

# The State of Social

H2 2024

In H2 2024, social platforms are proving their unique strengths, demanding a cross-platform approach to harness their potential. From the rise of AI-enhanced content to the evolution of gaming, news, and music—new opportunities emerge for brands and publishers to connect with audiences on a deeper level.



# This report is your ultimate playbook for navigating the social media landscape of H2 2024.

1

## Macro Trends

Large-scale shifts in the social landscape surfaced between 2023 and 2024.

2

## Gaming

Gameplay content hits an all time high as new video game entertainment emerges.

3

## Artificial Intelligence

More traditional, popular content categories like dance and animals get an AI makeover.

4

## News & Politics

Publishers and audiences continue to experiment with optimized storytelling strategies.

5

## Music

Audiences and musicians use social as an open stream of communications and collaboration.

6

## The 2024 Paris Olympics

Dynamic viewing experiences made their debut on the global sports stage.

# Macro Trends

## Unveiling large-scale shifts in the social landscape.

Before we dive into 2024's most noteworthy social media categories, let's take a birds-eye view of the digital landscape. This section of the report focuses on video duration, category growth, and platform performance.

## Macro Trends

# Video Duration Analysis

Short-form content has reigned supreme over the past few years. But as social media audiences move away from traditional television and seek longer, more meaningful content on social media, longer content is regaining popularity.

Tubular lets you see the pros and cons of multiple video lengths across social platforms. So, which player will you choose to embark on your quest to conquer the social video universe?



## Choose Your Player

### Shorter 0-30s

Most Views

Most Uploads

#### YOY GROWTH

+10%

uploads

+1%

engagements

-2%

views

### Longer 30-60s

Most Views per Video

Most Engagements

Most Engagements per Video

#### YOY GROWTH

+39%

uploads

-2%

engagements

+7%

views

Considering the staggering growth in YouTube uploads, it's not surprising that views and engagements per video have fallen over the past year. Needless to say—**competition is higher than ever.**

# Choose Your Player

## Short 0-30s

Most Uploads

Most Views

Most Engagements

### YOY GROWTH

0%

uploads

-12%

engagements

-14%

views

## Medium 30-60s



### YOY GROWTH

+10%

uploads

+1%

engagements

-2%

views

## Long 1-2m

Most Views per Video

Most Engagements per Video

### YOY GROWTH

+39%

uploads

-2%

engagements

+7%

views

On TikTok, long-form content is showing exponential signs of growth while medium- and short-form content have seen a decline in performance. In fact, the longer time frames such as 2-5 minutes, 5-10 minutes, and 10-15 minutes have also seen significant upswings.

## Macro Trends

# Category Analysis

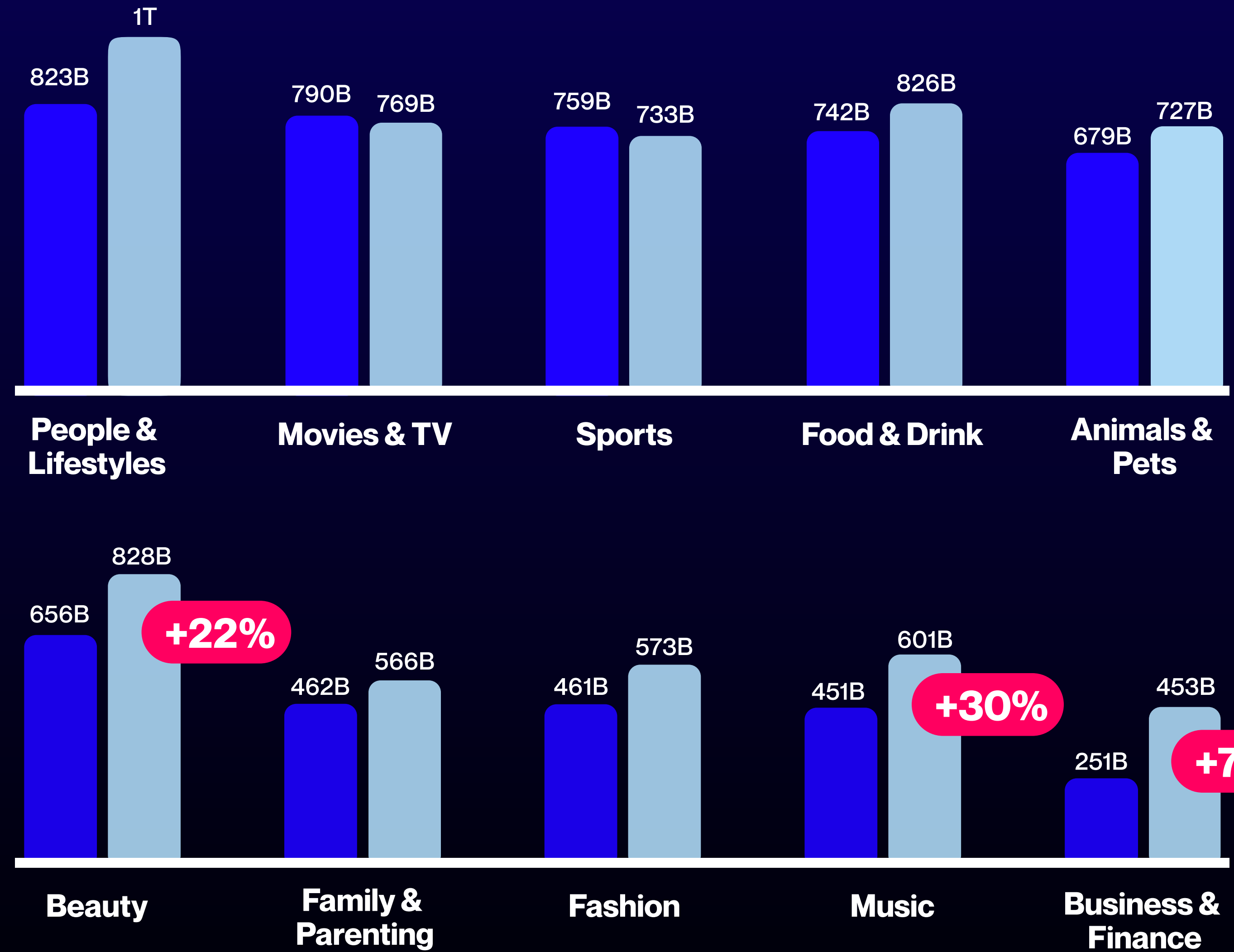
With the competition rising, it's important to dig a little deeper into specific categories and communities where opportunities are still ripe for the taking.

On TikTok, Beauty and Music showed promising performance while the **Business & Finance category** experienced tremendous growth.



## TikTok Category Viewership Growth

2023 2024



Source: Tubular Video Intelligence | Video Insights | Top Video Categories | 7/1/22-7/1/23, 7/1/23-7/1/24

## Macro Trends

# Platform Analysis

All social media platforms are uniquely powerful, and offer creators and audiences various benefits.

Publishers and brands can post on different platforms to achieve specific goals. That said, social creators are making significant efforts to diversify content across platforms in 2024 — **and you should too.**

