

2024 The State of Video

Tubular's Social Media Playbook

Empowering media leaders to
thrive in the social age



Media publishers are diving headfirst into the Social Media Era, a fast-paced world filled with new challenges as well as unprecedented pay-off.

Content trends evolve at the speed of fleeting attention spans, and each social media platform has its own unique audiences and nuances. It can feel like a daunting task – feeding the insatiable social media beast.

Nevertheless, social video stands out as a vital tool for media creators to better engage, attract, and monetize audiences. By embracing the challenges of the Social Media Era, media creators will emerge as leaders.

At Tubular, we understand that video content is king 🏰. This inherently engaging and entertaining medium makes storytelling easy by simplifying complex narratives and evoking emotions to create lasting impressions.

Tubular Labs makes social video simple by helping media creators and marketers track performance, keep tabs on competitors, and monitor audience behaviors. Tubular provides the birds-eye-view *and* the granular goods.



Everything to know about the State of Social in 2024:

- 1 Mainstream media leans into social video:**
Explore how publishers are going full throttle on social video in 2024.
- 2 Social audiences are dynamic & evolving:**
Witness the transformation of social audiences, presenting fresh opportunities for publishers.
- 3 Content strategies to tell better stories:**
Delve into long-form content, platform diversification, and creating content ecosystems.
- 4 Influencers & commercial media align:**
Discover how influencers make their mark in mainstream media, driving innovation and audience engagement.

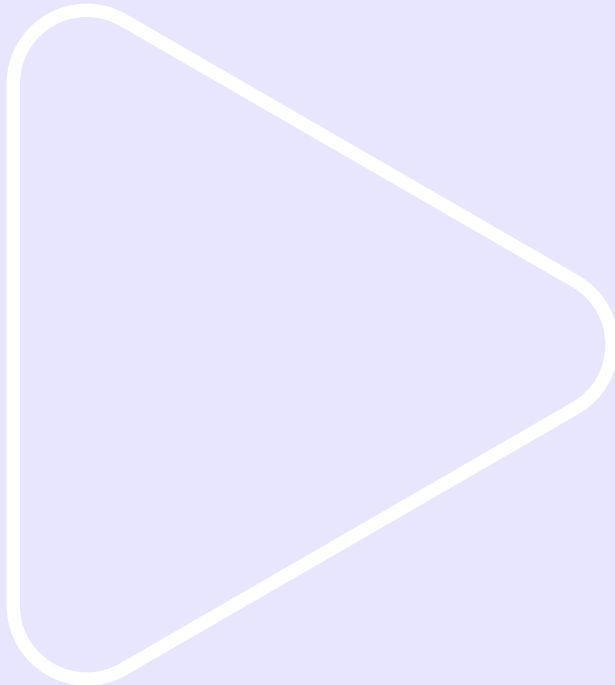


Mainstream Media Leans into Social Video

It hasn't happened overnight, but **media publishers have recognized the viewer and consumer power of social audiences**— and resources are following. In this overview of media growth on social video, we will uncover the countries making impressive jumps and the video categories offering opportunities to publishers.

Media & Entertainment publishers are investing more in social media — and it’s paying off!

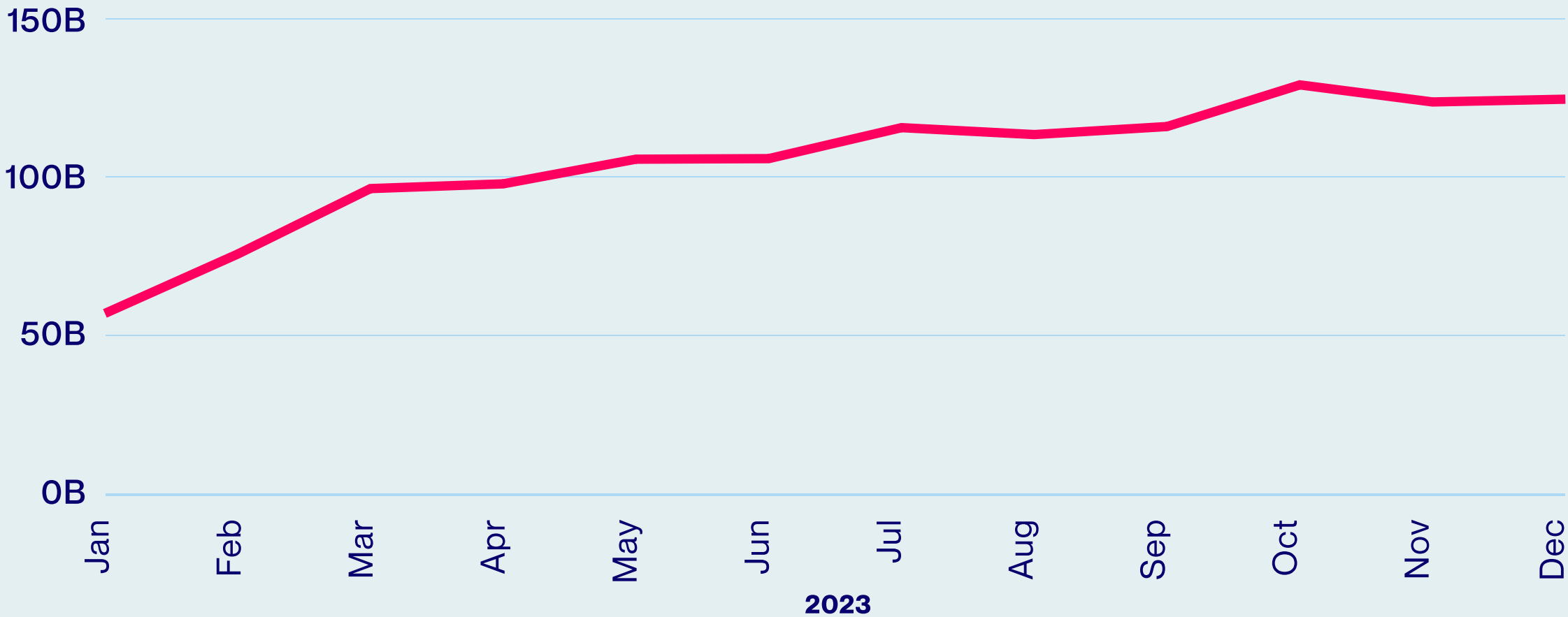
YouTube has been Media & Entertainment’s bread and butter platform for many years due to its long-form, landscape content format, **which is easily adapted from televised content.**



In 2023, YouTube uploads by Media & Entertainment channels only increased by 5%, namely because their presence on this platform has been consistent. However, this long-term effort has paid off because with just 5% more uploads, **views organically grew +118%** in the same time period from **59B** in January to **124B** in December globally.



YouTube Views by Media & Entertainment Creators



Source: Tubular Intelligence | Media & Entertainment Creators | YouTube | Global | Time Frame: 1/1-12/31/2023

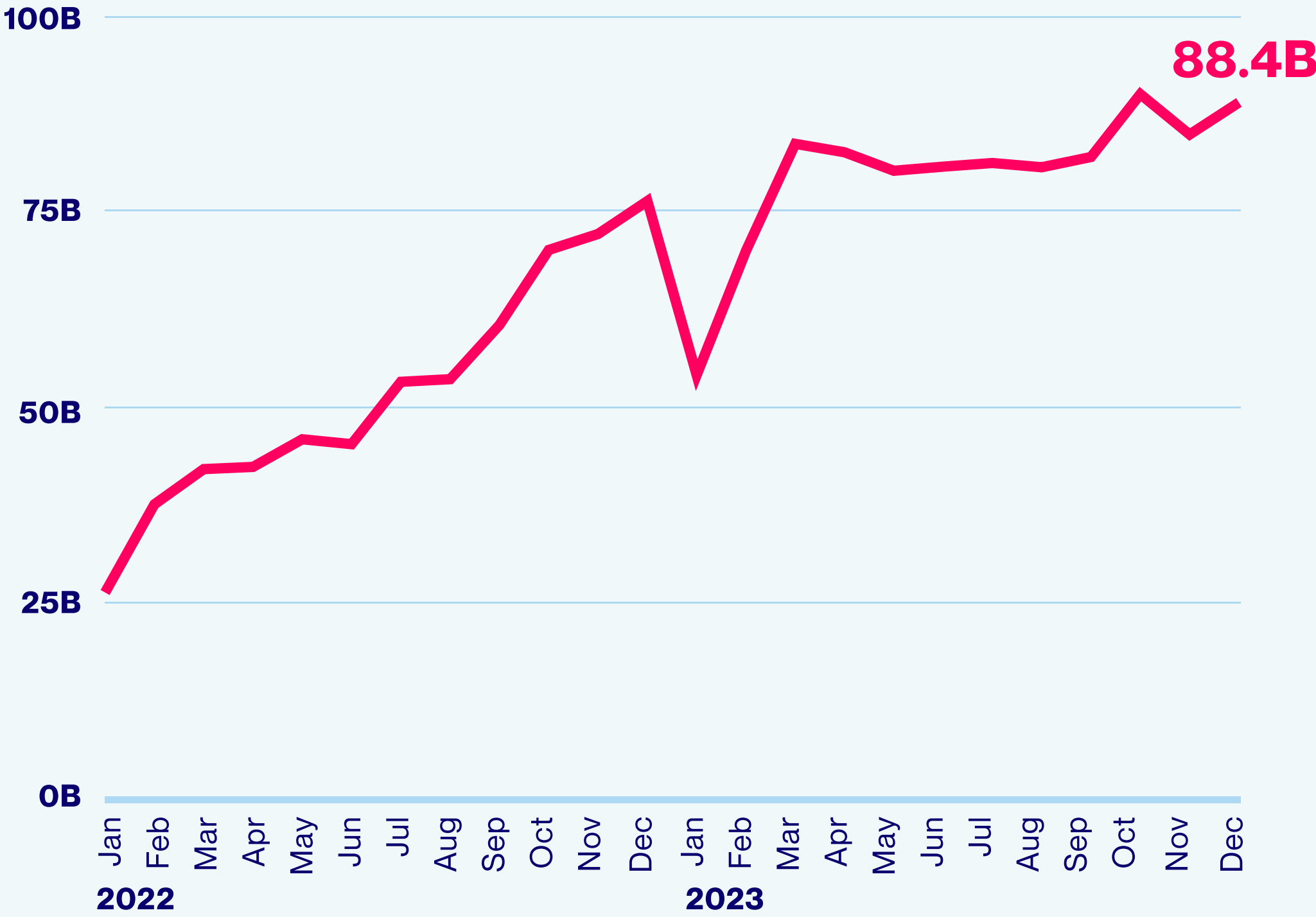
From 2022 to 2023,
global Media &
Entertainment
creators on TikTok:

