Starcom SMG

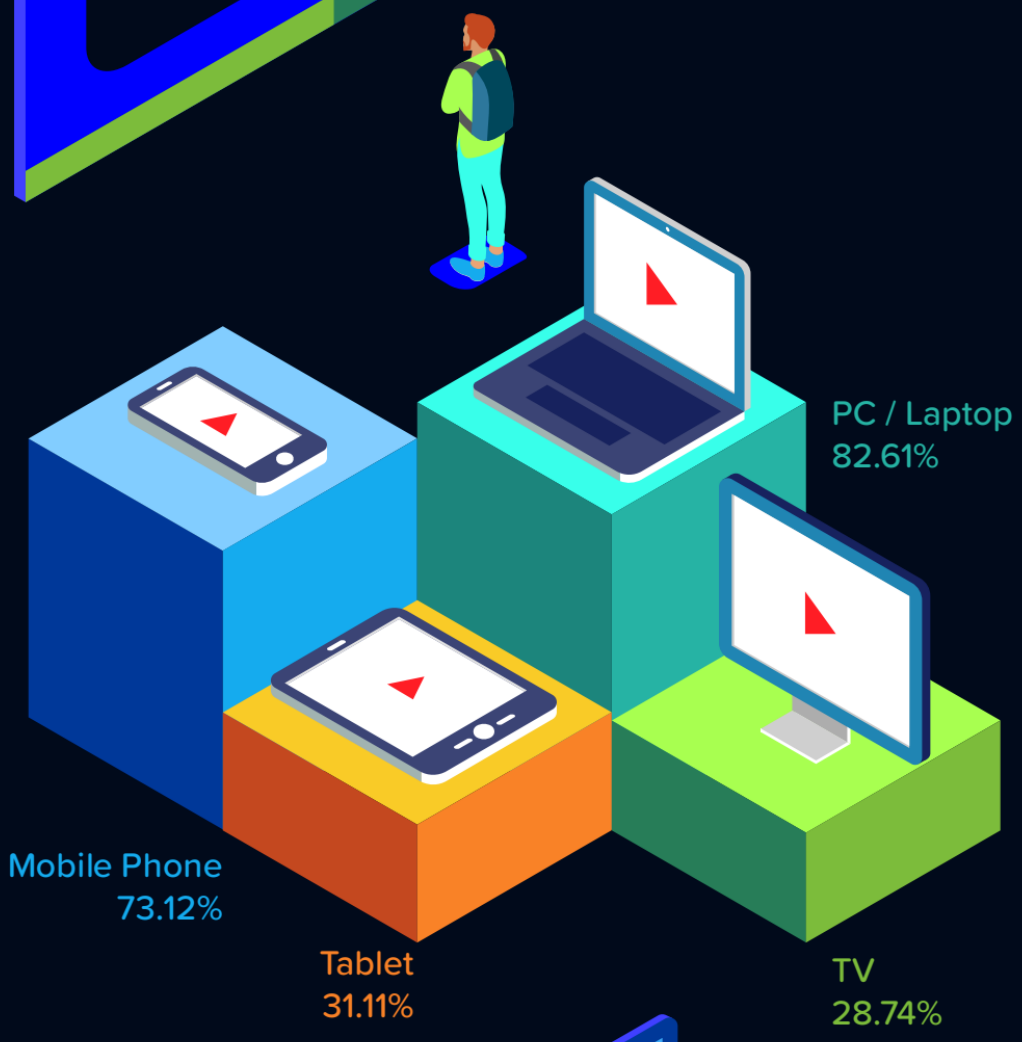
HUMANGRAPHEXPERIENCE

Romanian Online Video Consumption

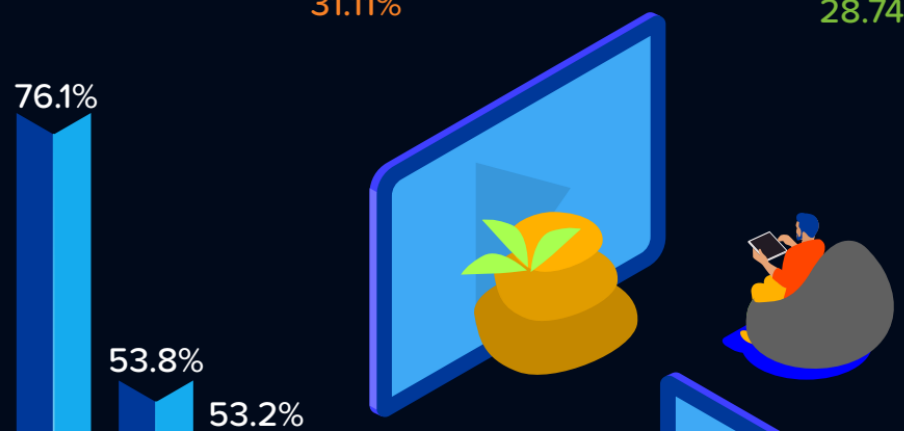
DEVICES USED FOR ONLINE VIDEO CONSUMPTION

Mobile online video consumption is almost equalling the consumption from PC/ Laptop

Another device more and more online connected is TV, online video consumption on this device almost equaling online video consumption from tablet.

