

Social Video Trends & Insights Across Austria & Europe

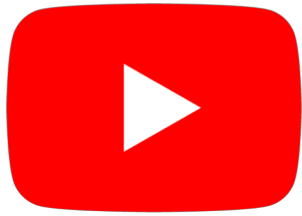
Bill Challenger, Sales at Tubular Labs



Introduction:

Who we are and what's changing in online video?

 Tubular measures **all social video** across these platforms



3 million new videos everyday!

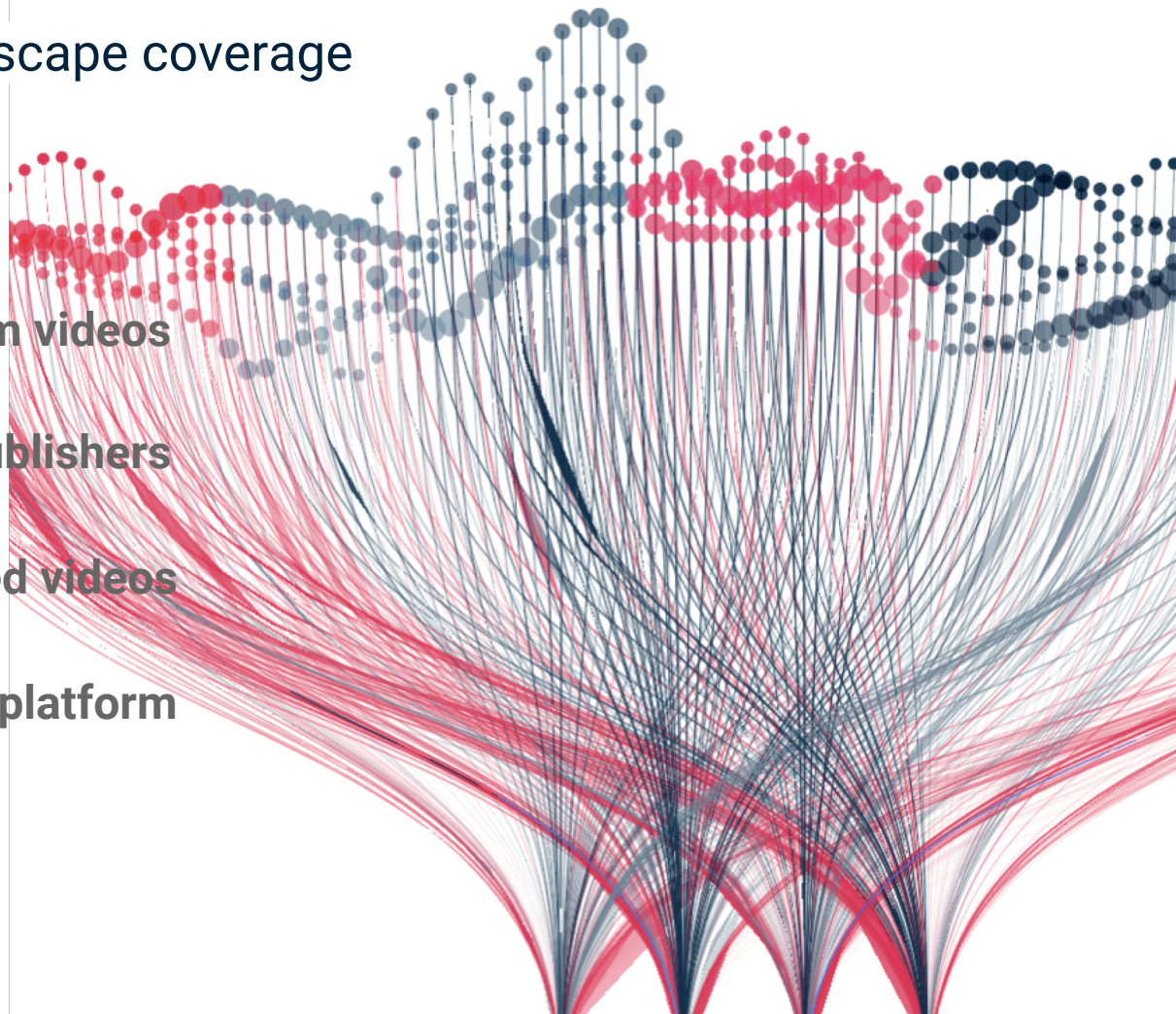
➔ Unparalleled video landscape coverage

5 Billion cross-platform videos

14 Million top global publishers

1 Million sponsored videos

1 measurement platform



 We work with **200+** leading video publishers, broadcasters and brands

STUDIO7



UNIVERSAL MUSIC GROUP








SUPER RTL

tubeone

MEDIACOM








View the most engaging Austrian videos in the last seven days

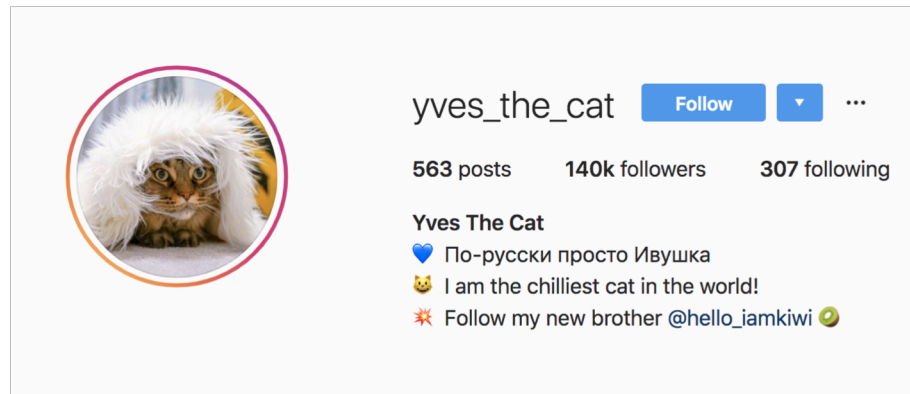
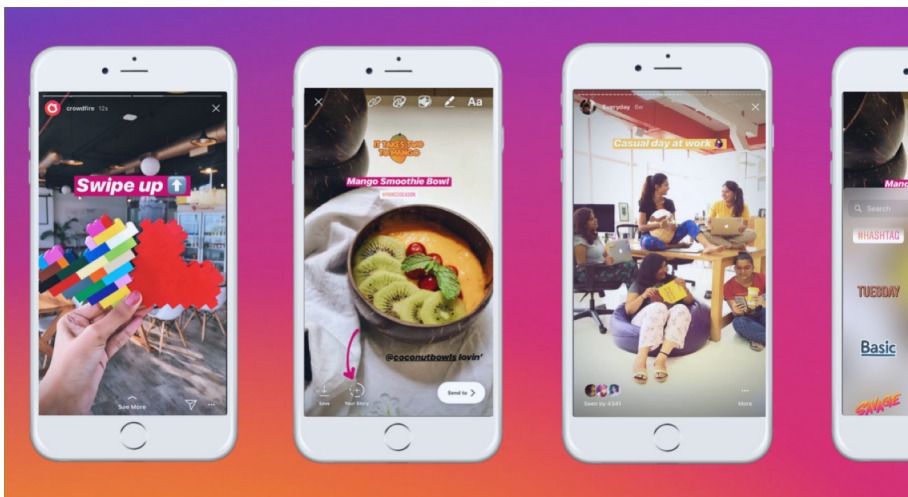
Manage	Video	Upload Date	Views ⓘ	Engagements ⓘ ↓
<input type="checkbox"/>	5,325 Videos	--	--	--
1 <input type="checkbox"/>	 Crazy Last Lap in Qatar MotoGP Being second is... by Red Bull	1 day ago	2.3M	283K
2 <input type="checkbox"/>	 Keep the rhythm and maintain the shape. 🤔 🏂 ... by Red Bull	1 day ago	1.2M	218K
3 <input type="checkbox"/>	 @nasser_dakar & @jorgelorenzo99 take you on ... by Red Bull	6 days ago	1.2M	200K
4 <input type="checkbox"/>	 Here are the top 5 videos of last week. Which is y... by Red Bull	1 day ago	921K	194K
5 <input type="checkbox"/>	 Check out our top moments with @neymarjr so f... by Red Bull	6 days ago	1.7M	140K



