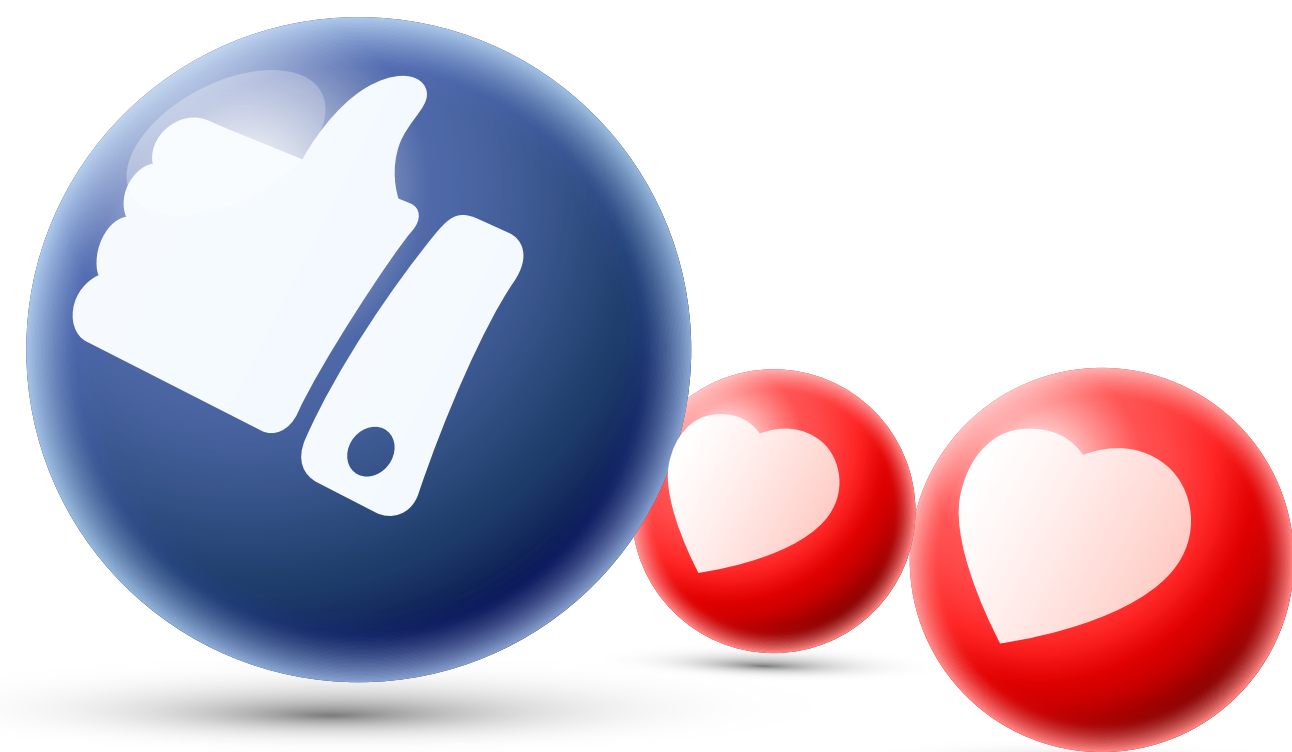


SOCIAL VIDEO TRENDS 2022





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Introduction

4.48 billion people, which is more than half of the world's population, are now active social media users.

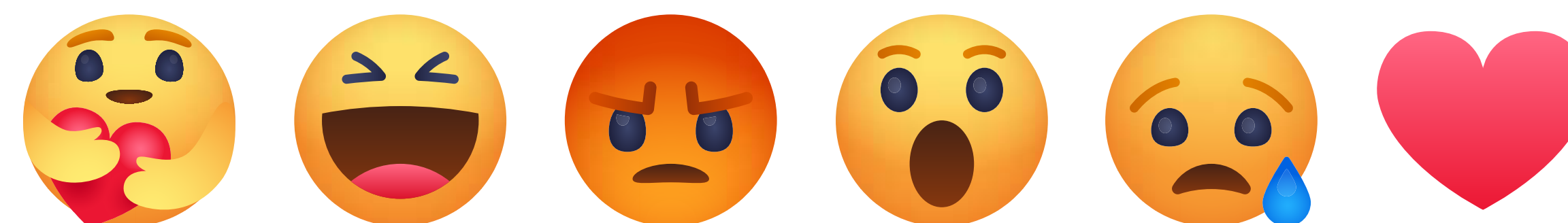
Social media platforms have grown from popular networking tools to global media and entertainment channels, with many consumers using social media as a primary source of news and to access video from celebrities, broadcasters and publishers.

It is a fast-paced, ever-changing space. Facebook, combined with its ownership of Instagram and WhatsApp, is the dominant platform.

While Facebook remains the largest platform for consumer attention, but this industry evolves quickly. Over the past two years we have seen TikTok explode onto the scene. It has grabbed the attention of consumers and dominates in younger demographics groups.

TikTok combined a native mobile video platform with powerful tools for creators, becoming the most downloaded app in 2020 and now the seventh most used social media platform globally, with more than 1 billion active users in over 150 countries.

The rise of TikTok highlights the growing appetite of consumers for social video. It has also driven an increase in vertical video viewing, prompting media companies to invest in the platform and produce new content formats specifically for an audience viewing on smartphones rather than TV.



Video is the fastest growing media format on all social platforms. Social video has moved on from cute cat videos to a vital part of any distribution strategy for major media companies and the most valuable advertising format. Brands who optimize their content and build audiences across multiple platforms can drive meaningful engagement and revenue.

Grabyo has been at the centre of the social video industry since the beginning and we wanted to extend our research to gain insight into how to make social media work for content owners in every sector.

Our teams surveyed over 15,000 consumers from the UK, US, Canada, Australia, France, Spain, Italy, Germany, India, Japan, Thailand, Mexico, Brazil and Argentina.

Using this data, we have drilled down into the habits of social media audiences to better understand how they like to watch video, what attracts viewership and engagement, and how to stand out from the crowd on the largest media platforms in history.

Please get in touch if you want to find out more, I hope you enjoy reading.



Gareth Capon

@garethcapon

Grabyo CEO

Follow

A platform for everyone

Each social media platform has its own **demands** and **challenges**.