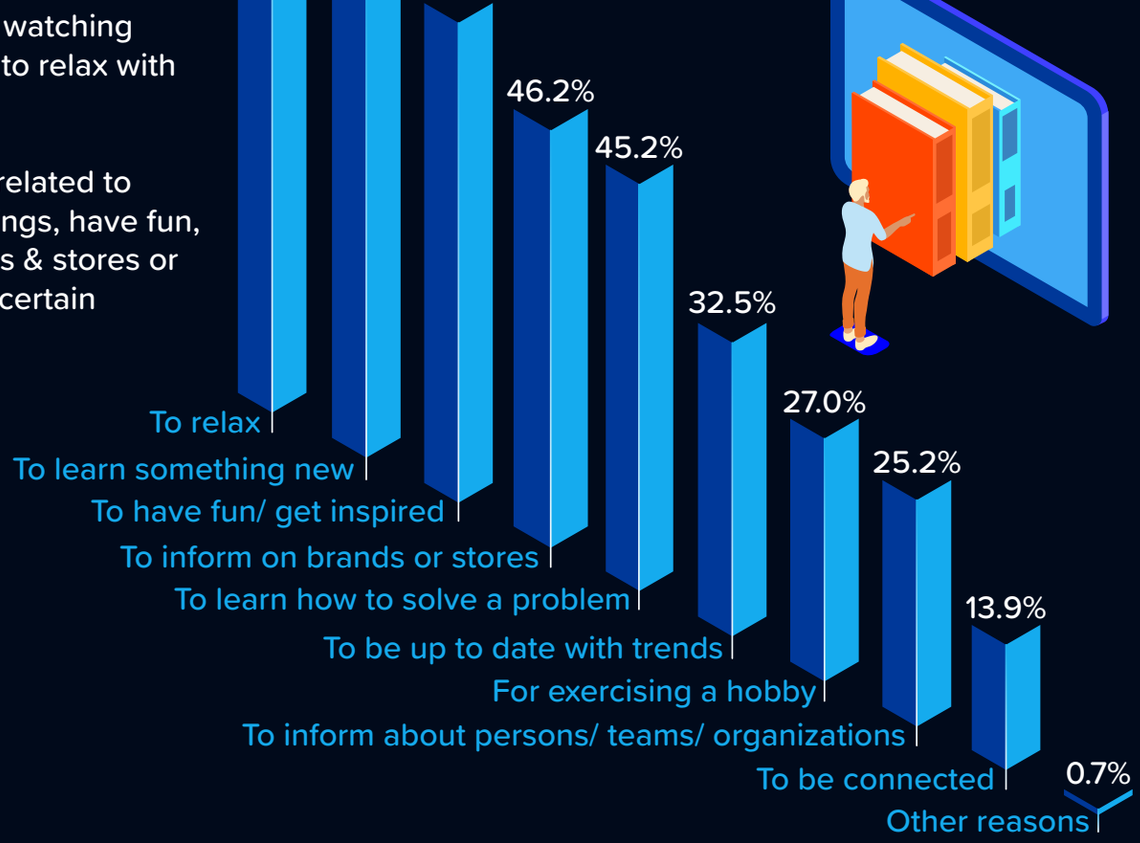


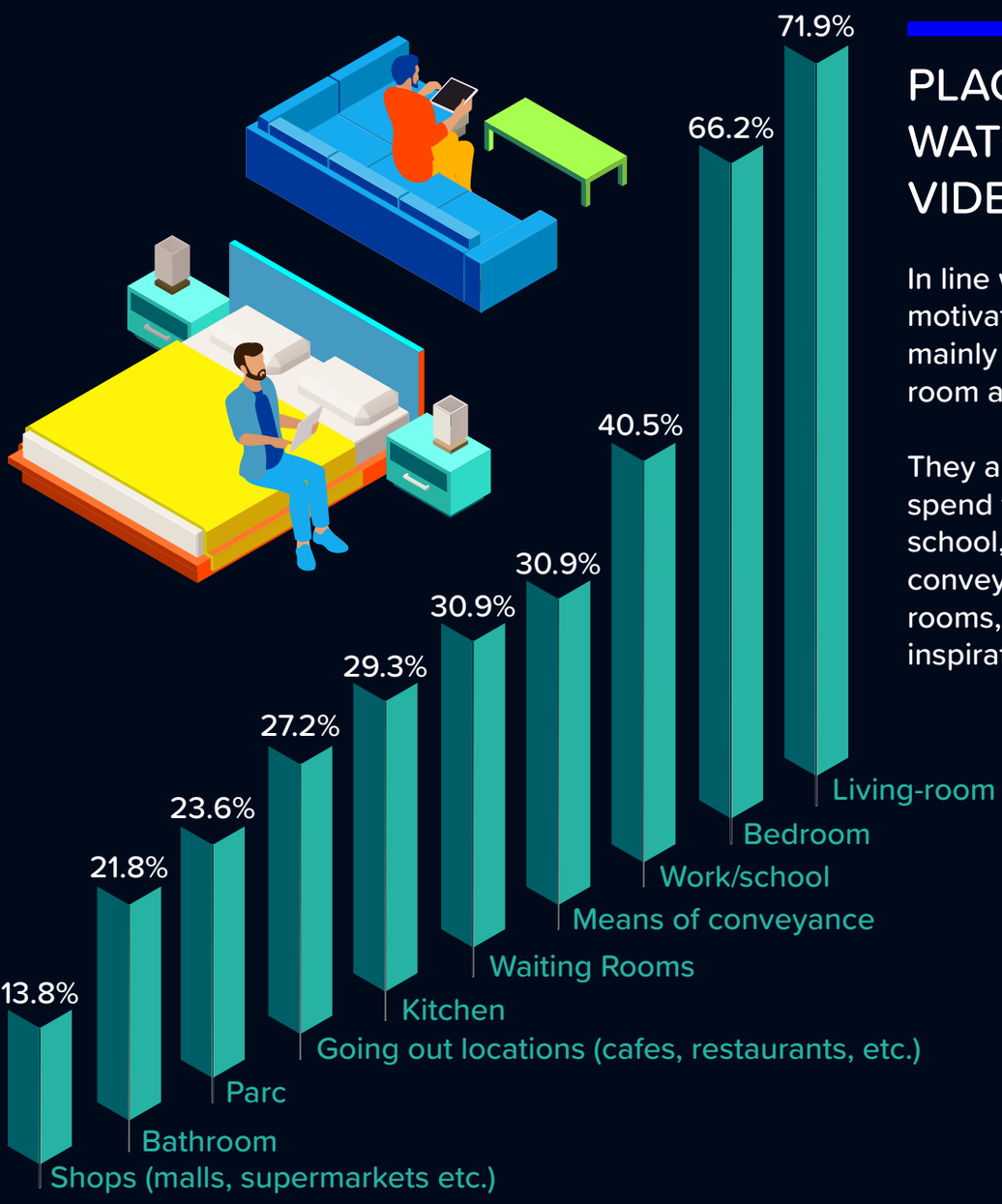
REASONS FOR WATCHING ONLINE VIDEOS



Main reason for watching online videos is to relax with light content

Next in line are related to learning new things, have fun, inform on brands & stores or learn to solve a certain problem





PLACES FOR WATCHING ONLINE VIDEOS

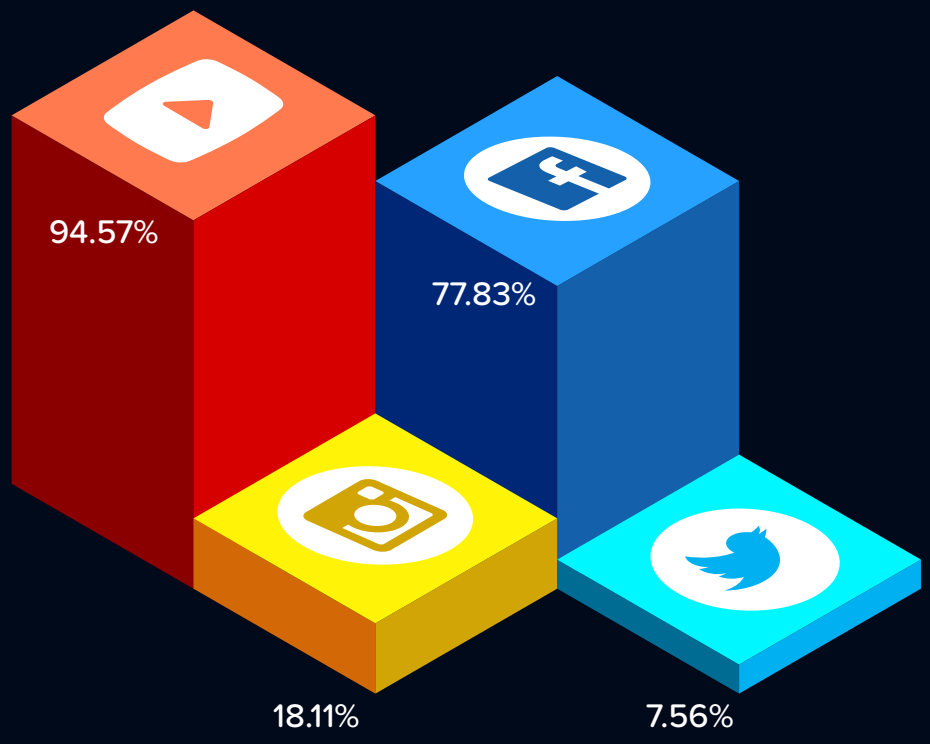
In line with relaxing motivation, online videos are mainly consumed in living room and bedroom.

They are also a good way to spend free time at work/ school, in means of conveyance and waiting rooms, or to get some inspiration in kitchen.

PLATFORMS FOR WATCHING ONLINE VIDEOS

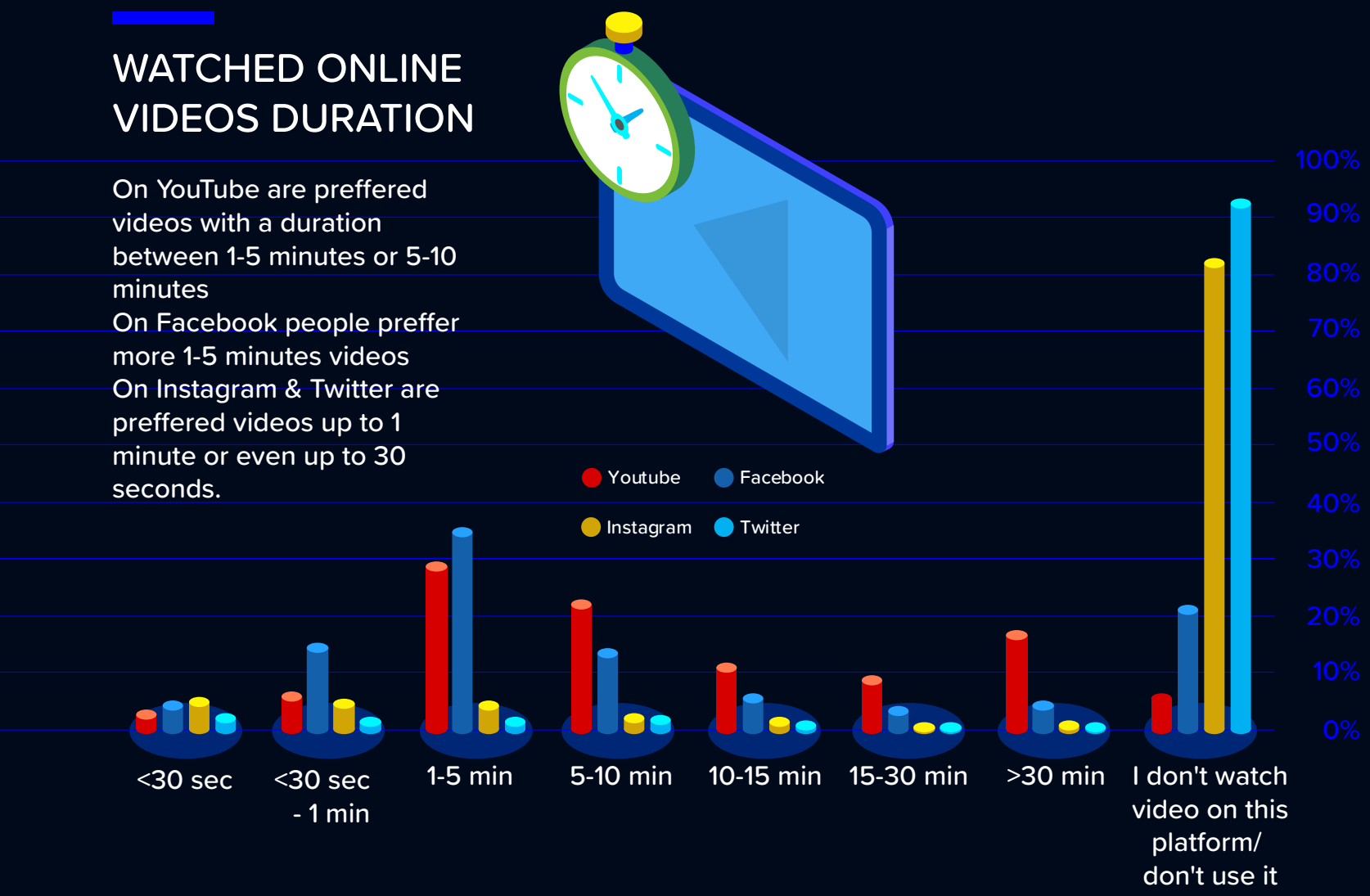
Main reason for watching online videos is to relax with light content

