

# Live Video Streaming Continues to Gain Steam

Article

**M**ore people are streaming live video content than ever before, thanks in part to efforts from [Facebook](#), [Hulu](#) and the [NCAA](#).

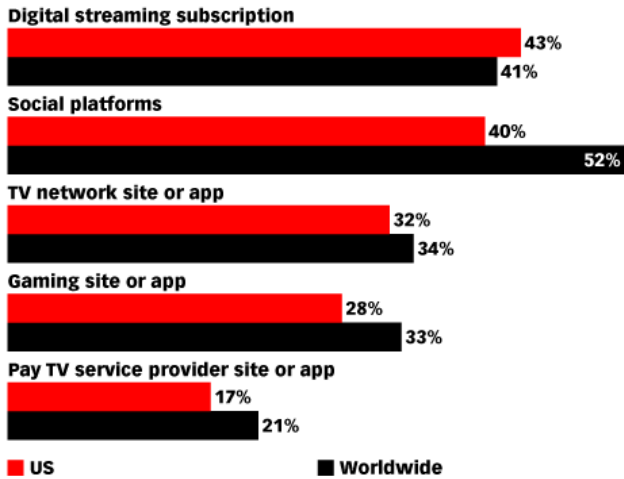
According to a May 2018 survey by the [Interactive Advertising Bureau \(IAB\)](#), 47% of live streaming video viewers worldwide are streaming more live video compared with a year ago. And nearly as many (44%) said they watch less live TV "as a result of live streaming."

More than half of live streaming video viewers are watching content via social platforms—outdistancing a TV network site or app (34%) or pay a TV service (21%) by a significant

margin.

**Sources from Which Live Streaming Video Viewers in the US vs. Worldwide Stream Live Video, May 2018**

% of respondents



Note: ages 18+  
Source: Interactive Advertising Bureau (IAB), "Live Video Streaming - A Global Perspective" conducted by On Device Research, June 13, 2018

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Respondents worldwide are more likely to stream live video across a variety of platforms and apps compared with those in the US. Except when it comes to digital streaming subscriptions. In this instance, live streaming video viewers in the US are slightly more likely (43%) to watch live video through a digital streaming subscription than those worldwide (41%).

For some people, live streaming video **is already a constant**. Roughly half of US internet users surveyed by Magid last year said they watch live streaming videos at least once a week, and some 23% said they do so at least once a day.