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Online Video Trends

WeLoveDigital Forum / Elena Iordache / Martie 2016

Some people say I have a short

attention span, I don't...

oooh... Glitter!



The average viewers is exposed to around **350** different ads in a day.

Attention span? **8.25** seconds

So how do you create advertising that gets recalled?



Video offers a compelling way to tell a story

What is next in video advertising?

#1 The future of video is **mobile**

Horizontal?



or Vertical?

9x completion rate 10x engagement rate



Interactive



Shoppable



Gamification

. . .



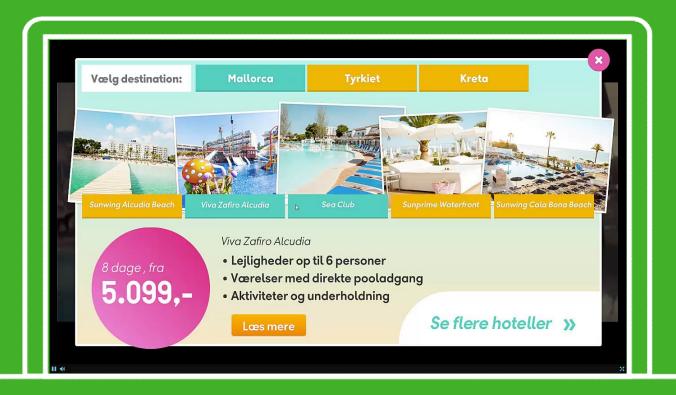
#2 **Short** ads are becoming the norm

#3 Real-time video



#4 Personalized video powered by data





#5 360 degree video



Multumesc!

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