Next in line are related to learning new things, have fun, inform on brands & stores or learn to solve a certain problem



WATCHED ONLINE VIDEOS DURATION

On YouTube are preffered videos with a duration between 1-5 minutes or 5-10 minutes
On Facebook people preffer more 1-5 minutes videos
On Instagram & Twitter are preffered videos up to 1 minute or even up to 30 seconds.



TYPES OF ONLINE VIDEOS WATCHED ON YOUTUBE

YouTube videos also helping them in deciding on products & services, improve their professional skills, discover travelling locations, enrich

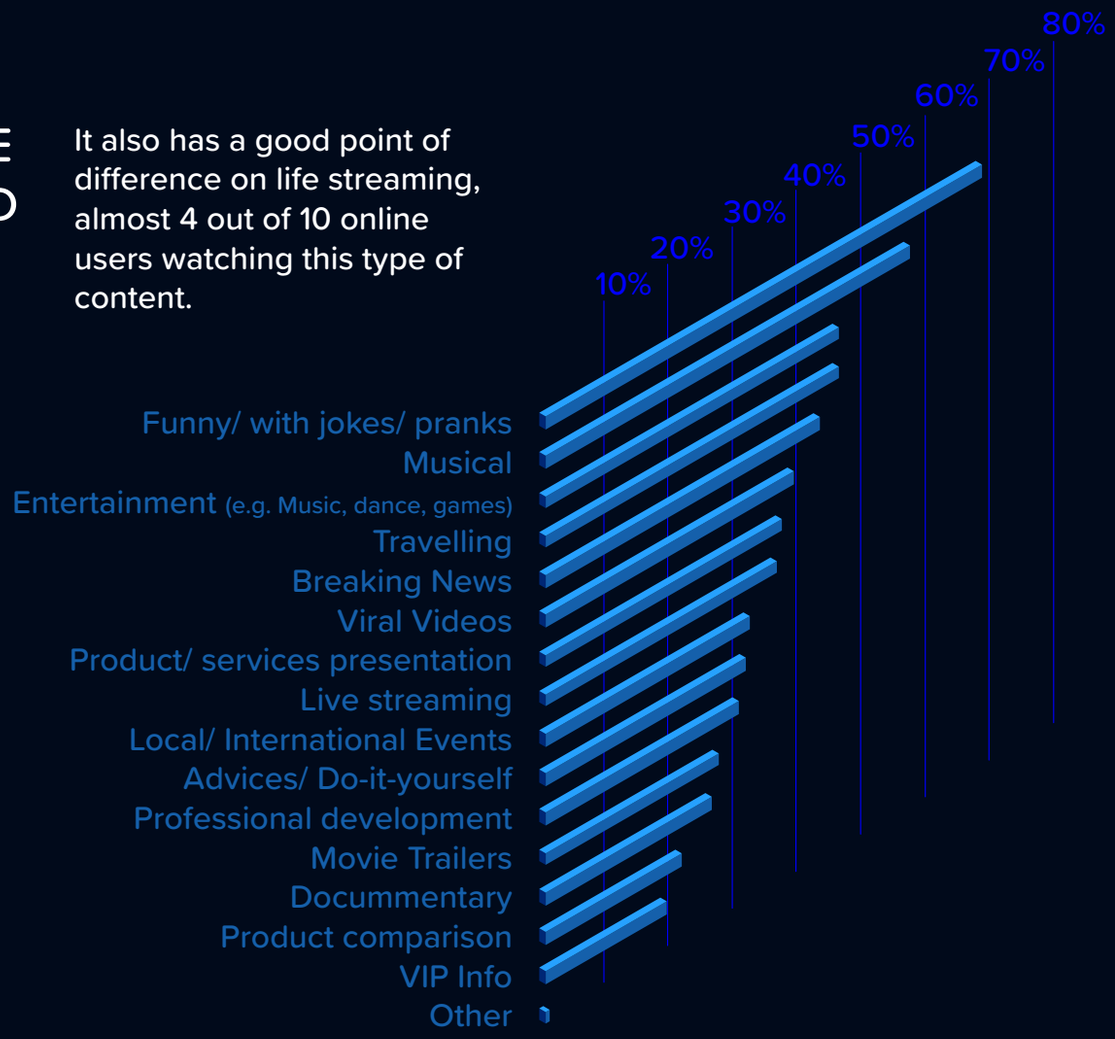
Main types of watched YouTube videos are with light content: musical, funny situations/ jokes/ pranks, entertaining.

their general knowledge or allimentating their hobbies.

TYPES OF ONLINE VIDEOS WATCHED ON FACEBOOK

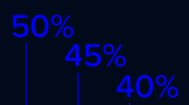
Besides light content, Facebook videos are also considered a source of info for travelling and breaking news, having the capacity of disseminating the information, too.

It also has a good point of difference on life streaming, almost 4 out of 10 online users watching this type of content.



