

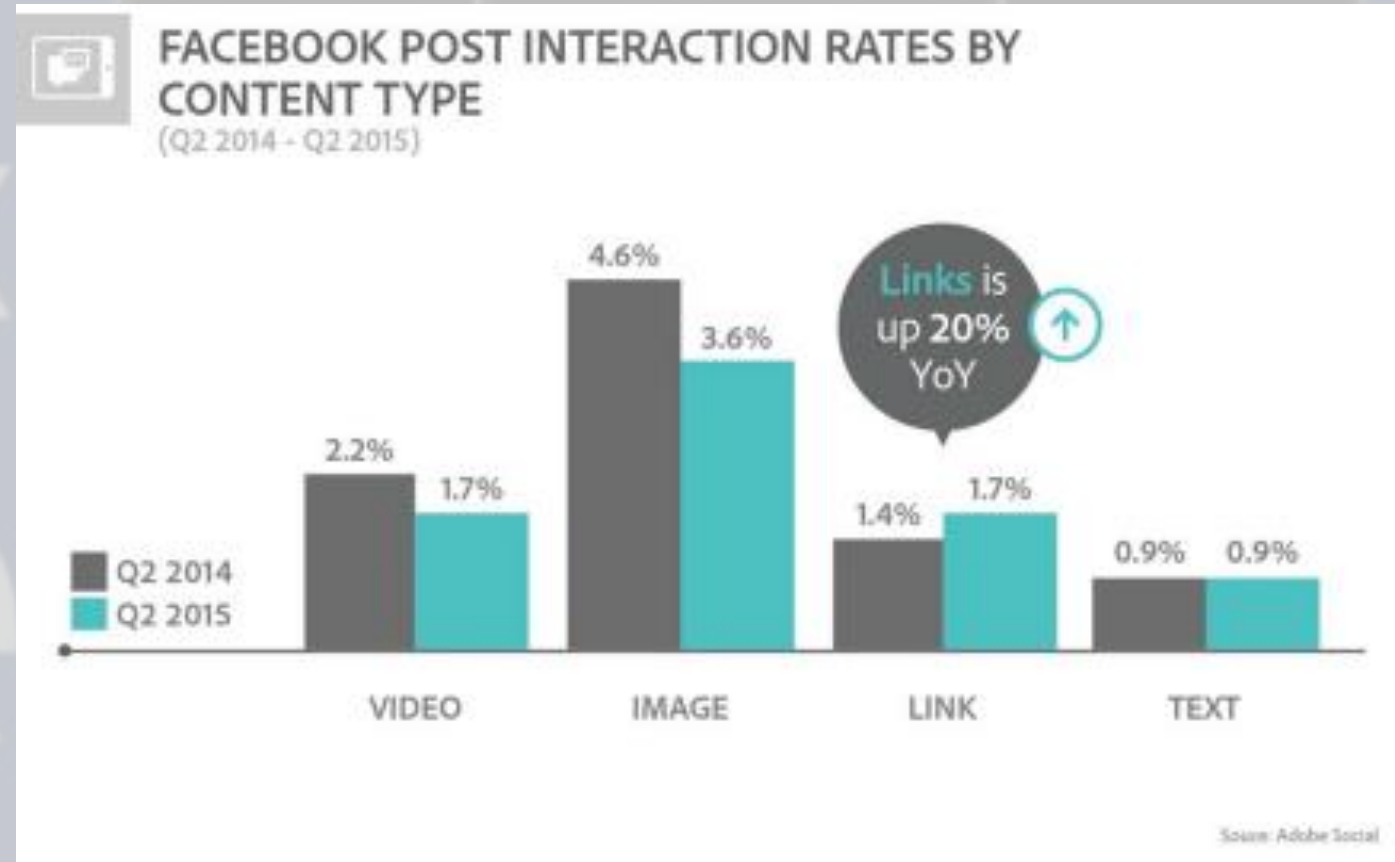
The background of the slide is a close-up, artistic shot of a camera lens. The lens is centered and shows several concentric rings of glass and metal. The lighting is dramatic, with strong red and blue hues creating a bokeh effect in the background and highlighting the textures of the lens elements.

