

# Look Ahead

live video in 2017

 livestream

New Year's Eve

JAMPIE





# a letter

FROM OUR CEO

At the beginning of 2016, I declared this the “Year of Livestreaming”. Livestreaming has transitioned from nice-to-have to necessity. Audiences demand it and expect any event they can’t attend to be available live online. From product launches to concerts and conferences, that demand has generated real ROI, reach, and lead generation for brands all over the world.

This has been aided by products like Snapchat, Facebook Live, YouTube Live, and the general proliferation of distribution channels available now. They drive education about the value of live video and new adoption. In a survey we conducted with *New York Magazine* readers and on social media, **81% of respondents said they watched more live video in 2016** than last year and **67% said watching a live event inspired them to purchase tickets** for a similar event in the future.

As video eats the news feed we found that 87% of our survey respondents would watch live video broadcasts online rather than on TV if it meant more behind-the-scenes access. Of these viewers, **79% would rather watch a brand video than read a blog or social post**. These viewers are going to expect higher quality in content and technology as this trend progresses – 90% in our survey said that quality on Facebook Live was very

important to them. This creates a huge opportunity for mini 4K cameras like Livestream’s [Mevo](#) and for business to refine and improve their live content offering by testing and iterating on current strategies.

Looking back on 2016, I’m immensely proud of what we’ve accomplished at Livestream, and am grateful for the over 10,000 organizations we’ve had the ability to work with. From the ESA Rosetta crash landing and the Solar Impulse flight to the conventions and the debates, we’ve streamed to an audience of 411,190,958 viewers in 2016.

As we move into 2017, I believe the focus in the livestream industry will shift to the content creators more so than the content distributors. Brands need to add value further up the chain, particularly with a focus on production quality. Tools to make this possible, like [Mevo](#), will continue the march of progress, and quality “TV” will move further and further away from the rarified confines of the broadcast booth. I truly cannot wait to see what happens next.

Happy New Year!  
**Jesse Hertzberg**



# what we learned

ABOUT LIVE VIDEO IN 2016



Livestream conducted a poll with *New York Magazine* and our social media followers to ask about their live video consumption habits.





LIVE 81%

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of people watched more live video  
in 2016 than in 2015.

# what we learned

ABOUT LIVE VIDEO IN 2016



Breaking news makes up 56% of people's most-watched content, with conferences and speakers tied with concerts and festivals in second place at 43%

what we learned  
ABOUT LIVE VIDEO IN 2016

45%

livestream

66%

f LIVE

70%

YouTube

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We asked respondents to choose their favorite video platforms in order of preference



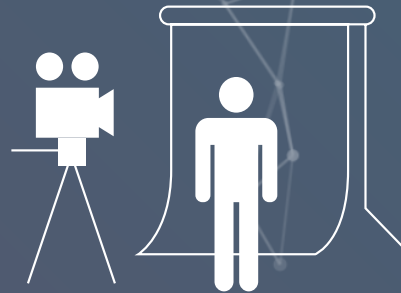
# what we learned

ABOUT LIVE VIDEO IN 2016



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**67%** of people are **more likely to buy a ticket** to a concert or event after watching a live video of that event.



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**Behind-the-scenes access** is a huge draw for **87%** of audiences, who would prefer to watch online vs. traditional TV if it meant more BTS content.

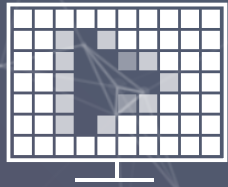


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**43%** of viewers would pay for **live, exclusive, on-demand video** from a favorite team, speaker, or performer.

# what we learned

ABOUT LIVE VIDEO IN 2016



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**Video quality** is the most important factor for 67% of viewers when watching a livestream or broadcast.



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Live video is more appealing to brand audiences: **80%** would rather watch **live video** from a brand than read a blog, and **82% prefer live video** from a brand to social posts.



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37% of viewers prefer to watch **live video on a company website** or other platform.

# This reflects what's happening in the market...

65% OF U.S. MARKETERS  
plan to



INCREASE THEIR  
MOBILE AD BUDGETS  
to account for video.

LIVE VIDEO  
is outpacing the growth of other  
types of online video, with a

113%  


INCREASE IN AD VIEWS  
year over year



75% OF EXECUTIVES

watch work-related videos  
on business websites

AT LEAST  
**ONCE A WEEK.**

viewers spend



**8X LONGER**  
WITH LIVE VIDEO  
than on-demand:

5.1 minutes for on-demand vs.  
42.8 minutes for live video content.

<http://www.insivia.com/50-must-know-stats-about-video-marketing-2016/>

[https://admarketing.yahoo.net/rs/118-OEW-181/images/Yahoo\\_TheLiveVideoOpportunity\\_2016.pdf](https://admarketing.yahoo.net/rs/118-OEW-181/images/Yahoo_TheLiveVideoOpportunity_2016.pdf)