TYPES OF ONLINE VIDEOS WATCHED

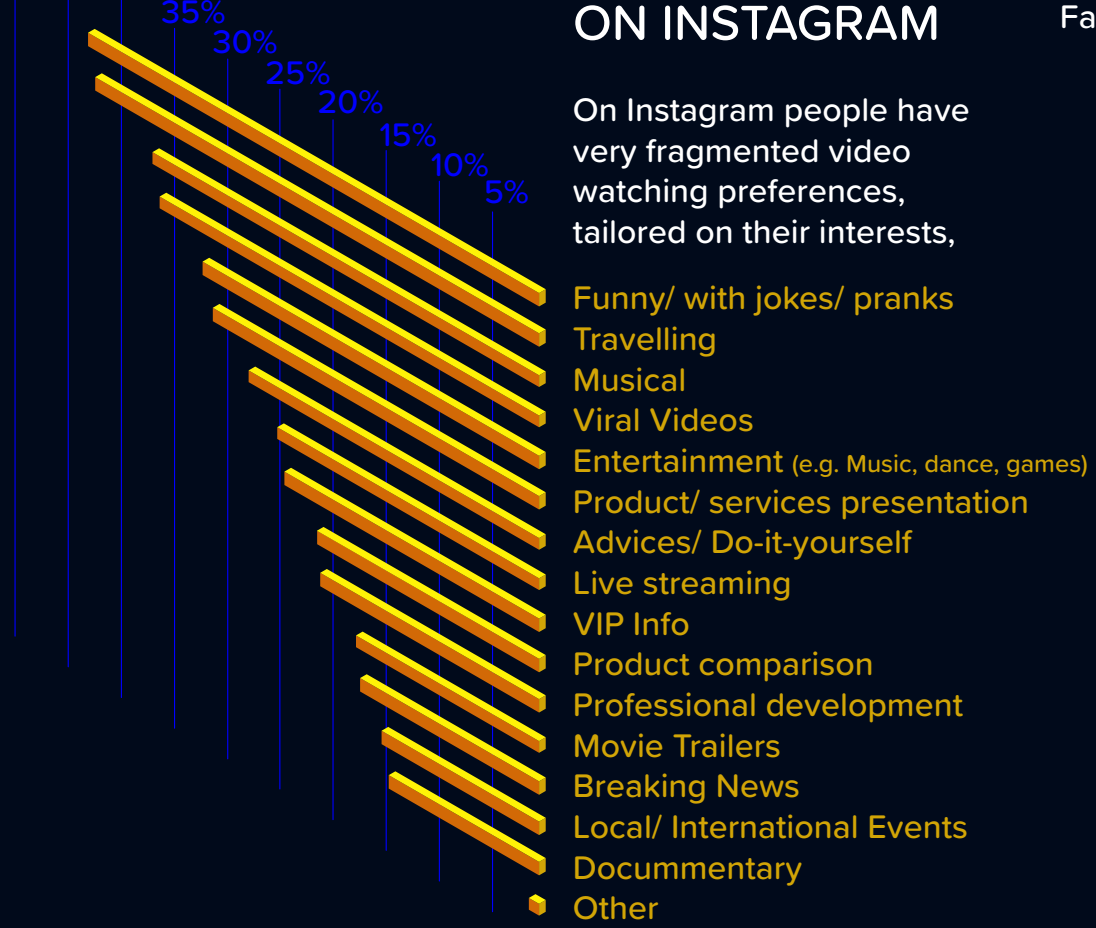
Videos with news have the lowest consumption on this channel, compared to



Facebook and YouTube.

ON INSTAGRAM

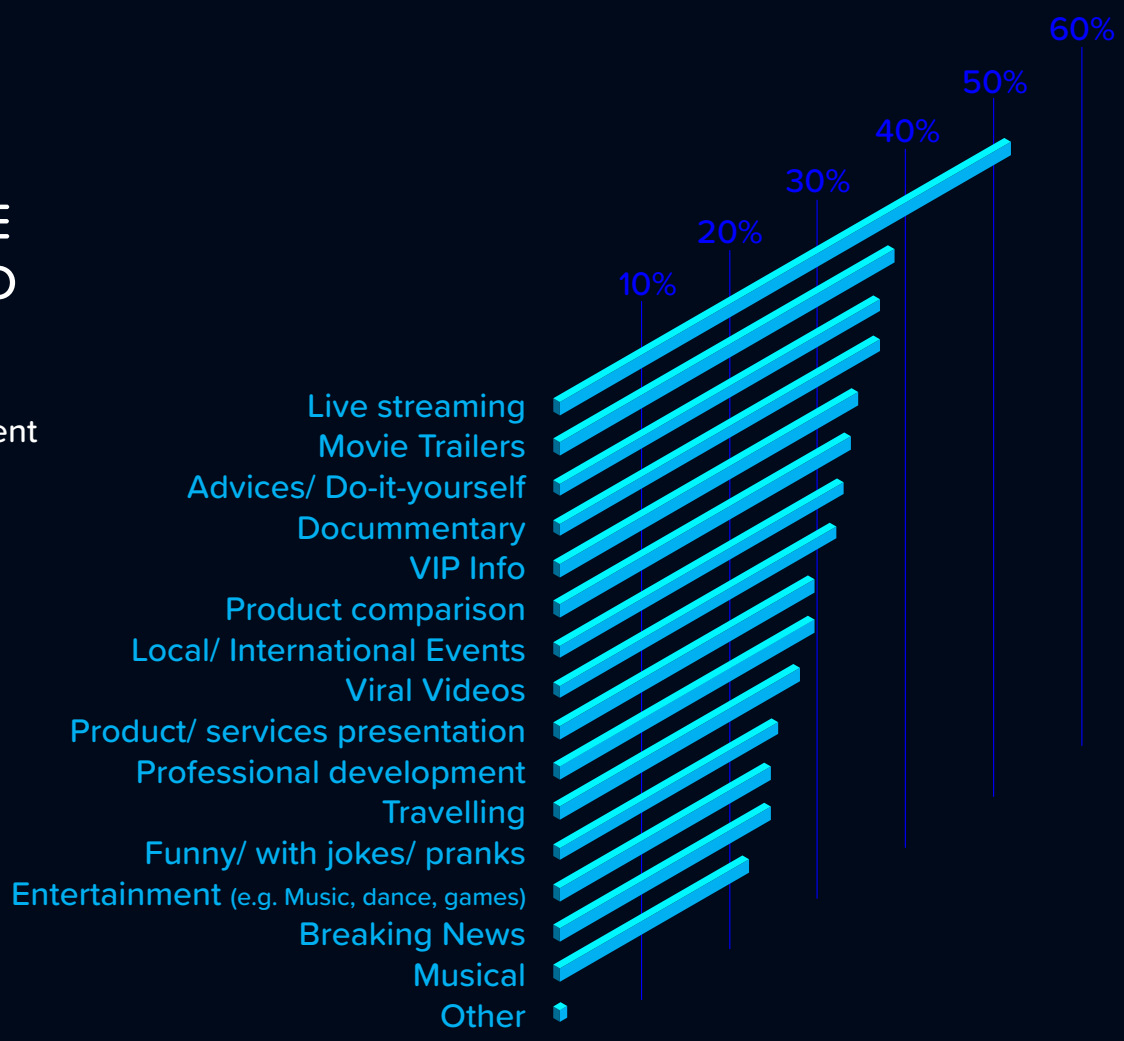
On Instagram people have very fragmented video watching preferences, tailored on their interests,



TYPES OF ONLINE VIDEOS WATCHED ON TWITTER

Even on video related content Twitter maintains its role of fast propagating latest information, most people following musical/ entertainement releases or breaking news.

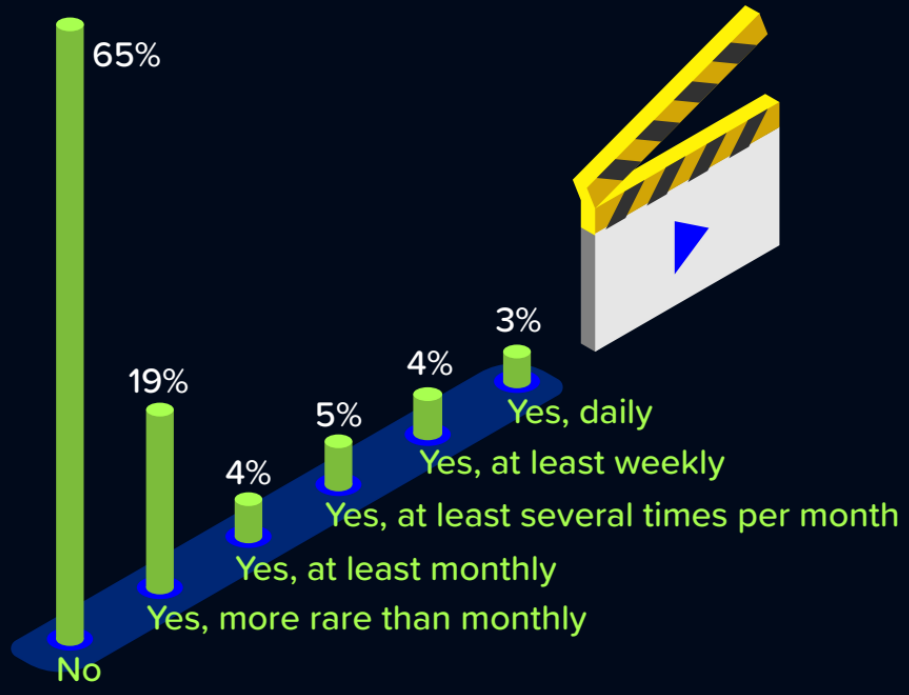
It is also a good channel for showing professional or artistic skills.

