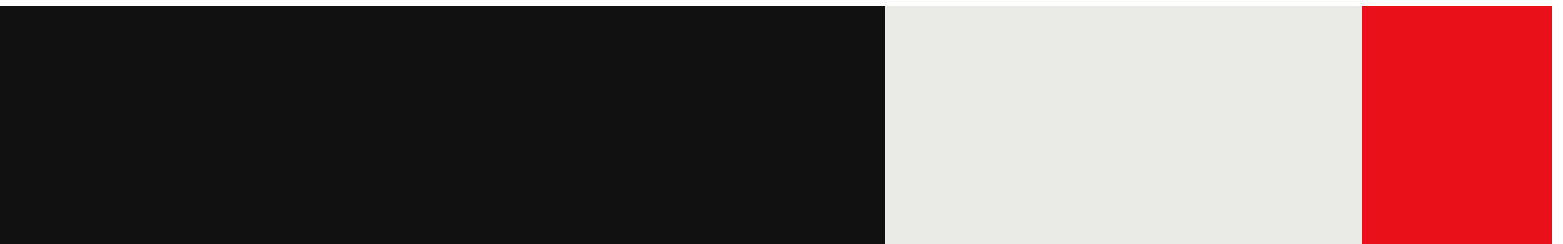


5 charts to inform your video marketing strategy

Article

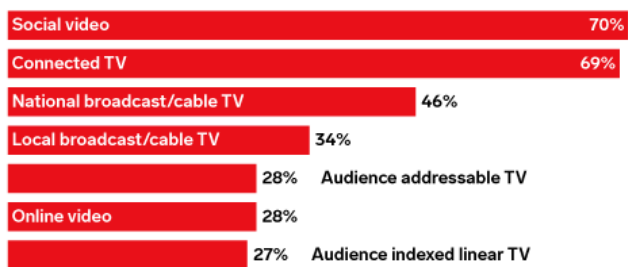


This year, 78.3% of people in the US will be digital video viewers, per our February 2024 forecast. With US adults splitting time between streaming platforms and social video, marketers need to understand how to reach viewers in both places. This can be difficult as ad spend and content creation trends shift. Here are five charts to turn the volume up on your digital video marketing strategy.

1. Focus on social video *and* CTV

TV/Video Types That Are "Must-Buys" According to US Agency/Marketing Professionals, March 2024

% of respondents



Note: n=200 whose company has at least \$50 million in annual US media spend
Source: Interactive Advertising Bureau (IAB), "2024 Digital Video Ad Spend & Strategy Report" in conjunction with Advertiser Perceptions and Guideline, April 25, 2024

285791



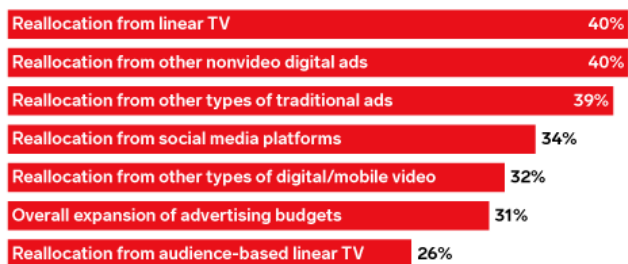
Social video and connected TV (CTV) are nearly tied in importance—70% of US agency/marketing professionals consider social video a “must-buy,” and 69% consider CTV a “must-buy,” per the Interactive Advertising Bureau (IAB) and Advertiser Perceptions.

Since marketers need digital video strategies for both formats, work with [creators](#) and your own social media team to create content and ads for [TikTok](#), Instagram, and YouTube. Also, make sure to buy ads on CTV platforms since consumers are in both places.

2. Allocate your budget correctly

Sources for Funding the Increase in Connected TV (CTV) Ad Spending According to US Agency/Marketing Professionals, March 2024

% of respondents



Note: n=139 who are increasing CTV/OTT spending in 2024
Source: Interactive Advertising Bureau (IAB), "2024 Digital Video Ad Spend & Strategy Report" in conjunction with Advertiser Perceptions and Guideline, April 25, 2024

285792



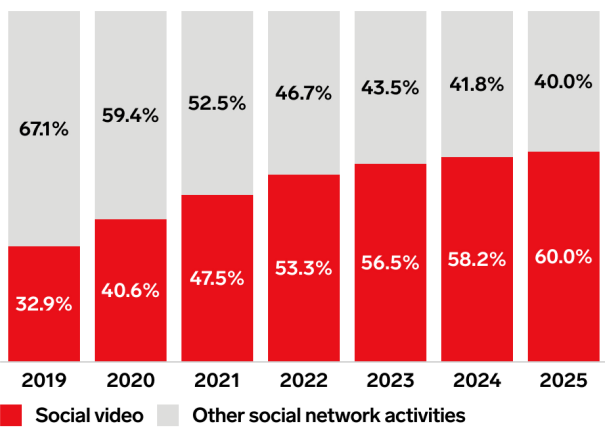
Ad spend is moving from linear and non-video digital ads to CTV, according to the IAB and Advertiser Perceptions. Our forecasts show a similar trend, as US TV ad spend declines and US CTV ad spend increases.

