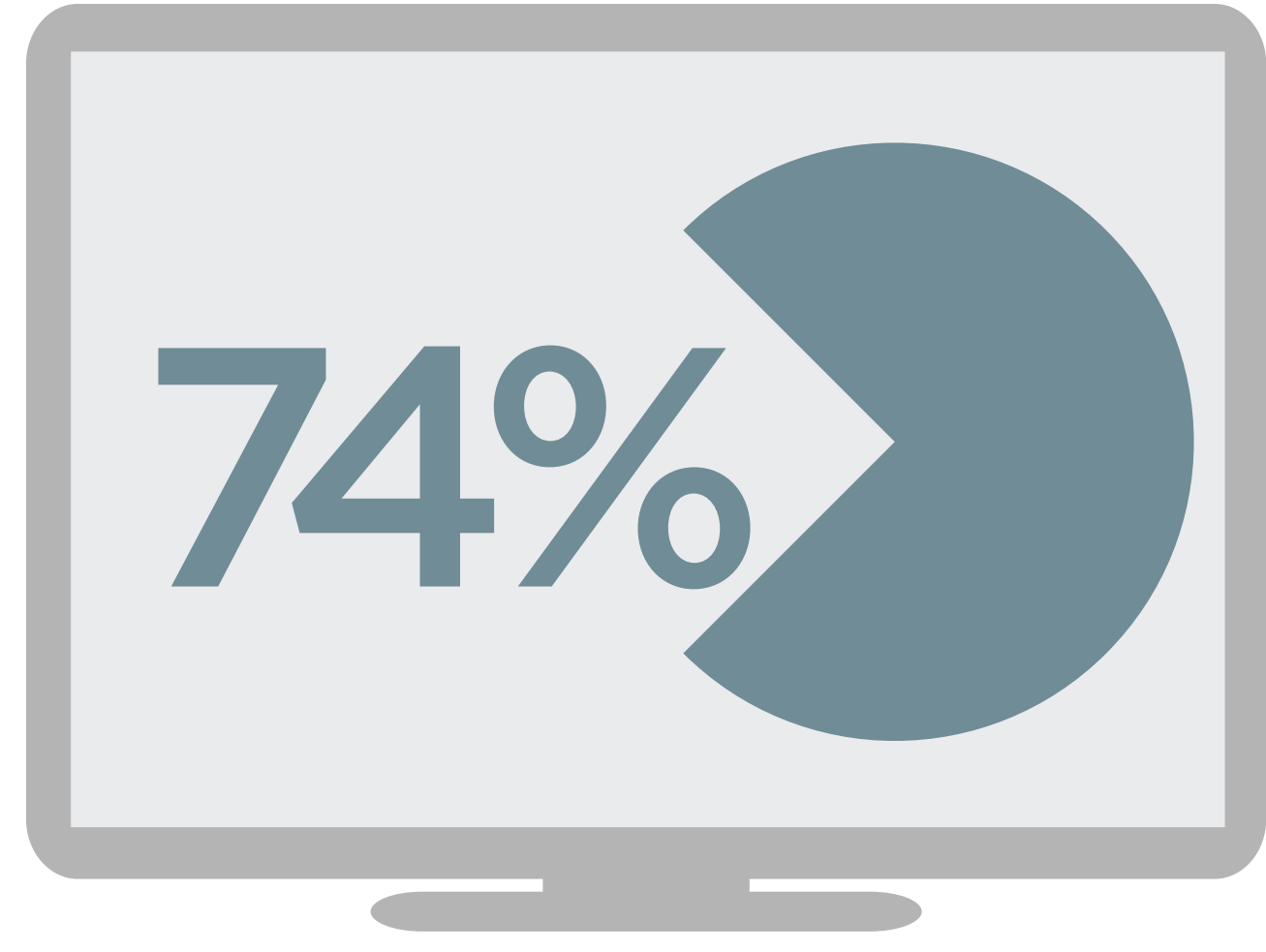
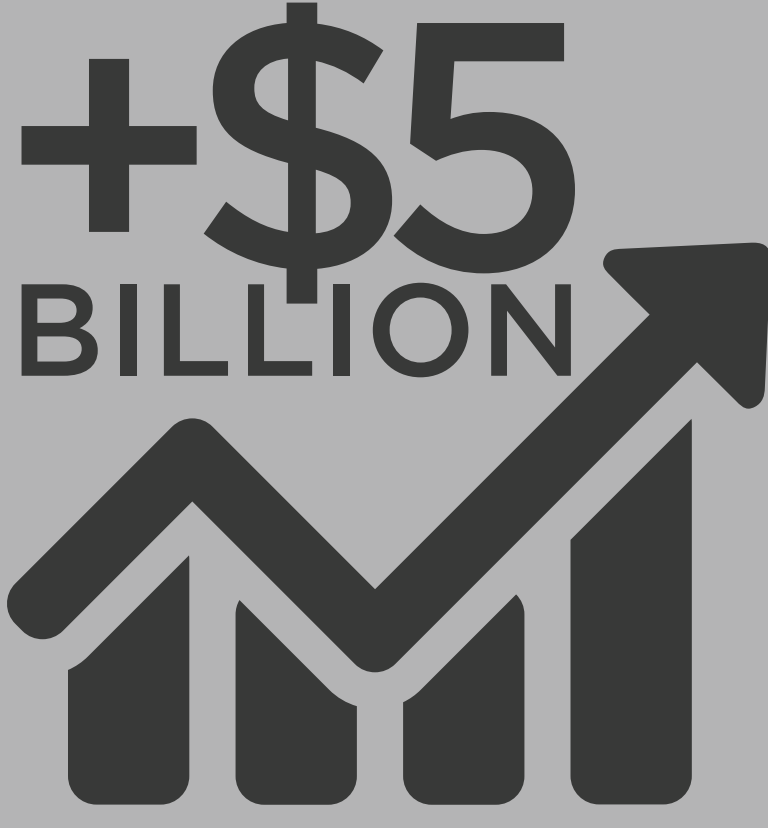


