

intro

We know that video is hot; that's no surprise, and a rather boring prediction. But what exactly does the future of video look like? Which platforms will dominate? How will consumption patterns differ from those of yesteryear?

Firebrand Group has developed a study of digital marketing managers and executives to see how they are using video, how video has performed from an ROI perspective, and what the future of video ultimately looks like. In these pages, we pair our study's exclusive findings with our combined decades of synthesizing data and trends to help you futureproof your organization on the video front.

Table of Contents

2 **INTRO**

- 4 The Importance of Video Marketing in 2017
- 5 Video is Not a Trend - It's the Future
- 6 A Video Slowdown? Not for Awhile

7 **PREDICTIONS**

- 8 Awareness is a Big Objective...For Now
- 9 Consistent Video ROI
- 11 Budgets Will Move Away from YouTube
- 12 A Clear ROI Winner Has Emerged Going Into 2017
- 13 Facebook vs. YouTube
- 14 Crowding Means Quality Will Become King
- 16 Not All Video Is Created Equal
- 17 The Emotion Element
- 18 Interview: Jamie Salvatori , Vat19
- 20 The Future of Video is Mobile
- 21 Interview: Jamee Sheehy, HubSpot
- 23 Marketers Feel Prepared...But We Don't Expect That To Last
- 25 Video Roles Will Command Higher Salaries
- 26 The Size of Video Teams
- 27 Promoted Content Will Continue to Rise in Importance
- 28 Interview: Amy Schmittauer, Aftermarq
- 30 Virtual Reality, Augmented Reality, and 360 Video Will Redefine Video Forever
- 34 Successful Brands Will Hone In On Formats That Work Best For Them

Today's marketers are facing an exciting — and frightening — challenge: buyers are becoming savvier and have access to more information than ever before.

After all, everywhere they look, there's content. And so, it becomes increasingly difficult to grab a prospective buyer's attention when you're competing with hundreds of other brands offering thousands of other products. The good news: video creates a scintillating opportunity to break through the clutter. The bad news? Most other serious marketers see that same opportunity.



The Importance of Video Marketing in 2017

Part of why video looks like such a big opportunity is that it's getting to be hugely significant across multiple channels: desktop and mobile. Therefore, if you're not doing video marketing in some form, you risk decreased conversion rates, lower year over year web traffic, and ultimately being left behind.

Video is Not a Trend - It's the Future

Syndacast projects that “74% of all Internet traffic in 2017 will be video” - such a huge proportion, it's almost scary. By the time 2016 rolled around, Facebook was reporting an average of 8 billion video views per day, doubling the average from just a few months earlier, with expectations that such growth will continue for quite a while to come.

Why the popularity? Video draws people in; when it comes to user engagement, the format is king. According to the Online Publishers Association, 80% of Internet users can

recall a video ad they had seen in the last 30 days, and 46% of those people took some action after viewing the ad. Simply using the word “video” in an email subject line increases open rates by 19%, click-through rates by 65%, and reduces unsubscribes by 26%.

The effect carries over to the major social networks. Posts with videos have higher average time on site and more shares, particularly on Facebook. Twitter's study on tweet optimization showed that videos improve engagement by 28%.

Video also helps people find you in the first place by optimizing your search engine rankings. Search engines like videos, and will rank your page higher if you include videos in your website. These positive effects translate to mobile as well: the Syndacast report says that “69% of smartphone users say videos...offer a quick way for consumers to grasp an overview of a product.”

A Video Slowdown? Not for Awhile

The ubiquity of video and all of the excitement surrounding its rise may make it seem like we're reaching the peak of video, but this isn't the end; it's the beginning. An estimated 79% of all global consumer web traffic will come from video by 2018, with 7 trillion video clips uploaded in 2020 – that's 2.5 daily video clips per person! By 2020, mobile video is expected to increase 11x, representing more than 75% of the world's mobile data traffic.

79%
of all global consumer web
traffic will come from video

2018

7 trillion
video clips uploaded

2.5 daily
video clips per person

75%
of the world's
mobile data
traffic

2020

PREDICTIONS

TO BUILD UPON

Prediction

Awareness is a Big Objective...For Now

In our study, nearly all top marketers are using video marketing to boost brand awareness. That's not a bad thing to do by any stretch of the imagination, but it's very much a "top of the funnel" activity.

Conversions, sales, and customer loyalty are all significant objective for marketers, but customer service lags far behind. Why is that? Our research and analysis has strongly suggested that video is simply not used for aftercare or

answering post-purchase questions. As video becomes more sophisticated, brands looking to futureproof themselves need to ask how they can use video to support all departments as opposed to just one or two. Just as brands eventually realized that social media could be used for multiple business objectives including customer service, the same will happen with video as the medium becomes more sophisticated.

90.6%

Awareness

56.7%

Conversions

42.7%

Sales

2.7%

Customer Loyalty

16.1%

Customer Service





Prediction

Consistent Video ROI

Here Today, Gone Tomorrow?

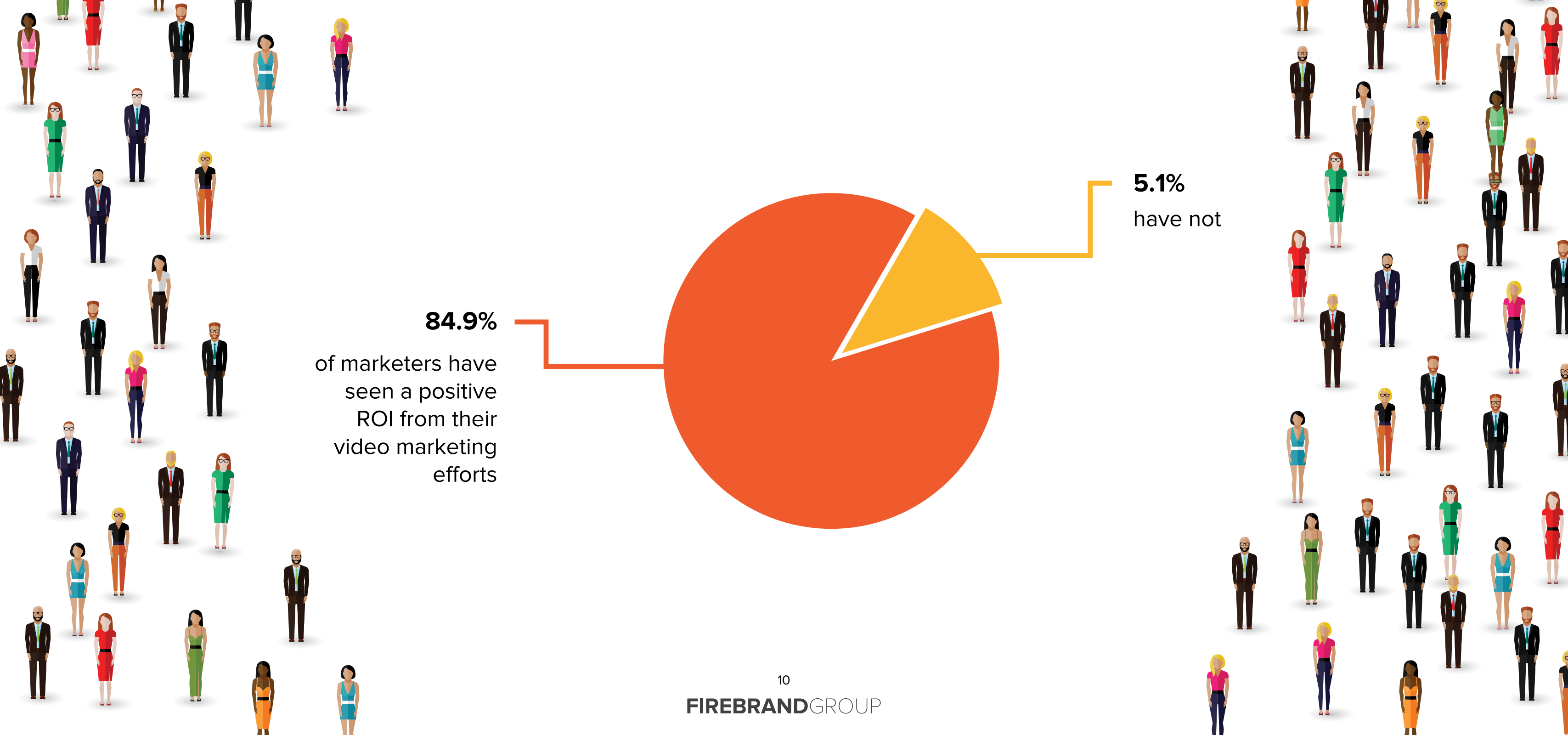
Does video marketing typically generate a positive ROI? According to the vast majority of our respondents, the answer is yes. There are a number of reasons for this: for one, video is not inexpensive to produce. While plenty of brands are spending their time on low-fi video, others are focused on building out costly pieces. The costlier the marketing campaign, the more likely that an ROI analysis is done beforehand, as is true for marketing in general.

Another important reason why video has a positive ROI: the medium breaks through the clutter. At least, that's the case at present. Do we expect all video to consistently garner attention? Absolutely not. The more individuals are drawn to video, the more marketers will create video content, which is guaranteed to lead to a content glut.

