



2024

State of Video Technology Report

AI to Personalisation: Consumer
Trends in Digital Comms



WHAT IS THE 2024 STATE OF VIDEO TECHNOLOGY REPORT?

This is an annual study conducted by Idomoo and Atomik Research, surveying a representative sample of over 2,000 consumers in the U.S. and the U.K. about their preferences relating to how brands communicate with them, particularly when it comes to video.

This report details the findings in this year's study as well as how they relate to data from previous years.

Consumer demand for video is higher than ever.

Even more than last year, consumers want video from brands. And they'd prefer it do things video didn't traditionally do, incorporating advanced tech like artificial intelligence, personalisation and interactivity.

Over 80% of people say they want more video from brands, and while brands are increasing their output, they're still falling short by a wide margin. Nearly two thirds of respondents said they rarely or never receive video communications from the brands they do business with.

Even fewer consumers get personalised video from brands. Only 27% have reported ever receiving one. And yet this year's study confirms findings from previous years that personalised video is 3x-4x more likely than its non-personalised counterpart to increase feelings of trust, loyalty and brand love.

Younger and more affluent consumers lead the way in wanting next gen video that's personalised, interactive and AI-generated.

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Continuing another trend from 2022 and 2023, the data again shows that two high-value customer segments (younger consumers and high-income consumers) share many preferences when it comes to what they want in brand videos. They're more

likely to want video that's personalised, interactive and customisable by the user. And they're much more excited about the prospect of AI video.

While these demographics lead the way as early adopters, 65% of all consumers show interest in receiving AI videos from brands. This is surprising given how recently this kind of content has been widely available.

Despite the enthusiasm, many consumers have concerns about AI, primarily related to trust and accuracy. However, a majority of those who have concerns (72%) believe these concerns can be addressed.

As with all technology, video communications are constantly changing. Findings show that next generation video piques consumer interest, especially among the high-value demographics noted above. But when businesses don't take advantage of all video technology can offer, they risk leaving value on the table (as the 3x uplifts from personalised video show).

To achieve their goals, brands will need to leverage video strategically, paving the way for more effective communication with the customers they care about.

The Video Gap Continues

Brands still aren't leveraging video enough, according to consumers.

As in years prior, the gap between how many people want video from brands they do business with and how many actually receive it still looms large. In 2023, 81% of consumers said they wanted more video content from brands. This year, that number is 83%.

Meanwhile, brands are trying to meet this demand, increasing their use of video year over year. But they haven't caught up — only 19% of respondents say they frequently (often or always) receive video from brands.

And most people (64%) rarely or never get video communications from businesses. This number is down from 70% last year, meaning the brands are using video more, but they still have a long way to go.

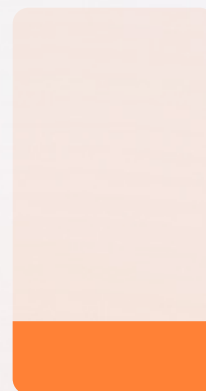
Consumers Want More Video...



83%

of respondents want brands who communicate with them to use video more

But Brands Aren't Delivering



19%

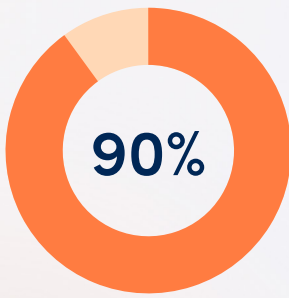
of respondents frequently receive video from brands

This preference for video is even higher among younger consumers and high-income earners: 9 out of 10 Gen Zers want more video from brands, and upper-income consumers are right behind them with 89% wanting more video.

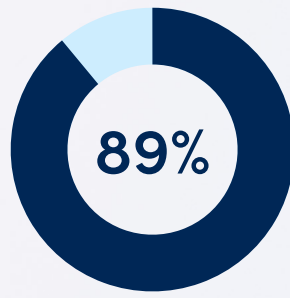
9 out of 10 younger consumers and high-earners want more video from brands.

