

# The Rise and Shining of Video During COVID-19

# Year-over-year, the adoption of digital content consumption has increased

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As countries across the world use online tools to stay connected, informed and in touch.

Digital marketers see this tidal wave of increases across all facets of online activity. From global increases in internet users and smart connected device ownership, to more time spent on those devices consuming content, the use cases of devices are shifting and so is time spent on them. From a global, social perspective, active social media users are increasing at staggering rates with more time logged 'on-platform' than ever before.

One recently published report from [Hootsuite](#) via [DataReportal](#) cut through the clutter with a full, comprehensive global view into how people use the internet, social media, mobile devices and eCommerce now as compared to April 2019.



# The Rise and Shining of Video During COVID-19

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## COVID-19: Increase in Online and Digital Activities

WATCHING MORE SHOWS & FILMS ON STREAMING SERVICES



**57%**

SPENDING LONGER USING SOCIAL MEDIA



**47%**

SPENDING LONGER ON MESSENGER SERVICES



**46%**

LISTENING TO MORE MUSIC STREAMING SERVICES



**39%**

SPENDING MORE TIME ON MOBILE APPS



**36%**

SPENDING MORE TIME PLAYING COMPUTER OR VIDEO GAMES



**35%**

CREATING AND UPLOADING VIDEOS



**15%**

LISTENING TO MORE PODCASTS



**14%**



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## COVID-19: Types of Content People Want

FILMS  
(MOVIES)



FEMALE: **47%**  
MALE: **50%**

FUNNY VIDEOS  
AND MEMES



FEMALE: **34%**  
MALE: **33%**

HOW-TO AND  
TUTORIAL VIDEOS



FEMALE: **34%**  
MALE: **32%**

REPEATS OF POPULAR  
CLASSIC TV SHOWS



FEMALE: **35%**  
MALE: **30%**

LIVE-STREAMS FROM MY  
FAVOURITE MUSICIANS



FEMALE: **21%**  
MALE: **20%**

REPEATS OF CLASSIC SPORTS  
MATCHES AND EVENTS



FEMALE: **13%**  
MALE: **21%**

LIVE-STREAMS FROM MY  
FAVOURITE SPORTS STARS



FEMALE: **11%**  
MALE: **17%**

LIVE-STREAMS  
OF ESPORTS



FEMALE: **8%**  
MALE: **14%**

UPDATES FROM  
BLOGGERS AND VLOGGERS



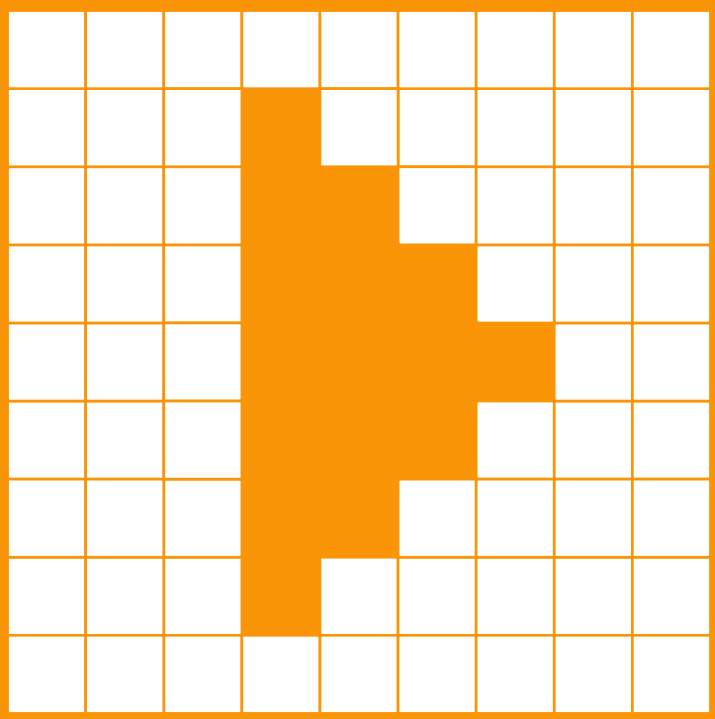
FEMALE: **11%**  
MALE: **11%**

NONE OF THESE  
KINDS OF CONTENT



FEMALE: **13%**  
MALE: **14%**





# Press Play for Video Evolution on Social Platforms

Video continues to be the foremost way many of us currently communicate to the outside world and is helping millions of users get through this pandemic together.

