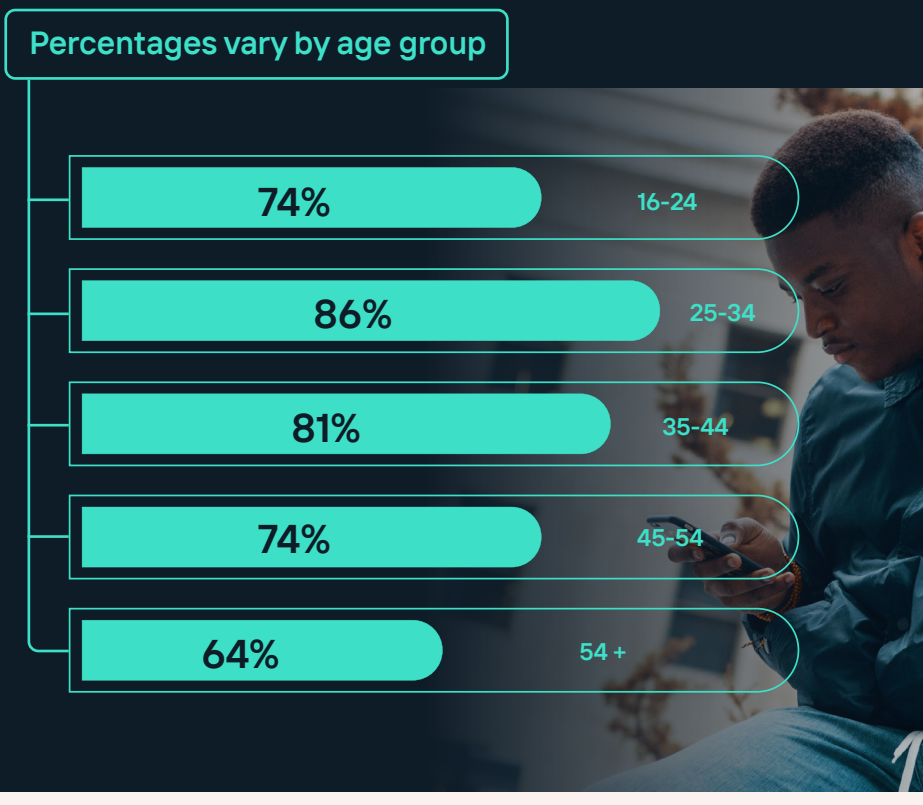
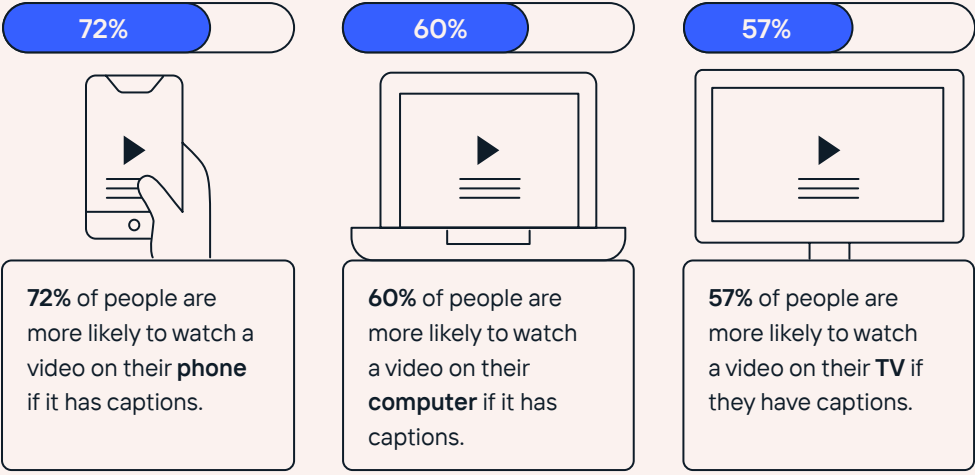


Keep it On Mute: A Study on Video Consumption Behavior

Global ad exchange Sharethrough recently conducted research into mobile video consumption behavior and the effects on comprehension. The findings paint a picture of changing human behavior and the implications on a changing media landscape.

