

eMarketer Releases Latest Global Digital Video Viewer Estimates

Expanding mobile usage and improving broadband connections fuel growth

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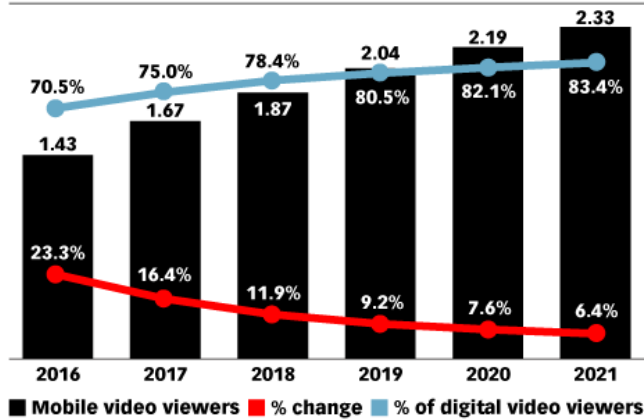
Video viewing is a core digital activity among internet users worldwide, and 65.1% of them will do so regularly this year.

Expanding availability of subscription video-on-demand (SVOD) services, including Netflix, HBO Go, Shomi and Youku Video, will help spur overall viewer growth of 7.2% in 2018.

A new breakout for eMarketer's digital video viewer forecast is mobile phone video viewers. In 2018, 1.87 billion individuals worldwide will use a mobile phone to watch digital video, an 11.9% increase over 2017.

Mobile Video Viewers and Penetration Worldwide, 2016-2021

billions, % change and % of digital video viewers



■ Mobile video viewers ■ % change ■ % of digital video viewers

Note: mobile phone users of any age who watch streaming or downloaded video content via mobile phone (browser or app) at least once per month
Source: eMarketer, Jan 2018

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Social media is a leading reason for this growth, fueled by Facebook and WeChat's focus on sharing video content. In addition, uptake of mobile messaging apps Facebook Messenger and WhatsApp has driven use of video chatting.

These estimates are drawn from eMarketer's latest report "Global Digital Video Viewers: eMarketer's Estimates and Forecast for 2016–2021, with YouTube and Mobile Video Numbers." In addition to eMarketer's forecast for worldwide digital video viewers, the report also features first-ever estimates for mobile phone video users and YouTube viewers. eMarketer PRO subscribers can [access the full report here](#). Nonsubscribers can [learn more here](#).