

UNRULY



THE GEOGRAPHY OF SHARING VIDEO ADS

10 FACTS THAT EVERY GLOBAL
MARKETER SHOULD KNOW

SCANDINAVIANS SHARE VIDEOS ADS ACROSS THE MOST DIVERSE RANGE OF SOCIAL PLATFORMS

AMERICANS HAVE A SERIOUS FACEBOOK ADDICTION

VIDEO AD SHARES BY SOCIAL PLATFORM - GLOBAL

59.4%

13.8%

9.3%

5.7%

3.9%

2.6%

2.1%

1.6%

1.6%

SWEDEN

US

SOUTH KOREA

Where video shares occur



Recommendation

Customise your video player with sharing icons when you activate it across the Open Web

Source: Unruly Activate™ - All campaigns, November 1st, 2013 to April 30th, 2014

45.3%

12.0%

10.9%

10.6%

8.1%

6.2%

4.8%

1.8%

61.2%

14.1%

6.6%

5.0%

4.2%

3.7%

2.4%

1.5%

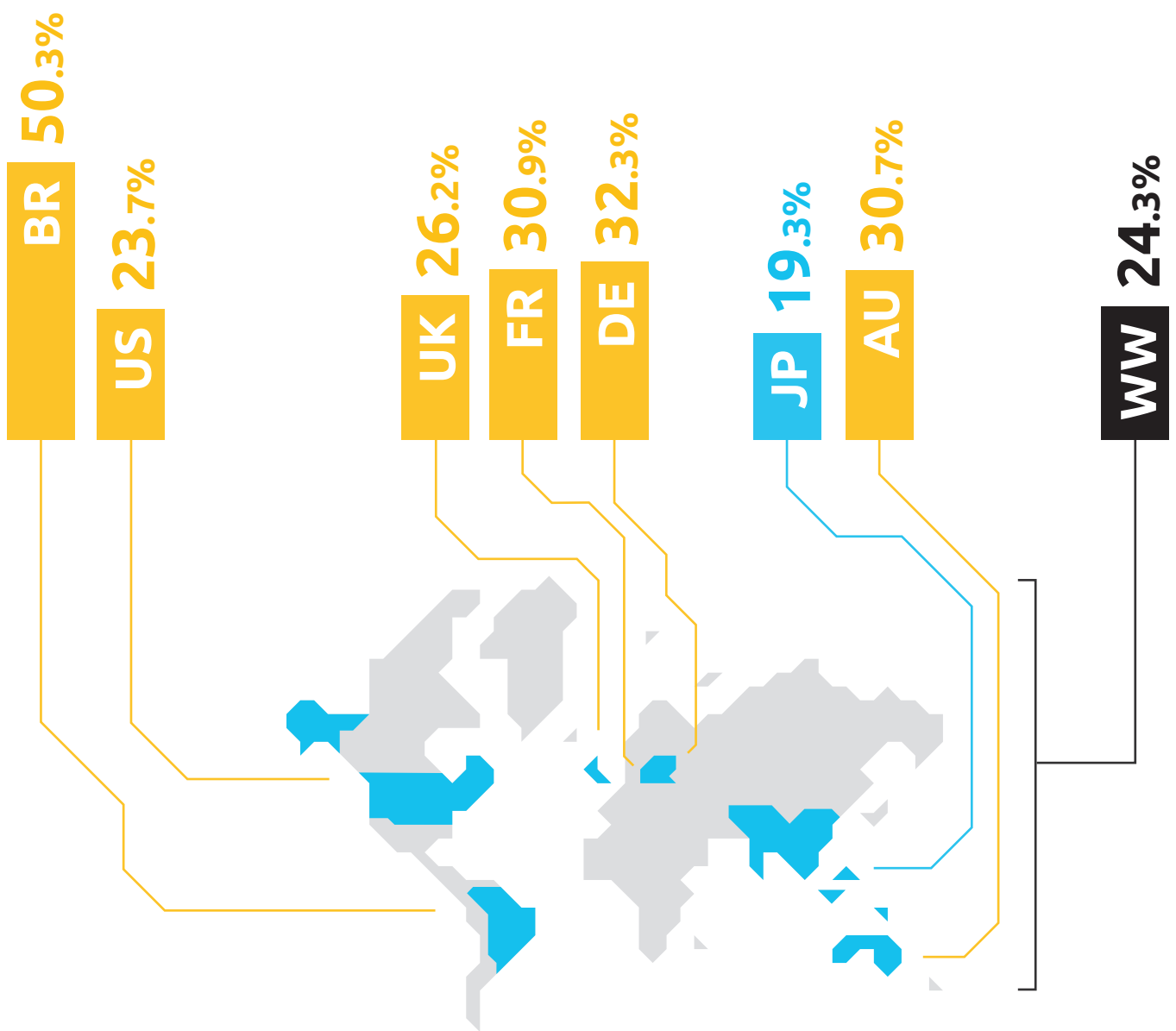
55.4%

38.8%

4.4%

AT 19% JAPAN HAS THE LOWEST % OF YOUTUBE VIEWS

GLOBAL AVERAGE IS 24.3%



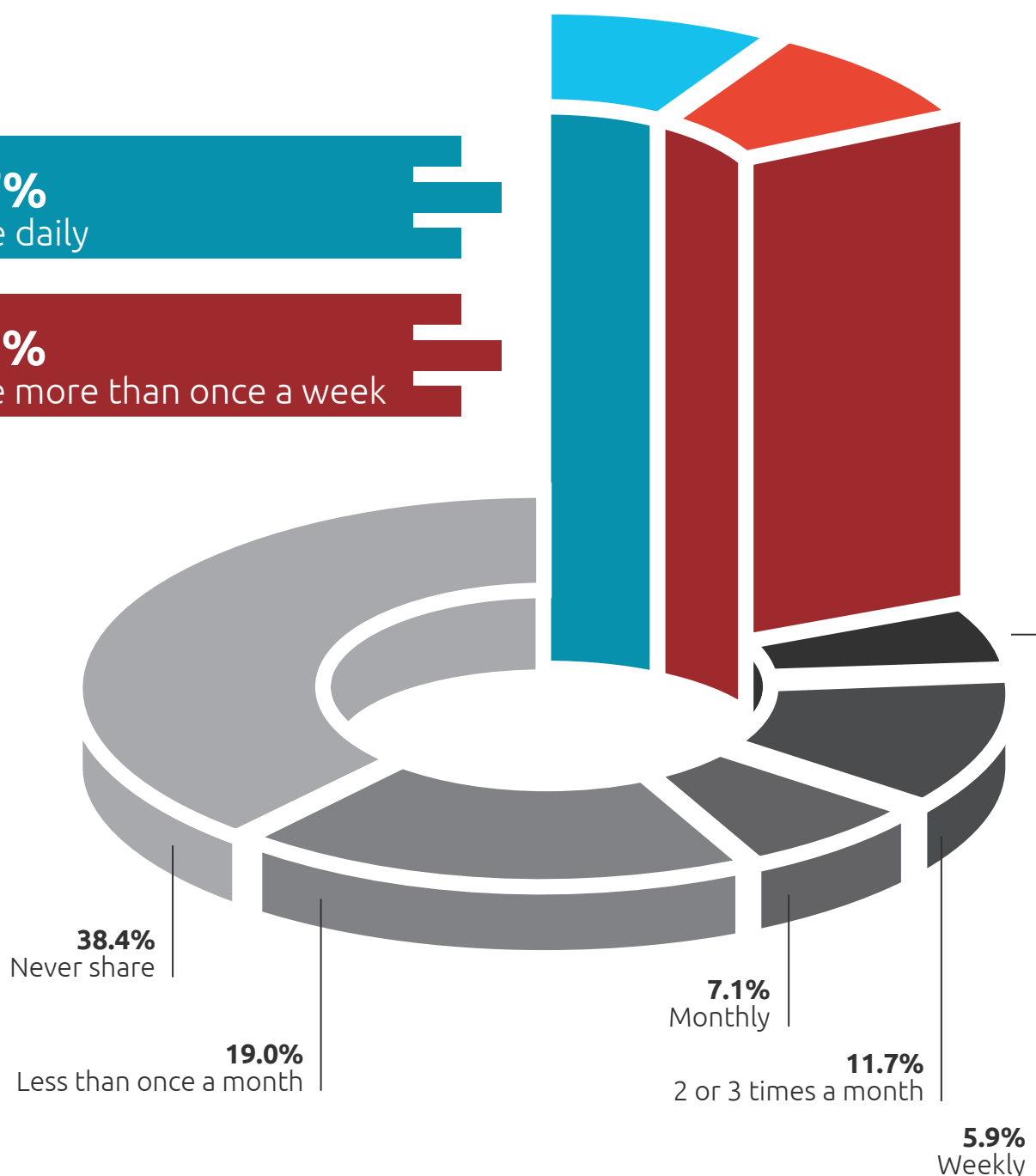
Recommendation

Activate the Open Web to engage viewers wherever they are watching & sharing video

