

# Video First – making an impact

## Executive summary

This report sets out the current media landscape in the UK, the trends which are influencing it and explores how video is viewed online, what works and what doesn't and where the opportunities lie for NGOs wishing to produce their own video content.

Greater choice of where and how to access the internet is increasing the use of online services. All organisations wishing to communicate with audiences are having to reinvent their communication models to ensure they provide the content people want to watch and read on the platforms and devices where they want to access it.

Video is growing exponentially and much of it is now viewed on mobile phones, and there's a growing generation gap with young people watching less live TV and consuming more online video.

Consumption of news is changing significantly. As demand for newspapers declines, so there's a growing demand for news via social media platforms. Facebook is by far the most important platform for consuming and sharing news.

Social media platforms are driving the consumption of video. The key difference between traditional broadcasting and social media platforms are the algorithms which determine how content is prioritised. It's a highly competitive space and producers need to know who they are targeting and what that audience will respond to.

Facebook, YouTube and the other online platforms prioritise content according to a system of computer algorithms. They do this to ensure that their platforms deliver content to users which they want to see, based on their previous choices and those of their friends. The prioritisation of content is fundamental to their operating models: if users enjoy their visit, they will stay longer and they will return.

A consequence of algorithms is that more sensational content is promoted because it provokes stronger reactions. This poses a particular challenge for organisations which want to publish content that is not sensational.

There are different ways of measuring impact and engagement. Many of our interviewees had cautionary advice about chasing shares and likes, although they all believe that understanding your metrics and data are essential if you are to be successful.

There are some key lessons from this report for NGOs wishing to produce their own online video content. It's essential to start from the perspective of what you think your target audiences will be interested in. Segment your audience. Study the data gathered from previous campaigns and utilise it to understand what works and what doesn't. Think about what will motivate people to watch and share your video. Allow and encourage a conversation. Keep experimenting to find out what works for your audience and what doesn't.