



TRENDS TO WATCH

VIDEO

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This is a great time to tell stories with video.

The number of platforms for visual storytelling allow us to reach more viewers than ever before, new tools are democratizing video production, and cutting-edge technologies promise a future in which video and real life are integrated seamlessly.

SOCIAL & STREAMING

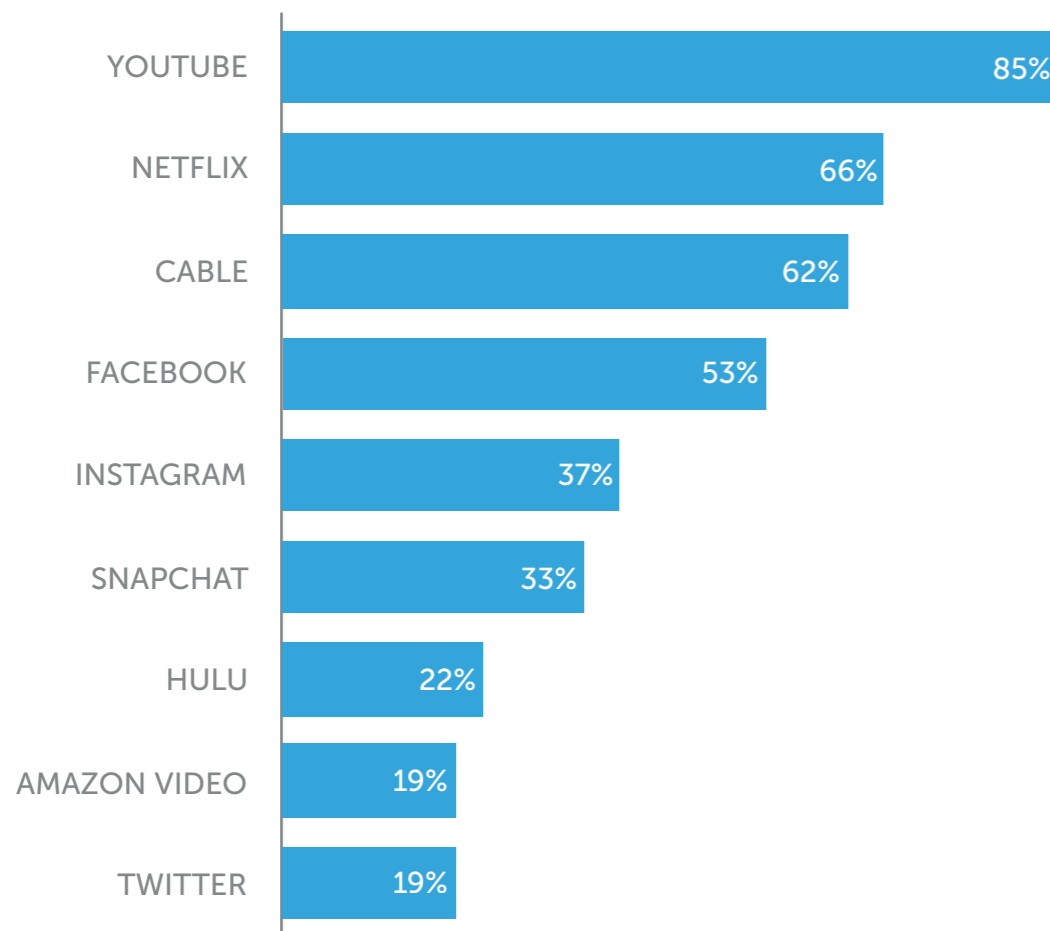




2017 was the breakout year of video for social.

- YouTube watch time has grown 60% year over year.
- U.S. ad spending for online video is expected to grow from \$7.4 billion in 2017 to \$10.4 billion in 2020.
- Facebook, along with Instagram, Snapchat, and newcomer Musical.ly, offer users the ability to post videos and livestream through their “Stories” functions.

Sources: [Watch time](#) | [Ad spending](#)



Percentage of 13- to 24-year-old viewers that regularly watch video on each platform.

Today's media consumption is highly fragmented.