Source: comScore Video Metrix, March 2014, WW, DE, FR, BR, AU, UK, US, JP - includes both ads and non-commercial video views

17.9% OF INTERNET USERS SHARE VIDEOS MORE THAN ONCE A WEEK

WE CALL THESE USERS *SUPER SHARERS*



SUPER SHARERS ARE RESPONSIBLE FOR MORE THAN 80% OF SHARES

82.4%

of shares are generated
by super sharers

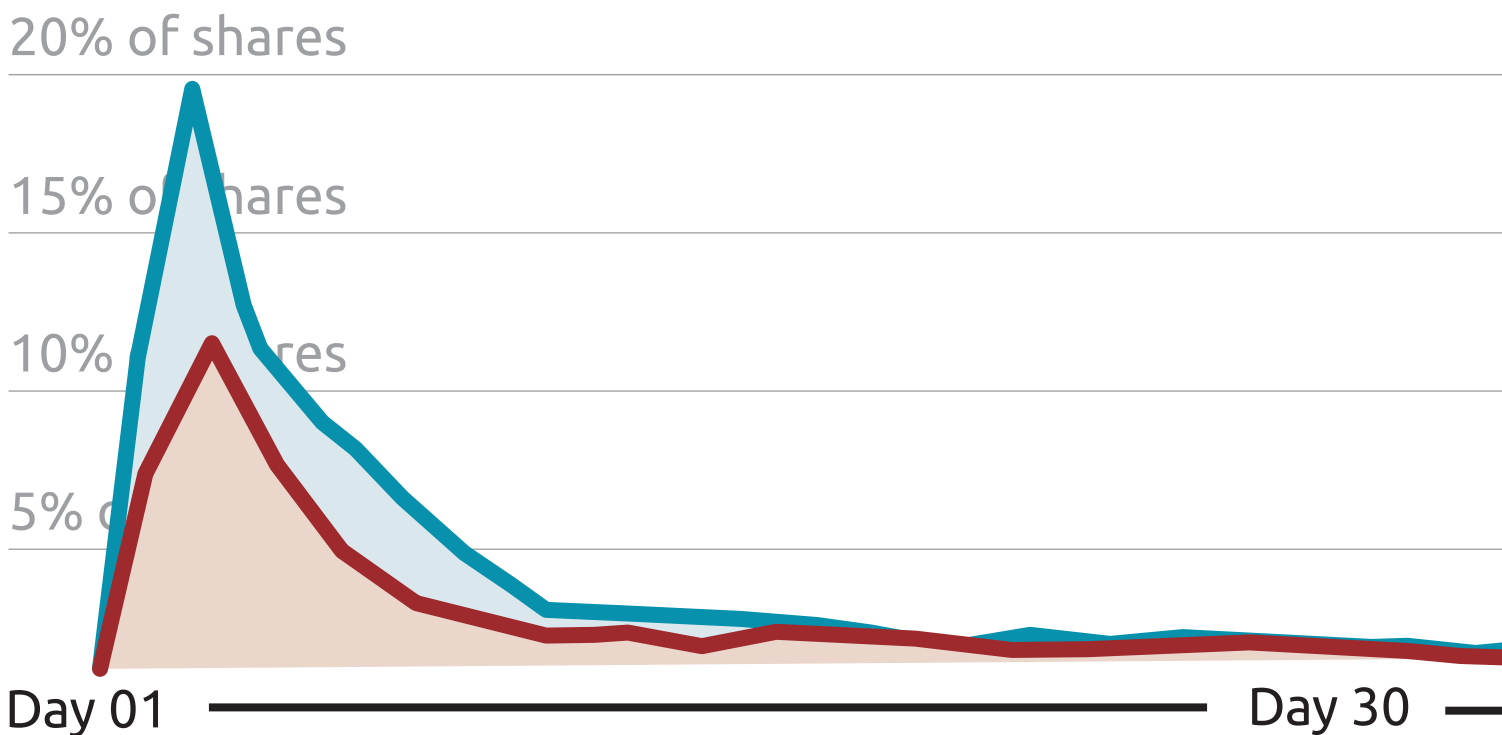


17.6%

of shares are generated by
less regular sharers

THE SPEED OF SHARING HAS NEARLY DOUBLED IN THE LAST 12 MONTHS

42% OF SHARES OCCUR IN THE FIRST 3 DAYS



2013 22.3% of shares occur in the first three days

2014 42.4% of shares occur in the first three days

SOUTH KOREANS SHARE FASTEST IN FIRST 24 HOURS (20%)

