

Fluid Video Viewers

May 2025



dentsu

INNOVATING TO IMPACT

dentsu

dentsu oversees the understanding of video consumption phenomena

Since 2018, dentsu has been conducting research on the video landscape in Italy



Multi-client

Transparent

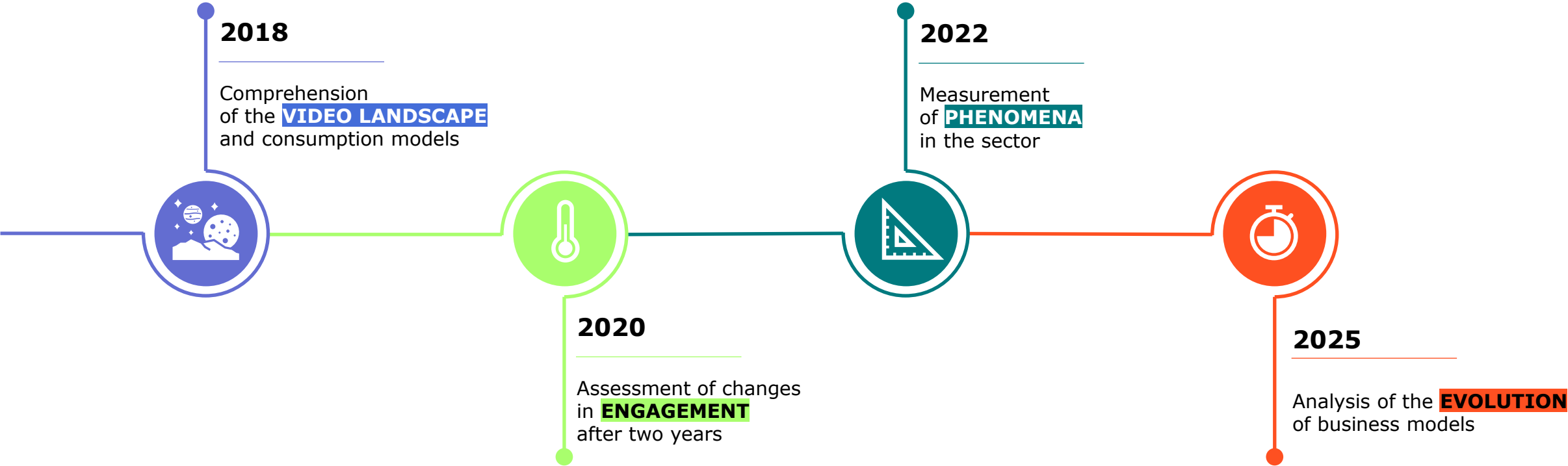
Adaptive

Longitudinal reading

The approach to the video landscape and the way video content is consumed are influenced not only by the specific offering of a given moment, but also by

**the cultural and
existential
background**
of each target audience.

Study's GOALS through the years



Fluid Video Viewers: why "fluid"?

Scenario and offer: an open field, with a common ground for video consumption



Fragmented & Hyper-specialized market

Extremely broad global offer,
across interests, genres, formats



Beyond the technological barriers

Players have embraced the
new possibilities of interoperability
between systems and services



Overall, watching videos
is primarily about entertainment/fun

but it is not a passive experience
- users actively seek contents

Topics about video landscape

TARGET
Three age groups (16-24, 25-44, 45-64 y.o.)
to analyse the differences

ADVERTISING Now generally
accepted, in the future it may infect
the status of the service itself

DEVICES to be used in the desired way, for
younger people they become a **personal item** for
an active one-to-one consumption

People realized there are **different**
ENGAGEMENT levels offered by video
contents. Creators are able to build a strong
relationship, interstitial entertainment can't: it
can turn into hypnosis

In some cases **SERVICES** are perceived
as overlapping, in others as channels to
achieve different goals: carefreeness
through interstitial enjoyment,
knowledge through documentaries/how-
to, coolness and "status" in other cases