## Social Media Platforms Offer Unique Benefits

**facebook**

**Video uploads  
increased by 1.8X**

**TikTok**

**Comments  
increased by 4.5%**

**Instagram**

**Engagements  
skyrocketed by 33%**

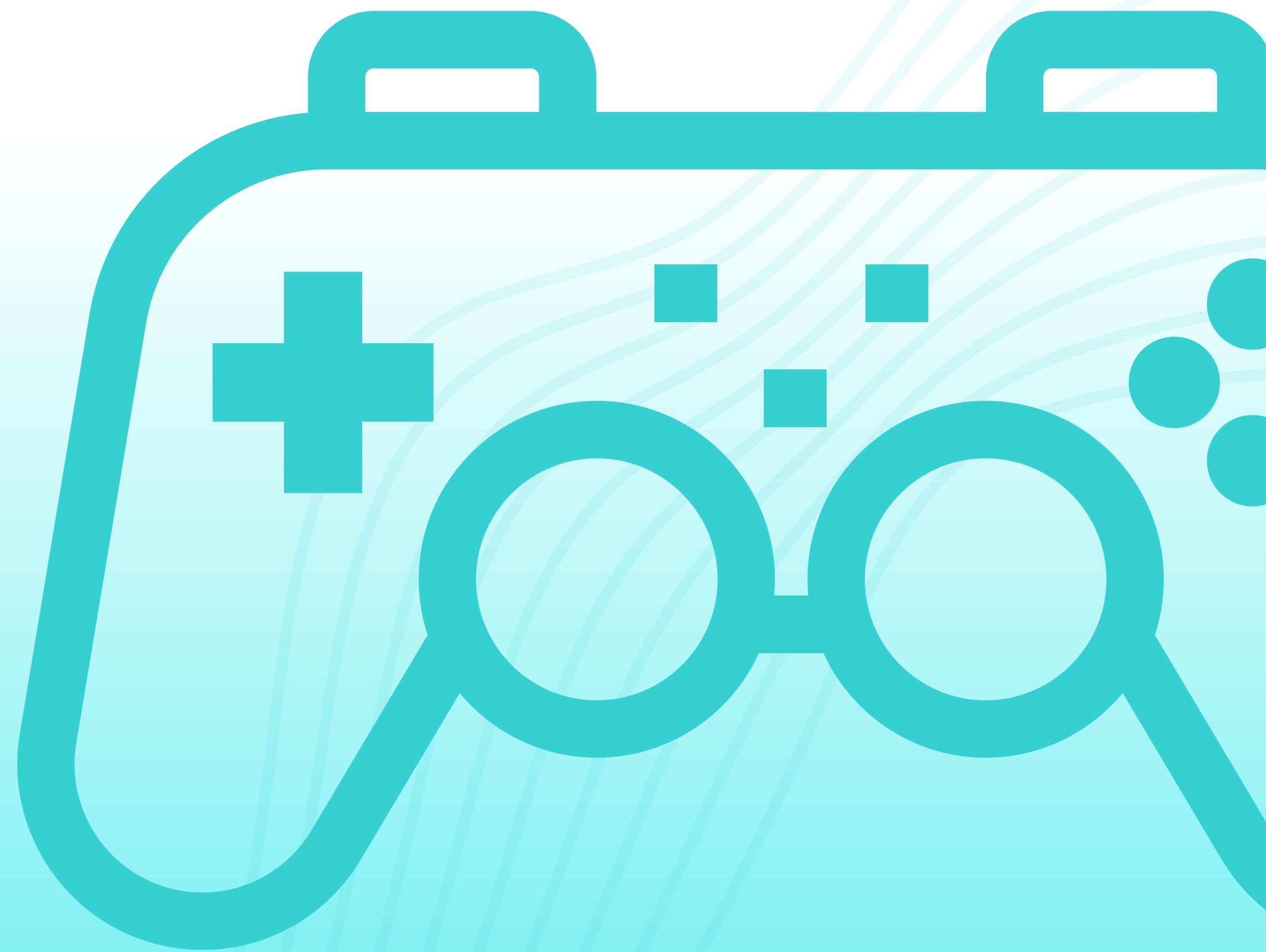
 **YouTube**

**Viewership  
rose by 14%**

# Gaming

**Gameplay content hit an all time high on YouTube in June 2024 with 6 billion monthly views.**

While video game content has long thrived on social, new forms of social media entertainment are springing from traditional gaming content. Read on to explore the creators and trends leading the thriving and dynamic video game category.





## Gaming

# YouTube Is the Gameplay Hub for Video Gamers

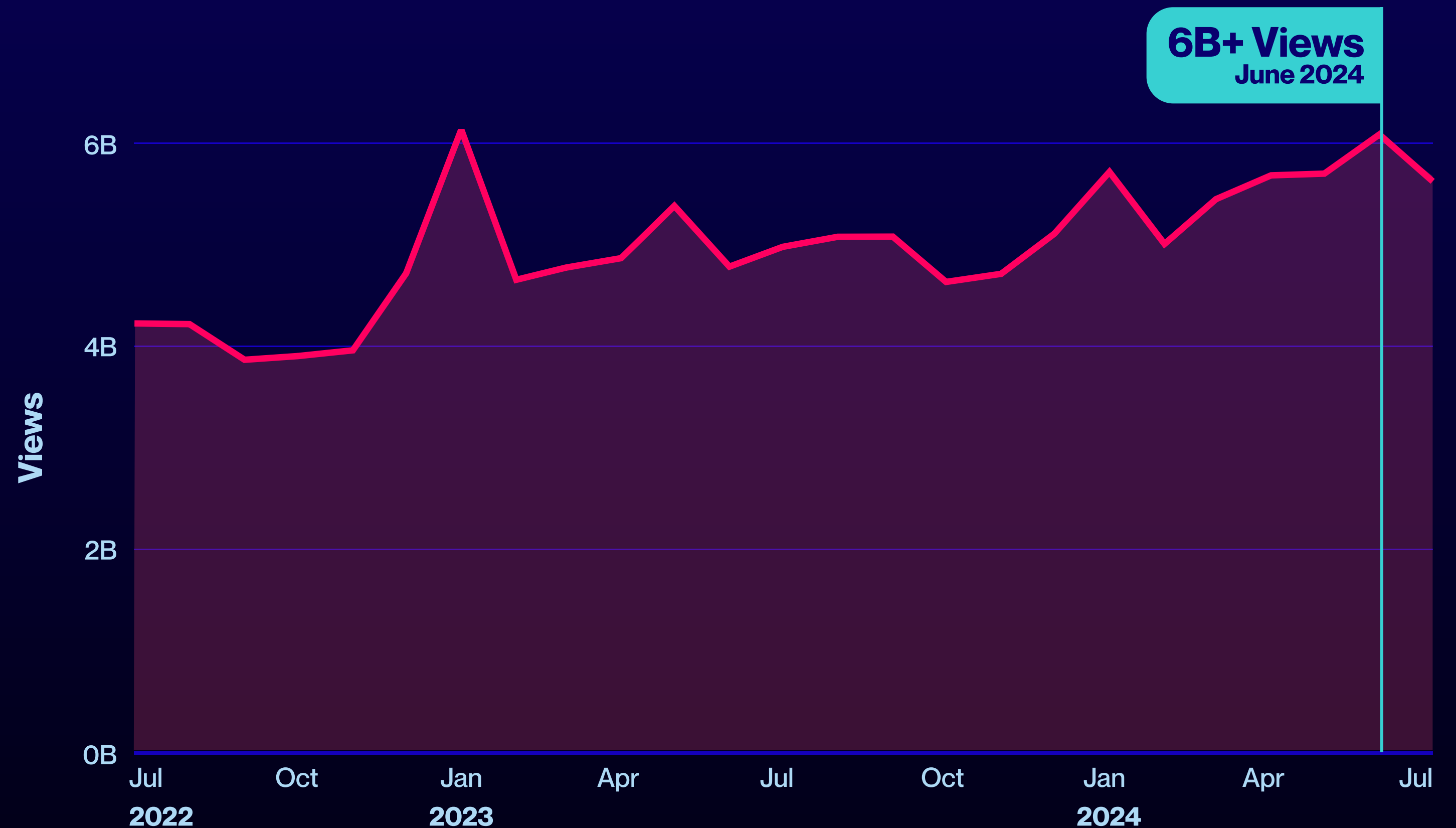
*Gameplay* is a type of content that shows in-game footage, demonstrating how a video game is played.

Many YouTube audiences enjoy watching this long-form content which can sometimes go on for hours.

Viewers are able to learn tips, tricks, and hacks for popular games while connecting with their favorite creators and surrounding communities.



## YouTube Viewership for Gameplay Content



Viewership hovered around 4 billion monthly YouTube views during the last half of 2022. After a brief holiday spike, viewership gradually increased in 2023 to around 5 billion. **In June 2024, monthly views hit an all time high of 6 billion.**

Source: Tubular Video Intelligence | Platform Published On YouTube |  
"Gameplay" content | 7/1/22-7/1/24

## Gaming

# Creators Are Winning the Game

Gaming creators are some of the biggest influencers across the social universe.

In 2024 so far, YouTube creators from the USA have won the most views, but creators from other countries have also packed a major punch.

When choosing which creators to sponsor, brands have a wide variety of choices. Some creators focus solely on Minecraft or Roblox, while others incorporate prank content.

## Top 10 Gaming Creator Countries on YouTube

Views in 2024 YTD

|    |                |       |
|----|----------------|-------|
| 1  | United States  | 184B  |
| 2  | India          | 78.3B |
| 3  | United Kingdom | 15.5B |
| 4  | Canada         | 10.8B |
| 5  | Philippines    | 9.7B  |
| 6  | Indonesia      | 8.9B  |
| 7  | Pakistan       | 6.8B  |
| 8  | Brazil         | 6.6B  |
| 9  | Australia      | 5.7B  |
| 10 | Germany        | 4.9B  |

## Top 10 Gaming Creators on YouTube

in 2024 YTD

|    |   |                 |
|----|---|-----------------|
| 1  |    | Animal Mace     |
| 2  |    | PrestonGamez    |
| 3  |    | Brandon B       |
| 4  |    | JamaicanCoco    |
| 5  |   | iFerg           |
| 6  |  | Forge Labs      |
| 7  |  | OperatorDrewski |
| 8  |  | CPreds          |
| 9  |  | Dude Dans       |
| 10 |  | CaptainSparklez |

## Gaming

# The Top Video Game Topics

Tubular's AI-powered categorizations help you explore top-performing topics based on featured people, places, and things in videos. These insights reveal social sentiment and inspire content creation.

Leading video game brands like **Minecraft**, **Grand Theft Auto**, **Roblox**, and **Fortnite**, along with popular topics such as 'simulation', 'gameplay', and walkthroughs show what types of content resonate most.



## Top Video Game Topics on YouTube by Views



Gary Whitta's *Animal Talking* repurposed Animal Crossing video game graphics to produce a talk show.

The term 'machinima' combines 'machine' + 'cinema' to describe curated entertainment series featuring animated narratives that mimic the look and feel of popular video games.

'Skibidi Toilet' is a hugely popular series of machinima which has taken Gen Alpha by storm! As gameplay content has evolved on social, a new, curated type of entertainment has grown popular with its viewers.