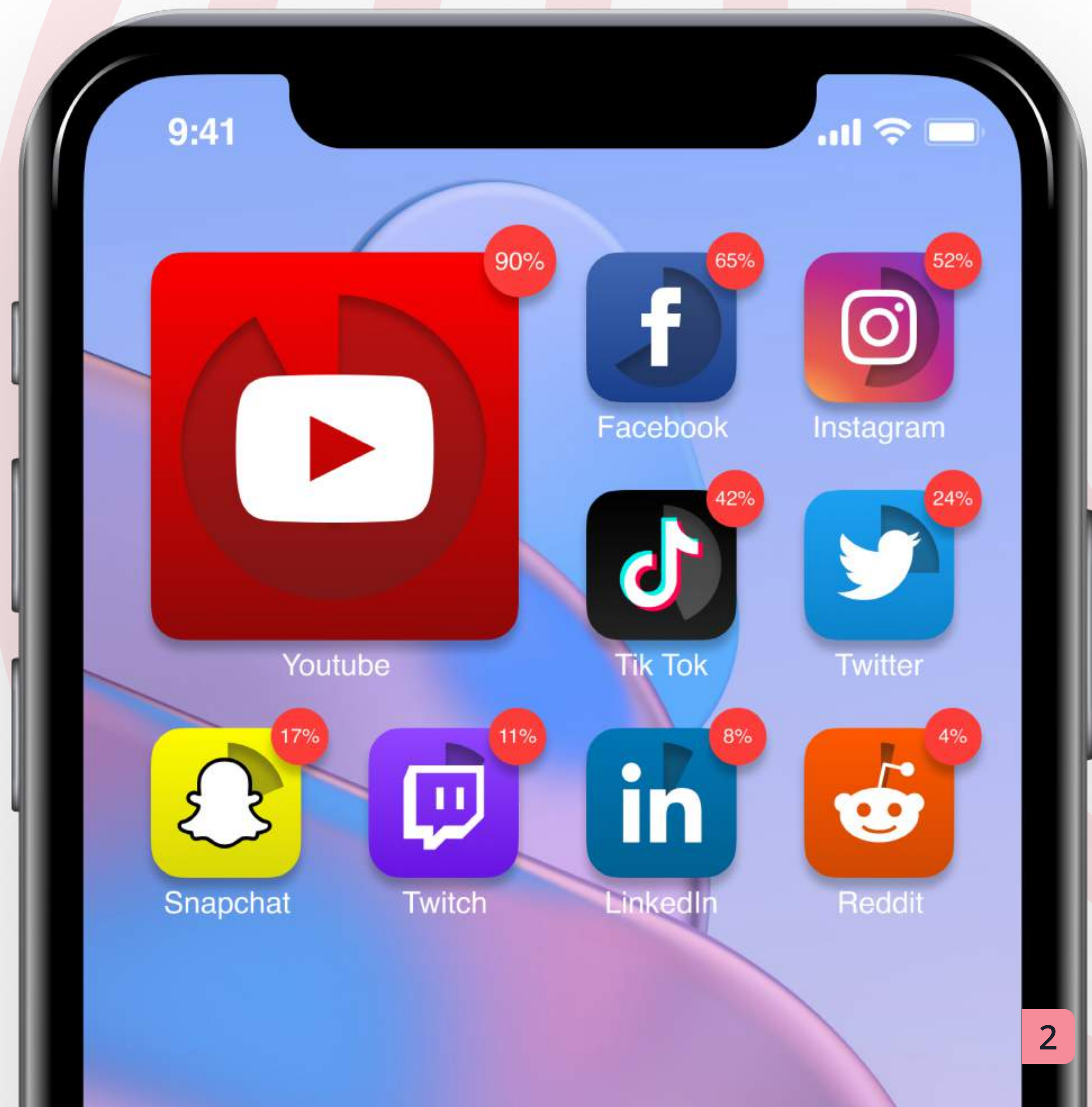
Content that works on one platform may not work as effectively on another. The first challenge for a content owner in building a social video strategy is to know where your audience spends its time.

YouTube was the first social video platform and remains the most dominant. The big change for YouTube in the last 12 months is that TV is the fastest growing consumption platform.

Audiences on YouTube are migrating from mobile social video to YouTube video on any screen, bigger is still better for the viewers .

TikTok is now a significant player after seeing a 366% increase in users over the past year. The TikTok audience responds to short-form, vertical video with creative editing using music, animations, emojis and augmented reality overlays.

Which social media platforms do consumers use to watch video?



A platform for everyone



TikTok's **major strength** is the power of its video algorithm that suggests content to users based on viewing preference and behaviour.

Enhancing discoverability keeps users on the platform for longer with quality recommendations - just ask YouTube.

The most popular social video content is short form clips and highlights which are optimized for viewing in a social media feed.

The dominance of short form for social video is changing, with almost half of all consumers wanting to see more live video from broadcasters and publishers on social platforms.

This is added to another 25% who are interested in live social shopping, a new interactive live video format that only emerged in the last 12-18 months. If these trends continue we would expect live video to become as popular as short form videos for users in 2022, demonstrating the continued interest in shared, live experiences on both social and TV.

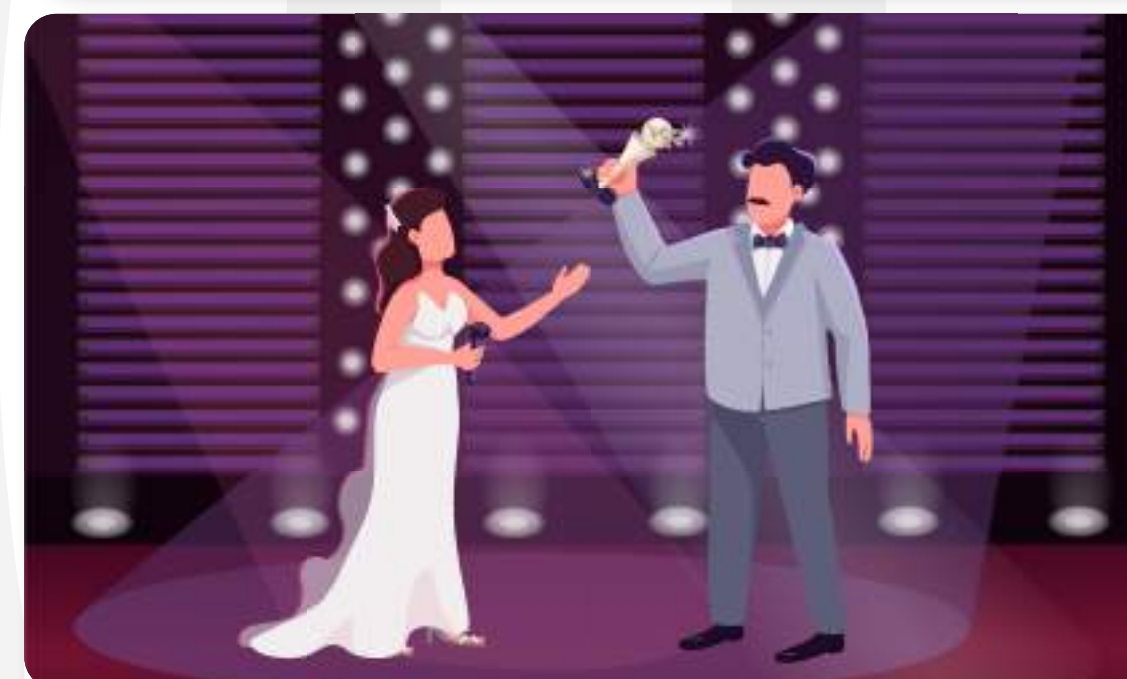
Which video formats do consumers watch, or want, from broadcasters and publishers across social media?



48% Live streams



59% Short videos



49% Instant highlights



44% News clips



25% Live shopping streams

Cutting through the noise

Standing out from the competition on social media can be a **challenging task**.

It's a crowded space, with thousands of publishers, and millions of individual creators, competing for attention across every platform. The key is understanding the factors that can help your video content grab a consumer's attention and keep it.

The leading social platforms are mobile-first by design. As such it follows that device access is important for consumers when watching on social media, with interactivity and participation as additional key features. What the audience values most is the ability to watch live video on the device they want, away from the restrictions of traditional broadcast TV.

Broadcasters and publishers who have experimented with interactivity through polls and social media participation find higher engagement rates and longer watch times, as consumers are more directly engaged with what they watch. The social element of participation matters too, with viewers getting a chance to give feedback to producers and creators with huge levels of user participation seen on Twitch, YouTube and Facebook.

Which features of social media live streams do audiences most enjoy?



Interactive features
(polls, comments)

15%

Interacting with
other viewers
in the comments

12%

The chance to
appear on the
live stream

11%

Buying featured
products with
one click

11%

51%

Enjoy social media live
streams because they
can watch on a mobile
device

Cutting through the noise

The trend for participation is crossing over from **social video** to OTT and linear TV, with many prime time shows including comments from social media, **voting and polls** as part of the live broadcast format.