# Digital interactions are surging – and social channels are at the core of surge's apex.

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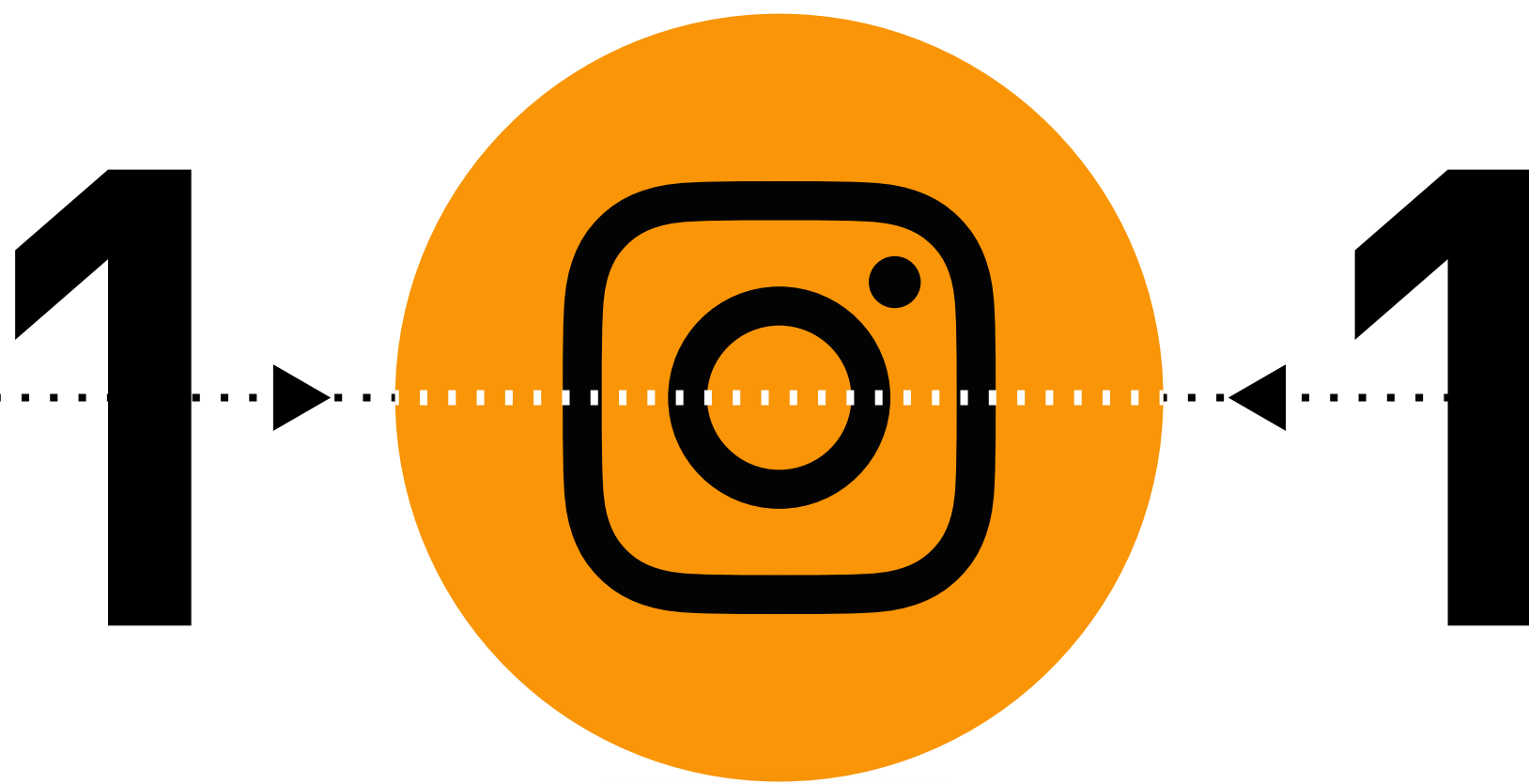
[Digital Information World](#) shared that Facebook is no longer topping the charts when it comes to platform popularity during the pandemic – even with a staggering 4% user growth since the beginning of quarantine. Instagram posed a 4.5% growth rate followed by Snapchat just below at a 4.2% growth rate worldwide. We're not shocked by these platform surges but we are intrigued by the "why."