posted
57%
more videos

won
53%
more views

received
36%
more engagements

2022 - 2023 YoY TikTok Views:
Media & Entertainment Creators



Source: Tubular Intelligence | Media & Entertainment Creators | TikTok | Global | Time Frame: 1/1-12/31/2023

Mexico & Brazil turn up the heat on TikTok

Latin America is one of TikTok’s fastest growing regions. From 2022 to 2023, **Brazil grew viewership by 32%** (which is not far from the USA’s 39% year-over-year growth).

TikTok Viewership Leaderboards by Country

2022			2023		
1	United States	214B	1	United States	972B
2	United Kingdom	50B	2	United Kingdom	299B
3	Indonesia	47B	3	Indonesia	53B
4	Vietnam	42B	4	Mexico	38B
5	Thailand	31B	5	Spain	38B
6	Brazil	28B	6	Brazil	37B
7	Spain	23B	7	Thailand	37B
8	Mexico	21B	8	Vietnam	34B

Mexico jumped to #4 as they increased their number of uploads by 69% in 2023.

The fastest growing Brazilian video category in 2023 was **Movies & TV** which jumped to the #1 category with a viewership increase of 1200%.

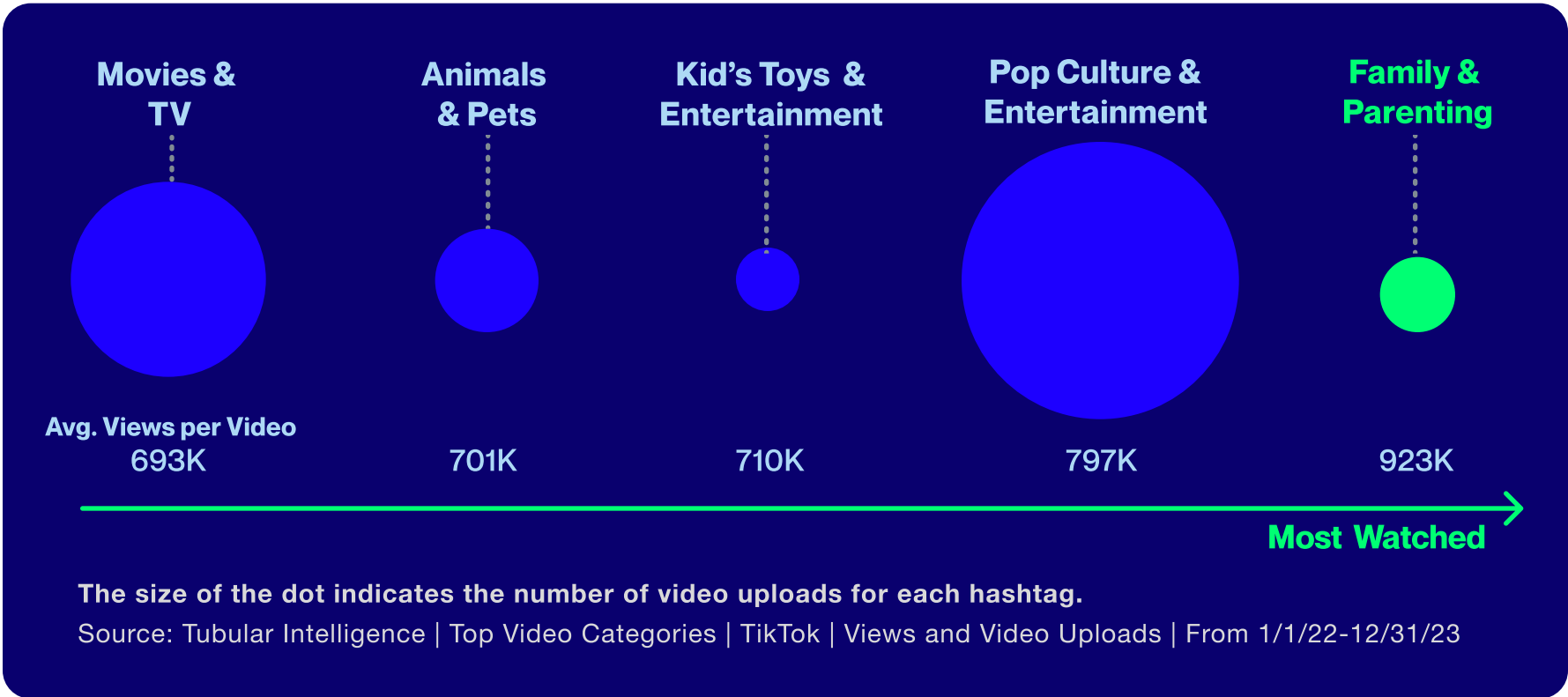
Uncover untapped opportunities in TikTok categories

Media publishers can **identify emerging trends and beat their competitors there by uncovering categories that receive tons of views but have fewer uploads.** These opportunities allow creators to cut through the online clutter and make a splash with content.



1 / Mainstream Media Leans into Social Video

The top growth category of 2023 was **Family & Parenting**. In fact, there were **just over 7k uploads** in this category, and 6.5B views, averaging **923k views per video**.



Health & Fitness

Views
+20%



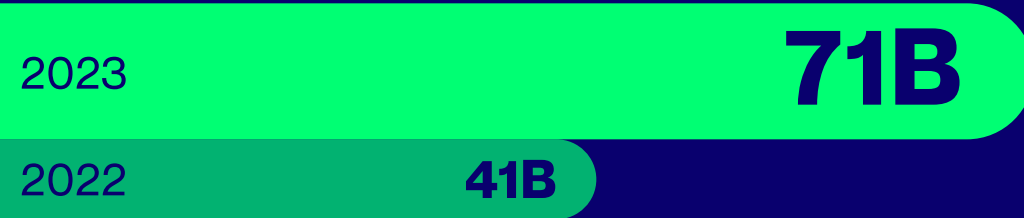
Source: Tubular Intelligence | Health & Fitness Category | Total Video Views | TikTok | From 1/1/22-12/31/23

Viewership in the Health & Fitness category **increased by 20%** in 2023, while year-over-year uploads only increased by **5%** pointing to a major untapped opportunity for creators in this category.

Sports viewership **increased by 72%** in 2023 to a total of **71 billion views**. We expect this number to skyrocket in 2024 considering upcoming global sporting events, like the 2024 Olympic Games.

Sports

Views
+72%



Source: Tubular Intelligence | Sports Category | Total Video Views | TikTok | From 1/1/22-12/31/23

Takeaways

1

Mainstream media has exhibited unprecedented growth on social video over the past year proving that investing in platforms leads to measurable ROI.

2

Latin American countries have proved to have massive, lucrative audiences and media publishers are in a race to capitalize.

3

Comparing category upload saturation to views allows publishers to understand emerging trends and get there before their competition.



Social Audiences are Dynamic & Evolving

In 2023, many **video categories cross-pollinated**, opening up opportunities for advertisers to reach new demographics. This expansion has been led by creators and celebrities reaching across aisles in authentic ways. Whether through creative evolution or budding romances, social audiences are dipping their toes into new video categories for the first time ever.

