

# 7 VIDEO TRENDS THAT WILL DOMINATE IN 2019 BEYOND



## WHY IS VIDEO IMPORTANT?

97%

of marketers assert that video has helped them increase user understanding of their products and services.



81%

of businesses use video as a marketing tool.

78%

of people watch online videos every week.

while



55%

watch online videos every day.



76%

of marketers say that video has helped them increase sales.



80%

of all internet traffic will come from video by 2020

50%

OF INTERNET USERS

look for videos related to a product or service before visiting a store.



80%

landing pages

increase in conversions with the addition of videos on

7

## VIDEO TRENDS THAT WILL DOMINATE IN

2019

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### Live Q&A and AMAs

With live videos becoming a norm, we will see more brands using it for answering user questions. Don't be surprised to see brands hosting Q&A and AMAs sessions.

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### 360 Degree Videos

Businesses will continue to wow their target audience by delivering a unique and immersive experience with 360-degree videos.



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### YouTube Ads Will Replace TV Ads

With people spending more time on YouTube than in front of their TVs, advertisers might ditch TV ads and embrace YouTube Ads.

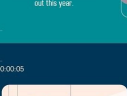
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### VR Ready Videos

Thanks to the advancement in VR technology and its wider adoption amongst masses, we will see more VR videos come out this year.



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### 1:1 Videos

To gauge the effectiveness of their message, brands will create 1:1 video. These videos are more engaging than whitepapers, emails and boring sales presentations.

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### Rise of Paid Video Courses

Videos will continue to play a big role in education as we will see exponential rise in paid video courses.



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### Mobile First Videos

With more and more people viewing video content on small, narrow screens, we will see portrait and square videos grow in popularity.