## Press Play for Video Evolution on Social Platforms

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Rooted in any good hypothesis is a line that connects user base to platform functionality. If we look at the “Big 3” mentioned here – what’s the common thread that connects each? The need for a bridge between 1:1 conversations and face-to-face interactions is in full force. The conclusion: The rise of video content dominating the platform’s algorithms.



But Facebook isn't the only application with video chatting resources. Neither is Instagram. Neither is Snapchat. Popular apps like Zoom, Houseparty, or Microsoft Teams have made headlines on the overnight explosion of new users for those wanting to expand their digital hangouts beyond a 1:1 chit-chat, thread of selfies or 60-second clips.



## Press Play for Video Evolution on Social Platforms

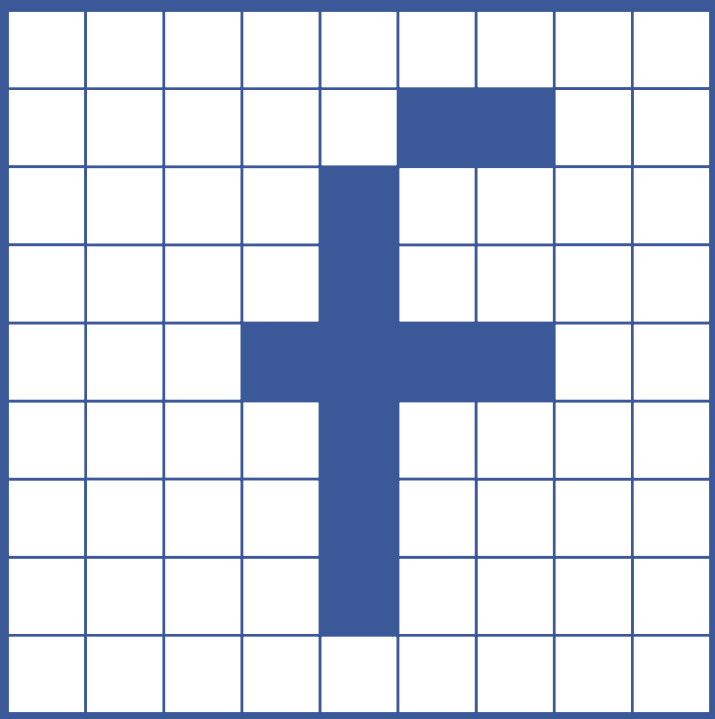
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But, even with Zoom jumping from 10 million to 200 million users in three months (via [VentureBeat](#)), they can't compete with a social titan like Facebook.

And you best believe that the world's largest social platform has been taking copious notes with a goal of incorporating their most popular video features into its own platform architecture. And those "learnings" are already rolling out as Facebook recently announced major platform updates centered on expanding video extensions with improved UI/UX video chatting in hopes to cater to the high demand for live streaming and video calling on-platform.





