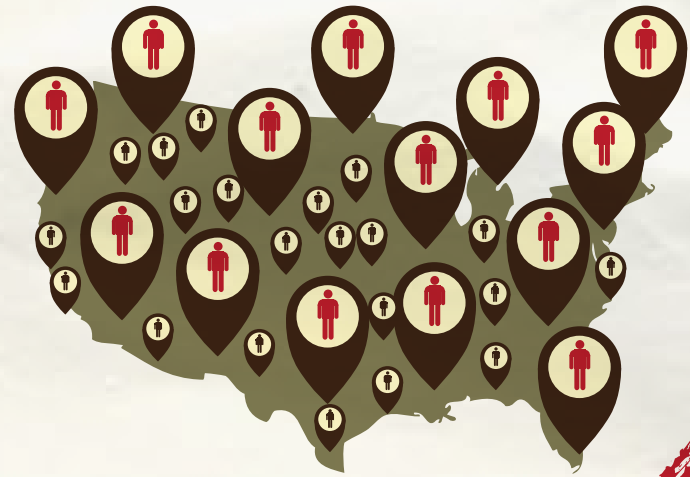


# 15 MUST-KNOW STATS ABOUT ONLINE VIDEO IN 2013

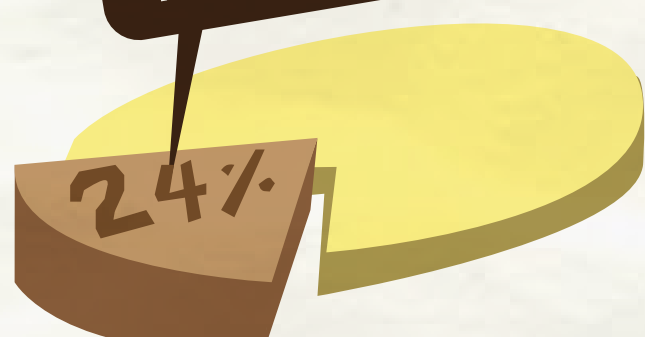


**89 million people** in the United States are going to watch 1.2 billion online videos today. (ComScore)

Online video users are expected to double to **1.5 billion** in 2016. (Cisco)

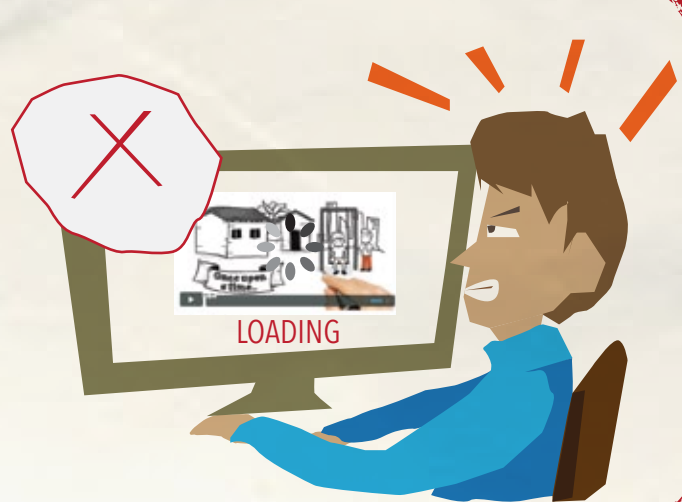
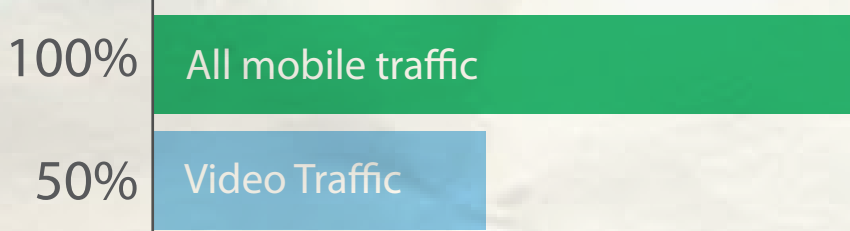


