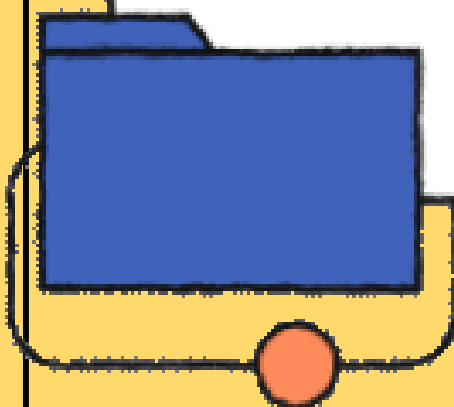


#ACCESS at  
Home 2021

# How Video Trends in 2020 Are Shaping a New Wave of Inclusive Video

3PLAY MEDIA



# On the Agenda Today...



## **The Year 2020 & How it's Shaped Video**

A tumultuous year that changed the way we consume video.



## **Trends in Video Content to Keep an Eye On**

Understanding our new relationship with video & how we can make it universal.



## **Hoppin' on the Inclusivity Wagon**

Taking the lessons learned in 2020 to create future-proof videos in 2021.



# **2020 & Video; What a Year**

**BEING STUCK AT HOME LED  
TO A 60% INCREASE IN  
VIDEO CONSUMPTION  
GLOBALLY.**

(Nielson)

# Big Players in 2020



## Streaming Video

Pre-recorded video. Entertainment. Educational. Marketing. Netflix, Hulu, Amazon, Disney, HBO Max etc. YouTube.



## Live Streaming

Live video. Work. School. Virtual events. Social gatherings. Live streams. Zoom. YouTube Live. Facebook Live. Instagram Live.



## Social Media Video

Pre-recorded and live video. Short form. Long form. Instagram. YouTube. Facebook. Tik Tok. Reels. Entertainment. Education.



Where did you watch most of your **online video** in 2020?

# Pre-covid video outlook

IT'S NO SECRET, WE LOVE ONLINE VIDEO.



More video is uploaded to the web in 1 month than TV has created in 3 decades (Thomson Reuters).



By 2022, 82% of global internet traffic will come from video streaming (Cisco).

# Online video, is that you?

BRANDS NEEDED TO FIND WAYS TO CONNECT WITH THEIR AUDIENCE



91% of marketers feel the **pandemic has made video more important** for brands (Hubspot)



60% of video marketers say they **expect their budget to be affected** for 2021 (Hubspot)



40% of video marketers said their **plans to create video were affected** by the events of the last year (Hubspot)



What **new videos** did you produce in 2020?



# Industries Directly Impacted Who Wont Slow Down



## Fitness

70% are exercising with pre-recorded and/or live workout videos (Mindbody App)



## Retail & Ecommerce

The pandemic turned more consumers into online shoppers across all categories



## Education

68% of educators believe that video content stimulates discussions (Livestream)



## Events

79% of companies surveyed expect to host hybrid events in 2021 (event builder)

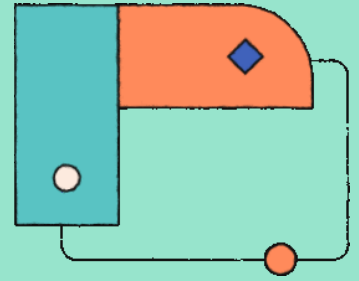


## Corporate

Internal and external use of video for marketing and communications.



What shows did you **binge** in 2020?



# The streaming king

## Streaming Media

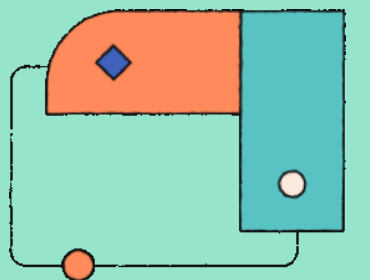
80% of consumers subscribe to at least one paid streaming video service, up from 69% (Deloitte).

## Movie Theaters

Major motion pictures are being released straight to streaming instead of in movie theaters.

## Post-Covid Video Consumption

76% of consumers don't see their video consumption slowing down post-covid (Global Web Index).



# The impact on live streaming

LIVE VIDEO IS MORE CONVERSATIONAL, ALLOWS FOR VIEWER ENGAGEMENT, AND IS BETTER-SUITED FOR QUICK REACTIONS



01

**99% year-over-year**

growth in hours of live stream video watched between April 2019 and April 2020. (Daily Esport)

02

**\$184 billion by 2027**

live video is expected to portray the maximum and fastest growth (Grand View Research).