This year's ad spend patterns are somewhat unusual because it's an election year, but in 2025, US TV ad spend will decline by 13.3% while US CTV ad spend will increase, also by 13.3%.

3. Time spent watching social video is plateauing, but the kind of content is changing

Video's Share of Average Daily Social Network Time Has Grown, but It's Nearing a Plateau

% of social network time spent among US users, video vs. other activities, 2019-2025



Note: ages 18+; includes all time spent with online video activities on social network platforms; includes usage via any device; does not include YouTube
Source: EMARKETER Forecast, Feb 2024

351093

EMARKETER

The share of time US social users spend watching videos will reach 58.2% this year, per our February 2024 forecast, but growth is slowing. At the same time, US social network video ad spend will grow by 24.6%, per our March 2024 forecast.

The rapid growth in ad spend combined with the slower growth in watch time will [incentivize platforms to push longer videos](#) because they are easier to monetize.

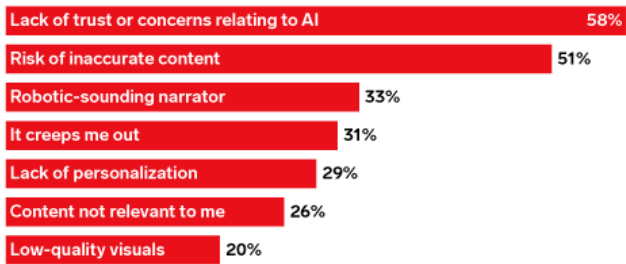
Marketers should:

1. Consider pre-, mid-, and post-roll ads, which will be features of longer social video.
2. Be prepared to create longer social videos or work with creators who are doing so, rather than relying on 30-second posts.

4. Be thoughtful about AI use

Concerns About the Use of AI-Generated Video According to UK/US Adults, Jan 2024

% of respondents



Note: among respondents who said they have concerns about AI
Source: Idomoo, "State of Video Technology Report 2024" conducted by Atomik Research,
March 28, 2023

285426

EM | EMARKETER

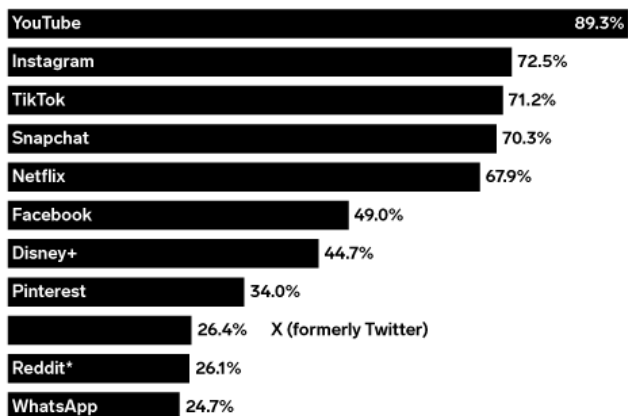
More than half (58%) of US and UK adults don't trust AI-generated video, according to Atomik Research and Idomoo. But the majority (59%) of CMOs and executives worldwide say their companies are using AI for image and video generation, per Capgemini.

A distrust of AI doesn't mean marketers should avoid using it for video generation, but they do need to ensure any generative AI use doesn't creep out consumers. Disclosing AI use and using it on more technical video features, like providing captions, are two ways marketers can ensure AI use doesn't hurt consumer perceptions.

5. Gen Z is not just on TikTok

Penetration of Select Digital Platforms Among US Gen Zers, 2024

% of population



Note: internet users born between 1997 and 2012 who accessed any of the platforms listed at least once per month; *logged-in users
Source: EMARKETER Forecast, May 2024

285867

EM | EMARKETER

YouTube is used by 89.3% of US [Gen Zers](#), and [Instagram](#) is used by 72.5%, putting both platforms ahead of TikTok's 71.2% penetration, per our forecast.

That means even if a potential TikTok ban doesn't take place, marketers should use [native content, creators, and ads on YouTube and Instagram](#) to reach Gen Z.

This was originally featured in the EMARKETER Daily newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).