

Fascinating Video Consumption Stats and Facts

Video is the **number 1** source of information for **66%** of people

Over **500 million** people watch Facebook videos every day

More than **75%** of all video views come from mobile devices

The global video market was valued at **\$39.61 billion** in 2018

YouTubers upload **300 hours** of video content to the platform **every minute**

93% of businesses gain new customers as a result of branded video content

People spend an average of **6 hours and 48 minutes** per week watching online videos

66% of people opt to skip online video ads

Video engagement stats indicate that when people are looking for information about a specific product or service, **66% of all first turn to videos**. 18% of all choose articles, 4% prefer infographics, 3% refer to the manual, 3% attend webinars, and 2% request a sales call or a demo.

There's no doubt that video popularity has increased. Data from 2019 indicates that **people spend an average of 6 hours and 48 minutes per week watching online videos**, which is a **59% increase from the average time spent watching online videos in 2016**.