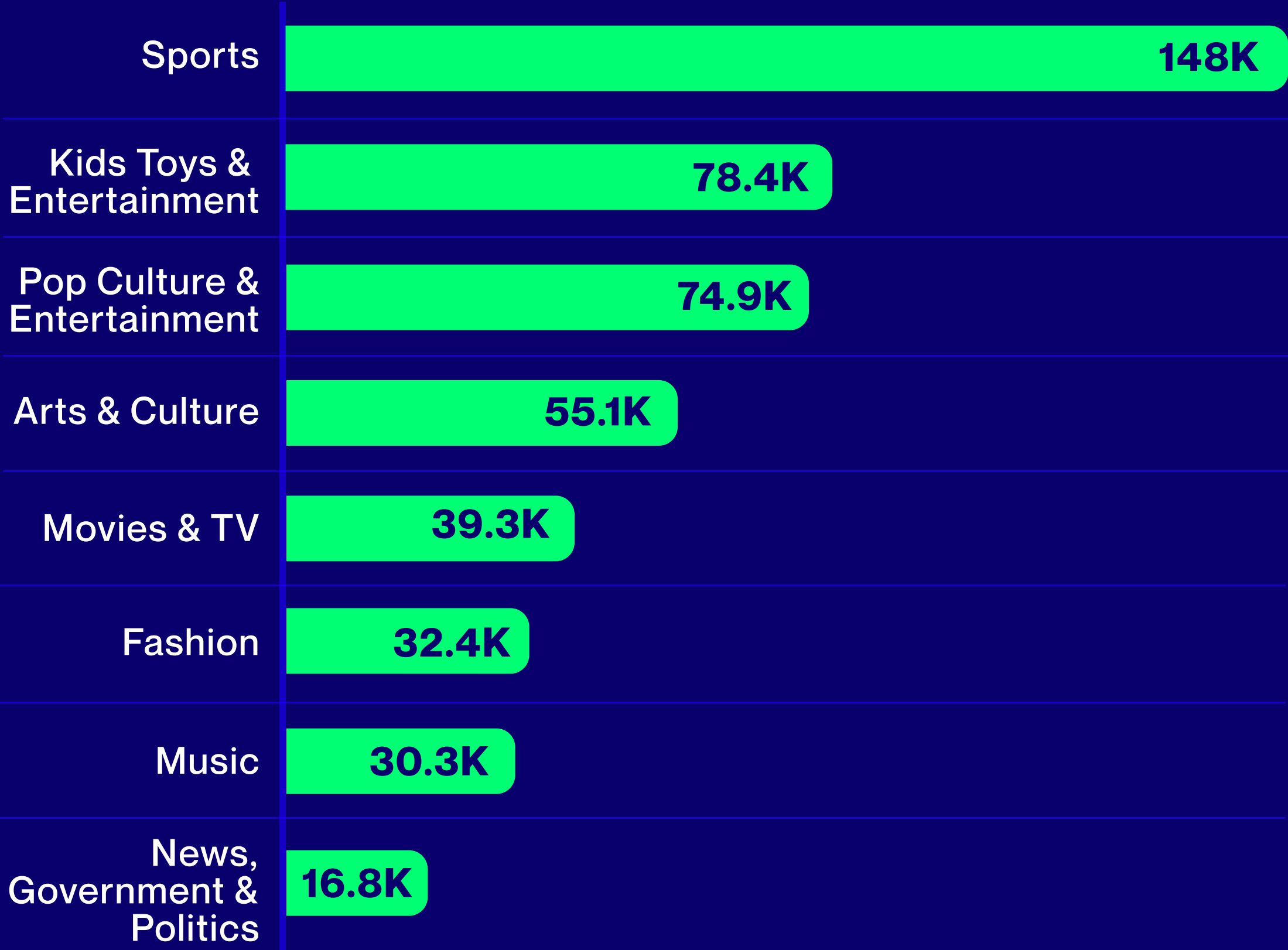
The New York Times wins engagements with The Athletic

Widely-known publisher, The New York Times, embraced social media by acquiring The Athletic in 2022, fully integrating it in July 2023. While acquisitions always involve some risk, this strategic business decision successfully **brought social audiences and sports lovers under the NYT umbrella.**

As of February 2023, **Sports is The New York Times’ number one video category on TikTok** for views & engagements per video over the last 365 days, far above News & Politics.



TikTok Engagements per Video by Category

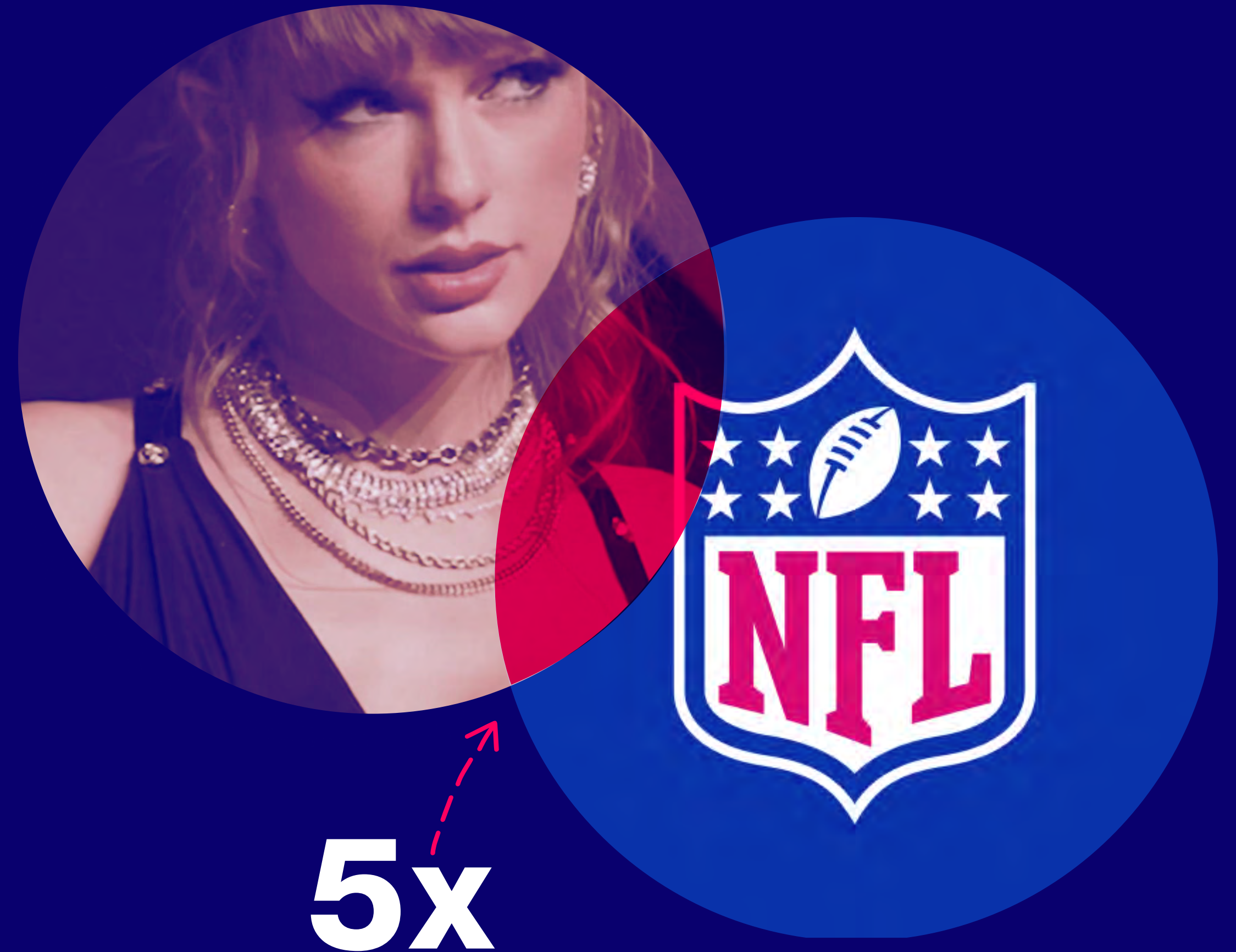


Source: Tubular Intelligence | Creator: New York Times | Video Categories | Engagements Per Video | TikTok
Last 365 Days as of 2/22/2023

Sports media leverages 2023's power couple

Taylor Swift and 2024 Super Bowl winner, Travis Kelce, create a media frenzy everywhere they go. Swift appeared constantly on the NFL big screen when attending Kansas City Chiefs games and seemingly overnight, football won a massive Swiftie following.

While Swift's Instagram audience began to overlap with several sports channels, **none saw as sharp of an increase as her audience overlap with the NFL.** As the football season progressed, the NFL brought celebrity girlfriends and wives into the mix of their key content types.



