

THE ONLINE VIEWING LANDSCAPE

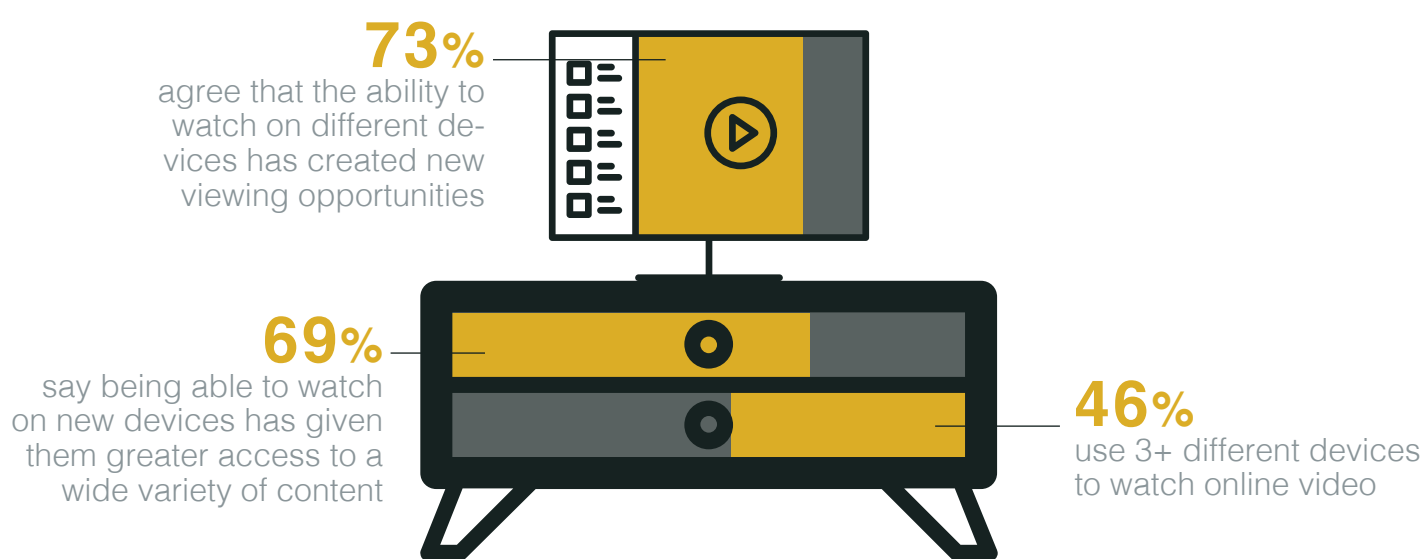
▶ Online video is catching up to TV

time spent watching online video has increased over the last year; the line between online video and TV is blurring



⊖ Devices are equalizing the viewing experience

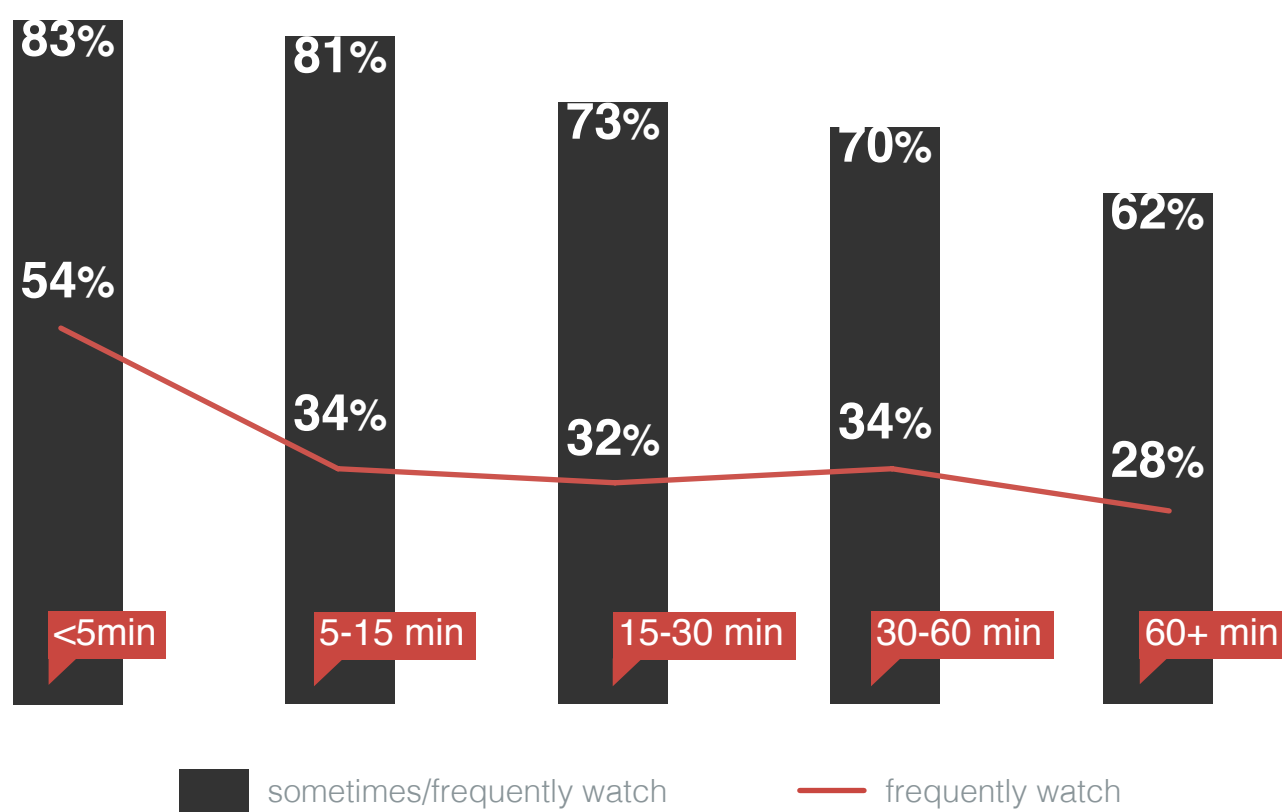
increase in viewing is likely driven by an array of devices, notably connected TV and Smart TVs



▶ For online video, length doesn't matter

viewers are still interested in and regularly watch videos of all lengths

how often do you watch videos of the following lengths?



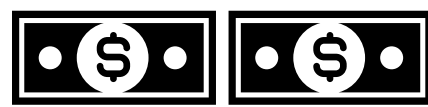
💰 People are spending more on online video

our study found that viewers are paying more for online content than ever before

the average viewer spends



on transactional video, on demand (TVOD) content and subscription video on demand (SVOD)



viewers will pay double for longer form content:

As video length increases, viewers expect, and are willing, to pay nearly double what they'd pay to buy a short-form video.