Understanding what keeps your audience engaged is as important as getting consumers to discover your videos in social feeds. Low-quality, uninteresting and inauthentic content is the most damaging, particularly when the content is not unique to the social platform.

Audiences can ignore technical difficulties if the content is good, unique and relevant to the platform. Speed matters too, social platforms are driven by conversation and it moves fast, having the tools to publish in real time, in a format the audience expects, is crucial for keeping the viewers engaged.



What is the top reason consumers stop watching social video from a broadcaster or publisher?

32% Low-quality content, not interesting or relevant

21% Low-resolution video

20% If the video was too long

17% Videos have already been watched elsewhere

10% If the video required you to play sound (eg no subtitles or captions)





Twitter

47%
of video audiences
on Twitter are
under 34

On: Twitter

Twitter users watch a wide range of video content, but prefer short videos and instant highlights from across sport, film and TV. Engagement peaks when events are live on Twitter, with users watching more videos on Twitter at the same time an event is taking place. Speed also matters on Twitter. As a publisher you are competing with the other 350,000 tweets sent per minute on the platform, those first to publish gain the highest engagement and viral distribution.

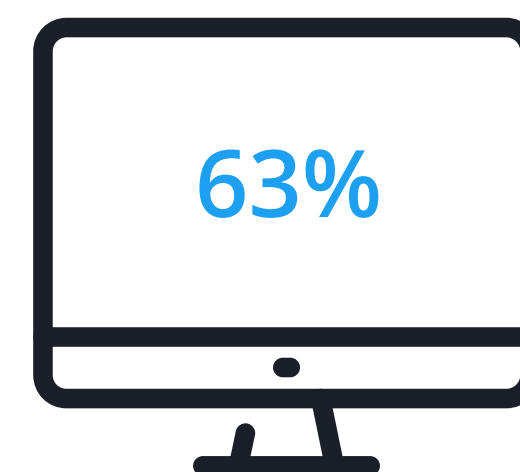
Twitter has 187 million daily active users that are monetizable for publishers, which creates meaningful opportunities for revenue generation through in-stream advertising, branded content and sponsorship.



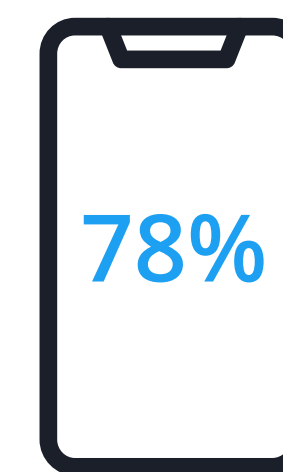


Twitter

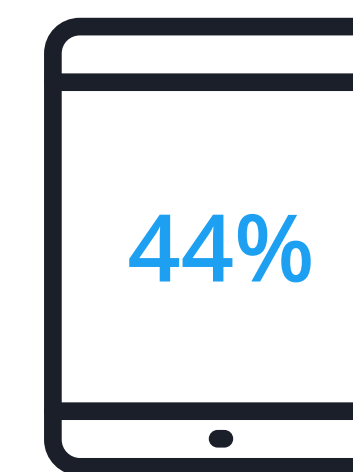
How do Twitter users watch video on the platform?



Laptop / Desktop

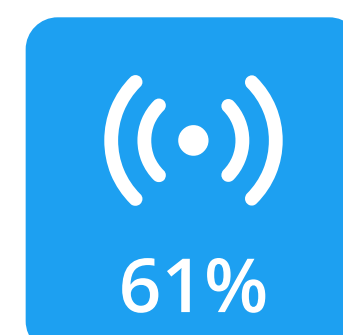


Smartphone

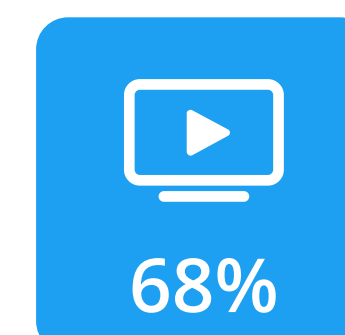


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Which video formats do Twitter users want to watch from broadcasters and publishers?



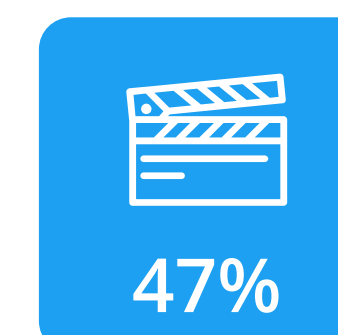
Live streams



Short videos



Instant highlights



News clips



Live shopping streams

Which types of content do they watch?



Movie clips



Sports



TV clips



Facebook

On: Facebook

Facebook has the biggest potential audience of all social media platforms, with 2.85 billion monthly users. Its users are looking for live streams on Facebook Live, and are looking for more content surrounding movies, TV shows and news.

If you can engage a viewer for more than 15 seconds on a short video, your content is among the best performing. Experiment with different formats and be first to market with new content to win over Facebook users.

Facebook has increased the options for video monetization for partners in the last 12 months, focussing on programmatic advertising and in-stream video ads.

60%

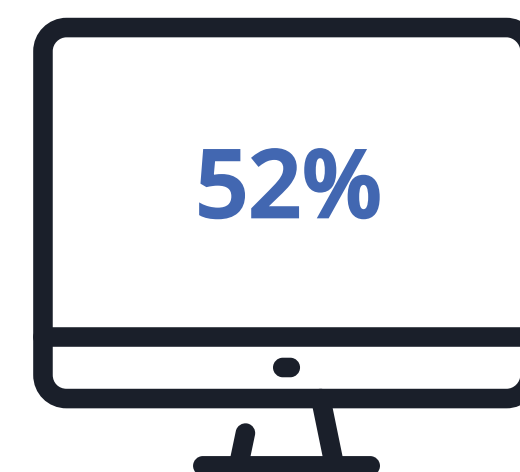
of video audiences
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Facebook



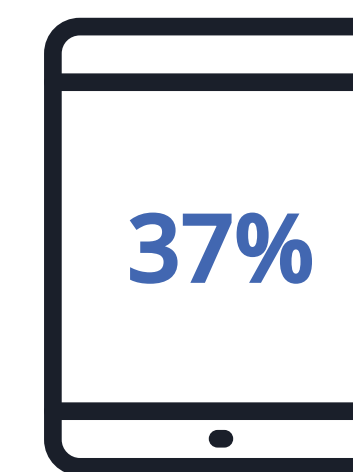
How do Facebook users watch video on the platform?



Laptop / Desktop



Smartphone

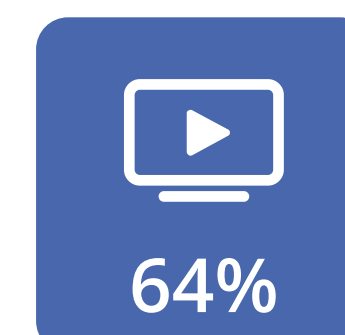


Tablet

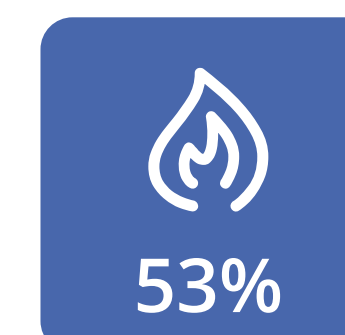
Which video formats do Facebook users want to watch from broadcasters and publishers?