A couple of decades ago, most Americans got their news and entertainment from network or cable television. As a result, content sources were limited easily dominated.

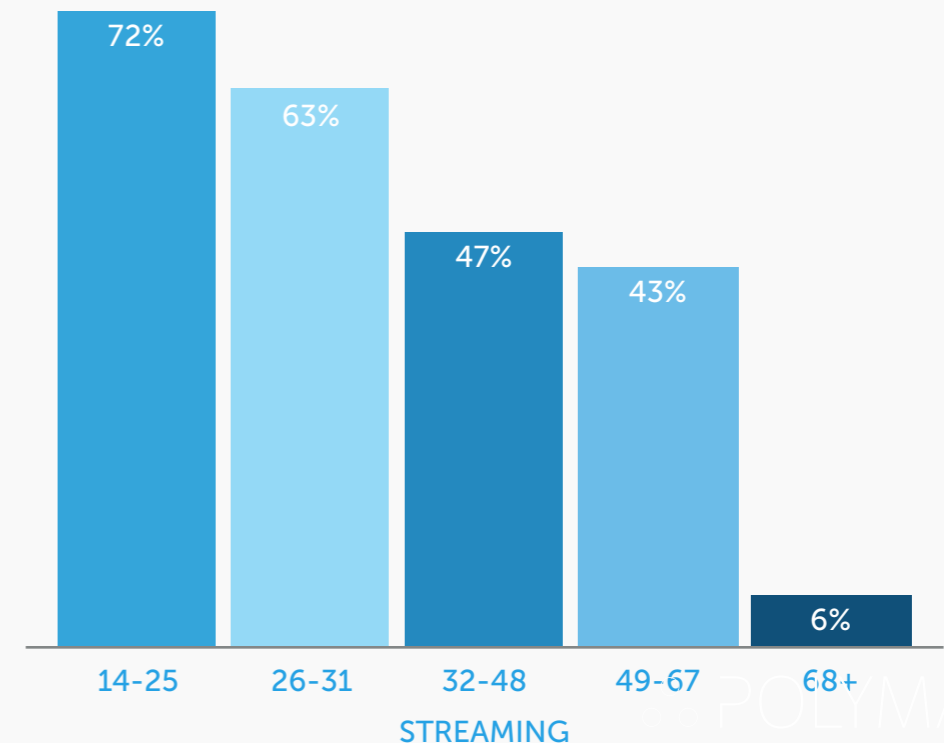
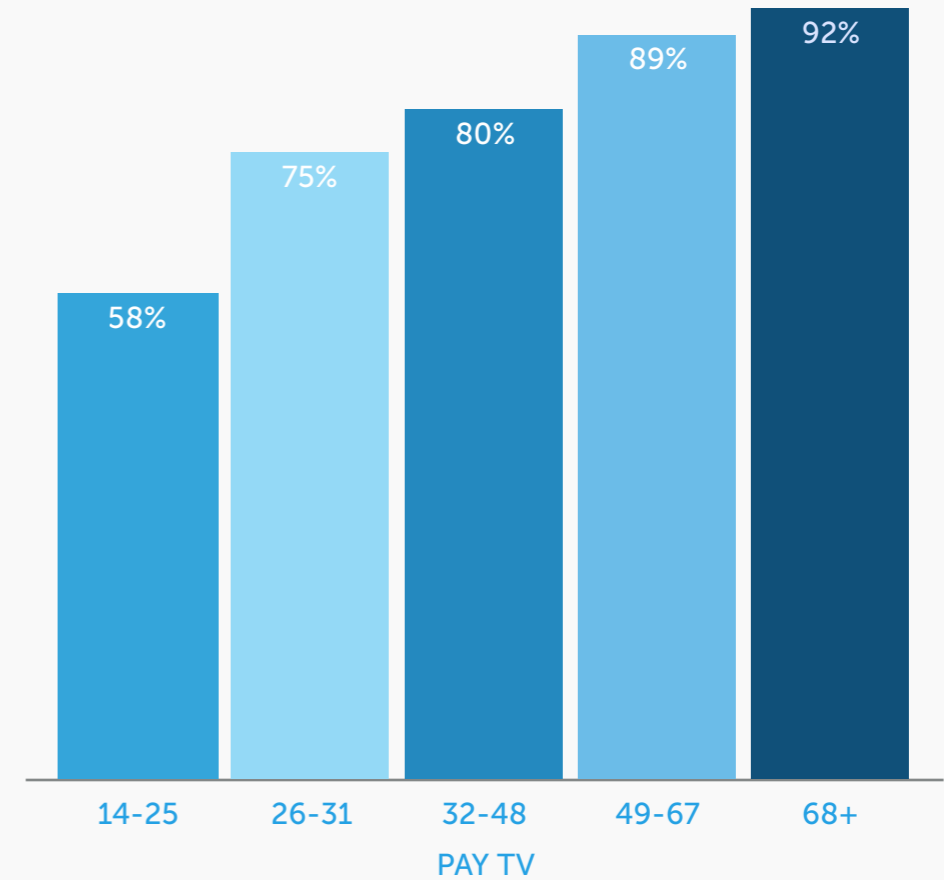
With a variety of platforms today, there is greater diversity and access, both for consumers and content creators.