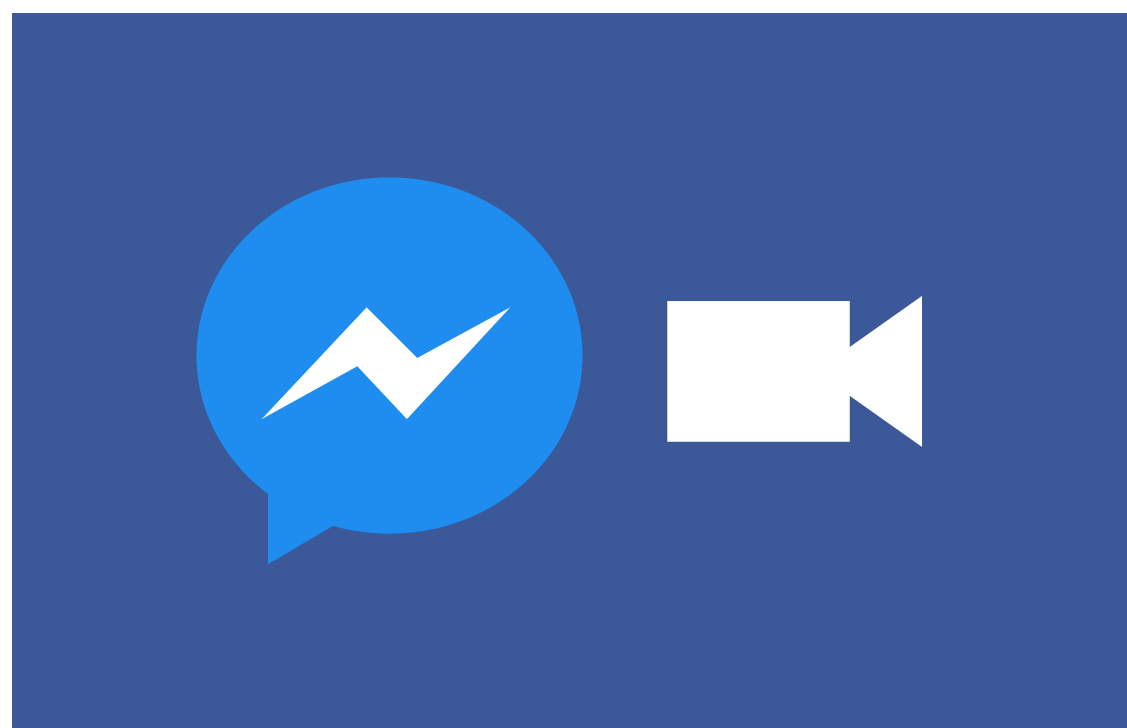
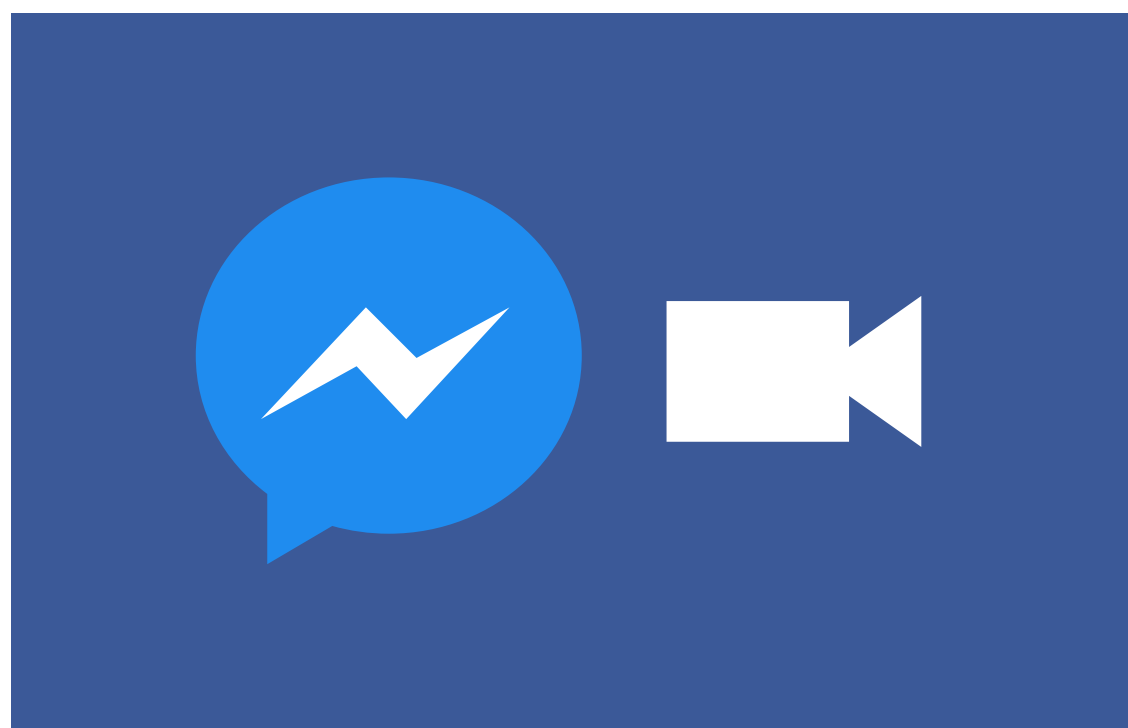