IN NORWAY 57% OF SHARES
HAPPEN IN DAYS 1-3

25%

20%

15%

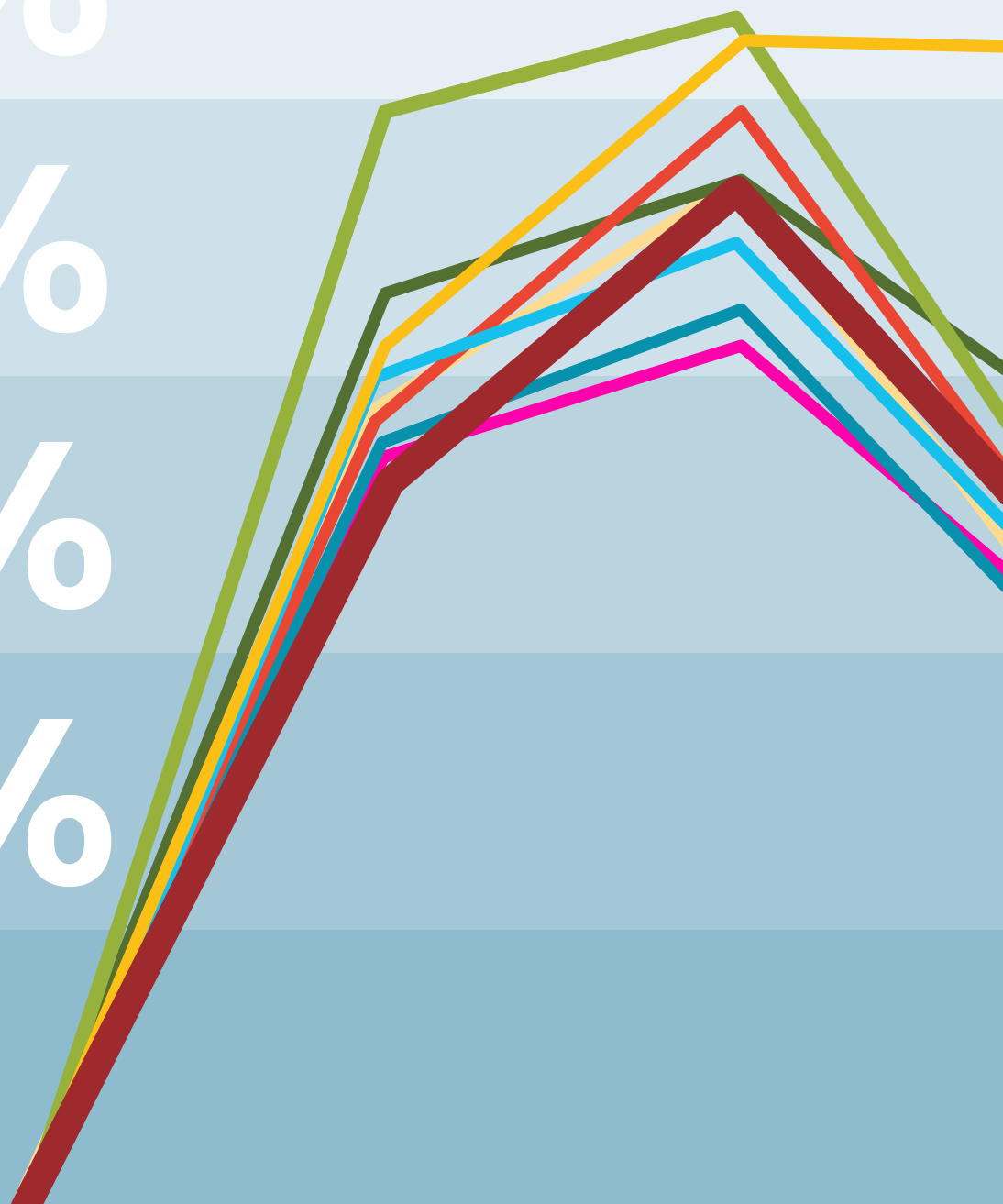
10%

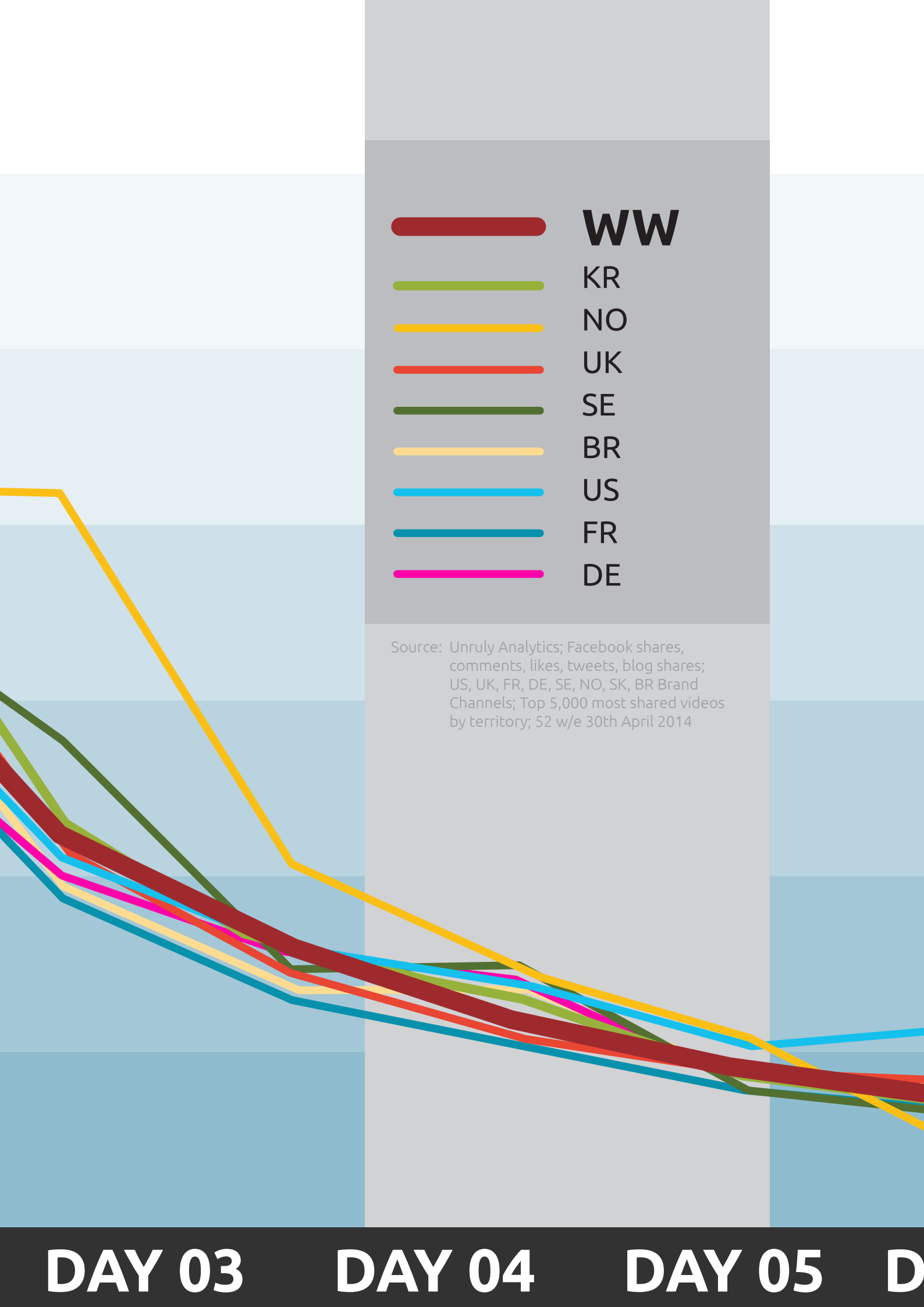
5%

LAUNCH

DAY 01

DAY 02





- WW
- KR
- NO
- UK
- SE
- BR
- US
- FR
- DE

Source: Unruly Analytics; Facebook shares, comments, likes, tweets, blog shares; US, UK, FR, DE, SE, NO, SK, BR Brand Channels; Top 5,000 most shared videos by territory; 52 w/e 30th April 2014