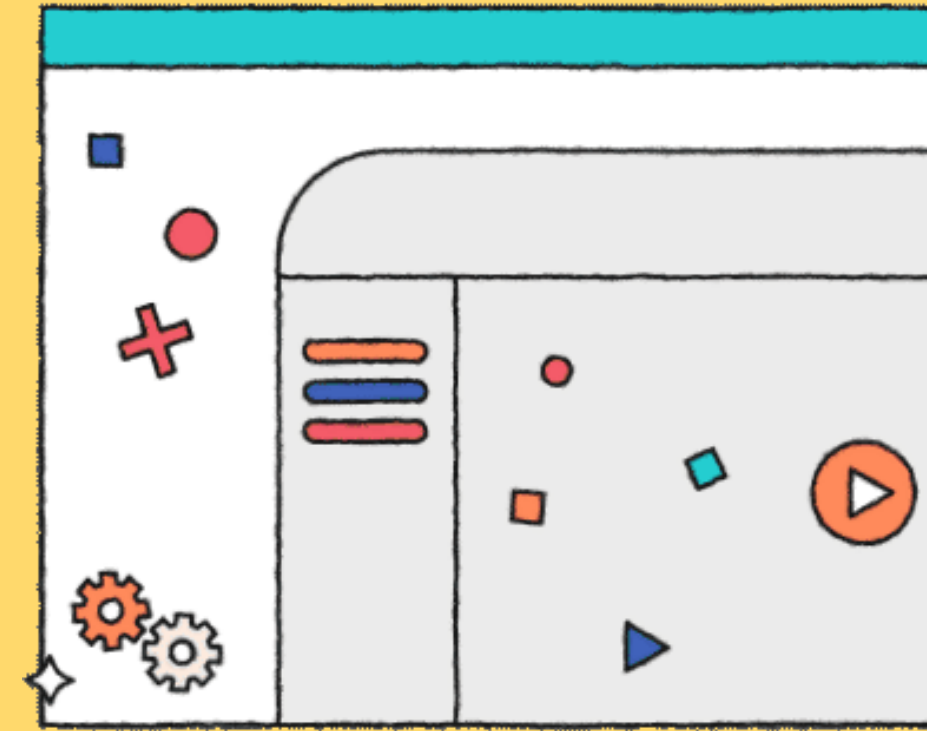
03

**87% of consumers**

prefer live video to reading a blog because they are more immediate, less work, and provide more context.

# Consumption & demand

INTERNET USERS SPEND 6:48 HOURS A WEEK WATCHING VIDEO



## Increased Demand


With the increased demand for streaming content, viewers want new releases quickly and consistently.

## Multiple Devices

Viewers are accessing content on multiple devices; they're also using multiple devices while streaming, which leads to decreased focus.

## Relax & Unwind

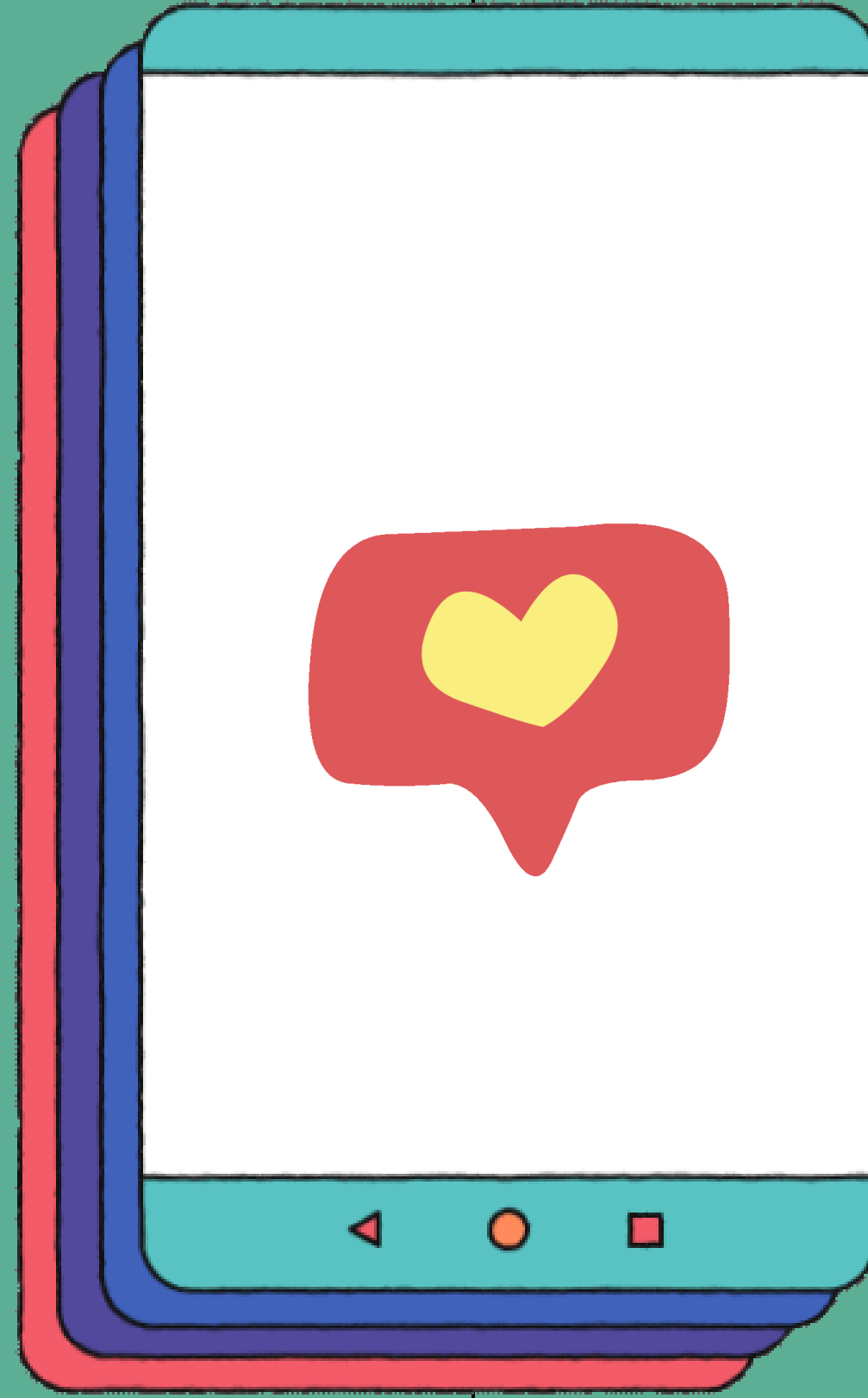
#1 reason people watch online videos; #2 is to learn something new. #3 dig deeper into interests (YouTube)



