

# Social Video

TRENDS REPORT

Explaining and analyzing key digital trends by demographics and market



As video takes on a more prominent role in how internet users engage with social media, the implications of this trend stretch beyond just scrolling past content on our news feeds.

Video has become a key element in the changing landscape of commerce, entertainment and marketing on social media.

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# The Potential of Social Video

Who is engaging with social video, and what is driving this trend?



In mid-2016, Nicola Mendelsohn, VP for Facebook in EMEA, proclaimed that **in five years' time Facebook "will definitely be mobile and probably all be video"**. With the average newsfeed now packed with video, and live-streaming taking off, this is certainly not a distant reality.

For some time now, YouTube has dominated the online video space. But with more and more resources being poured into video across the social media industry, **YouTube faces a mounting challenge from competitors.**

Virtually every social networker (96%+) is accessing social media via their smartphones, and upwards of 80% of users of the major Western platforms like Facebook and Snapchat are watching videos on their smartphones, too. But the implications of Mendelsohn's words stretch far beyond merely watching entertaining videos on Facebook; **they signal a more immersive social experience which positions social media as the go-to destination for anything from music consumption to online shopping and live sports broadcast and commentary.**

**Video positions social media as the go-to destination for anything from music consumption to online shopping and live sports broadcast and commentary.**

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WHICH OF THESE THINGS HAVE YOU DONE WITHIN THE LAST MONTH ON FACEBOOK / INSTAGRAM / SNAPCHAT / TWITTER?

BASE: 65,101 Internet Users aged 16-64 (Excl. China) / 383,385 Internet Users aged 16-64 (Excl. China)

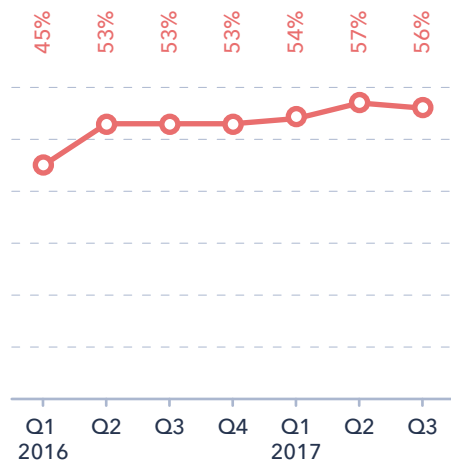
SOURCE: GlobalWebIndex Q3 2017 / GlobalWebIndex Q1 2016 - Q3 2017

# YOUNGER AGE GROUPS LEAD THE CHARGE

## THE DEMOGRAPHICS OF SOCIAL VIDEO VIEWERS

% of internet users who are Social Video Viewers

### TOTAL



The ease and accessibility of video in carrying activities ranging from online shopping to news consumption makes it the ideal way to increase engagement on social media. It's younger age groups that emerge as the prime target here. Younger internet users have a stronger tendency to use social media for reasons beyond simply sharing details on their daily lives, such as online shopping, news consumption and entertainment. In fact, social video consumption across four of the major social platforms outside China (Facebook, Twitter, Snapchat & Instagram) decreases directly in line with older age.

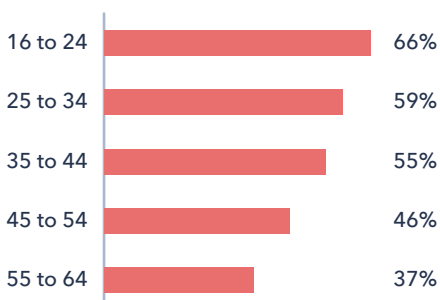
This is due in part to the higher usage rates among younger networkers overall. We know that Facebook usage is remarkably even between age groups, yet there is a younger skew for social video consumption overall, and the **older internet users still tend to gravitate to the more conventional destinations when consuming online video like YouTube.**

That said, **the 81% of 55-64s watching videos anywhere online each month demonstrate the cross-demographic appetite for online video, and the potential for engaging this age group with social video.** So even though the younger groups are driving the social video trend, their older counterparts will catch up fast.

### GENDER



### AGE



Older internet users gravitate to the more conventional destinations for online video like YouTube.

# CHANGING SOCIAL MEDIA ENGAGEMENT



WHAT ARE YOUR MAIN REASONS FOR USING SOCIAL MEDIA? // WHICH OF THESE THINGS HAVE YOU DONE WITHIN THE LAST MONTH ON FACEBOOK / TWITTER / INSTAGRAM? // ROUGHLY HOW MANY HOURS DO YOU SPEND ENGAGING WITH / CONNECTED TO SOCIAL NETWORKS OR SERVICES DURING A TYPICAL DAY?

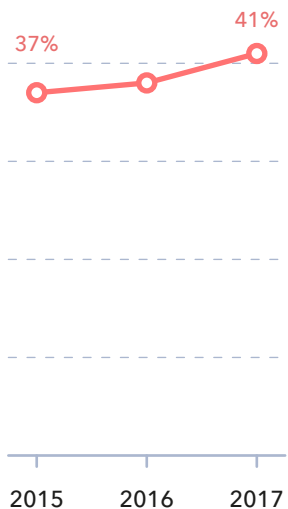
BASE: 198,734 (2015), 211,023 (2016) & 272,735 (2017) INTERNET USERS AGED 16-64

SOURCE: GLOBALWEBINDEX 2015-2017 (AVERAGES OF ALL WAVES CONDUCTED IN EACH YEAR)

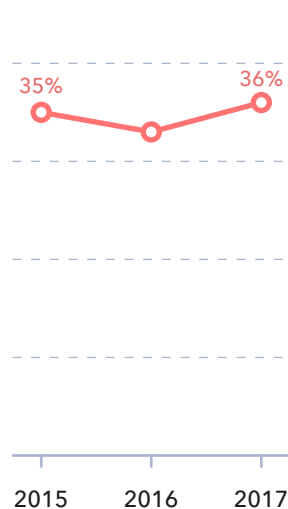
## SOCIAL MEDIA ENGAGEMENT OVER TIME

% of internet users who use social media...

