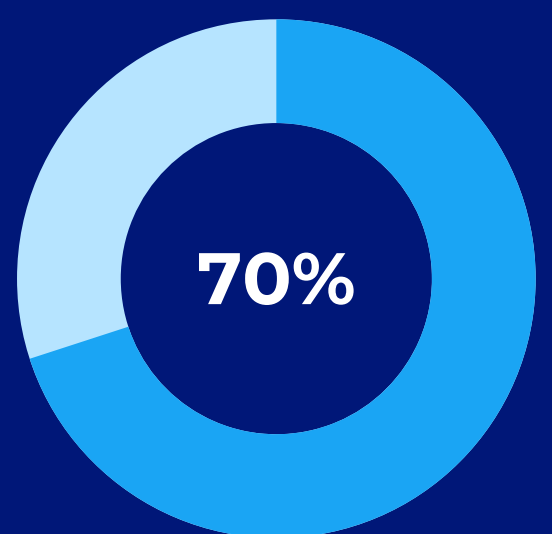
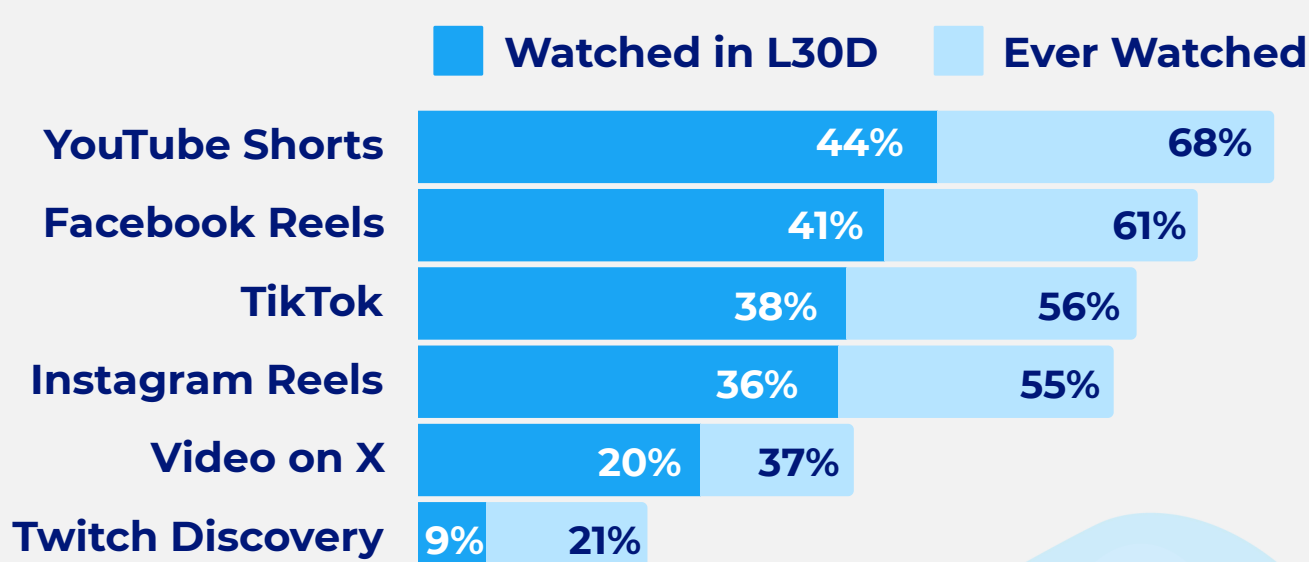


Short-Form Video, Connected

Our Involved Media's Connected Audience Fall 2024 Report surveys US consumers about their media habits across traditional and streaming channels to help brands better connect with their audiences.