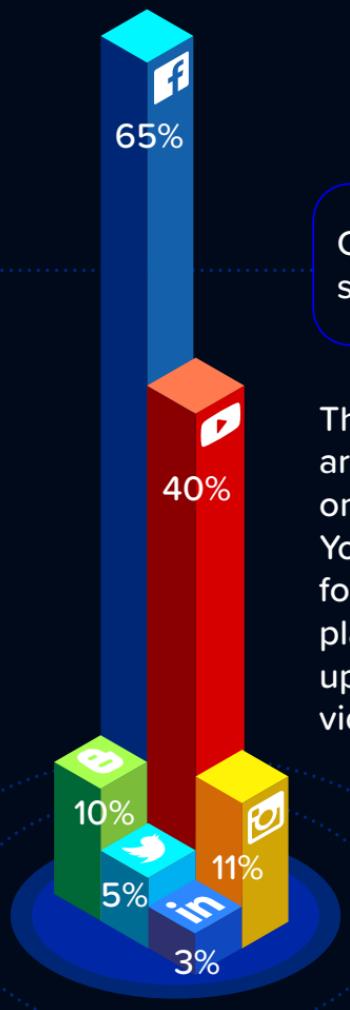


ONLINE VIDEO CREATION

Only 35% of those watching online videos are also creating online video content.

Most of them are occasionally creating – more rare than monthly.



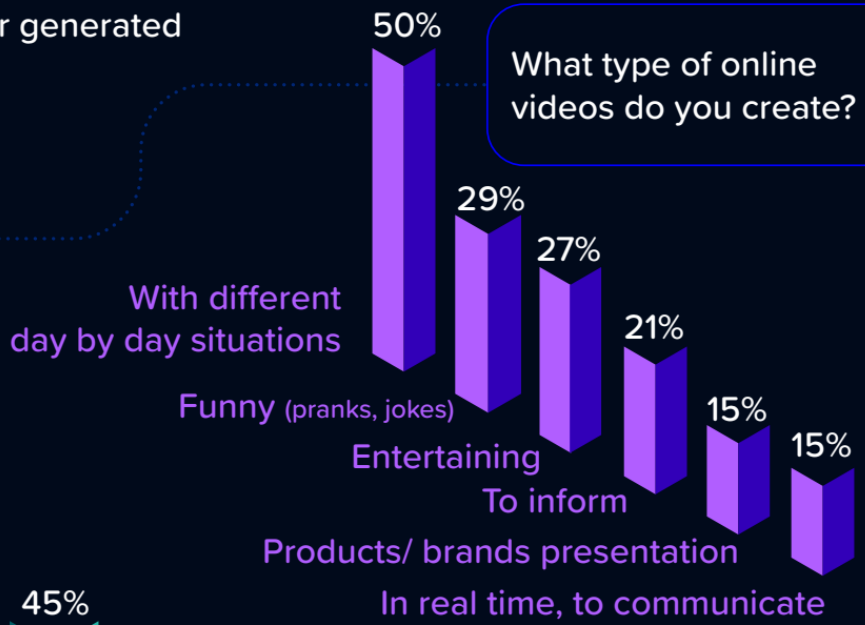


On what platforms do you share your online videos?

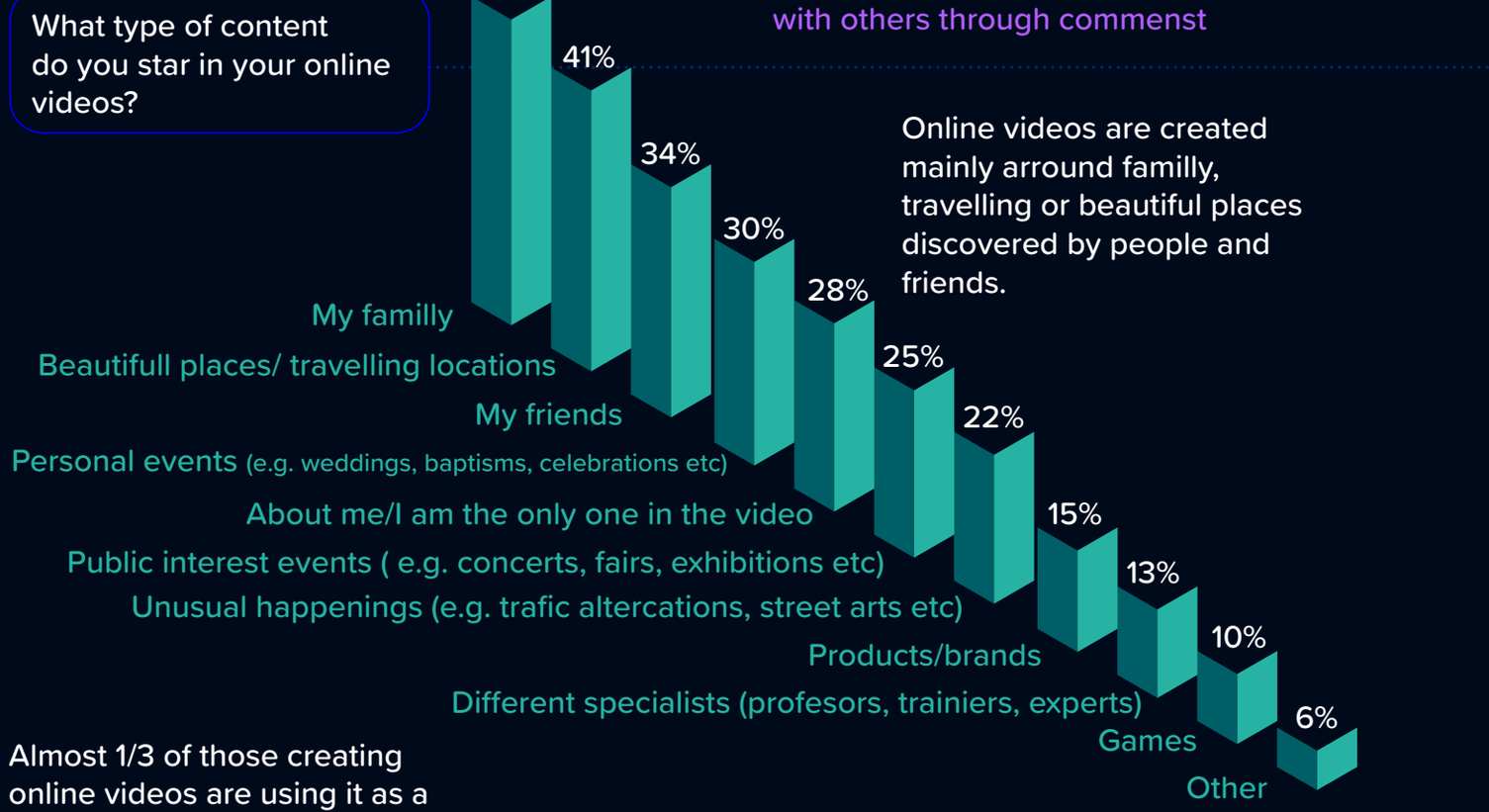
Those creating online videos are mostly distributing them on Facebook: eventhough YouTube is the main platform for online video watching, it is placed second in terms of upoloaded user generated video content.

User generated online videos are mainly immortalising day by day situations, most probably shared in private with dear ones.

What type of online videos do you create?



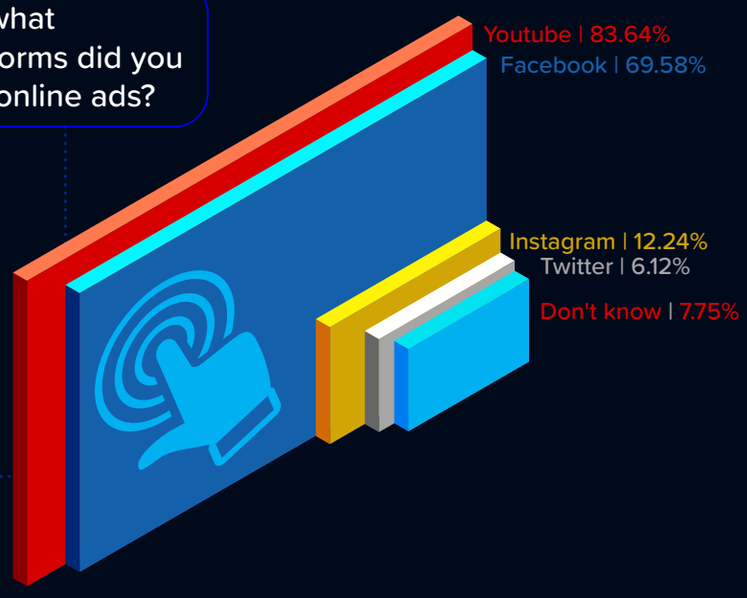
What type of content do you star in your online videos?



Online videos are created mainly arround familly, travelling or beautiful places discovered by people and friends.

Almost 1/3 of those creating online videos are using it as a mean of making their voice heard, being the central video character.