## Gaming

# Content Strategy

Optimal Video  
Duration

1m – 2m

Best Day to  
Post

Any

Best Time to  
Post

Any

Trends to Jump On

 TikTok

WWE

dresses

war games

artificial intelligence

 YouTube

movie remakes

mobile phones

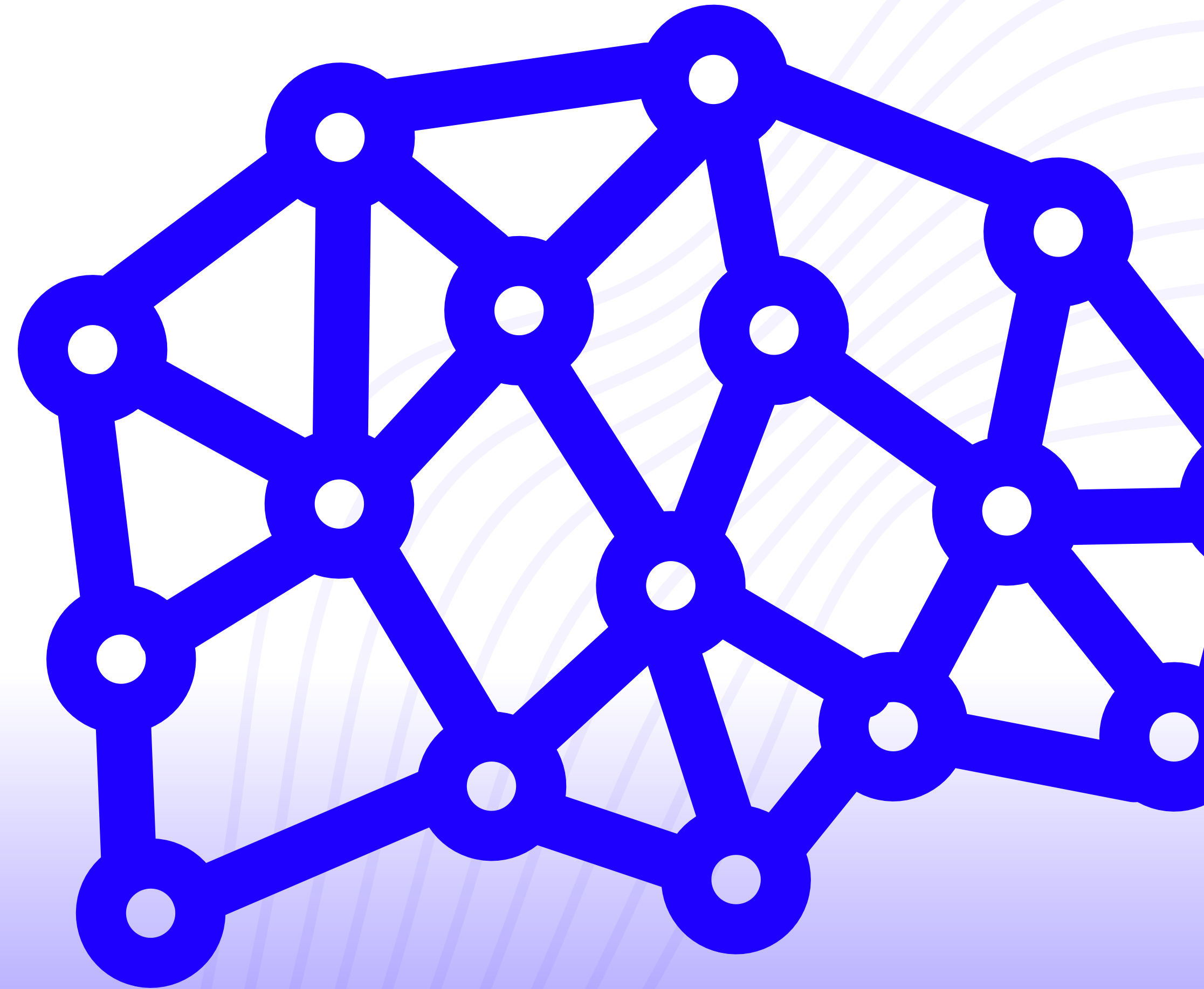
unboxing videos

virtual reality

# Artificial Intelligence

**Uncover the trends and categories becoming cornerstones of AI.**

As we journey through what will one day be remembered as the “early days” of AI, Tubular’s social media data gives us insight into how society is integrating the emerging technology into entertainment, education, and business.



## Artificial Intelligence

# Creators Shape the Conversation Around AI

As an emerging technology, AI is still a relatively small category in the social media universe.

Exploring what types of social media creators are talking about AI gives us insight into how people are using the technology.



## Top 10 Creator Genres Discussing AI on TikTok

Views, H1 2024

|    |                 |       |
|----|-----------------|-------|
| 1  | Entertainment   | 12.7B |
| 2  | Science & Tech  | 7.7B  |
| 3  | People & Blogs  | 7.2B  |
| 4  | Music & Dance   | 3B    |
| 5  | Gaming          | 1.9B  |
| 6  | Beauty          | 1.8B  |
| 7  | Film & Movies   | 1.4B  |
| 8  | Sports          | 1.1B  |
| 9  | News & Politics | 1B    |
| 10 | Business        | 694M  |

Entertainment is the largest TikTok category of creators talking about AI, followed by Science & Tech. Surprisingly, **Business creators are last on this list, which means there's still room for growth within this category as more people become interested in integrating AI into their work.**

## Artificial Intelligence

# What Are AI Audiences Shopping For?

Tubular's Consumer Insights lets you see what AI audiences are shopping for on Amazon. Their frequently purchased items reveal key interests and the nuanced behaviors of these viewers.

Consumer Insights data reveals those who watched AI content over the past six months are shopping for tech.



## Amazon Shopping Affinities for AI Audiences

Sorted by Video Uploads, 3/1-8/1 2024

- 1 Video Game Controllers
- 2 Small Business & Entrepreneurship Books
- 3 Video Game Accessories
- 4 Sport Rifles
- 5 Web Development & Design Books
- 6 Optoelectronic Displays
- 7 Computer Hardware & DIY
- 8 Video Game Consoles by Sega
- 9 Virtual Reality Accessories
- 10 Databases & Big Data Books

This audience's focused interests reflect how AI is still in the early stages of widespread adoption. As wider, more generalized groups embrace this technology, we'll surely see more variety in the shopping behaviors of this audience.

## Artificial Intelligence

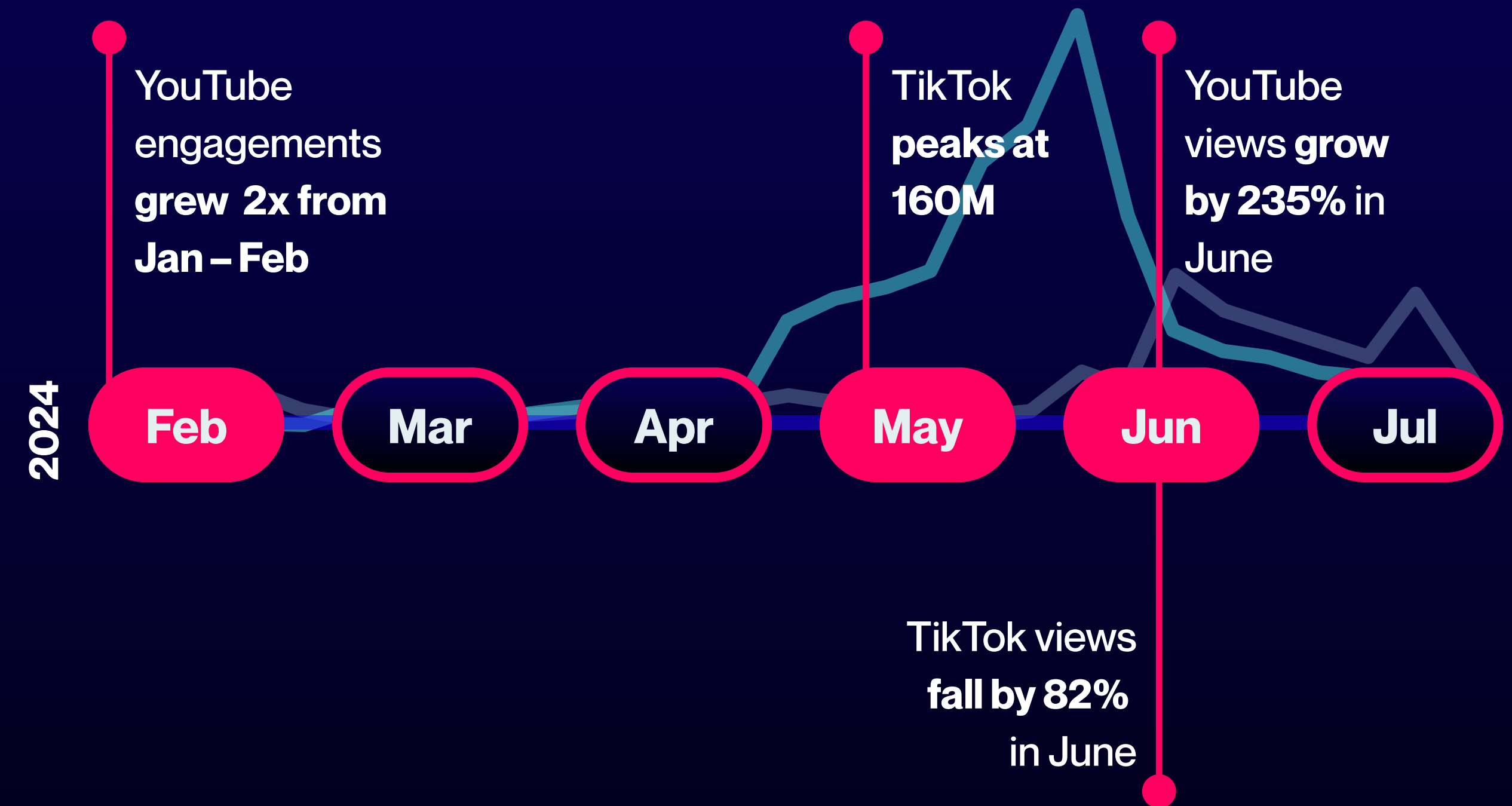
# AI Trends Dance Across YouTube & TikTok

AI dance videos have erupted across social platforms in 2024. Social media users put their faces on AI-generated dancing bodies using only a full-length photo of the person and AI technology.