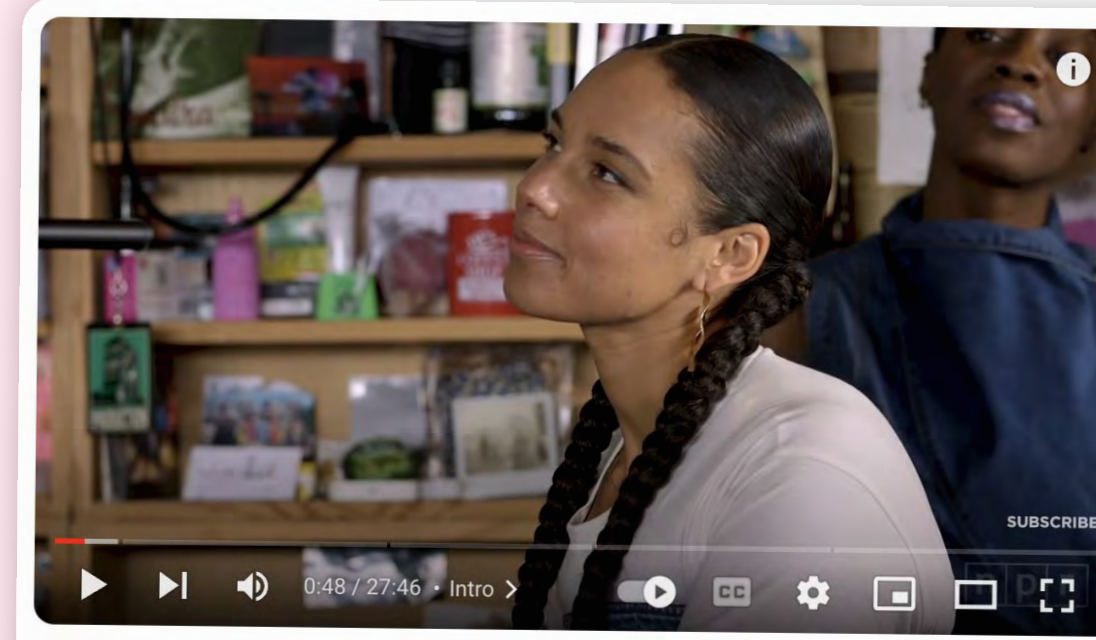
Instagram audience overlap growth
from December 2023 to January 2024

NPR Presents Tiny Desk

National Public Radio, the non-profit broadcaster created in 1970, produces and distributes news and cultural programming. While the company began as a radio broadcast reaching thousands of local stations, they are now embracing the Social Media Era in innovative yet authentic ways. That's where NPR's *Tiny Desk Concerts* come in.

The musical series, *Tiny Desk Concert* that originated in 2008, **captivates younger audiences on YouTube** by featuring today's most popular artists like Alicia Keys, Mac Miller, and Leon Bridges.

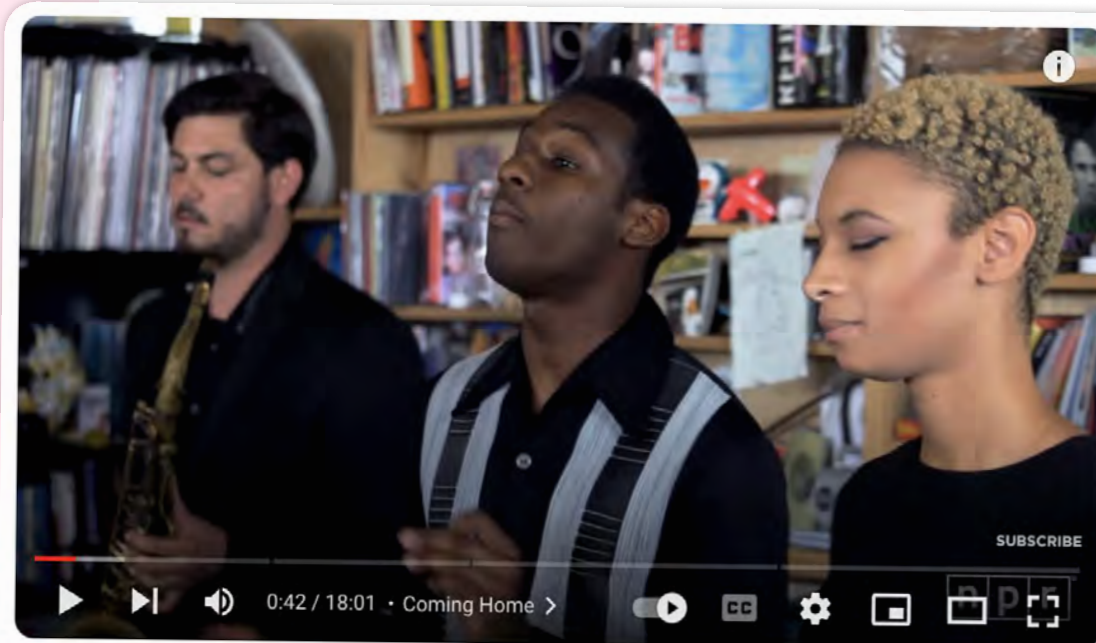
What sets this series apart from others is that it features musicians in an acoustic set against a barebones stage (literally behind a tiny desk). Watching a *Tiny Desk Concert* leaves one feeling like you've gotten a glimpse behind the curtain to see one of their favorite musicians **beyond all the production and editing.**



Alicia Keys: NPR Music Tiny Desk Concert



Mac Miller: NPR Music Tiny Desk Concert



Leon Bridges: NPR Music Tiny Desk Concert

2 / Social Audiences are Dynamic & Evolving



IN THE LAST 3 YEARS

358+

Concerts Posted

537M

Total Views

1.5M

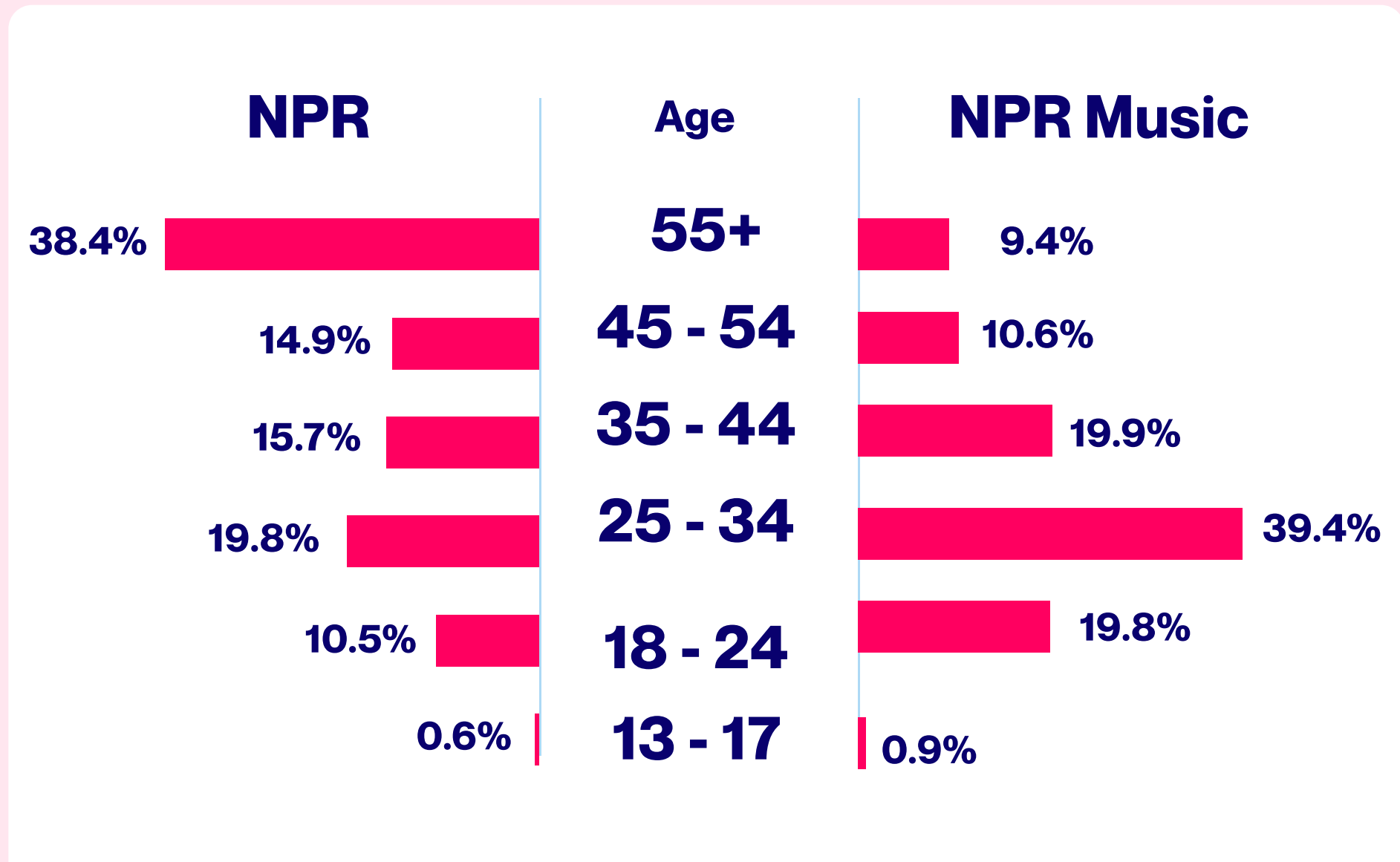
Avg. Views Per Video

13.7M

Total Engagements

Source: Tubular Intelligence | Creator: NPR Music | Tiny Desk Concert Videos | Time Frame: Last 3 Years as of 2/22/2024