In today's media mix, **YouTube comes out on top among young people**, with 85% of people under the age of 24 saying they spend at least part of their viewing time watching content on YouTube.

[Source](#)

The younger the audience, the more they favor streaming over traditional television.

TV and Streaming by age group:





63% of adults say original content is a key reason for choosing one platform over another.

—PwC



People want to paint the demise of cable TV as the result of cost or lack of access, but this younger demo is saying, *"The stuff on television isn't relevant to me."*

Andy Tu

VP of Marketing, Defy Media

MOBILE FILMMAKING



**Smartphones can now
match the quality of most
DSLR cameras.**

- Shoot 4K video
- Use multiple lenses for a shallow depth of field
- Can attach same lenses and audio equipment you would use on a DSLR camera



Pro-filmmaking comes to the iPhone.

In 2015, a feature film called "Tangerine" became an official selection at the Sundance film festival and an audience darling. The film featured an interesting story magnified by the fact that the film was shot entirely on an iPhone 5s.





Weapons of Mass Production.

The DSLR “revolution” dramatically lowered the barrier to entry for aspiring filmmakers. But that was nothing compared to what we see now.

A smartphone is an essential utility that almost everyone carries around with them. **This brings storytelling potential to massive scale and accessibility.**

Read our blog to learn [how to shoot high quality video on your smartphone.](#)

The best
camera is
the one
you have
with you.

—Chase Jarvis



AR / VR





This isn't your 1980s Virtual Reality.

Today's VR technology is rapidly advancing, enabling life-like interaction with a fully digital world.

With scores of companies developing better experiences at lower prices, expect to see this industry redefine video storytelling in the next 10 years.

TRENDS IN VR

SMALLER SIZES

Improved processing power in smaller devices means today's VR gear can be worn like a backpack. Expect them to keep shrinking. For a low-fi experience, you can already use your smartphone.

CHEAPER COSTS

Early in 2017, you had to shell out \$800 for an Oculus Rift and Oculus Touch controllers. Today, that price has been cut in half. Other manufacturers are providing similarly affordable gear.

MORE APPLICATIONS

VR is often associated with gaming, but the technology is widely applicable. For example, neurosurgeons at Mount Sinai hospital practice brain surgery using VR, rather than real people.

REVOLUTIONIZING DESIGN

Toss out the mouse and touchpad. VR is challenging user experience designers to rethink how motion and reaction play out in a virtual environment.



VR isn't just for imaginary worlds. It's equally about connecting us with each other.

When an audience can step inside someone else's shoes and experience what they've experienced, a whole new level of storytelling is possible.

New York-based **Epic Foundation** released a [series of short virtual reality films](#) to let donors explore the lives 12 children whose lives had been changed by their generosity. This provided a unique and valuable perspective otherwise impossible without traveling across the globe.