Initial rumblings of the new dance trend began on YouTube in January, with some spikes in February and March. By Late April, the trend caught fire on TikTok and reached a high of **169.5 million views the first week of June**. By mid-June, however, the trend died out on TikTok but caught a second wind back on YouTube. Just as TikTok views hit a low, **YouTube views resurrected by 135% in a single week**.



## AI Dance: A Timeline of Cross-Platform Trends



Understanding how trends move across platforms at different times within their lifecycle is key for creators and publishers looking to benefit from their virality. It's also a factor to consider when creating content based on KPIs. While TikTok might offer a quick shot of views, YouTube and other platforms might lend themselves to longevity.



## Artificial Intelligence

# Internet Cats Get an AI Makeover

AI artist, Yunus Duygulu, created accounts across social platforms, Tales of AI Cats, where he posts heartfelt and humorous stories using AI-generated images of doe-eyed cats.

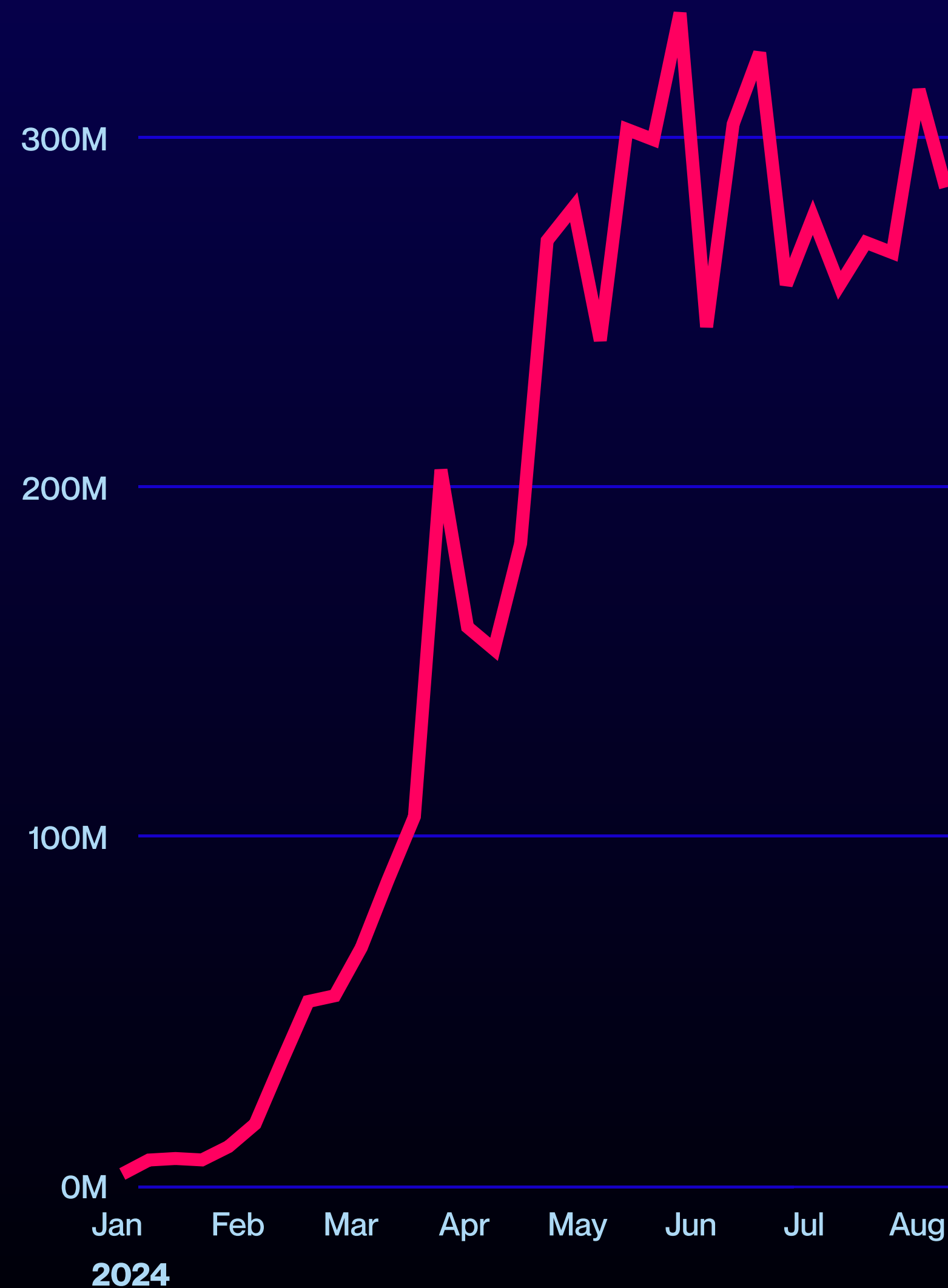
Within a few months, AI Cat content grew in popularity as other creators joined in the new entertainment trend. **Cross-platform views for the AI Cats trend reached 9 billion from January 1 through August 14, 2024**—and more than half of those belong to YouTube.

Twitch, however, earned the second highest average views per video for the AI Cats trend, **at 147k per video**. Not surprisingly, video gamers on this app are drawn to AI generated stories and entertainment.



## AI Cat Content Leaps to New Heights

YouTube Views from January 1 – August 5, 2024



Source: Tubular Video Intelligence | Video Performance | YouTube | AI Cats Related Content | YTD 1/1/24-8/25/25



# Artificial Intelligence Content Strategy

 YouTube

Best Video Duration

30s – 1m

Best Day to Upload

Saturday

Best Upload Time

11–11:59 UTC

 TikTok

Recently Trending Hashtags

#Weirdcore

#DarkFantasy

#dreamcore

#liveaction

# News & Politics

**News publishers reach for innovative strategies to win over social audiences during a chaotic political year.**

International conflicts and high stakes political elections have made 2024 a busy year for news broadcasters. Explore the latest audience data and unlock strategies publishers are using to reach the next generation of news audiences.



## News & Politics

# News Influencers & Creators Thrive in the Social-Scape

While News & Politics is the most viewed creator genre discussing News & Politics (go figure), Entertainment—aka Entertainment News—is actually earning the most views and engagements per video. In H1 2024, **Entertainment News creators earned on average 1.5x more views per video than News & Politics creators.**



## Who's creating content about News & Politics on YouTube?

Tubular Intelligence breaks down **content views by creator genre** to tell us a bit more about the themes and topics leading creators are discussing.



The winning creator genre for views per video? The answer won't surprise you because social media audiences cannot resist a heartwarming animal video! **Animals & Pets creators earn the most views per video within the News & Politics category at a whopping 516k average views per video.**

## News & Politics

# Influencers Invited to the 75th NATO Summit

“We know that more people are getting news through social media channels, including content creators,” a NATO spokesperson told Bloomberg.

To reach social audiences, NATO and the U.S. State Department invited influencers to the July summit to share their experiences online. We used Tubular Intelligence to analyze which influencers performed best on social media.



@InsideGeopolitics

INSIDE  
GEOPOLITICS

## #1 Most-Viewed Creator

From May 15-August 15, this TikTok news creator earned an impressive **4.6M views** on his NATO-related content.

### STRATEGY

This channel sometimes features a talking host, while at other times relies on imagery and text alone. The **messaging is clear and to the point**, typically summarizing news events into three key buckets: key developments, basic facts, and possible geopolitical implications.

@UnderTheDesk

V Sephar, Journalist



## #2 Most-Viewed Creator

### STRATEGY

V Sephar **simplifies complex topics and provides essential context**, making it especially useful for younger generations encountering complex political subjects for the first time.

NATO's use of influencers generated headlines but didn't have a large impact on social media in part because NATO didn't specify the type of content to post nor how often. Future partnerships would benefit from predetermined creator obligations to ensure partnership success.