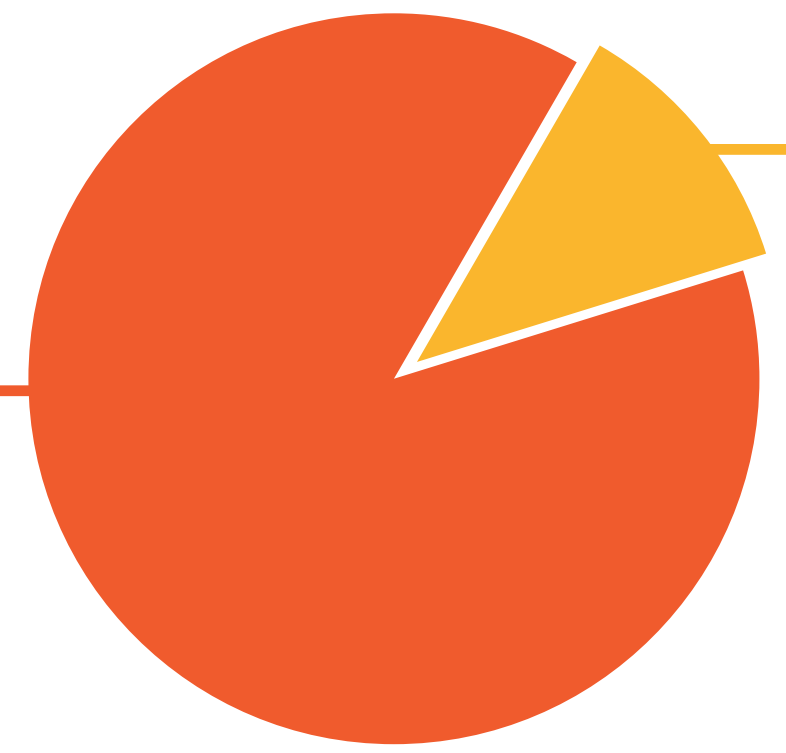
Organizations looking to futureproof themselves need to be aware that generating a positive ROI off of video will not always be as certain as it is now. Would that piece of video content you just greenlit break through if the amount of video on the Internet went

up 500%? How about 1000%? Think about video in that context, and you'll be in far better shape than brands who do not.

Over the next few years, marketers will move from where they are now — broadly making sure they are breaking even on their video initiatives — to more accurately measuring ROI on video expenditures. Along with a lack of in-house expertise, the difficulties of measuring video ROI has prevented some marketers from investing more into online video marketing. According to ReelSEO's video marketing survey, measuring ROI is the biggest challenge faced regarding online video marketing, with 44% of respondents citing this issue.



84.9%
of marketers have
seen a positive
ROI from their
video marketing
efforts



5.1%
have not

Prediction

Budgets Will Move Away from YouTube

We asked marketers two questions, looking to compare the results:

- Which platforms produced a satisfactory return on **video marketing** efforts for your business in the last year? Check all that apply.
- In which social network do you plan to invest the most money **for video content** in the next year?

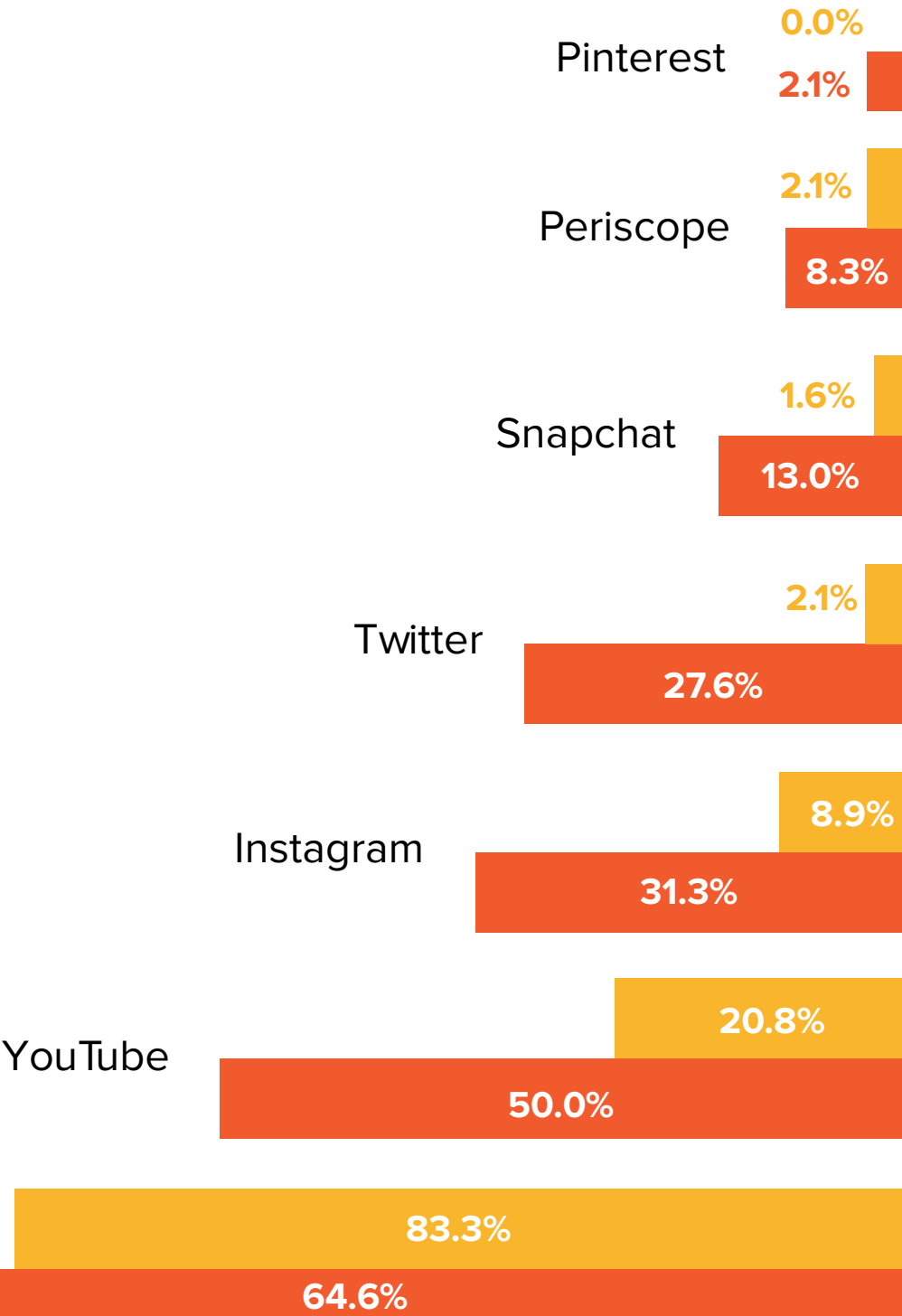
The first question allowed multiple responses to the “satisfactory ROI” question, while the second question did not. This is by design, as we have traditionally noticed a “winner take all” (or, at least, “most”) mentality with respect to budget allocation.

The results tell a story that Google may not want to hear: there is a marked difference between how many marketers feel YouTube

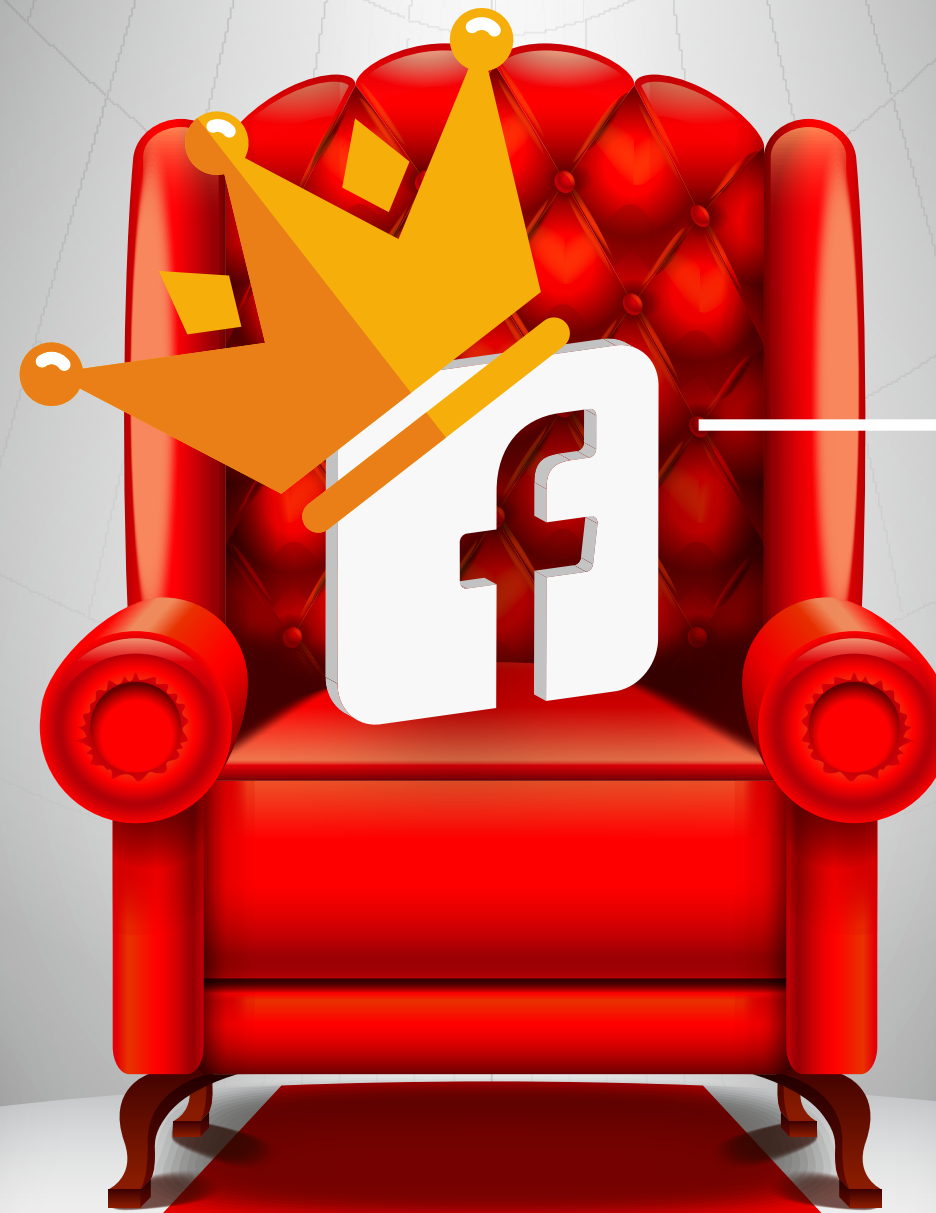
provides a satisfactory ROI and how many are prioritizing it to be their top source of video investment over the next 12 months. Over the last year, Facebook has sucked up most of the oxygen in the room and has gone from incumbent challenger to “it’s theirs to lose” as the reigning social monolith.