# Video Trends

Let's dive into the hottest trends of 2021!

# Live Streaming Video



## WHAT TO KNOW:

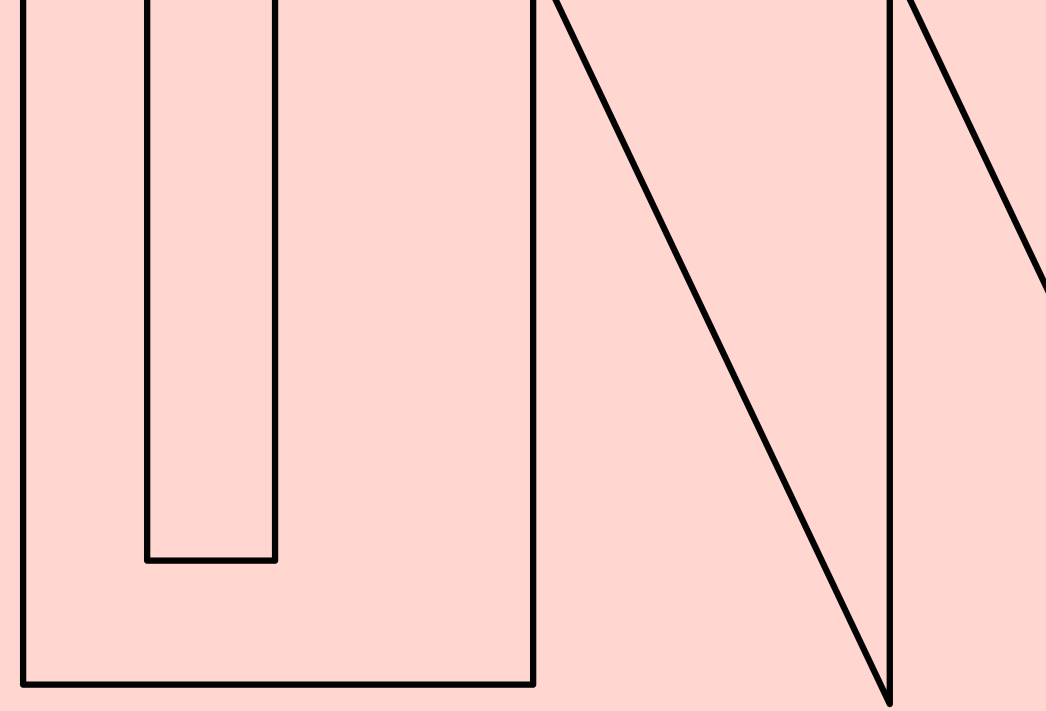
### **Choose from a number of streaming platforms**

By 2027, the video streaming market is projected to hit 184.3 billion (Grand View Research)

### **The need for connection in real-time**

Live videos hook viewers 3x longer than pre-recorded videos. (Finances Online)

