

# 3 industry leaders predict the online video trends that will shape 2018

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**P**redicting the future is impossible. But if anyone could know what will be big in online video in 2018, it'd be Bettina Hein, Allison Stern, and Jason Mander. They're all leaders at companies on the frontlines of digital media. So it's their day job to have a pulse on not only today's trends, but what online video trends are coming next.

Here's what they think 2018 will hold for the future of online video.



**Allison Stern**  
CMO & co-founder  
Tubular Labs



**Jason Mander**  
Chief Research Officer  
GlobalWebIndex



**Bettina Hein**  
CEO  
Pixability

## The CMO

"This is a big year for sports. The 2014 FIFA World Cup in Brazil reached a global in-home television audience of 3.2 billion people, and 280 million people around the world watched through online and mobile video. In 2018, I predict that number will be flipped. More people will watch the World Cup on social, digital, and mobile video than on TV. Brands will need to shape their strategies accordingly, from TV-first to digital-first."

**Allison Stern, CMO & co-founder at Tubular Labs**

think with **Google**

## The Chief Research Officer

“The time has come to really get to know [Gen Z](#). Gen Z are now spending longer online on mobile than on all other devices combined, and this mobile-first mindset impacts all Gen Z’s media behaviors. For example, compared to millennials they spend longer on social per day, but less time on both broadcast and online TV. Short, bite-sized content is their preference, so brands will have to get on board.”

**Jason Mander, Chief Research Officer at GlobalWebIndex**

## The CEO

“In 2018, I predict purpose-driven ads will make up a larger share of brand-owned videos, especially related to the year's major global sporting events. Pixability's data shows that [purpose-driven ads](#) generate more views and a higher engagement rate on YouTube than non-cause related videos. Brands that achieve the difficult task of authenticity in their video content, by creating videos that align with the causes they genuinely believe in and support, will ultimately win in 2018.”

**Bettina Hein, CEO at Pixability**

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**Matt Anderson**

Contributor, Video Marketing at Google