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Want More Video From Brands



Gen Z



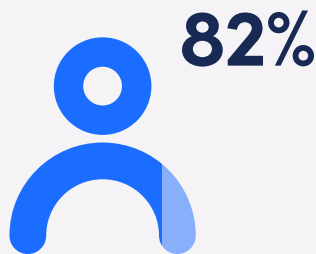
High Earners



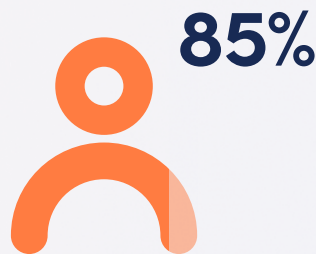
Do people like video when they're lucky enough to get it? Largely, yes: 82% say they like the video communications they receive from brands they trust. As before, this trend is strongest among younger consumers, including zoomers and millennials, and those who are more affluent.

The takeaway? Add video to your digital comms strategy (or increase your use of video) and you'll be giving customers exactly what they want.

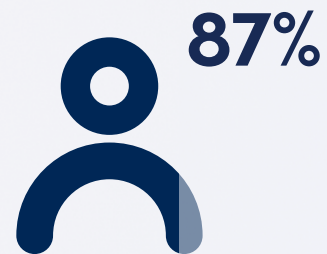
Consumers Who Like the Video Content They Get From Brands



All Consumers



Gen Z & Millennials



High Earners

Respondents included only those who already receive video from brands.

Overall, this is good news for brands. It's an easy way to deliver on consumer expectations when most of your competitors don't.

This is especially true when you consider that some of the highest value consumer demographics (generations that influence larger cultural trends and buyers with more disposable income) want video the most.

The video gap represents a massive opportunity for brands who are trying to become more customer-centric. Customers are eager and relatively easy to please.

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THE QUESTION OF QUALITY

When do you invest in high-quality video communications and when do you opt for quantity? The data is mixed. Overall, it indicates consumers appreciate high-quality content: 81% say a company investing in high-quality communications makes them feel valued. But when we showed consumers a video with high production value and an animated video with low production value, responses were lukewarm: 59% preferred to receive the high-quality one.

By generation, millennials want high-quality visuals the most. In contrast, Gen Z cares about quality slightly less, but they favor personalisation more. This supports findings from other researchers that zoomers value authenticity.

81%
of consumers

say a company investing in
high-quality communications
makes them feel valued.



This study also reinforces the fact that video isn't just an advertising or customer acquisition tool. Quite the opposite, as the data shows.

Respondents answered these questions considering brands they trust and do business with. Example business categories provided to survey respondents included:

- Phone carrier
- Banks
- Utilities company
- Insurance provider
- Doctor's office
- Credit card companies

A majority (54%) of respondents said they prefer brands like these use video — even more than written text — to communicate complex information such as details of a new program or service.

Overall, the data shows that video is a must when it comes to customer communications. Brands that embrace video as part of their marketing strategy stand to gain a significant competitive advantage, increasing engagement and ultimately driving business success in an increasingly digital landscape.

Data from this study reinforces the fact that video isn't merely a customer acquisition or advertising tool. Customers expect it from the brands they do business with.

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Next Generation Video in Demand

Video captures consumer interest when it's personalised and interactive.

Demand for next generation video is also on the rise. Next gen video offers more than the traditional viewing experience. It includes personalised video and video that the user can interact with or even customise on their own.

And consumers want this kind of advanced video tech. They're 3.5x more likely to want to receive a personalised video from a business they trust than a non-personalised one.

Personalised video is also much more likely to deliver results when it comes to brand loyalty.

WHAT IS NEXT GENERATION VIDEO?



Next generation video is a broad term that refers to videos that incorporate non-traditional functionalities such as personalisation, interactivity, AI generation, etc.

Personalised Video Compared to Generic Video

4x

more likely to make a customer feel valued by a brand

3x

more likely to make a customer recommend a brand

3x

more likely to make a customer trust a brand

3.5x

more likely to make someone become or remain a customer

This confirms results from past market studies. Personalised video is again 3x-4x more likely to drive retention, brand trust and referrals.