# Making the most out of your live streams



Live caption your live streams, so that they're accessible to all viewers



Minimize background noise and distractions



Ensure you have a strong internet connection



Choose the right social platform based on your audience



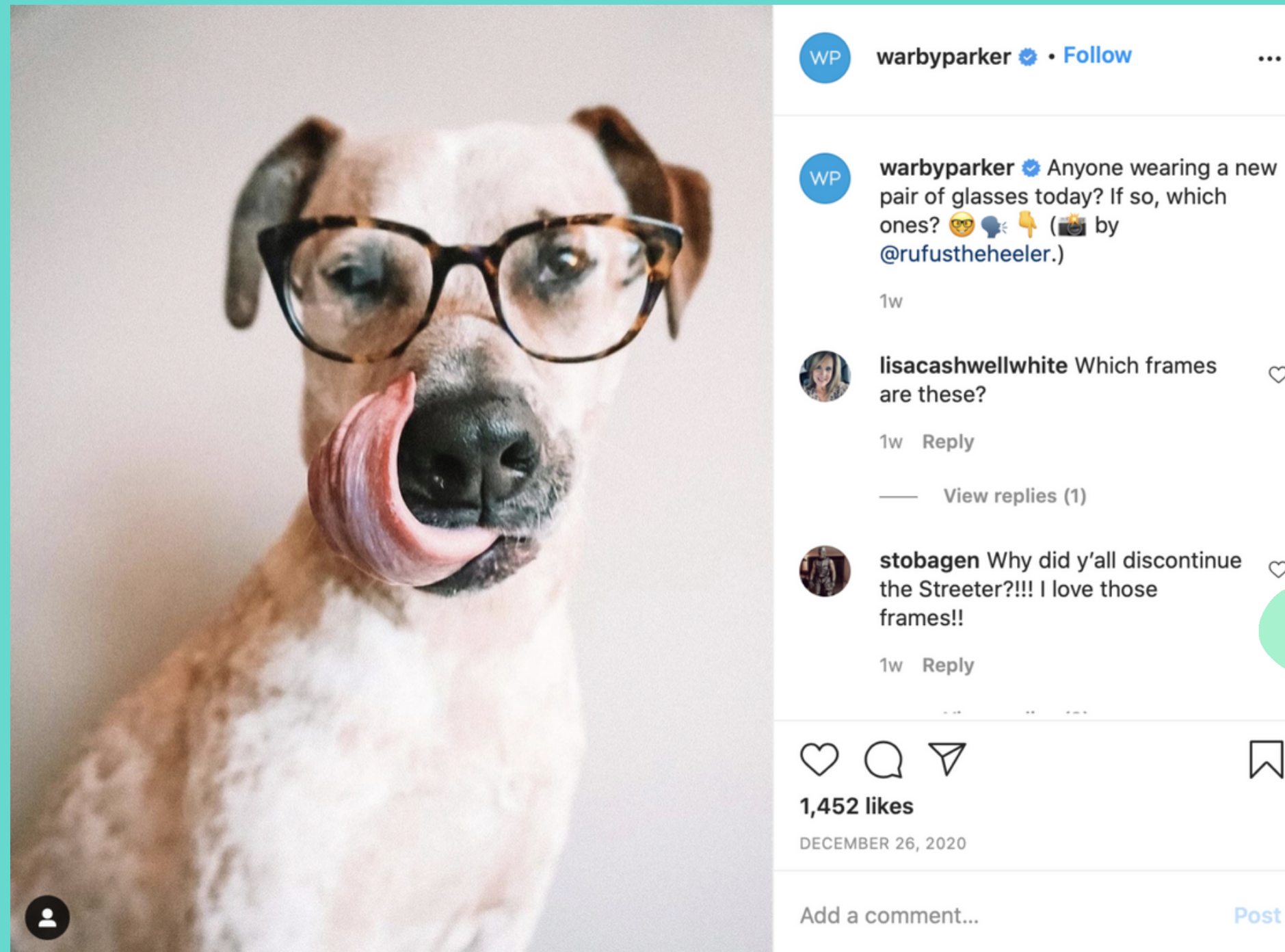
## USER-GENERATED CONTENT

Any type of content (i.e. video) showcasing a product or service created by users instead of brands.