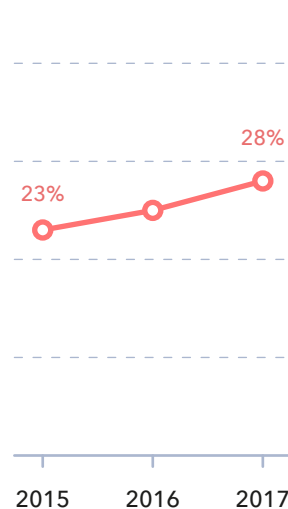
To stay up-to-date with news and current events



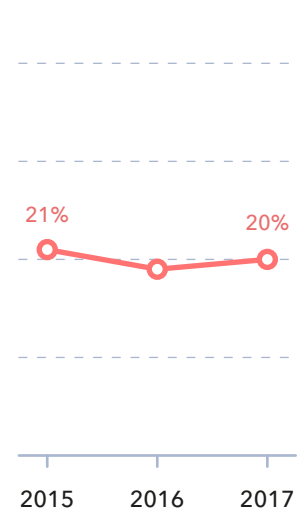
To find funny or entertaining content



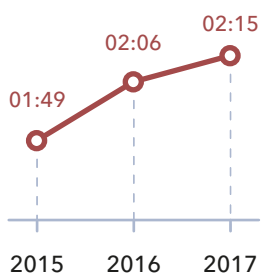
To research / find products to buy



To share details of what I'm doing in my daily life



## TIME SPENT PER DAY ON SOCIAL MEDIA IN HH:MM



One of the most striking changes in engagement patterns on social media has been the rise of passive networking. This is a trend in which networkers are becoming increasingly disinclined to share personal content on their favorite networks, and instead opting to repost third-party content. This is clearly shown in slight decrease in the rate of those using social media to share details of their daily life since 2017.

In the same period, however, time spent on social networks continues to climb, now reaching the 2¼ hour mark per day. These year-on-year rises make sense when we consider that social activities are increasingly becoming more purpose-driven in nature. There's just so much more to do on these platforms now, and consumers are becoming savvier in how and why they use social media.

Social behaviors are becoming both more passive, and at the same time more purposeful in nature



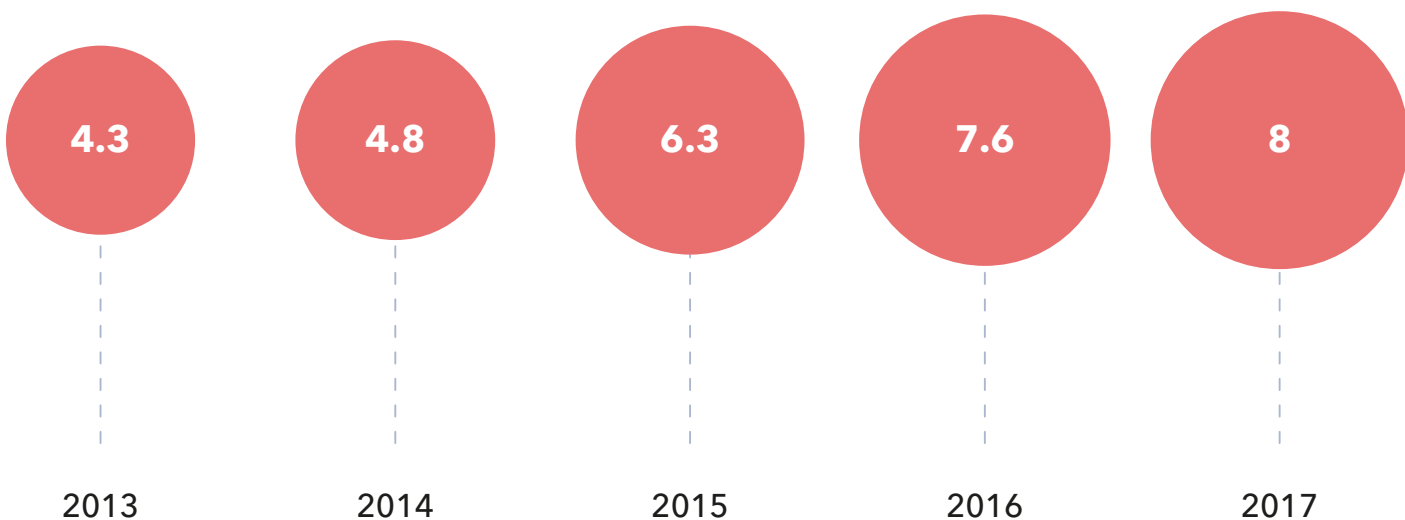
**ON WHICH OF THE FOLLOWING SERVICES DO YOU HAVE AN ACCOUNT?**

**BASE:** 61,196 (2012), 156,876 (2013), 168,045 (2014), 198,734 (2015), 211,023 (2016) & 272,735 (2017) INTERNET USERS AGED 16-64

