



WHAT WOMEN WATCH

HOW
WOMEN
ENGAGE
with
VIDEO
CONTENT

totalbeauty
MEDIA GROUP

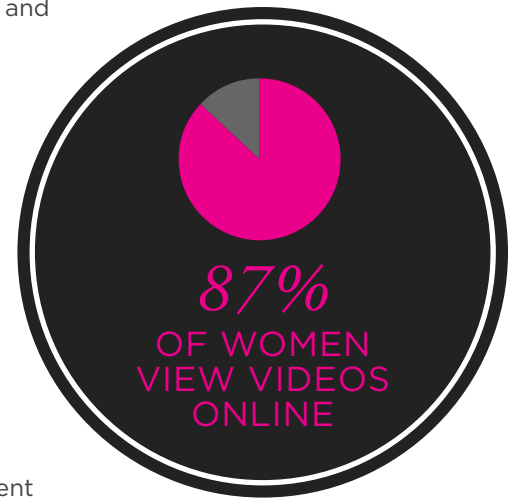
INTRODUCTION

As marketers develop initiatives for 2013, a winning video strategy is key and will separate brand leaders from the rest of the pack.

“The second someone asks ‘Did you see that crazy news story or that celeb behaving badly?’ I’m reaching for my phone to roll the clip,” says Lauren, a 27-year-old public relations account manager in Tallahassee, Florida. “Or sometimes I just fake being in the loop, knowing I can find the video later. No one wants to seem like a dinosaur.”

Like many women, Lauren recognizes online video as *the* path to accessing “the full story” and staying on top of what’s trending, whether that means a history-making sports play, a hot hair product for creating beachy waves, or a political scandal. In this visual meets digital age, text takes a backseat to images. Eighty-seven percent of women view videos online, according to Total Beauty Media Group research. “If it isn’t on YouTube, it didn’t happen,” is a resounding sentiment among those surveyed. Media outlets and individual users are embracing the allure of this show-and-tell approach with online video.

This highly-effective doorway is wide open for brands who want to reach consumers and engage them with an impactful short story. A flat advertorial may garner a quick skim, equaling seconds. Dynamic video footage hooks viewers, yielding a captive audience for a few heavily-influential minutes.



47%
OF WOMEN WHO WATCH
VIDEOS ONLINE TUNE IN FOR
UP TO 10 MINUTES A DAY



21%
WATCH MORE LONG FORM
VIDEOS LASTING 10-30
MINUTES IN LENGTH

Millennials “linger” more than older generations, with almost one-third investing a chunky half-hour or more per day to online video viewing.

In that time, the message that’s delivered can leave a lasting impression—one that may also resound with others in that viewer’s personal network. Similar to the high value of pass-along readership in publishing, the reposts, sharing, forwards, and “likes” that result from a single watch can multiply the impact of viewership.

It’s well-apparent that women are flocking to digital media in droves. To unpeel the next layer and gain a clearer understanding of a powerful and cutting-edge mode of online communication, Total Beauty Media Group honed in on how women mingle with online video—who is watching, what content is the most compelling, and the points of entry. This report reveals important findings that point to how a business may strategically utilize online video and encourage target consumers to internalize that brand’s intended message.

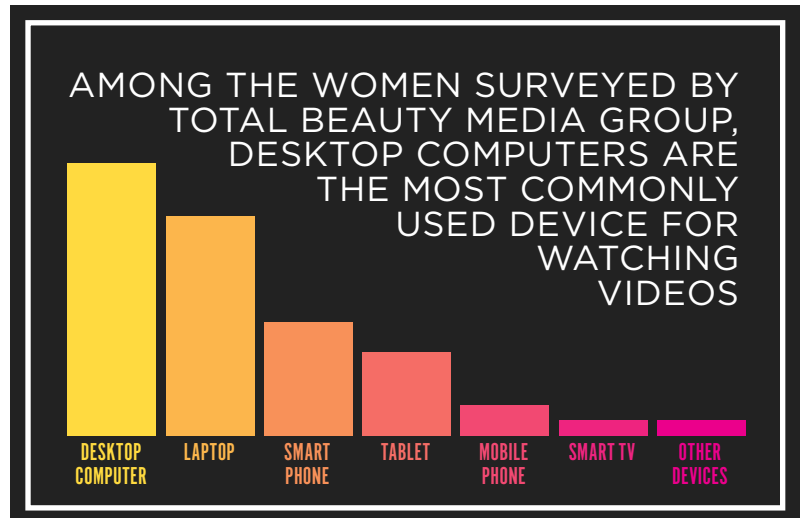
AGE AFFECTS HOW SHE ACCESSES ONLINE VIDEOS

After the school bus picks up her kids, Jennifer, a 46-year-old financial consultant in Austin, Texas sits at her computer for a quick news check. “When I’m hustling to get ready for work, there’s not a chance that I’m going to sit through all the commercials and teasers about what’s coming up next on the morning shows,” says Jennifer. “Usually I watch TODAY in 2 minutes to know if there’s anything shocking going on in the world that I need to know about.”