Arguably in a more dire situation? Twitter. The “satisfactory ROI:future investment” ratio is more dire for the dominant

shortform platform. If marketers don’t invest in Twitter, it’s going to be hard for the platform to make enough marketers happy to lead to additional video ad dollars. The platform is in need of a renaissance, and marketer-generated video is not going to be the source.



A Clear ROI Winner Has Emerged Going Into 2017



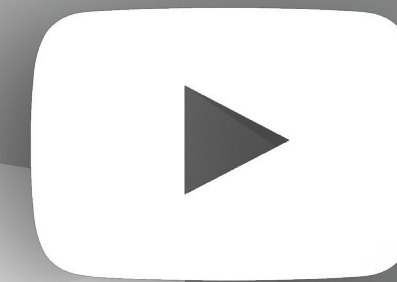
76.5%

of marketers indicated
Facebook gave the best ROI
on video marketing efforts

3.7%



13.2%



3.7%



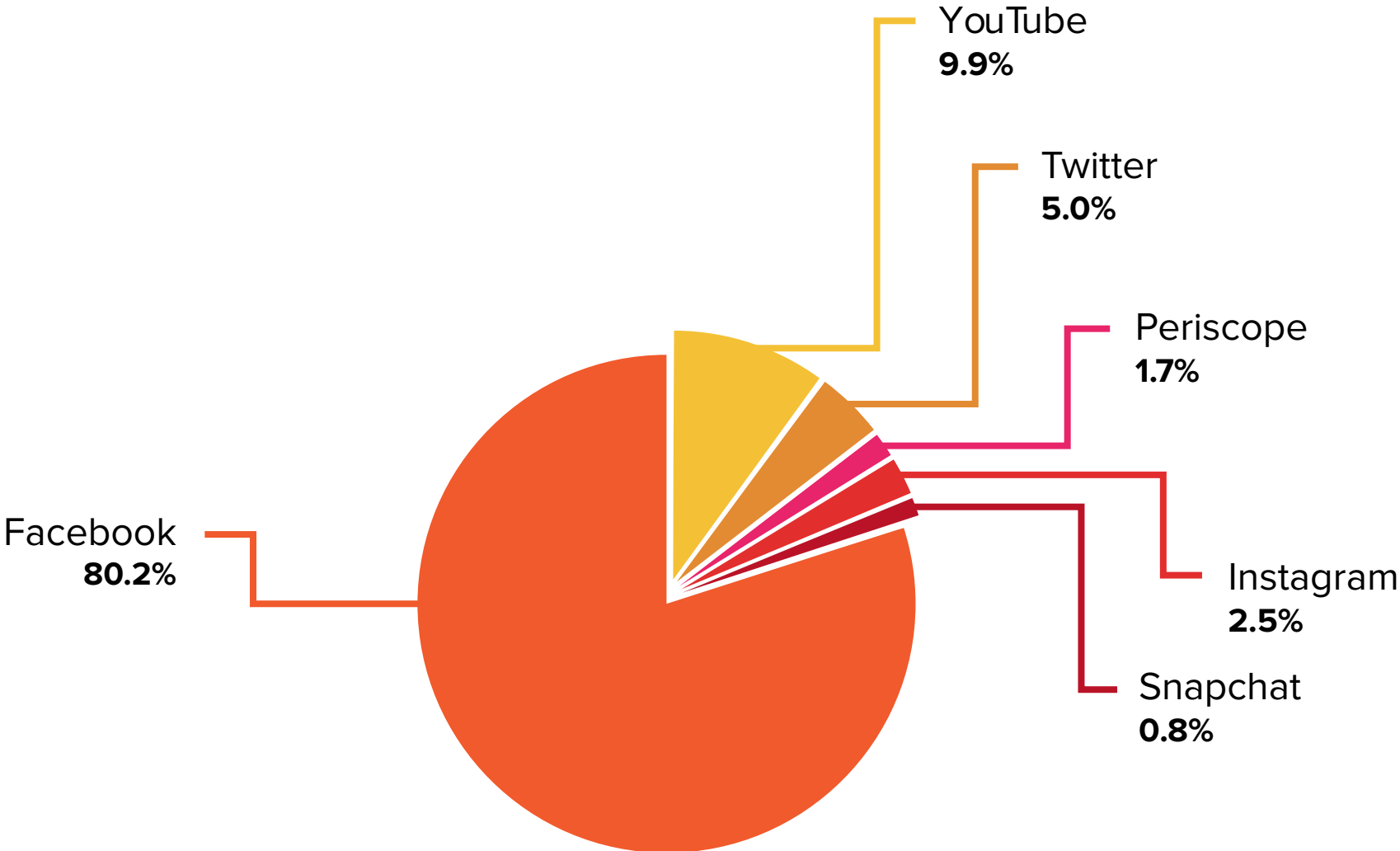
2.2%



Facebook vs. YouTube

We asked video marketers what video platform produces the best ROI for them, and the overwhelming favorite was Facebook. Surprising? Hardly, but its dominance over YouTube in this regard raised a few eyebrows around the Firebrand watercooler.

It's important to note that Pinterest and Snapchat were options, but respondents hadn't considered them to be the best channel to go for ROI. Pinterest is not considered a video marketing platform by most, so the question for Snapchat is: can a platform be sustainable even if marketers acknowledge it is not the place to go for your best ROI? We're not counting Snapchat out - far from it - but it needs to solve its perceived ROI problem, and fast. If we see these same figures for Snapchat a year from now, or even six months from now in a comparable study, it might already be too late.





Prediction

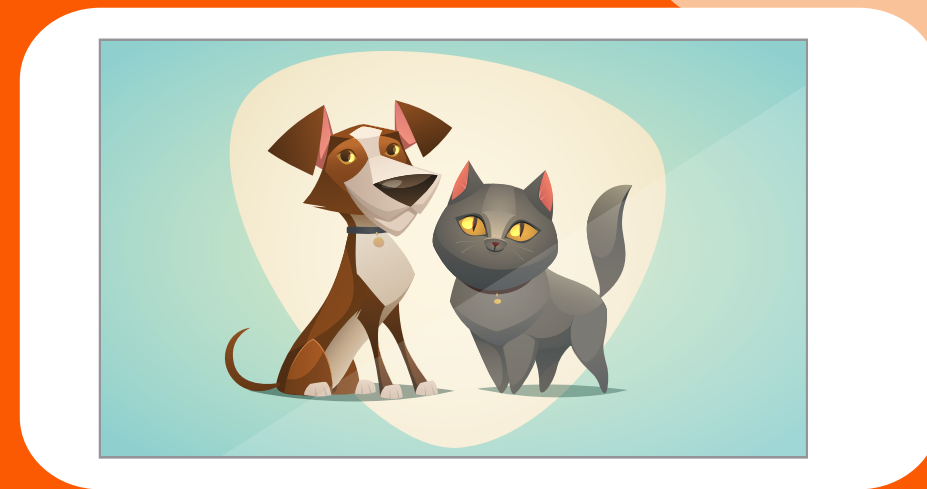
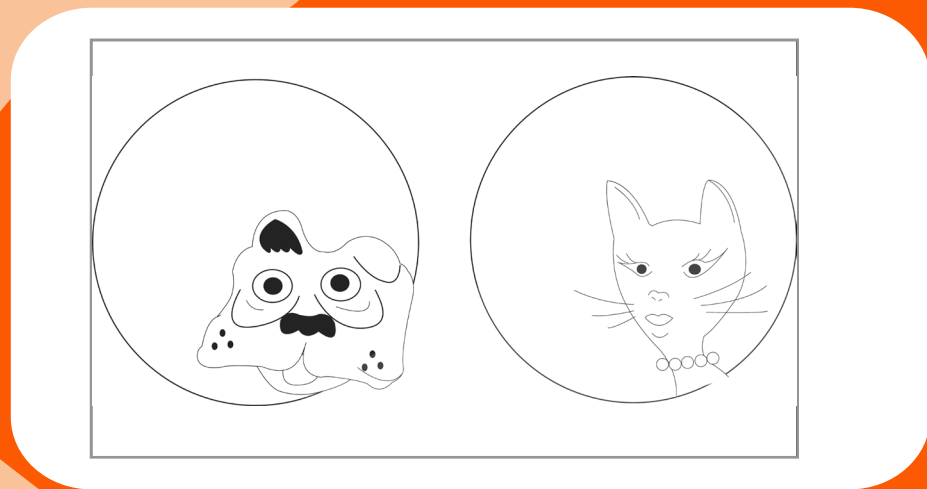
Crowding Means Quality Will Become King

“But isn’t the Internet crowded with video,” you ask? “Won’t mine get lost in the noise?”

Crowded like...with print and text?

When we interviewed Refinery29, the videophile founders Justin Stefano and Phillippe von Borries were not worried about crowding, for one simple reason: the increase in video's popularity.

“...doesn't mean that a lot of people are going to be successful doing it, because this is really hard to do.”



Not All Video Is Created Equal

Investment is rewarded, and low-effort attempts will usually just make you look bad. On the flip side, if you do put enough resources into your video, then you will rise above the vast majority of competitors. It's akin to a job opening where you see 300 others have applied. It seems hopeless at first, until you realize that 200 are completely unqualified, and another 80 are simply mediocre. In an interconnected world, shares and likes will help the cream rise to the top. You just have to get people's attention, and they'll do the rest.