Yet the market penetration of personalised video is even lower than it is for generic video. Nearly 3 out of 4 people say they've never received a personalised video. However, the data does show an uptick (from 25% to 27%) year over year as more brands adopt this tool into their marketing strategy.



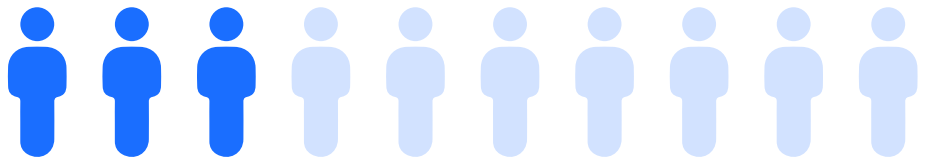
Consumers are

3.5x
more likely

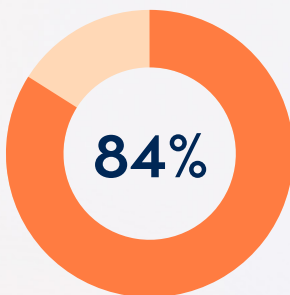
to prefer receiving a personalised video than a non-personalised video

Fewer than
3 out of 10

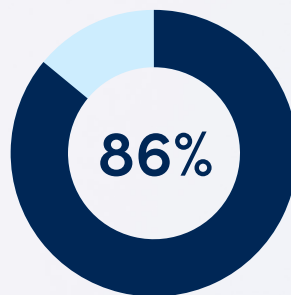
consumers have ever received a personalised video.



Interested in Personalised Video



Gen Z



High Earners



Interest in personalised video is again high for the young (84%) and affluent (86%).

This isn't surprising. By combining customer data with dynamic scenes to show the most relevant information, personalised video delivers on the demand for both personalisation and video.

Most brands are missing out on a big opportunity to communicate with customers in the way they want.

Given that personalised video outperforms generic video 3x-4x on loyalty metrics like trust and feeling valued, its severe underuse is a missed opportunity for brands.

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A WORD ABOUT DATA

Most consumers (74%) trust businesses to keep their data secure. That's up from 68% last year. And there's more interest in personalisation: 73% would like to see communications from brands be more personalised in the future.

There's a growing willingness to share data in exchange for personalisation. 73% of people would be willing to share data with brands so they can deliver a more personalised experience. This is highest for Gen Z (81%) and similar for high earners (79%).

Willing To Share Data for Personalisation



Why do consumers value personalisation so much?

The main benefit is making information easier to understand, likely because it's more relevant, but it also makes consumers feel like the brand cares about them as an individual.

Of note, this echoes what respondents said about personalised video – that it was 4x more likely than generic video to make them feel valued by the brand.

The Value of Personalisation

According to Consumers

1. It simplifies things and is easier to understand.
2. I feel valued as an individual.
3. It saves me time because the information is relevant.
4. I'm able to discover new things of interest to me.

Consumers are also increasingly interested in video that's interactive (including clickable hotspots, CTAs, choose-your-own adventure branching and more). In 2024, 81% of people are interested in interactive video. That's up from 79% last year.

Interest in user-customisable video grew the most year over year, from 72% in 2023 to 77% this year. User-customisable video lets users change the video directly from the player – this could include changing

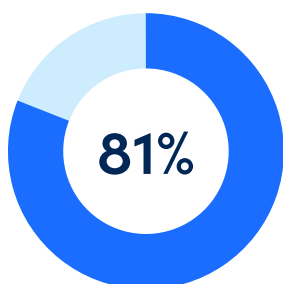
An overwhelming majority of Gen Z – 93% – is interested in interactive video.

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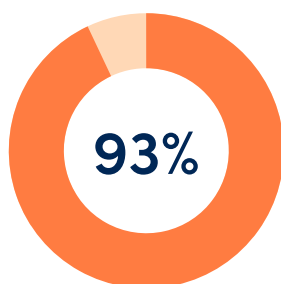
text, music, uploading their own media and more. Survey respondents were able to try simple text-based customisation to understand how it works.

For both of these video formats, Gen Z is leading the charge. An astonishing 93% are interested in interactive video and 91% in customisable video. High-income earners aren't far behind: 87% want interactive video, and 85% want customisable video.