AUGMENTED REALITY (AR)

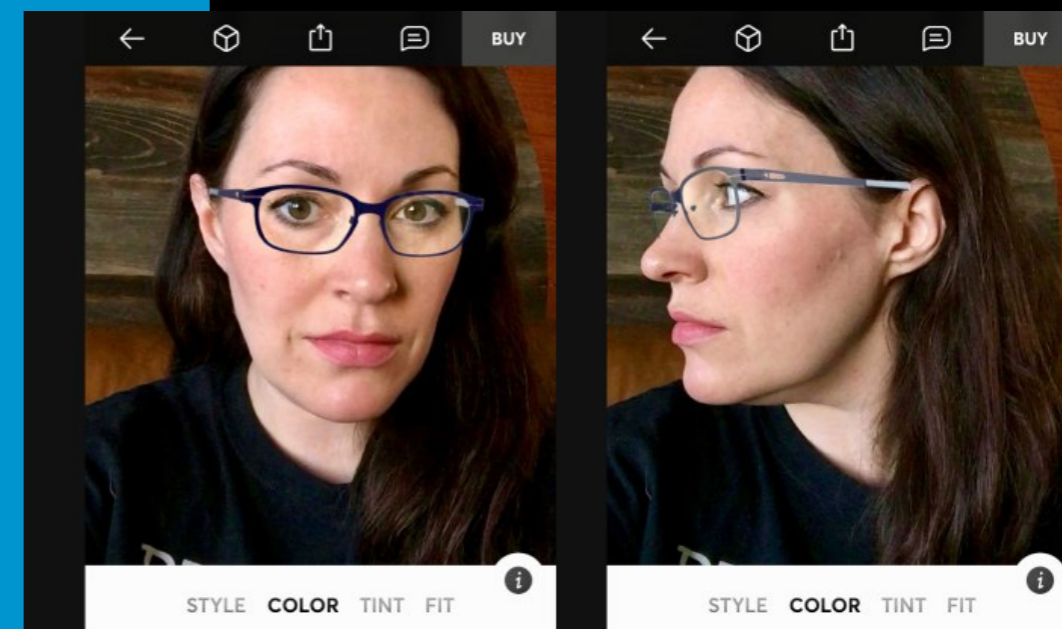
Instead of putting you into a fully immersive digital environment, Augmented Reality superimposes computer-generated images on a real-life scene. The result is a more seamless interplay between the digital and natural worlds.

Due to its broader application potential, it is expected that AR headsets sales will grow at twice the rate of VR headsets by 2021.



AR is already everywhere, and we've only begun to explore its uses.

The larger promise of AR is evident in the fact that the basic technology is already widely used on mobile devices (including on the iPhone X). AR helps customers visualize how furniture will look in their living room, explore a finished lego project in 3 dimensions (above), or try on glasses in a digital shop (right).



**AR/VR is
expected to
become a
\$108 billion
industry in
the next 4
years.**

—Digi-Capital



TAKEAWAYS



TAKEAWAYS

DETERMINE THE BEST CHANNELS FOR YOUR AUDIENCE

Young people are embracing new video platforms through social and streaming services. If your audience skews toward the 13- to 37-year-old age group, consider how you are utilizing YouTube, the dominant player in this space.

EXPLORE THE POSSIBILITIES OF AR/VR

This technology has focused on the gaming world, but that's only the start. Today, brands are exploring AR and VR as a playful way to create engaging moments with customers, friends, and fans. In the future, these may become platforms as essential as your website and social media. Those who get a head start will benefit most.

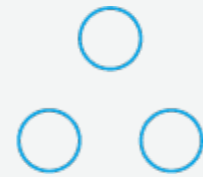
EQUIP YOUR TEAM FOR MOTION-BASED SOCIAL CONTENT

2008 was all about clever status updates. 2015 was about great-looking images. In 2018, motion-based content will be the most important mode of communication. *Read our blog on getting [more video on the same budget](#).*

CONTENT IS ALWAYS KING: FOCUS ON GREAT STORYTELLING

No amount of high-tech gear can make a bad story compelling, but a great story can shine through in almost any medium. Create stories and experiences that are not only meaningful, but memorable. *Read more about creating strong [content](#) and [storytelling](#) at our blog.*

SEE OUR VIDEO REEL



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