The Emotion Element

With respect to quality, the human side of video should not be discounted. Video produces a much more pronounced emotional reaction from viewers, and can endear your company to the audience in a very profound way. Think about it: when was the last time you laughed out loud at a print ad? The last time one gave you goosebumps?

Video is not just about presenting information; it's about presenting an idea or a feeling. Apple's "Silhouette" iPod advertisements from 2004 presented the iconic white box and earbuds as belonging to this culture of freedom and expression. They didn't say a word or drone on about the amount of storage or functionality -

they just let the energy of the music and dancing convey what the iPod represented. The core theme of the commercial is what resonates with consumers more than any print or image advertisement.

If your end goal is to inform your audience, video can also convey a large amount of information in a short amount of time. By combining visual, audio, and text elements, you can condense what would otherwise be a 2,000+ word article into a two-minute snippet that viewers can easily digest. In fact, if you believe Forrester Research, "a minute of video is worth 1.8 million words."

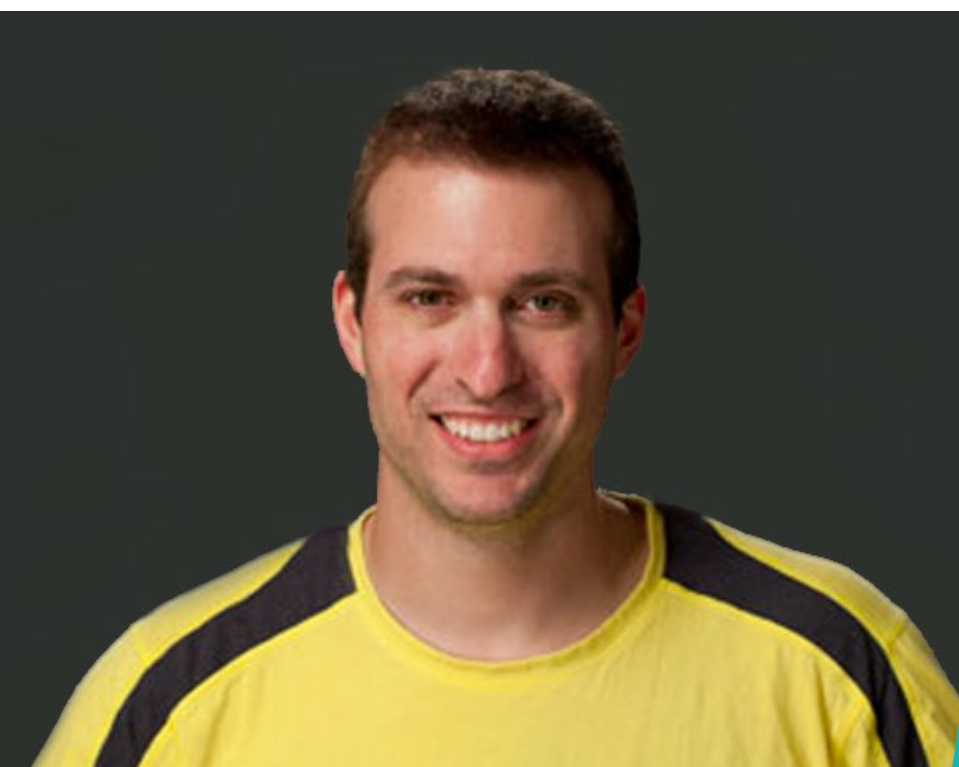


Interview

Jamie Salvatori

Founder & Owner, Vat19

Also known as “The Evil Boss” of Vat19, Jamie spearheads one of the internet’s most curiously awesome ecommerce sites. He’s not only given his brand a persona, but had engaged directly and hilariously to his target audience, millennials.



What made you decide to tell Vat19’s brand story through video?

When I started our e-commerce gift store in 2006, I wanted video to be its foundation. This was necessary because I was pivoting my video production business into an e-commerce shop, so video was the only thing I actually knew much about. We’ve had to learn (the hard way) everything about running an ecommerce store. While video is great for explaining the benefits of a product, the real trick is getting your audience to like you. All factors being equal (such as price, shipping fees, delivery time, trust, etc.), most customers will purchase from the store they like the most. We use video to ensure we’re the most well-liked.

What’s your favorite - or favorites - of your video output?

There are so many that I love that it’s difficult to choose. However, there are a few that stand out because they represented either a milestone in the business or seem to embody the “perfect” Vat19 video.

World’s Largest Gummy Worm: This is probably our first “viral” video.

Das Beer Boot Music Video: While this wasn’t our first music video, it’s one of my most favorite because it’s memorable, quirky, and created a new character: Hans Gretel.

Dude Decent: This video was featured

prominently on an episode of ESPN’s SportsCenter, which was awesome. Also, the folks we parodied (Dude Perfect) responded directly to us how much they liked it. So that was really satisfying.

Do you calculate ROI on your video efforts? How do you do it?

I don’t calculate the ROI on our videos in any traditional marketing sense.

I think if you attempted to assign a dollar value to the ROI of each video, you would stifle your creativity. I do look at the view counts and the ratio of thumbs up to thumbs down to see how our audience on YouTube responds to each video. However, I think it would be foolish to try to discern how many people purchased after having watched the

video. We've built a fairly large subscriber base on YouTube, and we recognize that most viewers are not going to buy every time we put out a new video. In our case, we put out 200+ new videos each year. Your typical customer is only going to buy a handful of times per year. So, if we focused too narrowly on the ROI of each individual video, I think that we would miss the point of building a brand.

From a very broad perspective, we do survey our customers during checkout to learn how they heard about us. YouTube is the #1 answer. So, I simply assume it's working.

What's the one thing you've learned as a result of all your video marketing?

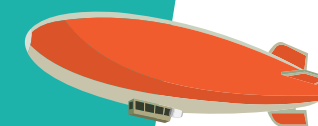
Have fun. And try different things.

What do you predict will change about the world of video marketing over the next year?

New platforms may require you to "repackage" your content in a slightly different way, but the basics—great concepts, great writing, great performances, and great production value—are always of paramount importance.

That said, I am watching Facebook very carefully. They seem confident that their news feed will be 100% video within

five years, and I'm interested in the statistics of how many viewers watch videos without activating the sound. Audio is so crucial to the video art form! So, this phenomenon of audio-less "video" should be carefully watched and, selfishly, I hope it isn't here to stay. But if it is, we may all need to start studying silent films!



Prediction

The Future of Video is Mobile

YouTube CEO Susan Wojcicki's listed her top three priorities for the future as "mobile, mobile, mobile," and it's clear the focus is paying off: YouTube's typical mobile viewing sessions are now longer than 40 minutes. What's more, these mobile sessions are growing at a breakneck pace: 6x faster than desktop in 2015. Overwhelmingly, mobile users are using apps to stream videos; as opposed to mobile browsers: only 18% opt for mobile browsers to stream video, with 48% of mobile users watching video using mobile apps.

62% of mobile users discover videos through YouTube, compared to 33% through social media; however, these numbers should change in future

studies, with Facebook making a major video push.

The amount of hours of video people watch on their phones is up 100% year over year, and with longer individual sessions. The average mobile viewing session on YouTube is over 40 minutes, a surprising length and a potential alternative to traditional programming that most people couldn't even imagine a few years ago.

This shift is not solely driven by the people: Google's ranking algorithm now penalizes sites that aren't available in mobile-friendly formats, adding ever more pressure to go mobile.

Interview

Jamee Sheehy

Senior Manager, Video / HubSpot

HubSpot has become the rulers of Inbound Marketing, and what they do, they do very well. As video is integral to the digital marketing experience, Jamee Sheehy spearheads video initiatives, leading HubSpot's core video objectives.



HubSpot has clearly made a strong commitment to video. In what way does video help HubSpot achieve its marketing objectives?

HubSpot has made not only a strong commitment to video, but to our creative across the board. At the end of the day, we're seeking to be a more helpful, human company that gives people the tools they need to get their jobs done, while delighting them along the way. So whether it's an anthemic video that inspires them, a demo that informs them, or a humorous video that entertains them, we strive to make our videos work hard for us throughout the entire customer journey.

For video specifically, I think it's important for a brand to look relevant and authentic, but more than that it's important to be where their audience is and reach them in the ways they want to interact with the brand. We're seeing huge brands work with video across platforms and as we go far beyond TV, we look to those sources more and more to get our information.

As someone who came here from the production world, I was really impressed by how much the company had recognized that video was an important part of their brand and customer journey and that they had put so much infrastructure in place to meet production needs so early on in the company's journey.

What do brands most get *wrong* with respect to video marketing?

To think that video can solve every marketing problem is the first step toward failure with video. It's important to first think about the problem you're trying to solve, the audience you're trying to reach and where they are accessing this message. Some things really are better in copy. If video fits the mold, then make sure you make it worth the effort. Not all videos are created equal.

What video marketing trends do you anticipate becoming more mainstream in 2017?

ALL THE VIDEOS! Quantity. And I mean tons. There will be anywhere between 30-79% more video on the internet by next year. We've seen success in live video content - like Google Hangouts On Air or Facebook Live interviews. They aren't high on production time, but their live aspect really connects people and gives people a true interaction with your brand. On a higher production end, VR and 360 video seems to be getting a lot of traction and people are using it in really cool ways. On a very high production end, but more so because it is integrated with back-end web development is customizable video that is interactive. This is always rad. Facebook does a ton of

it with your old photos, for example. And this is a strictly web based experience, because to customize it needs access to something you are running.