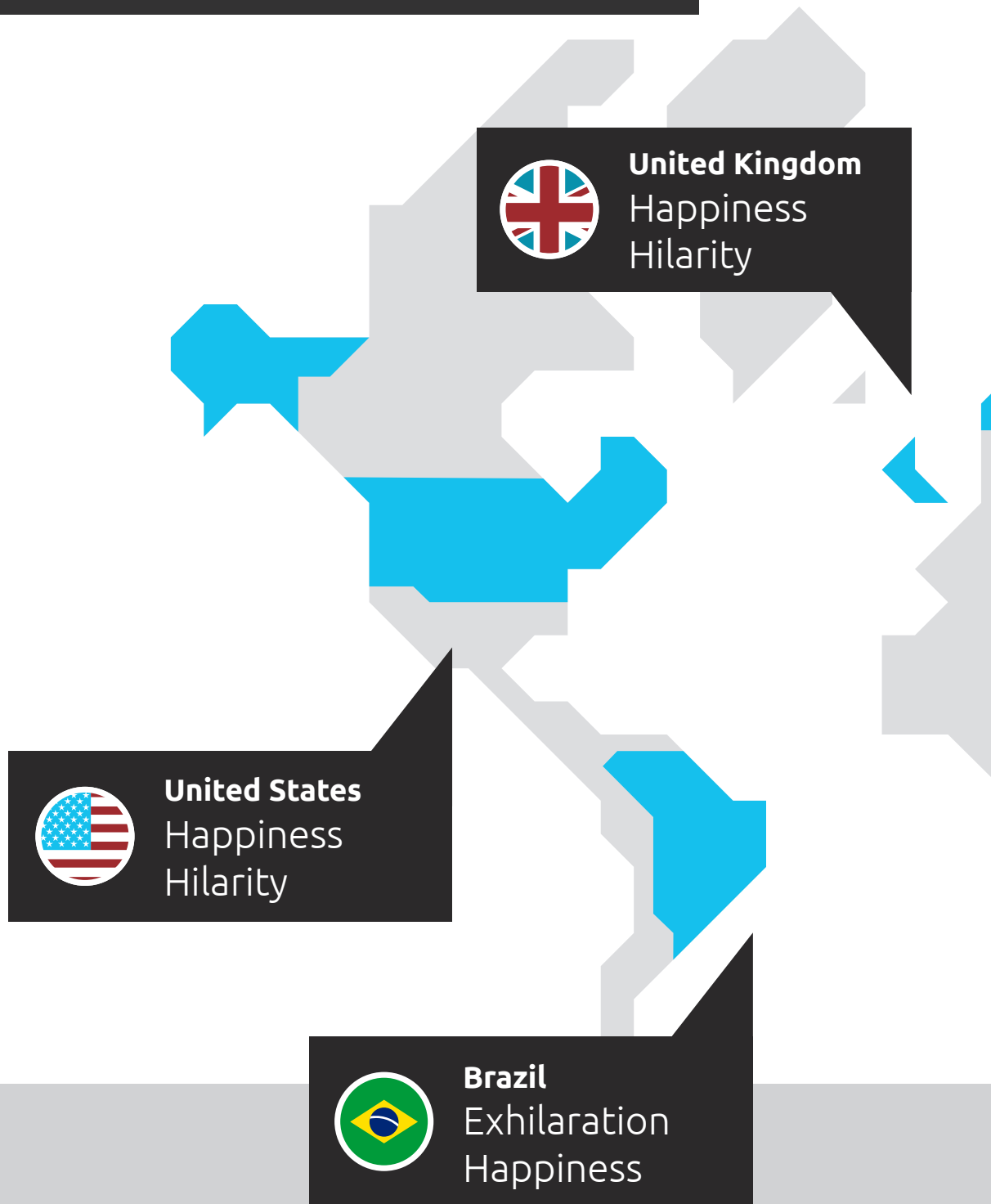
DAY 03

DAY 04

DAY 05

D

HAPPINESS IS A GLOBAL TRIGGER FOR VIDEO SHARING



Source: Local versions of the Unruly ShareRank™ algorithm have identified the most effective psychological responses for individual markets. This chart displays the top 2 in each market.