**National brands**



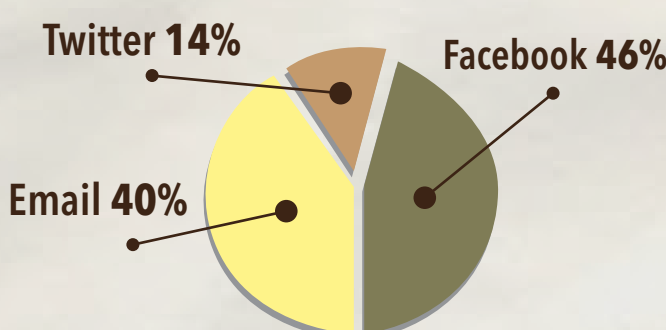
Only about **24 percent** of national brands are using online video to market to consumers. (Kantar Media)

Online video accounts for 50% of all mobile traffic. (Bytemobile Mobile Analytics Report)



Consumers give up on an online video if it doesn't load in **two seconds**. (University of Massachusetts Amherst and Akamai Technologies)

Users sharing video on retail and brand sites chose Facebook **46 percent** of the time, with email accounting for **40 percent** and Twitter capturing **14 percent** of shares. (Invodo)



**55%** in 2016

Globally, online video traffic will be **55 percent** of all consumer Internet traffic in 2016. (Cisco)

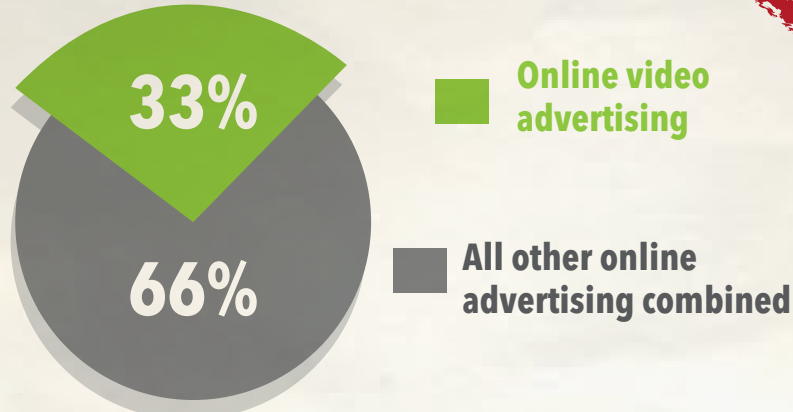
**52 percent** of consumers say that watching product videos makes them more confident in online purchase decisions. (Invodo)



**3X**

Mobile and tablet shoppers are **three times** as likely to view a video as laptop or desktop users. (NPD)

Mobile video ads that include social media buttons drive **36 percent** higher engagement. (Rhythm NewMedia).



Online video production will account for more than **one-third** of all online advertising spending within the next five years. (Borrell Associates)

**76 percent** of marketers plan to add video to their sites, making it a higher priority than Facebook, Twitter and blog integration. (Social Media Examiner)



**92 percent** of mobile video viewers share videos with others. (Invodo)

More than **1 billion** unique users visit YouTube each month, spending more than **4 billion** hours watching videos (YouTube).



**2B = \$**

**2 billion** video views per week are monetized on YouTube, and every auto-shared tweet results in six new YouTube browsing sessions (ReelSEO).

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These Facts Were Sourced From Digiday.com Via This Url: <http://www.digiday.com/brands/celtra-15-must-know-stats-for-online-video/>

Fire Starter Videos is a leading explainer video company making all kinds of animated videos from whiteboard animation videos to animated cartoons. Their clients include; MasterCard, UNICEF, Hayes, the World Bank, McKinsey & Company and more than 200 companies, Governments, schools and other organizations.

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