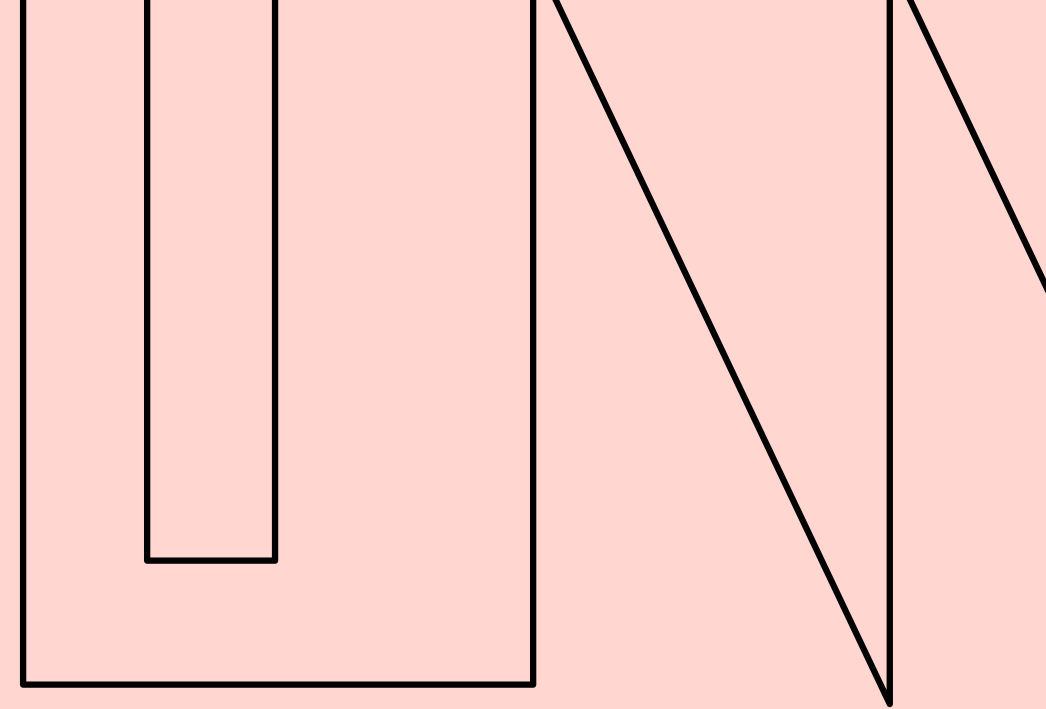
Consumers are **2.4 times more likely** to view UGC as authentic compared to content created by brands (Business Wire).



# Real-World Example from Warby Parker



# Making the most out of User Generated Content



Repost your customer's content on your social media channels and tag them to give credit



Encourage followers to use a specific hashtag when posting to make it easier to keep up with new content



Ask permission before reposting, even when your brand is tagged

# Educational Videos



**By using both the auditory and visual senses, viewers are able to digest more information by watching a video.**

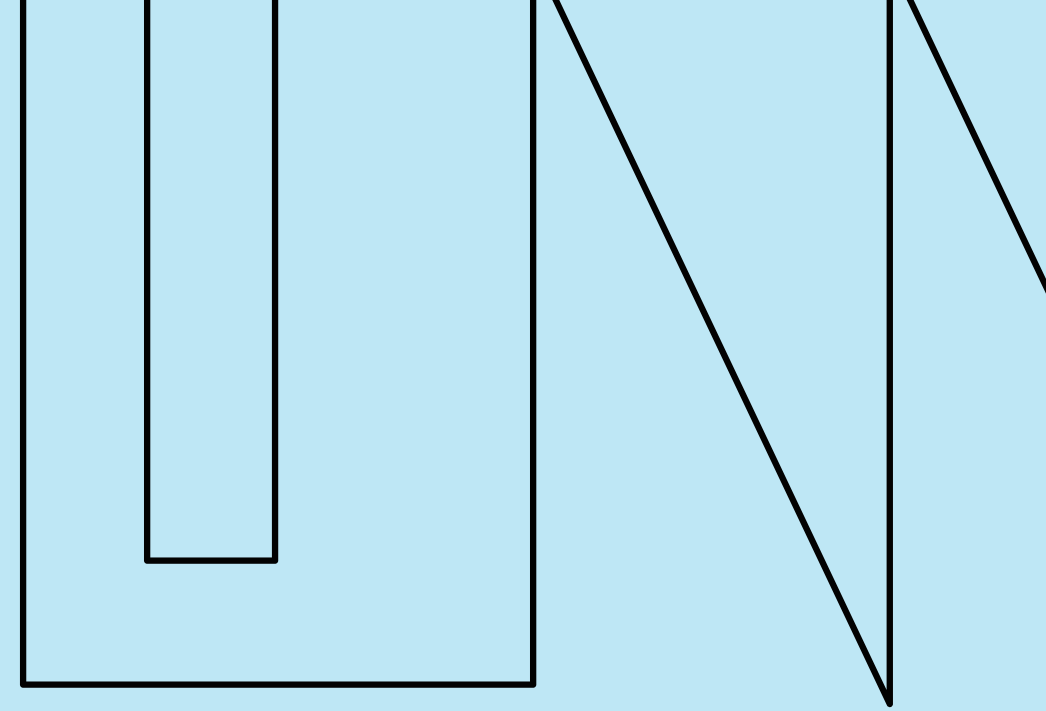


**Very popular on video platforms because they make learning about a new topic simple and engaging.**



**96% of people use videos to learn more about a particular product or service (WyzOwl)**

# Making the most out of educational videos



Ensure your content is accessible to all learners, including ones with disabilities



Consider adding an interactive transcript to give learners the opportunity to search directly within the video



For how-to videos, don't focus on selling a product/service. Instead, provide value by being a thought leader