View the most engaging Austrian videos in the last seven days

(Excluding Redbull)

Manage	Video	Upload Date	Views ⓘ	Engagements ⓘ ↓
<input type="checkbox"/>	5,150 Videos	--	--	--
1 <input type="checkbox"/>	 I'm coming for everything they said I couldn't... by Lisa-Marie Schiffner	6 days ago	382K	92.3K
2 <input type="checkbox"/>	 Who did it better? 🥰🐻 Great home booty wor... by Women's Best	4 days ago	391K	50.3K
3 <input type="checkbox"/>	 Baumengel by JITKA PETROVA	07 Mar 2019	915K	45.7K
4 <input type="checkbox"/>	 Aua! Ich teste ein DIY Wimpern Lifting Set von In... by Kim Lianne	4 days ago	414K	37.6K
5 <input type="checkbox"/>	 MontanaBlack SONG Reaction! 🤯 Shopping Str... by Richtiger Kevin	3 days ago	680K	37.5K

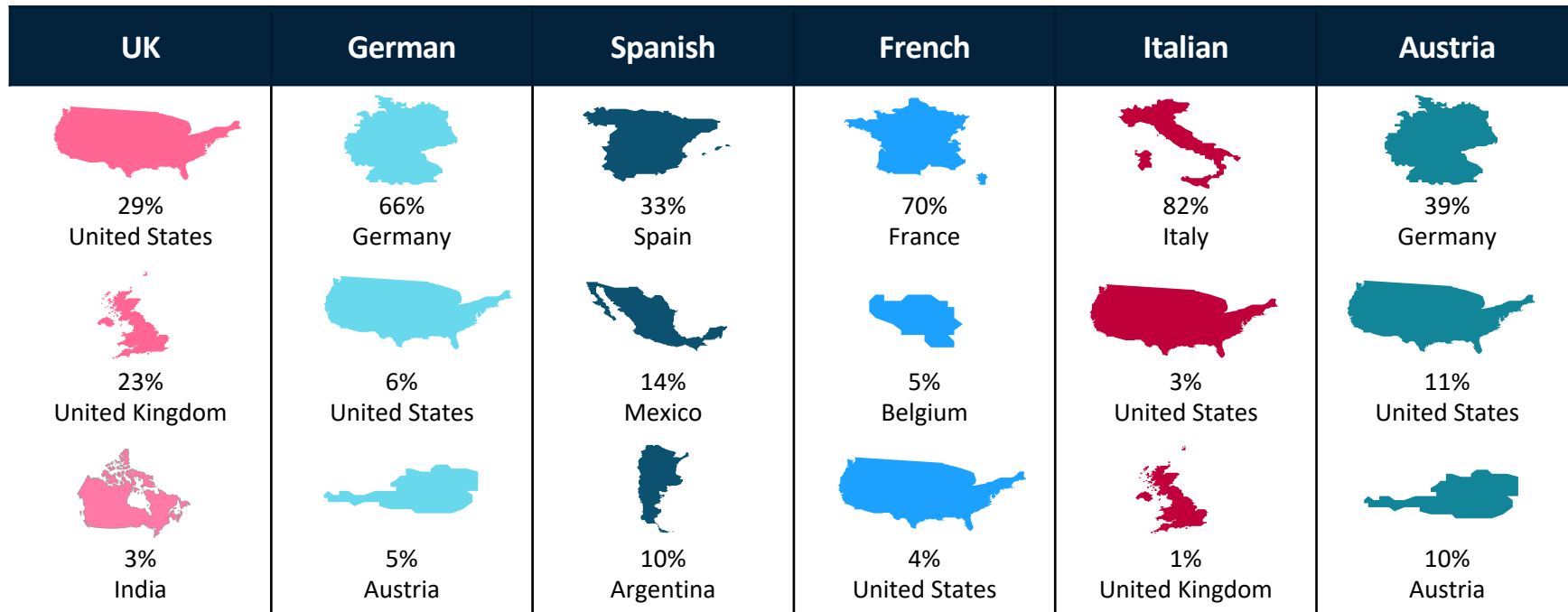




European Video Insights: What's changing in online video?





















Who's consuming European YouTube content internationally?



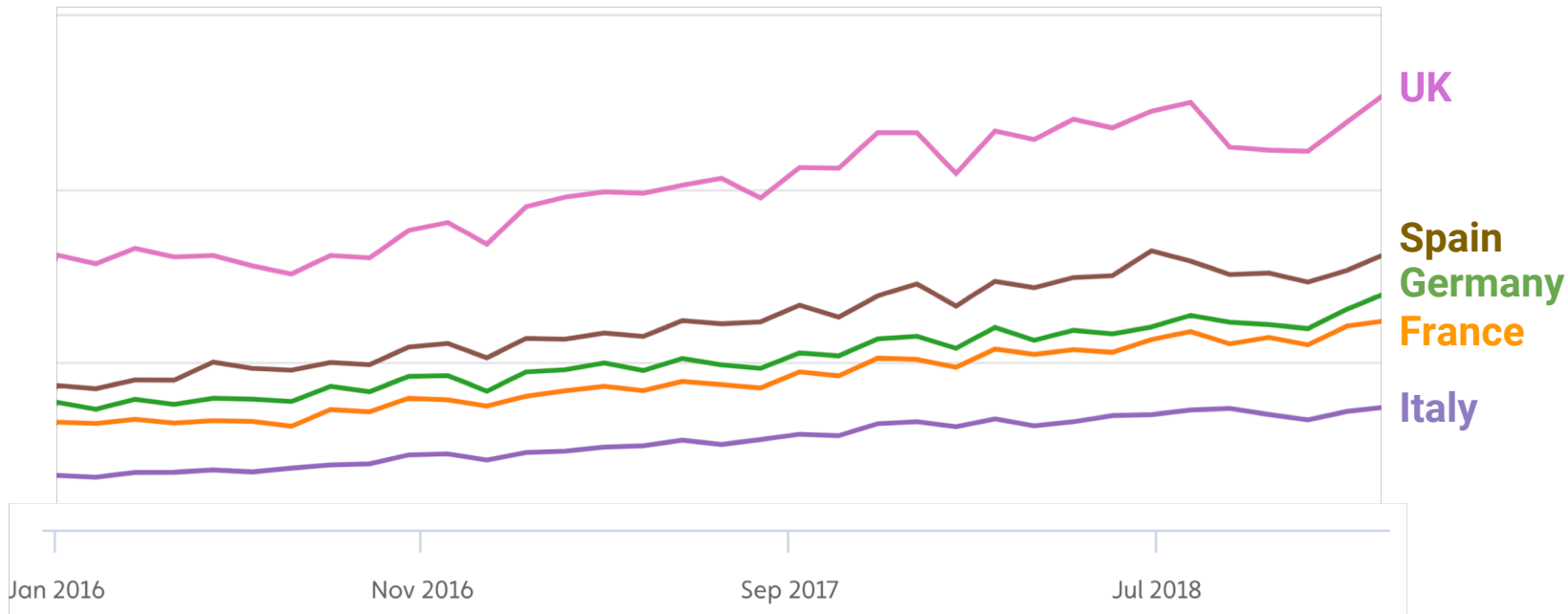


Audience Location By Language on YouTube



English	German	Spanish	French	Italian	Dutch
 ▲ 43% United States	 ▲ 81% Germany	 25% Mexico	 77% France	 ▲ 92% Italy	 ▲ 83% Netherlands
 7% United Kingdom	 6% Austria	 13% Spain	 5% Belgium	 1% United States	 11% Belgium
 6% India	 4% Switzerland	 12% Argentina	 3% Canada	 < 1% Germany	 2% United States