# The New York Times' Minimalist Social Strategy

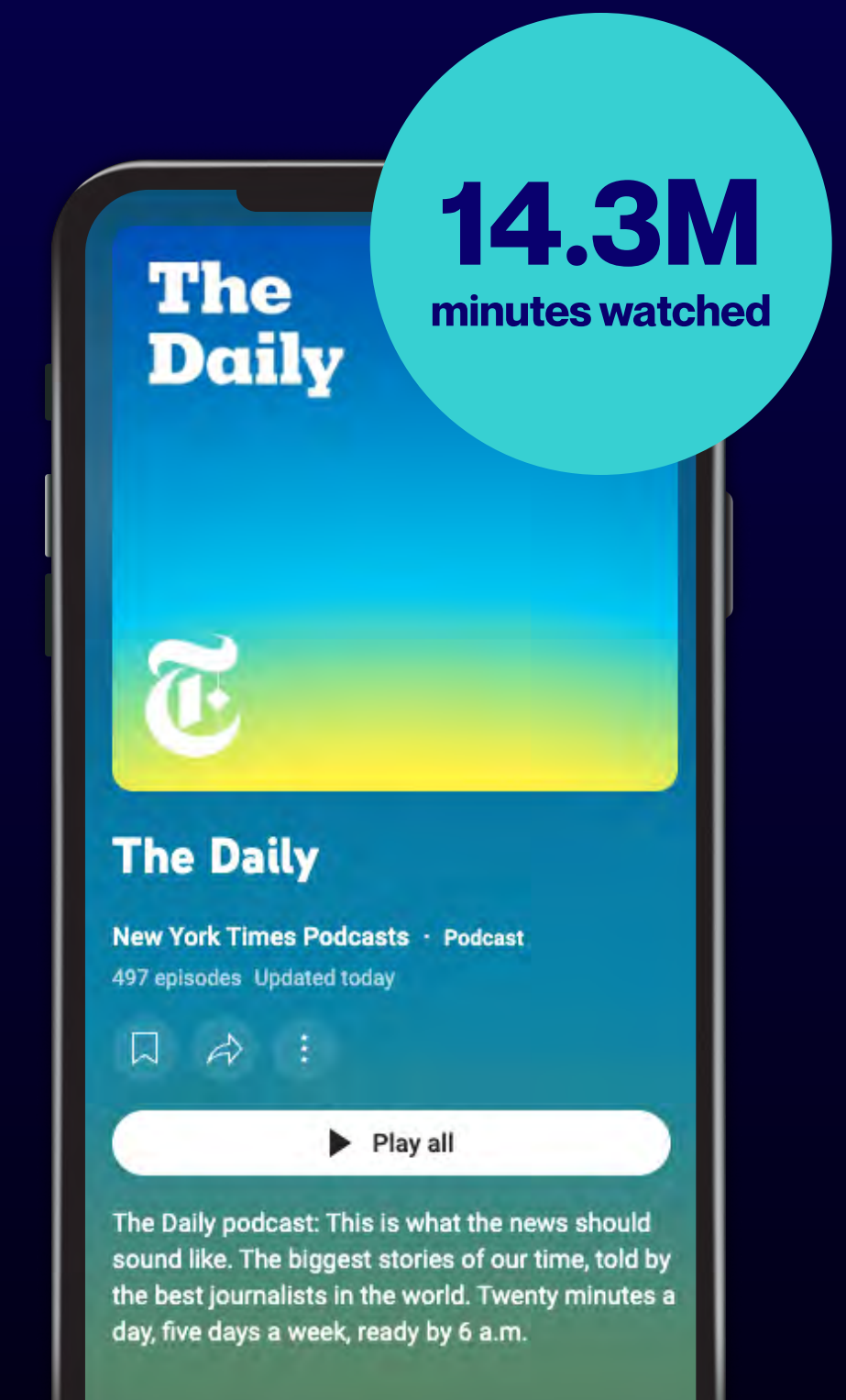
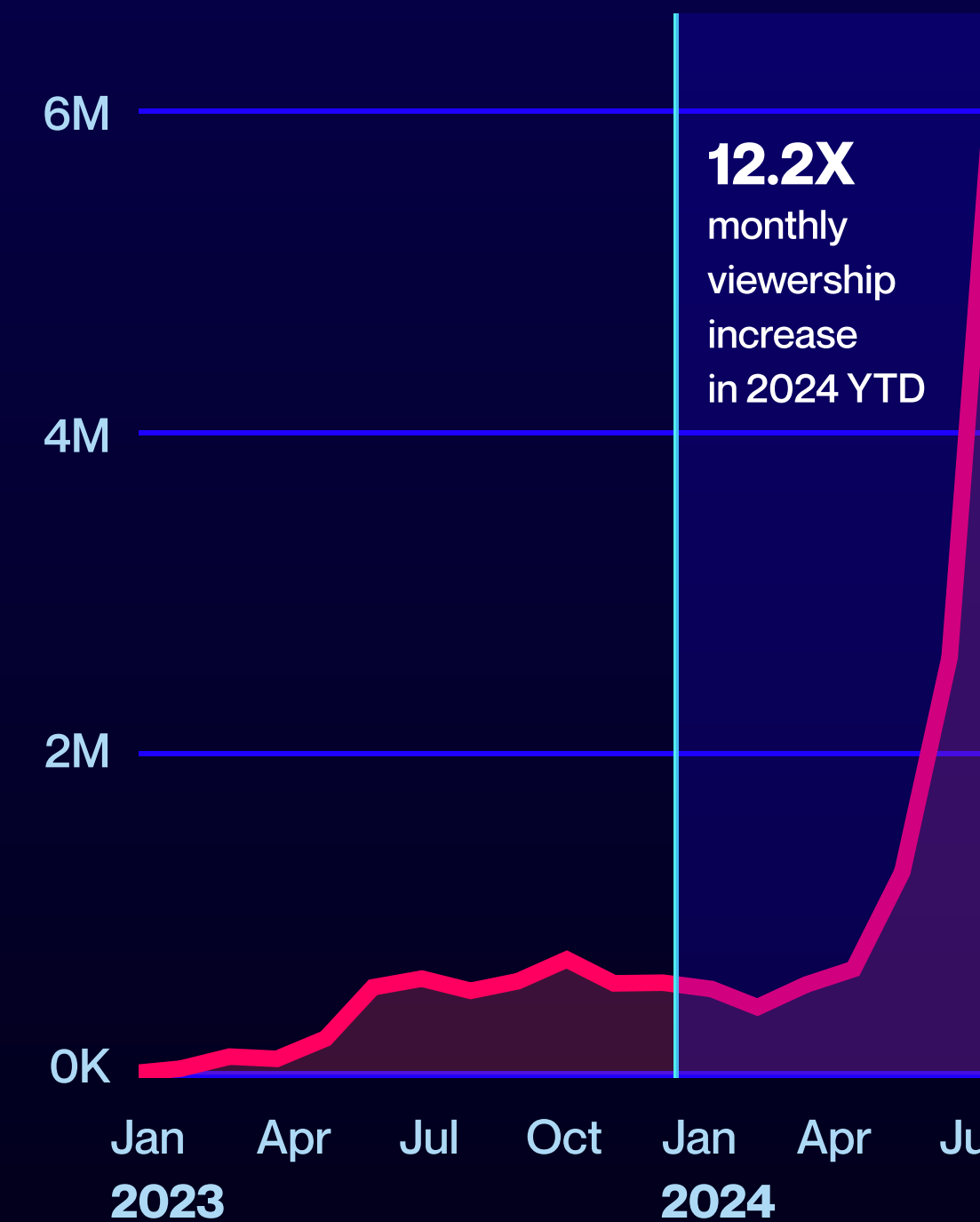
The New York Times' began posting content from their numerous political podcasts on YouTube in early 2023, maintaining steady views until political chaos struck the U.S. in mid-2024. Events like a controversial presidential debate and Biden's resignation from the Democratic race caused views to skyrocket, reaching 2.6 million in July 2024.

The key to their success? **Simplicity and consistency.** Rather than reinventing the wheel and building a new social media publishing arm, the NYT is repurposing their podcast content for social media. No fancy animations or video edits needed. The channel's most-watched YouTube video in July earned nearly 600k views.



## New York Times' Viewership on YouTube Surges as the Election Heats Up

Monthly YouTube Views from January 1, 2023 – August 12, 2024



Leveraging their minimalist approach, **The New York Times Podcasts** garnered **14.3 million minutes of watch time in June 2024**, with their long-form content often exceeding an hour.

# Content Strategy



Global News & Politics creators uploaded the most videos to YouTube

Most Uploaded Video Duration

>20m

Most Views Per Video

0s–30s



Global News & Politics creators earn the most engagements on TikTok

Most Unsaturated Video Duration

30s–1m

Most Views Per Video

1m–3m

Worst Time of Day to Post (UTC)

7–11 AM

# Music

## Musicians find inspiration and synergy on social platforms.

Social media has become an invaluable tool for musicians to reach fans—but now social platforms are supporting the music industry in new ways. Artists and producers go to social communities to find inspiration, interact with culture, and create alternative genres. From Country-Hip-Hop to social media song releases, Tubular is dropping the latest insights on the track.





## Music

# Coming Prepared to the Social Media Stage

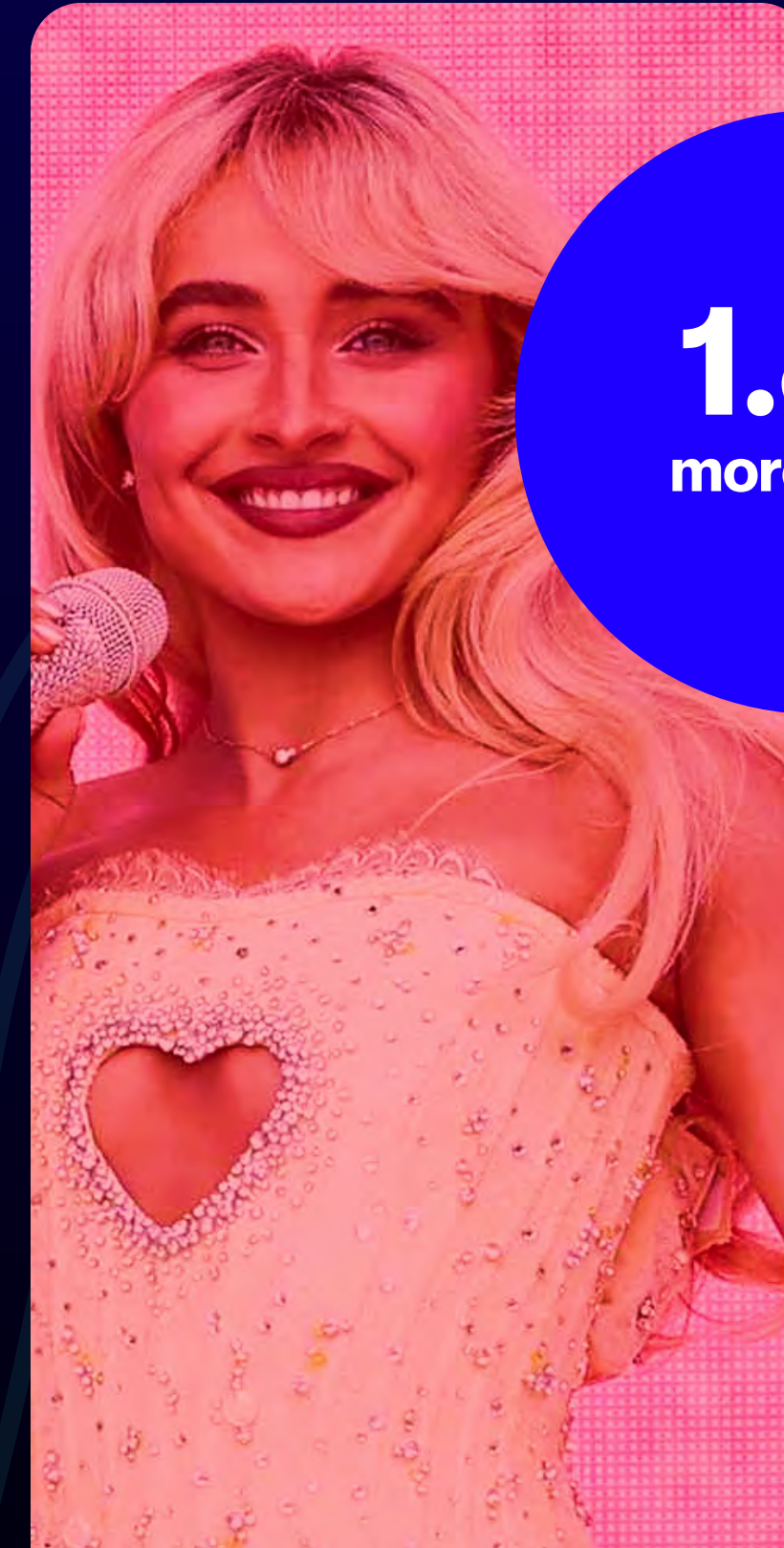
TikTok users often remix music for their video creations including sped up, slowed down, or techno versions. While this builds a song's popularity, the original **musicians don't receive streaming credit for these remixed sounds.**

