

# Phillips MediaSource WhitePaper

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## Growing Video Trends and Tips

Video is one of the biggest trends for 2013. More patients are searching for news, entertainment and information online and more are using mobile devices. Providers have an opportunity to create and curate content in the way more people look to consume it — via video.

### Video and Mobile Trends

According to eMarketer's, [US Digital Media Usage: Snapshot of 2013](#), there will be 73.3 million mobile video viewers during 2013, up 20% from 2012. One in three cell phone owners used their phone to look for health information in 2012, according to [Pew Internet Research](#). They compare that with two years ago when only 17% of cell phone owners reported using mobile phones to look for health advice in a comparable study. Smartphone users accounted for 52% of those cell phone searches in 2012.

With more people viewing and searching for entertainment, news and information online, there is a growing opportunity for businesses to provide content in the way many people look to consume it — via video.

In the U.S., 183 million people watched more than 37 billion online content videos for October 2012, according to [comScore](#). One company hoping to take advantage of these trends is [Tyler Junior College](#). Using [Weejot](#) TJC has taken advantage of their [Jadu](#) content management system (CRM) to create a robust mobile site. Their goal is to allow users to “search for up-to-the-minute TJC information and links to quick video solutions to their problems.”

### Businesses as Curators

Another growing trend over the last few years is content curation. Companies curating content to share with their customers have an opportunity to bring their point of view to the massive amounts of information that can be found online. By recommending resources along with videos, companies can save customers time and provide value. Customers feel more comfortable with content recommended by someone they trust. It is this trusted and recommended content that defines curation, as opposed to simple aggregation.

Companies using video should be authentic and “real” and speak naturally, as if speaking directly to one customer.

[> read more](#)

## Video Tips

- Keep mobile videos short and shareable. Focus on one question or topic.
- Use close-ups (Images need to be large to show up on smaller screens.)
- Although people prefer videos to be short, the average time spent on a page with video was 3 minutes compared to 1 minute and 30 seconds.
- Videos included in an email marketing have been shown to increase click-through rates by more than 96%.

## Video Search and Analytics

Videos can provide valuable analytics on search behavior and interactions to businesses and organizations.

- Where are views coming from?
- Which keywords are driving searches?
- How long are people engaged?
- What information are viewers going to next?

Analytics can help companies understand the type of content they should be creating and curating next.

## Let's talk.

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