MORE TIME** on sites with video

Indeed,
it seems video is the only option left for brands to connect with consumers

4.6 BILLION
Number of video ads watched online each year

\$4.14 BILLION
Estimated online video ad spending in 2013 - up from 2.93 Billion in 2012

Join The Revolution

TOO EASILY DISTRACTED,
these consumers only respond to quality video

AND A QUALITY VIDEO PROVIDER
is your best ally in the fight for their attention

Sources

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