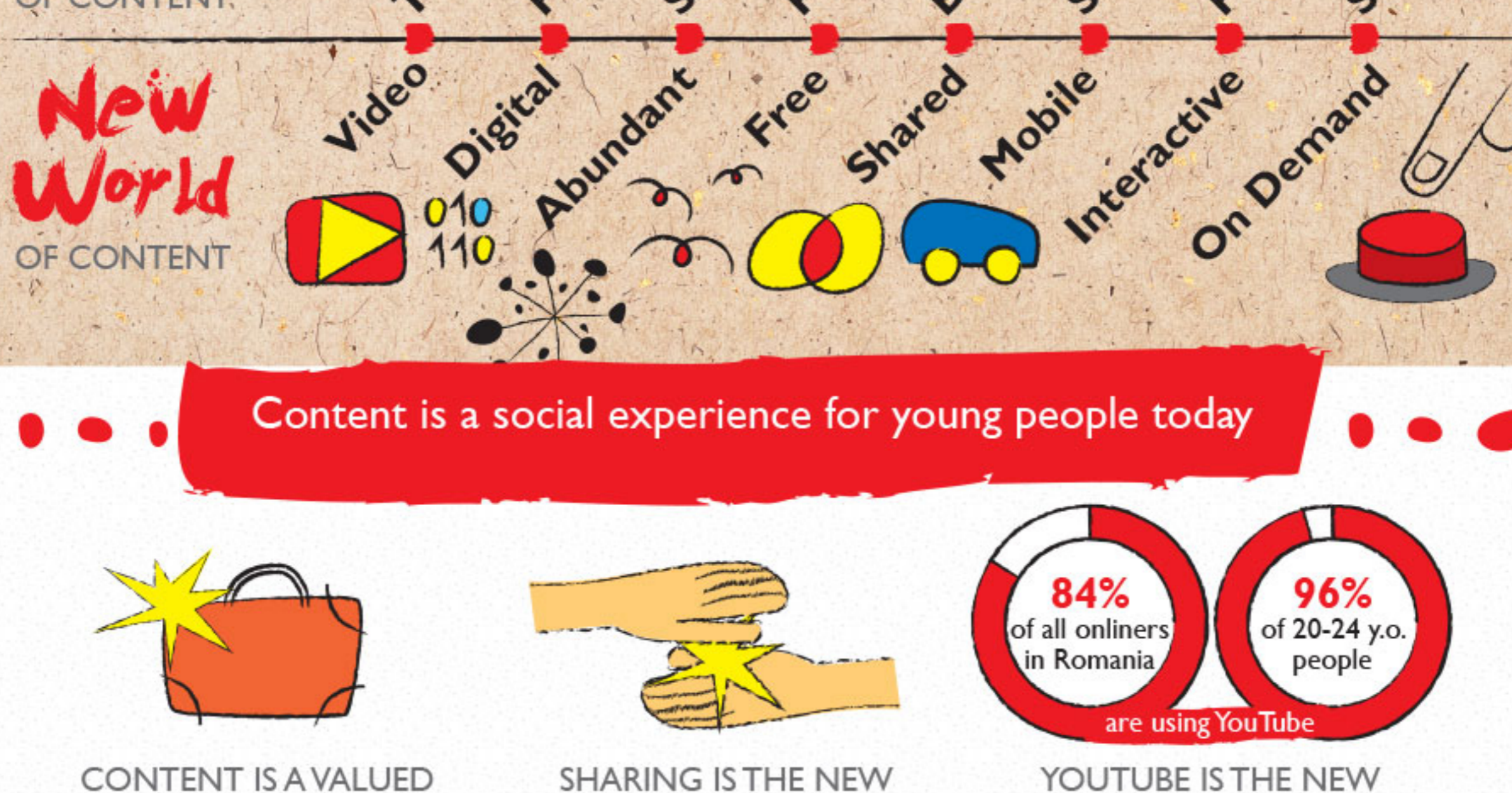
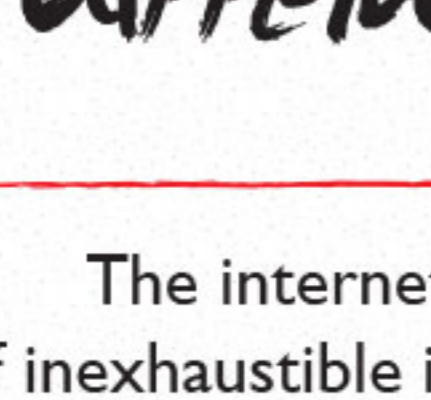