On what platforms did you see online ads?



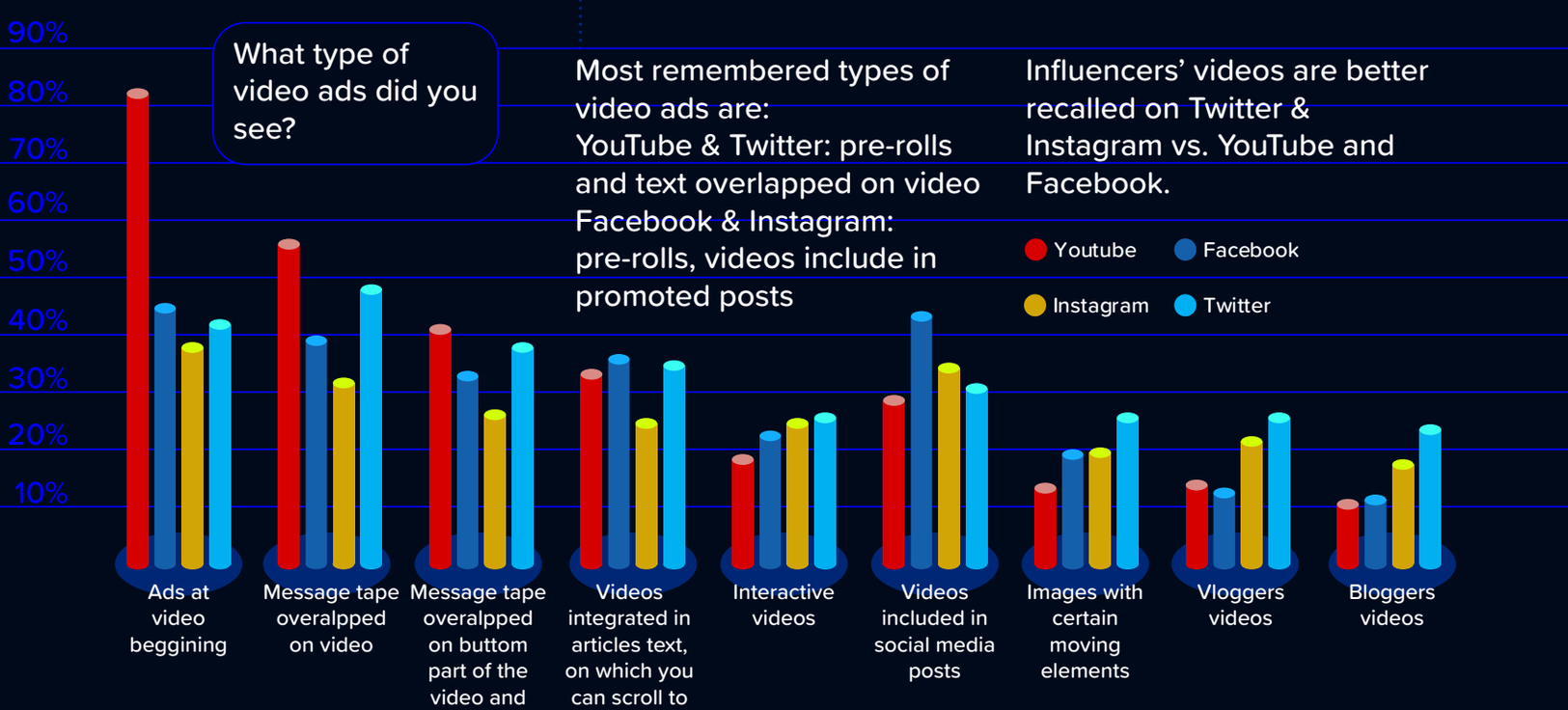
ONLINE VIDEO ADVERTISING

YouTube and Facebook are main platforms generating video ads recall, also having the highest video ads inventory and being extensively used by many brands.

What type of video ads did you see?

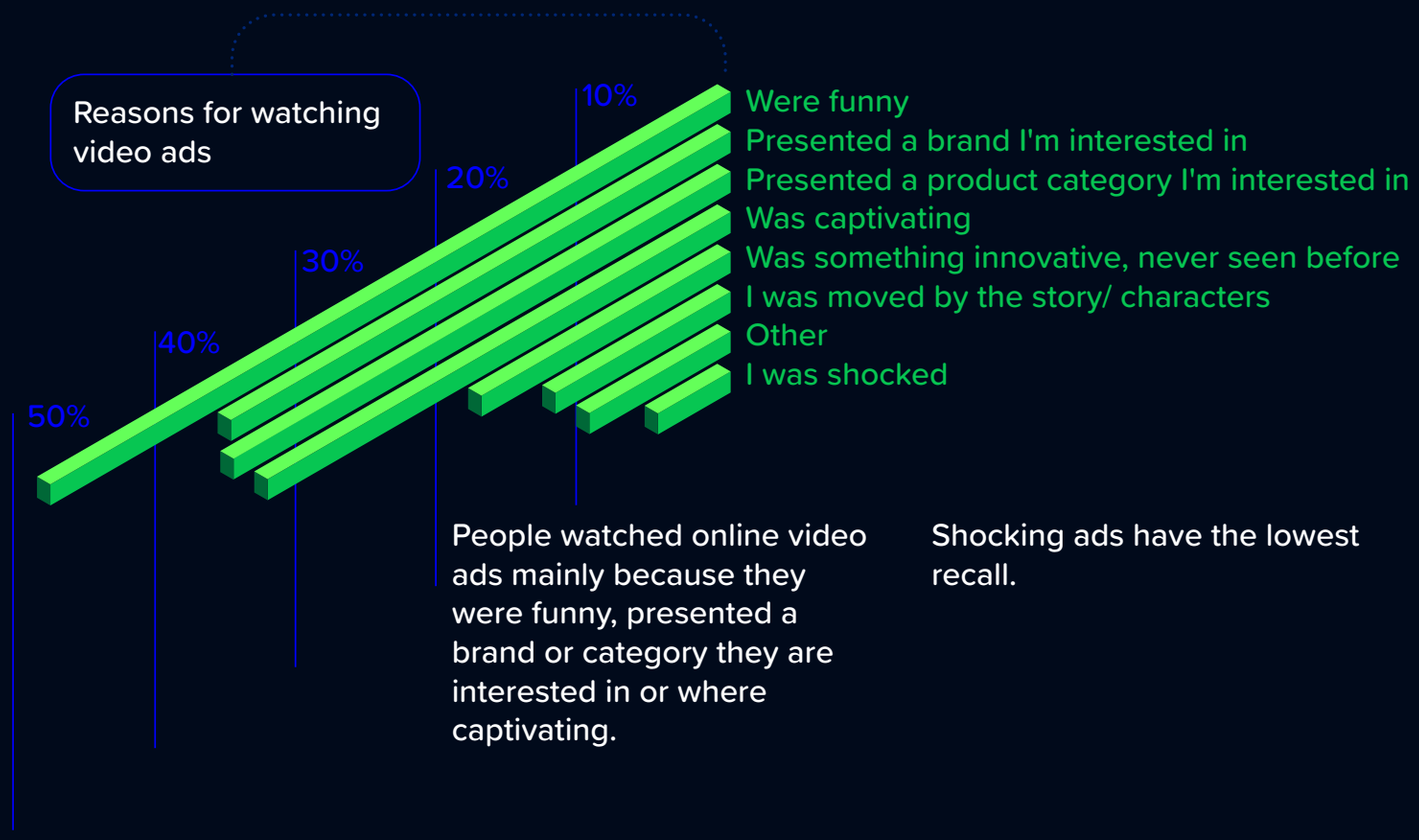
Most remembered types of video ads are:
YouTube & Twitter: pre-rolls and text overlapped on video
Facebook & Instagram: pre-rolls, videos include in promoted posts

Influencers' videos are better recalled on Twitter & Instagram vs. YouTube and Facebook.