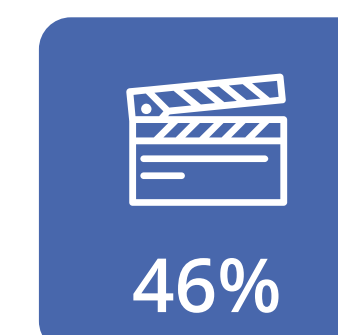
Live streams



Short videos



Instant highlights



News clips



Live shopping streams

Which types of content do they watch?



Movie clips



TV clips



News



Instagram

On: Instagram

Instagram has exploded in popularity in the last three years growing to 1bn users, video has been an important part of the growth story. Video on Instagram started with short form content in the feed, uploaded via mobile, and has expanded into live streaming, group chat and social shopping.

Instagram users are the most receptive users to social video marketing and promotions.

80% of Instagram users are influenced by what they see in the feed when they come to purchasing products. Video continues to grow rapidly on Instagram. Grabyo research data shows a 57% increase in people who use the platform to watch video, with more than 30% interested in watching live shopping.

The growing consumer interest in live shopping, and the receptivity to marketing promotions and video advertising on Instagram, highlights the opportunity for publishers to use the platform to promote subscription services, merchandise or tickets using short clips or Instagram Live.

The other big growth category for video on Instagram is professional video content. Interest in sports, news and entertainment highlights have grown 48% this year compared with Grabyo Video Trends 2020 data. Content owners are looking for tools to deliver high quality video to Instagram alongside raw, lower production value videos shot directly on mobile.



53%

of video audiences
on Instagram are
under 34

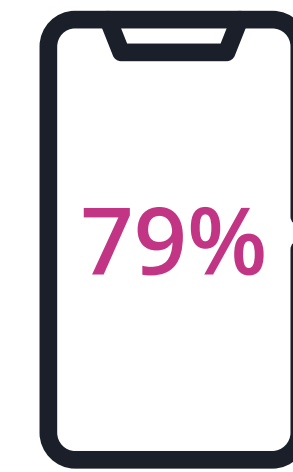


Instagram

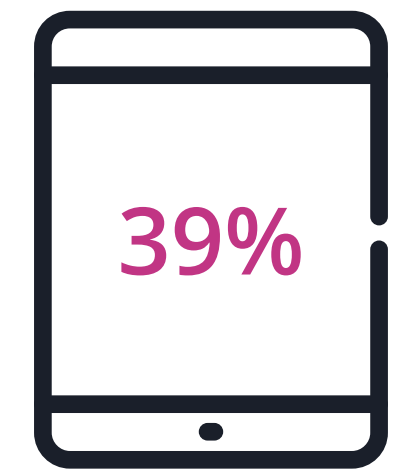
How do Instagram users watch video on the platform?



Laptop / Desktop

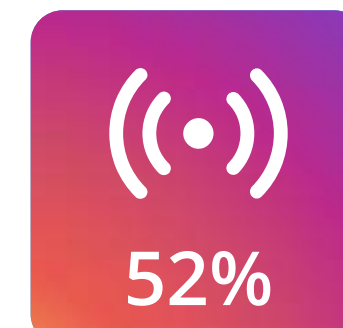


Smartphone



Tablet

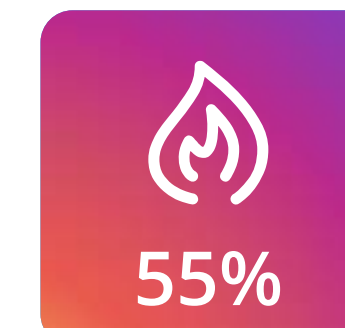
Which video formats do Instagram users want to watch from broadcasters and publishers?



Live streams



Short videos



Instant highlights



News clips



Live shopping streams

Which types of content do they watch?



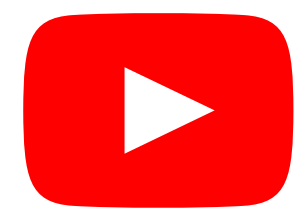
TV



Movies



News



Youtube

On: YouTube

YouTube was the first social video service and the viewing preference for users is different than the other social platforms. Short, viral clips less than 60 seconds in length is not what audiences expect on YouTube, rather longer-form video with higher production value. The average viewing time for YouTube videos has increased on a year on year basis for the last five years and is now greater than 8 minutes.

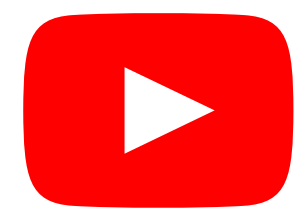
The YouTube algorithm has a bias for longer form, engaging content, meaning publishers with longer videos that generate more likes, shares and comments will have a greater chance of discovery and further viewing. With connected TV's and streaming devices (such as Chromecast) now the fastest growing platform for YouTube viewing, consumers regard YouTube as a streaming platform, using it for entertainment rather than scrolling through a social feed.

YouTube is king when it comes to social video, with 90% of consumers report using the platform, while 18% of all YouTube users report using the platform specifically to follow brands and companies. YouTube has the benefit of being first and being focused on video, it cannot be ignored for content publishers looking for global reach and long tail consumption.