In Spring 2024, Sabrina Carpenter released her hit single "Espresso" and simultaneously dropped multiple alternate versions—acoustic, sped up, slowed down, a cappella, and instrumental. This strategy ensured TikTok users had options, while Carpenter still earned credit. In the first seven months of 2024, Sabrina amassed **13.1 billion views as a sound author on TikTok**, which is almost twice as many views than fan-created sounds earned.



## Sabrina's Earned Views Outpace User Generated Sounds

13.1 B



Earned

1.8x  
more views

6.9B

User-Generated

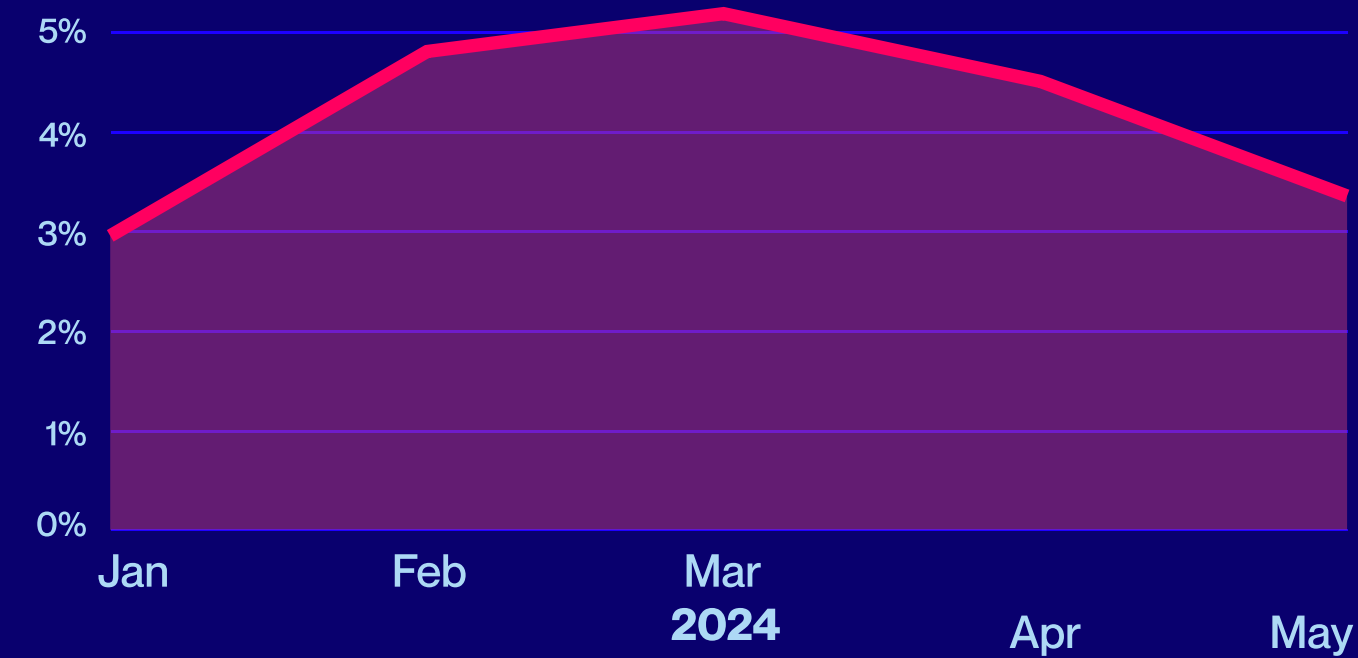
Source: Tubular Video Intelligence | Video Sounds |  
Creator Types: Sabrina Carpenter & User-Generated |  
Platform Published On TikTok | YTD 1/1-8/25 2024

## Music

# New Music Mashup: Hip-Hop 🤝 Country

Hip-hop and country musicians have been borrowing elements from each other more and more in recent years. This fusion genre reached a peak at the 2024 Super Bowl, where Beyoncé announced her debut country album in a Verizon commercial. Following the release of her hit singles "Texas Hold 'Em" and "16 Carriages", Beyoncé became **the first Black woman to top the Hot Country Songs chart.**

Audience Overlap: Hip-Hop & Country Music



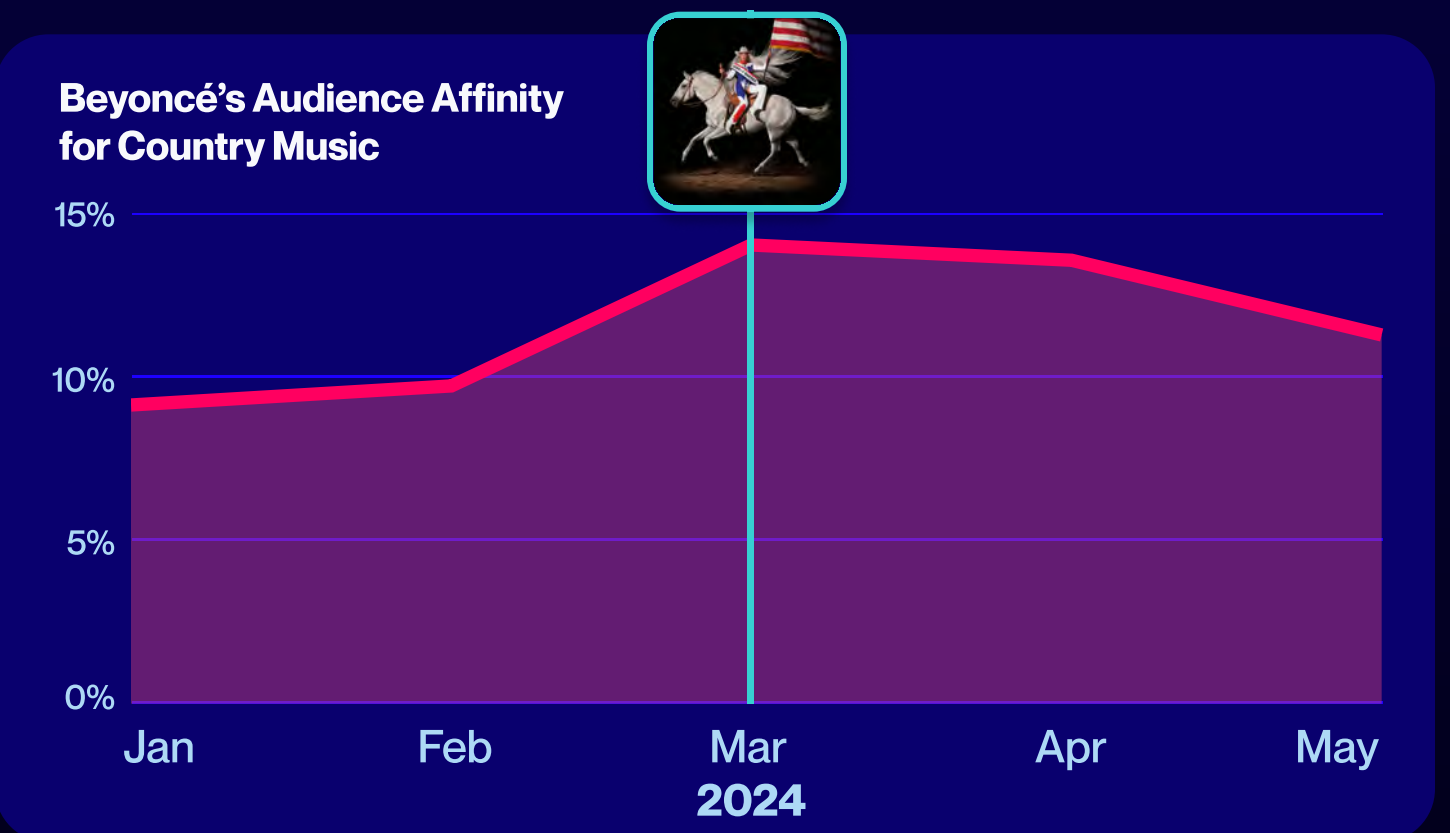
Source: Tubular Audience Also Watches | Audience Overlap | Video Category & Video Topic | Platform Published On TikTok | YTD 1/1/24-8/25/24

## Hip Hop Music on TikTok Overlaps with Country Music

The TikTok audience overlap between viewers of Hip Hop Music and viewers of hip-hop music and country music **grew by more than 70%** from January to March of 2024.