Among the women surveyed by Total Beauty Media Group, desktop computers are the most commonly used device for watching videos.

Even though she owns an iPhone, Jennifer only clicks on videos when at her desktop. She’s not alone. Nearly 70% of women own a mobile device, while 15% surveyed use their smartphones to watch videos. Young boomers like Jennifer expressed their preference for tuning into videos on larger screens. “It’s more relaxing to plop down in front of a bigger screen to watch a cooking segment or a movie,” said another fortysomething. Besides improved visibility, those in lower income brackets—below \$25,000—are less likely to own smartphones or opt for pricier data plans that support video content, and therefore they rely on desktops for video viewing.

The digitally-immersed Millennials tell a bit of a different story. “I’m looking down at my Android more than I’m looking up,” says a 28-year-old fashion buyer. In above-average numbers, these women in their mid-twenties to mid-thirties are watching news segments, movies, and other video files on-the-go via smartphones.



HOW DIFFERENT GENERATIONS OF WOMEN WATCH VIDEOS



“I USE MY DESKTOP COMPUTER TO VIEW ONLINE VIDEO”
39% OF YOUNG BOOMERS
27% OF MILLENNIALS



“I USE MY SMARTPHONE”
14% OF YOUNG BOOMERS
24% OF MILLENNIALS



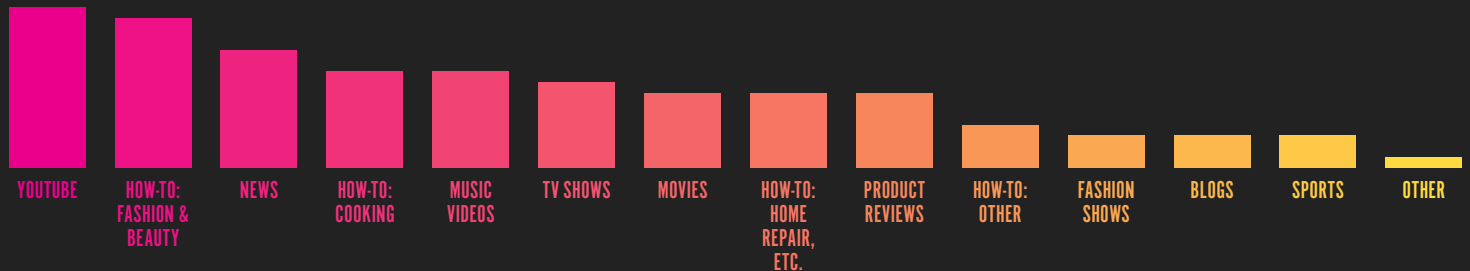
“I USE MY TABLET”
12% OF YOUNG BOOMERS
10% OF MILLENNIALS

What time of day is video viewership the highest? While financial consultant Jennifer aligns with the 28% of Young Boomers who watch online video in the morning, the majority of women tune into videos in the afternoon or evening. Primetime is just that for Millennials—almost 50% of women in this generation watch a clip between 5 pm and 10 pm.

ONLINE VIDEO IS REPLACING OTHER MEDIA SOURCES

In today's world, information and entertainment sources run rampant. Overwhelmed and overscheduled consumers welcome opportunities to streamline in terms of time, money, and paper. This online visual media provides a single "cubby," where movies, TV shows, product reviews, fashion and beauty how-tos, tech updates, Hollywood gossip, and hard news are neatly tucked away, but instantly attainable.

WHICH TYPES OF VIDEOS WOMEN TYPICALLY WATCH



As continuous seekers of self-improvement, many women rely on this one-stop source to gain the freshest approaches and solutions to every life-related matter, from boosting brain power to modernizing their beauty regimens. To keep her look current, Liz from Los Angeles, California taps into the videos on TotalBeauty.com that feature secrets from top beauty experts. She spends an average of 20 minutes a day on the site, researching products, tips, and tricks. "For years, I ripped pages out of beauty magazines—how to tweeze my eyebrows, the best conditioners, recipes for homemade face masks—but my folders became so stuffed that I never wanted to go through them and finally I realized that most of the info was stale anyway, so I just tossed them," says the 30-year-old chef.