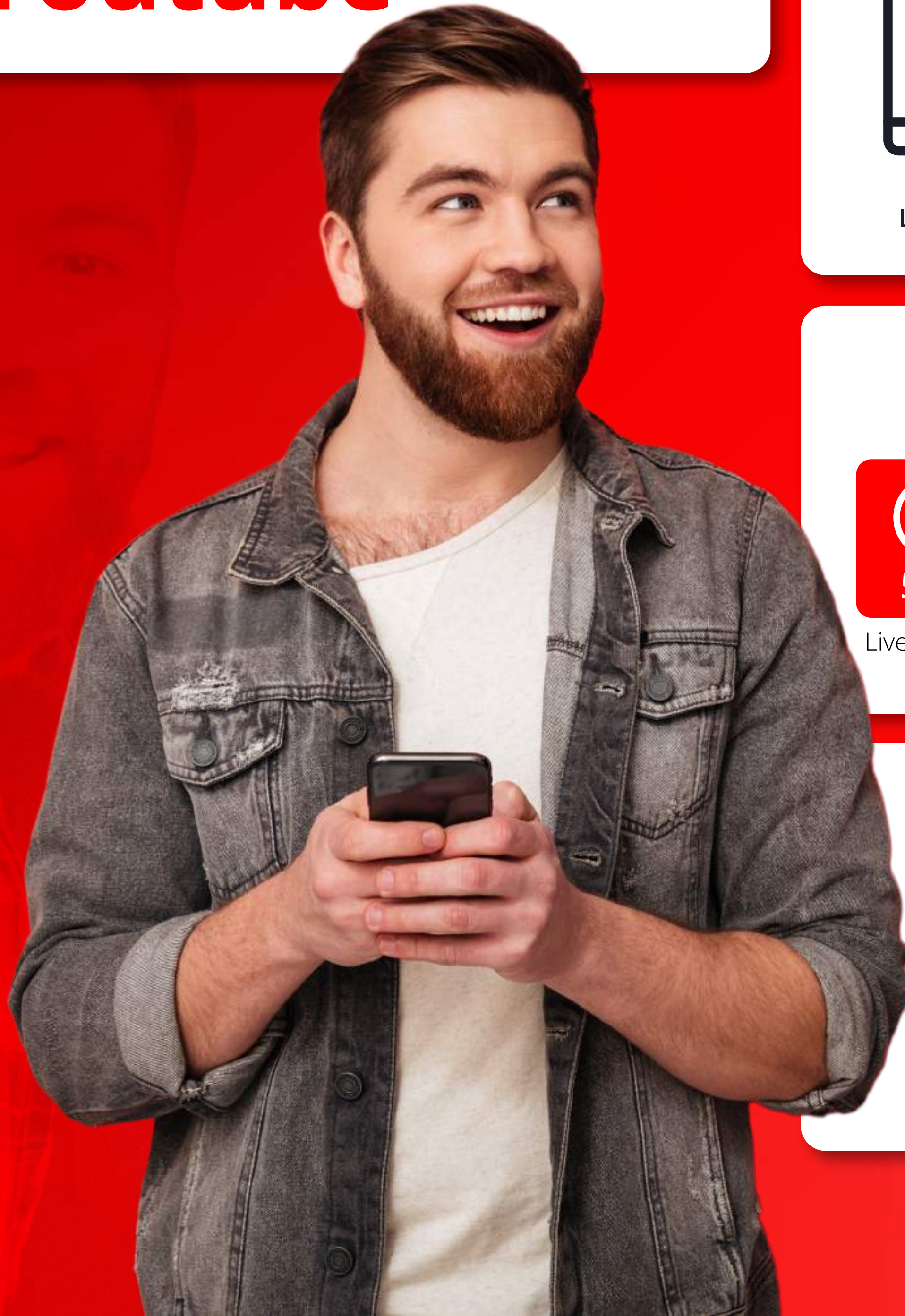
59%

of video audiences
on YouTube are
over 34





Youtube



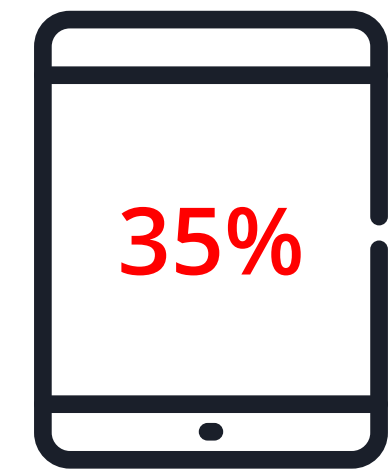
How do Youtube users watch video on the platform?



Laptop / Desktop



Smartphone



Tablet

Which video formats do Youtube users want to watch from broadcasters and publishers?



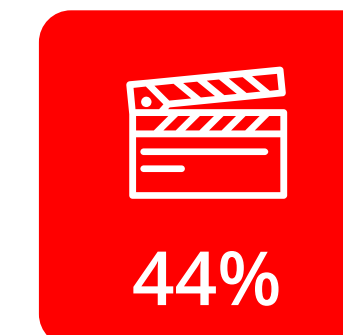
Live streams



Short videos



Instant highlights



News clips



Live shopping streams

Top Three content types YouTube audiences want to see



Music



Movies



Viral



TikTok

On: TikTok

TikTok is an app designed for short videos set to trending sounds, with graphic overlays and augmented-reality options. It is a fast-moving platform with popular memes exploding into public consciousness and disappearing again days later. Publishers need to be dynamic in their approach to video content on TikTok and focus on creating short content that leans heavily into the viral nature of the platform and is optimised for viewing on mobile. The TikTok algorithm is a powerful recommendation engine and one of the main factors in its rapid growth, content that resonates with users travels rapidly, garnering millions of views in just a few hours for the most successful.

TikTok is the fastest growing social media platform of all time, surpassing 1bn users with a 33% increase in Tik Tok users over the past year alone. Tik Tok has prioritised user growth over content monetization for the first stage of its development and is still a maturing platform. Revenue opportunities exist for the most popular publishers.

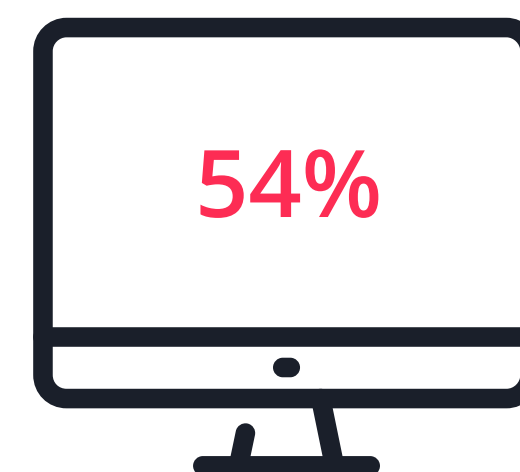
TikTok is developing partnerships with leading sports and entertainment brands now, such as the Euro 2020 partnership which was able to deliver valuable engagement for tournament sponsors and laid a blueprint for broadcasters and publishers to capitalize on the platform.

54%
of video audiences
on TikTok are
under 34

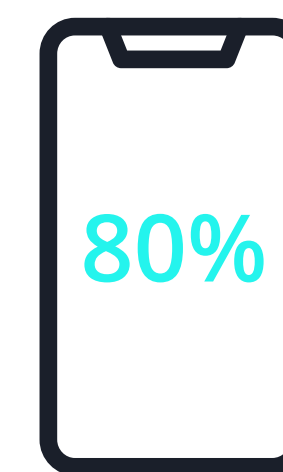


TikTok

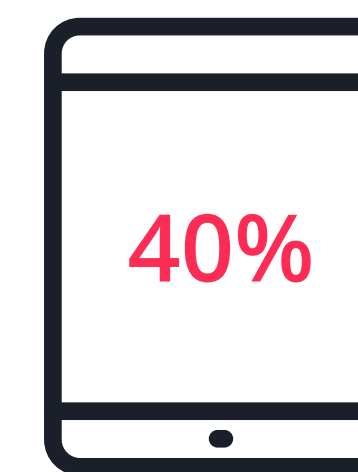
How do TikTok users watch video on the platform?



Laptop / Desktop

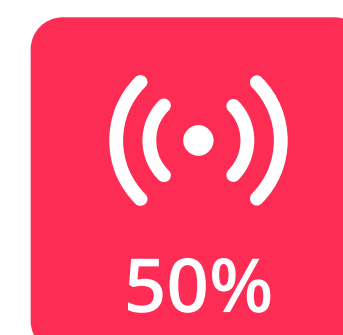


Smartphone

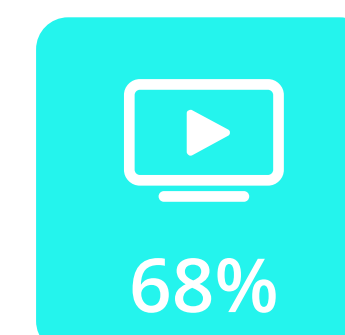


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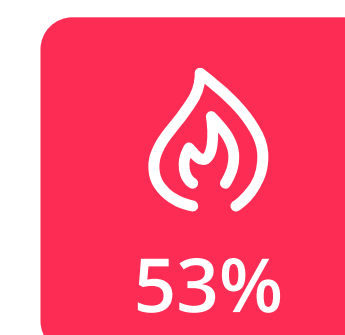
Which video formats do TikTok users want to watch from broadcasters and publishers?



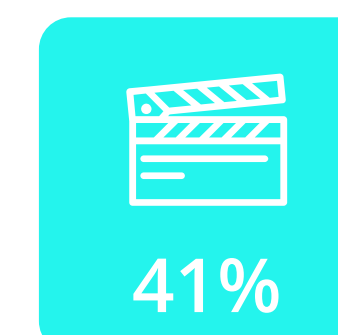
Live streams



Short videos



Instant highlights



News clips



Live shopping streams

Top Three content types TikTok fanatics want to see



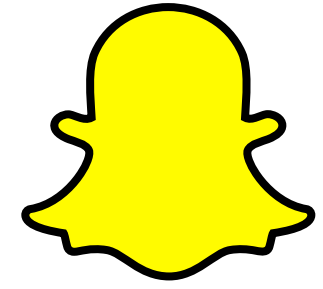
Viral



Music



Movies



Snapchat

On: Snapchat

Snapchat's user base is dominated by under 25s, a valuable demographic for brands. The platform has invested in services to help businesses engage users on the platform, such as its recent partnership with the NBA.