Nordics
Happiness
Warmth



Germany
Happiness
Exhilaration

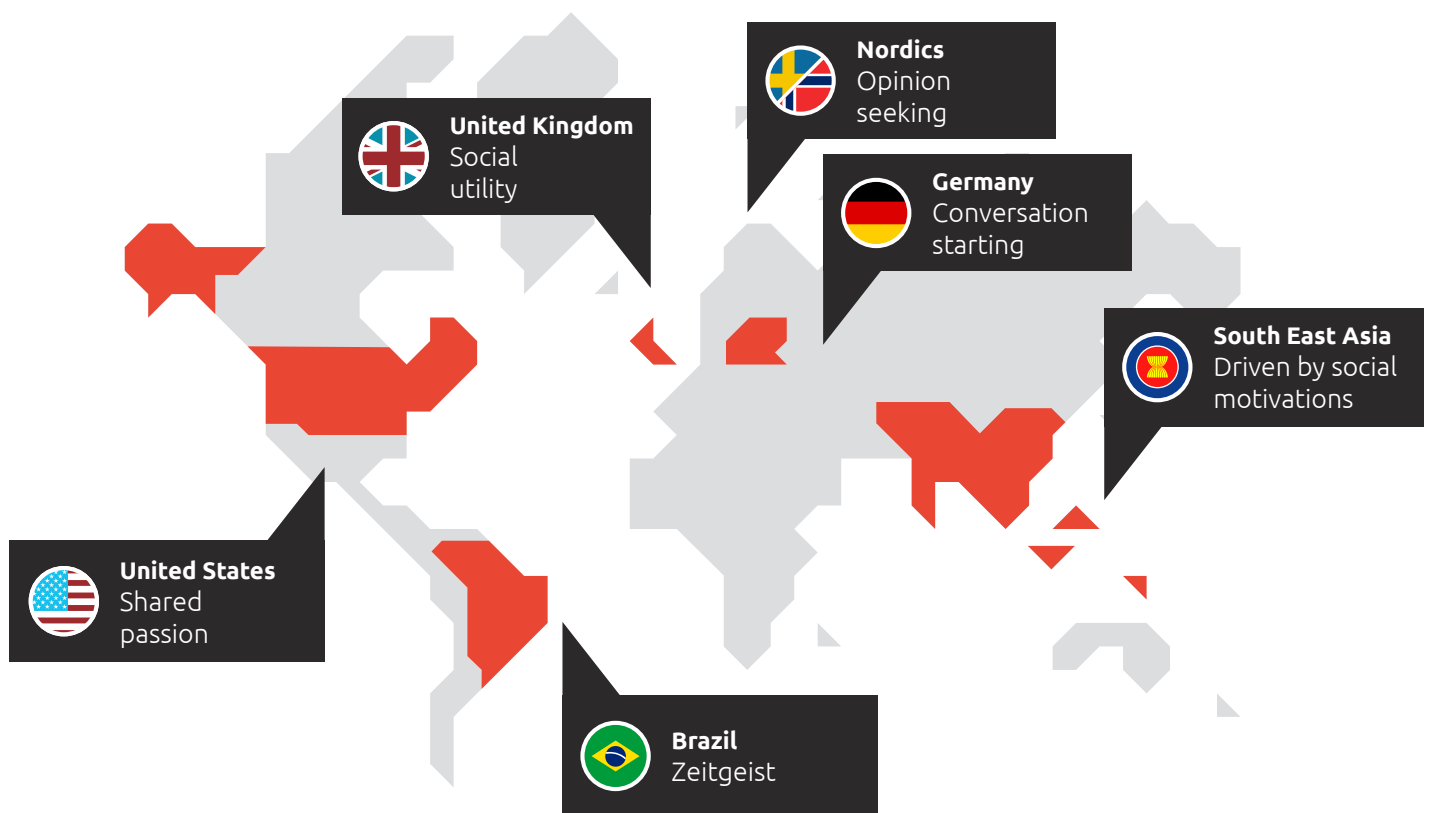


South East Asia
Happiness
Inspiration

US & UK like to
laugh, Brazil and
Germany prefer
to gasp

SOCIAL MOTIVATIONS TO SHARE VARY WIDELY BY MARKET

THIS IS WHERE CULTURAL DIFFERENCES REALLY COUNT



Opinion seeking is the most prevalent social motivation globally

BRAZILIANS ARE BROADCAST SHARERS; BRITS PUT FAMILY FIRST

WHO WE SHARE WITH DEPENDS ON WHERE WE LIVE



Recommendation

Beware of 'lift and shift' when going from global to local content and distribution strategies