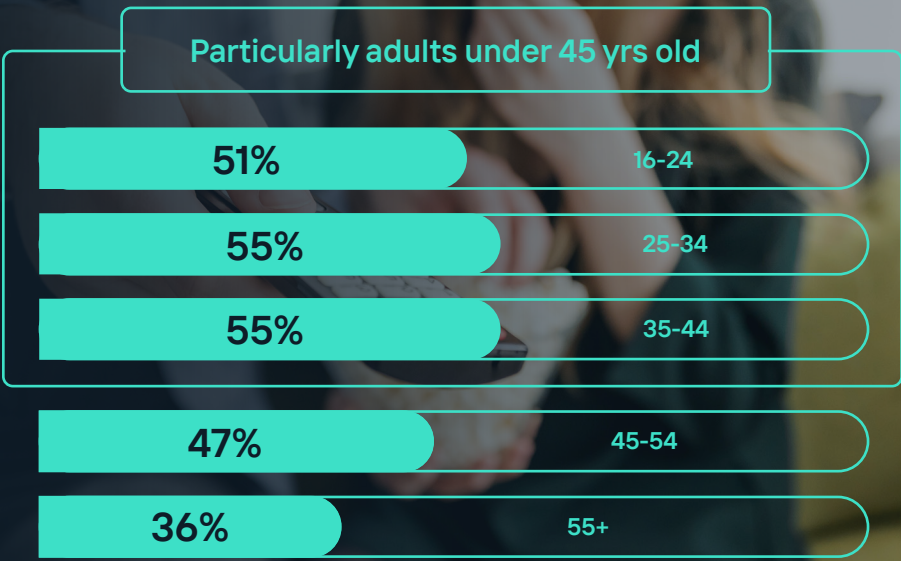
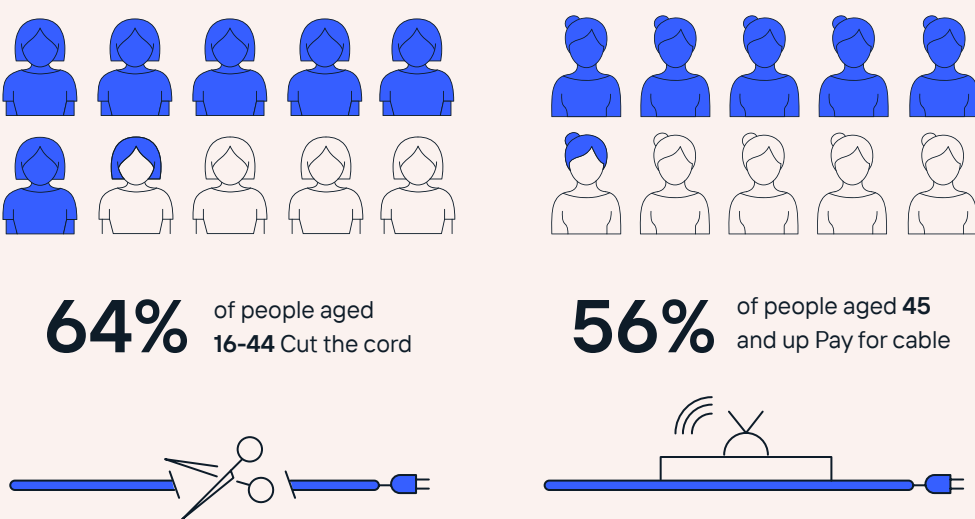
Muted Behavior is The New Normal

75% of people say that they often keep their phone on mute, even while a video is playing.



People are More Likely to Watch Videos if They Have Captions

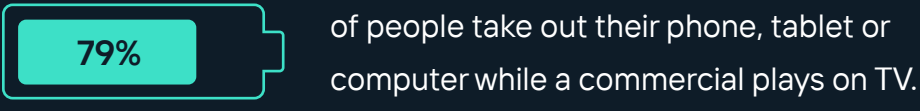
Almost 50% of People Watch TV With Captions Turned On!



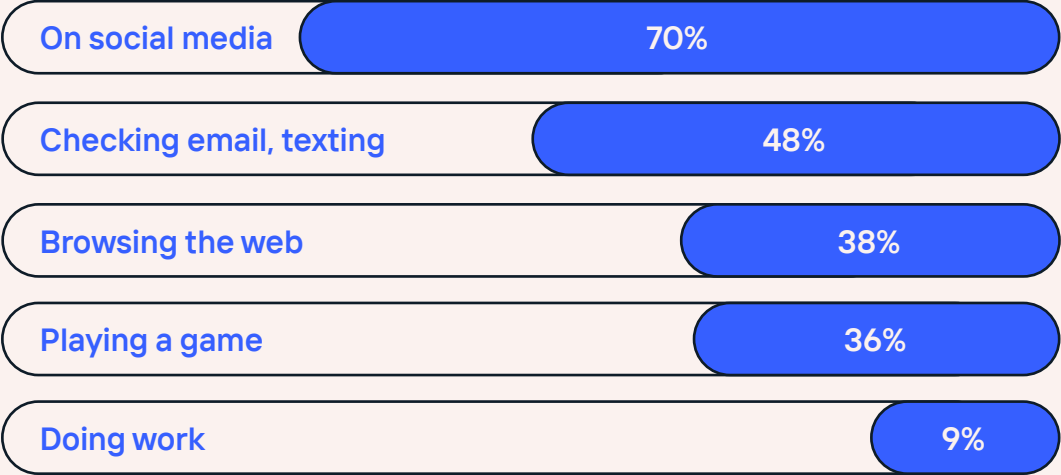
Younger People Shown Cutting the Cord & Opting for Streaming Services

TV Has Become the Second Screen to Mobile

Attention is on the phone while a commercial plays.



Their attention is on social media, messaging and browsing the web.



Primary Attention is on Personal Device While a Commercial Plays

All research is from a study run by Sharethrough on 750 people in June 2021 about Video Consumption Behavior.

Sharethrough has been researching human cognition and human preferences for over 8 years, working to help marketers better understand how to design ads for comprehension and understanding. With a better understanding of how people consume and interact with content and the impact of reading comprehension in advertising, Sharethrough technologies help marketers tailor their programmatic campaigns and advertising experiences to real humans.

