

# THE RISE OF MOBILE VIDEO

The future of digital video isn't on a desktop.  
**It's on a device.**

Visual storytelling in the palm of your hand. That's the promise of mobile video for millions of viewers throughout the digital world. From on-the-go streaming to advertising ROI, mobile is critical for expanding your video business.

## BY 2021

**82%** OF INTERNET TRAFFIC WILL BE CONSUMED BY **ONLINE VIDEO**

## THE WAY WE LIVE

**50%** OF THE TIME PEOPLE SPEND ONLINE IS ON A SMARTPHONE

## GOING VIRAL

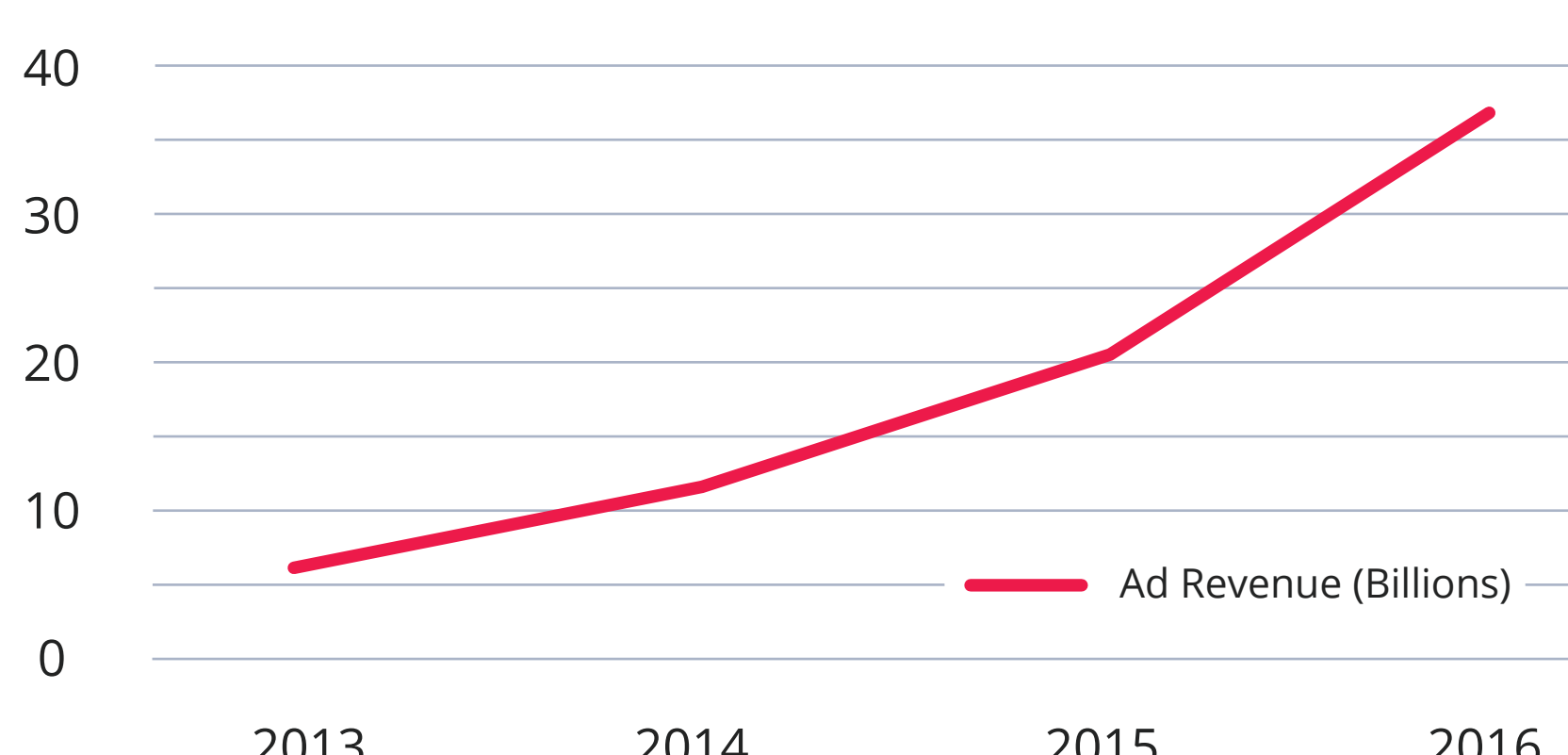
**9 OUT OF 10** MOBILE USERS WILL SHARE VIDEOS WITH OTHERS

## THE MONEY IS IN MOBILE

GROWTH IN DIGITAL VIDEO ADVERTISING REVENUE

**16%** Web **145%** Mobile

## MOBILE VIDEO AD REVENUES GROW



## THE NEED FOR SPEED

**53%**

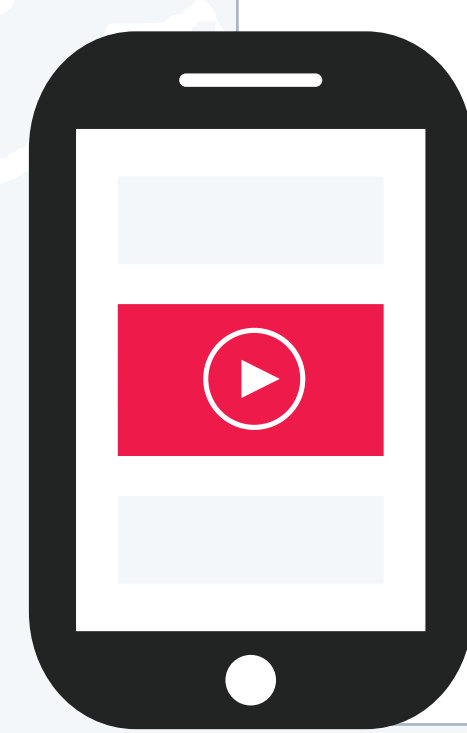
OF MOBILE USERS **ABANDON** SITES THAT DON'T LOAD IN **THREE SECONDS**

## A GLOBAL PHENOMENON

MORE THAN

**75%**

OF WORLDWIDE VIDEO VIEWING IS MOBILE



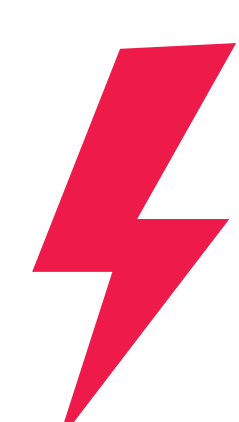
## GOOGLE'S RULE



GOOGLE IS USING **PAGE LOAD TIMES** IN **MOBILE SEARCH** RANKINGS IN 2018. Slower pages will have lower rankings.

**JW8**

**65%** OF JW8 PLAYS START UNDER **100ms**



## THE WORLD'S FIRST BUFFER-FREE PLAYER

Our latest **HTML5 player** begins mobile videos with sub-second speed, meaning you'll never lose viewers to a slow startup.



## BUILD A MOBILE VIDEO GALLERY WITH JW SHOWCASE

Our turnkey tool creates a beautiful **video gallery** with just a few clicks. Proudly display your video library on any screen or device.

LEARN MORE ABOUT HOW JW PLAYER CAN SUPPORT YOUR MOBILE VIDEO STRATEGY  
[CONTACT@JWPLAYER.COM](mailto:CONTACT@JWPLAYER.COM)