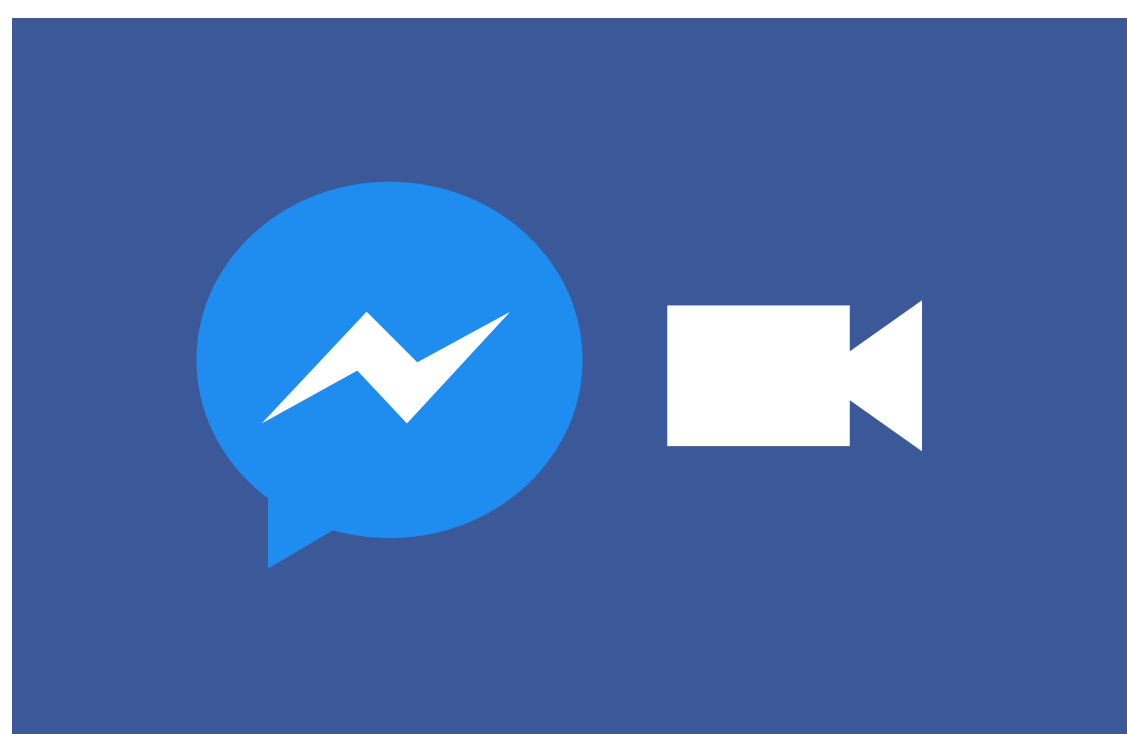
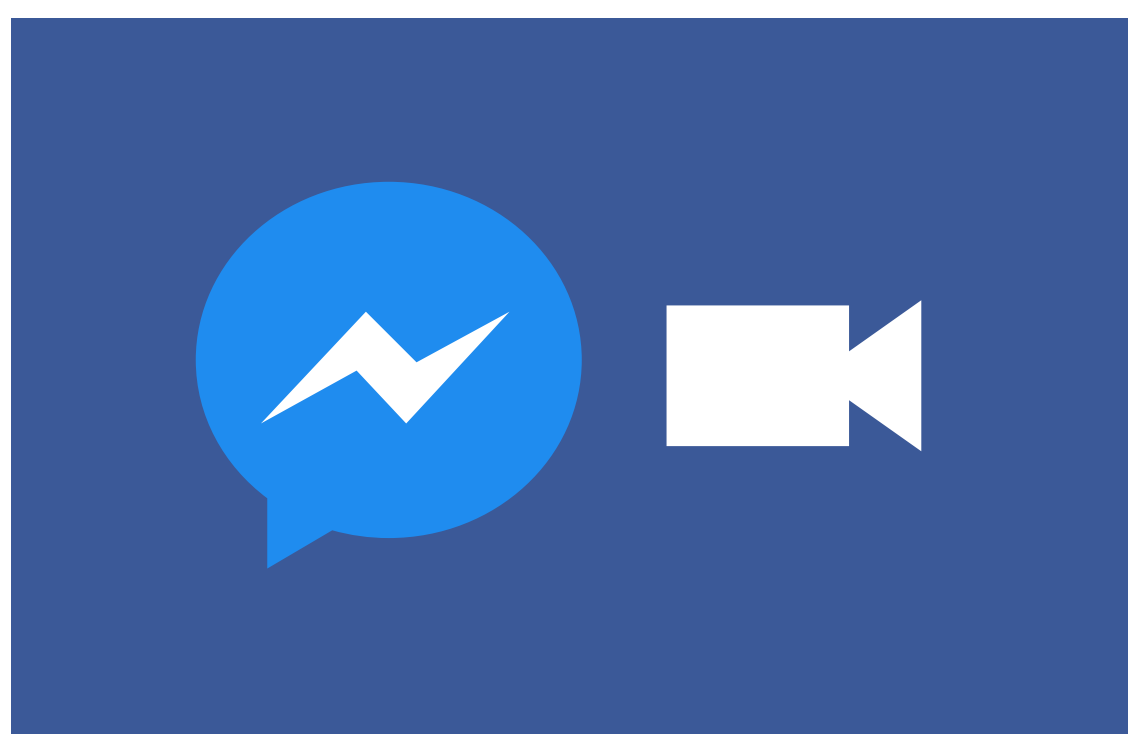


