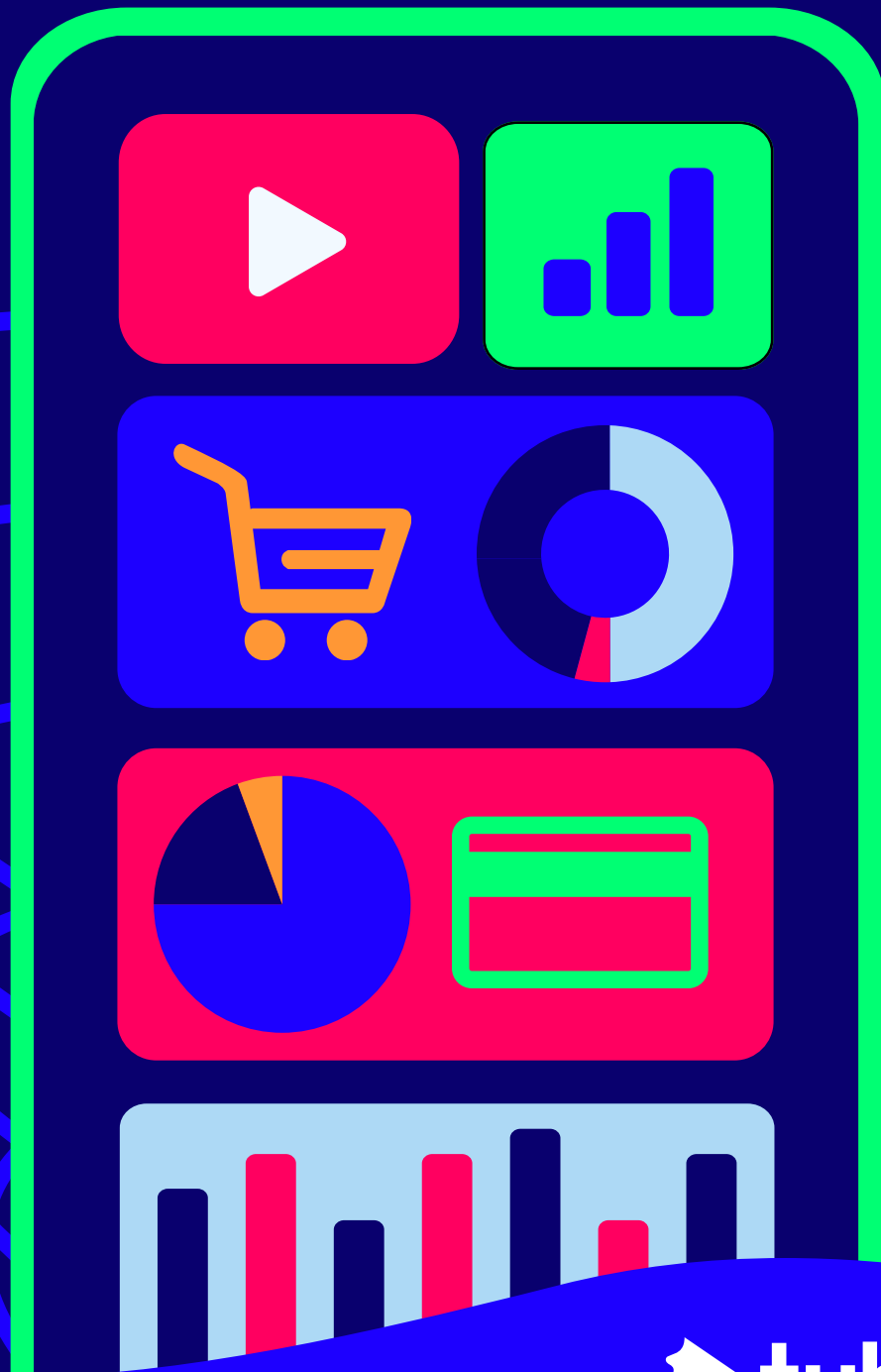


H2 2023

Social Video Trends

Content Strategy, ChatGPT, Music Trends,
and Social Commerce



The global social video audience is highly sought after by brands, advertisers, and media creators – and this massive network consists of all ages, regions, socioeconomic statuses, preferences, and tastes. Tubular empowers leaders and visionaries with an understanding of these complex audiences, while also giving them the tools to anticipate what's next.

As the world's most trusted source for a unified view of social video, Tubular dissects the emerging trends from H1 and leverages our proprietary AI learning models to anticipate what's to come for H2 2023.

With this special infographic-style report, we offer a way to visualize how social media trends are spreading today.

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Timing is Everything: When, Where, and What to Post

2

ChatGPT: The Social Video Story

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Music & Social Video: Turn It Up!