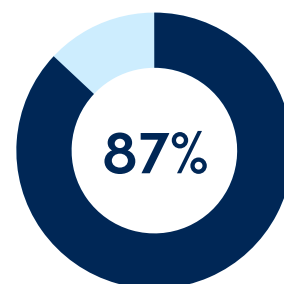
Consumers Interested in Interactive Video



All Consumers



Gen Z



High Earners



COMMUNICATING ACROSS CHANNELS

Of note, when it comes to sharing these next gen videos – or digital brand content in general – email is still the No. 1 channel consumers prefer. However, it's dropping year over year with 36% ranking it first this year compared to 43% in 2023 and 52% the year prior.

1.



Email

2.



Text/SMS/
MMS

3.



Phone

4.



In app

5.



In person

6.



Website

7.



Social
media

Although every generation and income level ranks email first, consumer preferences remain fractured across channels. For example, in-app is more preferred by Gen Z and high earners (again, these two cohorts have similarities). Text messaging is more preferred by boomers and low-income earners (who both ranked it second).

This means an omnichannel approach to digital comms is the surest way to generate the most reach and engagement.

This trend towards personalised and interactive video content signifies a clear directive for brands: to engage consumers on a more personal and immersive level, leveraging video to build brand affinity.

As digital marketing continues to evolve, next gen video content is not just a preference but an expectation among consumers, driving the future of brand communication strategies.

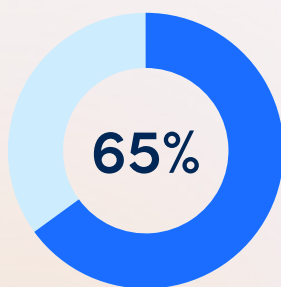
AI Video on the Rise

The latest video innovation draws the most interest from high earners and younger consumers.

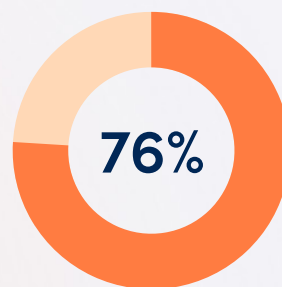
We all know 2023 was a banner year for AI, with ChatGPT becoming a household name (and tool), and it's reflected in the increased interest consumers have in AI-generated videos. In 2023, Gen Z and millennials led the interest in AI video technology, and while they're still ahead this year, the margins are closing.

While 65% of adults are interested in receiving AI videos from brands, that jumps to more than three quarters of respondents for high earners and Gen Z (and millennials too, at 78%).

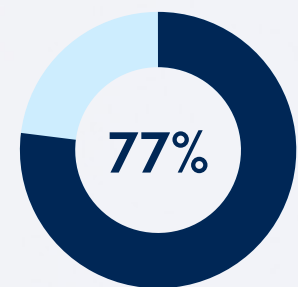
Consumers Interested in AI Video



All Consumers



Gen Z



High Earners

Across generations and income levels, consumers embrace AI video when it makes content easier to understand. When shown a document and a video made with AI from that document, consumers were 2x more likely to choose the video.

This doc (or website) to video use case was the one most preferred by those who said they might be interested in creating an AI video. This is interesting given that it edges out the more commonly known text to video use case.

The doc to video use case preference is even higher among those who identified as self-employed, suggesting that business owners may be more interested in using AI to create content from assets, like PDFs, decks and web pages, that they already have on hand.