All European markets saw continued growth on YouTube



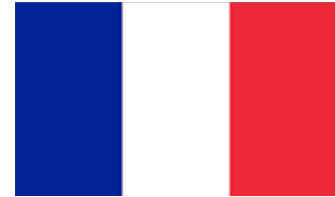
All European markets saw continued growth on YouTube



Views
+23%



Views
+17%



Views
+23%



Views
+25%

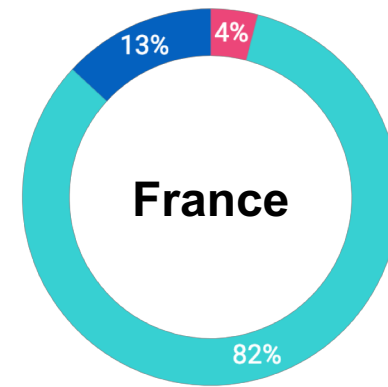
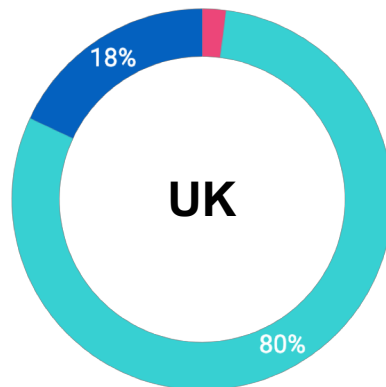
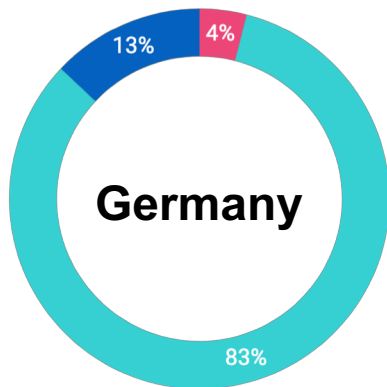


Views
+9%

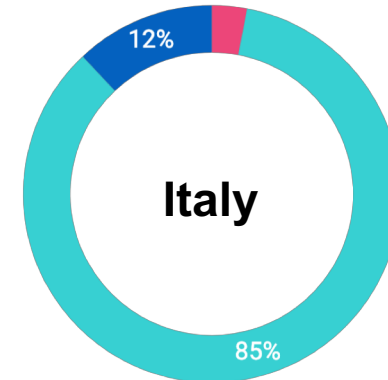
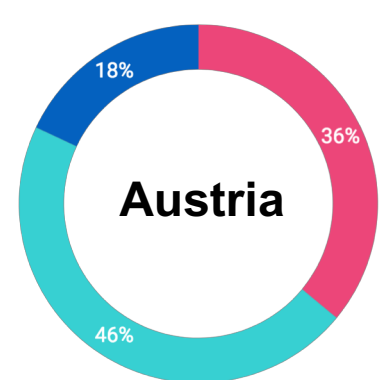
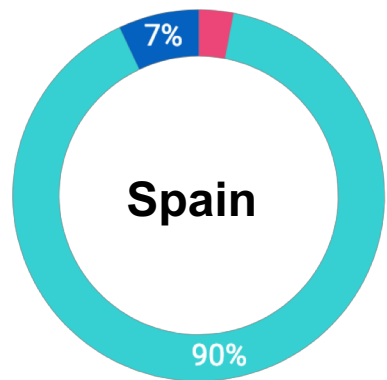


Views
+32%

YouTube in 2018: Whilst influencers continued to dominate...

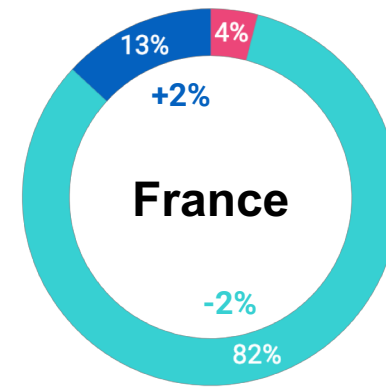
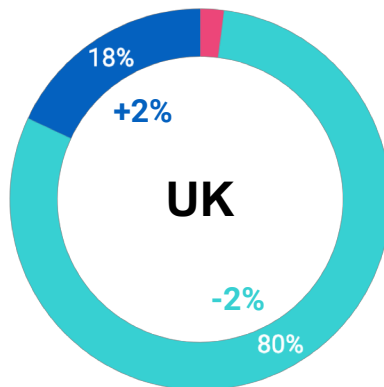
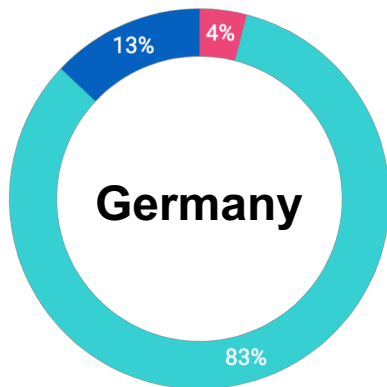


● Brand ● Influencer ● Media Company

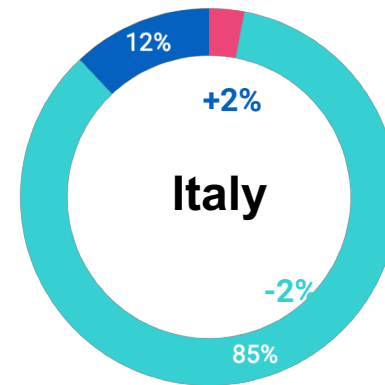
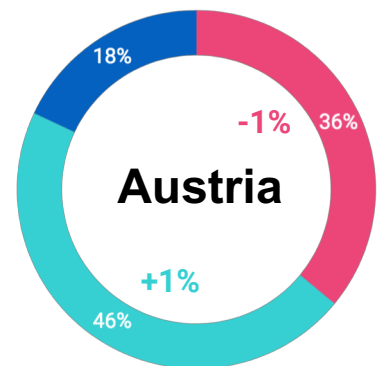
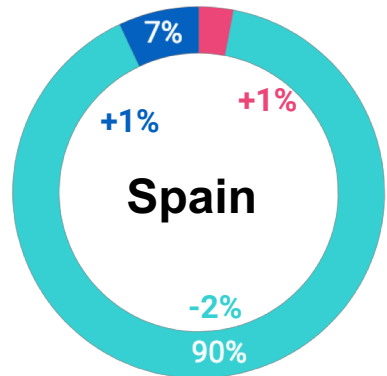