Content Expressionistas

The evolution of the video content landscape has created new outlets for youth self-expression on an unprecedented global scale

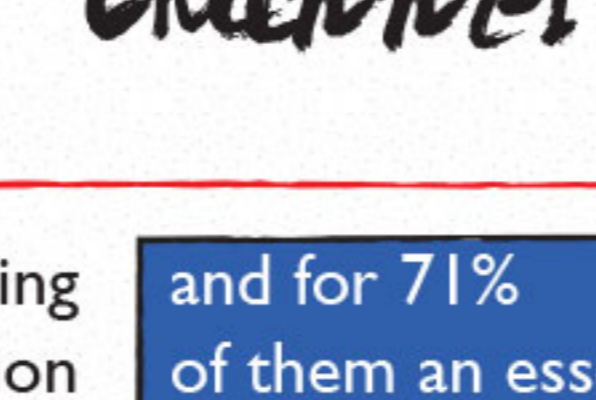


Content is a social experience for young people today



CONTENT IS A VALUED

social currency



SHARING IS THE NEW

distribution channel



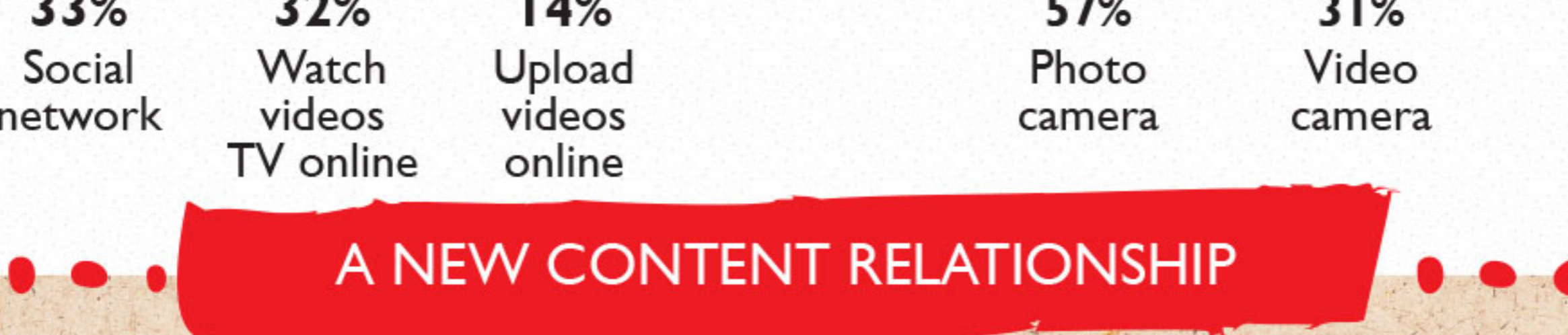
YOUTUBE IS THE NEW

cultural playground

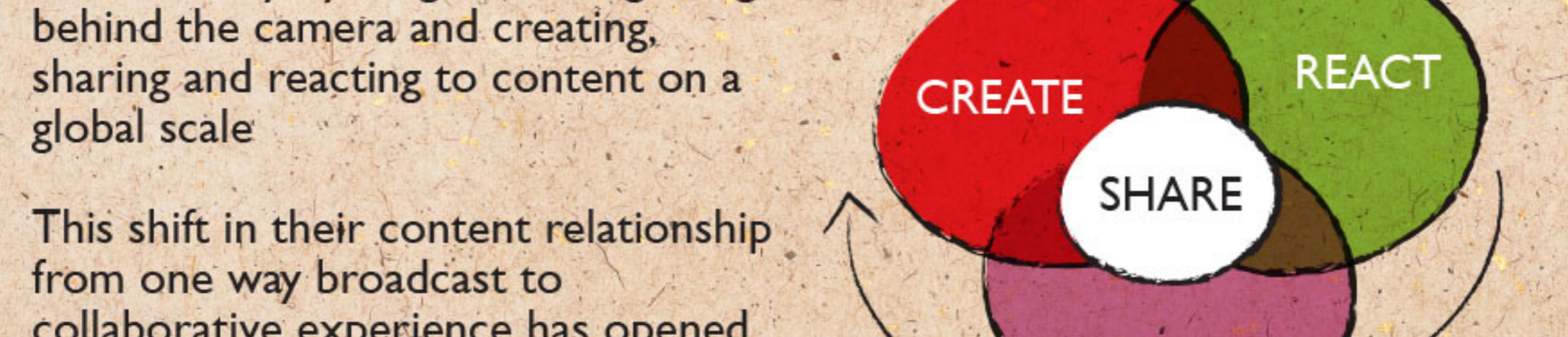
The internet is a spring of inexhaustible information

