Virtual Video Viewing 2014 - 2017: User Demand and Exhibition Transition

Description: Audiences self-selecting into personal preference video through multiple device access points will watch 47.8 billion hours of programming in 2014, or 9.2% in equivalent TV viewing time, according to a publisher, site, aggregator and hosted network library share analytics report by the author.


The period 2005 - 2013 includes the advent and ascendance of UGC's virtual channel, and displays a combined CAGR of 51.8%.

Annual viewing includes professionally published and maintained destinations plus their syndication partners, as well as UGC hosting platforms and social environments, the latter generating the vast majority of choice-based viewing (84%), the former capturing the largest unique audience by far (a 2013 increase of 19.6% vs. 6%).

Viewing tallied across all destinations and outlets is expected to rise 14.1% in 2014, delivering well over 1.27 billion gigabytes of related media traffic and leads off a 2014 - 2017 demand CAGR of 9.5%.

While overall viewing growth is moderating in aggregate, indicative of a larger, diverse, maturing and synchronizing video marketplace, publisher libraries populated with multiple content categories are transforming, impelling stepped up monetization efforts.

Professionally managed television-centric video (including broadcast and cable networks examined from 1999 - 2013) shows a CAGR of 68.3%, and now leads all other categories, including news (49.9%), movies (48.3%) sports (46.7%), music (-22% CAGR 2009 - 2013), and entertainment/kids (61.5%).

Publishers and their brand partners have responded. Ad supported premium content monetized with in-stream video shows an insertion frequency of 1.12 avails per content play, driving a 41% increase in 2013/2014 inventory.

Contents:

EXECUTIVE SUMMARY
Virtual Video Viewing to Increase at a Declining Annual Rate; 9.5%
Combined Pro/Hosted Network CAGR Projected Through 2017

VIRTUAL VIDEO VIEWS 2005 - 2017: PROFESSIONAL, UGC AND SOCIAL DESTINATIONS
VIRTUAL VIDEO VIEWING SHARE BY HOSTING ENVIRONMENT: PRO VS. UGC/SOCIAL 2005 - 2017
VIRTUAL VIDEO VIEW GROWTH RATES: MULTI-YEAR SINE WAVE CONSUMPTION ANALYSIS 2006 - 2017
CAGR ANALYTICS: VIRTUAL VIDEO VIEWS 2005 - 2017

SECTION ONE
Desktop / Mobile / Tablet / Ott / Vod Virtual Video on Track to Deliver
683.7 Billion Choice-Based Views in 2014, Up 14.1%
Virtual Video Viewing Is Increasing at a Declining Annual Rate; 9.5%
Combined Pro/Hosted Network CAGR Projected Through 2017
PRO and UGC/SOCIAL NETWORKING VIDEO VIEWS: GROWTH RATE COMPARISON 2005 - 2017
VIRTUAL VIDEO VIEWS: BANDWIDTH REQUIREMENTS and LENGTH OF VIEW ANALYSIS 2013
Professionally Produced, Syndicated and Distributed Video Views
Forecast to Reach 112 Billion in 2014
PRO VIDEO VIEWS: 1999 - 2017
PRO VIDEO VIEW GROWTH RATES: 1999 - 2017
UGC/Social Digital Video Growth Projected at 15% in 2014
UGC/SOCIAL NETWORKING VIDEO VIEWS and GROWTH RATES: 2005 - 2017
FACEBOOK VIDEO VIEWS: 2013
Annual Unique Users to Pro Digital Video Destinations Outnumber UGC/Social Networking Counterparts 4.6 to 1

PRO DESTINATION SITE and UGC/SOCIAL NETWORKING VIDEO VIEWS PER UNIQUE USER PER MONTH COMPARISON: 2006 - 2013
TOTAL PRO VIDEO VIEWS PER UNIQUE USER PER SITE PER MONTH
Movie Sites and Services Exhibit the Highest Rate of Viewing Growth Per Unique User

SECTION TWO
15-Year Virtual Video Content Category Analysis: Pro Publishing Library
Depth and Breadth Deal a 52.2% CAGR

Television, News, Sports, Entertainment, Kids and Movie Content Capture Viewer Interest and Cumulative Share

Sports Video Led All Categories in Growth Over the Past 12-Months: 2012 - 2013
VIRTUAL VIDEO CATEGORY SHARE and GROWTH: 1999 - 2013 (PROFESSIONALLY BRANDED and DISTRIBUTED SEGMENT)

Music Video Published and Hosted on Professionally Managed Sites / Destinations Experienced a Negative CAGR OF -22% From 2009 - 2013

SUMMARY CATEGORY VIEW SHARE ANALYSIS: 2013
Television and Movie Views Net a Combined 27.3% Share

SUMMARY CATEGORY VIEW SHARE ANALYSIS: 2013
VIRTUAL MOVIE and TELEVISION COMBINED VIEWING SHARE: 1999 - 2013

Mobile/Non-Desktop Viewing Activity Impact All Virtual Video Content Categories

SUMMARY CATEGORY VIEW SHARE ANALYSIS: MOBILE 2013

YouTube has a Strong Presence Across Multiple Content Categories, Particularly Music

YOUTUBE VIEWS BY THEMED CATEGORY: 2005 - 2013 vs. PRO DESTINATION TRAFFIC

SUMMARY CATEGORY VIEW SHARE ANALYSIS UGV VS. PRO DESTINATION: 2013
Music Videos Continue to Top YouTube Channel Views 2005 - 2013

YOUTUBE VIEWS BY THEMED CATEGORY: 2005 - 2013 CUMULATIVE SHARE

Long-Form, Episodic Broadcast and Cable Digital Video 2013: a Viewing Share Leader

TELEVISION
News, Politics, Finance and Tech Views Rose Again to 19.7% in 2013, Following an Election Year Surge in 2012

NEWS/INFORMATION/WEATHER/POLITICS/FINANCE

Entertainment/Kids Digital Video Captured a 16.4% Cumulative Viewing Share in 2012

ENTERTAINMENT/KIDS
Music Video Viewing Volume Declines to 1% Cumulative Share on Destination and Directly Managed Sites in 2013

MUSIC
Sports Video Rises to a 15.9% Cumulative Share With 16.2 Billion Views

SPORTS
As Length of Views Increase, Movie/Film Cumulative Share Decrease In 2013 to 7.2%; 67.5% on Connected Devices

MOVIES

Aggregation Platforms and Services Own a 20.7% Cumulative Share of Video Views in 2013

AGGREGATORS/PORTALS/NETWORKS/SYNDICATION PLATFORMS

SECTION THREE
UGC and Social Network Virtual Video Views Forecast at 571 Billion Views in 2014

UGC/SOCIAL NETWORKING VIDEO VIEWS and GROWTH RATES: 2005 – 2017

UGC/Social Network Unique Users and Views Per Unique User Per Month Increase By 40.5% in 2013

UGC/SOCIAL NETWORKING VIDEO VIEWS PER UNIQUE USER PER MONTH: 2006 - 2013

PRO DESTINATION SITE and UGC/SOCIAL NETWORKING VIDEO VIEWS PER UNIQUE USER PER MONTH COMPARISON: 2006 - 2013

YouTube Video Views Reach 462.2 Billion in 2013

YOUTUBE VIEWS BY THEMED CATEGORY: 2005 - 2013 CUMULATIVE SHARE

UGC/HOSTED NETWORK 2013

SECTION FOUR
VIRTUAL VIDEO VIEWS: PROFESSIONALLY PRODUCED and HOSTED PROGRAMMING BY MONTH
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