This year, mobile is all about video. So what do marketers need to know in 2017? We’ve got the insights to drive your next big moves. Buckle up — we’re coming in hot.

**MOBILE IS FUELING VIDEO GROWTH**

- 67% of publishers expect mobile video spend to increase by at least 25% in 2017.
- 70% of advertisers expect to increase mobile video spend by at least 25% in 2017.

**A BOOM IN SHORT-FORM VIDEO**

- 59% of consumers expect to watch more online videos in the next 6 months — on whatever device is handy.
- 60% of advertisers expect to increase mobile video spend by at least 25% in 2017.

**MOBILE SPEND IS GOING UP**

- 70% of advertisers and 79% of publishers expect client investments in mobile video to increase by at least 25% in 2017.

**OPPORTUNITIES IN MOBILE VIDEO**

- The biggest opportunities of 2017 revolve around the consumer. Here are 3 prospects in mobile video that marketers say they’re excited about:
  - 70% of advertisers expect to increase mobile video spend by at least 25% in 2017.
  - 62% of consumers expect to watch more online videos in the next 6 months — on whatever device is handy.

**BRIDGING THE QUALITY GAP IN MOBILE VIDEO**

- 62% of advertisers want a solution that can help them increase mobile video spend.
- 60% of advertisers and 70% of publishers want a solution that can help them increase mobile video spend.

**IT’S A BRAND NEW DAY**

- 67% of consumers expect to watch more online videos in the next 6 months — on whatever device is handy.
- 70% of advertisers expect to increase mobile video spend by at least 25% in 2017.

Ready to move into 2017? Let’s get going.

Ready to charge up your mobile video strategy? Contact your AOL sales representative to learn more.