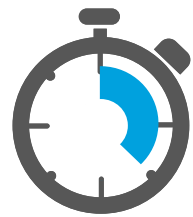


# Short-form video: a future, but not the future of television

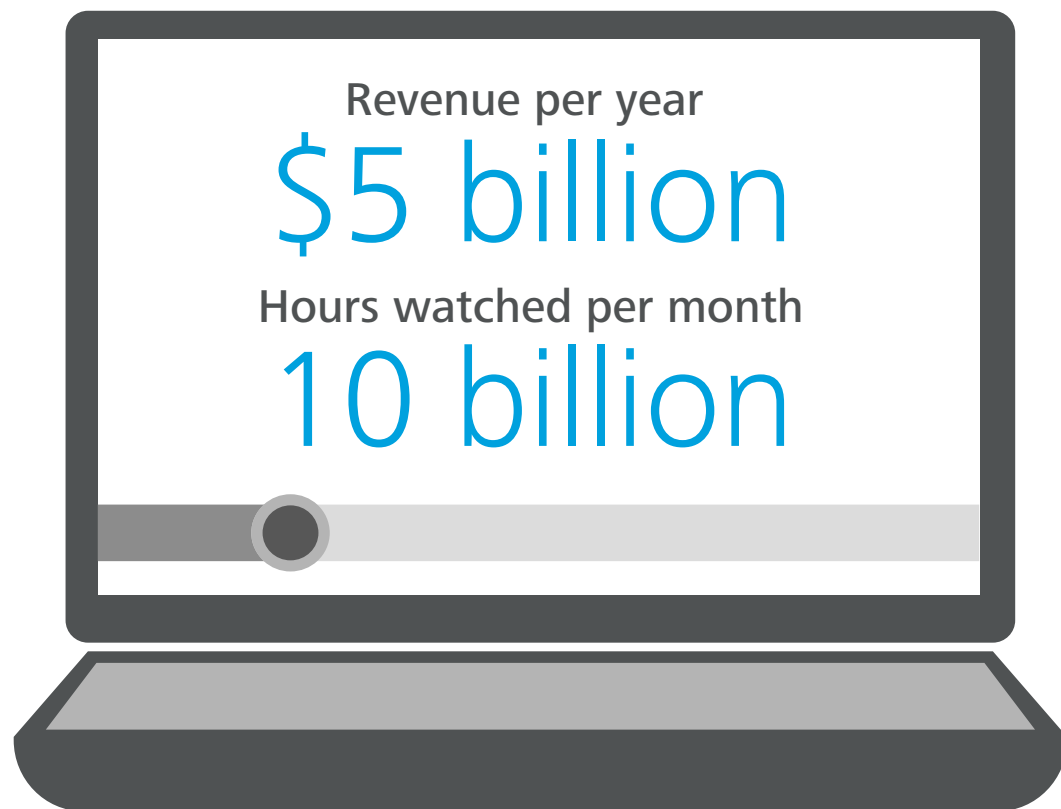
In 2015, total time spent watching short-form video online will represent under 3% of all video watched on all screens.



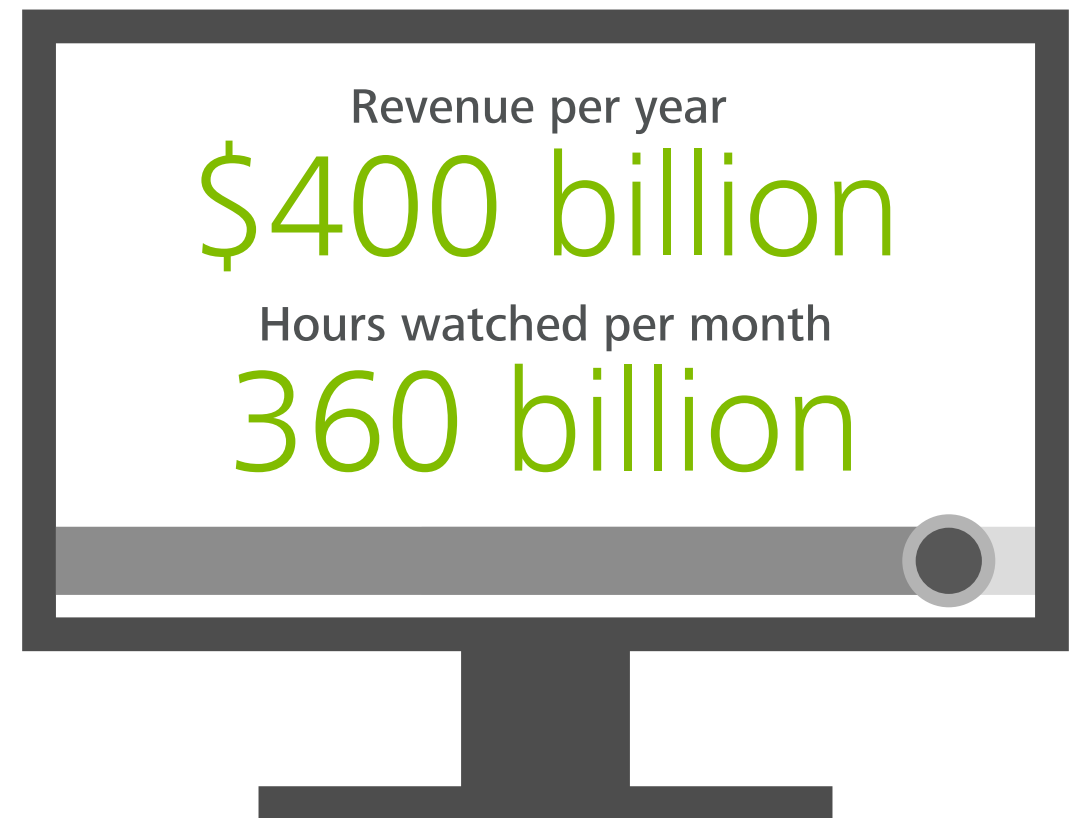
**SHORT-FORM VIDEO**  
(UNDER 20 MIN)



**LONG-FORM VIDEO**  
(OVER 20 MIN)



VS



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