**What Users  
Can Expect  
On The  
World's  
Largest  
Platform**

# What Users Can Expect On The World's Largest Platform

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For starters, Facebook Messenger will now display six participants at a time for video chats. Users will now have the choice of up to 360 virtual backgrounds, mood lighting effects, and the parental audience can also enjoy an expansion of Messenger Kids – as the app has experienced 3.5x growth during the COVID-19 lockdown.





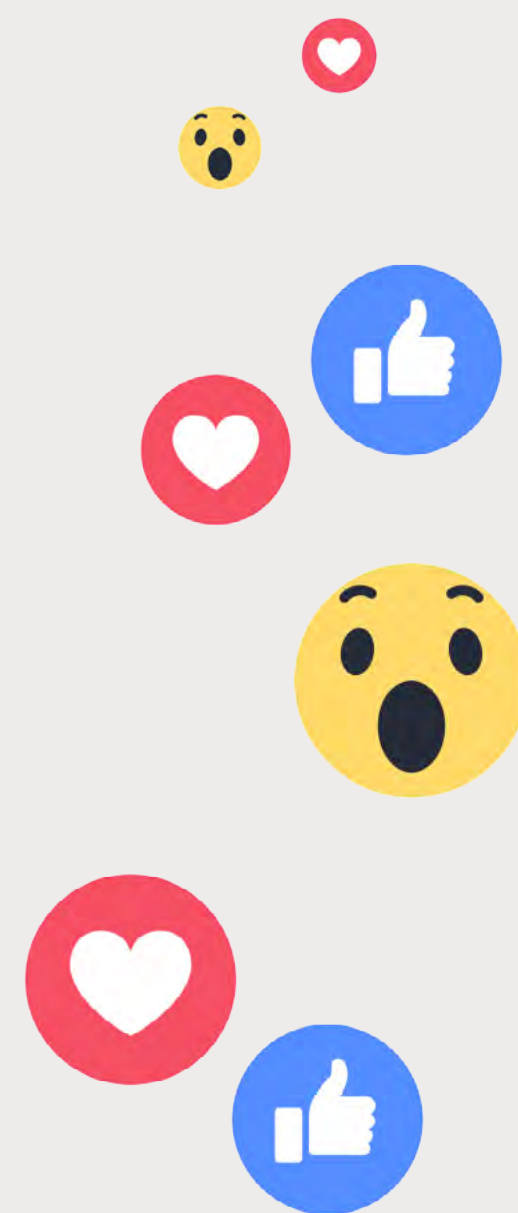
## Facebook Messenger Thrives (And Grows)