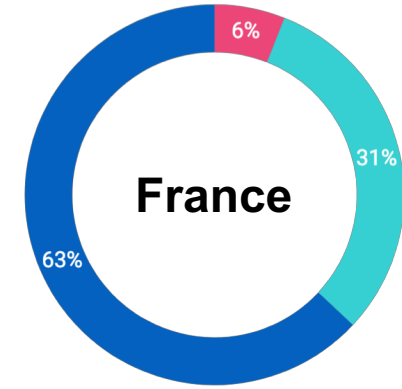
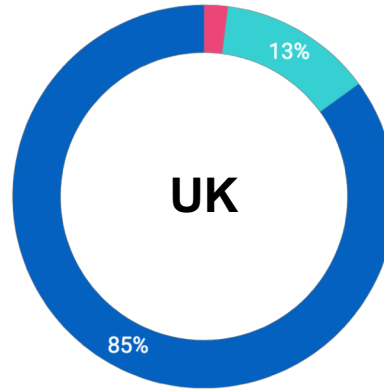
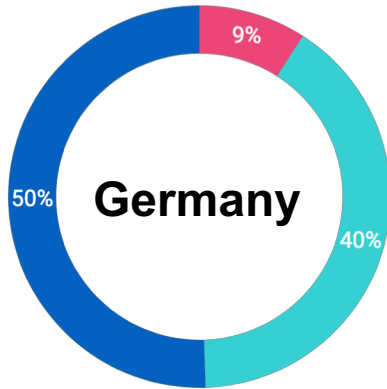
YouTube in 2018: ... media companies made headway



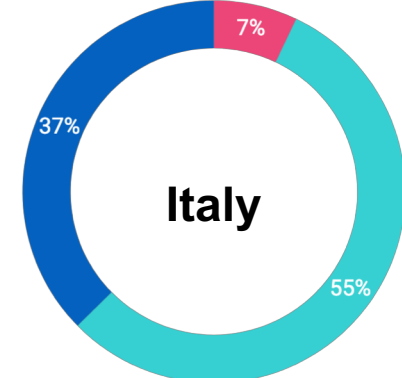
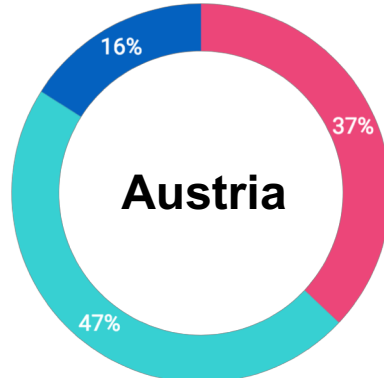
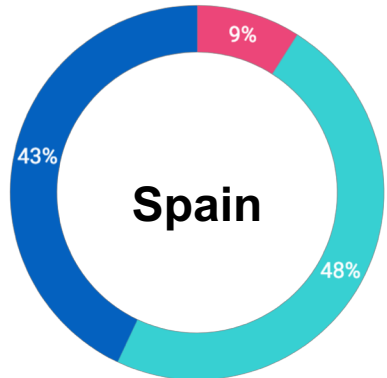
● Brand ● Influencer ● Media Company



Facebook in 2018: Media companies are leading on Facebook...

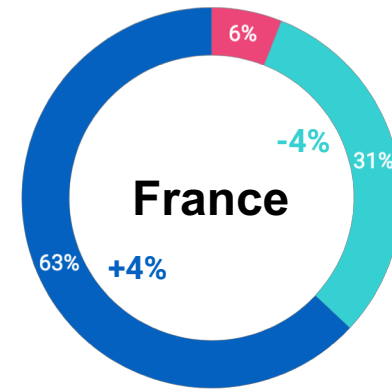
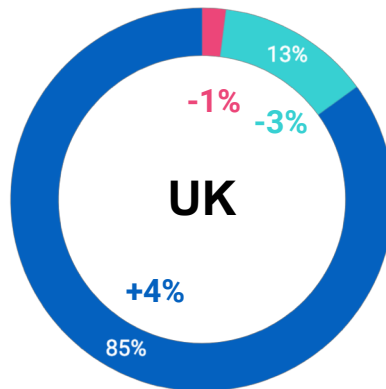
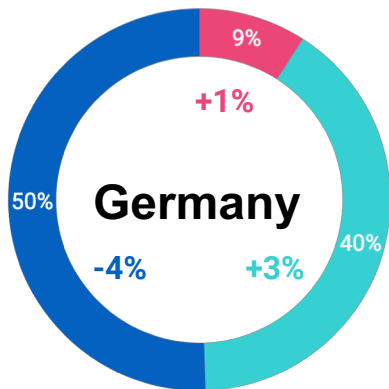


● Brand ● Influencer ● Media Company

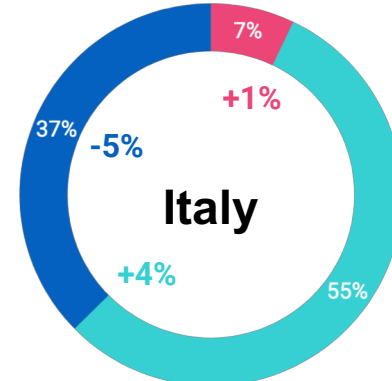
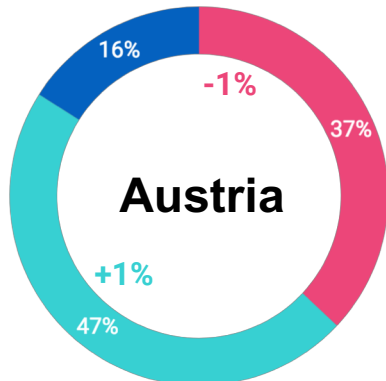
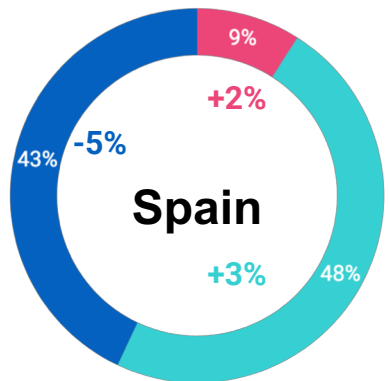




