

# What is the world watching?

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Video content is everywhere. Denis Crushell, Managing Director International at Tubular Labs shares his thoughts on the trends that brands and media companies should be aware of now and in the years to come.



**Denis Crushell**

Managing Director International, Tubular Labs

## *Is the world watching as one?*

About two billion people watch online video every month and we're not just seeing content consumed country by country, it's a truly global audience. One piece of research, for example, found that of all the content uploaded by people in the UK, 72% is viewed by people in other countries.

## *Who are the main online video consumers?*

Europe, North America, Latin America and Asia Pacific are all very large consumers, but growing at different rates. Of course, it depends on the platform. YouTube is huge in the US, the UK, France, Germany, Italy and Spain, and growing massively in Asia – especially India, where huge numbers of people are coming online. For Facebook, some of its largest audiences are in Brazil, Indonesia and the Philippines, as well as the US and parts of Europe. It's an interesting time – some new platforms, like TikTok, have very large audiences in the Asian markets, and Latin America as well, but aren't so well known in Europe... not yet anyway.



America's Got Talent

### *What are the biggest trends?*

One thing we're finding is that consumers want longer content. This applies to Generation Z – our research recently found that this age group engage most with videos that are over 10-minutes long on YouTube – but also in other age groups, with the rise of categories such as workout videos and longform documentaries. Instagram Stories are also very big at the moment.

### *How does Tubular help provide a clear picture of what is being consumed?*

At Tubular we've analysed every single video that has been uploaded on YouTube, Facebook, Instagram, Twitter and Twitch, and we're helping media companies and brands understand what works in online video, and how big the potential audiences are. For media companies, we're focusing on what formats work best. With brands – we work with the likes of Adidas, Mattel and Microsoft – we look at how they can reach consumers at a large scale and with meaningful engagements.

### *How does a media plan succeed?*

One related trend we're seeing for advertisers is to build a two-way dialogue and listen to audience feedback. Then with their media plans, it's interesting to look at the biggest global properties in online video – things such as Fremantle's *America's Got Talent* – and how to improve reach and frequency with these audiences.

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### *What big video trend should we expect in the 2020s?*

It's at the intersection of influencers, branded content and the way emerging and established platforms work in the space.

Facebook and Instagram are really starting to understand branded content while we're seeing SnapChat

and ByteDance change their propositions. It will be interesting to see how brands scale branded content with influencers, and companies that are in that space, such as Divimove, BroadbandTV and M6's Golden Network in France. /