YouTube Audience Demographics

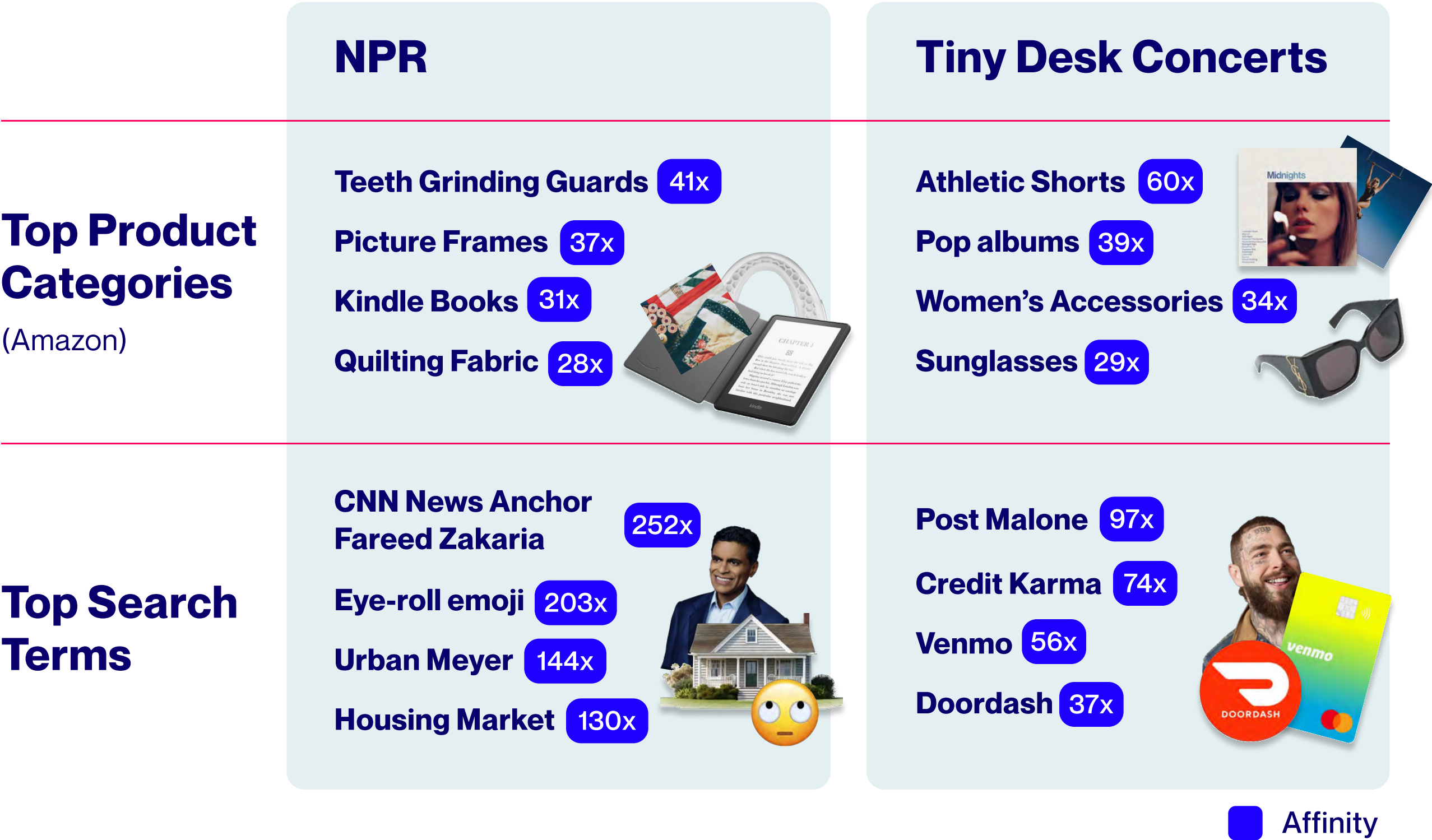


NPR Music’s YouTube audience skews younger and is 5% more female than the traditional NPR channel.

Source: Tubular Intelligence | Audience Composition | Creators NPR and NPR Music | YouTube | Data as of 2/22/2024



Beyond age demographics, **Tubular’s Consumer Insights** reveals a variety of audience interests between traditional NPR and Tiny Desk Concerts.



NPR’s social audience is **41x more likely** to shop for Teeth Guards on Amazon than the average social audience. Meanwhile, Venmo and Doordash are popular search terms for Tiny Desk viewers which points to a digital native audience. By understanding audience interests, search terms, and product categories, publishers can win more brand partnerships and create content that resonates.

Source: Tubular Consumer Insights | Creator: NPR vs. Keywords “Tiny Desk Concert” | Affinity Product Categories on Amazon | Affinity Search Terms on Search Engines | Last 6 Months as of 2/22/2024
*Shopping and Search affinity refers to the likelihood for the audience to take the specified action. 1.0x is the average

Takeaways

1

Uncover audience interests and embrace the Social Media Era by finding the cross-section between what's trending and what's authentic to your brand.

2

Provide a wide spectrum of content that is as diverse as viewers' preferences so you can nurture a loyal audience.

3

Understanding the consumer behaviors of your social audience helps you pitch competitively and win brand partnerships.



Content Strategies & Platform Diversification

Platforms and audience preferences are constantly evolving, but with in-depth behavioral data from Tubular, you can **anticipate changes and uncover growth opportunities**. When it comes to content strategy, it's important to understand what formats are performing best and how to synergize across various platforms.