Facebook in 2018: ...but influencers gained share in key markets

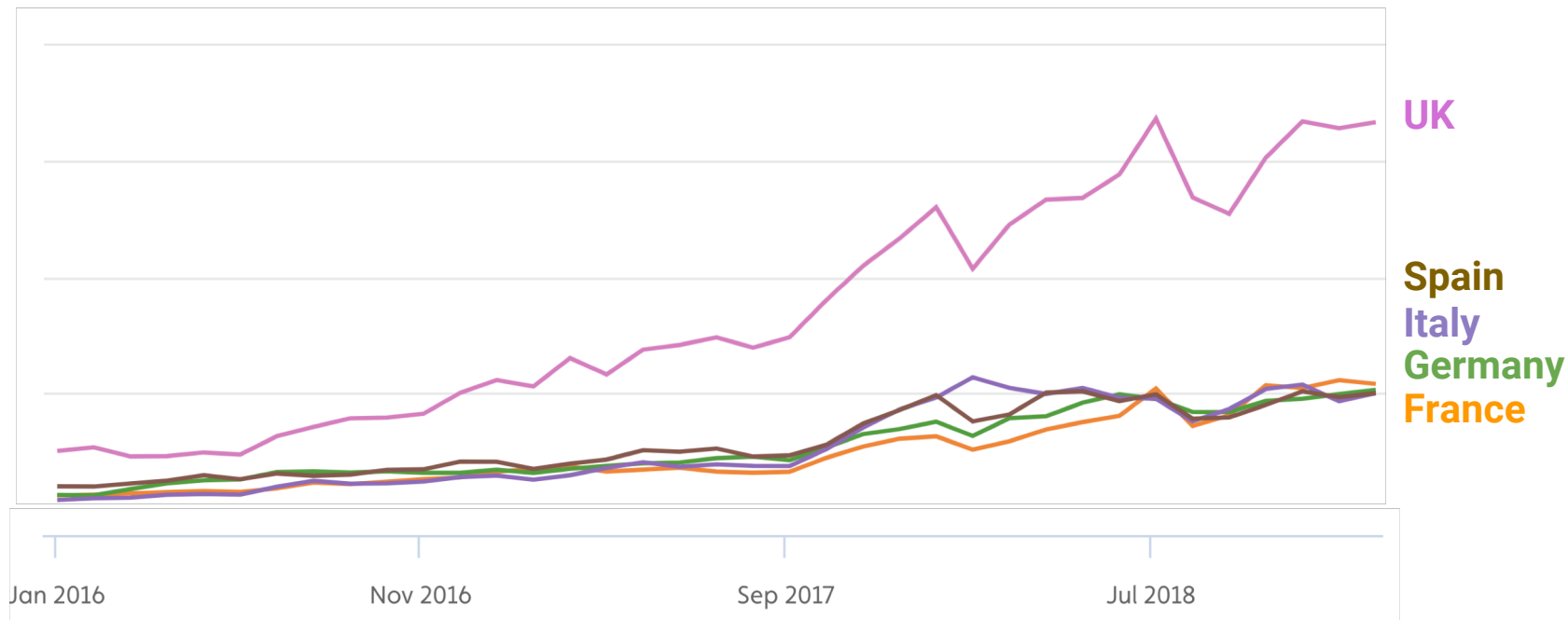


● Brand ● Influencer ● Media Company





2018 was the year of Instagram video in Europe





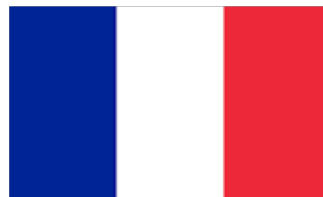
2018 was the year of Instagram video in Europe



Views
+82%



Views
+80%



Views
+90%



Views
+69%



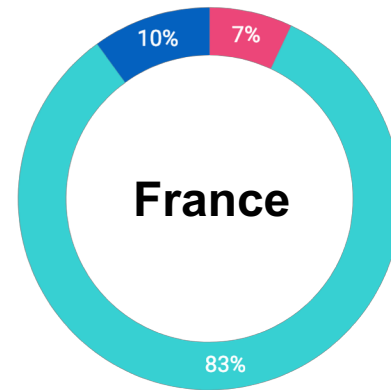
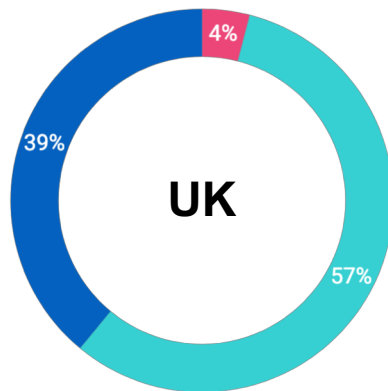
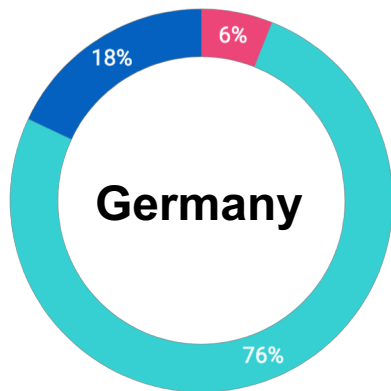
Views
+24%



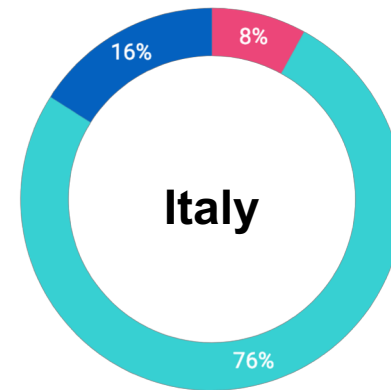
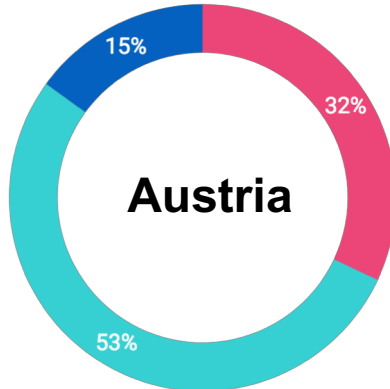
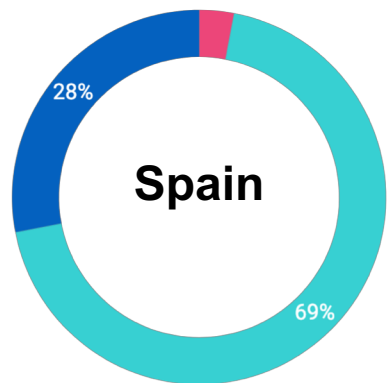
Views
+117%



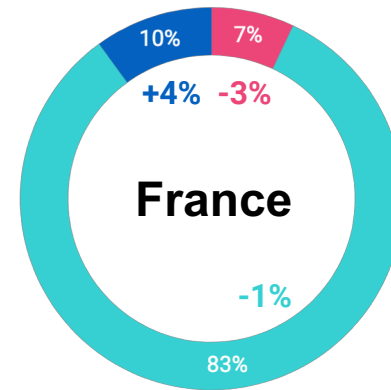
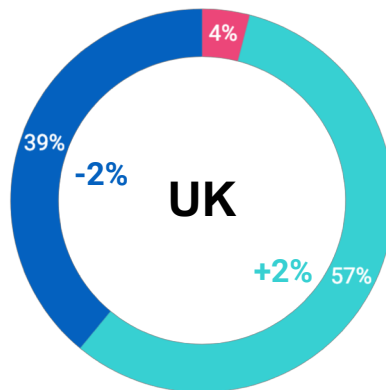
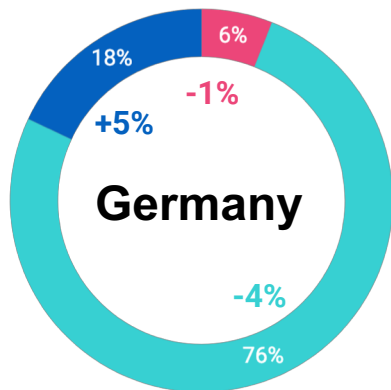
Instagram in 2018: Influencers led across all markets