lateral ad

continue to read



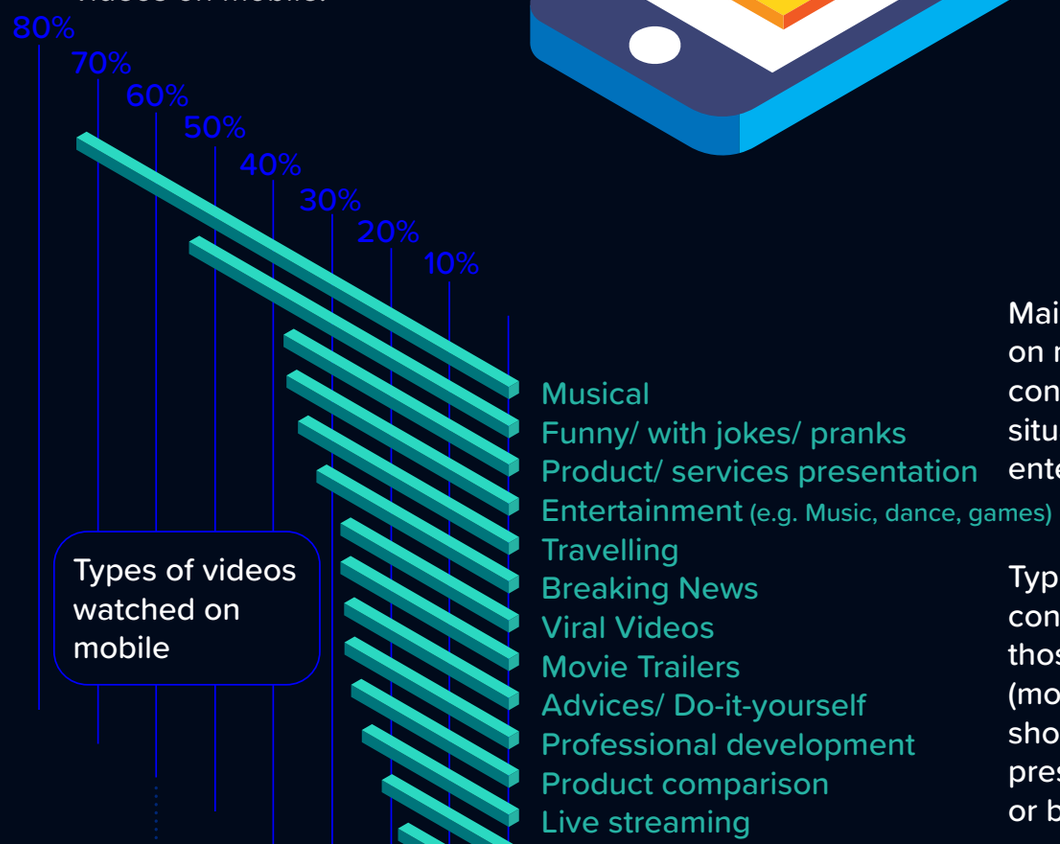
People watched online video ads mainly because they were funny, presented a brand or category they are interested in or where captivating.

Shocking ads have the lowest recall.

VIDEO MOBILE CONSUMPTION

Most videos are watched on mobile via aps.

From people watching online videos, just 15% don't watch videos on mobile.

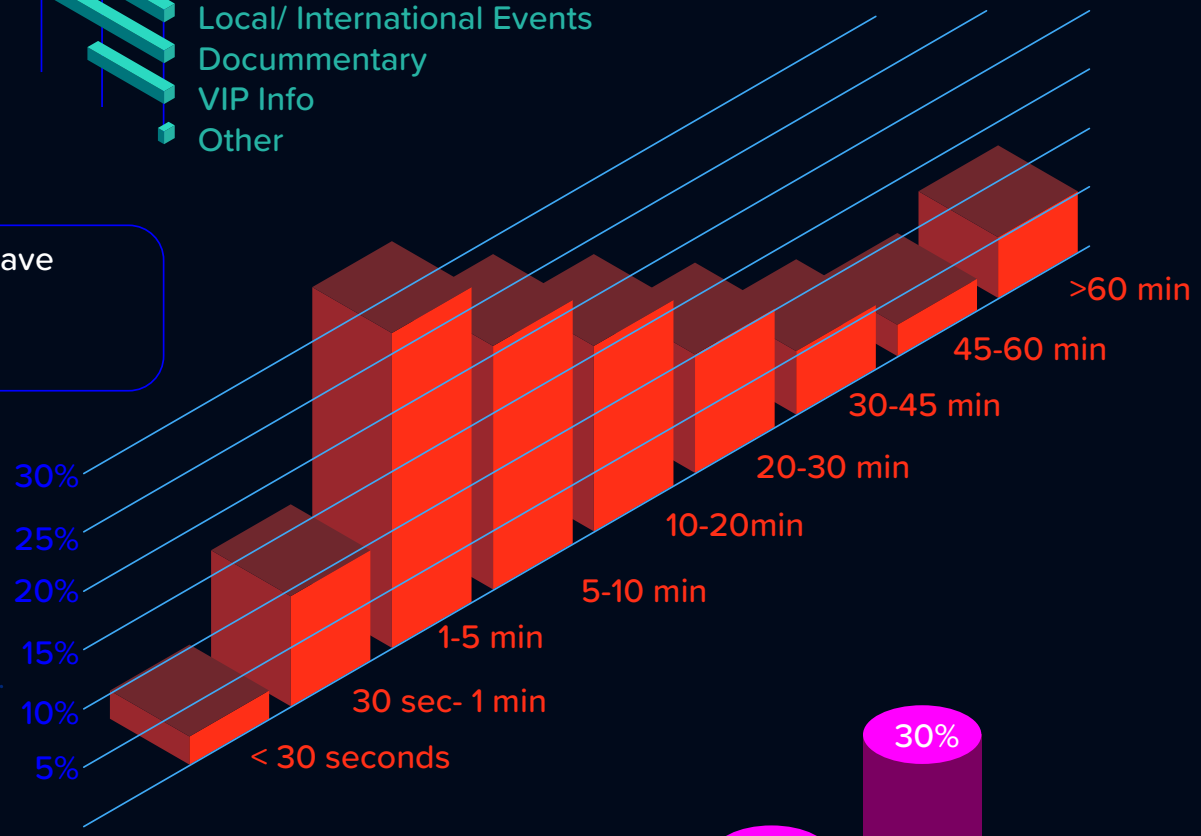


Main types of watched videos on mobile are with light content: musical, funny situations/ jokes/ pranks, entertaining.

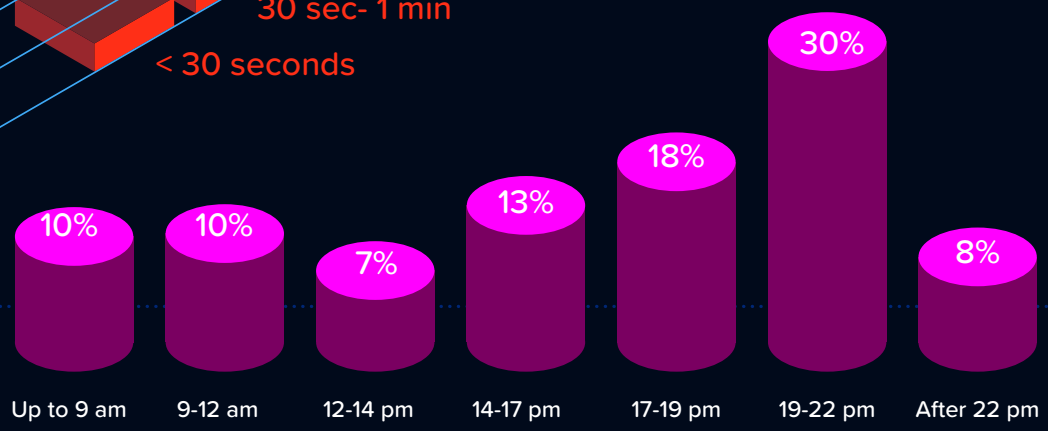
Type of videos highly consumed or mobile are also those presenting products (most probably during shopping research), presenting travelling locations or breaking news.

Local/ International Events
Docummentary
VIP Info
Other

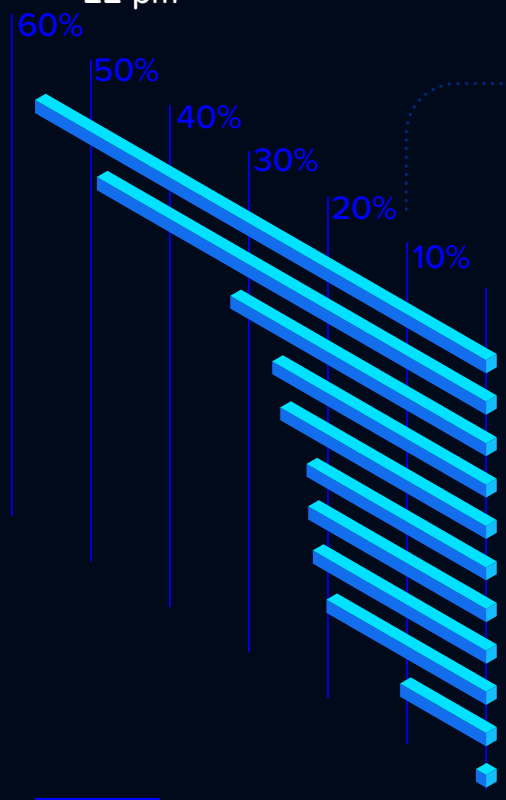
What duration have mobile videos watched ...