# 2017: THE YEAR OF VIDEO



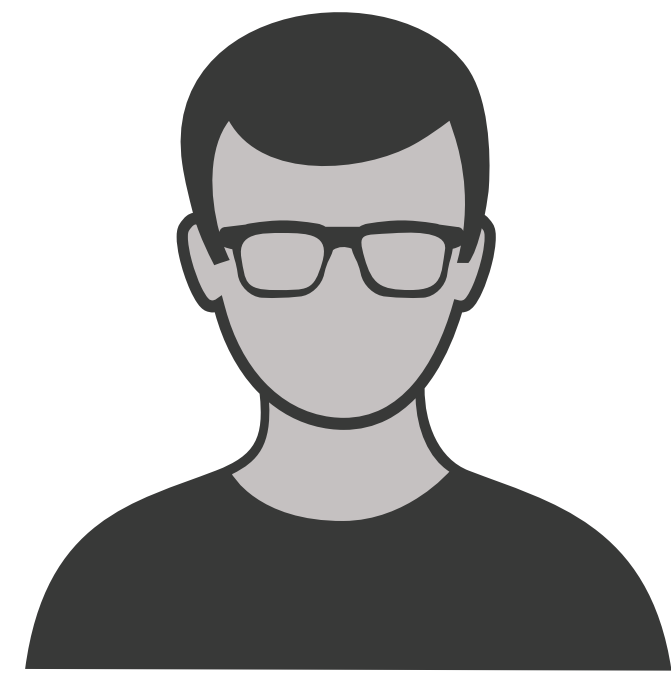
By 2017, online video will account for **NEARLY 74% OF ALL WEB TRAFFIC**



Spending on local video will **GROW \$5 BILLION**, reaching \$37.6 Billion by 2021.



**MORE VIDEO CONTENT** is uploaded to the web in a single month than TV has created in 3 decades



**65%**

of video viewers **WATCH MORE** than  $\frac{3}{4}$  of a video



**78%**

of people watch videos online **EVERY WEEK**



**55%**

of people watch videos online **EVERY DAY**



**500 MILLION** people are watching Facebook videos every day



**10 BILLION** videos are watched by Snapchatters a day



**85%** of Facebook video is watched without sound



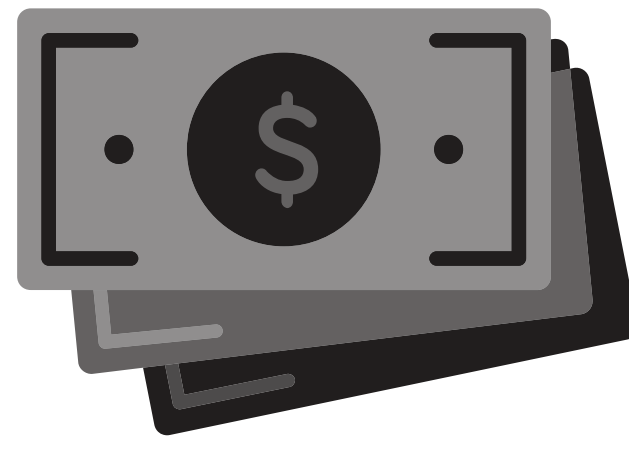
**82%** Twitter users watch video content on Twitter

**93%**

of marketers use video for



**ONLINE MARKETING**



**SALES**



**COMMUNICATION**



52% of marketing pros name video as the type of **CONTENT WITH THE BEST ROI**

**52%**

of marketers believe video marketing is effective for



**BRAND AWARENESS**  
**52%**



**LEAD GENERATION**  
**45%**



**ONLINE ENGAGEMENT**  
**42%**



**mediamax**network

PREMIUM MEDIA • LOCAL SOLUTIONS

SOURCE: BIA/KELSEY, EMARKETER, REELNREEL, FORBES INSIGHTS