

Aol.

MEET THE NEW MOVEMENT IN

MOBILE

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

Mobile and desktop go head to head:



67%

of consumers watch videos on their mobile phone daily



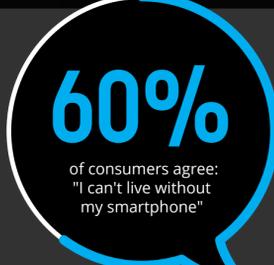
70%

of consumers watch videos on their desktops or laptops daily



62%

of consumers expect to watch more online videos in the next 6 months — on whatever device is handy



A BOOM IN SHORT-FORM VIDEO



of consumers watch videos that are 1-minute long or less every day

Attention spans of online consumers? Dissolving. While online video consumption is growing for all video lengths, the share of short-form video is growing.

The crowd gets gradually smaller as the videos get longer:



Percentage of consumers and the amount of time they spend watching videos every day

MOBILE IS DRIVING VR, 360 + LIVE



RYOT



74%

of consumers watch live video content on smartphones



28%

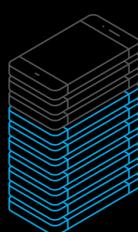
of consumers experience VR on smartphones



49%

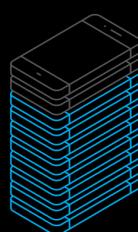
of consumers experience 360-degree videos on smartphones

MOBILE SPEND IS GOING UP



70%

of advertisers expect to increase mobile video spend by at least 25% in 2017



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:



47%

in-app video ads that increase interactivity and engagement



46%

granular audience targeting



41%

ability to buy mobile programmatically

BRIDGING THE QUALITY GAP IN MOBILE VIDEO

THE TOP CHALLENGES FACING ADVERTISERS IN MOBILE VIDEO

ADVERTISERS

35%

say "quality of consumer experience"

31%

say "quality of inventory" available programmatically

34%

say "quality of content and/or creative"

30%

say "ad blocking"

LONG LOAD TIMES TURN MARKETERS OFF, AND SELLERS WANT A SOLUTION

ADVERTISERS

43%

spend less on mobile video ads due to long load times

40%

are creating lighter video ads that can load faster

PUBLISHERS

52%

are exploring possible solutions to implement this year

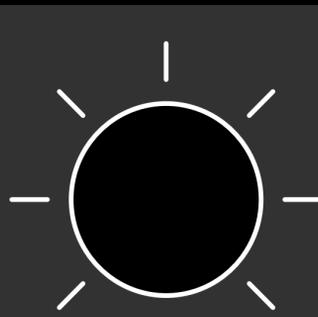
43%

are already implementing new solutions

IT'S A BRAND NEW DAY

It's time to hang up last year's strategies and mindsets and catch up with consumer expectations. That means mobile-first, video-led, and good data applied every step of the way.

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.

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Source: 2017 State of the Video Industry Global Research Study, AOL, 2017