**SOURCE:** GLOBALWEBINDEX 2012 - 2017 (AVERAGES OF ALL WAVES CONDUCTED IN EACH YEAR)

**MULTI-NETWORKING**

Average number of social media accounts held by internet users



**Among these driving factors is the prevalence of multi-networking.** Over the course of the last five years, we've seen a handful of networks (i.e. Snapchat, Instagram and Pinterest) steer clear of the "one-size-fits-all" model of Facebook, towards a more niche user experience. This has allowed them to stake their claim in their own corner of the social media landscape. Networkers have been receptive of these smaller incumbents, which have

benefited from positive brand images and smaller - and more selected - audiences when sharing content. **That's why each year showed a rise in the average number of social media accounts per internet user.**

**This was all true until this year when the momentum behind this growth waned quite significantly.** With Facebook acquiring Instagram in 2012, as well as having reacted to new challengers

such as Snapchat by copycatting many of their best features, a video-led status quo has settled on the social media industry, at least for now. And that tells us that **it doesn't really matter which platform you're using, the prominence that Facebook has put on videos has secured it a place in every newsfeed across various social media activities.**

**NOTE:** Average number of accounts is calculated based on analysis of 42 named networks + "Other". The named networks are a mix of global players as well as those specific to certain countries or regions

# Mapping out Social Video's Impact

How can video add value to the increasing number of online activities migrating to social media?

**The rise of the smartphone is compounding the spread of social video.** Beyond social engagement, other major online activities are also transitioning to mobile-first, most notably online purchases. In the media and entertainment sphere, music streaming is also now mobile-first, and **smartphones are taking an ever-larger share of the online TV market**, particularly for subscription services like Netflix.

All this demonstrates how **social media companies are now in a good position to offer these activities to internet users on their (mobile-optimized) platforms, and video can enrich each online activity.**

In the following sections, we outline just how social video can do this, and why we need to look beyond just the newsfeed to understand the significance of this trend.



**Social media companies are well-positioned to offer a host of activities on their platforms, and video can enrich each online activity**

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# SOCIAL VIDEO MARKETING

## SOCIAL VIDEO MARKETING

% of Social Video Viewers who have done the following actions in the past month

	%	Idx
Watched a video made by a brand	33	1.33
Clicked on a promoted / sponsored post on a social network	19	1.39
Shared a brand's post on a social network	14	1.37

Understanding consumer expectations is key to seeing the advantage of marketing via social video. Ad-blocking has overwhelmingly demonstrated the steps consumers are willing to take in order to protect their online journey from unwanted, intrusive or irrelevant content. But **social media benefits from being a different online environment than other sites affected by ad-blocking.**

**Almost half** of internet users **follow brands** they like or brands they are thinking of buying something from

The quality of online experiences is as important, if not more, on social media. We know that networkers are now geared to sift through content covering myriad topics (particularly videos) from friends or brands on their newsfeeds. So video content from brands on a newsfeed is less likely to appear intrusive and **this offers brands more opportunities in conveying brand message and marketing campaigns.**

**It's this opportunity to portray the brand in different ways that has made social video marketing such a hit.** In fact, it's 1 in 3 Social Video Viewers watching videos made by brands anywhere online each month, and their over-indexes (c.38% above average) for clicking on sponsored posts on social networks or sharing posts from a brand illustrate their willingness to use social as a platform to engage with brands.

## YOUTUBE ACTIONS

% of Social Video Viewers who have done the following on YouTube in the past month

	%
Watched a tutorial video which explained how to do something	49
Watched an educational video	41
Watched a video posted by a celebrity or vlogger	34
Watched a video or ad made by a brand	33
Watched a consumer review of a product	30

Taking YouTube as an example, we can get an idea of how those watching videos on Facebook, Twitter, Instagram and Snapchat are engaging with online video, and how brands can apply this to their social video campaigns. What's clear is that **video engagement is often purpose-driven** among this group, with around 40-50% outside China watching educational or tutorial videos on the platform.

**Social video allows brands more opportunities in conveying brand message and marketing campaigns.**

**One of the key value propositions of social video marketing is its ability to bridge the gap between in-store shopping and online shopping.** Brands can give consumers a deeper insight into the USP of their products using informative and inspiring videos, helping consumers in their

purchase considerations (something which could be highly applicable in industries such as beauty and personal care). The 3 in 10 internet users outside China watching consumer reviews of products on YouTube is a good example of consumers' tendency to choose video before making a purchase decision.



WHICH OF THE FOLLOWING ACTIONS HAVE YOU DONE ONLINE IN THE PAST MONTH?

BASE: 35,918 Social Video Viewers aged 16-64 (excl. China)

SOURCE: GlobalWebIndex Q3 2017



WHICH OF THESE THINGS HAVE YOU DONE WITHIN THE LAST MONTH ON YOUTUBE?

BASE: 35,918 Social Video Viewers aged 16-64 (excl. China)

SOURCE: GlobalWebIndex Q3 2017





WHICH OF THE FOLLOWING ACTIONS HAVE YOU DONE ONLINE IN THE PAST MONTH?

