

## Facebook preferred over YouTube for digital video campaigns: report

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**Facebook** is giving **YouTube** a run for its money when it comes to attracting video **advertising** dollars, with 65 percent of marketers saying **social** platforms are their most important **digital** video campaign partners over **YouTube** and Vevo, according to a new report from Trusted Media **Brands**.

Live-stream video **advertising**, which **Facebook** is reportedly testing, has caught marketers' attention, with 89 percent considering using it in the next year. The June 2016 survey of more than 300 agency and client-side marketers on where they plan to spend their video **advertising** dollars found that **Facebook** Live and in-feed video are having a big impact.

"The big news is that **Facebook**, which has most of its traffic on mobile, has pulled a real coup," said Rich Sutton, chief revenue officer at [Trusted Media Brands](#). "In a very short period of time, it has video buyers saying that **Facebook** is the most important video platform. Not just **social** platform.

"[The most surprising finding is] that **Facebook** has come such a long way in such a short period of time and that **Facebook** Live and in-feed video seem to be catalysts in that growth," he said.

The Future of **Digital** Video study was commissioned by Advertiser Perceptions on behalf of Trusted Media **Brands**.

### Social meets video

As **Facebook**, Snapchat and Twitter each quickly accelerates its video offerings, consumers and marketers are taking note.

A key takeaway from the report is that marketers find **social** platforms more critical to the success of **digital** video campaigns than **YouTube** or Vevo. The findings show that 65 percent of marketers think **social** platforms such as **Facebook**, Snapchat and Twitter are the most important partners for **digital** video campaigns while 59 percent favor video platforms such as **YouTube** and Vevo.

The preference for **social** platforms over video platforms is evident among both agencies and marketers.



**Social** platforms are also preferred over video demand side platforms such as Tremor Video; full-episode players such as Hulu; ad networks, publishers, and multichannel networks such as Awesomeness TV.

## Live streaming

**Facebook**, as the biggest **social** media platform, is poised to be a big winner as **digital** video **advertising** dollars are funneled toward **social**.

Further underscoring **Facebook**'s potentially significant role in **digital** video going forward is the finding that 40 percent of respondents believe **Facebook** should set the stand for the future of the video industry.

The importance of video is clearly not lost on **Facebook**, with the company's **CEO Mark Zuckerberg** recently saying that video will soon be at the heart of all the company's apps and services ([see story](#)).

**Facebook** is moving quickly to take advantage of this opportunity, with reports this week indicating that it has started to test ads in Live video streams.

In the coming year, 18 percent of marketers definitely plan to use live-stream video **advertising** while 71 percent said they might use it, according to Trusted Media **Brands**' report.

Additional findings include that 41 percent of respondents plan to run short-form video content in the next year while another 55 percent are considering it.

Overall, budgets for **digital** video **advertising** spending are rising, with 65 percent of agency respondents predicting an increase in the use of **digital** video over the next 12 months and 32 percent of the **digital** video **advertising** spend overall being transacted programmatically.

"Mobile video is growing so fast that marketers should be moving full speed ahead," Mr. Sutton said.

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