When do you ussualy watch videos on mobile



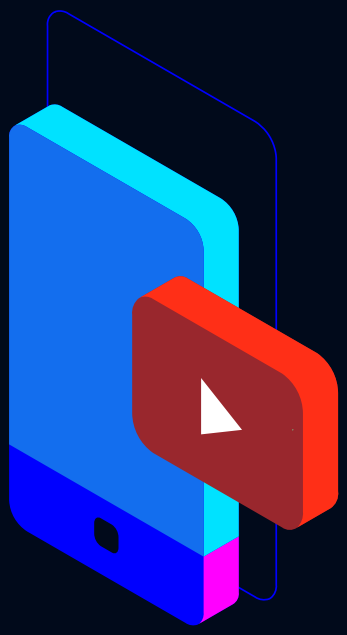
Most people watch videos on mobile starting 17 pm up to 22 pm



Where do you watch mobile videos?

Main places for consuming videos on mobile are bedroom, living-room and while commuting.

Bedroom
Living-room
Means of Conveyance
Work/ school
Kitchen
Going out places (cafes, restaurants, etc.)
Waiting rooms
Bathroom
Parcs
Shops (malls, supermarkets, etc.)
Other

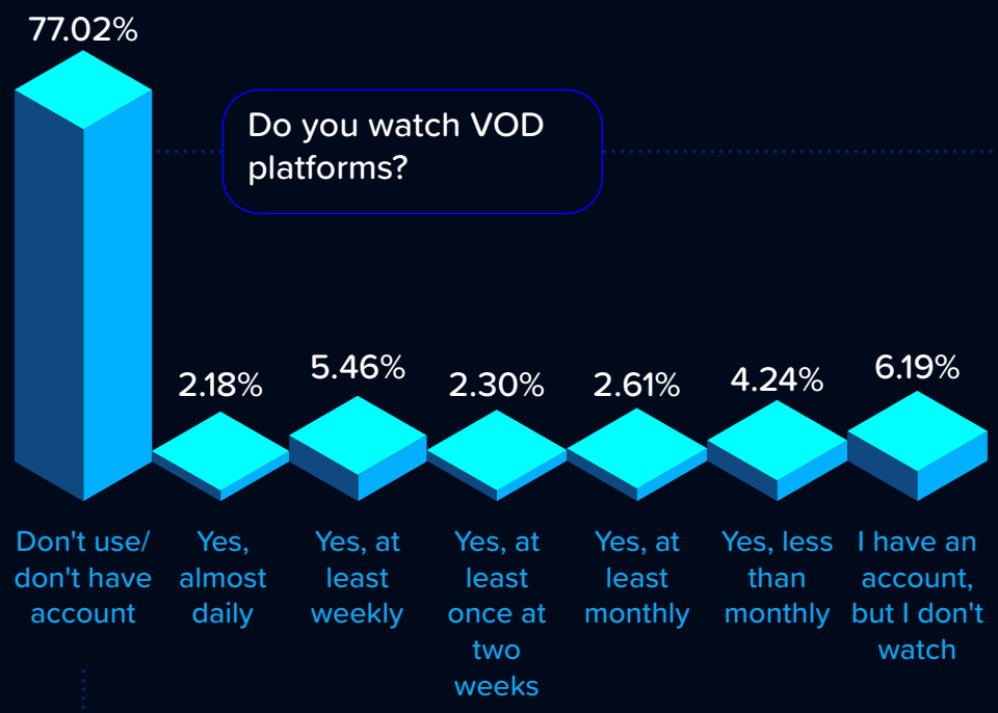


VIDEO ON DEMAND PLATFORMS

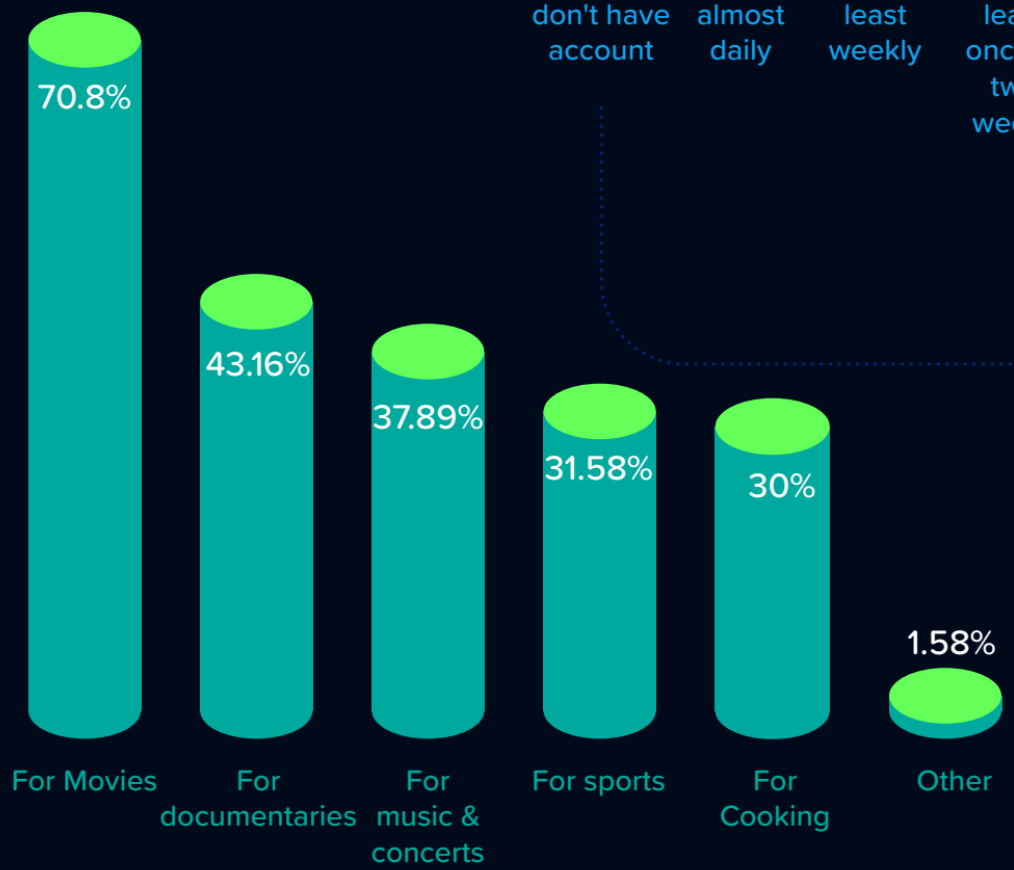
VOD platforms are used only by 33% of those watching online videos

Most of those using this platforms are watching videos at least weekly.

Do you watch VOD platforms?

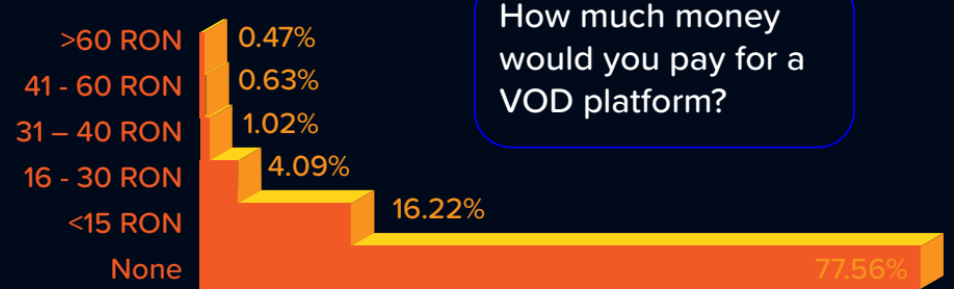


What VOD platforms would you like to access?



Most people would like to have dedicated VOD platforms for movies, docummentaries, music & concerts.

How much money would you pay for a VOD platform?



Most people would like to have VOD platforms for free. Those willing to pay, wouldn't spend more than 15 RON/ month for access.

Ask for details from consumer@ro.starcomworldwide.com