and for 71% of them an essential tool

Always connected



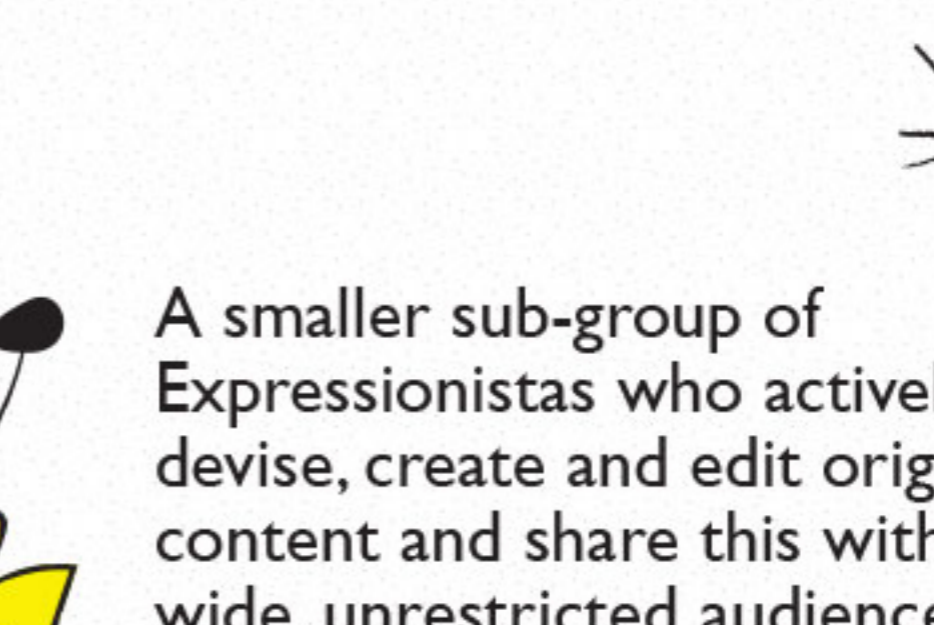
PURPOSE OF USING THE INTERNET



A NEW CONTENT RELATIONSHIP

No longer just playing the role of viewer, today's youngsters are getting behind the camera and creating, sharing and reacting to content on a global scale

THE NEW CONTENT CYCLE



This shift in their content relationship from one way broadcast to collaborative experience has opened up a world of possibilities.