<http://tubularinsights.com/live-video-vod-per-play>



# This reflects what's happening in the market...

ON CONNECTED TV  
**81% of viewing time**



is on

**10+ MINUTE**  
CONTENT

incentivizing marketers to

**CREATE LONGER**  
**VIDEO CONTENT.**

**ONLINE VIDEO**  
will be responsible for



4/5 of

**GLOBAL INTERNET TRAFFIC**  
BY 2019

**96% of B2B**  
organizations



**USE VIDEO**

in some capacity in their

**MARKETING CAMPAIGNS**

of which

**73%**

REPORT

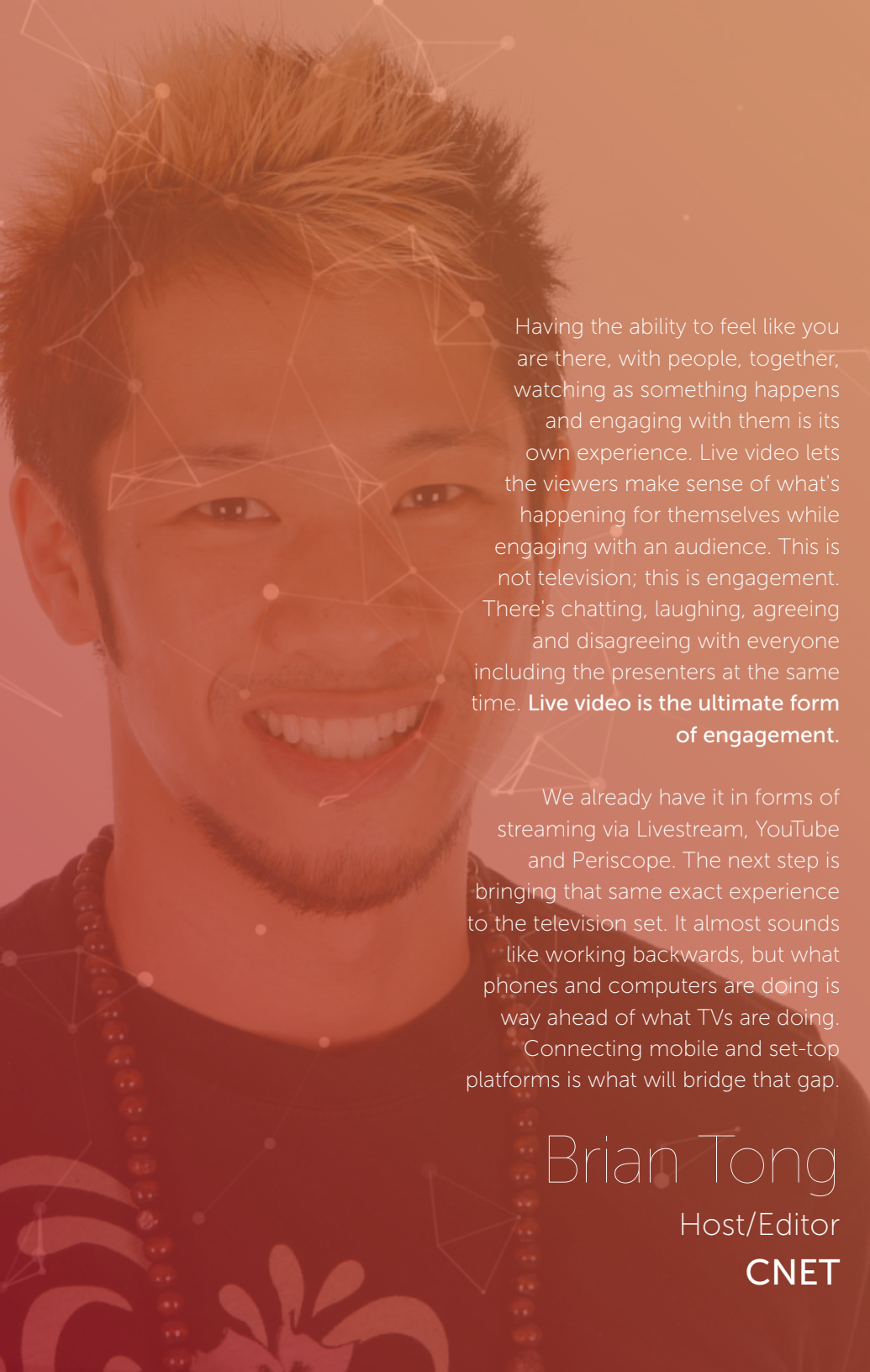
**POSITIVE RESULTS**  
to their ROI

<http://tubularinsights.com/live-video-vod-per-play/>

<http://tubularinsights.com/2019-internet-video-traffic/>

<http://www.insivia.com/50-must-know-stats-about-video-marketing-2016/>



A portrait of Brian Tong, a man with short, spiky hair and a goatee, smiling. He is wearing a dark t-shirt with a floral pattern and a beaded necklace. The background is a warm, orange-toned gradient with a network of white dots and lines.

Having the ability to feel like you are there, with people, together, watching as something happens and engaging with them is its own experience. Live video lets the viewers make sense of what's happening for themselves while engaging with an audience. This is not television; this is engagement. There's chatting, laughing, agreeing and disagreeing with everyone including the presenters at the same time. **Live video is the ultimate form of engagement.**

We already have it in forms of streaming via Livestream, YouTube and Periscope. The next step is bringing that same exact experience to the television set. It almost sounds like working backwards, but what phones and computers are doing is way ahead of what TVs are doing. Connecting mobile and set-top platforms is what will bridge that gap.

Brian Tong  
Host/Editor  
**CNET**

A portrait of Al Roker, a bald man with glasses, smiling. He is wearing a dark pinstriped suit jacket, a white shirt, and a dark tie. The background is a warm, orange-toned gradient with a network of white dots and lines.

Livestreaming represents the bridge between 'traditional' media and social platforms — we call it social broadcasting, making everyone with a mobile device an in-the-moment reporter. **Livestreaming is NOW; unique, interactive, attention-grabbing, newsworthy, and tailor made for a #FOMO generation.** We believe as more people discover livestreaming, they'll gravitate towards content that interests them, which is why Roker Media is creating actual programming that people will want to watch and interact with.

Al Roker  
Creative Producer  
**MASHABLE**

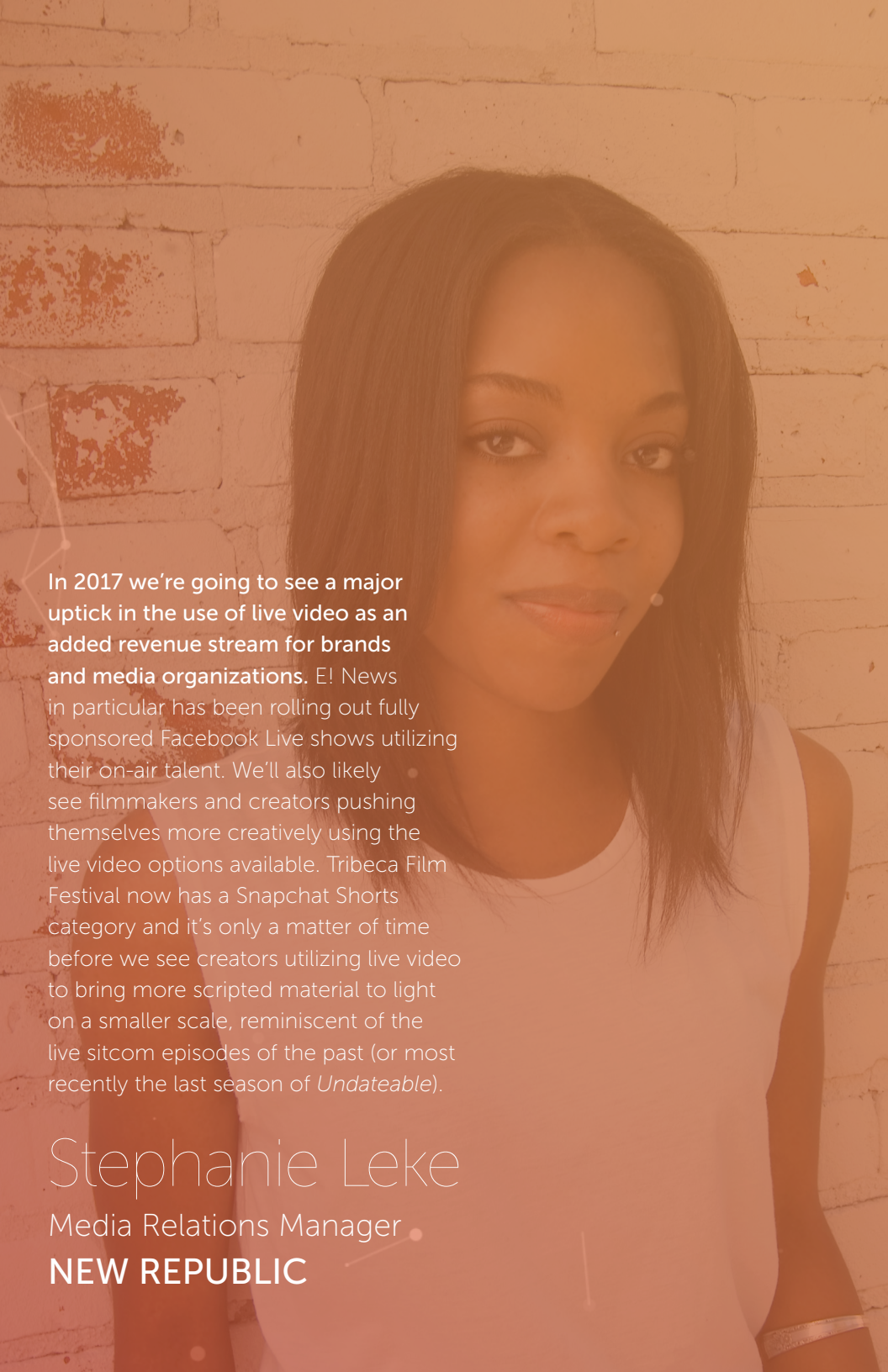




2016 was the year of livestreaming. Live video entered the mainstream with the launch of Facebook Live and Mevo by Livestream — our new live event camera. We created Mevo to start a livestreaming revolution. The palm-sized tech puts a professional production set up in the hands of people who might not have the resources or funds to purchase expensive cameras, encoders, and equipment. **Now anyone can create professional quality live video content.**

We will continue to see the popularity of live video rise in 2017 and beyond. After watching friends, family, celebrities, and brands create their own live video content, everyone will flock to the medium. More and more people will seek livestreaming solutions that are affordable and rival TV-quality productions.


Max Haot  
Founder  
**LIVESTREAM**



**In 2017 we're going to see a major uptick in the use of live video as an added revenue stream for brands and media organizations.** E! News in particular has been rolling out fully sponsored Facebook Live shows utilizing their on-air talent. We'll also likely see filmmakers and creators pushing themselves more creatively using the live video options available. Tribeca Film Festival now has a Snapchat Shorts category and it's only a matter of time before we see creators utilizing live video to bring more scripted material to light on a smaller scale, reminiscent of the live sitcom episodes of the past (or most recently the last season of *Undateable*).