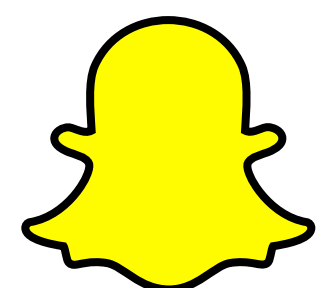
Snapchat regards itself as a camera company and has been a leader in innovation in camera and video technology from AR lenses and connected glasses, sharable content on Snapchat's Discover section, to custom camera filters, audience participation and creativity are key on the platform.

Raw, unfiltered content is what Snapchat audiences expect. Intimate and behind the scenes content from events, celebrities and sports stars performs well as this content is almost identical to the snaps users receive from their friends.

65%

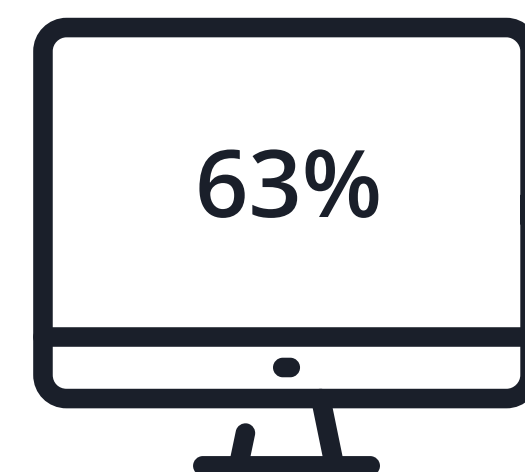
of video audiences
on Snapchat are
under 34



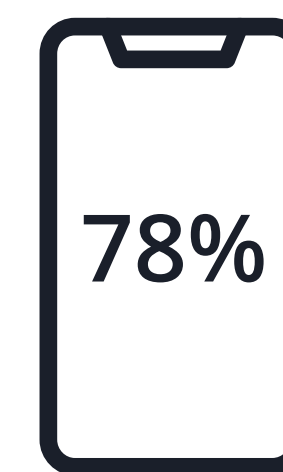


Snapchat

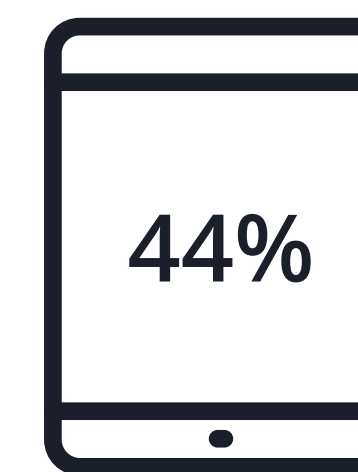
How do Snapchat users watch video on the platform?



Laptop / Desktop

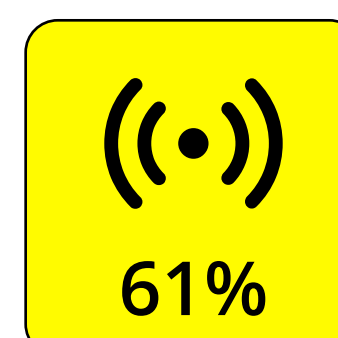


Smartphone

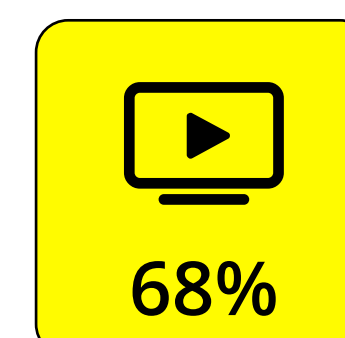


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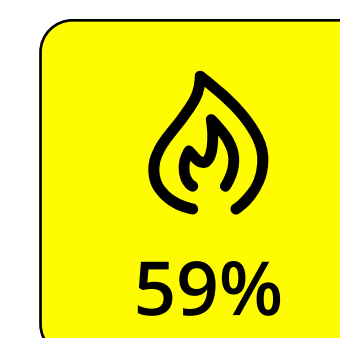
Which video formats do Snapchat users want to watch from broadcasters and publishers?



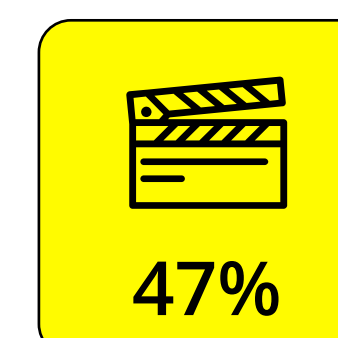
Live streams



Short videos



Instant highlights



News clips



Live shopping streams

Which types of content do they watch?



Sports



TV



Reality



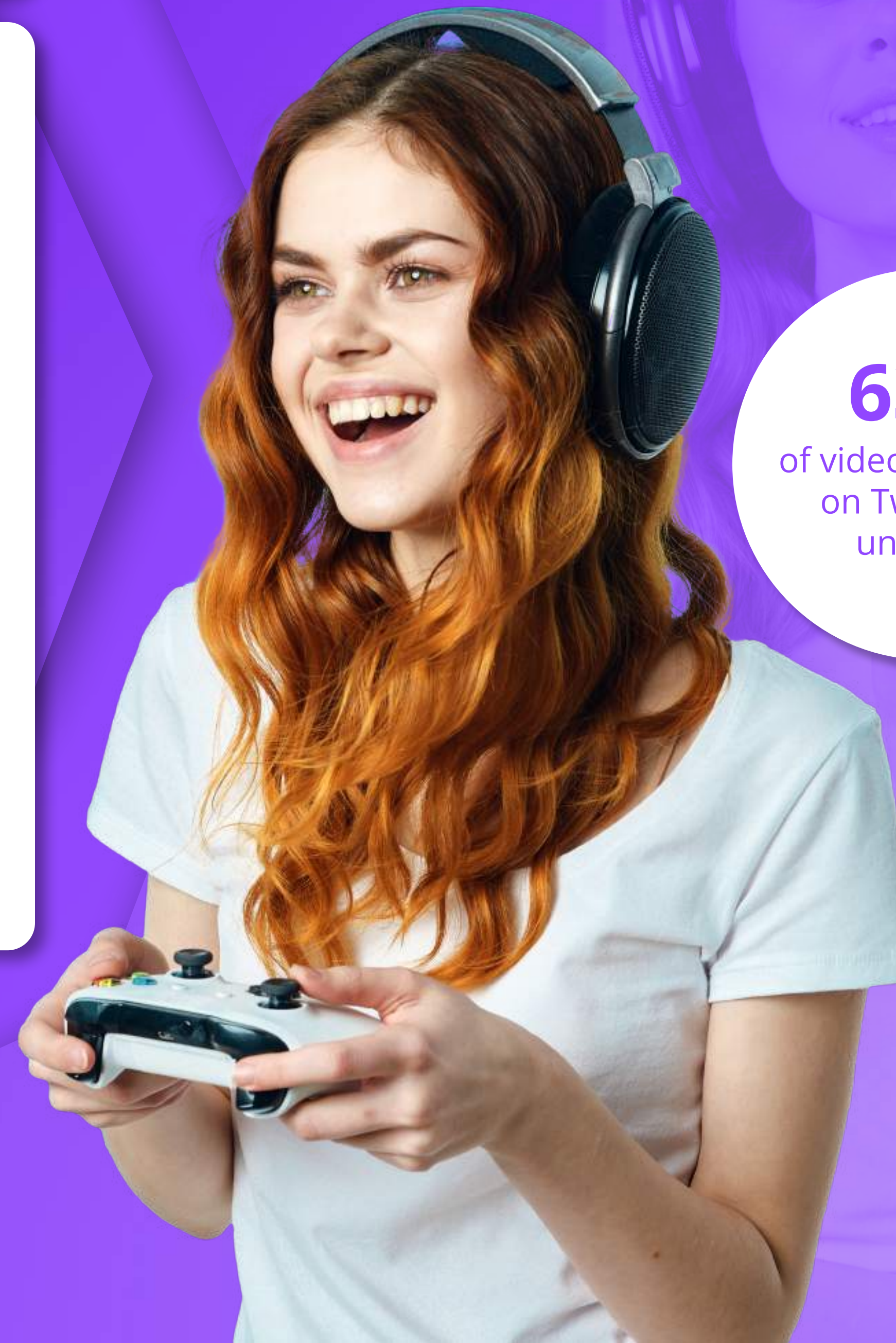
Twitch

On: Twitch

Twitch is a platform built for live streaming and eSports, audiences expect high production value and influential on-screen talent.