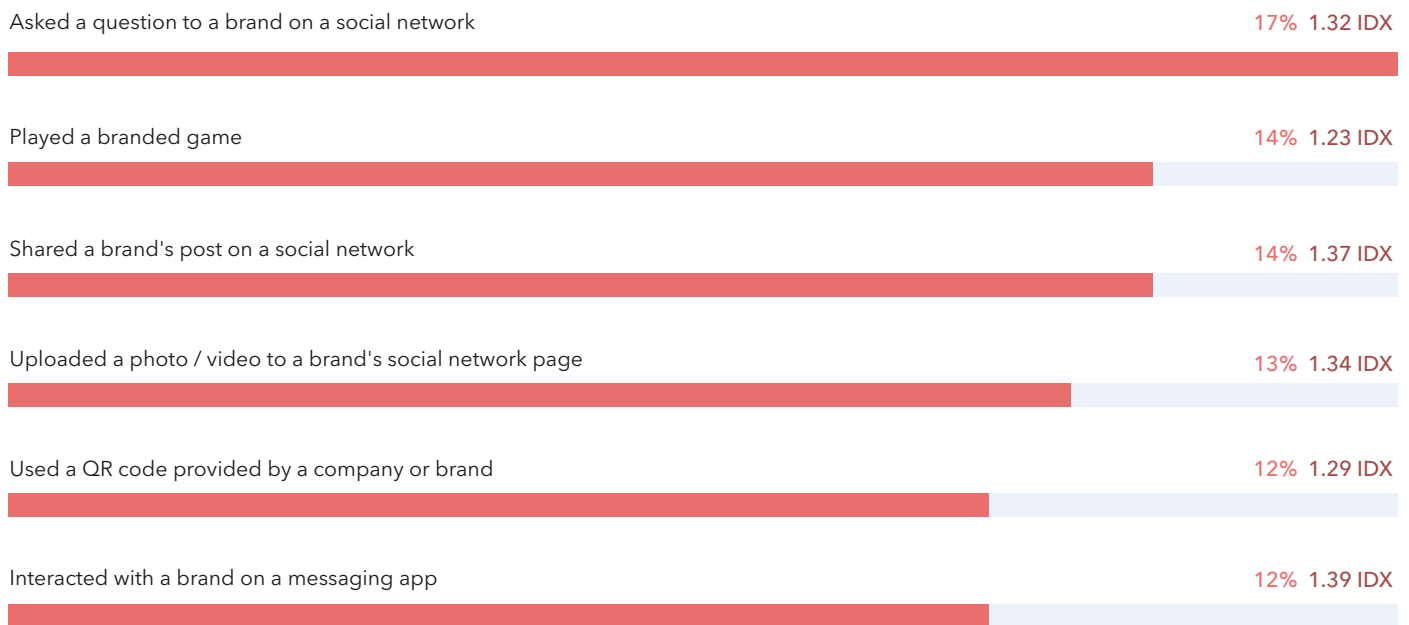
BASE: 35,918 SOCIAL VIDEO VIEWERS AGED 16-64 (EXCL. CHINA)

SOURCE: GLOBALWEBINDEX Q3 2017

# COMMERCE

## BRAND INTERACTIONS

% social video viewers who have done the following actions in the last month



**Bridging this online-offline shopping divide doesn't just benefit the user experience on social media; it also enhances the offline experience too.**

2017 saw the transition of online shopping into a mobile-first activity. For some time now, **"showrooming" has demonstrated the power of mobile in giving the consumer the advantage of finding the best deals online, while also gauging the suitability of a product in-store.** But instead of luring consumers out of a brick-and-mortar store by showing them better price deals, **social video can build awareness around the brand and products by using new mobile and video technologies.**

**Social video can bridge the gap between online and offline shopping experiences**

Mobile technologies like location-based services and augmented reality applications on social media are slowly removing the boundaries between online and offline. Already we've seen that major retailers like Amazon are looking to harness AR in allowing consumers to try on "virtual clothes", potentially bringing **immersive experiences onto a completely new level using tools which the majority of internet users have in their pockets.**

**One of the most memorable examples of this concept is Snapchat's Geofilter and Lens functions.** Using location-specific graphical overlays, Snapchatters are able to add illustrations to their videos exclusive to their immediate vicinity, whether that's an event, or in this case a shop. Such features provide opportunities for brands to spread their brand message on emerging technology.

**Gen Zers emerge as the testing ground of this new frontier in online-offline video-based commerce.**

Among Gen Z Snapchatters, 22% are using geofilters each month, and this is something which could really power their likelihood of making a purchase - Gen Zers who are watching social videos each month are 40% above average for



WHEN SHOPPING ONLINE, WHICH OF THESE FEATURES WOULD MOST INCREASE YOUR LIKELIHOOD OF BUYING A PRODUCT? / WHICH OF THE FOLLOWING ONLINE SOURCES DO YOU MAINLY USE WHEN YOU ARE ACTIVELY LOOKING FOR MORE INFORMATION ABOUT BRANDS, PRODUCTS, OR SERVICES?

BASE: 35,918 SOCIAL VIDEO VIEWERS AGED 16-64 (EXCL. CHINA)

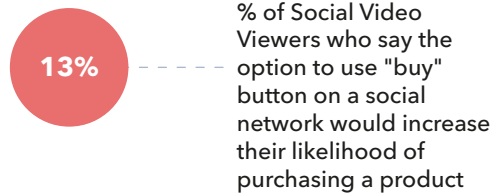
SOURCE: GLOBALWEBINDEX Q3 2017

saying lots of “likes” and good comments on social media would motivate them to make a purchase.

It’s also clear that **Social Video Viewers are more than willing to interact with engageable functionalities offered up by brands.** This audience are asking questions to brands on social, sharing branded posts with their friends, and importantly, interacting with brands on messaging apps. Above all, however, they are much more likely to be performing these actions.