Stephanie Leke  
Media Relations Manager  
**NEW REPUBLIC**





People are attracted to stories, and those stories are most successful when they come directly from the mouths of other humans. **Live video is a phenomenal medium for engagement because of the rawness, immediacy and authenticity of it** – that ability to get face-to-face with another person and follow their story in real-time. At The Muse, we're continuing to experiment with live video (and recorded video!) through 2017 to bring the best insight, career advice, and "inside peeks" into companies in new and better ways.

Kathryn Minschew

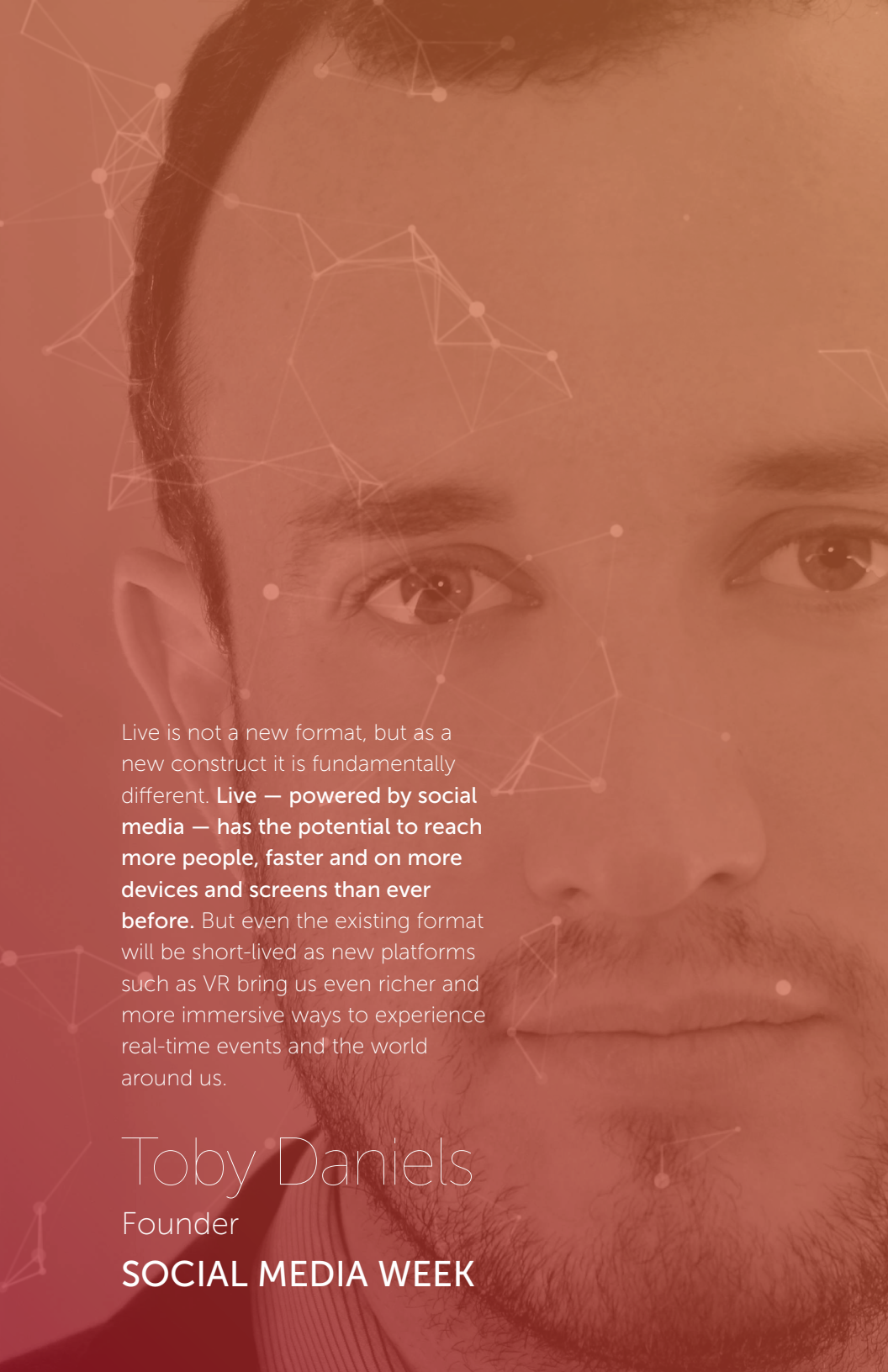
Cofounder  
**THE MUSE**



I think we're still in the early innings for video in the enterprise. It's just getting good. **Look at how your kids (or your friends' kids) use YouTube. The enterprise will be like that.** Just in 2021 or 2022. B2B lags B2C by four to five years, usually.

Jason Lemkin

CEO and Founder  
**SAASTR**

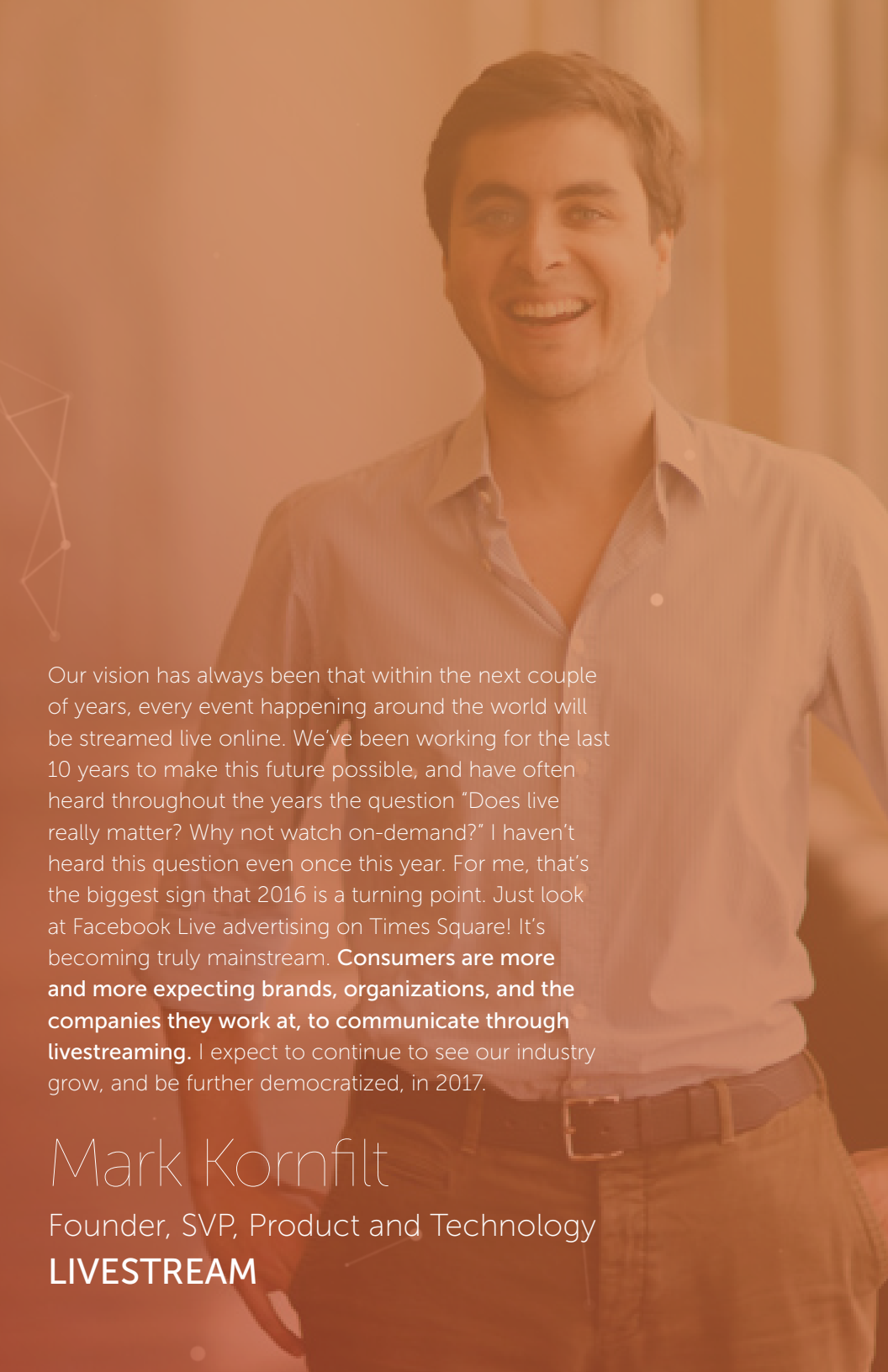


Live is not a new format, but as a new construct it is fundamentally different. **Live — powered by social media — has the potential to reach more people, faster and on more devices and screens than ever before.** But even the existing format will be short-lived as new platforms such as VR bring us even richer and more immersive ways to experience real-time events and the world around us.

