

The Rise of Short Form Video Content

In a world where time is precious and attention span is dwindling a new form of content has swiftly taken the centre stage, but this form of content is not a very new to this world. Short-form content was firstly popularized by the Vine, a social media platform launched in 2013. Even during 2009 many companies were experimenting with these “1 minute long commercials”, for example “Miller High Life” ran these blinks during the super bowl to avoid the 3Million\$ price to earn a spot.

Due to the short span of these videos the main objective of the content creators is to catch the attention of people, which makes it a great way for marketing your product and also engaging the consumers with your product.

Tik Tok a social media platform launched in 2016, became a sensation with over a billion active users worldwide. Tik Tok's unique features such as creative filters, Duets And challenges helped the people to become content creators and contribute to their vibrant ecosystem. Tiktok has successfully fostered to a newer generation who are reshaping their digital landscape.

From a psychological stand point ,Dr William, a lecturer and researcher at the University Of Edinburgh who specialize in

mental health of children and adolescents stated that “Tiktok Video’s are good,they are short and entertaining and the dopamine release from your brain makes you watch this video’s continuously”. A UTSC professor of psychology, Steve Joordens, has a similar perspective on the topic. He argues that “something as fundamental to us as our attention span, from generation to generation.”

During a research in 2021, researchers found out that more young people get attached to the social media to get relieve from “perceived stress”. According to the research,this form of content gives relieve from stress temporarily but problem arises when one keeps on watching these videos for a long period of time later leading to addiction.

Currently the short form ad revenue is expected to exceed the range of 10 Billion\$ making it highly lucrative field with various monetization options available. Additionally the platform specific money making oppurtunities for the content creators will help in the further growth of the short form content market.

74%of the customers prefer watching a short form video of a product or a service. Statistics show that customers feel that it is worth taking seriously. As customers prefer short-form videos, it is essential to consider this format as a marketing tool.

Key Reasons for the growth of Short form video content

The rise of short-form video content can be attributed to several key factors. Our modern lifestyles have led to an increased demand for content that is easily digestible, entertaining, and shareable. Short-form videos, typically ranging from 15 seconds to one minute, cater perfectly to this need, offering a quick and engaging way to consume information.

1.It encourages creator and viewer participation

When it comes to viewers, I believe they're looking for a sense of belonging and the chance to interact with others who share their passions. That's why it's vital to facilitate active viewer participation through engaging content.

Firstly, participation and the formation of communities are encouraged by short-form content creators' ability to adapt to trends, memes and culturally important news quickly

Platforms strive to provide the users with tools to help them make content which increases the interaction of the of the users. The simplicity encourages people to engage more . In a survey in 2018 almost 55% of every Tiktok users have uploaded their own video on their platform in the last month.

2.Content is generally free to access.

For creators, the accessible entry point can allow them to reach a wider audience and increase their chances of success. For viewers, the economic benefits are incredibly relevant in the current climate, and short-form content is an alternative for those trying to avoid spending money on a subscription.

3.Content is tailored for you

People usually want to engage with relatable content and want instantly find something that is equally entertaining,not necessary always by searching or actively seeking for it. So most of the social media platform have constantly experimented to improved their algorithm to cater to audience needs

4.Content is universally accessible.

Many popular creators make videos that don't require individuals to speak a specific language to understand the video's visual contents. Such wide accessibility has likely helped to make this content popular across all demographics and geographies.

As a result of this global reach, broad appeal and universal understanding, niche topics like DIY, cooking and even woodworking have grown into global phenomena with massive audiences.