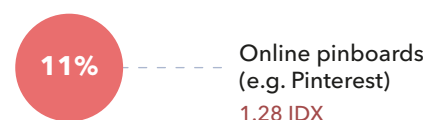
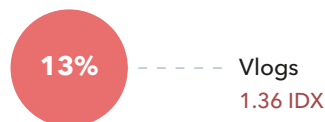
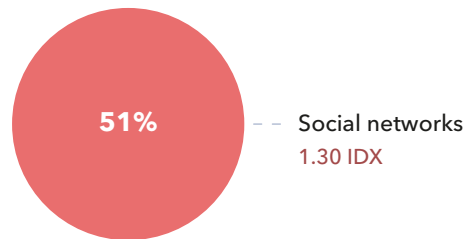
We also see that given the opportunity, **a significant amount of this audience is using branded QR codes on a monthly basis,** something which has been effectively implemented in some recent social video-based marketing campaigns.

### SOCIAL COMMERCE & SOCIAL VIDEO



### PRODUCT RESEARCH CHANNELS

% who use the following online sources to research products



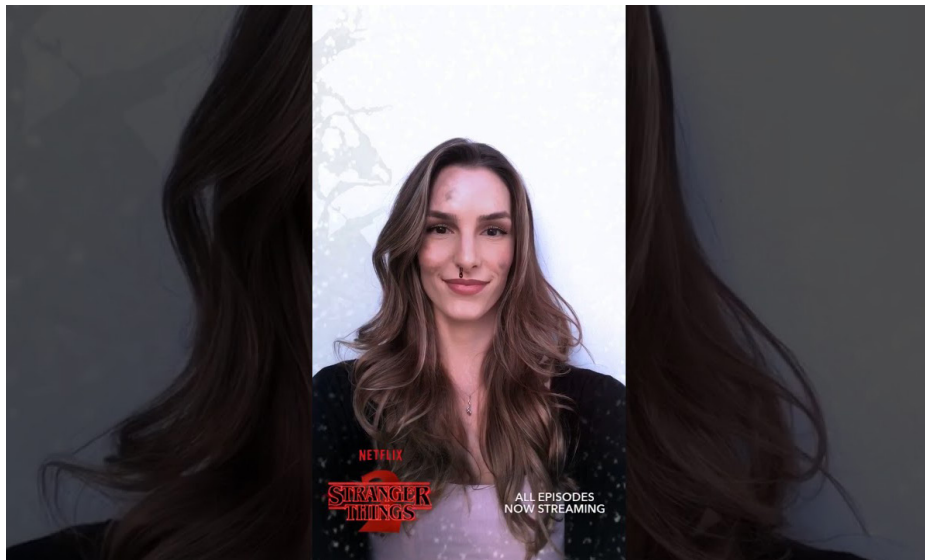
As we outline in our Social Commerce Trend Report, **shopping via social channels may be an APAC-based phenomenon for now, but a culmination of trends are laying the groundwork for social commerce to gain traction in the West.**

Social media is increasingly strengthening its role as a product research channel, something which is being driven by mobile emerging as the top device for shopping online. **Video is set to be a prominent feature of the social commerce trend with its unique offering for immersive and inspirational experiences in online shopping. Consumers want to make informed purchase decisions, and video is the best placed format for demonstrating what the consumers are after.** We can see that this group is much more open to the idea of using “buy” buttons to purchase products on social media (31% above average). Their strong engagement with other video or social-based channels (particularly vlogs) when researching products indicates a level of trust with these channels to provide them with the key information they need.

# TREND **IN ACTION**

EXAMPLES FROM THE INDUSTRY

## Netflix Snapchat Lens Promotes New Stranger Things Series



Promoting Netflix's newest series of "*Stranger Thing*", the subscription company created a sponsored world lens within Snapchat which made use of AR technology, allowing Snapchatters to use their phone camera to step into the world of the popular TV series.

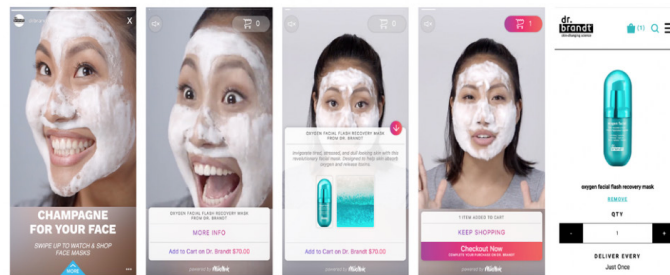
The augmented reality experience was the first of its kind, and was triggered using a QR code-like function called a Snapcode.

# TREND **IN ACTION**

## EXAMPLES FROM THE INDUSTRY

# MikMak Sells Products Directly on Instagram and Snapchat Videos

### MIKMAK ATTACH X INSTAGRAM STORIES UI



# MikMak

MikMak

MikMak is a video commerce platform which allows users of Instagram and Snapchat to shop directly in the platforms using video via its MikMak Attach Product. Selling notable brands on its platform such as GoPro, Skincare and SheaMoisture (to name a few), MikMak announced in a press release that Skincare saw a 500% lift in direct sales conversion from Instagram in the first ten days of using MikMak's Attach product.



WHICH OF THESE THINGS HAVE YOU DONE WITHIN THE LAST MONTH ON FACEBOOK / INSTAGRAM / SNAPCHAT / TWITTER?

