



ANNEX 4

Video content comparison

YouTube, Facebook and Instagram platforms



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YouTube videos...



World's ?
most visited
website

? hours
uploaded each
minute

? visitors a day

? out of 10 18-49
year olds watch
YouTube

?%
viewers are
non-US

? % from mobiles who
spend ?
on average per session

Most searched
tutorial: “ ? ”

YouTube videos...



World's 3rd
most visited
website

300 hours
uploaded each
minute

30 million visitors
a day

8 out of 10 18-49
year olds watch
YouTube

80%
viewers
non-US

Over half of views from
mobiles who spend **40**
minutes on average per
session

Most searched
tutorial: "How to
kiss"

Source: YouTube press



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Facebook videos...

Over **?**% of Facebook users view at least one video per day

Average engagement (likes, shares, clicks, comments) is **?**%

?% of Facebook video views are on mobiles

Facebook algorithm favours native video over embedded

? or more seconds watched registers as a view

?% of videos played were on autoplay which means that sound didn't play

Facebook Live allows live video broadcast from mobile phones

Source: Locowise.com and Pagemodo.com

Facebook videos...

Over **50%** of Facebook users view at least one video per day

65% of Facebook video views are on mobiles

3 or more seconds watched registers as a view

78% of videos played were on autoplay which means that sound didn't play

Average engagement (likes, shares, clicks, comments) is **6%**

Facebook algorithm favours native video over embedded

Facebook Live allows live video broadcast from mobile phones

Source: Locowise.com and Pagemodo.com

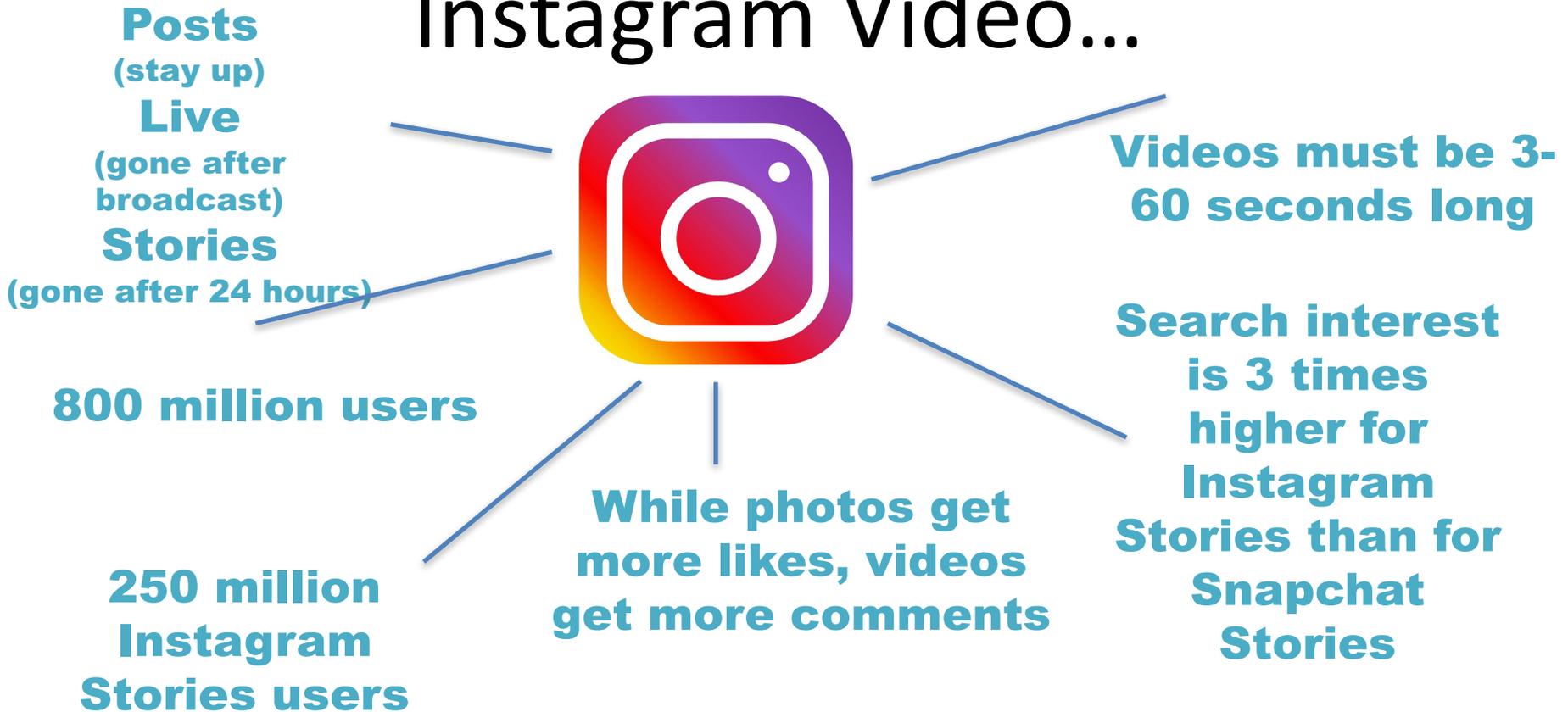


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Instagram Video...



Source: Instagram, Newswhip Analytics and Mediakix

Internet video stats

**?% of mobile
video
consumers
share videos**

**By 2019 internet
video traffic will
account for ?% of
all consumer
internet traffic**

**Social video
generates
? times more
shares than text
and image
combined**

**It would take a person
? years to watch the
amount of video that
will cross the world's
networks each month
in 2021**

**Live internet
video will
account for ?% of
all video traffic
by 2021**

Source: Cisco Visual Networking Index

Internet video stats

92% of mobile
video
consumers
share videos

Social video
generates
12 times more
shares than text
and image
combined

It would take a person
5 million years to
watch the amount of
video that will cross
the world's networks
each month in 2021

By 2019 internet
video traffic will
account for **80%**
of all consumer
internet traffic

Live internet
video will
account for **13%**
of all video traffic
by 2021

Source: Cisco Visual Networking Index



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