Twitch channels have loyal followers, so partnerships and collaborations with talent can help you get your foot in the door and create a connection with the platform's users.

Interactivity is a key USP of Twitch streams, so designing formats that lean into audience interaction, with questions and comments will help to engage viewers and drive watch time. Smartphones are the most popular device for watching Twitch, which shows that live streaming is just as important on mobile as larger screen TVs and laptops. Twitch has the longest average watch-times of any of the competing social platforms, with users spending up to 95mins per day on average watching live streams.



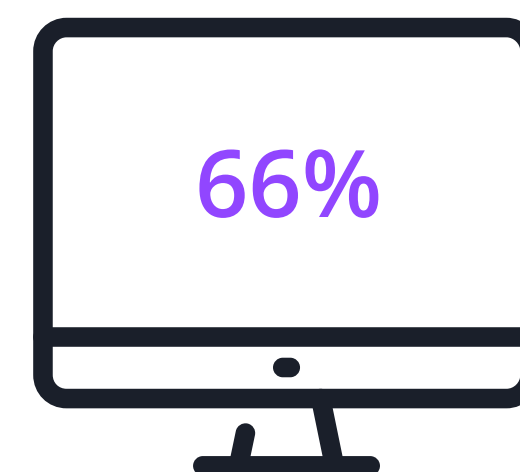
63%

of video audiences
on Twitch are
under 34

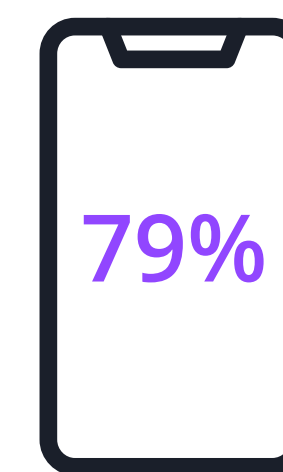


Twitch

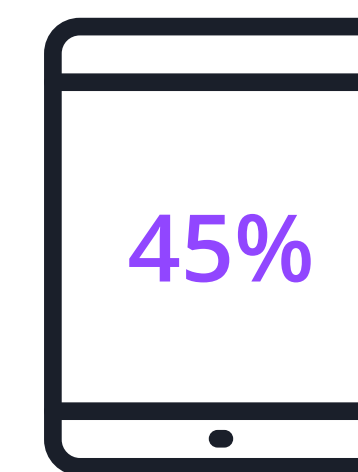
How do Twitch users watch video on the platform?



Laptop / Desktop

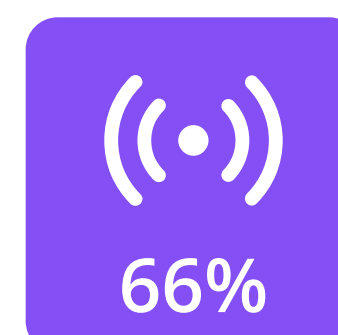


Smartphone

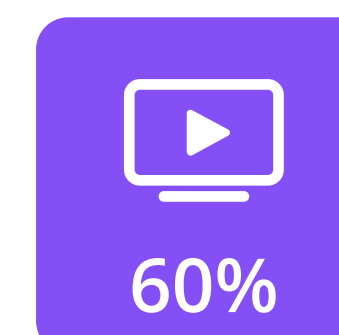


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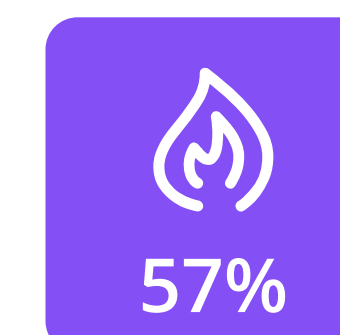
Which video formats do Twitch users want to watch from broadcasters and publishers?