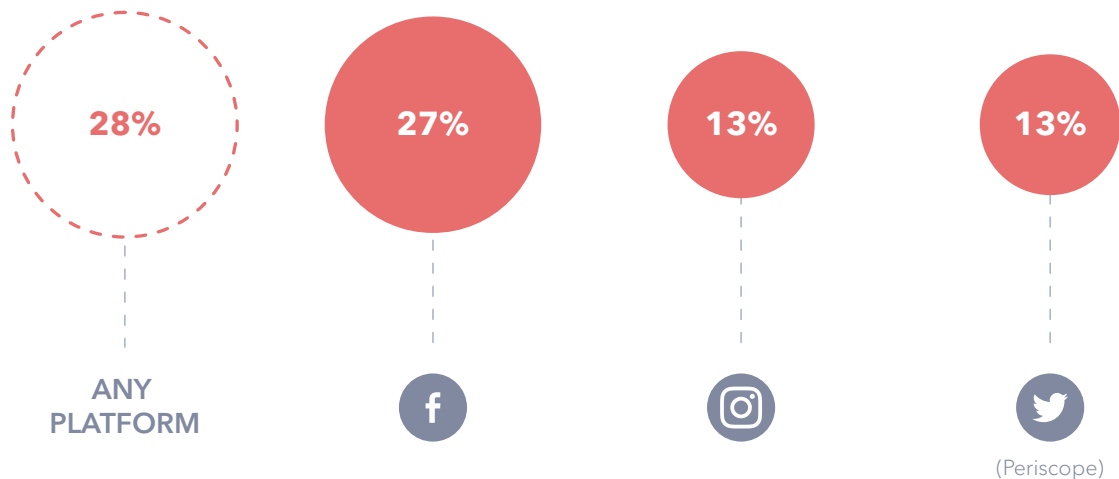
BASE: USERS OF EACH PLATFORM AGED 16-64

SOURCE: GLOBALWEBINDEX Q3 2017

## LIVE SOCIAL VIDEO

### LIVE STREAM VIEWING ON SOCIAL

% on each platform who have viewed a live-stream in the past month



Live video promotes a greater sense of trust, transparency and immediacy in the brand-consumer interaction

Live video has quickly become an essential asset in the arsenal of social media companies. Not only does this open up the possibility of user-generated content, but it also allows brands to engage with consumers in a two-way interaction, with a greater sense of trust, transparency and immediacy.

Periscope attracts a much smaller share of its user base. However, **Twitter's substantial presence outside of its main site/app (on Google search, for example), and non-Twitter members' access to Periscope live feeds do suggest higher engagement rates than these figures.**

Among users of four major social platforms outside of China, it's 28% who engage with live streams each month on any one of these services. **Facebook takes the lion's share here, having the largest user base as well as the highest engagement rates with live video.** Despite being one of the earliest entrants into the live video market, Twitter's

Instagram users also hover around the 13% mark for viewing live video features on the platform.



**IN WHICH OF THE FOLLOWING WAYS ARE YOU MOST LIKELY TO FIND OUT ABOUT NEW BRANDS, PRODUCTS, OR SERVICES?**

**BASE:** 16,480 SOCIAL LIVE VIDEO VIEWERS AGED 16-64 (EXCL. CHINA)

**SOURCE:** GLOBALWEBINDEX Q3 2017

## MARKETING VIA LIVE VIDEO

### BRAND DISCOVERY CHANNELS

% Live Video Viewers who discover new brands / products / services via the following

	%	Idx
Endorsement by a celebrity or well-known individual	20	1.85
Vlogs	20	1.81
Update on a brand's social network page	29	1.78

Live video has been home to many successful marketing campaigns which had three core aims: **build relationships** with consumers and allow **real-time feedback** and questions, **create transparency and trust** by using these live videos to give insight into the business, and tap into the crossover between social media and brand advocacy.

Beginning with brand advocacy, **an effective way of achieving this has been to use influencer marketing.** Among social live video viewers, celebrity endorsements are the highest over-index for brand discovery drivers. Elsewhere, enhancing online reputations is the highest over-index for brand advocacy motives among

### BRAND ADVOCACY MOTIVATIONS

% Live Video Viewers who promote a brand for the following reasons

	%	Idx
When something enhances my online reputation / status	20	1.73
Access to exclusive content or services (e.g. music, videos, etc)	24	1.58
Having insider knowledge about the brand or its products	28	1.51

this group. Using influencers who are relevant to the brand feeds into gaining the trust of the consumer (i.e. honestly reviewing a brand's product), and it also offers the possibility of introducing the brand to new demographics or regions related to the influencer.

Social media is **an environment which supports**

**open dialogue and feedback from the fans which can then be answered by the brand,** proving an effective channel for the promotion of transparency and brand advocacy. Our data backs this up – Social Live Video Viewers are 51% above average for endorsing brands when they feel they have insider knowledge about its products (28% would).



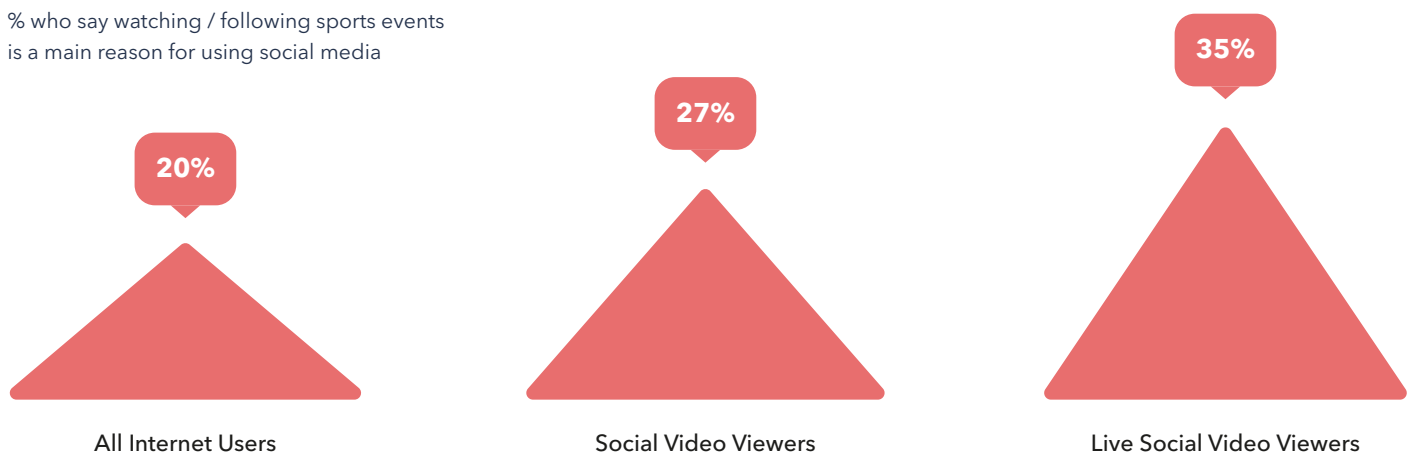
#### WHAT ARE YOUR MAIN REASONS FOR USING SOCIAL MEDIA?