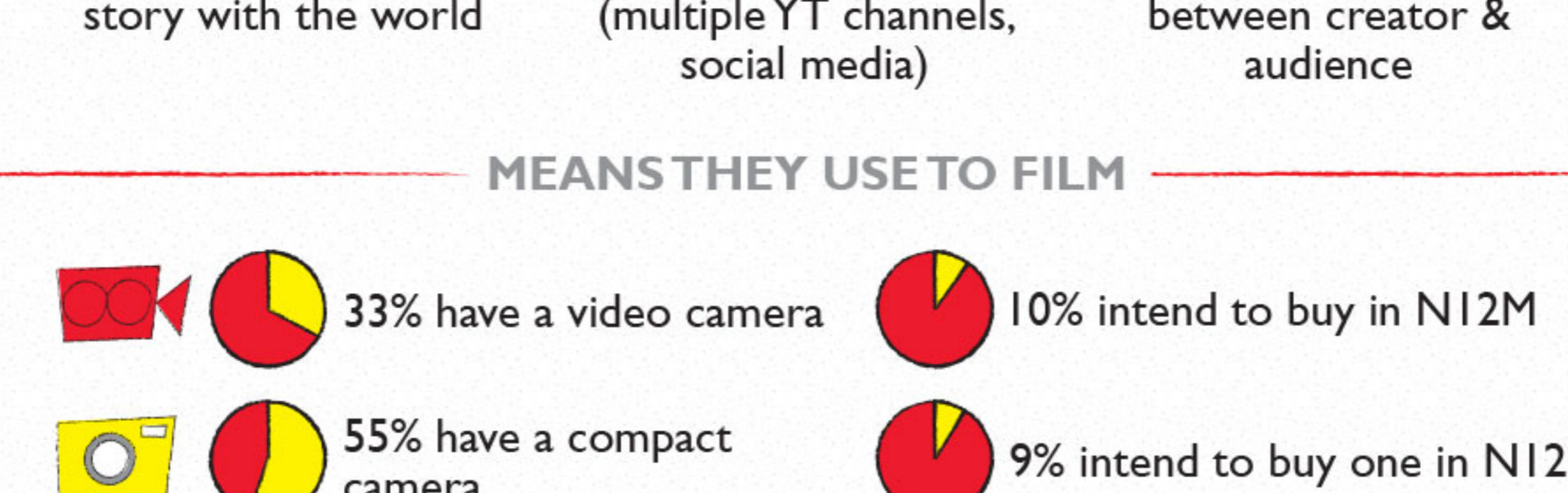
Creator Expressionistas



A smaller sub-group of Expressionistas who actively devise, create and edit original content and share this with a wide, unrestricted audience (vs simply capturing & sharing video footage)

World wide they are motivated TO CREATE IN ORDER TO CONNECT

Producing & sharing content has powerful social currency value that outweighs individual motivations



The very nature of video content has changed from a one way broadcast TO A COLLABORATIVE EXPERIENCE



Accessible

Advances in technology and access for talent mean almost anyone can use video to share their story with the world



Constant

Content producers are engaging in daily & weekly engagement cycles across formats (multiple YT channels, social media)



Collaborative

Feedback loop is instantaneous & built directly into the content, creating a relationship between creator & audience

MEANS THEY USE TO FILM



Video Consumption

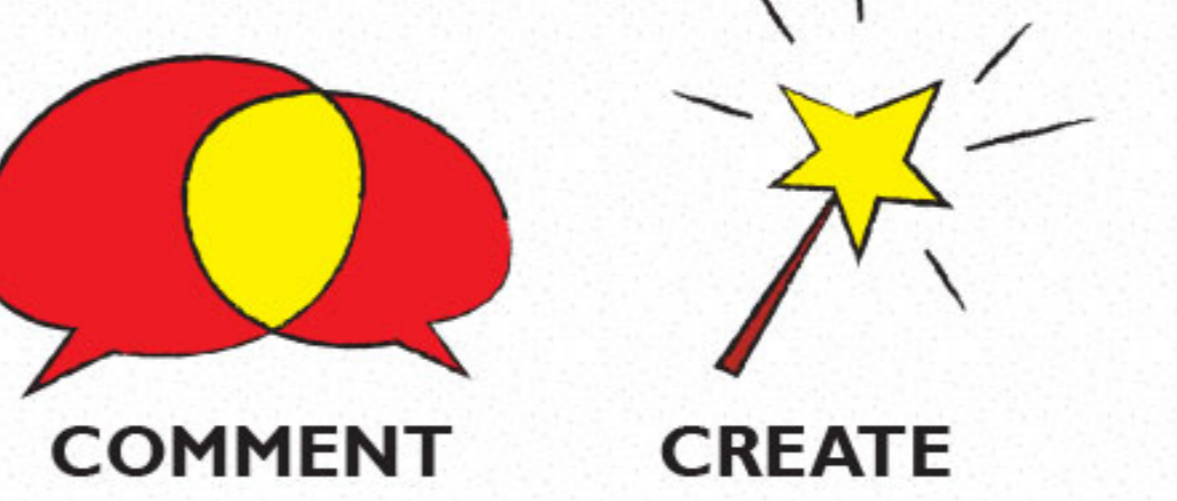


Brands vs UGC

Brands account for less than 30% of top global content being consumed and shared! Rest is UGC.