Long-form content is making a comeback

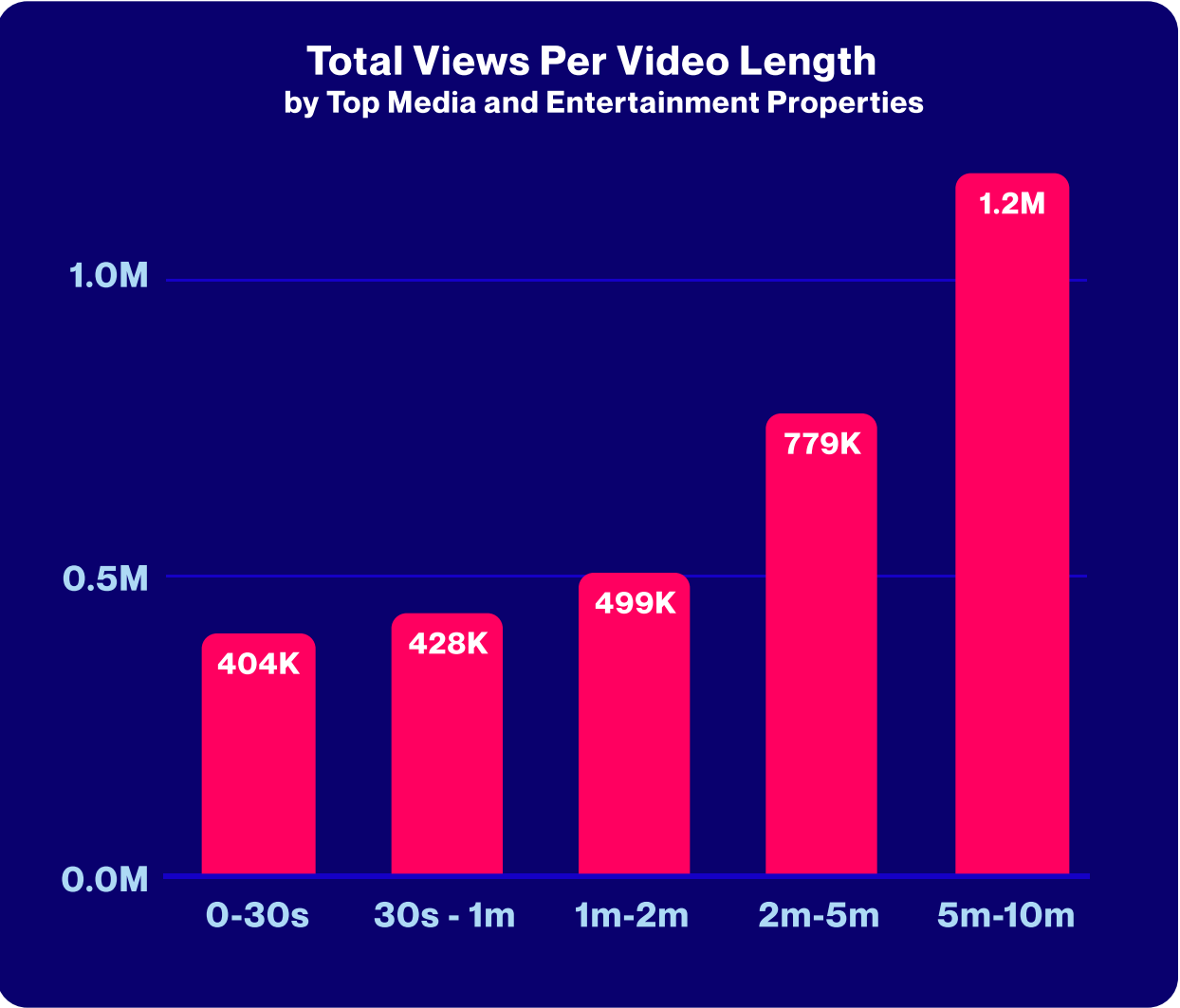
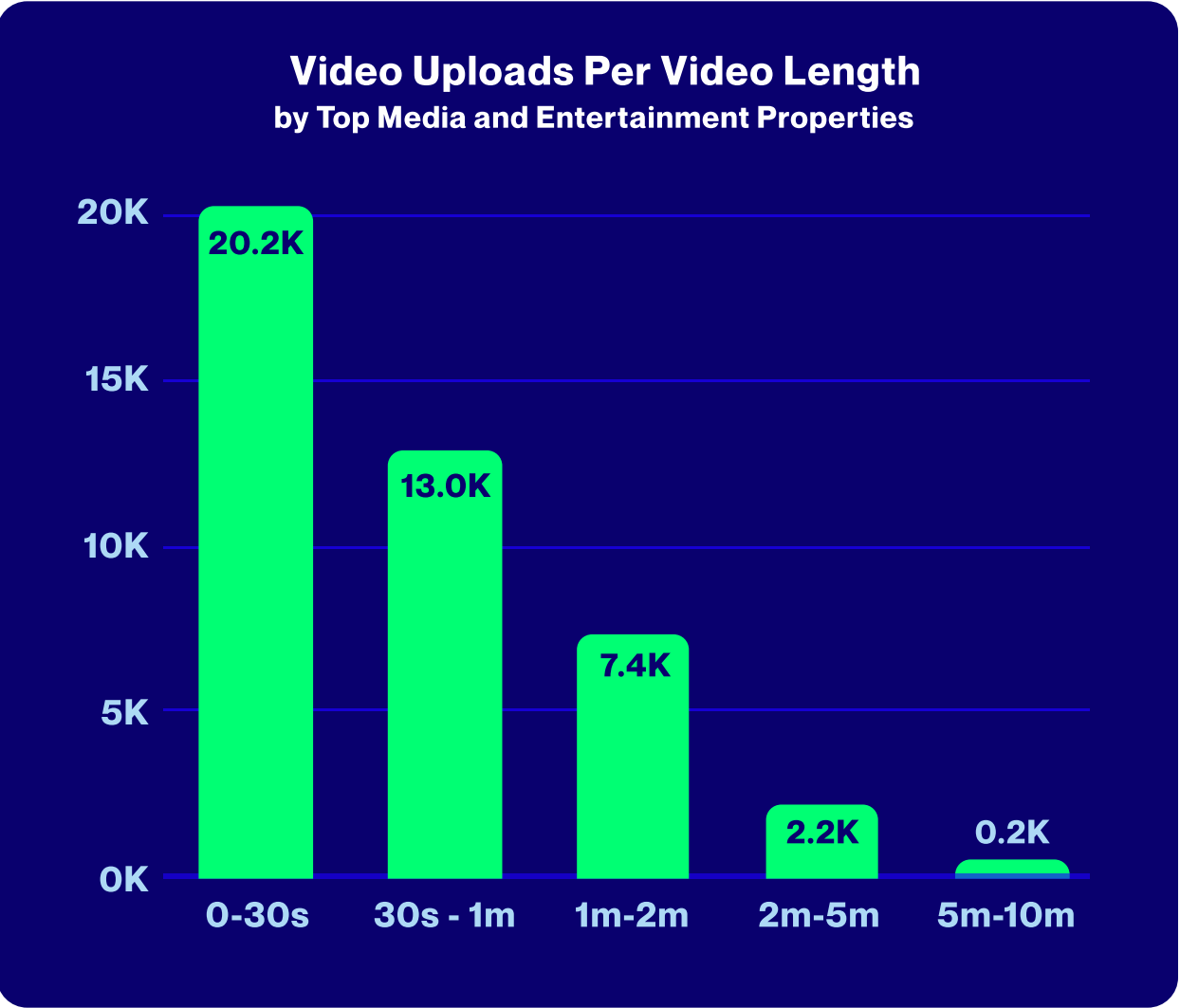
Since the rise of newer, short-form platforms like TikTok and Instagram, many publishers have refrained from posting long-form videos on those platforms. But in 2024— that all changes. Some platforms that originated as short-form are now embracing long-form content in order to offer viewers a more seamless experience.

Broadcast, cable, radio, and film channels who post long-form content have stuck to the status quo— uploading the majority of their content to YouTube and Facebook, **but the latest data reveals a missed opportunity on short-form platforms.**

Short-form content channels are now welcoming long-form content and those uploads are rewarded with major views and engagement numbers.

In the past, broadcast, cable, and radio channels used short-form platforms to drive viewers to long-form content platforms. However, **in 2024, traditionally short-form video platforms are now incorporating long-form content,** making it easier for creators to adapt content for different social platforms.

On TikTok, Tubular data reveals that of top publisher’s videos below the 30-second mark had the most uploads in 2023, but **longer videos actually won the highest average views per video.**



Source: Tubular Intelligence | Top 4 US News, Media and Entertainment Publishers | United States | Video Was Uploaded in 2023 | Video Duration: Views per Video | TikTok



Platform diversification is key

Video podcasts are a great example of successful platform diversification. One of YouTube’s top podcasts is comedian-led show, H3 Podcast. In January 2024, the H3 YouTube channel garnered more than **61.2 million minutes watched, averaging 29.5 minutes watched per video.**

By posting content across various social platforms, H3 is able to **increase their reach and draw viewership back** to their YouTube channel for their audience to watch full episodes.

While YouTube remains a go-to platform for most long-form series and podcasts, posting shorter clips and teasers to other social platforms **offers opportunities to reach new audiences and engage more instantaneously.**



3 / Content Strategies & Platform Diversification

While the H3 podcast show airs on YouTube, both their owned content and user-generated content (UGC) surrounding the show gain more average engagements on other social platforms.

For UGC content posted by fans, the average engagement per video is **15.7x more on Instagram.**



H3 Podcast Audience Demographics

YouTube	Female 60%		Male 40%	
	Female 24%		Male 76%	
Facebook	Female 24%		Male 76%	

Audiences differ from platform to platform. While H3’s YouTube podcast is predominantly female, its Facebook is mostly male. By uncovering the nuances of each platform, creators can tailor content to each unique audience and improve targeting.

Source: Tubular Intelligence and Audience Ratings | Creator: H3 Podcast | YouTube | January 2024