On a side note, the thing that really impresses me in video is a great story experience, but one that the viewer has a stake in. The best video execution I've ever seen is the Honda R video. It's not live anymore, but if you pressed "R" at any time in the video, it would switch to a completely parallel but different story. It was bloody brilliant. <http://digitalsynopsis.com/advertising/honda-civic-type-r-the-other-side/> On the other hand, don't underestimate how powerful a good old-fashioned video demo or customer testimonial is though for your sales team. People need/love proof your product works, no matter

how much they love your brand. Fit your video for your needs.

You mention product videos vs. brand videos. How does a brand know which of the two to invest in at any given point in time?

I think you need both- they do really different things. One educates your customers on how and why they need this product and how to get the best out of it alongside that it actually works for others like you. The other makes you likable, approachable, human. Brand strategy is to build up a name recognition around your brand in a larger market and get your name recognized and get your brand recognized for what you aspire to be and to have people like your brand.

Which brands do you consider to be ascendant with respect to video marketing?

JetBlue, American Greetings, Red Bull, Nike, Converse, and Google are brands that are vastly different, so they make and use video very differently, but they all use video quite well.

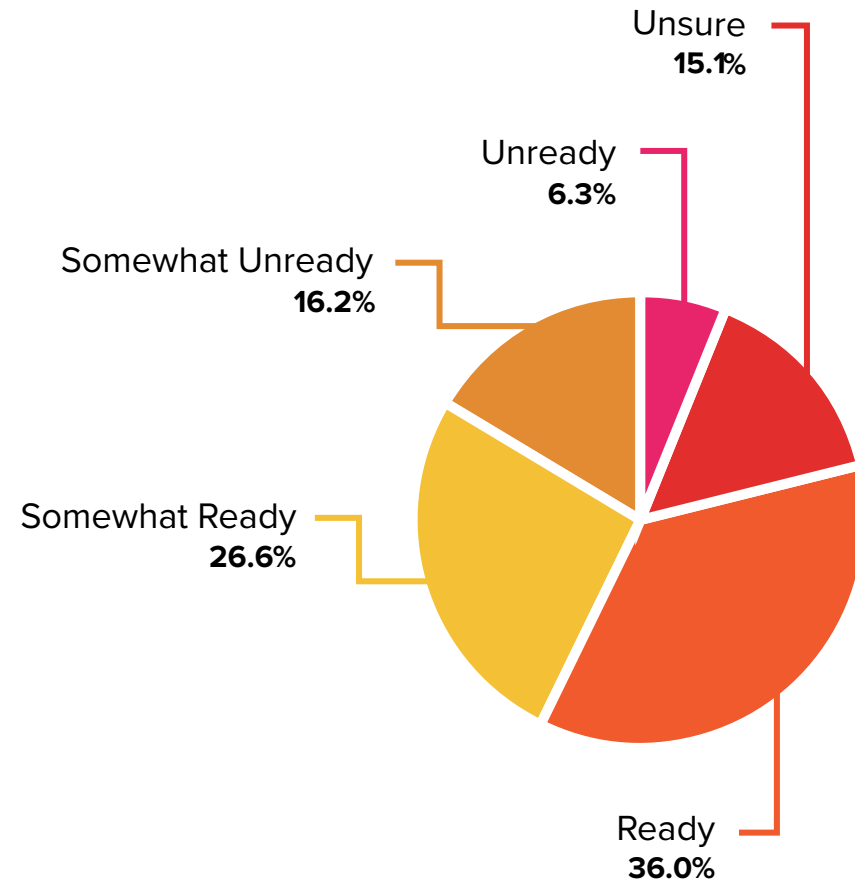
Then we get into really successful video work by media entities like Huffington Post, Insider Art, AsapSCIENCE, and BuzzFeed's Tasty. Their efforts really connect with audiences.

Prediction

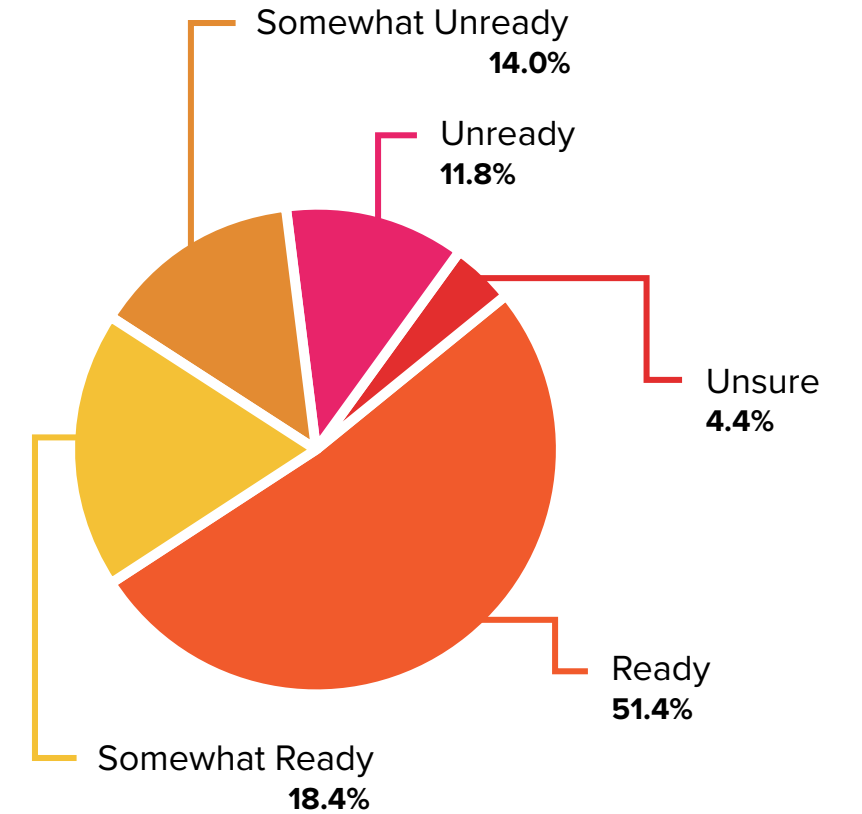
Marketers Feel Prepared... But We Don't Expect That To Last

Successful video marketing requires marketing departments invest in two different sectors: budget and manpower.

While the numbers of respondents who say they are Ready or Somewhat Ready combined is in the range of 65%, the numbers are more impressive for budget readiness, where over 45% of respondents indicated they were unequivocally Ready at present.



Manpower



Budget

“The amount of video uploaded in one month is more than all three primary U.S. Tv networks combined have created in thirty years.”

...and because of this, competition will go up, and investments will need to as well, so readiness will decline.

In our article on sticky content, we examined the factors that make some YouTube channels so successful.

Elements like niche and community and consistency were key, and a major point was production value. That means a quality camera, good lighting, and great audio.

Just how “great” are we talking, here? Back at Refinery29, our friend co-founder and co-CEO Justin Stefano provided some context: “We shoot hundreds of thousands of original images...we do our own graphics, designs and illustrations. When we talk to users, one of the things

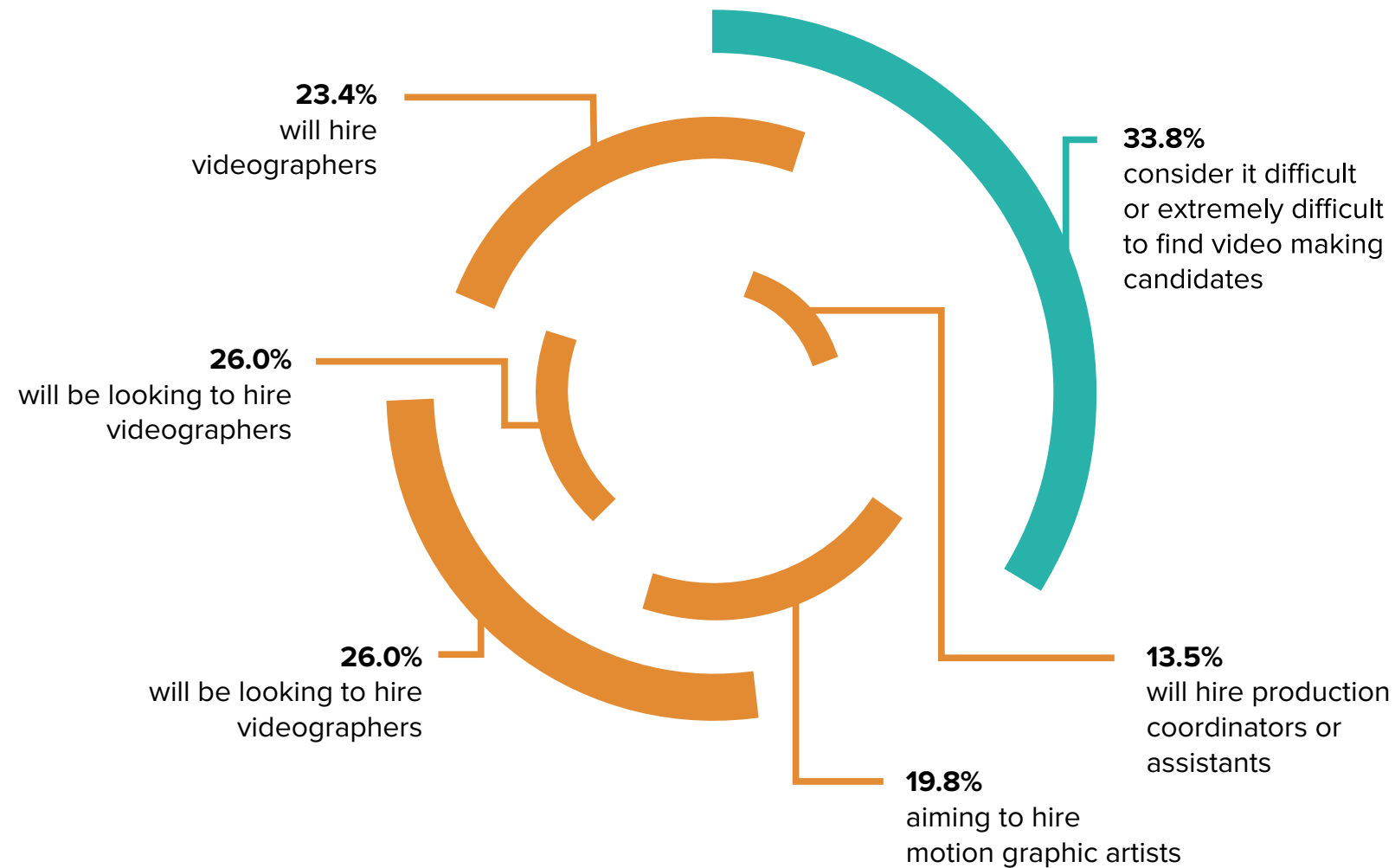
they say consistently is that when we see something come from a Facebook feed, we know it’s Refinery. You could cover up our name but you would know that it’s Refinery29.”