In Romania, most of brand content is represented by TV ads those shared on social are united by a degree of 'specialness': event related, highly creative, culturally resonant, unique

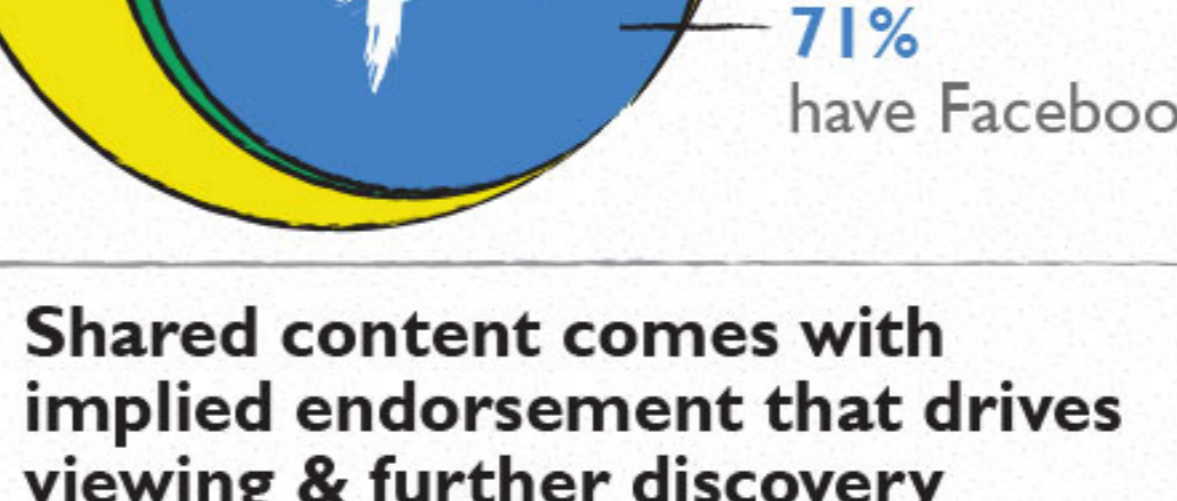
When it comes to what they watch, their appetite for music content is insatiable



Top channels in RO on Youtube are music related, indicating the fact that video is the gateway to music discovery.

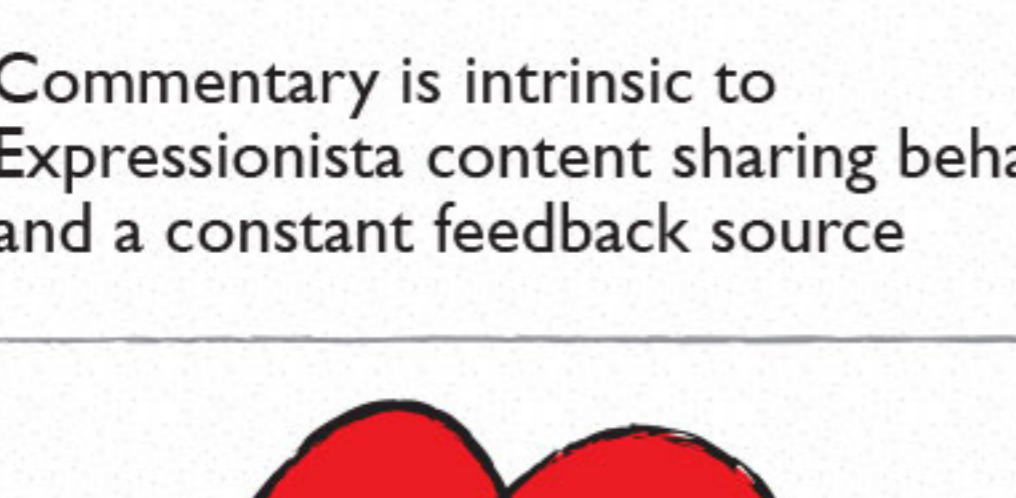
It's not all viral - serialised content is consistently popular and offers an opportunity to build relationships & fans