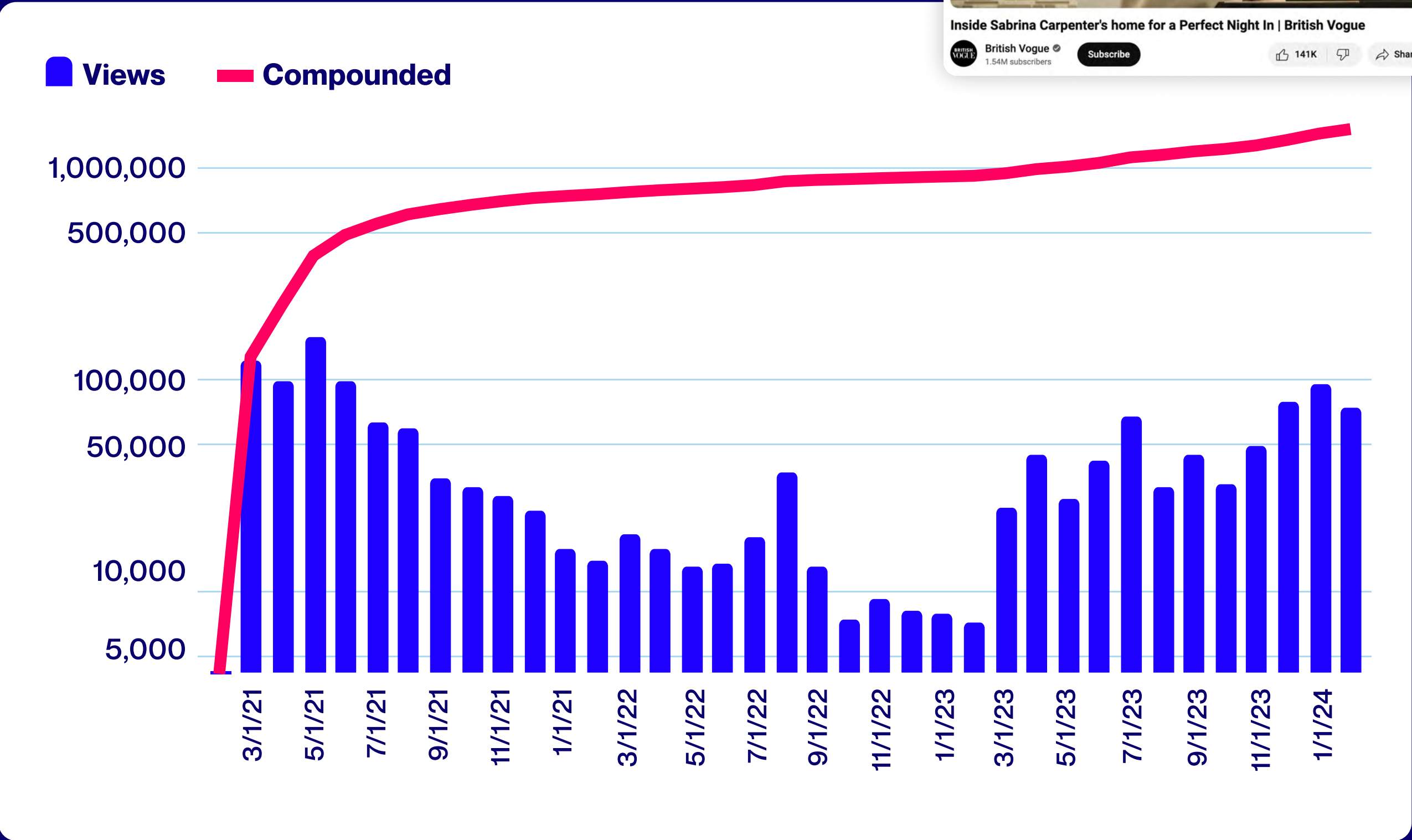
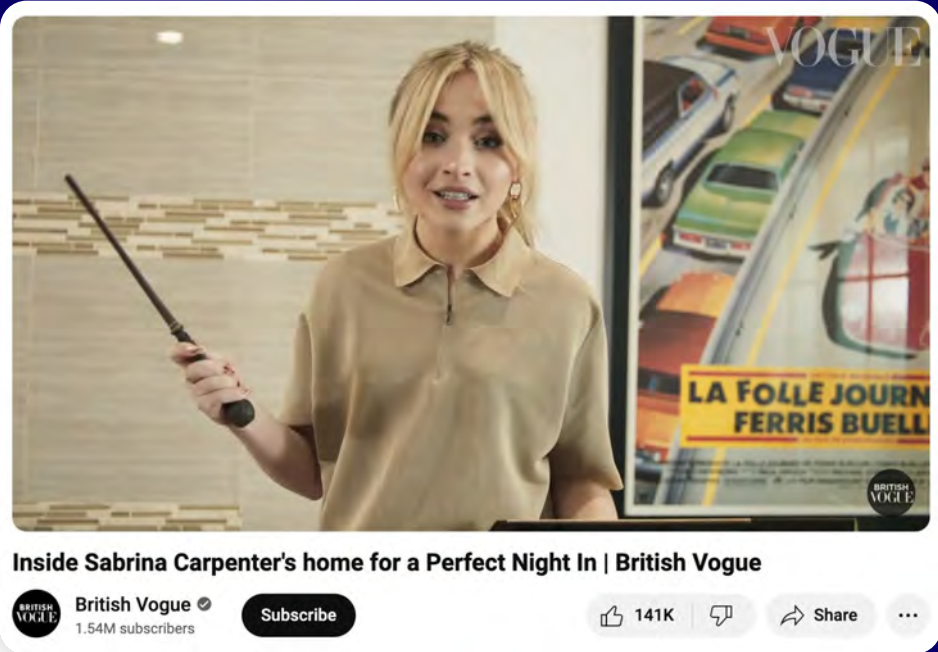
Source: Tubular Intelligence | UGC Terms Boolean Search | Excluding H3 Podcast Creator | Instagram | Video Uploaded last 365 Days as of 2/22/2024

Evergreen content retains its inherent value

Entertaining social media series that feature public figures or trending topics are great drivers compounding views & engagement. For example, Vogue’s “73 Questions” series on YouTube features both up-and-coming and iconic Hollywood stars as they answer personal questions about themselves and show off their homes and lifestyle.

While these videos always propel an initial spike in views, they also win consistent views even when the initial hype has worn off. Because they often feature celebrities, these types of videos also benefit when news breaks related to that person.

Singer Sabrina Carpenter’s “73 Questions” episode, posted by British Vogue three years ago, has continued to win more views as she grows in popularity as an artist. Now that she’s on tour with one of the world’s biggest singers, Taylor Swift, her video continues to spike over time.



Source: Tubular Intelligence | Creator: British Vogue | Total Video Views | YouTube | Last 3 Years as of 3/1/2024

Takeaways

1

Experiment with longer videos on traditionally short-form platforms to earn more views and engagements.

2

Utilize your cross-platform network to nurture a highly loyal audience and win more brand partnerships.

3

Create an ecosystem of content across social platforms so that viewers expectations are met as they move from platform to platform.



Influencers & Commercial Media Align

Social creators and media publishers have collided, creating a **supernova of views, engagement, and user-generated content.**

In 2024, we see Hollywood stars and legendary broadcasters integrating with rising social media influencers. These influencers have been used to fuel movie buzz, conduct red carpet interviews, and **pave the way to show media companies how to connect with social audiences.**

Leverage influencers for Hollywood events

Traditional media has officially stepped into the world of socially-integrated media. Social-first content creators are emerging within Hollywood— and it's working to capture the **attention of social audiences and reach new viewers.**

As media brands partner with social creators, they are enjoying the added benefit of automatic social content creation. Rather than having to produce televised, digital, and social content, they can leave the latter to those who do it best — influencers!

Recess Therapy is a social media series hosted by an NYC comedian who interviews kids on the playground. The host and two of his famous young interviewees debuted their skills on the star-studded red carpet during the 2024 Golden Globes.

4 / Influencers Enter Mainstream Media

+306%
engagements

The Recess Therapy channel initially blew up on Instagram in 2022 and by the end of the year, their TikTok stardom was on the rise as **engagement on the platform skyrocketed by 306%** from 2022 to 2023.

When *Recess Therapy* appeared at the Golden Globes interviewing actors like Margot Robbie and Jennifer Lopez, **audiences were excited to see one of their most beloved social creators bumping elbows with legendary Hollywood stars.**

+121%
average engagements
per video

Facebook videos about Recess Therapy and #GoldenGlobes won **121% more average engagements per video** than Golden Globes content posted by a leading US Entertainment News channel.

Look to social trailblazers for inspiration

If you can't beat 'em, join 'em. Tons of influencers are **creating series and long-form videos that emulate television shows**. These video series keep audiences hooked, racking up millions of minutes watched, and encourage viewers to come back to their page for more.

Creators are digital natives. They have perfected the art of storytelling and understand what ideas matter most to their audiences. By uncovering topics, content types, and tactics that work for creators, you can find inspiration for your own social content as well as televised and digital content.

Overnight, **ReesaTeesa** exploded on TikTok after she uploaded a series 68 long-form videos telling the story of how she married a man she claimed is a pathological liar. She titled the series **“Who TF Did I Marry?”**

ReesaTeesa uploaded a whopping **546 minutes of content** onto TikTok in a single week (the average length of her videos is 8 minutes) featuring her telling her story while sitting in Atlanta traffic or just before she went to bed. Across her nearly 70 TikTok videos, she **averaged 1.2 million views and 105k engagements per video**.



546
minutes of
content

1.2M
views per
video

105K
engagements
per
video

Interestingly, audiences were even more engaged with the conversation surrounding ReesaTeesa's series than they were on her own channel.

Engagement for the hashtag #whotfdidimarry was 2.2% higher than ReesaTeesa's personal engagement. Not only do creators know how to gain views, but they also know how to start conversations and fuel user-generated content. Take note.

Fuel user-generated content around your brand

User-generated content is essential for media brands to extend reach without having to create millions of videos. The glorious thing about social media is that users actually want to engage and share their own opinions. For media creators, the game is learning how to fuel that fire.

Not only does user-generated content increase reach, it also provides authentic connections with audiences and nurtures brand trust. People tend to trust content created by their peers.