# Virtual Reality and 360 Video



## **Virtual Reality (VR)**

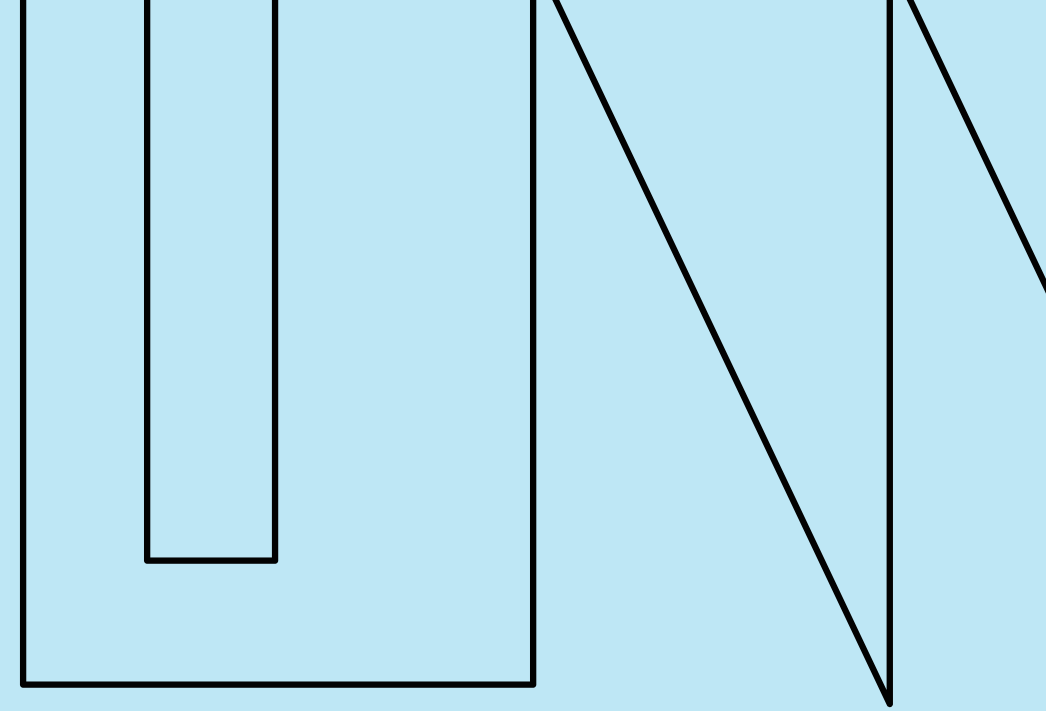
An interactive 3D digital experience where the user has the freedom to move around freely and perform a series of actions – just like in real life.

## **360 Video**

Records in all directions, allowing the viewers to see a 360-degree view of a location. With 360 video, viewers are able to control what they watch from different perspectives.



# Making the most out of VR/360 Video



Gamify the user experience



Let users become apart of the story



Make it fun and engaging



Make it accessible

# COVID + CAPTIONING



Nearly 60% of our customers indicated that COVID-19 had influenced the number of hours captioned in 2020.



Of the group affected by COVID-19, ~86% say the need for captioning and transcription services increased slightly or significantly in 2020.

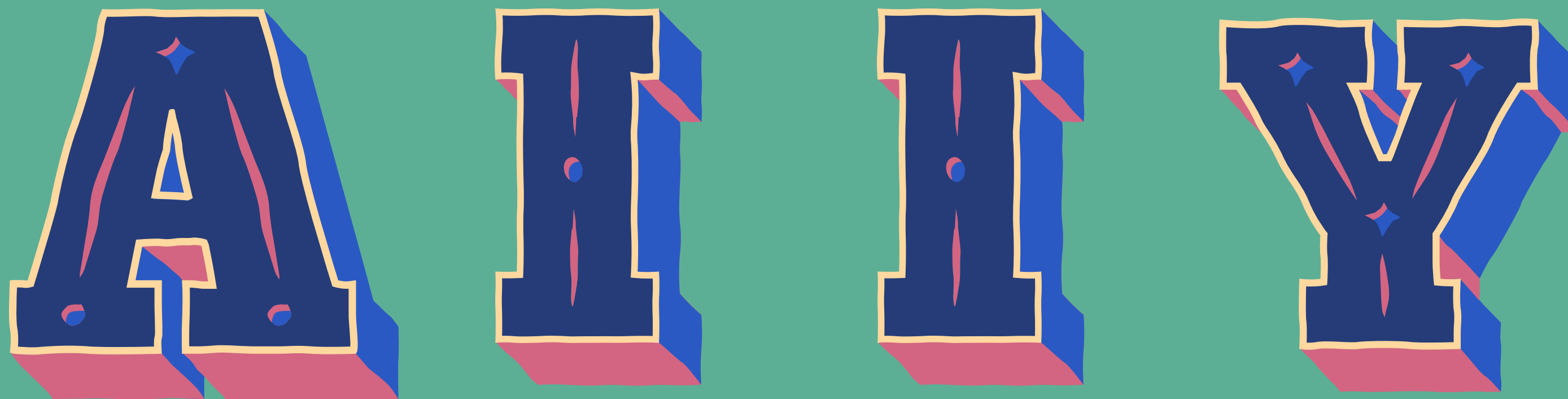




What's your **favorite** 2021 video trend?