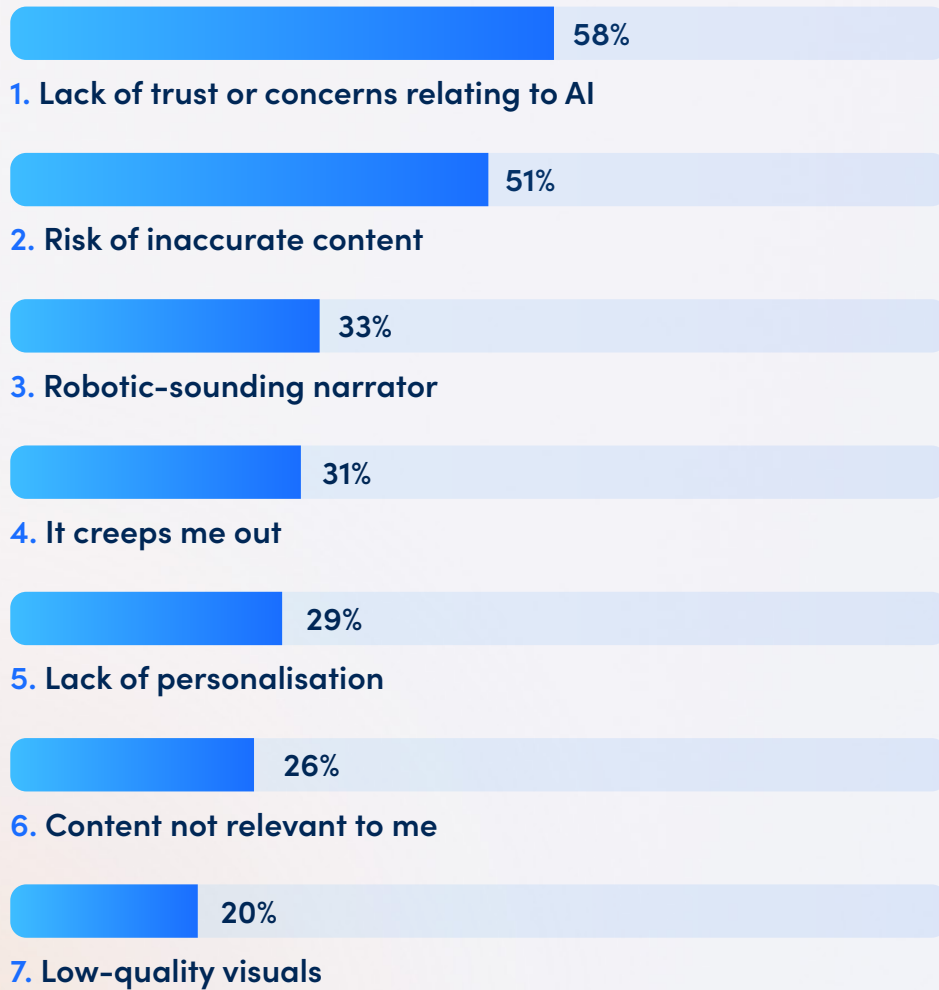
Consumers are

2x
more likely

to prefer receiving an AI video generated from a document than the document itself.

But there are some reservations about the concept of artificial intelligence being used by brands: 59% of consumers have some concerns about AI. These range from the lack of personalisation to the risk of inaccuracy. (Respondents were able to select more than one concern.)

Concerns About AI Video

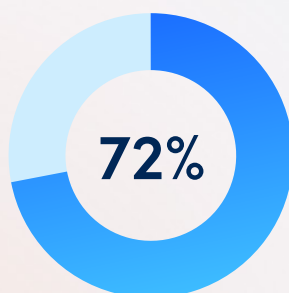


Respondents included only those who said they had concerns about AI.

Fortunately, 72% of those who do have concerns believe that they can be addressed. Transparency is also valued when it comes to AI, with 70% of consumers saying they'd want to know if a brand video was created with AI tools.

Overall, this data shows that customers are receptive to the idea of receiving AI video from businesses. Brands should bear in mind consumer preferences for transparency as well as trust and accuracy for AI video content.