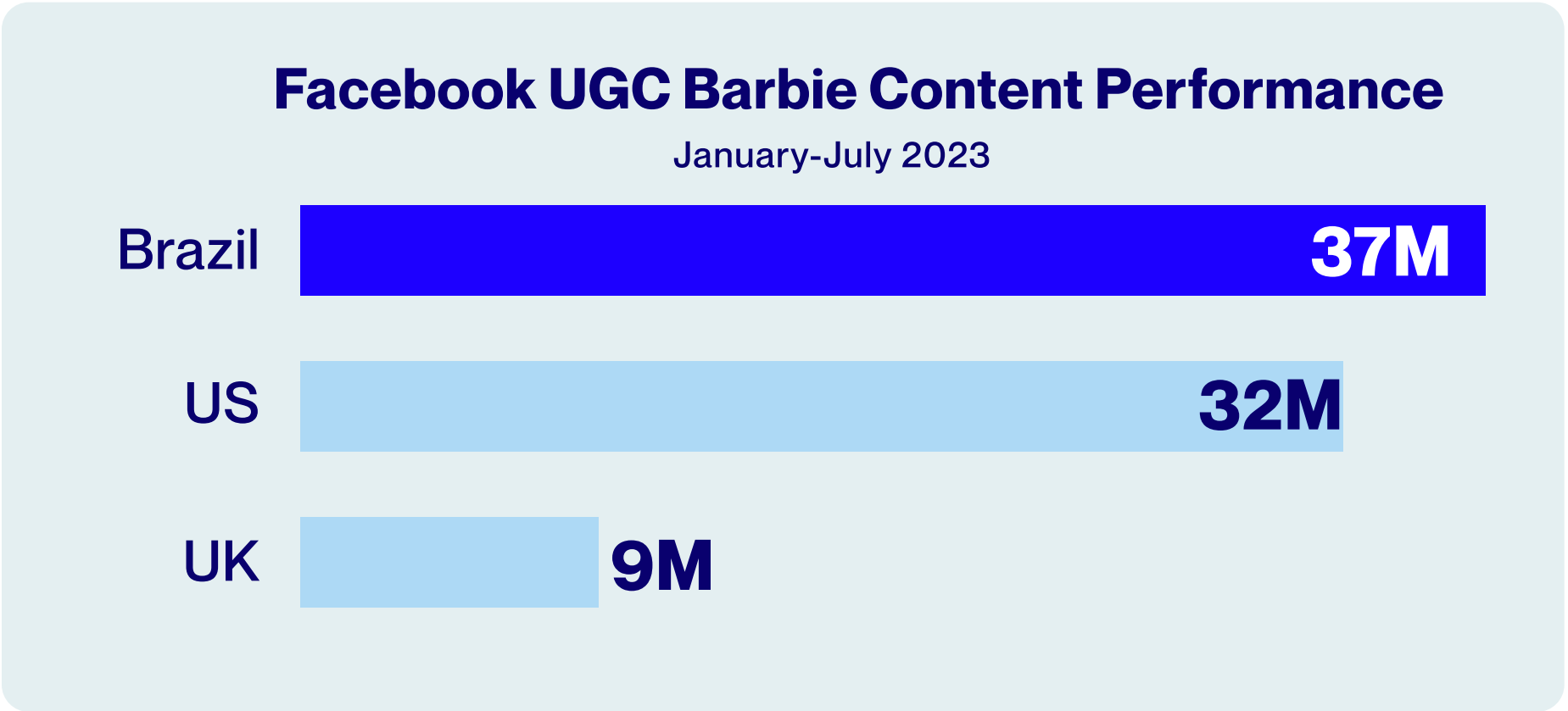
There are many lessons we can take away from 2023’s most iconic UGC producer, *Barbie*, but perhaps the most interesting strategies include *Barbie*’s global footprint.



4 / Influencers Enter Mainstream Media

User-generated *Barbie* content in Brazil was the largest driver of engagement on Facebook from January 2023 until the movie’s release in July.

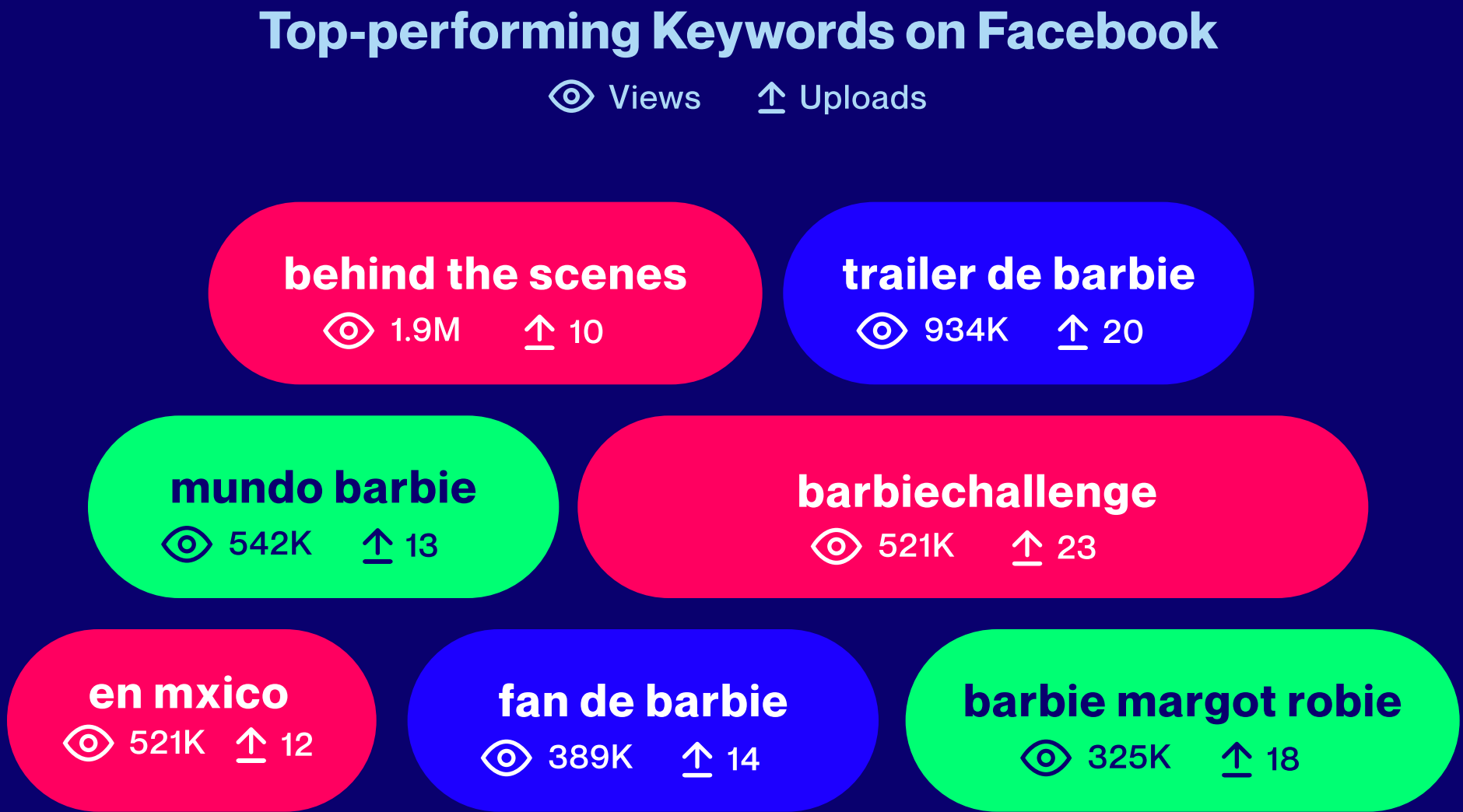
Source: Tubular Intelligence | Video Views
Barbie Movie UGC Content | Global | Facebook |
Timeframe: 1/1-7/31/23



Top-performing keywords on Facebook were Spanish language words, **highlighting a huge LATAM presence for both fans and creators.**

Spanish keywords include “fan de barbie”, “mundo barbie”, and “en barbieland” — reinforcing a strong LATAM fan interest in the Barbie movie.

Source: Tubular Intelligence | Top Video
Keywords | Total Views and Uploads | Global |
Facebook | Timeframe: 1/1-7/31/23



Takeaways

1

Mainstream media can partner with influencers to access new audiences and gain automatic social content.

2

Watch for creators who have both consistent and overnight success on social as their strategies reveal the most current audience preferences and trends you need to know.

3

Stay in touch with how your audience is engaging with your content and give them opportunities to create their own videos in response to fuel the UGC engine.

Despite the complexities the Social Media Era brings, media creators are reaping the benefits of heightened audience engagement and massive global reach. To help you achieve success, Tubular empowers companies to meet challenges with strategic data-driven content approaches and in-depth audience understanding.

Tubular offers key insights and strategies as a roadmap for media brands to lead the way into the future of social video.

1 Growth

Mainstream media's surging social growth and the race among publishers to capitalize on lucrative markets highlights the importance of strategic trend analysis.

2 Audiences

Align your media brand authentically with trending topics and strategically leverage audience preferences and behaviors to create more engaging content and reach new communities.

3 Content

Optimize engagement by experimenting with longer videos on traditional short-form platforms, leveraging cross-platform networks, and leaning into evergreen content strategies.

4 Partnerships

Forge partnerships with influencers to tap into new audiences and secure authentic social content, and keep an eye on creators for insights into current audience preferences.



Get the right data and insights to thrive on social media.

[Start Today](#)