But Most Importantly... 🔍



Ensure your videos are inclusive to all viewers!

# Must-Haves for Video Accessibility



**Captioning**



**Audio Description**

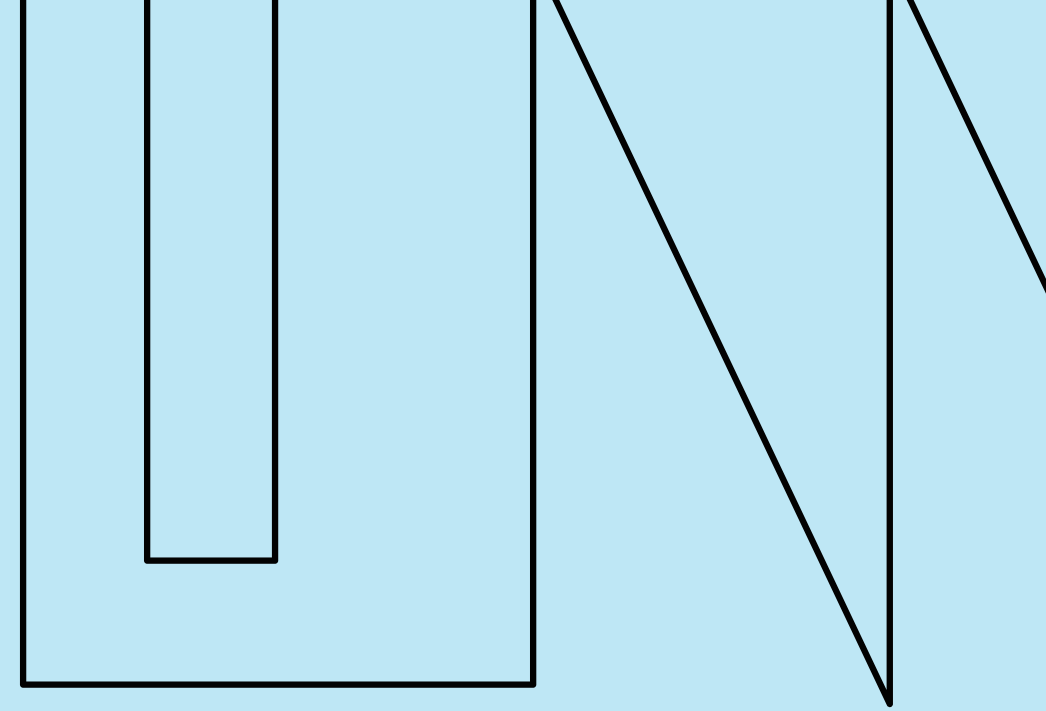


**Transcription**



**Live Captioning**

# Tips for Achieving Video Accessibility



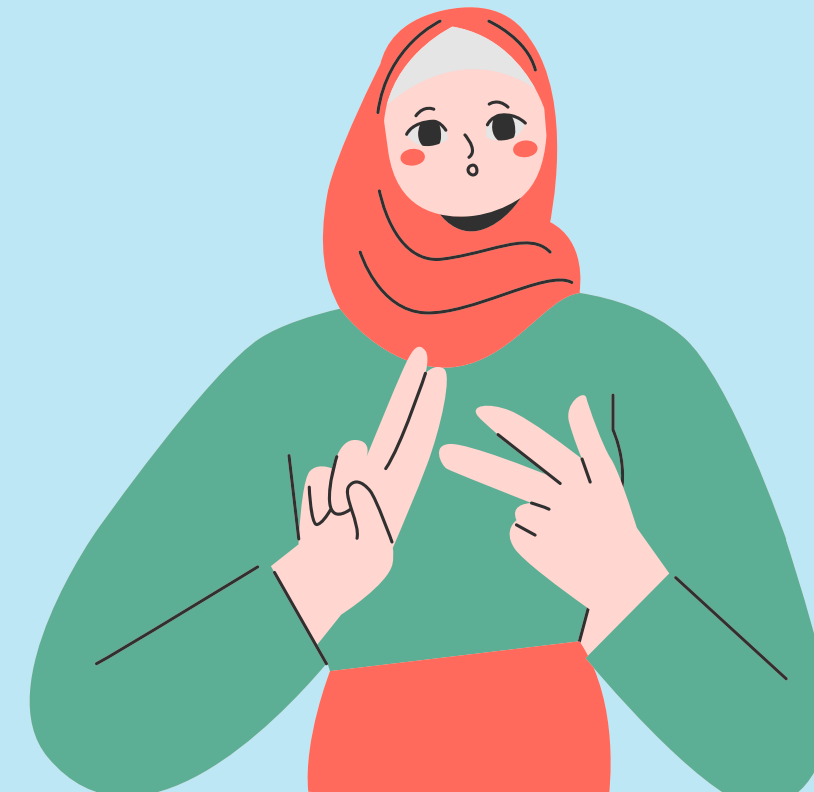
Use a trusted and reliable vendor