As video grows in popularity and competition, the demand for quality has skyrocketed. Crackling audio, harsh cuts, and shaky footage from a point-and-shoot camera are not going to do your brand any favors. If you can’t make your video great, don’t make it at all.

And don’t waste time trying to make your content (and we sigh as we write this) go viral. This should not be your main goal; a video that tries too hard to go viral will be seen as, well, trying too hard.

Prediction

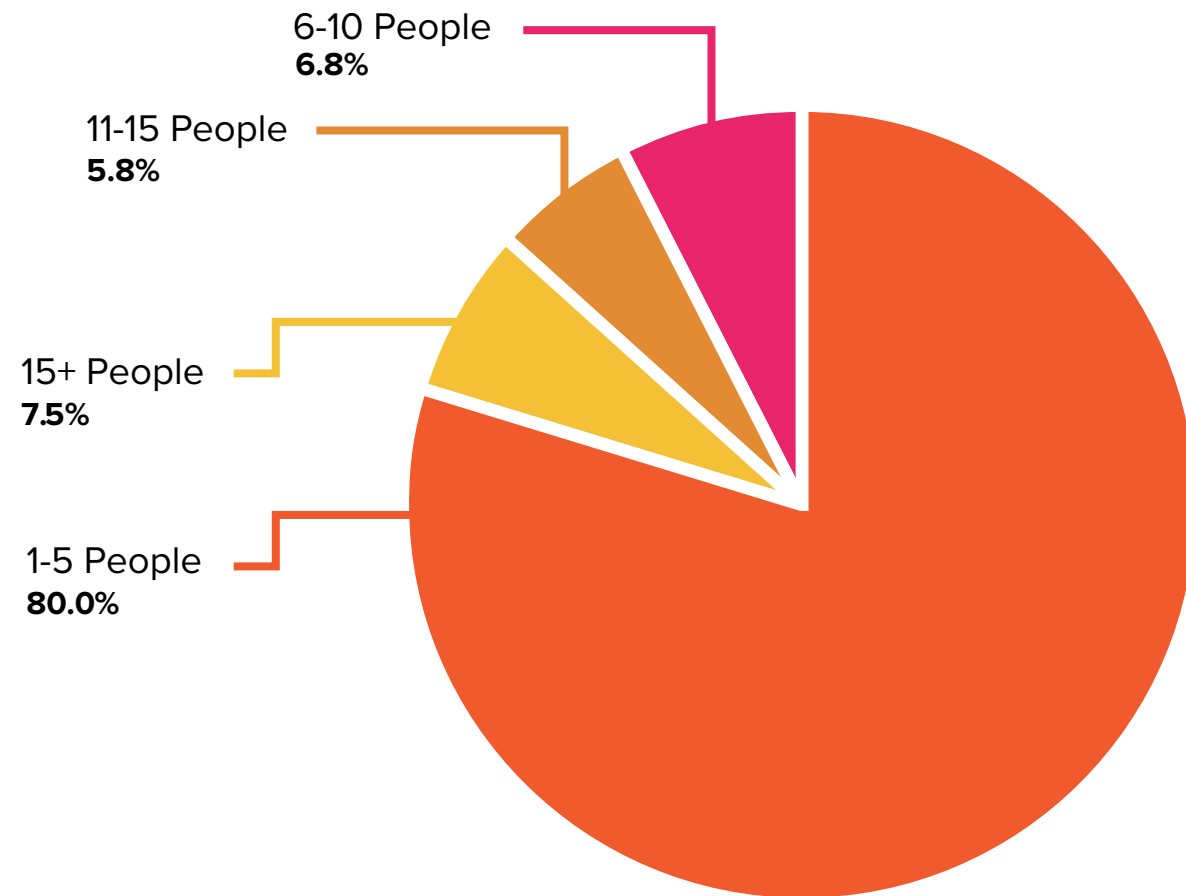
Video Roles Will Command Higher Salaries



Speaking of budgets and overall preparedness, we predict video-related salaries will rise, putting further budget pressure on organizations.

It's not that easy to find video marketing candidates. Coupled with the steep increase in demand for compelling video, this means that for most mid-level marketers, it would be a great time to invest in some additional video skills.

While there are only minor differences between the demand levels for different types of positions, Video Editor takes first place at 26%. Without reading too much into it, this aligns with another assertion of ours: there is a glut of low-quality video content being produced involving zero editing, and within the year, it will not be possible to stand out by producing low-quality content. Editing, on the whole, makes a video feel far more kinetic and engaging.

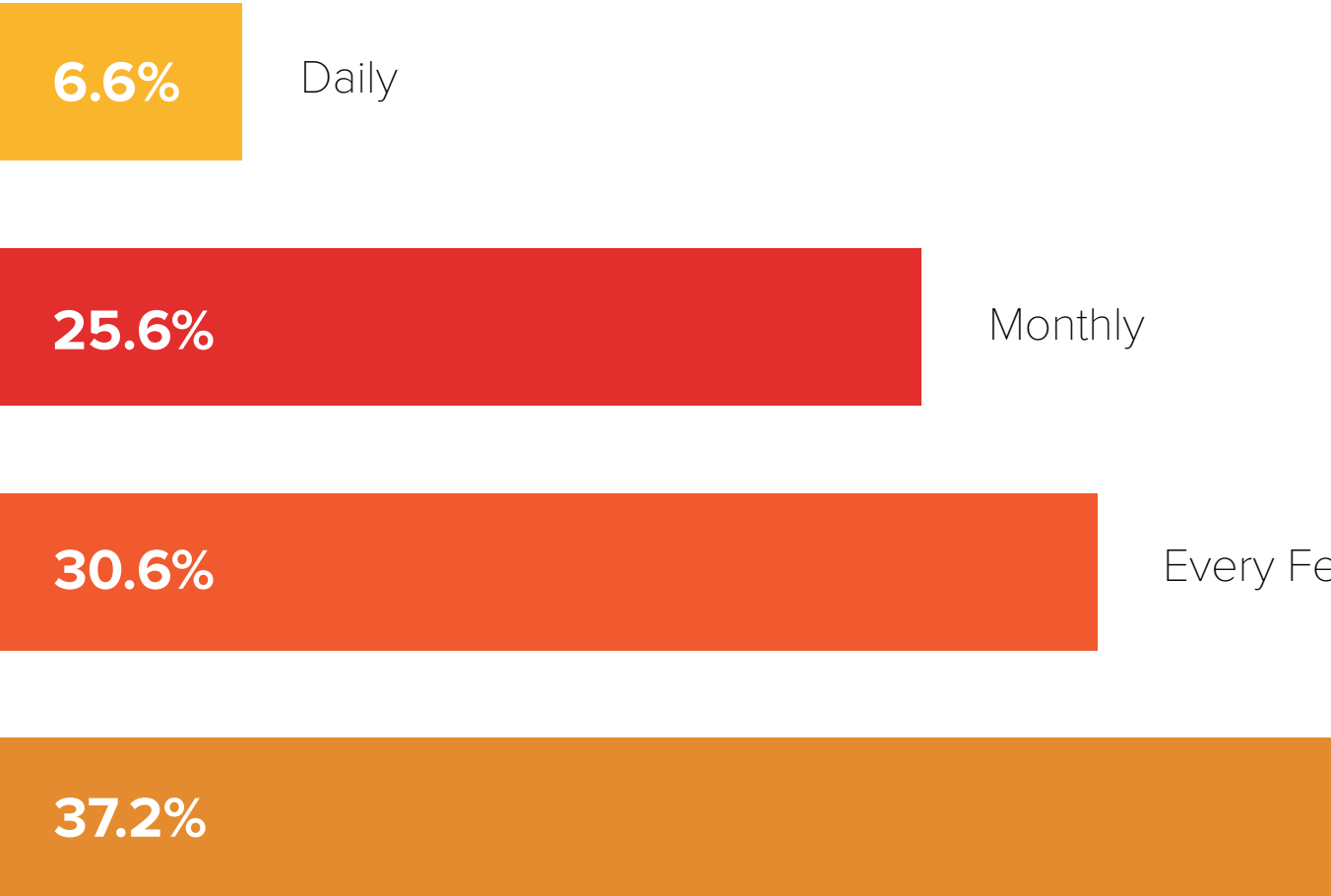


Prediction

The Size of Video Teams

While top marketers will be adding to their video marketing teams, these teams will likely remain small for the foreseeable future. Only 1 in 5 respondents had more than 5 members of their video marketing team, and as with social media and content marketing before it, we expect management to approve headcount but still put pressure on video marketing teams to remain lean.

Promoted Content Will Continue to Rise in Importance



Over 68% of marketers are promoting their video content across social media, largely due to the death of organic reach on Facebook. This number could very well surpass 80% in a comparable study one year from now. Brands looking to futureproof themselves need to allocate budgets not just for quality production, but for promotion as well. One without the other will not be acceptable within the marketing world of tomorrow.

