

ONLINE VIDEO

2014

ON AVERAGE AN INTERNET USER WATCHES **175 VIDEOS** EACH MONTH

Globally, online video traffic will be 55% of all consumer internet traffic in 2016

WHY VIDEO?

6 times



Video promotion is six times more cost effective than direct mail

53 times



With proper optimization, video increases the chance of front page Google results by 53 times

3 times



Mobile and tablet shoppers are 3 times as likely to view a video as laptop or desktop users

! Online video users are expected to double to 1.5 billion in 2016

DEVICES

DESKTOP

52% videos



under 3mins

52% of videos viewed on a PC are under 3 minutes long

TABLET

42% videos



over 10mins

42% of videos viewed on a tablet are over 10 minutes in duration

MOBILE

50% users



web video

50% of users watch web video on their mobile device

! 93% of marketers use social media for business

SOCIAL MEDIA



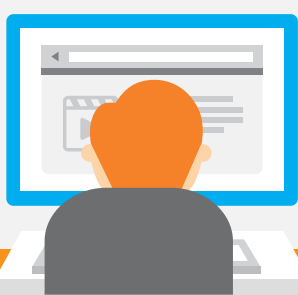
23.65 million Vine users



87% videos share on Facebook



109.07 million Instagram users



Google sites top the Online Video Properties chart with 164.8 million unique viewers once again

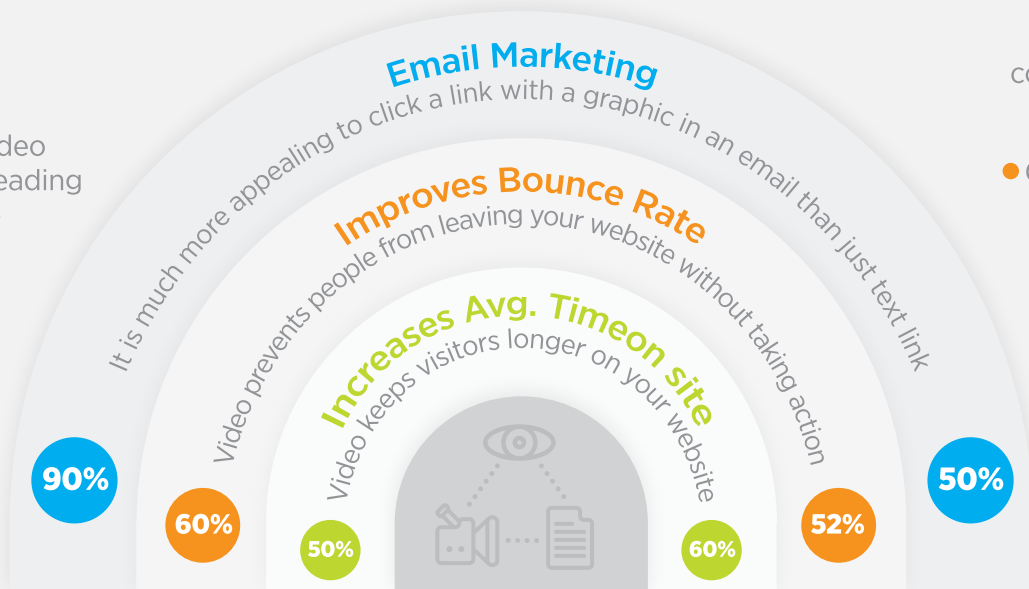
VIDEO VS TEXT

WEBSITE

- Video Content over the internet
- Visitors watch video content before reading text on the same web page
- People will remember more from a video than from written content

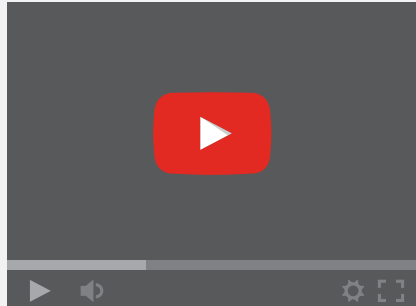
SOCIAL

- Mobile wireless network Traffic is constituted by Video
- Consumers say that watching videos making them more confident in online purchase decisions
- Of people share their video experiences



! 94% of marketers use YouTube to distribute video

YOUTUBE



Largest video platform that is free, convenient and user friendly.



Seamless integration with Facebook, Twitter and Blogs.



Significant impact on Search Engine Optimization (SEO).



YouTube is where you can best deliver your value proposition and have your target audience take action.



YouTube videos account for **28%** of all Google Searches



YouTube gets more than **1 billion** unique monthly visitors



Every minute, **100 hours** of video is uploaded to YouTube



700 YouTube Video links are shared on Twitter every minute



the GOODNESS COMPANY

www.GoodnessCompany.com

www.GoodnessHealthcareMarketing.com

www.MedicalTourismMarketing.com

SOURCES

- <http://digiday.com/brands/celtra-15-must-know-stats-for-online-video/>
- <http://blog.crazyegg.com/2014/01/22/14-social-media-trends-2014/>
- <http://socialmediatoday.com/expresswriters/2066416/2014-social-media-guide-new-trends-and-solutions-live>