ENGAGEMENT RATES IN EUROPE ARE THE LOWEST IN THE WORLD

WHILE SOUTH KOREANS
ACTIVELY ENGAGE

ENGAGEMENT RATES

KR 28%

BR 21%

SE 11%

US 11%

DE 10%

NO 9%

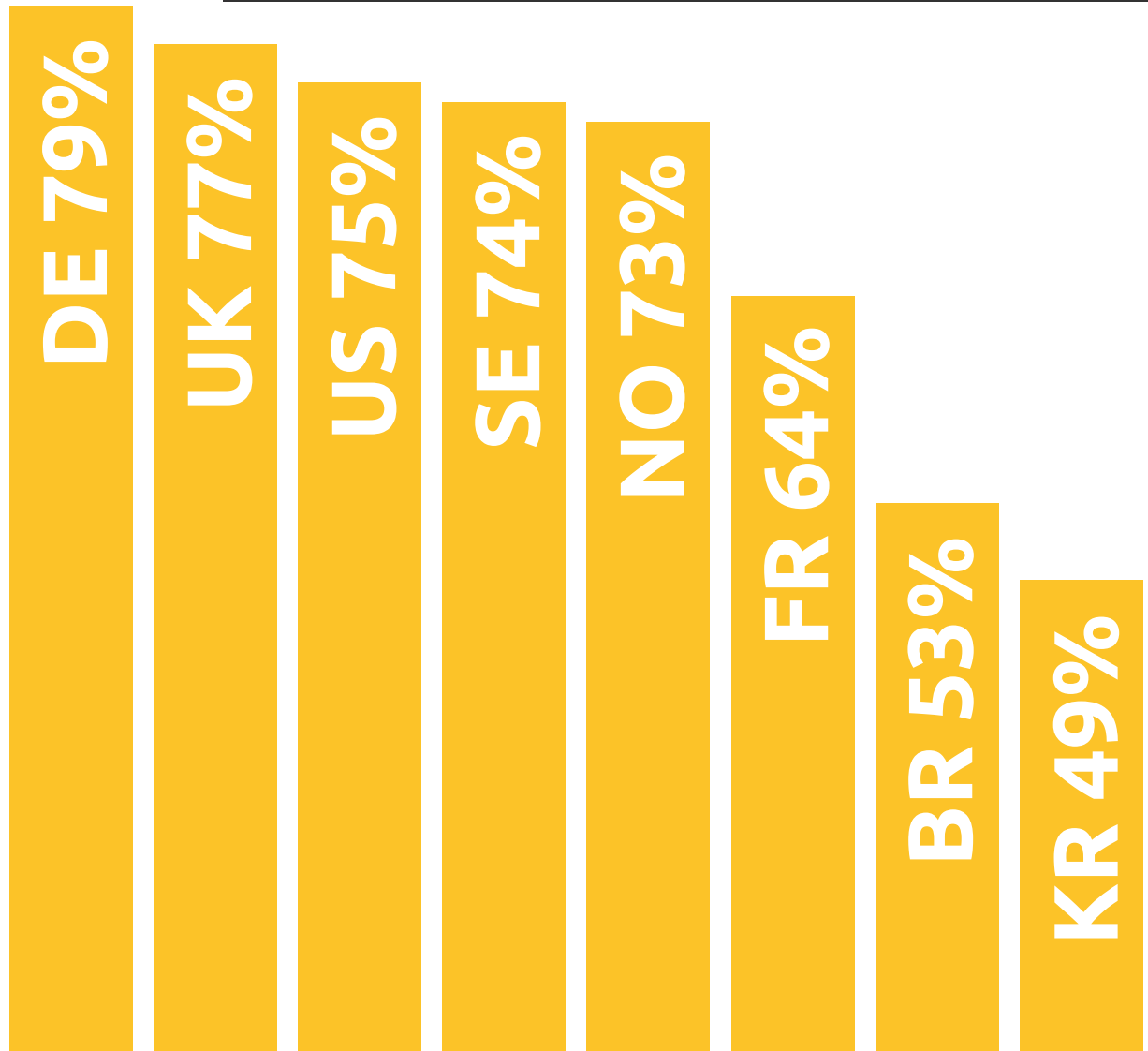
FR 9%

UK 8%



GERMAN VIEWERS LIKE TO FINISH WHAT THEY'VE STARTED

COMPLETION RATES



Recommendation
Tailor video KPIs
to specific market
behaviours

Completion rate is the % of viewers who watched video to the end. Engagement rate is clicks, replays and shares.

Source:
Unruly Activate™: campaigns run from 23 December, 2013 to 17 July, 2014

TOP FIVE TAKEAWAYS

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1
Target super sharers to maximize the viral peak and slow viral decay.
Get your content trending from day 1 of launch – second chances are very rare.

2
There's more to life than YouTube, Facebook and Twitter – activate the Open Web (where 2/3rds of video views take place) to reach & engage your audience.

3
Where the goal is global conversation, create uplifting content designed for sharing across borders. Beware of humour as it doesn't always translate across different territories.

4
Effective social motivations vary. There's no one-size-fits-all approach.

5
Tailor video KPIs to specific market behaviors.



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