360 DEEP DIVE

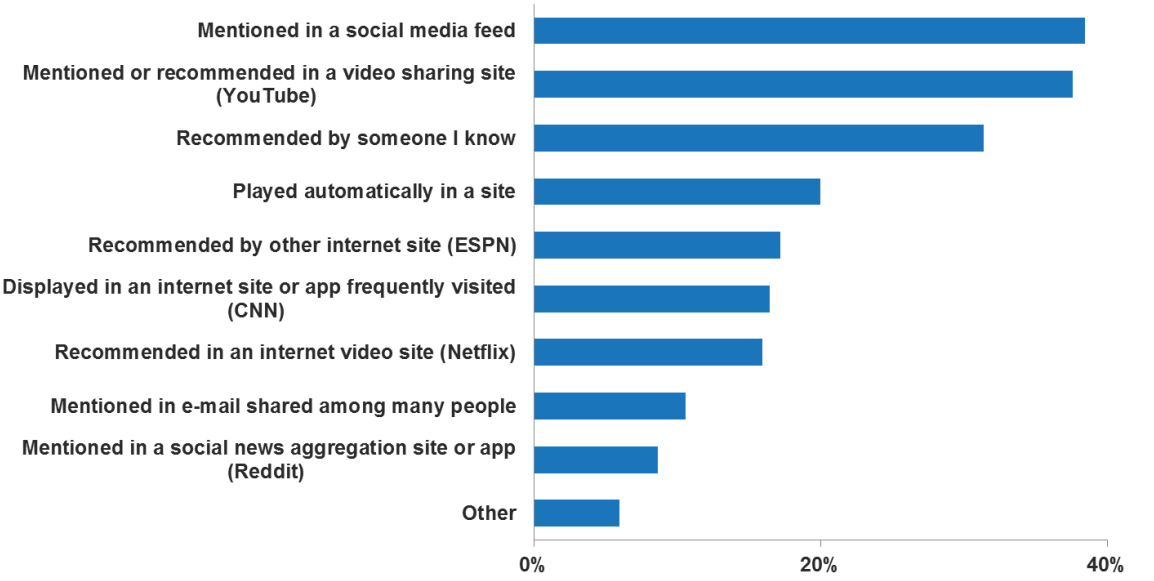
Consumption Habits in Short Form and Social Video Content

SERVICE: ENTERTAINMENT CONTENT

1Q 2019

Ways to Discover Short Video Content

Short Video Content Viewers



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SYNOPSIS

Average video viewing on computers and mobile devices has increased since 2010, but lower viewing volume compared to television may indicate shorter instances of video viewing. With platforms like YouTube, Facebook, and Snapchat emerging and capturing audiences in the mobile space, short-form video content presents a unique audience and monetization opportunity for content providers. This research identifies consumption habits for mobile, online, and social experiences and identifies key audience segments and services related to short-form video.

ANALYST INSIGHT

> "Short-form and social video content are important elements of consumers' entertainment habits, especially among younger viewers. Short-form video (content of 10 minutes or less) has become a mainstay of news and information as many sources are turning to this format to provide users with short, digestible snippets that can be viewed anytime."
>
> — Billy Nayden, *Research Analyst,* Parks Associates

Number of Slides: 70

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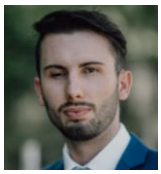

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CONTENTS

Executive Summary

- Industry Insight
- Definitions
- Key Findings and Market Impact

Consumption Habits in Short-Form Content

- Total Average Video Consumption by Platform (Q3/18)
- Sources Used to Watch Video Online (2017-2018)
- Average Numbers of Days Watching Online Video by Source Used Among Content Viewers (Q3/18)
- Online Content Viewing Habits (Q3/18)
- Viewer Segments of Each Online Video Content (Q3/18)
- Average Household Expenditure on Home Video Entertainment by Short-Form Content Viewing Segments (Q3/18)
- TV & Movie Viewing Habits by Short-Form Content Viewing Segments (Q3/18)
- Short Content Viewing Habits by TV Content Viewing Segments (Q3/18)
- OTT Service by Business Model Among Short-Form Viewing Segments (Q3/18)
- Age Breakdown Among Short-Form Content Viewing Segments (Q3/18)
- Gender Breakdown Among Short-Form Content Viewing Segments (Q3/18)
- Number of Adults in Household Among Short-Form Content Viewing Segments (Q3/18)
- Technology Adoption Among Short-Form Content Viewers (Q3/18)

Shoulder Programming Viewership Habits

- Amount of Short-Form Viewing that is Shoulder Programming (Q3/18)
- Shoulder Programming by Short-Form Content Viewers (Q3/18)
- Age Groups Among Shoulder Programming Viewers (Q3/18)
- Households With Children Among Shoulder Programming Viewers (Q3/18)

Content Discovery and Preferences for Short-Form Video

- Ways to Discover Short-Form Content (Q3/18)
- Short-Form Content Discovery by Viewing Segments (Q3/18)
- Top 5 Ways to Find Short-Form Content by Age (Q3/18)
- Top 5 Ways to Find Short-Form Content by Race (Q3/18)
- Top 5 Ways to Find Short-Form Content by Technology Adoption (Q3/18)
- Genres of Short-Form Content Watched by Viewers (Q3/18)
- Genre of Short-Form Content Watched by Viewing Segment (Q3/18)
- Top 5 Genres of Short-Form Content by Age (Q3/18)
- Top 5 Genres of Short-Form Content by Education Level (Q3/18)
- Top 5 Genres of Short-Form Content by Ways of Finding the Video (Q3/18)

Gaming and Short-Form Consumption Habits

- Total Average Gaming Hours Per Week (2017-2018)
- Total Average Gaming Hours Per Week by Age (Q3/18)

Consumption Habits in Short Form and Social Video Content

- Total Average Gaming Hours Per Week by Education (Q3/18)
- Total Average Gaming Hours Per Week by Gender (Q3/18)
- Total Average Gaming Hours Per Week by Technology Adoption Segment (Q3/18)
- Total Average Gaming Hours Per Week by Short-Form Viewing Segments (Q3/18)
- Short-Form Video Viewing by Gaming Segments (Q3/18)
- Gaming Frequency by Short-Form Content Viewers (Q3/18)
- Short-Form Content Discovery by Gaming Segments (Q3/18)
- Genre of Short-Form Content Watched by Gaming Segment (Q3/18)
- Short-Form Viewing Segments by Gamers (Q3/18)
- Short-Form Content Discovery by Gamers (Q3/18)
- Genre of Short-Form Content Watched by Gamers (Q3/18)

Esports Consumption Habits

- Viewers of Esports Matches or Tournaments (2017-2018)
- Short-Form Viewing Segments Among Esports Viewers (Q3/18)
- Esports Viewership Among Short-Form Content Viewing Segments (Q3/18)
- Platforms Used to Watch Video Online by Esports Viewers (2017-2018)
- Esports Viewership by Race (Q3/18)
- Esports Viewership by Technology Adoption Segments (Q3/18)
- Esports Viewership by Age (Q3/18)
- Esports Viewership by Gender (Q3/18)
- Esports Viewership by Households With Children (Q3/18)

Appendix

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