LIVE VIDEO LED BY SOCIAL

JOE MARTIN, HEAD OF SOCIAL INSIGHTS

Video is emerging

- Video is the 2nd most engaging content on Facebook surpassing link and text in 2015
- #Periscope had 79.4 million mentions on social networks over the last 12 months
- People spend 3x longer watching video that is live compared to video which is no longer live
- Video posts have 135% greater organic reach than photo posts



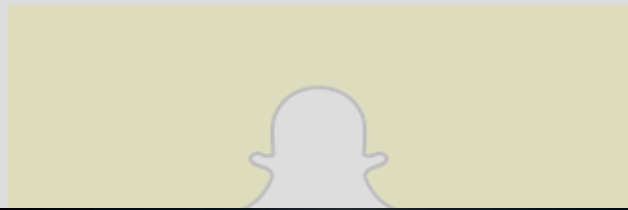
Source – Adobe Digital Insights - [Social Intelligence Report](#)
Social Media Today - [Live Video](#)

Constant video is our new normal

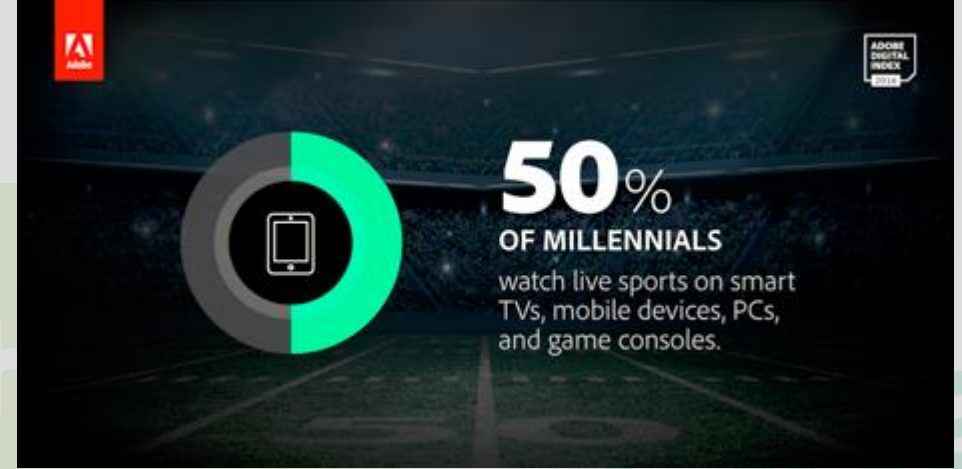


NETFLIX

YouTube

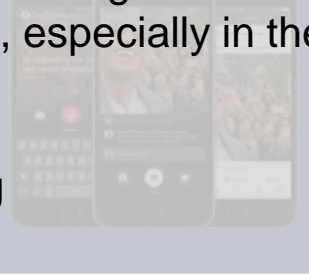


- Millennials and gen z have grown up in a world of Netflix, YouTube, Snapchat, and live video platforms.
- 50% of millennials watch live sports on non traditional methods (mobile, PC, gaming consoles)
- Millennials are 3.5x more likely to look at social media during the Super Bowl than other generations.