BASE: 64,976 INTERNET USERS AGED 16-64 (EXCL. CHINA)

SOURCE: GLOBALWEBINDEX Q3 2017

### WATCHING SPORTS ON SOCIAL

% who say watching / following sports events is a main reason for using social media



While live video on social has allowed brands to connect with consumers in new and exciting ways, **it has also laid out new opportunities for social platforms to explore, particularly in the realms of entertainment.**

Recently, the sports industry has had to become less reliant on millions paying to watch it on the big TV screen and instead offer fans other ways to keep up with the action - namely **by providing content, commentary and highlights across social media.**

**The sports industry is shifting from broadcast TV networks to social video**

**Sports is already progressing towards digital and social and there's still plenty of room for growth.** Globally, it's now a fifth of internet users who follow sports events via social (climbing to 35% among Live Social Video Viewers). In the last month, 14% of those on Twitter have tweeted about a sports event. Twitter and Facebook already own the commentary that happens around sports, and it's easy to see how users could see appeal in watching more and more sports content on these platforms where they get access to the broader conversation from around the world.

From Facebook's deal to livestream games from the Champions League, to Twitter recently announcing weekly

livestreaming of the WNBA for the next few years, **the biggest social networks are all hoping to get their own slice of the large revenues generated by the likes of Netflix and Amazon Video.** Even a smaller soccer club like Aston Villa in the UK recently announced it will be livestreaming its pre-season matches on YouTube.

**This isn't going to stop at sports either.** Both Facebook and Snapchat are investing heavily in original TV content to be made available via their platforms. Also, **live broadcasting is forcing the hand of the likes of Facebook into other industries too. User-generated content via social video and live streaming runs the risk of infringing on**

**rights deals.** As these creators often attach music to their videos uploads, Facebook has been obliged to contend with music rights owners protesting that their content is freely available on the platform via user-uploaded music videos. Just look at Facebook's acquisitions and hiring strategy, and we see a clear plan in place to move further into music.

# TREND **IN ACTION**

EXAMPLES FROM THE INDUSTRY

## John Mayer Promotes New Album on Instagram Live



Known for his frequent live broadcasts on social media, musician John Mayer made use of Instagram Live to promote his latest album “The Search for Everything”, and the accompanying tour. This allowed fans to send requests and hear exclusive performances of new songs in a more personal way.



# TREND **IN ACTION**

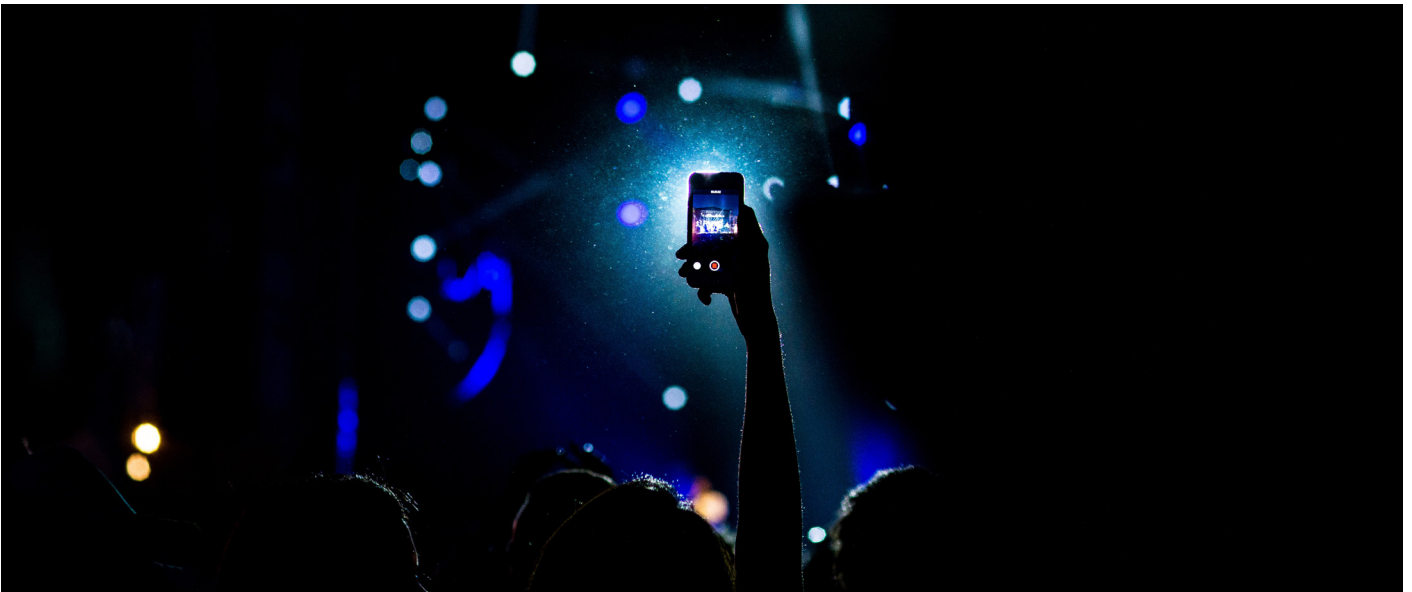
EXAMPLES FROM THE INDUSTRY

## City Football Group to factor social video price into future commercial deals



UK soccer club Manchester City is set to use the value it places on sponsored social videos to broker future sponsorship deals with brands. This marks a new milestone in the growing presence of sports into social, showing that it's not just broadcasting rights which are going social, but also sponsorship measurements.