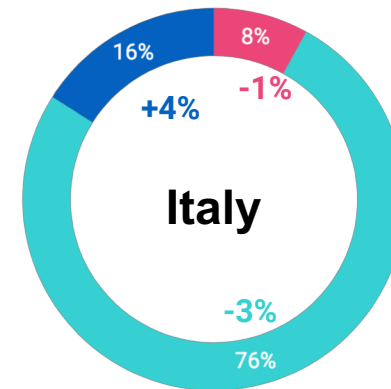
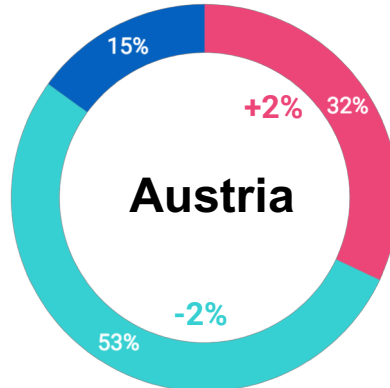
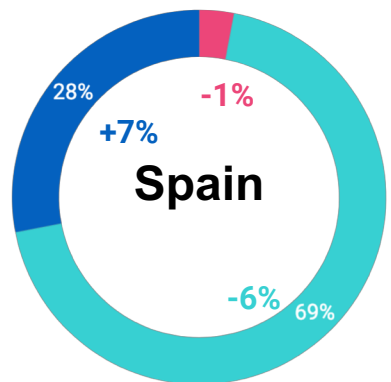
● Brand ● Influencer ● Media Company



Instagram in 2018: ... but media companies grew in most markets



● Brand ● Influencer ● Media Company





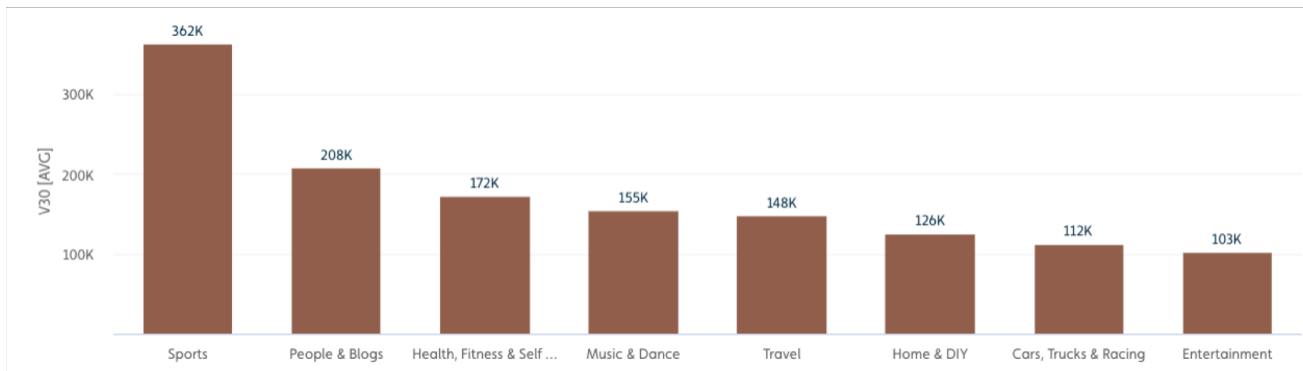
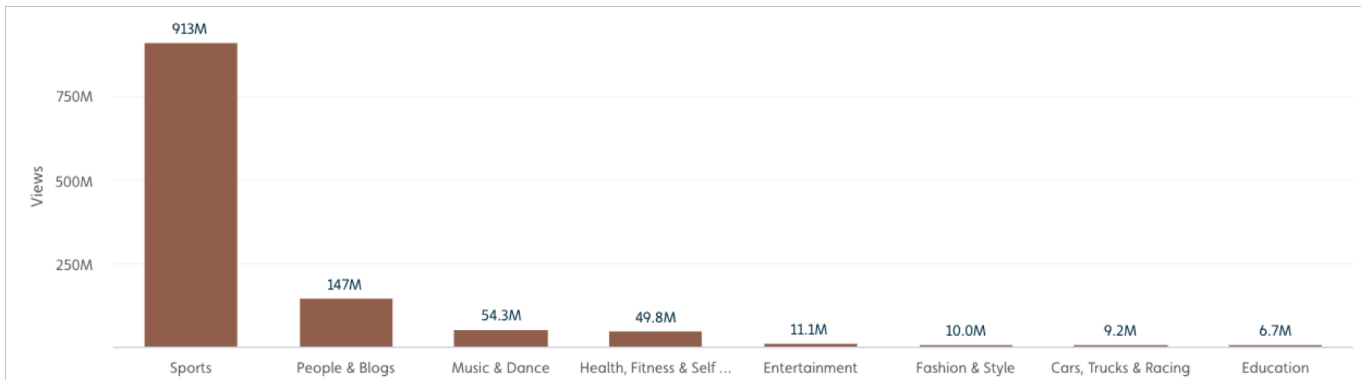
Content Opportunities:

What content should I create?

Which brands should I pitch to?



Austria Top Genres: Sports, People + Blogs & Health + Fitness



V30 means 30-day views or how many views a video received within 30 days of being published. V30 [AVG] represents average 30-day viewership for each category.

Source: Tubular Intelligence. Analysis of videos with >50K views uploaded in 2018. Instagram videos published by German creators only.



INSTAGRAM

🔥💪 Checkout this great shoulder routine by @jvfitness93: • Upright rows 4x12. • Front raises 4x12 ...

Uploaded 16 Jan 2018

Views

475K



ABOUT THE CREATOR



Women's Best



Feb: Views 1.2M

V30 149K

ER30 0.5x



All-time: Followers 2.5M



INSTAGRAM

3D painting of Yves 😂 . Sound on for purrs 🐱 . For licensing and usage, contact: licensing@viralho...