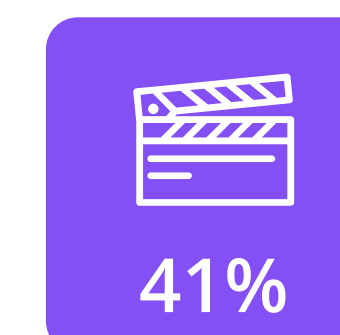
Live streams



Short videos



Instant highlights



News clips



Live shopping streams

Three content types Twitch fanatics want to see



Movies

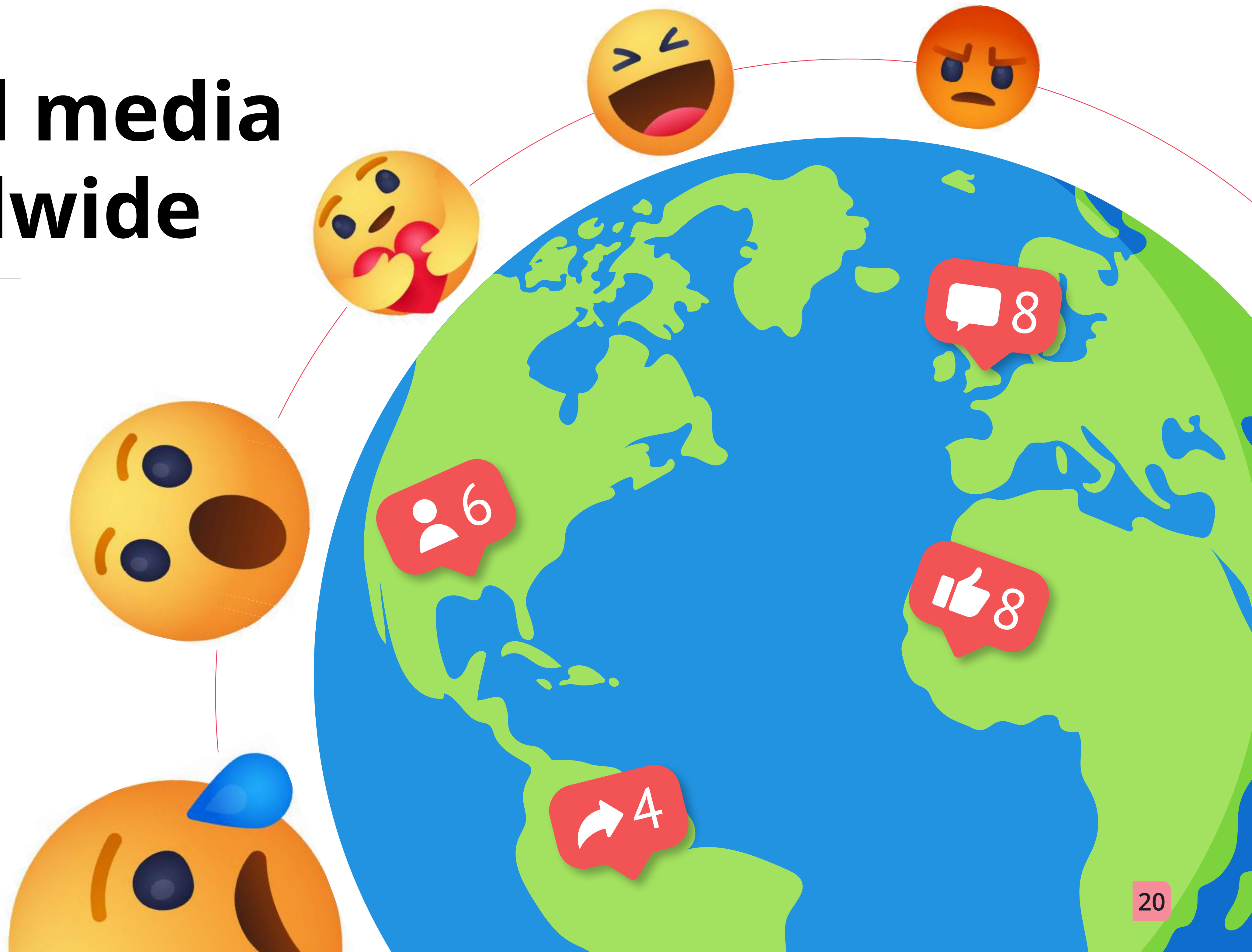


eSports



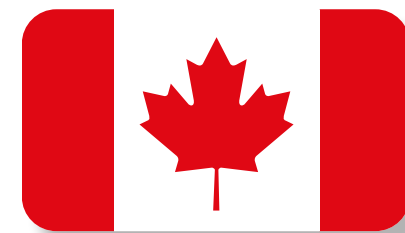
TV

Social media worldwide



Americas

Canada



63% of social media users watch video on their smartphones
86% use YouTube to watch video on social media
62% want to watch short videos on social media
45% of social media users are under 35
30% want to see more live streams on social media

Brazil



82% of social media users watch video on their smartphones
93% use YouTube to watch video on social media
50% want to watch short videos on social media
53% of social media users are under 35
44% want to see more live streams on social media

U.S



70% of social media users watch video on their smartphones
83% use YouTube to watch video on social media
57% want to watch short videos on social media
47% of social media users are under 35
34% want to see more live streams on social media

Argentina



78% of social media users watch video on their smartphones
83% use YouTube to watch the majority of their social video content
56% want to watch short videos on social media
57% of social media users are under 35
56% want to see more live streams on social media

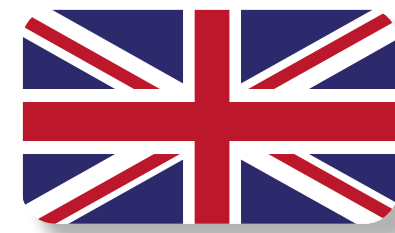
Mexico



87% of social media users watch video on their smartphones
93% use YouTube to watch video on social media
67% want to watch short videos on social media
63% of social media users are under 35
49% want to see more live streams on social media

EMEA

U.K



- 63%** of social media users watch video on their smartphones
- 82%** use YouTube to watch video on social media
- 51%** want to watch short videos on social media
- 45%** of social media users are under 35
- 39%** want to see more live streams on social media

Germany



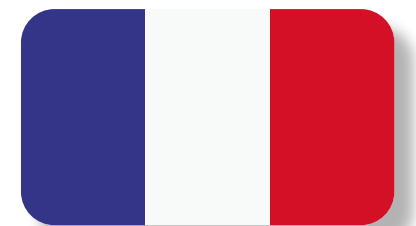
- 69%** of social media users watch video on their smartphones
- 87%** use YouTube to watch video on social media
- 49%** want to watch short videos on social media
- 45%** of social media users are under 35
- 39%** want to see more live streams on social media

Spain



- 76%** of social media users watch video on their smartphones
- 92%** use YouTube to watch video on social media
- 60%** want to watch short videos on social media
- 30%** of social media users are under 35
- 43%** want to see more live streams on social media

France



- 75%** of social media users watch video on their smartphones
- 87%** use YouTube to watch video on social media
- 61%** want to watch short videos on social media
- 55%** of social media users are under 35
- 36%** want to see more live streams on social media

Italy



- 65%** of social media users watch video on their smartphones
- 88%** use YouTube to watch video on social media
- 55%** want to watch short videos on social media
- 39%** of social media users are under 35
- 47%** want to see more live streams on social media

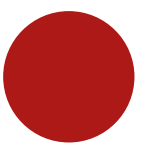
APAC

India



87% of social media users watch video on their smartphones
95% use YouTube to watch video on social media
66% want to watch short videos on social media
59% of social media users are under 35
58% want to see more live streams on social media

Japan



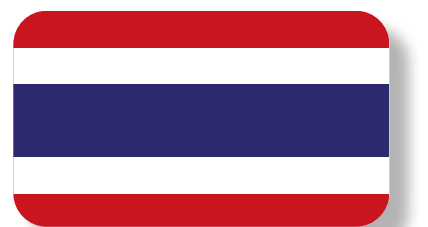
70% of social media users watch video on their smartphones
93% use YouTube to watch video on social media
32% want to watch short videos on social media
21% of social media users are under 35
42% want to see more live streams on social media

Australia



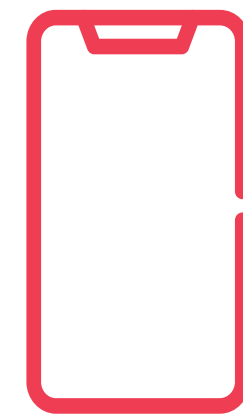
76% of social media users watch video on their smartphones
94% use YouTube to watch video on social media
61% want to watch short videos on social media
47% of social media users are under 35
39% want to see more live streams on social media

Thailand



88% of social media users watch video on their smartphones
96% use YouTube to watch video on social media
56% want to watch short videos on social media
36% of social media users are under 35
48% want to see more live streams on social media

TL;DR



The smartphone rules

Across all platforms, the majority of consumers use smartphones to watch video on social media. Creating content that is optimized for mobile viewing is key to success for any social content.



The value of live

Consumers want more live video on social media from broadcasters and publishers. Digital-first, interactive shows saw a surge in popularity during 2020, and consumers are now familiar with the format and want more.



Social shopping

More consumers than ever are buying products based on influence from social media content. Live, interactive shopping streams, which have gained mainstream popularity in Asia, are starting to grow in popularity across the world.



Short form content is vital

Across all social platforms, audiences want digestible, shorter form content that follows fast-moving trends. Be first to market, deliver quantity and as well as quality.



Optimize, don't generalize

Every social media platform audience has its own behaviours, wants and needs. To be successful across all of them, you must approach and optimize content for each platform individually.

The tone, characteristics and nuance of each service matters and the audience won't engage unless you follow the rules.



About Grabyo

Grabyo is **the leading** cloud video production platform.

Its services equip broadcasters and media publishers with the tools to produce, edit and deliver live and real-time video content across all major broadcast, digital and social platforms.

Delivered as a SaaS platform and accessed through a web browser, the platform has strategic partnerships across OTT, social media and broadcast including Twitter, Facebook, YouTube, Instagram, Twitch, Tik Tok and Snap. In 2020, Grabyo partners created over 850,000 clips and 21,000 live broadcasts, generating more than 17 billion video views.

For more information, contact us at hello@grabyo.com.
For press/media enquiries, please contact kieranw@grabyo.com.

Get In Touch

Request Demo

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