Arguably the greatest new addition is Facebook Rooms. This tool – accessible via Facebook Messenger – gives users the option to start a “room” at any time with up to 50 guests (no reservation necessary) and all active rooms will be displayed at the very top of your Facebook News Feed for quick access into multiple conversations. Users can still schedule a meeting if they want via Facebook Rooms, and people without a Facebook account can join via URL too.



## Facebook Live Remains Prominent

Facebook Live is getting a user boost. And Facebook is making it easy for brands and event planners to stream alternative versions of now cancelled physical events with live video content. That precious real estate on the top of all of your newsfeeds has likely been overtaken by joint live streams with celebrities, athletes and musicians. With this in mind, the platform will include the option to charge a fee in order for a user to join a Live stream. Facebook will also be updating Instagram Live streams to allow users to view the content via the web.



Write a comment...





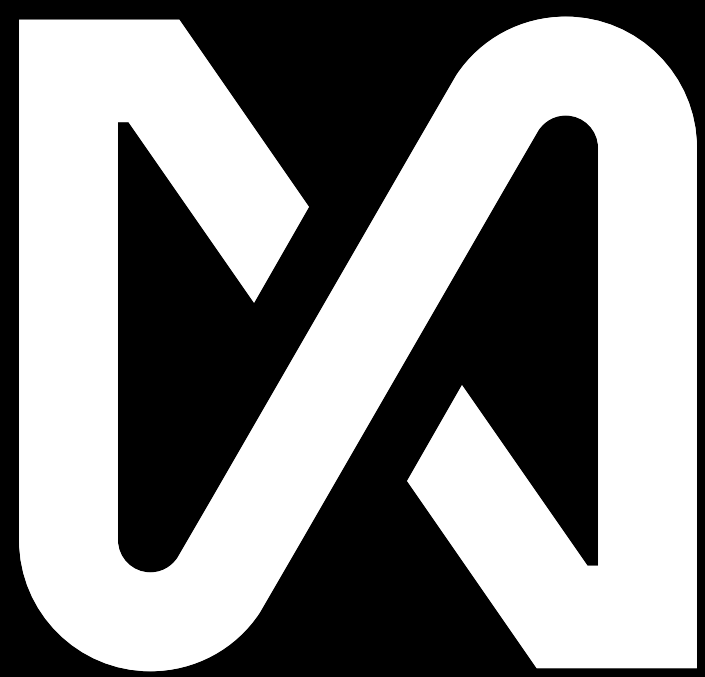
## What This Means for Brands?

These new updates are centered on the needs and demands to better connect. Marketers and social media professionals are already listing out the pros and cons of how these updates impact a brand's ability to better connect with their community.

Motion social media experts are already testing and concepting how these updates help us guide clients to audience-first content experiences now and as we plan and activate brand partners in the 'now' normal.

If your brand is looking to video as a catalyst for connecting with audiences, our team is standing by to assist and produce what's needed to resonate, capture attention and foster a virtual connection with your intended customer or consumer.





**MOTION**

We're here if you have questions about how to navigate your social strategy or modify your content plans.

**Gaelen Bell**

VP, Motion

[gbell@agencyinmotion.com](mailto:gbell@agencyinmotion.com)

**Jack Meehan**

Director, Motion

[jmeehan@agencyinmotion.com](mailto:jmeehan@agencyinmotion.com)

**Alli Ellwood**

Account Executive, Motion

[aellwood@agencyinmotion.com](mailto:aellwood@agencyinmotion.com)

[agencyinmotion.com](http://agencyinmotion.com)