## Beyoncé's YouTube Audience Grows an Affinity for Country

Beyoncé's YouTube audience **increases its affinity for country music** in March of 2024 following her album release.



Source: Tubular Audience Also Watches | Audience Overlap | Creator Beyoncé & Video Topic | Platform Published On TikTok | YTD 1/1/24-8/25/24

The rise of Hip-Hop-Country on social video began in January of 2024 and peaked in the spring. Since then, other breakout singles like "A Bar Song" by Shaboozey have become viral soundtracks of the summer. Shaboozey's record won 2.1+ million Instagram engagements in the first three months.

## Music

# TikToker Accidentally Creates the Song of the Summer

Today, social media is a powerful conduit for musical ingenuity because artists have direct access to an endless stream of inspiration and collaboration. That's right—social media might just be the greatest muse of all time.



### Satirical sample becomes an overnight sensation

When TikToker, Megan Boni, posted a satirical 20-second sample of the song, “Man in Finance”, and captioned the video, “Can someone make this into an actual song plz just for funzies”, she probably didn’t anticipate starting a trend that would earn over **200 million cross-platform views in just three months.**

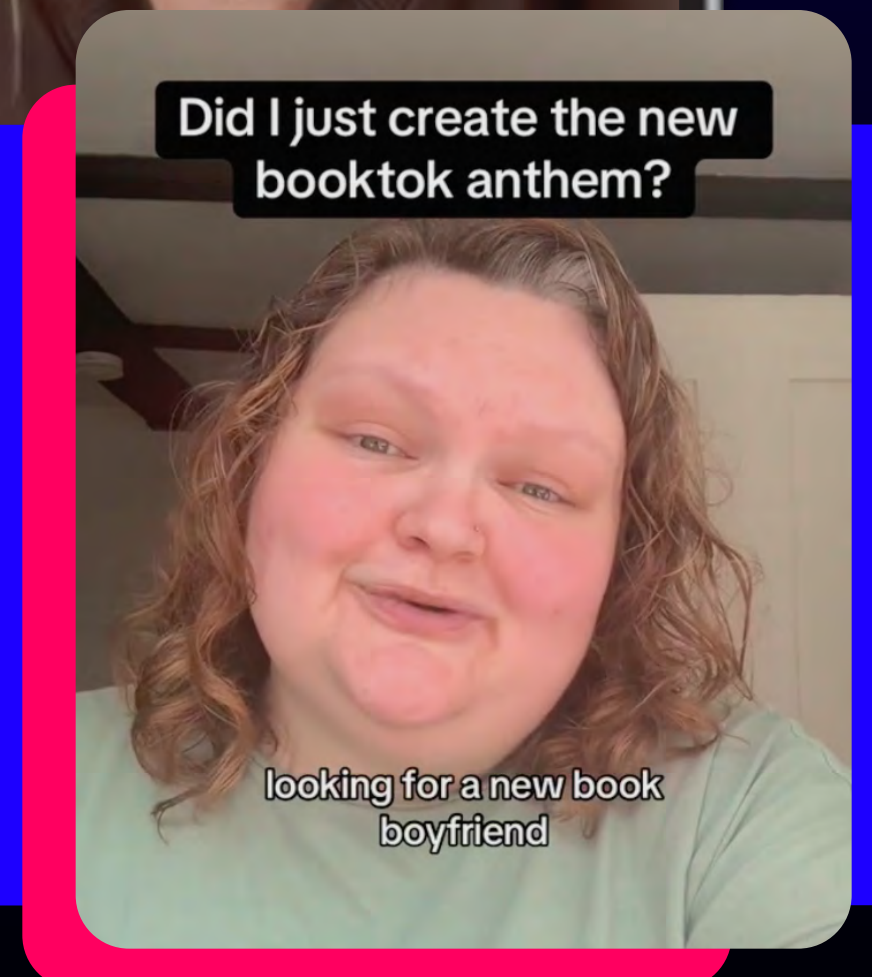
### Fifteen years later, Like a G6 makes a comeback

Social media DJs used 2009 techno song, “Like a G6”, to remix Megan Boni’s “Man in Finance”. While the remix took off, the original song from ‘09 also saw **YouTube views surge by 23% from May to June 2024.**



### Macro trends seep into micro communities

The single most viewed video around the “Man in Finance” trend actually originated from BookTok, a granular social media community centered around sharing book recommendations and reviews. @Alyssatheauthor\_ posted her own book-focused rendition of “Man in Finance” which earned 12.4 million TikTok views in three months.



## Music

# Content Strategy

 **TikTok**

Best Video Durations

1-2m

20+ m

Top Video Topics

Concerts

Taylor Swift

K-Pop

Rapping

Guitar

*Instagram*

Most Engaged Video Categories

Pop Music

Instruments

Concerts

Indian Music

Hip-Hop Music

 **YouTube**

Best Video Duration

2-5m

Best Day to Upload

Friday

# The 2024 Paris Olympics

**Olympic broadcasters deliver a new, dynamic viewership experience for sports audiences.**

Evolutions in today's viewing experiences and audience preferences are underscored by the contrast between the last Olympics in Tokyo and this year's Olympics in Paris. Social media viewership is skyrocketing while more engaging viewership experiences bring a new dimension to the global sporting stage.



# The 2024 Paris Olympics Leaderboards

## Olympic Athletes

Trending on TikTok | 8/1 – 8/8/2024



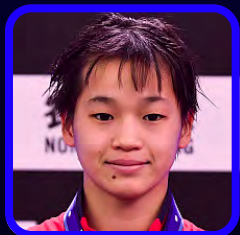
**Scottie Scheffler**  
Golfer · United States



**Rebeca Andrade**  
Gymnast · Brazil



**Andrade El Idolo**  
Wrestler · Mexico



**Quan Hongchan**  
Diver · China



**Noah Lyles**  
Sprinter · United States



**Carlos Yulo**  
Gymnast · Philippines

Source: Tubular Video Intelligence | Video Trends | Creators  
Types | TikTok | YTD 1/1/24-8/25/24

## Top 10 Most Engaged Olympic Sports

Engagements on Instagram as of 8/26/2024



|    |                |      |
|----|----------------|------|
| 1  | Gymnastics     | 220M |
| 2  | Track & Field  | 152M |
| 3  | Basketball     | 113M |
| 4  | Paralympics    | 108M |
| 5  | Swimming       | 68M  |
| 6  | Diving         | 53M  |
| 7  | Breakdance     | 44M  |
| 8  | Figure Skating | 37M  |
| 9  | Boxing         | 22M  |
| 10 | Volleyball     | 20M  |

Broadcasters can strategize about which sports content to publish according to platform preferences.  
Note that Gymnastics was #1 most viewed on YouTube but #9 most engaged on Instagram.

Source: Tubular Video Intelligence | Video Trends | Sports Types | Instagram |  
YTD 1/1-8/25 2024

## Top 10 Most Viewed Olympic Sports

Views on YouTube as of 8/26/2024



|    |               |      |
|----|---------------|------|
| 1  | Gymnastics    | 1.1B |
| 2  | Track & Field | 543M |
| 3  | Basketball    | 463M |
| 4  | Volleyball    | 187M |
| 5  | Wrestling     | 170M |
| 6  | Weightlifting | 163M |
| 7  | Swimming      | 158M |
| 8  | Boxing        | 153M |
| 9  | Badminton     | 151M |
| 10 | Cycling       | 123M |

Source: Tubular Video Intelligence | Video Trends | Sports Types | YouTube |  
YTD 1/1-8/25 2024

