
MARKET FACTS!

MARKET FACT #60

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41%

of US consumers spend more time watching user-generated content (UGC) in video format online than they do watching TV shows and movies on streaming video services.

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COMMENT: Nowadays the end consumer is shifting his attention span to user-generated content on video format impacting consumer behavior and buying decision-making. That's why the influencer economy exploded. Because people connect with people. In the U.S., 1/3 say content creators influence them to buy.

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