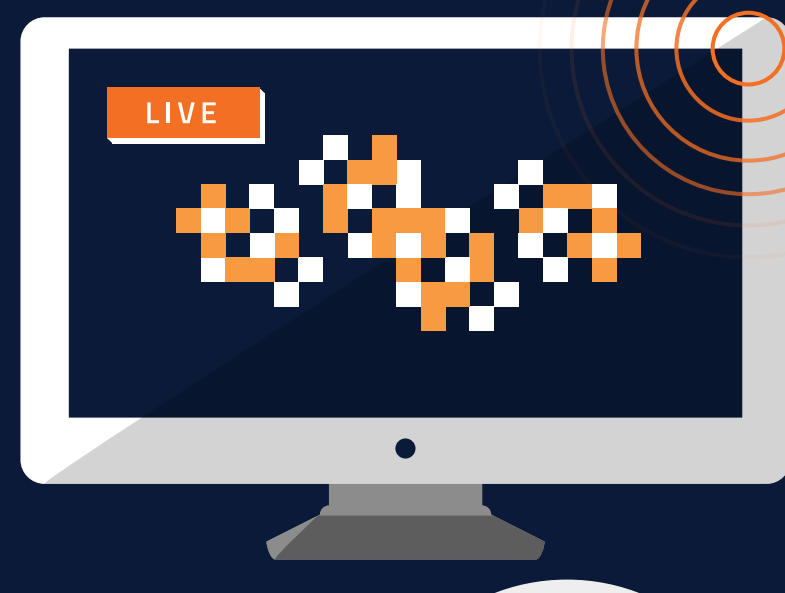


# The Rise of LIVE VIDEO



Live Video consumption grew between 2015 & 2016

**81%**

On average people watch a live video



more than **3x longer** when it is live compared to when it is not live

On average people comment on



Facebook Live videos **10x more** than regular video

## Video Content

87% of audiences go online for behind the scenes access and to interact with talent



1 in 5 of Facebook users watch live video

## Most-watched Live Content

1st

56%



Breaking News

2nd

44%



Conferences & Speakers

tied for 2nd

44%



Concert & Festivals

**45%**

of audiences would pay for LIVE exclusive content such as live performances or on demand video with favorite teams

## Engagement

Viewers spend **8x longer** with live video than on-demand



Drive higher average view time with audience engagement tools

Facebook's algorithm prioritizes longer live videos

Live video on social generates **1200% more shares** than text and images combined

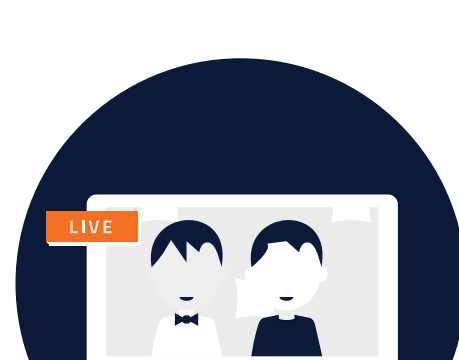
**67% of live video viewers are more likely to buy a ticket** to a concert or event after watching a live video of that event or a similar one.



## Marketing and Advertising

As brands compete for eyeballs in the newsfeed, **live is a key differentiator**

Live video is outpacing the growth of other types of online video, with a **113% increase in ad growth yearly.**



**80%**

would rather watch live video from a brand than read a blog



**82%**

prefer live video from a brand to social posts



By 2016 video ad spending will reach

**\$5.4 Billion**



**LIVE STUDIO**

Your Turnkey Solution for Live Video

Contact us to learn more [livestudio@telescope.tv](mailto:livestudio@telescope.tv) | [telescope.tv/livestudio](http://telescope.tv/livestudio)