Uploaded 22 Mar 2018

Views

3.0M



ABOUT THE CREATOR



Yves The Cat



Feb: Views 207K

V30 61.3K

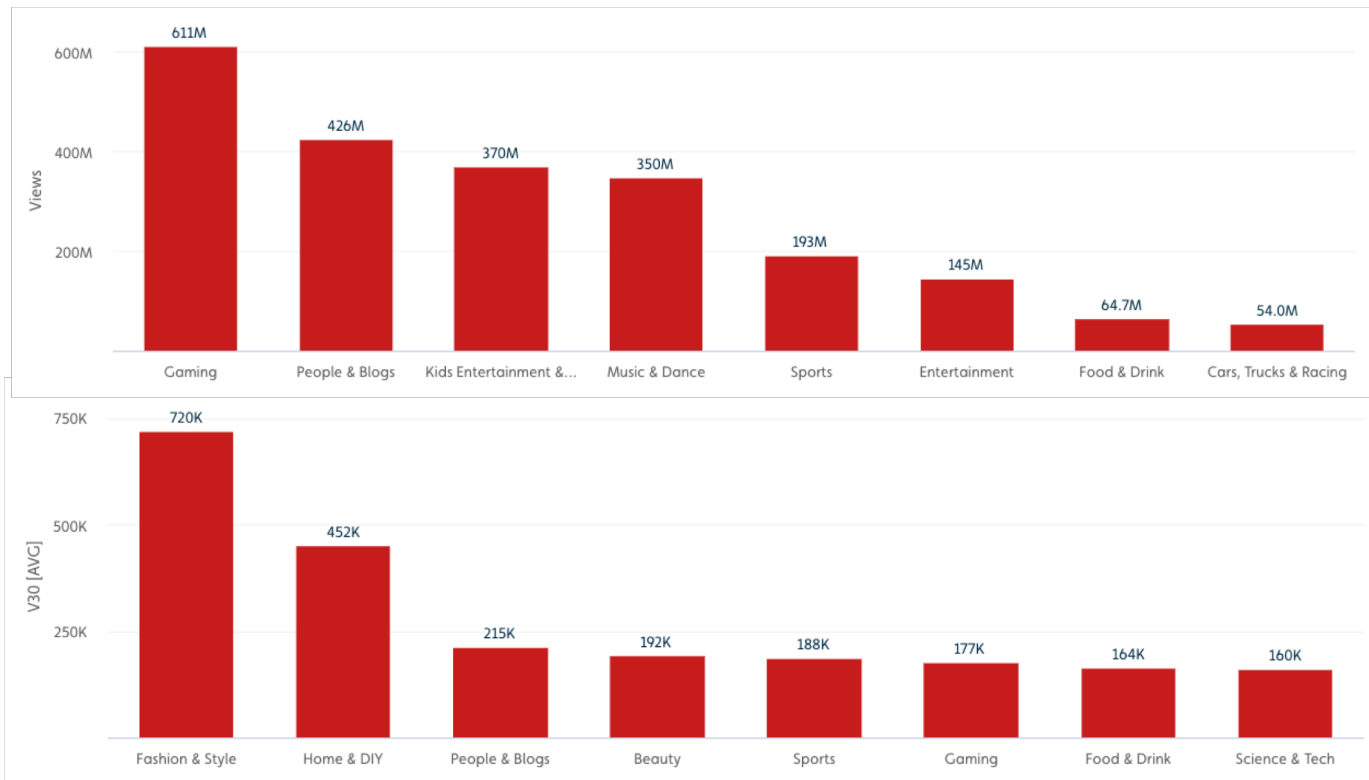
ER30 1.2x



All-time: Followers 138K



Austria Top Genres: Gaming, People & Blogs, Fashion & Style



V30 means 30-day views or how many views a video received within 30 days of being published. V30 [AVG] represents average 30-day viewership for each category.

Source: Tubular Intelligence. Analysis of videos with >50K views uploaded in 2018. Instagram videos published by German creators only.



YOUTUBE

WIR BAUEN UNS ZUR VERSTECKTEN MAP! 🌐 | Fortnite: Battle Royale

Uploaded 24 Mar 2018

Views

1.2M



ABOUT THE CREATOR



DieBuddiesZocken



Feb: Views 5.9M

V30 241K

ER30 3.7x



All-time: Subscribers 1.2M



YOUTUBE

Das 75.000.000€ CASINO?! - Minecraft Utopia #128 [Deutsch/HD]

Uploaded 18 Jan 2018

Views

382K



ABOUT THE CREATOR



Chaosflo44



Feb: Views 7.7M

V30 128K

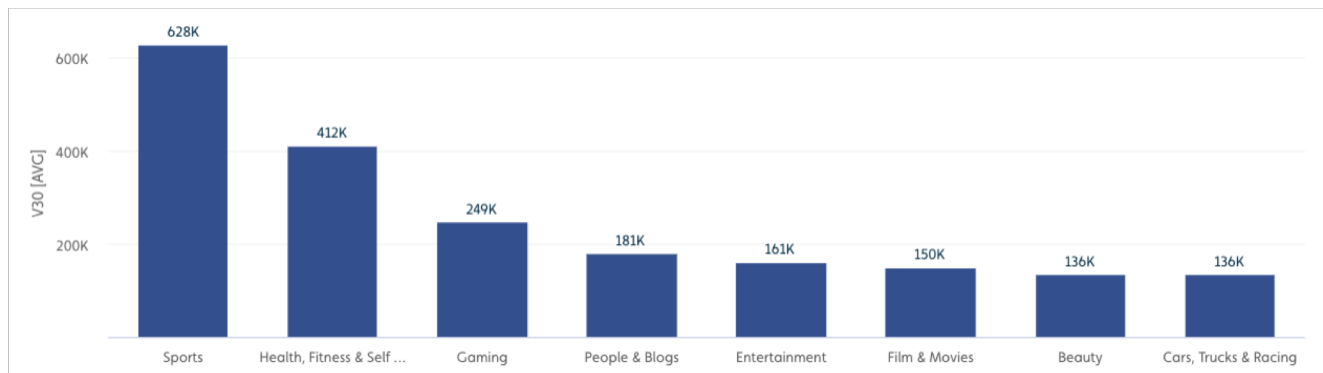
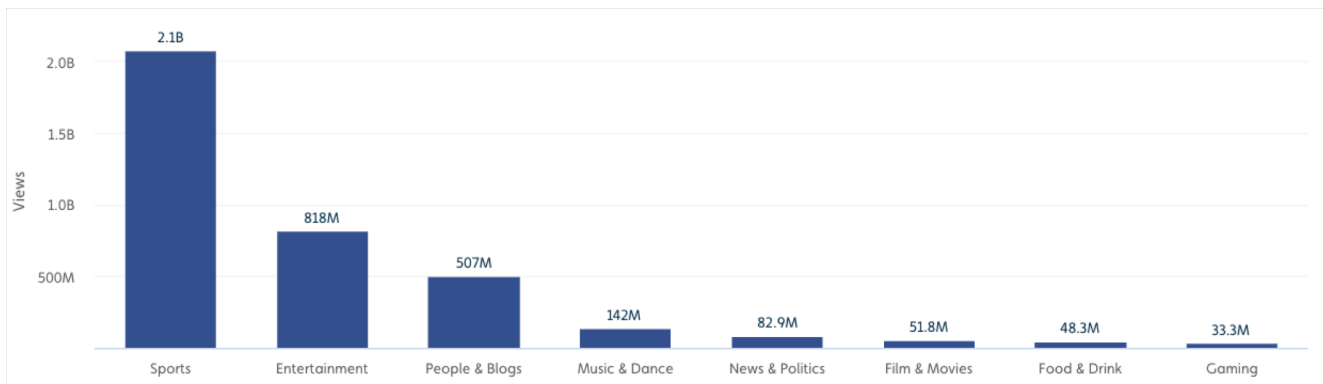
ER30 4.6x



All-time: Subscribers 1.2M



Austria Top Genres: Sports, Entertainment, Health & Fitness



V30 means 30-day views or how many views a video received within 30 days of being published. V30 [AVG] represents average 30-day viewership for each category.

Source: Tubular Intelligence. Analysis of videos with >50K views uploaded in 2018. Instagram videos published by German creators only.