# FUTURE OUTLOOK



- 1** Video is sure to take on an ever more central role in the social media experience; and building on this, transform how brands connect with consumers on social platforms. With social video becoming more advanced and offering more immersive experiences, this is creating more marketing success stories. **This will bring new brands to the table, and will swell video's share of digital ad spend.**
- 2** For the foreseeable future social media's role will be to complement rather than replace traditional sports broadcasters, but there are signs that things are on the change. Rights owners are likely to struggle to exist as a media outlet on their own because their audience spans a multitude of devices and platforms. It's in their own interests that their sports brands become increasingly popular and that's likely to involve greater collaboration with the social platforms in the future.
- 3** As livestreaming continues to gain momentum, this will accelerate the process by which major social media companies make inroads into new industries. Entertainment has been among the first affected here, representing a new and challenging direction for the video and music industries. Whether or not social media establishes itself in these new industries rests upon its ability to generate revenue, and above all assure rights holders of the benefits of distributing via social channels.
- 4** Brands face the challenge of cut-through in quality and delivery of the message which makes the difference in social video. Consumers are confronted with many videos on their newsfeeds with every visit, and so to cut through this noise brands need **to give the consumer something which is interactive and engaging.**

# Notes on Methodology

## Introduction

All figures in this report are drawn from **GlobalWebIndex's online research among internet users aged 16-64**. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

## Our Research

Each year, we interview over 350,000 internet users aged 16-64. Respondents complete an **online questionnaire** that asks them a wide range of questions about their lives, lifestyles and digital behaviors. **We source these respondents in partnership with a number of industry-leading panel providers**. Each respondent who takes a survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong and **no respondent can participate in our survey more than once a year** (with the exception of internet users in Egypt, Saudi Arabia and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

## Our quotas

To ensure that **our research is reflective of the online population in each market**, we set appropriate **quotas on age, gender and education** - meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s and 55-64s, and of people with secondary vs tertiary education.

To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources.

This research is also used to calculate the 'weight' of each respondent; that is, approximately how many people (of the same gender, age and educational attainment) are represented by their responses.

## Mobile Survey Respondents

**From Q1 2017 on, GlobalWebIndex has offered our Core survey on mobile.** This allows us to survey internet users who prefer using a mobile or are mobile-only (who use a mobile to get online but do not use or own any other device). Mobile respondents complete a shorter version of our Core survey, answering 50 questions, all carefully adapted to be compatible with mobile screens.

**Please note that the sample sizes presented in the charts throughout this report may differ** as some will include both mobile and PC/laptop/tablet respondents and others will include **only** respondents who completed our Core survey via PC/laptop/tablet. For more details on our methodology for mobile surveys and the questions ask to mobile respondents, **[please download this document](#)**.

## REPORTS

GlobalWebIndex has a range of other reports available to download [here](#).

**Flagship Reports:** Our flagship reports present insights and statistics on social networking, device usage, online purchasing and entertainment.

**Market & Region Reports:** Tracking key digital behaviors and engagement rates at a national or regional level, providing the very latest headline figures as well as looking at trends over time and across demographics.

**Audience Reports:** In-depth examinations of particular groups, assessing their most important behaviors and motivations as well as what sets them apart from the wider online population.

**Insight Reports:** Deep-dives into some of the most pressing topics for marketers, from traditional vs digital media consumption to audience measurement issues.

**Trend Reports:** Tracking the stories of the moment, from ad-blocking and live streaming to VPNs and multi-networking.

**Infographics:** One-page visual summaries of key services, behaviors and audiences.

## PLATFORM

The questions and data-points featured in this report are available to explore on our Platform. They can be analyzed by any audience, date range or selection of countries/regions, with users able to build bespoke audiences based on our wide range of demographic, attitudinal and behavioral variables.

Each chart is accompanied by a hyperlink which will take you to the appropriate section on our Platform; simply click on the relevant link to start exploring the data further.

## CUSTOM

GlobalWebIndex can also offer a variety of custom solutions to suit all your data and insight needs. All projects are conducted in close consultation with clients and resulting data is available for analysis in our Platform. Our Custom offerings include:

### Brand Solutions

- Brand Health
- Brand Tracker
- Brand Profiling

### Product Solutions

- Usage and Attitude
- Concept Testing

### Campaign & Audience Solutions

- Segmentation
- Campaign Measurement
- Audience Profiling
- Audience Targeting

## GWIQ

GWIQ offers clients the ability to create bespoke audiences on the platform by connecting our panel and passively monitored visitation to their own websites/campaigns. Segment your visitors by the actions taken on your site then profile them utilizing the 100% declared data you already find in the platform. Validate digital campaigns against rich targets far beyond demographics. Understand the impact of digital campaigns on brand perceptions by sending bespoke advertising effectiveness surveys to panelists using a control vs exposed methodology.



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