

Vertical Video is on the Up and Up

YuMe surveyed 662 U.S. respondents 18+ who owned smartphones on their experience with vertical video. The respondents who reported no prior exposure to vertical video were asked to watch a 27-second vertical video clip.

What is Vertical Video?

Vertical video is defined as content that fills the screen fully when the phone is held upright. Vertical video is typically seen in social media feeds such as Facebook and Twitter.



Vertical Video is an Effective Format for Content on Small Screens

79% of first-time vertical-video viewers agreeing that the format creates a more engaging content experience

85% of both new and experienced viewers appreciate it as an option



Optimal for Social

Both first time (84%) and experienced (85%) vertical video viewers agree that a vertical video format fits social media best and appreciate a vertical video if offered as an option



“Halo Effect” for Brands who use Vertical Video

65% say brands that advertise with vertical video are more innovative and **76% appreciate** when brands try out **new ad formats such as vertical video**



Vertical Video Ads are Less Intrusive

70% believe vertical ads blend in more on mobile websites and 69% say vertical video **creates a less intrusive mobile ad experience**