## The 2024 Paris Olympics

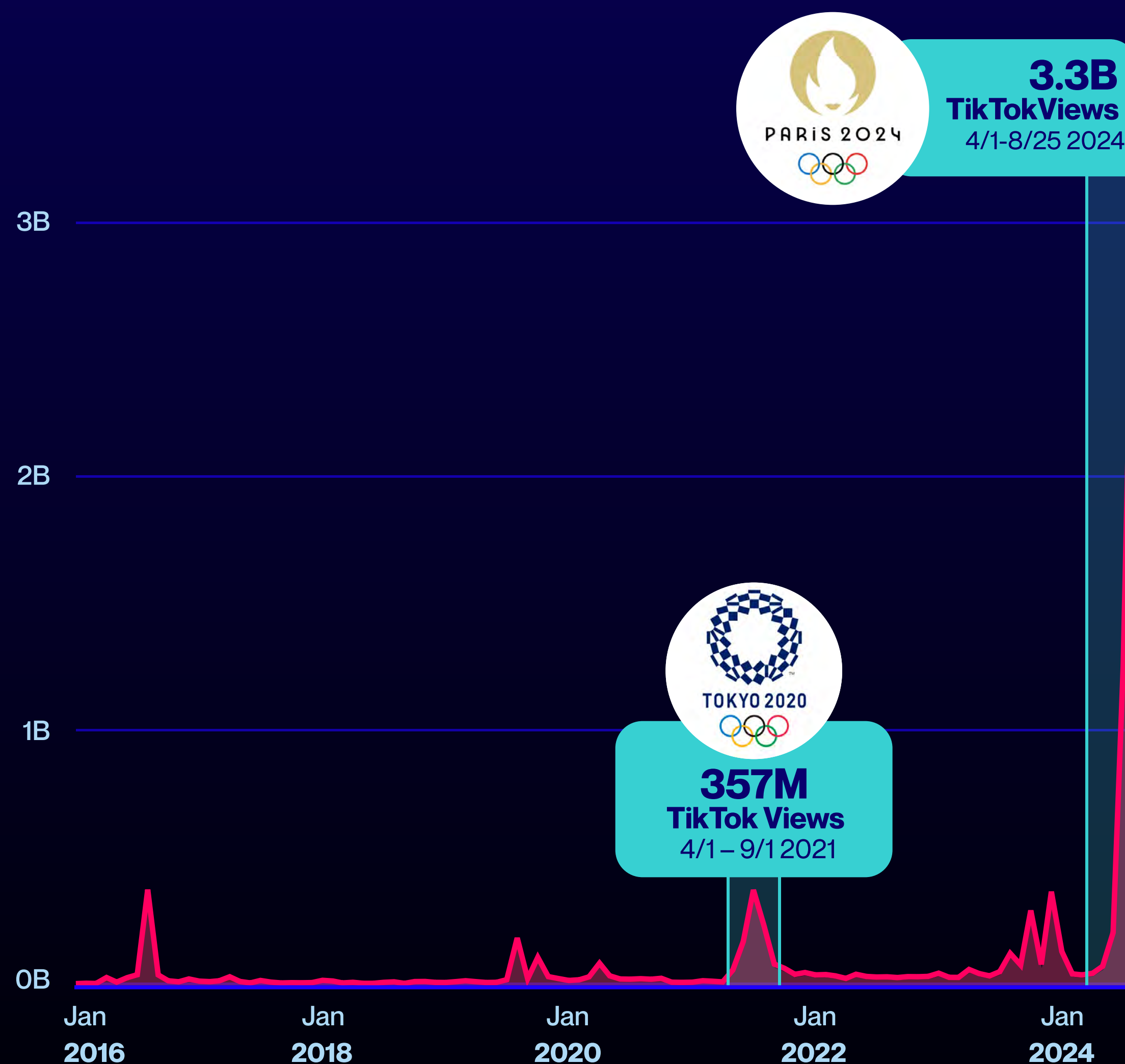
# Simone Biles Reaching New Heights

Simone Biles may only stand 4 feet 8 inches tall, but her viewership is climbing so high it's hard for anyone else to compete. Biles competed in both the Rio and Tokyo Olympics, but her social media performance at the Paris Olympics has been unmatched.

**What has contributed to Simone's astronomical success at this year's Olympics?** On social, Simone ramped up her owned content strategy across platforms and also joined TikTok. Meanwhile, Netflix released a documentary, *Simone Biles Rising*, that featured the gymnast reflecting on her past failures and hopes for the Paris Olympics, which drove massive public support just before the global competition.



## Simone Biles Olympics Content Cross-Platform Viewership



Source: Tubular Video Intelligence | Simone Biles Olympics Content | Monthly Views | TikTok | YTD 1/1/24-8/25/24

## The 2024 Paris Olympics

# Alex Cooper & Peacock Deliver an Immersive Viewing Experience

Twenty-nine year old Alex Cooper, host of the infamous *Call Her Daddy* podcast, brought a fresh, female-centric watch-party to the 2024 Paris Olympics. Cooper partnered with Peacock to produce a live show “Watch with Alex Cooper”, which offered viewers a fun and interactive way to view the games (even if they’re not serious sports fans).

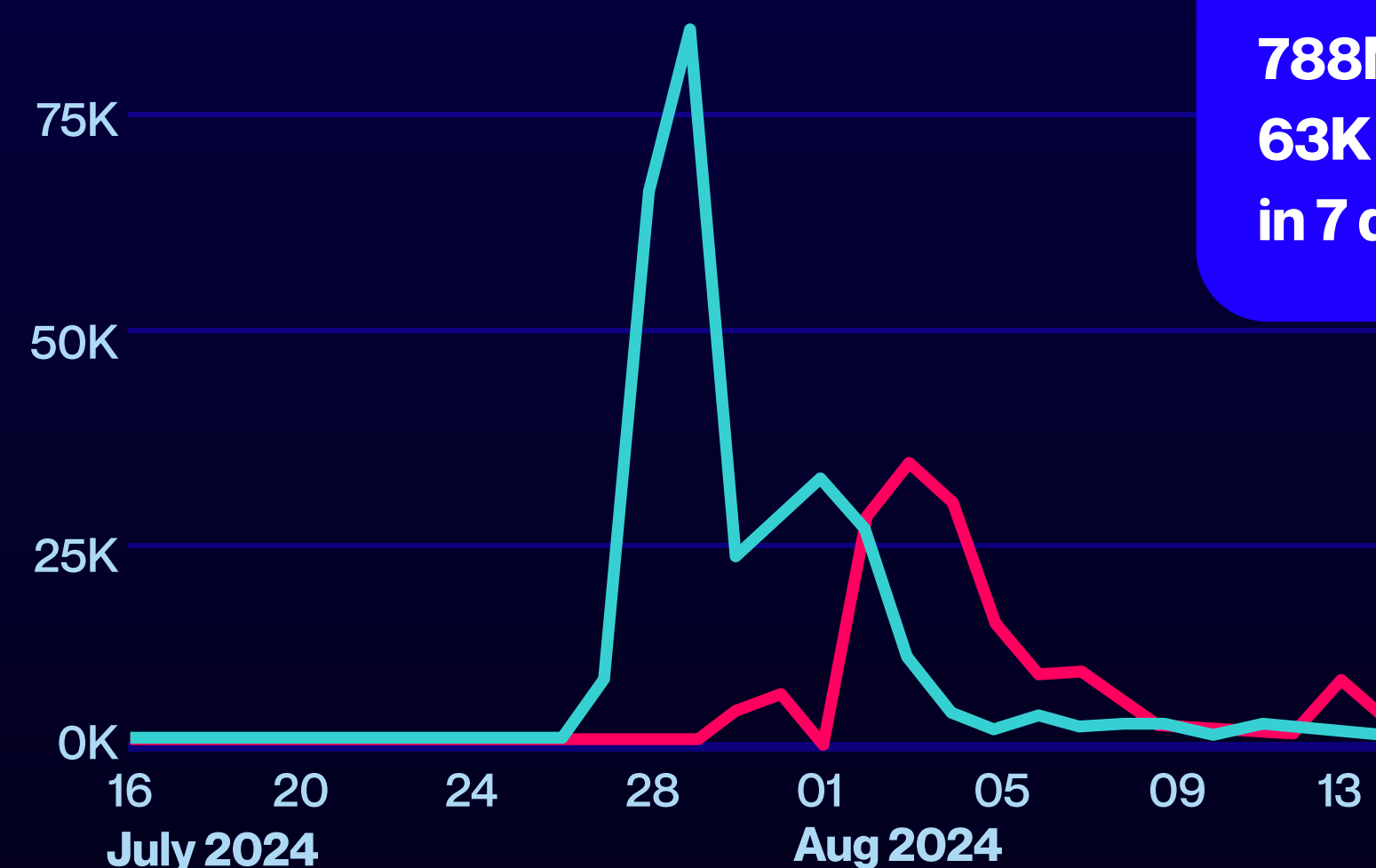
Amidst a series of interviews, guests, and inside jokes with her loyal “daddy gang” audience, viewers tuned in to feel like they were watching the Olympics with friends. Cooper told [Access Hollywood](#), “The real sports fanatics, go watch the game. Come over to us if you want to have a good time!”



## Peacock Increases Cross-Platform Engagements with Alex Cooper

Engagements from July 16 to August 15, 2024

- Alex Cooper's Owned Olympics Content
- Peacock's Owned Alex Cooper Content



**'Get Ready with Me'**  
788M views and 63K engagements in 7 days

**Promo Video**  
1M views and 86K engagements in 7 days

Cooper's owned content built anticipation for her live Peacock show and drew early engagement, while Peacock's owned content of the show maintained a longer shelf-life of engagement.



# The 2024 Paris Olympics Content Strategy

 **TikTok**

## Growth Opportunities

**15-20m**

Publishers

**1-2m**

Influencers

## Most Views per Video

**Media Companies**

## Top Media Creator Countries

**Brazil**

**France**

**Mexico**

**Spain**

**United States**

**United Kingdom**

**Instagram**

## Most Engagements per Video

**Influencers**

**Media Companies**

 **YouTube**

## Most Views per Video

**Brands**

# Key Takeaways

## Macro Trends

**All platforms are uniquely powerful.**

To leverage each platform's strong suits, you need a cross-platform insights provider to compare, contrast, and keep tabs on shifting preferences.

## Gaming

**Social media video game content gives rise to new forms of entertainment.**

As this thriving multidimensional social community grows, new trends, content types, and opportunities emerge for creators and brands to lean into.

## Artificial Intelligence

**AI gives a makeover to older, more popular categories like dance and animals.**

Social trends give us insight into how our culture is interacting with this groundbreaking technology in its preliminary years.

# Key Takeaways

## News & Politics

**Publishers and audiences continue to decipher shifting audience preferences.**

The next generation of news consumers is on social, but how they want to consume stories is still unwritten. Up-to-date audience insights are necessary as we continue writing the story, together.

## Music

**Creation is a two-way street between musicians and audiences.**

Thanks to social media, artists and audiences collaborate on new musical genres, song ideas, and remixes.

## Paris Olympics

**New sports viewing experiences make their debut.**

Immersive watch parties and social media streams that were made popular during the Olympics will continue to bleed into other major sporting events worldwide.

In the complex landscape of the social media era, creators are reaping the benefits of heightened audience engagement and massive global reach. Tubular empowers companies to navigate these challenges with strategic, data-driven content approaches and in-depth audience understanding, helping you achieve success.

**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**