Content does not have to be original to be popular, nor does the sequence of release need to be linear



Referential content (e.g. spoofs) is helped along by the success of the original video, and often discovered when people are looking for the original content

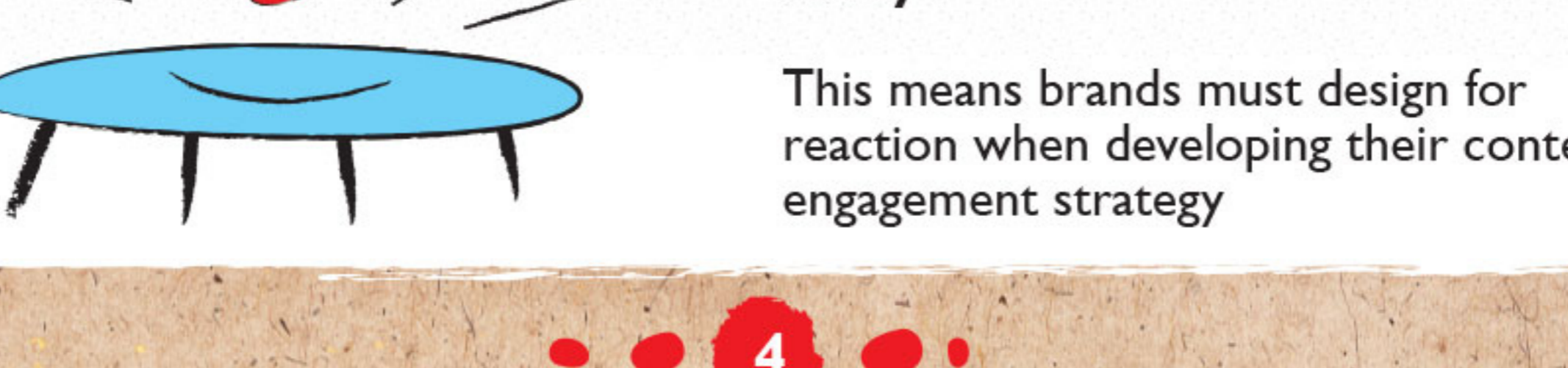
Content has to be in line with youth culture



Most consumed YouTube video content by 18-24 y.o. Romanians is related to local music, but the purpose of popularity differs: besides most common reason of liking the watched music, some videos also become popular based on negative reasons (unaccepted bands association in one song performance; joking around "manele")

Video Reaction

A spectrum of active response behaviours exist and Expressionistas use them all



Sharing is a huge part of how content is discovered and distributed by Expressionistas today