 **FACEBOOK**

Red Bull: A pulse-racing run you would not want to miss

Uploaded 01 Nov 2018

Views

63.9M



ABOUT THE CREATOR



Red Bull



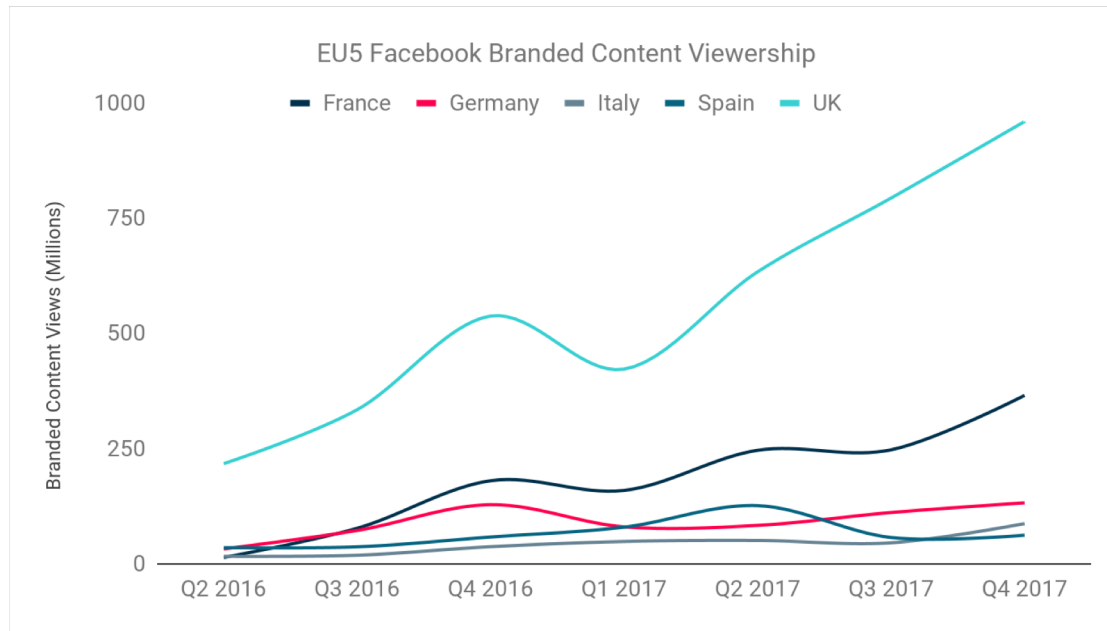
Feb: Views **124M** V30 **544K** ER30 **1.6x**



All-time: Followers **49.0M**



➡ The EU5 Sponsored Content Market is on track to be a 500M EUR market



Value based on conservative average CPV, Annual value extrapolated from 2017 views using YoY growth rate
Data for sponsored Facebook videos uploaded by UK partners only
Source: Tubular Labs DealMaker



Austria Top Sponsor Industries & Sponsored Categories









Top Industries	Views ⓘ ↓	Sponsored V30 (Avg) ⓘ
18 Industries	20.2M	42.1K
Beverages	14.2M	96.2K
Electronics	1.9M	77.1K
Personal Care & H...	1.0M	48.4K
Food	932K	18.7K
Sports Teams & Le...	369K	28.1K
Travel & Leisure	357K	8,040
Music	308K	12.0K








Top Categories	Views ⓘ ↓	Sponsored V30 (Avg) ⓘ
16 Genres	22.9M	35.7K
Entertainment	10.9M	52.1K
Sports	5.1M	25.0K
People & Blogs	3.6M	28.6K
Food & Drink	1.8M	32.1K
Science & Tech	523K	97.5K
Music & Dance	357K	11.6K
Fashion & Style	279K	55.1K



Austria: Most Viewed Sponsors & Sponsored Partners



Top Sponsors	f Sponsored Views ⓘ ↓
264 Sponsors	22.9M
 Red Bull BEVERAGES AT	13.8M
 Huawei Mobile ELECTRONICS AT	1.7M
 Playbrush PERSONAL CARE & HEALTH AT	927K
 car2go OTHER AT	602K
 vegin OTHER AT	404K
 International Luge Federation SPORTS TEAMS & LEAGUES AT	345K
 Wiesbauer Gourmet FOOD AT	334K

Top Partners	f Sponsored Views ⓘ ↓
129 Partners	11.4M
 KTM Factory Racing SPORTS AT	2.2M
 Red Bull SPORTS AT	2.0M
 Motion Cooking FOOD & DRINK AT	1.2M
 Audi Nines SPORTS AT	1.1M
 Markus Langer PEOPLE & BLOGS AT	969K
 Ursprung Buam PEOPLE & BLOGS AT	297K
 TrueYou FASHION & STYLE AT	279K



Austria Top Sponsor Industries & Sponsored Categories










Top Industries	Views  	Sponsored V30 (Avg) 
14 Industries	10.7M	73.3K
 Beverages	4.7M	73.5K
 Personal Care & ...	4.2M	169K
 Electronics	1.1M	62.0K
 Sports Teams & L...	274K	82.0K
 Apparel & Access...	237K	23.1K
 Travel & Leisure	138K	20.2K
 Food	30.4K	27.9K









Top Categories	Views  	Sponsored V30 (Avg) 
9 Genres	8.2M	59.9K
 People & Blogs	2.7M	50.9K
 Music & Dance	2.5M	170K
 Health, Fitness & ...	1.7M	513K
 Sports	600K	18.6K
 Entertainment	353K	16.5K
 Travel	198K	197K
 Beauty	142K	33.4K



Austria: Most Viewed Sponsors & Sponsored Partners



Top Sponsors	Sponsored Views ⓘ ↓
48 Sponsors	8.2M
 Red Bull BEVERAGES AT	3.6M
 Women's Best PERSONAL CARE & HEALTH AT	2.8M
 SWAROVSKI OTHER AT	487K
 Playbrush PERSONAL CARE & HEALTH AT	391K
 Red Bull Cliff Diving SPORTS TEAMS & LEAGUES AT	215K
 Swarovski Crystals APPAREL & ACCESSORIES AT	204K
 EHF EURO SPORTS TEAMS & LEAGUES AT	59.2K

Top Partners	Sponsored Views ⓘ ↓
32 Partners	9.5M
 Onome Egger  HEALTH, FITNESS & SELF HELP AT	2.7M
 Lisa-Marie Schiffner PEOPLE & BLOGS AT	1.8M
 Sarah Theiler PEOPLE & BLOGS AT	1.7M
 Fabio Wibmer SPORTS AT	1.0M
 Red Bull SPORTS AT	660K
 David Alaba PEOPLE & BLOGS AT	396K
 Maqaroon HOME & DIY AT	262K



Austria Top Sponsor Industries & Sponsored Categories



Top Industries	Views   	Sponsored V30 (Avg) 
10 Industries	10.3M	51.5K
 Beverages	7.7M	56.2K
 Apparel & Access...	1.4M	55.6K
 Personal Care & ...	413K	19.8K
 Retail	398K	64.1K
 Financial & Insur...	365K	140K
 Food	79.2K	10.4K
 Electronics	24.5K	10.0K

Top Categories	Views   	Sponsored V30 (Avg) 
13 Genres	6.8M	39.0K
 Entertainment	1.8M	70.6K
 Sports	1.3M	22.2K
 People & Blogs	1.0M	98.0K
 Music & Dance	1.0M	23.8K
 Science & Tech	846K	40.7K
 Cars, Trucks & Ra...	620K	76.5K
 Family & Parenting	71.9K	19.1K



Austria: Most Viewed Sponsors & Sponsored Partners



Top Sponsors	Views ↓
18 Sponsors	6.8M
Red Bull BEVERAGES AT	3.9M
AprintaPro GmbH OTHER AT	848K
Holzkern APPAREL & ACCESSORIES AT	769K
Leitwolf.cc APPAREL & ACCESSORIES AT	463K
paysafecard FINANCIAL & INSURANCE AT	366K
Fronius International Perfect ... OTHER AT	158K
Ottakringer Brauerei FOOD AT	78.2K

Top Partners	Views ↓
18 Partners	16.5M
Maqaroon HOME & DIY AT	7.8M
TechMagnet SCIENCE & TECH AT	2.2M
Survival Lilly PEOPLE & BLOGS AT	2.1M
Cute Life Hacks HOME & DIY AT	1.8M
DieBuddiesZocken GAMING AT	1.0M
Sherliza Moé BEAUTY AT	381K
Shjami GAMING AT	361K

➔ Key Takeaways

- Social video is still in a major growth phase
- A data-driven strategy identifies key opportunities
- Sponsored Content is growing in the EU

Thank You

challenger@tubularlabs.com