Toby Daniels

Founder

**SOCIAL MEDIA WEEK**



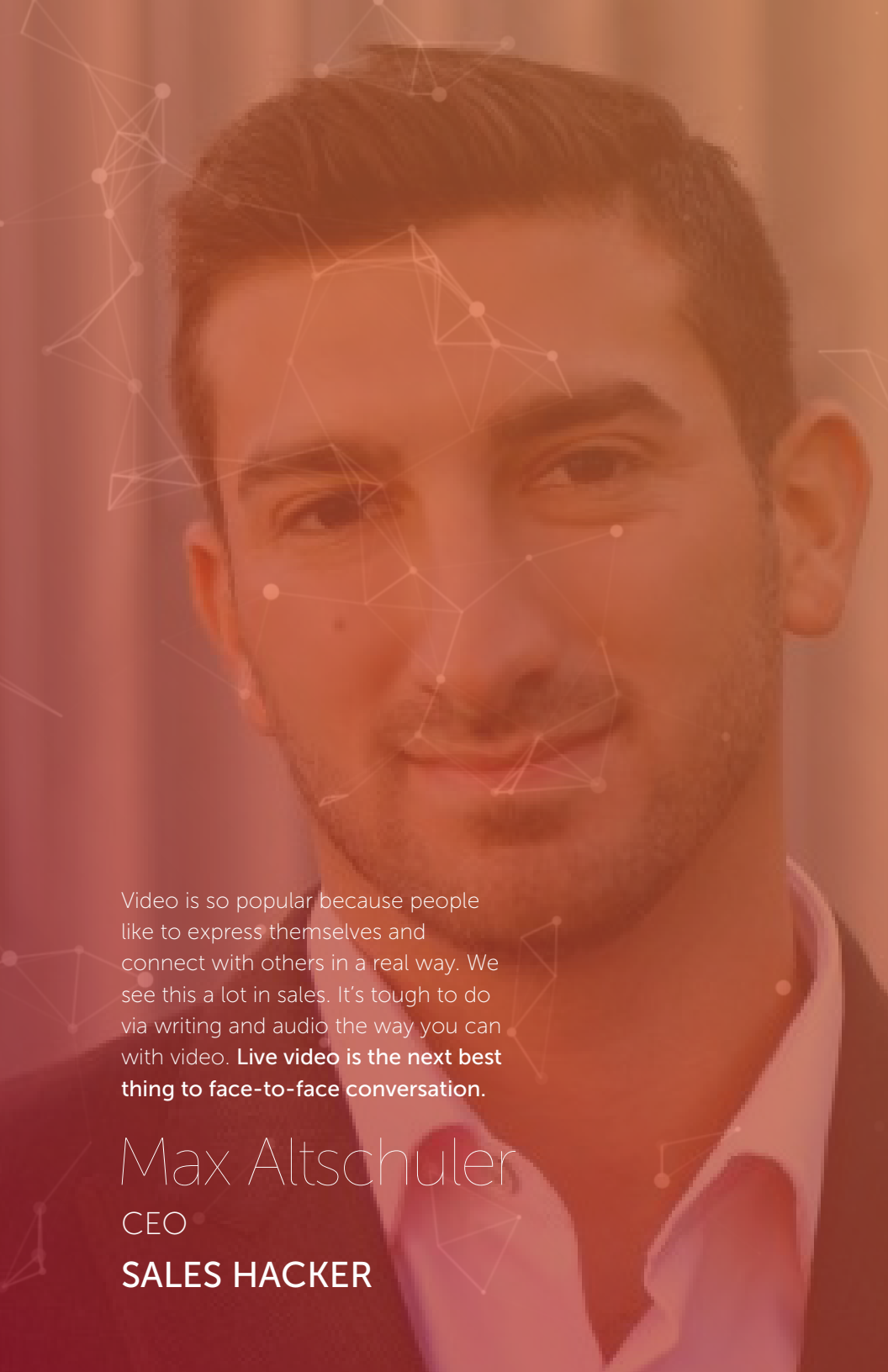
Our vision has always been that within the next couple of years, every event happening around the world will be streamed live online. We've been working for the last 10 years to make this future possible, and have often heard throughout the years the question "Does live really matter? Why not watch on-demand?" I haven't heard this question even once this year. For me, that's the biggest sign that 2016 is a turning point. Just look at Facebook Live advertising on Times Square! It's becoming truly mainstream. **Consumers are more and more expecting brands, organizations, and the companies they work at, to communicate through livestreaming.** I expect to continue to see our industry grow, and be further democratized, in 2017.

Mark Kornfilt

Founder, SVP, Product and Technology

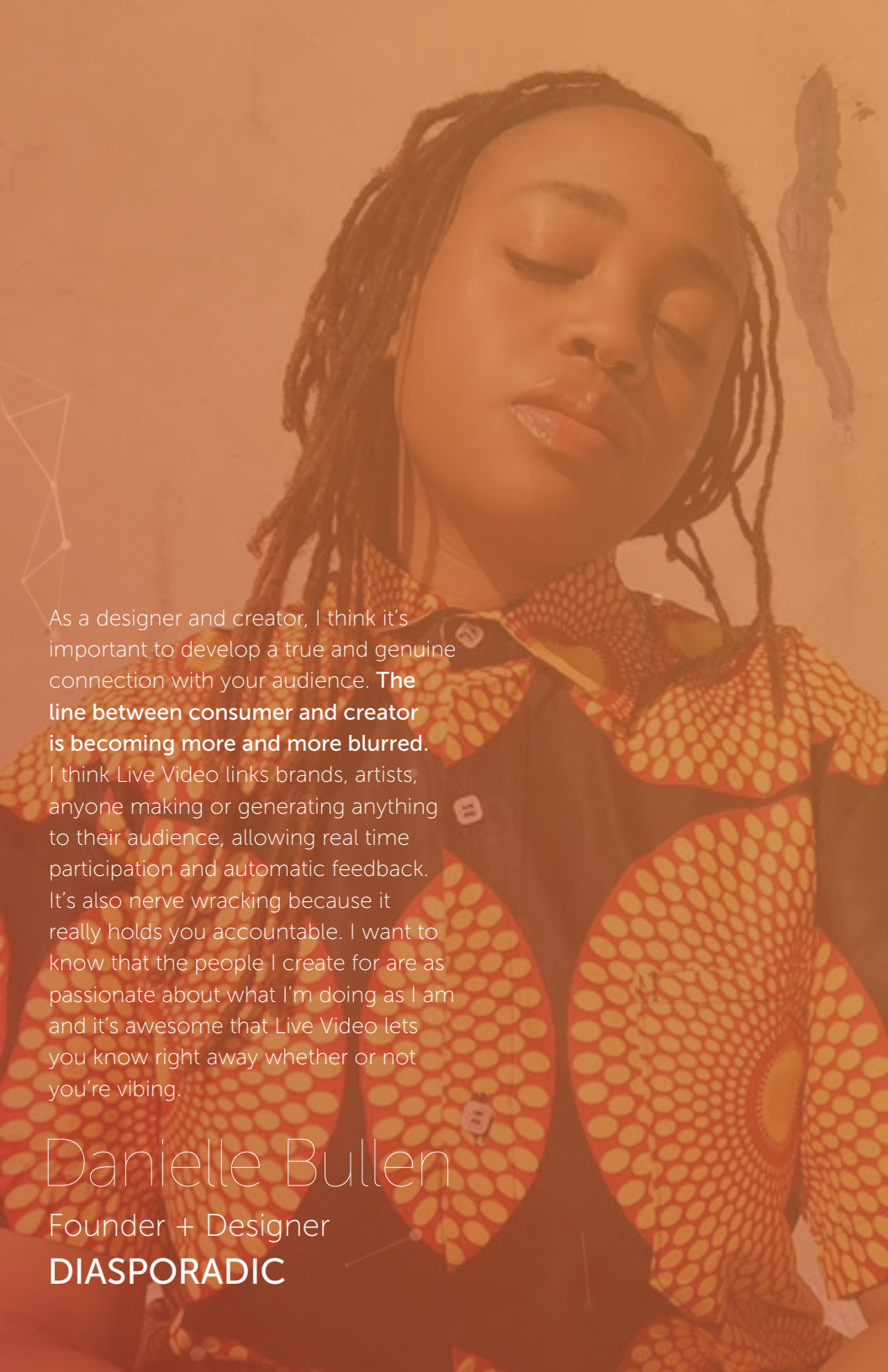
**LIVESTREAM**





Video is so popular because people like to express themselves and connect with others in a real way. We see this a lot in sales. It's tough to do via writing and audio the way you can with video. **Live video is the next best thing to face-to-face conversation.**