Many Millennials, like Liz, have traded paper references along with other more traditional media sources for Web footage. Over 40% of this demographic have replaced magazines, television, and movies in actual theaters with online video, according to Total Beauty Media Group; almost 60% say it's what they now use instead of Consumer Reports and product manuals too. Young Baby Boomers hang onto old habits a bit more, with about 30% giving up their magazines, movie theaters, and Consumer Reports for online videos; fewer, about 20%, swap out regular TV-watching for the newer media.

Since disposing of her manila folders, Liz along with multitudes of others, are using digital tools to organize videos they've watched. Bookmarking and adding links to their online list of "Favorites" provide easy methods of recall. About 60% of Millennials subscribe to YouTube channels to corral videos that reflect their specific interests. Young Boomers are also fans of YouTube; while they aren't quite as invested in their video viewing, a whopping 40% still subscribe to YouTube channels.

WOMEN WITH INCOMES BELOW \$25,000 ARE MORE LIKELY TO SUBSTITUTE ONLINE VIDEO FOR CABLE TELEVISION AND GOING TO THE MOVIES, COMPARED TO THOSE WITH SIX-FIGURE SALARIES

WOMEN OFTEN DON'T WANT TO PAY FOR VIDEO

In the online videosphere, free video content is king. Charge consumers for footage and you'll automatically erase a large part of your potential audience. Less than one-third of women surveyed by Total Beauty Media Group paid for online videos. "If a website wants to charge me to watch a music video or show me how to tie a sarong, I'm out," says a 35-year-old hotel manager in Chicago. "I'll bounce around sites until I can find that stuff for free."

Though begrudgingly, women accept "suffering through" online video ads in exchange for the free content. Over 80% of all the women surveyed find the ads really annoying. "Watching the seconds count down during the ads feels like forever," says 25-year-old Amanda.

Compared to the ads, women would prefer sharing personal demographic information or partaking in short surveys to unlock the gratis content. Brands can expect a greater response to this type of probing when the content is clearly backed by a recognized brand as opposed to user-generated content. Based on Total Beauty Media Group's research, branded ads are perceived as "less sketchy" and "safe and trustworthy."

Movies and to a lesser extent, TV shows, are the two types of video content for which women are more willing to pay. Almost 40% of women purchase movies, and 17% pay for TV shows. "Without the movies on my iPad, I wouldn't be able to survive long road trips with my little ones," says Dena, a 37-year-old stay-at-home mom in Minneapolis.



CONCLUSION

Online video content is a relatively unsaturated, yet burgeoning means to interacting with consumers and developing a relevant presence in their minds. While it remains a strong source of entertainment, online footage is evolving and meeting the needs of consumers seeking instantaneous high-quality information and guidance. Brands can use this opportunity to educate consumers, while subtly plugging their own merits.

Gaining perspective on women's habits and expectations when it comes to their consumption of online video can lead to influential relationship-building. Predict their next move and you'll be deemed as "the one" that meets their needs best. The appeal of free content; heavier usage and loyalty among Millennials; and wider viewership in the afternoon and evening are a few of the key components companies should recognize when developing a campaign. Your targeted demographic may only dedicate minutes of each day to online viewing, but that's all it takes for them to remember you.



ABOUT TOTAL BEAUTY MEDIA GROUP

Total Beauty Media Group is a leading online beauty health publisher. Founded in 2007, Total Beauty Media's mission is to inspire all consumers to live beautiful lives.

As a proven leader in beauty marketing, Total Beauty Media Group properties cover 360 degrees of consumers' lives, and provide consumers with the resources to look and feel good.

The Total Beauty Media Group properties include: TotalBeauty.com, BeautyRiot.com, LimeLife.com, and ModernMan.com. Total Beauty Media Group sites drive more than 12 million unique monthly visits, and deliver content via a multimedia platform of web, mobile, email, and video. At its core, the publisher produces original editorial content and promotes user-generated content that reaches women and men in the beauty, health and wellness, celebrity, and lifestyle verticals. The sites deliver trusted, actionable information that empowers our readers to live beautifully.

Total Beauty Media Group offers creative advertising and sponsorship solutions via web, video, email, and mobile to connect brands with shoppers.



AWARD WINNING CONTENT



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