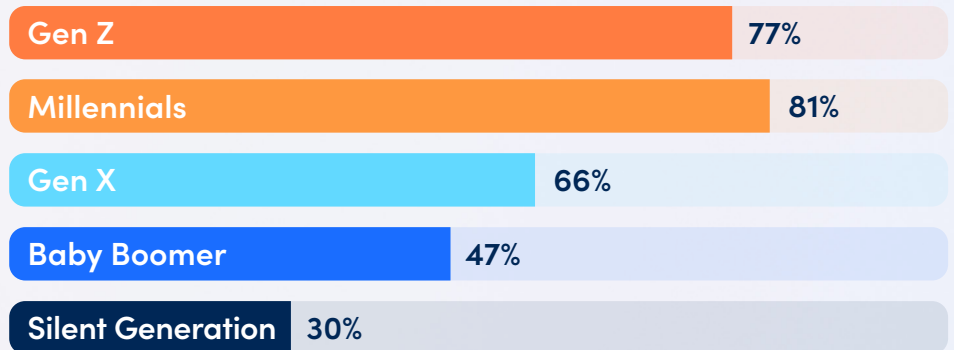
But Consumers Are Optimistic



think their concerns about AI can be addressed

Consumers are interested in trying their hand at AI video creation too. Nearly 7 out of 10 people would be interested in an AI tool that allows them to quickly create videos based on just text input. This interest peaks with millennials, now the largest cohort of adult consumers.

Would you be interested in an AI tool that lets you quickly create videos from text?



While there's certainly consumer appetite for AI-generated video content and tools, it's accompanied by a cautious awareness of potential issues, particularly those related to trust and accuracy.

Still, there's significant potential for brands who want to leverage AI to scale content creation and close the video demand gap. The critical part will be guaranteeing information presented is accurate and on message to meet the same level of content authority that consumers expect from brands they trust.

DOES INNOVATION MATTER?

When we think about video innovation, we might say that interactivity drives engagement or AI empowers scale, and this is true, but it's easy to forget that this is also noticed by consumers.

Consumers are nearly

3x
more likely

to see brands as innovative when they use advanced video tech.

Consumers are over

2x
more likely

to buy from a brand that uses advanced video tech.

When a brand uses innovative video tech that leverages interactivity, user customisation or AI, twice as many consumers say they would be interested in purchasing its products or services. Again, this is higher for younger consumers (72%) and high earners (74%). This data indicates that using innovative technology can be a lever to not only influence consumer perceptions but also their purchasing behaviour.

Gen Z and High Earners

As in 2022 and 2023, younger and wealthier consumers again lead the video innovation demand curve.

While the general public has largely caught up with these two demographics in their desire for video, it's noticeable that the demand for next gen video, particularly AI video, is still highest for these consumers.

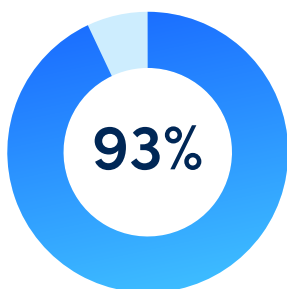
Younger and upper-income consumers don't tend to overlap. In this year's survey, only 14% of high earners were 18-27, aka Gen Z. Yet these two groups share similar preferences when it comes to video.

Interestingly, the highest stats in this study come from Gen Z, with 93% interested in interactive video and 91% interested in videos they can customise. Such a marked preference is rare for any population, showing how much zoomers value interactivity. Millennials aren't far behind, with 90% saying they're interested in interactive video.

Gen Z and millennials are

**25%
more likely**

to be interested in receiving interactive video from brands



of Gen Z are interested in interactive video. That's 18% more than other generations.

But it's not just interactive video that catches the attention of these high-value demographics.

Both Gen Z and high earners are more likely to want more video from brands. While 83% of all consumers want more video, that's about 9 out of 10 for zoomers and high earners.

Gen Z and high earners are over

**5x
more likely**

to want to receive a personalised video than a non-personalised video.



9 out of 10

zoomers (90%) and high earners (89%) want more video from brands.



Both younger consumers (including millennials) and more affluent consumers are more likely to say receiving a personalised video makes them feel like the brand cares about them.

These early adopter segments are more likely to be video creators too – at least when they can leverage AI. While 66% of other demographics would be interested in an AI tool that lets them quickly create videos based on text input, that jumps to 77% for zoomers and high earners.

Gen Z and millennials are

**21%
more likely**

to feel a brand cares about them when they receive a personalised video.

Are you interested in receiving AI videos from brands?

All Consumers

65%

Gen Z

76%

High Earners

77%

Are you interested in an AI tool that creates videos from text?