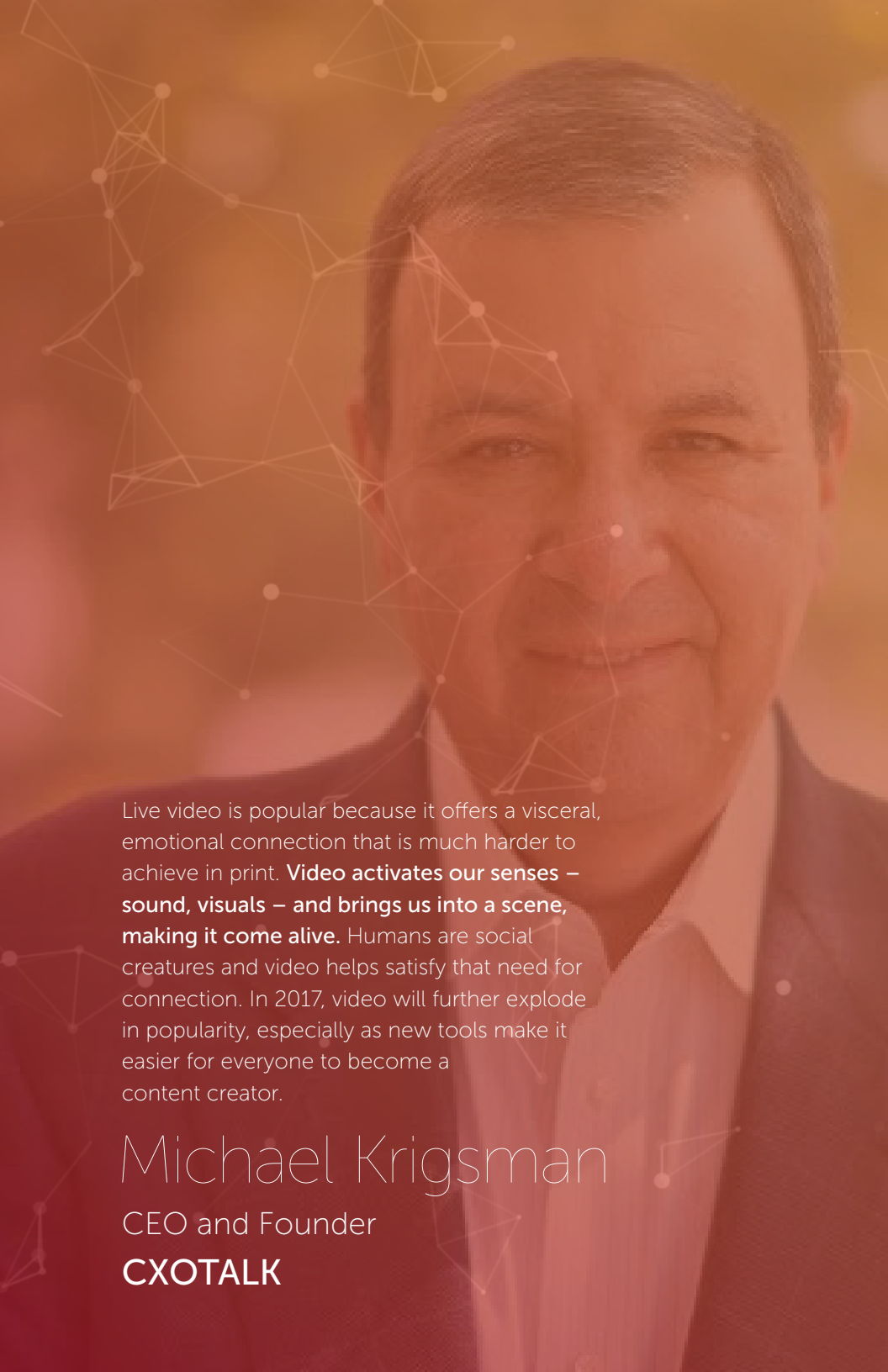
Max Altschuler  
CEO  
**SALES HACKER**



As a designer and creator, I think it's important to develop a true and genuine connection with your audience. **The line between consumer and creator is becoming more and more blurred.**

I think Live Video links brands, artists, anyone making or generating anything to their audience, allowing real time participation and automatic feedback. It's also nerve wracking because it really holds you accountable. I want to know that the people I create for are as passionate about what I'm doing as I am and it's awesome that Live Video lets you know right away whether or not you're vibing.

Danielle Bullen  
Founder + Designer  
**DIASPORADIC**


A portrait of Michael Kringsman, a middle-aged man with short dark hair, wearing a dark suit jacket, a light-colored shirt, and a dark tie. He is smiling slightly and looking towards the camera. The background is a warm, orange-toned gradient with a faint network of white dots and lines.

Live video is popular because it offers a visceral, emotional connection that is much harder to achieve in print. **Video activates our senses – sound, visuals – and brings us into a scene, making it come alive.** Humans are social creatures and video helps satisfy that need for connection. In 2017, video will further explode in popularity, especially as new tools make it easier for everyone to become a content creator.

Michael Kringsman

CEO and Founder

**CXOTALK**

A portrait of Will McInnes, a man with dark hair and a beard, wearing a dark blue patterned shirt. He is smiling broadly and looking towards the camera. The background is a warm, orange-toned gradient with a faint network of white dots and lines.

Live video is so popular because it is the closest medium to real life that we have right now. Full fidelity sound and vision of real-time events.

The closest you can get to being right there without physical touch or full VR immersion. **Take everything that's addictive about real-time social and add moving sound and color - bada bing! Is it any wonder consumers love it?**

Will McInnes

CMO

**BRANDWATCH**





Where 2016 saw massive adoption of live video on social media and specifically on mobile, **it's a natural next step for those social channels to become smarter on how to monetize live video streaming with brands.**

Keegan Forte

Director, Marketing &  
Business Development

**CEROS**




Video is benefiting from rapid and, frankly, amazing advances in technology that make it easier than ever for anyone with a smartphone to shoot, edit, and share with their friends and followers. **And of course video isn't reliant on written or spoken words to tell an affecting story. It's universal.** I can watch a video shot by a Japanese teenager on her smartphone and still get the idea, or laugh at the joke.

