

## **Video Statistics**

One minute of video is worth 1.8 million words (Dr. James McQuivey of Forrester Research)

Average user is exposed to an average of 32.2 videos per month (comScore)

100 million internet users watch video online each day (comScore)

90% of online shoppers say they find a video helpful in making buying decisions (comScore)

75% of executives are watching work related videos at least once a week (Forbes)

80% of internet users recall watching a video ad on a website they visited in the past 30 days, and 46% of these took action after viewing! (Online Publishers Association)

64% of website visitors are more likely to buy a product on an online retail site after watching a video (comScore)

Including video in an email increases click through rate by 200-300%! (Forrester)

Mobile video consumption increases 100% every year (YouTube)