Find the best ways to budget for accessibility



Equip yourself with the right tools and resources

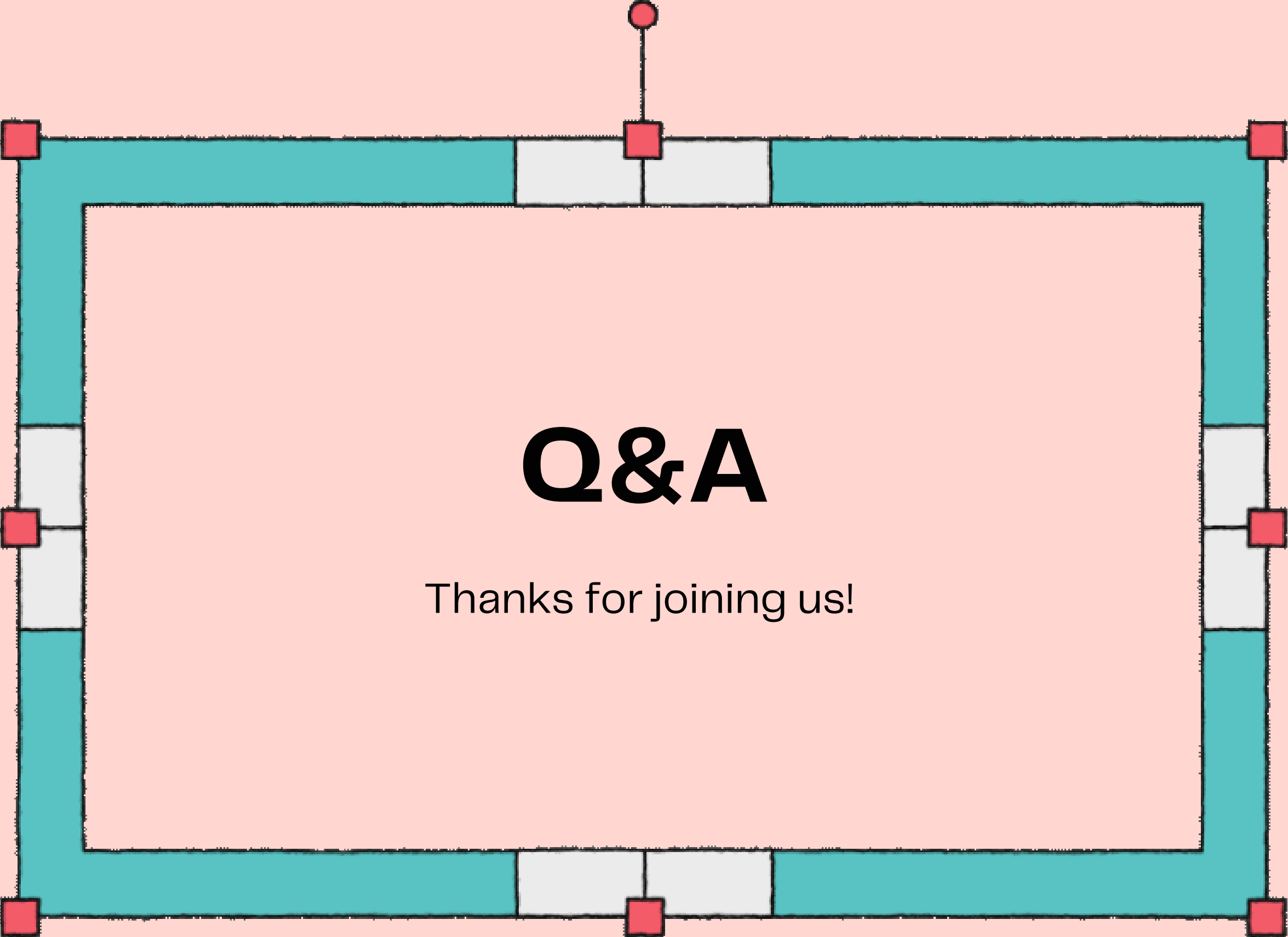




# **#InclusiveVideo**

## **VIDEO IS HERE TO STAY**

As it's popularity and our dependence grows, it's important to make sure it's accessible to everyone!



# Q&A

Thanks for joining us!