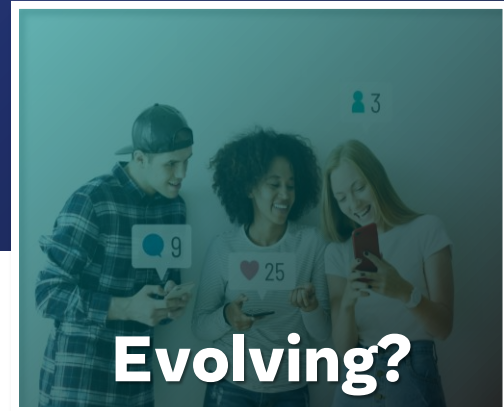


# Short Form Videos: Becoming the new way to search?

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Expected SFV Duration | SFV Viewers

**Consumers expect the duration of short form videos to be between 30 seconds to 3 minutes**



Despite the rapid rise in popularity of short form videos, there is currently no standard definition for their optimal length.

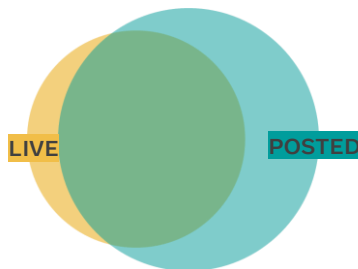
We found it is widely accepted that **US consumers prefer shorter videos**, typically ranging from 30 seconds to 3 minutes.

SFV Content Type Watched Most | SFV Viewers

**Consumers want to view at their discretion**

US viewers are consuming short form videos at a similar, if not higher, rate compared to long-form videos.

Specifically, three out of five **viewers are watching non-live content**, including both posted and pre-recorded videos.

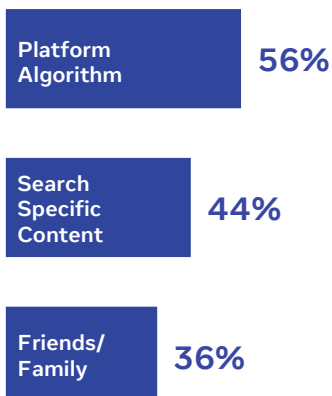


SFV Modes of Discovery | SFV Viewers

**Social platforms content recommendations are welcomed, with minimal barriers**

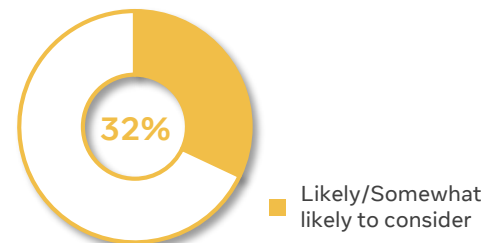
Over half of short form video **viewers watch videos recommended by the platform algorithm**. We also see very low scores in the barriers to watch such as paywalls, time to spare, and can't find interesting content.

**Viewers are interested in watching short form videos, and they don't mind seeing what the algorithm delivers**, but short form videos must be engaging and succinct to avoid consumers' disinterest.



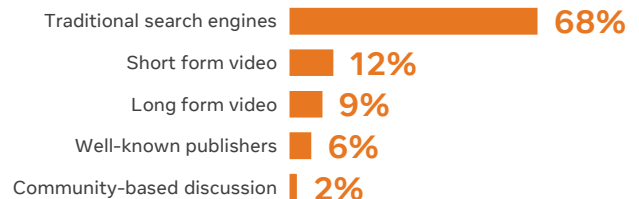
Likely to Consider SFV for Search | Total

**Mind sets are changing as consumers consider short form videos as a means of search**



Go-to Search Sources | SFV Viewers

**Short form videos are becoming the new way to search**



Short form videos are more than viewing and sharing, **short form videos are evolving into a new way for consumers to search**. Since the 2020 pandemic, 12% of consumers are turning to short form videos to search and discover information. Short form video offers a new way to search and has the potential to become second nature for engaged viewers.

How SFV Help as an Info Source | SFV Viewers

**Short form videos are providing an interacting and engaging way to search**



**Short form video as a source of information is an excellent tool for discovering new trends, products, and services in an interactive and engaging way.** It creates an experience that help viewers make purchase decisions as well.

Illustrating that consumers are building a deeper connection beyond just viewing for entertainment.