Of those promoting video, only 6.6% are doing so daily. We expect this number to reach close to 20% within a year.

There are a number of reasons why promotion of videos will rise. For one, production costs on videos themselves will increase. As production costs go up,

there's more on the line to achieve a positive ROI, so it's easier to greenlight advertising budgets. Frankly, this will be very similar to major motion pictures: with higher-budget pictures, promotion costs are easier to justify and have thus risen commensurately. When you think video, entertainment goes hand in hand. Outside of tutorials what did you watch YouTube for? Why do you engage with your branded Snapchat stories?

Another reason for this rise: organic reach on Facebook in particular is so low, it's just not worth creating video content if you're not planning to augment it with an advertising budget. While you may be creating video content for other platforms, it's hard to justify the time and effort that go into a winning video piece without expecting at least a substantial amount of your overall video engagement to come from Facebook - and you just can't achieve that engagement without putting a budget behind it.

Interview

Amy Schmittauer of Aftermarq

Amy Schmittauer got bit by the video bug in her early days of YouTubing! After successfully creating a visual/digital space for herself in the social stratosphere, Amy went on to teach businesses, now the Co-Founder of the video content marketing firm Aftermarq, Amy has helped clients discover brand awareness through video blog content and is writing her first book on the topic.



What got you into video-based marketing in the first place?

I started as a YouTuber. I was inspired by people sharing their lives with video and I started to do it as well. That taught me a lot about social media and community building online and I went on to use those skills to teach businesses how to leverage these platforms for their own brand growth.

From your experience, what do brands most get wrong with respect to video marketing?

Barrier to entry of equipment. They often decide they “can’t” based on a prestige level they see for their company that they

want to maintain in their branding, which makes sense in theory but is not the state of video today. Consumer want the inside look, relatability. Smartphone video goes very far for big business today and everyone else is falling behind because they refuse to try it.

What video marketing trends do you anticipate going mainstream in 2017?

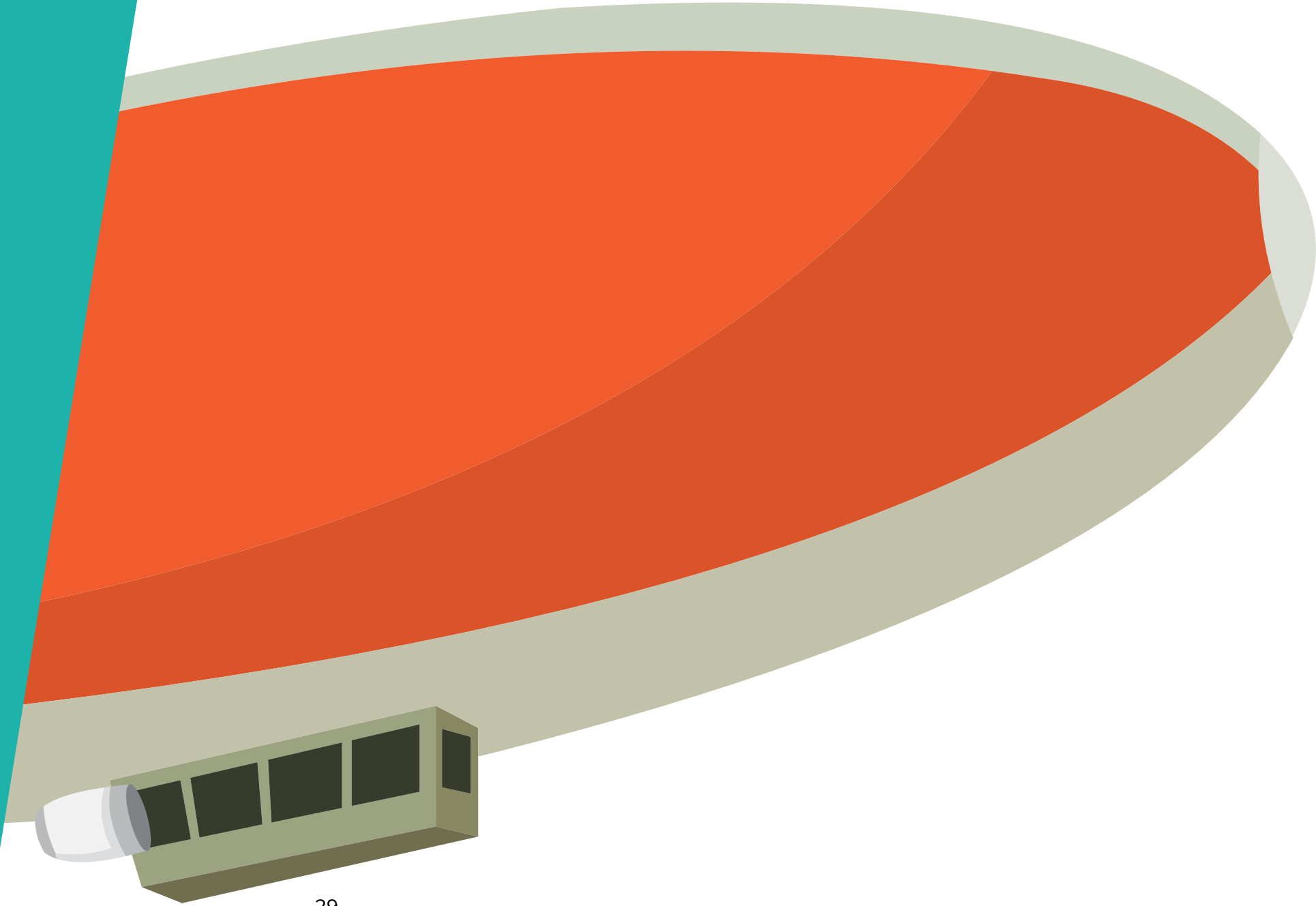
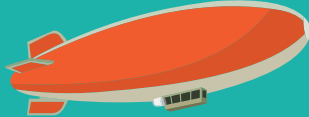
I believe live video is going to make a major impact on video content for business in the way that it will suddenly help them see how easy content creation can be and micro-vlog platforms like Snapchat and Instagram will become more seriously adopted.

Live streaming is super hot these days, of course. Do you think produced/edited video can live side by side with live streaming, or will live streaming take over?

There is no way live streaming can take over what produced content has the ability to do, and vice versa. The content we love on YouTube has stood the test of time because it is still relevant and a great resource for learning and entertainment. Live streaming is an amazing complement to that world and is only making edited video appreciation stronger.

Where are the best places for video marketers to stay abreast of new developments in the video marketing world?

There are a lot of resources covering this news as it is ever-changing and becoming the feature story of pretty much all social media news. However, my show with my Aftermarq co-founder Vincenzo Landino, Afterthoughts, where we cover it all to keep businesses up to date on this area of the industry specifically.





Prediction

Virtual Reality, Augmented Reality, and 360 Video Will Redefine Video Forever

It would be neglectful to talk about the future of video without reference to virtual reality, a technology that finally appears to be on the brink of widespread adoption after many years of uncertainty. As the cost of technology and thus the barrier to entry lowers, the mainstream spread of VR will provide an exciting opportunity for brands to reach audiences in very personal and engaging ways.

With access to VR technology still limited, opportunities for marketers will require a bit of creativity. But the savvy marketer can already find ways to craft a meaningful video interaction for customers, leveraging this immersive experience to bring people in deeper than ever before.

The New York Times has launched a series of virtual reality initiatives, sending over a million Google Cardboards to its subscribers in order to promote stories from political campaigns to a flyby of Pluto. Car companies are offering virtual test drives, virtual vacation destinations are enticing potential travelers, and new applications for VR are developing every day.

The medium holds great promise, because it improves upon what is already video's most important aspect: it is impactful. Video, and

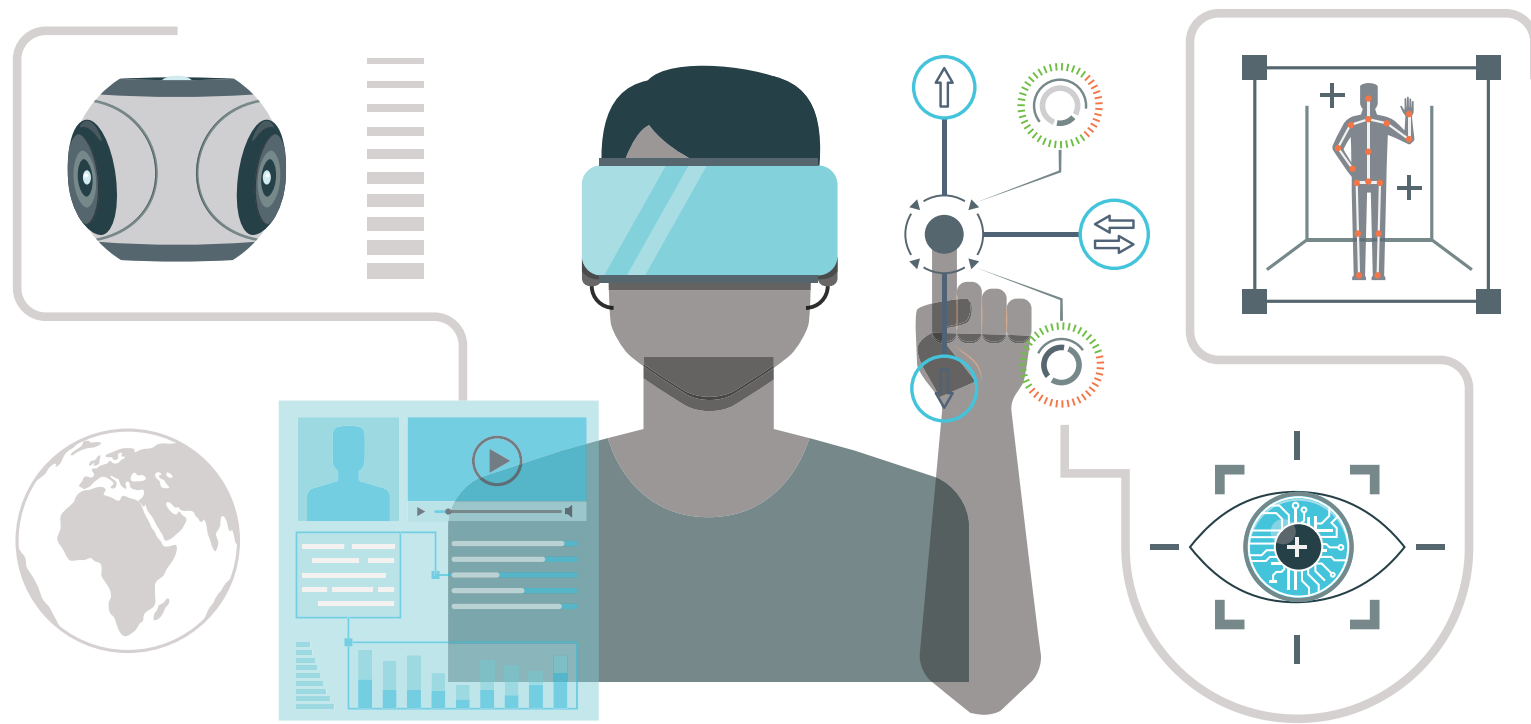
thus VR, is memorable. It combines multiple senses to create emotional reactions, and is a lot harder to mentally dismiss than a print ad. It provides a realistic experience, and as the technology improves, will begin to more closely mimic the actual experience it is recreating, allowing for opportunities never before available to the general public.