Chapin Clark

EVP, Managing Director

**R/GA**

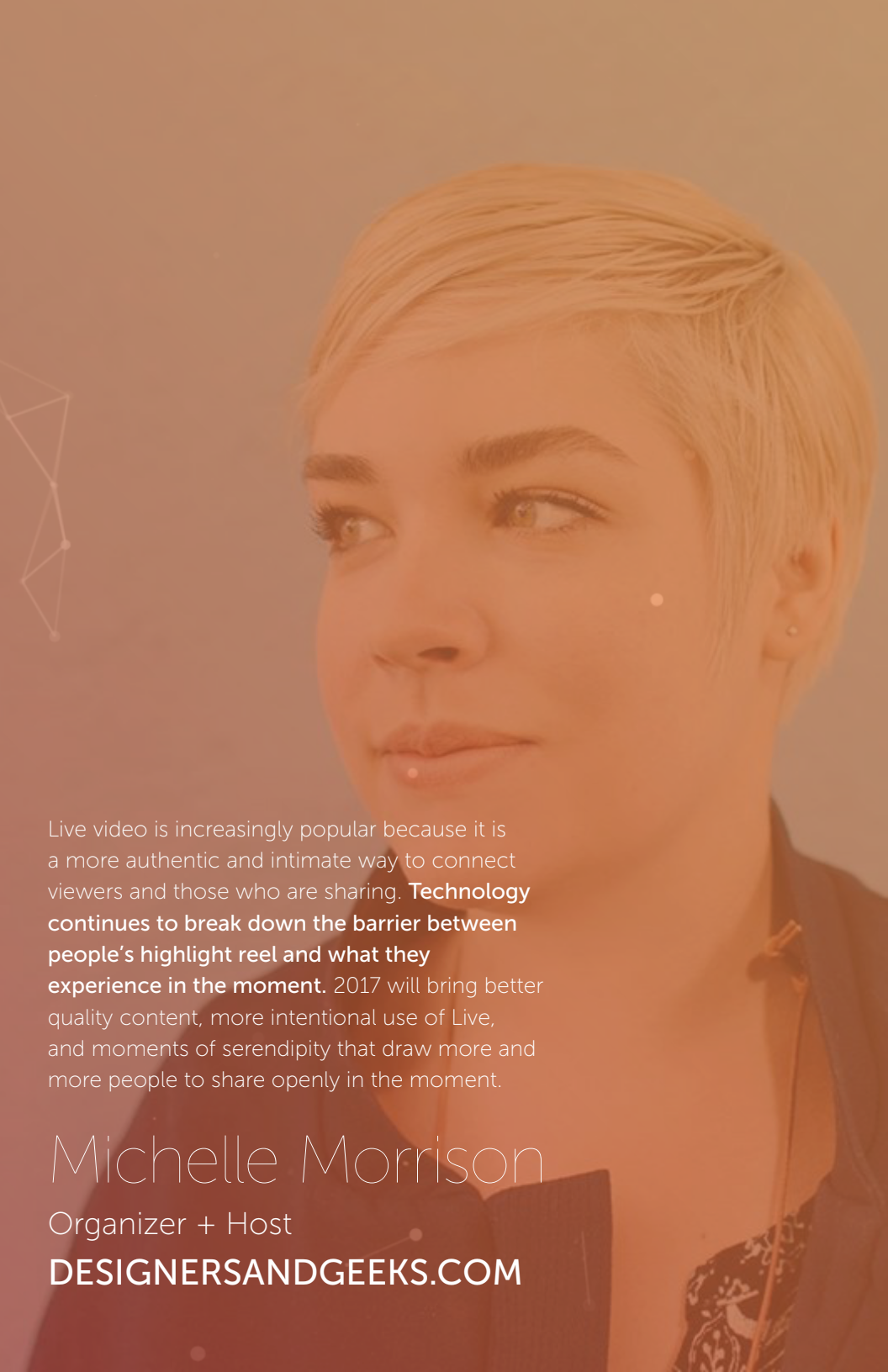


**Brands that nail live video will be those that figure out the type of content that works well live versus just going live.** The future will be actual events that are designed to be interactive and make the most of the medium. Live must offer people exclusive moments in time to interact with your brand. Watching live must be more compelling than watching on demand.

Sherna Lee

Marketing Director

**MOJO MARKETING AND MEDIA**




Live video is increasingly popular because it is a more authentic and intimate way to connect viewers and those who are sharing. **Technology continues to break down the barrier between people's highlight reel and what they experience in the moment.** 2017 will bring better quality content, more intentional use of Live, and moments of serendipity that draw more and more people to share openly in the moment.

Michelle Morrison

Organizer + Host

**DESIGNERSANDGEEKS.COM**





This year saw major social networking players like Facebook, YouTube and Twitter invest heavily in livestreaming, proving that livestreaming has a major share in online video and that there is a huge audience for live video. 2016 has been the year that proves livestreaming is the future; more and more people are interested in watching real-time live video and not just produced and edited recorded videos. The market potential is huge and the major platforms have opened up the power and engagement of livestreaming. This trend will only continue with more event owners realizing they can reach a global audience easily and not be confined to the audience at their event venue.


**I believe the solutions we offer at Livestream will play a pivotal role in providing a complete solution**

for producers to showcase their events live and reach their intended audience on various platforms.

Dayananda  
Nanjundappa

Founder, GM, India & SVP  
Technology, Platform Products

**LIVESTREAM**



People want to feel like they are part of something, that's why storytelling has been such a huge success for brands. Video is no different; it's engaging and captures the attention of its viewers, drawing them into an event, a story, an experience, etc. that they otherwise wouldn't be able to be a part of. Plus, it's becoming easier to create and it's even easier to digest. **In 2017, video will take center stage as the format of choice,** and for marketers, that means strategy is necessary to ensure they're capturing the right information to prove its value to the business.

Alicianne Rand

Former VP Marketing

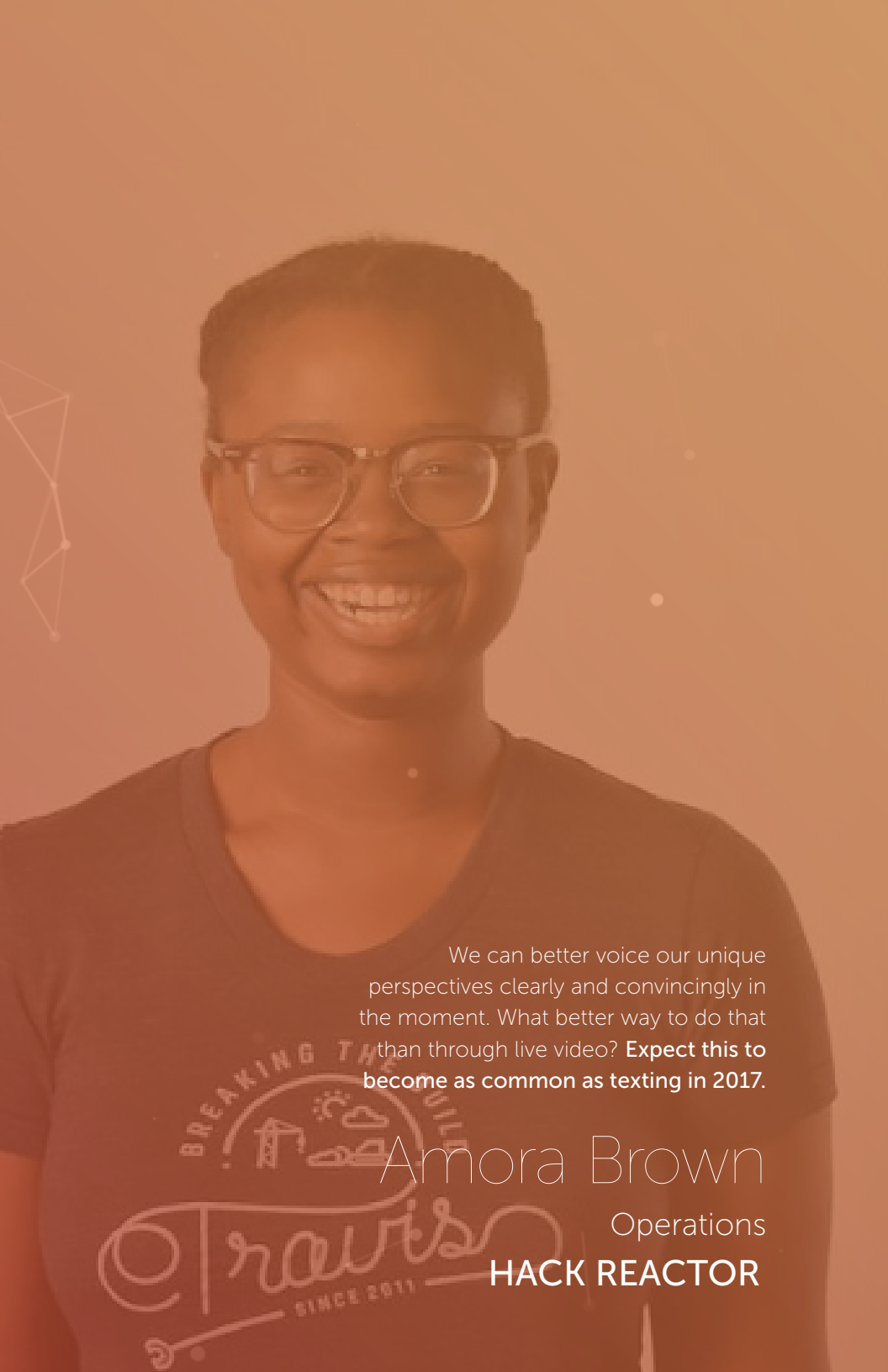
**NEWSCRED**



I first used Facebook Live in July right after the terrorist attack in France. Right away there were six thousand views. I could feel the pain and anguish; it was the right content and the right moment. It was beyond entertainment — it was human contact. **The beauty of live video is the human component.** The medium is almost more intimate than being in person. It's an island of human sanity.