All Consumers

68%

Gen Z

77%

High Earners

77%

♥ A MATTER OF TRUST

Unlike high earners, Gen Z has mixed feelings about sharing data with brands. While only 67% trust brands to keep their data secure (lower than any other generation), 81% would be willing to so brands can deliver a more personalised experience (higher than any other generation). The takeaway? When Gen Z shares data, they want to get something – in this case personalisation – in return.

**81%
of Gen Z**

would be willing to share data with brands so they can provide a more personalised experience

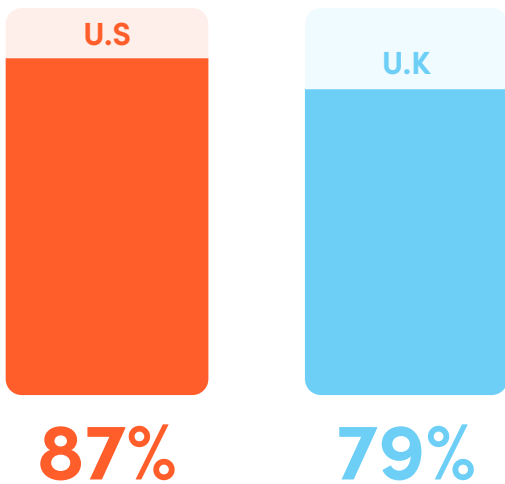


U.S. vs. U.K.

The U.K. lags behind the U.S. in its appetite for next generation video.

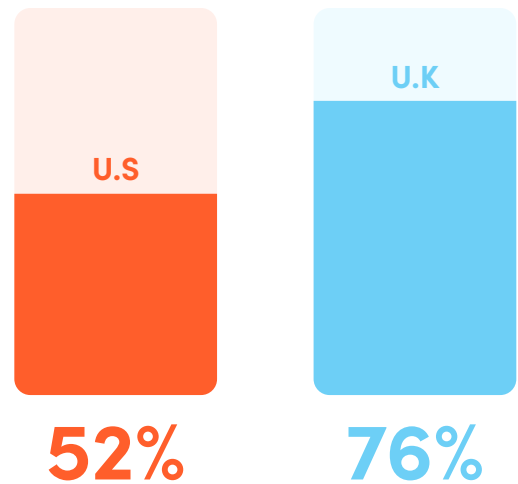
Consumers on both sides of the pond are keen to receive video content from brands. Americans want it most, but they're also much more likely to get it.

The Demand for Video



interested in more video from brands

The Lack of Video

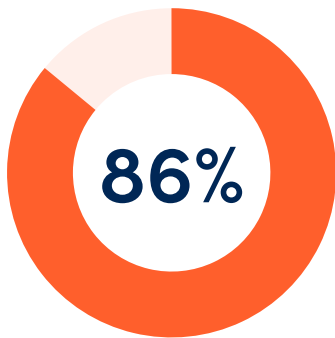


rarely or never receive video from brands

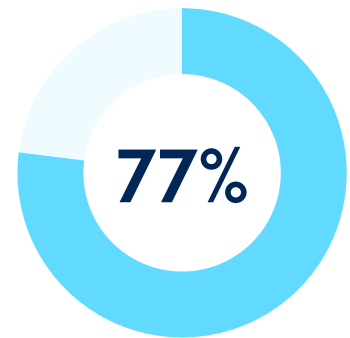
Americans also showed higher interest in advanced video functionalities on the whole. This was consistent across interactive, user customisable and AI-generated video with the highest interest interactivity.

Innovative video tech also influenced these consumers in slightly different ways. Consumers in both countries were equally likely (74%) to see a brand as innovative when it uses advanced video tech, but Americans were 11% more likely to be interested in engaging with the brand's content and even slightly more likely to purchase a brand's products or services. (Over two thirds of both groups said this kind of next gen video would increase their likelihood of buying.)