SHORT-FORM VIDEO VIEWERSHIP

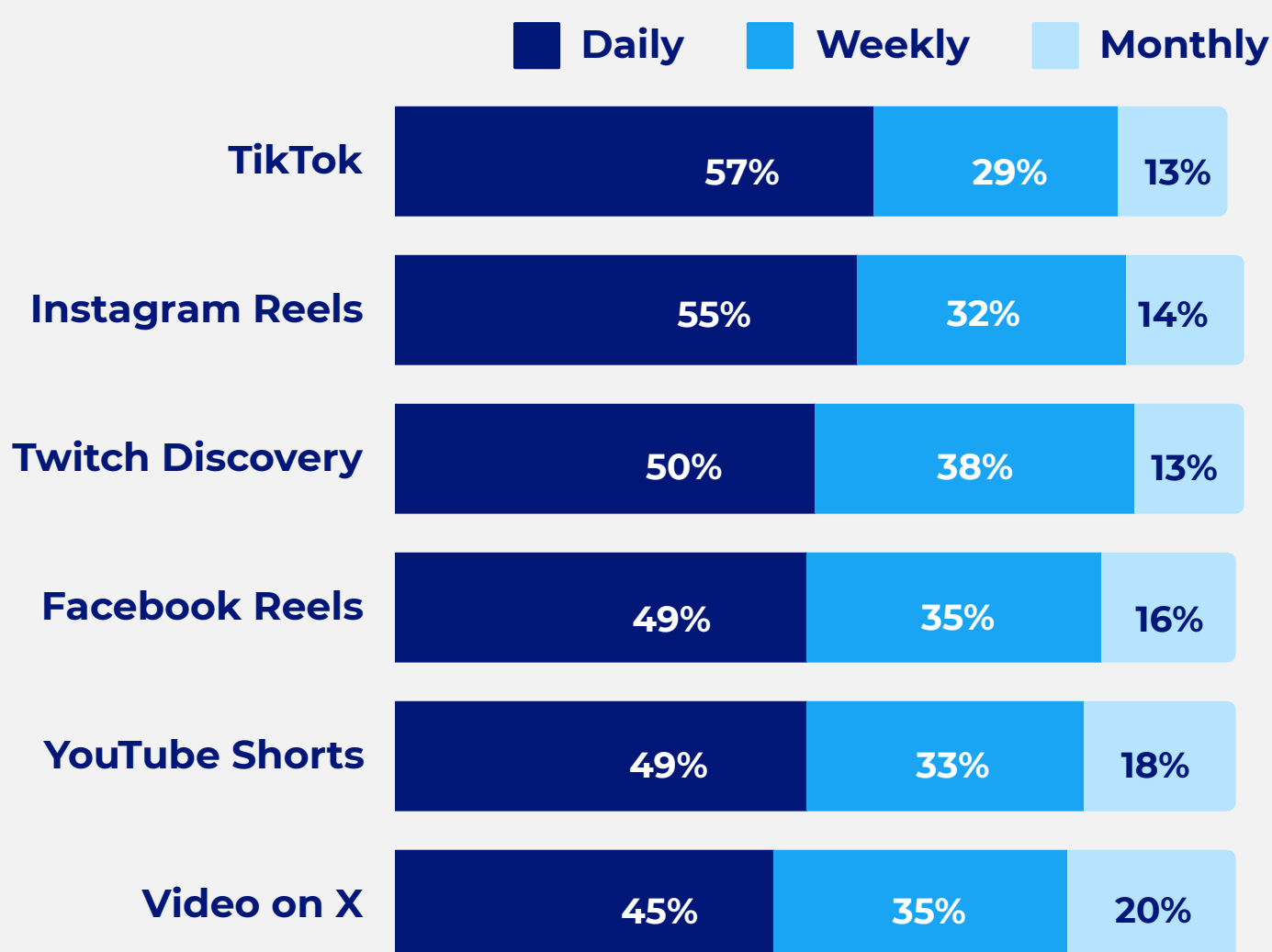


**WATCHED
SHORT-FORM VIDEO
IN THE LAST 30 DAYS**



1.4
the average number
of platforms watched
daily by SF viewers

DISTRIBUTION OF TIME SPENT BY PLATFORM



Source: Involved Media Connected Audience Study, US, Fall 2024



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