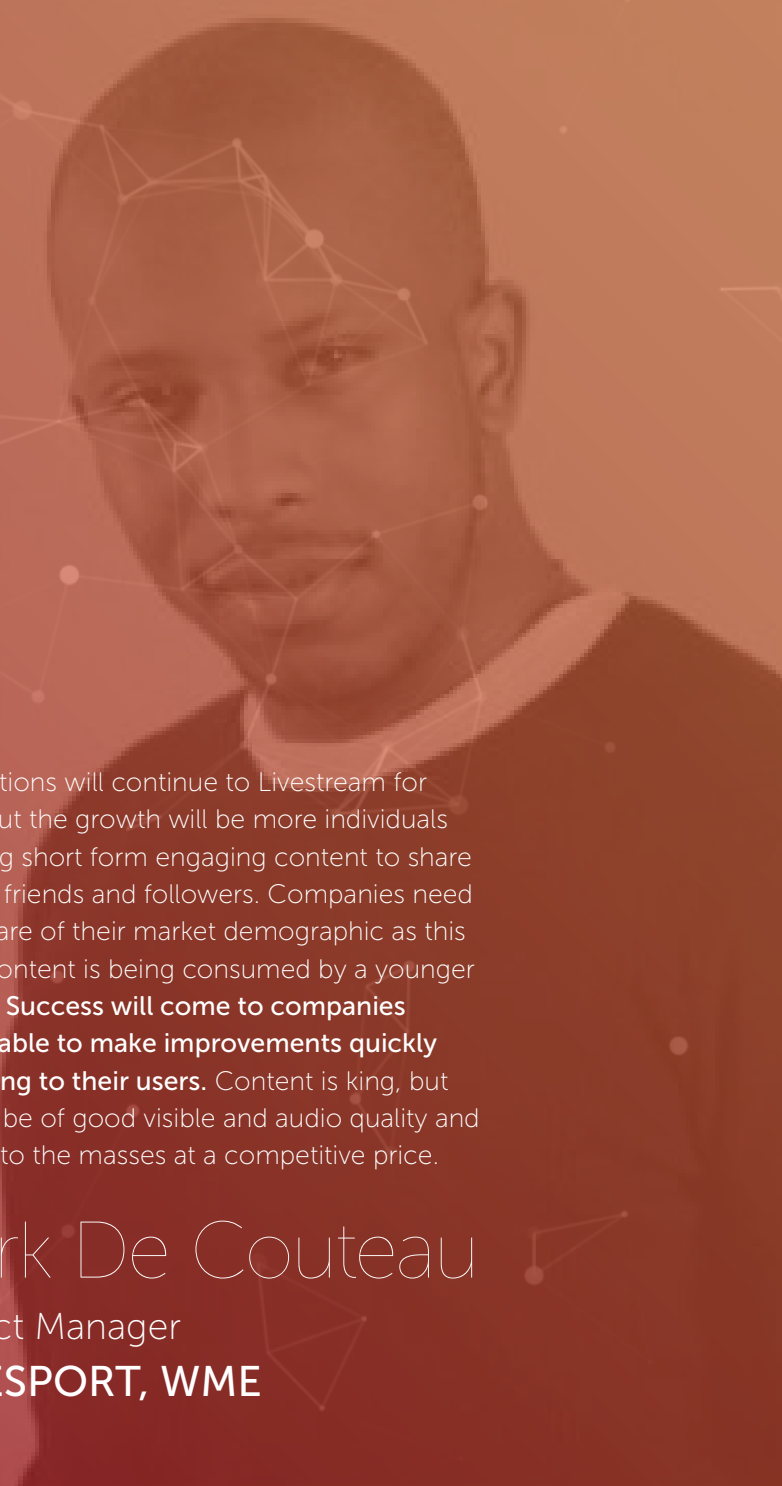
As we approach 2017, I think we will start to have more discussions in real time. We will debrief and share experiences. Livestreaming is conversational. The brevity and ephemerality of it is what makes it so powerful. Brevity is an important part of how the tech is used. Live teaching is scalable. It's useful. It will humanize the things you want to learn about.

Susan Piver  
Founder  
**OPEN HEART PROJECT**



We can better voice our unique perspectives clearly and convincingly in the moment. What better way to do that than through live video? **Expect this to become as common as texting in 2017.**

Amora Brown  
Operations  
**HACK REACTOR**

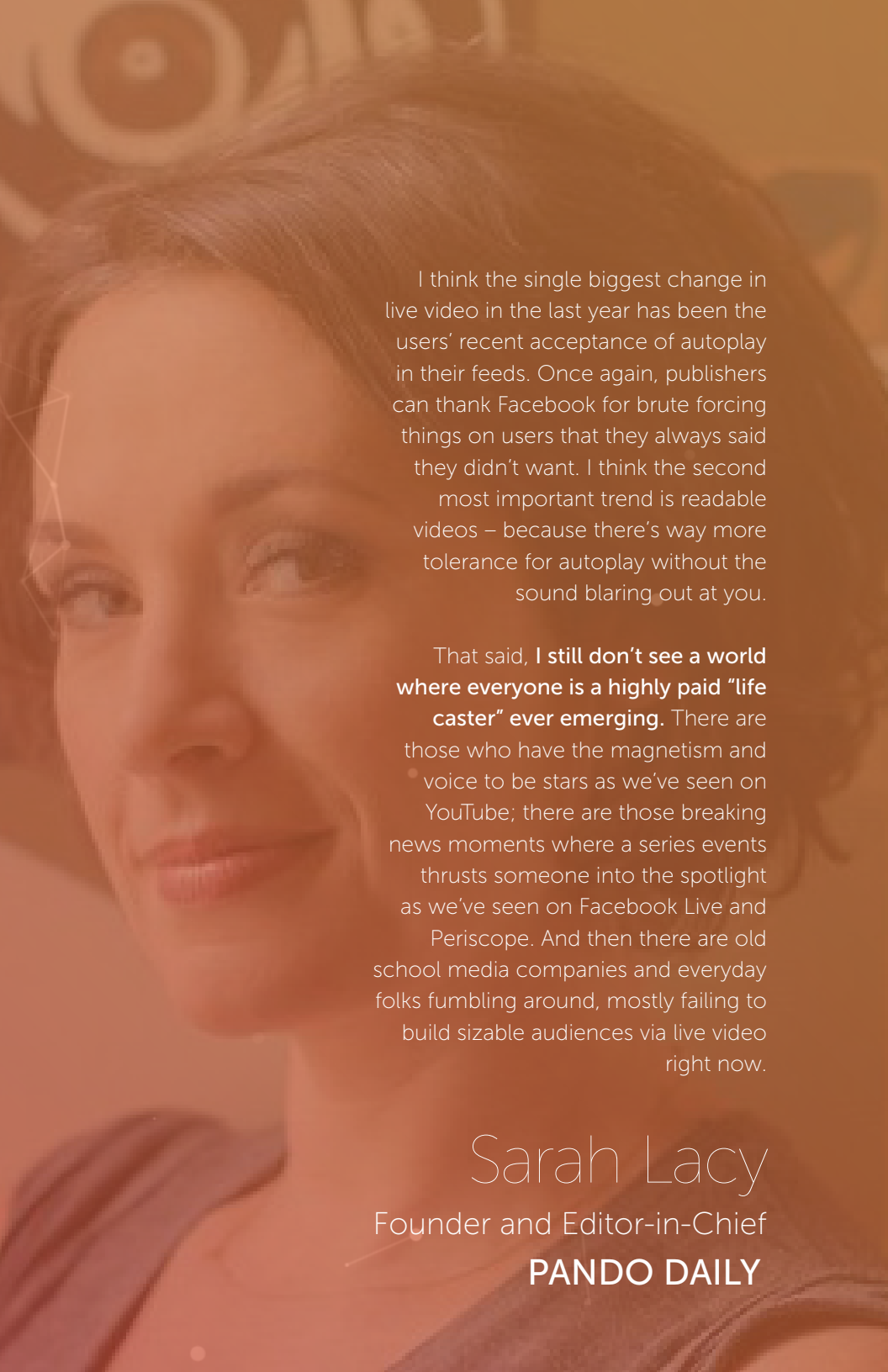
A portrait of Mark De Couteau, a man with short dark hair and a mustache, wearing a dark sweater. The background is a warm, reddish-orange color with a network of white lines and dots overlaid on it.