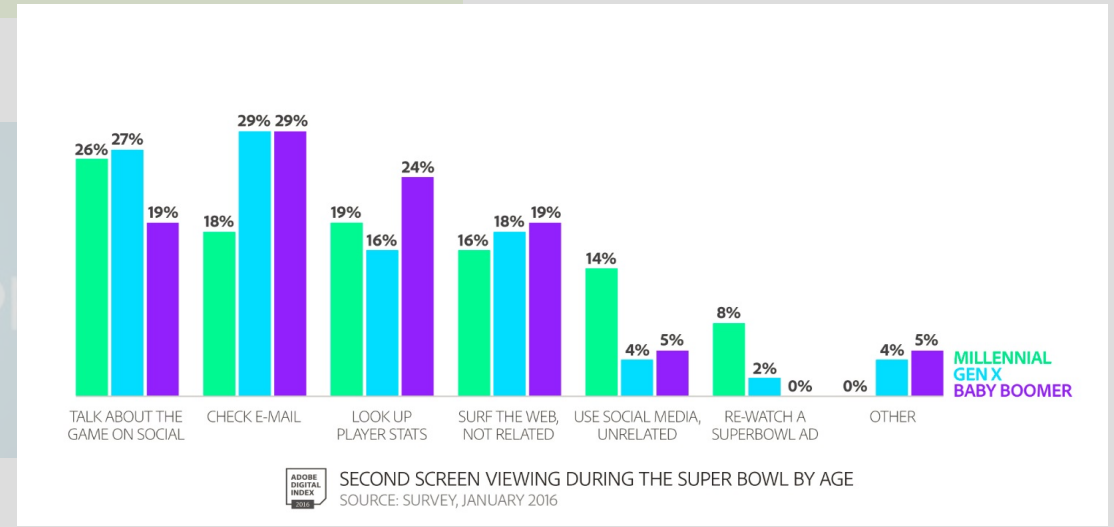


“In five years most of Facebook will be video” . Facebook will be working hard in 2016 to cement that vision, especially in the areas of live video and VR.” --

- Mark Zuckerberg



Periscope



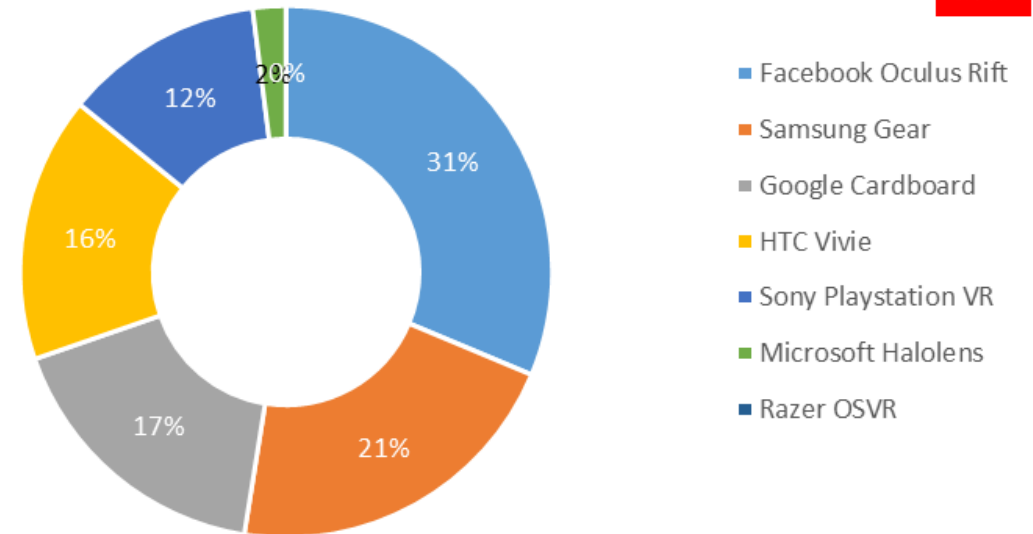
VR will dominate Gen z

- 79% of gen z said they are interested in virtual reality. More than any other generation
- Most interested in elevated gaming experience
- Social and VR has unlimited potential. Day trips to the Louvre from your house in Palo Alto with your friend in Chicago.

“In five years most of Facebook will be video” .
Facebook will be working hard in 2016 to cement that vision, especially in the areas of live video and VR.” --

- Mark Zuckerberg

VR share of social buzz
Adobe Social Insights



Corporate use of live video

- Thought leadership
- Product Q&A
- Showcase company culture
- Service projects
- Conference exposure



Questions?

