

## WHAT AUDIENCES EXPECT FROM LIVE VIDEO

Livestream and *New York Magazine* reached out to 1,000 adults with a survey to learn how consumers think about and use live video. We received responses from a diverse range of professionals, from marketers, educators, government employees, church leaders, and more. Their responses showed the importance of live video as a marketing and distribution tool and why audiences expect live content.



80%

would rather watch live video from a brand than read a blog



82%

prefer live video from a brand to social posts



67%

of audiences who watched a livestream purchased a ticket to a similar event



81%

watched more live video in 2016 than in 2015



87%

would prefer to watch video online if it meant more behind-the-scenes content



56%

of most-watched live content is breaking news, with conferences and concerts tied in second place with 43%



67%

of viewers say quality is the most important factor when watching a livestream



45%

of audiences would pay for live video from a favorite team, speaker, or performer

## WE ASKED RESPONDENTS TO CHOOSE THEIR FAVORITE VIDEO PLATFORMS IN ORDER OF PREFERENCE

45%

66%

70%