Organizations will continue to Livestream for events, but the growth will be more individuals producing short form engaging content to share amongst friends and followers. Companies need to be aware of their market demographic as this type of content is being consumed by a younger clientele. **Success will come to companies who are able to make improvements quickly by listening to their users.** Content is king, but needs to be of good visible and audio quality and available to the masses at a competitive price.

Mark De Couteau

Product Manager

**EDGESPORT, WME**

A portrait of Sarah Lacy, a woman with long dark hair, wearing a dark top. The background is a warm, reddish-orange color with a network of white lines and dots overlaid on it.

I think the single biggest change in live video in the last year has been the users' recent acceptance of autoplay in their feeds. Once again, publishers can thank Facebook for brute forcing things on users that they always said they didn't want. I think the second most important trend is readable videos – because there's way more tolerance for autoplay without the sound blaring out at you.

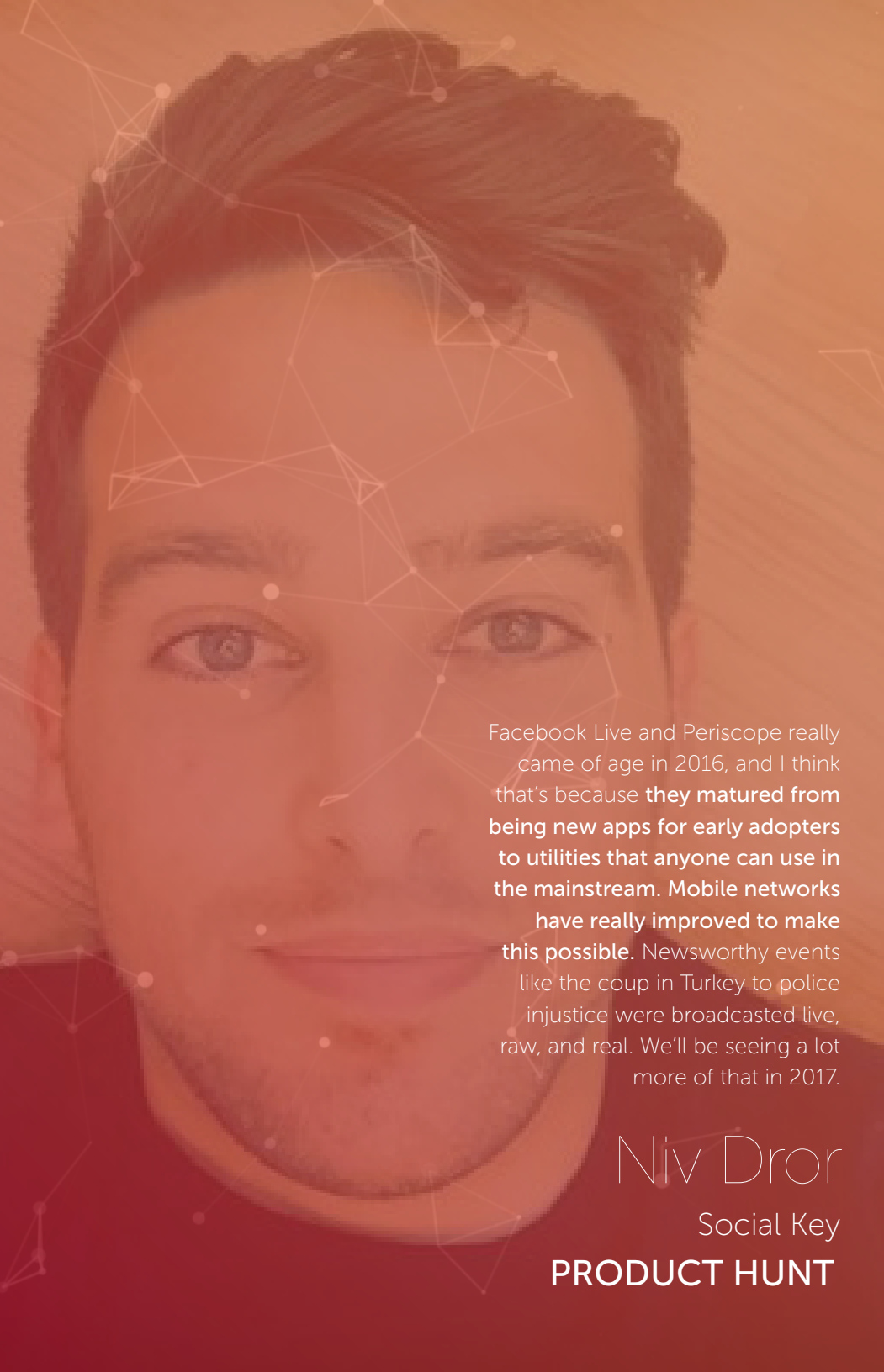
That said, **I still don't see a world where everyone is a highly paid "life caster" ever emerging.** There are those who have the magnetism and voice to be stars as we've seen on YouTube; there are those breaking news moments where a series events thrusts someone into the spotlight as we've seen on Facebook Live and Periscope. And then there are old school media companies and everyday folks fumbling around, mostly failing to build sizable audiences via live video right now.

Sarah Lacy

Founder and Editor-in-Chief

**PANDO DAILY**



A portrait of Niv Dror, a man with dark hair and a light beard, looking directly at the camera. The image is overlaid with a network of white lines and dots, resembling a social graph or data visualization. The background is a warm, reddish-orange color.

Facebook Live and Periscope really came of age in 2016, and I think that's because **they matured from being new apps for early adopters to utilities that anyone can use in the mainstream. Mobile networks have really improved to make this possible.** Newsworthy events like the coup in Turkey to police injustice were broadcasted live, raw, and real. We'll be seeing a lot more of that in 2017.

Niv Dror

Social Key

**PRODUCT HUNT**

A profile portrait of Phil Worthington, a man with dark hair and a beard, looking to the left. The image is overlaid with a network of white lines and dots, similar to the one on the left. The background is a warm, reddish-orange color.

Live video was once the domain of tech-savvy marketers and event owners looking for new ways to expand their audience. It's a powerful medium; its ability to captivate is undeniable, but it comes with a unique set of technical production challenges. As time has passed, live video has permeated further into popular culture, and an ecosystem of apps and platforms have emerged. Viewers have learned to be forgiving of its raw quality (content is king after all) but as we approach 2017 I believe **new tools will emerge that simultaneously lower the creation barrier while at the same time driving production values up in new and ever more intuitive ways.** This is the cross-section where Mevo really shines, and the reason we believe it will be a popular tool for the content creators of tomorrow.

Phil Worthington

Founder, SVP, Research and Development, Video Products

**LIVESTREAM**





ready to go live?

Get in touch with our sales team to find the Livestream solution that's right for you.



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