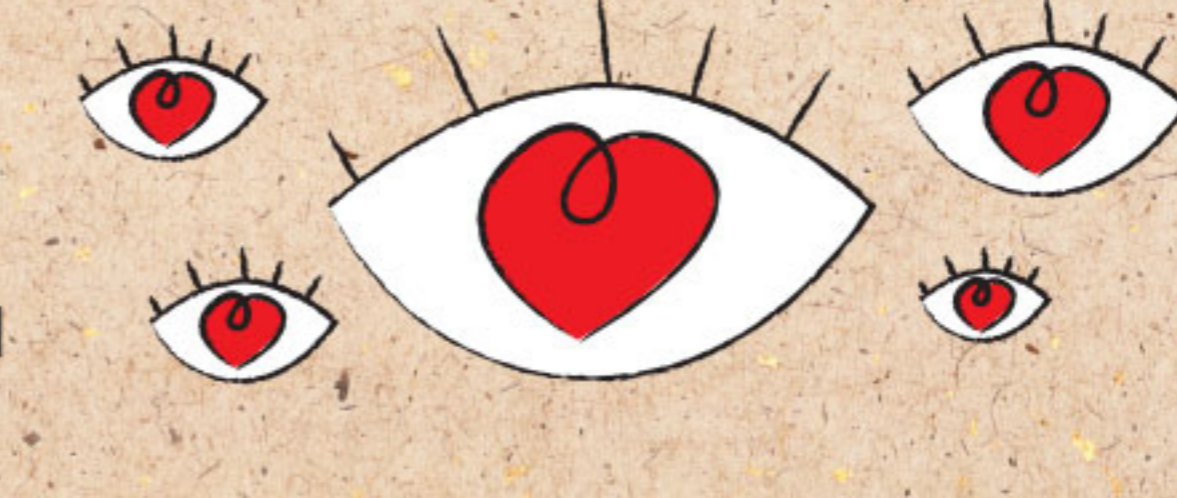
The social network is the most versatile source of influence for Millennials.

Shared content comes with implied endorsement that drives viewing & further discovery



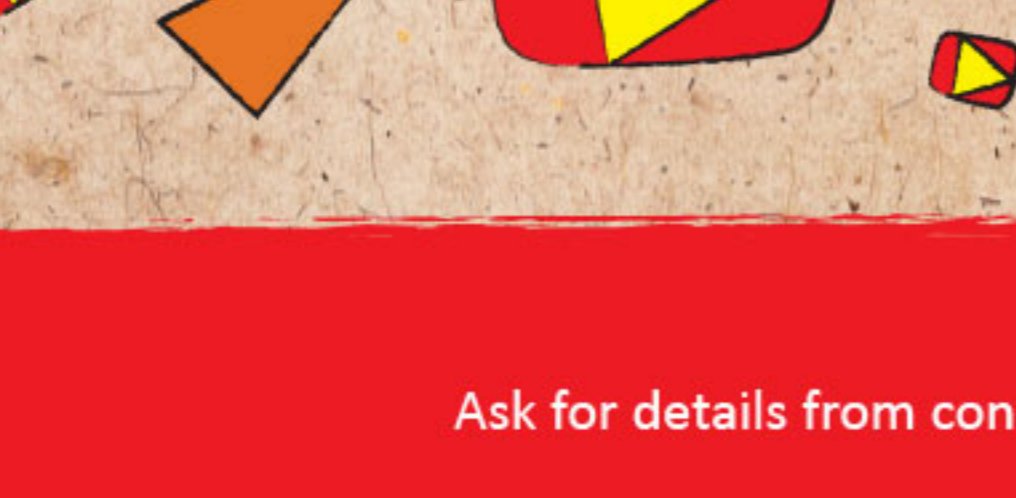
They are more likely to check out content online when someone that they know/trust tells them about it / shares with them.

They don't just share links



Commentary is intrinsic to Expressionista content sharing behavior and a constant feedback source

Expressionistas expect a more personal and involving relationship with creators



The video is just the start of the story, which is told dynamically across Expressionista touchpoints over time

Expressionistas have become experts at the cultural remix

They actively react to content with more content of their own. Response has moved beyond mere feedback and has become the inspiration for the creation of new content (e.g. covers, spoofs, comments), fuelling the cycle.

Response is an expectation of the Expressionista content experience today

This means brands must design for reaction when developing their content engagement strategy

Content Curation

Brands can win Expressionista fans by helping them navigate their world of content abundance

Brands don't have to CREATE, they can also CURATE

Fuel the cycle: Get them in the know fast; Make sharing seamless; Drive new discovery; Foster serendipity; Facilitate one-stop interaction and reaction

Employ multiple routes to discovery

Active Discovery (Content specifically sought out); Social Discovery (Content shared by friends); Serendipitous Discovery (Content stumbled upon during search process)

Help serendipity happen & gain brand love

Brands can win the love of Content Expressionistas by helping them to find what they weren't looking for as much as what they were

Help them know what content is good social currency - and what is not

Expressionistas say they get sense of pride when they help their friends discover something they think is cool via sharing