Virtual reality ad platforms VirtualSky and ImmersV lead the way, but in this emerging field there is plenty of room for new entrants, and incentive to join: "Advertising in VR is still in its very nascent stages, but based on the early consumer response to our ad units, it is clear that VR-based video ads work extremely well," said Immersv co-founder and CEO Mihir Shah. According to Shah, their ads have seen completion rates of 80 percent, double the number seen by conventional mobile ads. With these early



successes, we will only see the momentum behind this channel grow in the next few years.

Livestreaming has the value of being real. It has the value of being pure and true to life. As the volume of media consumption grows and grows, the overproduced nature of our social media is becoming readily apparent. It seems nothing is published without being highly edited, manipulated, or run through a filter (and on that last score, not even livestreaming will be safe).



This presents a rare opportunity to peer into the real lives of others, which, unsurprisingly, most people find incredibly fascinating. The semi voyeuristic, anthropological interest in watching other people go about their daily lives is not new; just look to the popularity of today's YouTube vloggers to see how much interest people can find in the most seemingly mundane of activities.

In addition to the intrinsic value to be gained from livestreaming, one reason for its growing role in the medium's web dominance is simply its quantity. As the raw, unfiltered footage starts truly pouring through screens, then it will simply become a natural part of the online experience.

And pour, it has. Periscope alone broadcasted 200 million streams in its first year, and in March of this year people were already watching 110 years worth of video every single day. That doesn't account for the company's niche competitors, or the entry of established companies like Facebook and YouTube.

The latter have plans well beyond their user-generated content. YouTube secured a deal to livestream the 2016 UEFA Champions League Finals, a terrifying piece of news for

television networks, who have depended on sports to keep audiences from going completely unplugged. Speaking of 'Unplugged'...the company is reportedly planning on releasing a service by that name in 2017, streaming live TV over the Internet in what would be a massive blow to traditional programming. Maybe not in one fell swoop, but definitely a harbinger of things to come, the beginning of the end for good old fashioned TV.

What this means for you: livestreaming needs more than platforms; it needs content producers. And as with other social media, livestreaming will not be the exclusive realm of independent users; it will also be an opportunity for businesses to get involved.

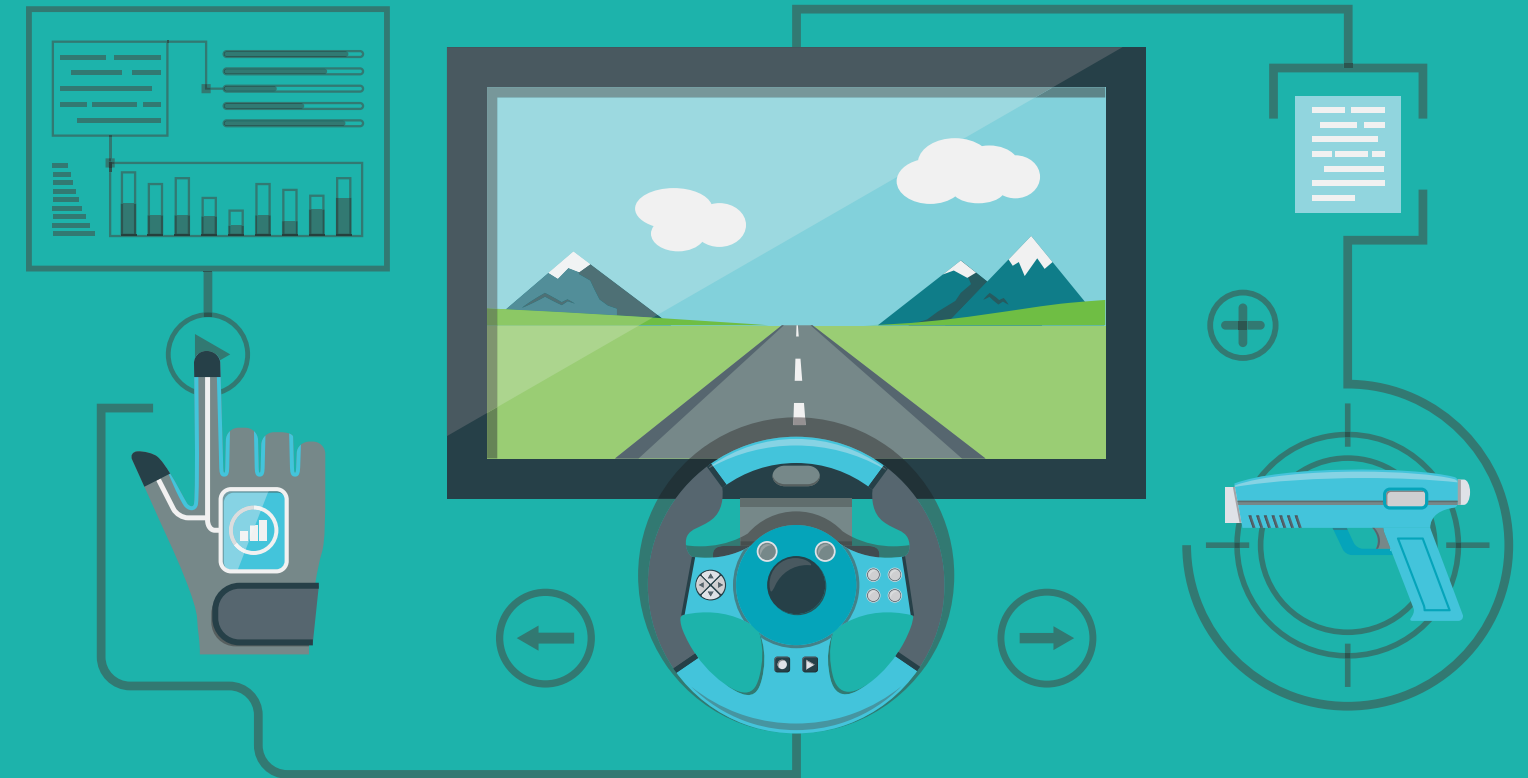
One of the most obvious applications of livestreaming for businesses is also the

easiest: livestreaming your events. If you're going to trade shows or conferences, or having an event at your office, you can open that up to a much wider audience by livestreaming. It gets more people in on the action, people who might want to get to know your company but don't have the time or resources to make it there themselves.

To make the experience interactive, keep up with your audience on other social media channels like Twitter; they might want to see what's going on elsewhere at the conference, or may have questions for you that you can answer live. As you might imagine, this sort of interaction is much much more personal than traditional methods of broadcasting events, and adds depth and personality to your brand.

Other applications might include trainings: semi-muddled, audio-only webinar doesn't quite have the same effect as a real person talking directly to the audience and responding in real time. You could even do a behind-the-scenes look of your company, to humanize employees and leadership to your audience, and demonstrate that the people in your organization truly care about what they're doing.

Whichever livestreaming option you use for your business, you can be sure to see livestreaming becoming a standard tool in the marketer's arsenal.



Prediction

Successful Brands Will Hone In On Formats That Work Best For Them

Respondents were asked:
What types of videos are you creating at least once a month? Check all that apply.

Brand “Hero” Videos

34.7%

Event Coverage

31.2%

Behind the brand & employee-driven

25.9%

Product feature-driven

30.0%

New coverage/opinion

15.9%

Testimonials

22.9%

After-care
(meant to be watched post-purchase)

5.9%



Conclusion

We've covered a good deal of ground over these pages, for good reason: the future of video is, in many ways, a moving target.

Awareness is a major objective for brands for now, but organizations will quickly mature past that point. Videos will be a good place to look for positive ROI, but increased competition will drive returns down. A crowded marketplace for video content means that quality will reign supreme. Budgets will move away from YouTube, but it's hard to bet against Google correcting course. As marketers get serious about serious, more budget will have to be allocated to both video-centric roles and advertising spends. And if you thought budgets for "traditional" video formats were expensive, make sure to be sitting down when you look at the price tags for your first VR & AR projects.

If you're a marketer and you feel better prepared after reading this, we've done our job, but we know the work is just getting started.

Let's roll up our sleeves and get cracking, shall we?

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