Interested in Interactive Videos From Brands



U.S

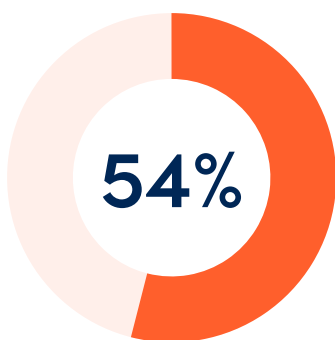


U.K

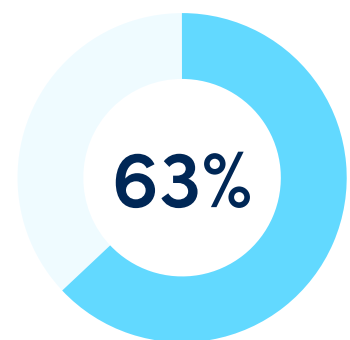
Interestingly, when it comes to AI-generated video, there's both more interest and concern in the U.S. Consumers in the U.K. are 18% less likely to be interested in AI video, but only 54% said they had concerns about AI compared to 63% in the U.S.

Following a similar pattern, consumers in the U.S. were also more keen for transparency with AI tools: 76% said they'd want to know if a video from a brand used AI, compared to only 65% of U.K. respondents who said the same.

Concerned About AI



U.S



U.K

Conclusion



Video is changing, and brands who innovate have a strong competitive advantage.

Across the board, innovative video technologies are powerful tools brands can integrate into their marketing playbook.

The data shows that next gen video can have a significant impact on brand perception, even influencing purchasing behaviour.

Compared to generic video, personalised video boosts brand affinity across metrics such as loyalty, trust, feelings of value and likelihood to recommend the brand. And interactive video is the most sought-after kind of video content among zoomers, with an astonishing 93% interested in receiving it from brands.

AI video is the newest video tech to hit the market, and younger and high-income consumers are again early adopters who want to both receive these videos and even create them themselves. While the general population shows enthusiasm for AI-generated video, there are also reservations, primarily concerning trust and accuracy.

However, the majority of consumers believe these concerns can be addressed, emphasising the importance of transparency and reassurance from brands.

Advanced video tech is especially powerful for brands looking to connect with consumers and drive loyalty in a more meaningful way.

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Next year, we anticipate the demand for video in all its forms to increase as it has year over year since this study began.

To keep up, brands will need to increase their adoption of video in their digital marketing strategies, making it personalised and interactive where appropriate, particularly when the goal is increasing loyalty or speaking to younger or more affluent consumers.

By doing so, companies can connect with their customers on a more personal, human and engaging level, ultimately supporting long-term retention and growth.

Sharing This Report

You are welcome to share data from this market study on your website as long as you provide a link to [Idomoo](https://www.idomoo.com) in a prominent place alongside the statistics and findings shared.



Methodology



2,008 CONSUMERS



U.S. AND U.K.



JANUARY 2024

Idomoo commissioned Atomik Research to conduct an online survey of 2,008 consumers in the U.S. and U.K. The sample consists of 1,004 U.S. adults and 1,004 U.K. adults. Demographic characteristics such as gender, age, region, employment status and household income are representative of each country's overall population. The margin of error is +/-2 percentage points with a confidence level of 95%. Fieldwork took place Jan. 17-23, 2024.

High earner respondents are considered to be those with an annual income over \$150,000 in the U.S. or over £75,000 in the U.K.

Consumers were shown various personalised videos created using [Idomoo's Next Generation Video Platform](#) to gain an understanding of this concept prior to being asked questions related to the survey topic. They were also shown a non-personalised video as a point of comparison.

Atomik Research is an independent, creative market research agency.

About Idomoo

Idomoo's Next Generation Video Platform enables the real-time creation and distribution of innovative video formats, such as Personalised Video, Enterprise AI Video and Interactive Video, as well as dynamic marketing collateral like infographics and GIFs. Clients include USAA, JPMorgan Chase, Google, Vodafone, Ubisoft, NHS, Oracle and American Airlines.

For more information, visit www.idomoo.com.

About Atomik Research

Atomik Research, a division of 4media group, is a versatile market research agency offering insightful qualitative and quantitative findings that get people talking. Their dedicated team includes experts with backgrounds in consumer research, behavioural profiling, business intelligence, communications, performance measurement and advanced data analytics.

For more information, visit www.atomikresearch.com.



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