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News on Social: Hot Off the Press

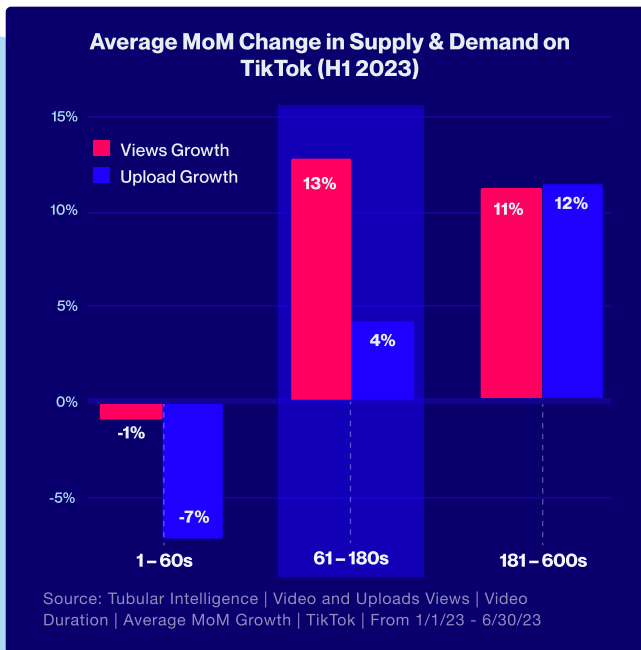
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Name a More Iconic Duo:
Social Video & Ecommerce

1

Timing is Everything: When, Where, and What to Post

How long should your videos be and when should you post them? Short-form content empowers creators to win views and reach new audiences, but new data shows that many audiences prefer a slightly longer format.



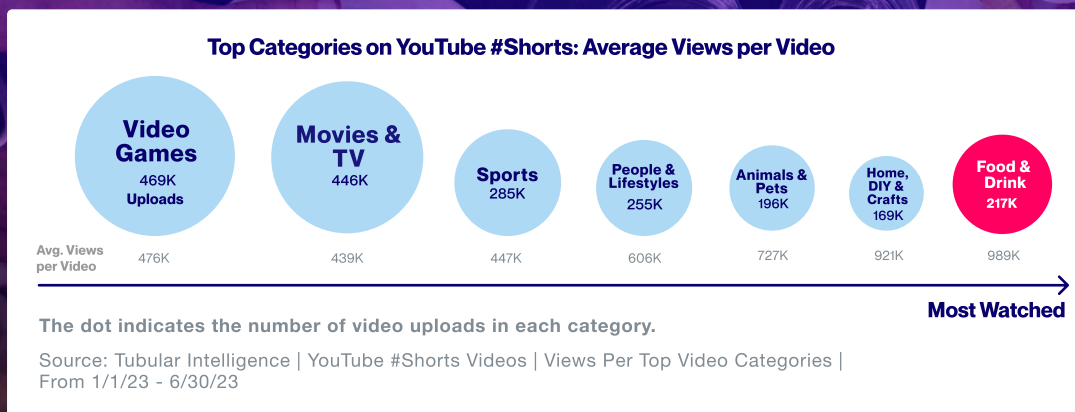
The Sweet Spot Between Short & Long

In 2022, TikTok increased their video length capabilities to compete with longer-form video platforms. Tubular data uncovered the optimal video length to drive growth: **61-180 second videos earn the highest growth rates** per the number of uploads on TikTok.

While 1-60s videos still win the most views, growth rates for this time frame are in decline. Meanwhile, 61-180s and 181-600s show a positive growth in views. Factoring in fewer uploads for 61-180s, we find this time frame presents the best whitespace opportunity.

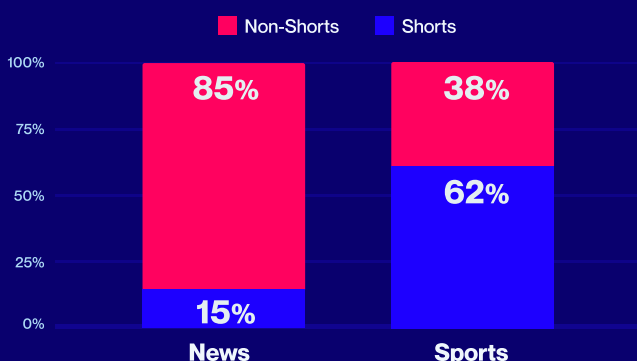
Opportunities Hiding in YouTube #Shorts

Gaming videos conquer YouTube #Shorts viewership, but **emerging categories like Food & Drink score the highest average views per video**. Looking at views per category compared to uploads shows us whitespace opportunities where demand outweighs supply.



Understand number of uploads vs. average views per video to identify unsaturated categories and cut through the clutter.

Upload Frequency of #Shorts on YouTube: Top 50 News and Sports Media Creators



Vary Short & Long Videos

While different video categories lend themselves to either longer or shorter videos, there's no doubt that **some categories might benefit from posting even more short-form videos**.

For example, the average News publisher posts 15% #shorts while Sports media, a top driver of short-form videos, averages 62% #shorts.

*Shorts refers to videos 60 seconds or less.

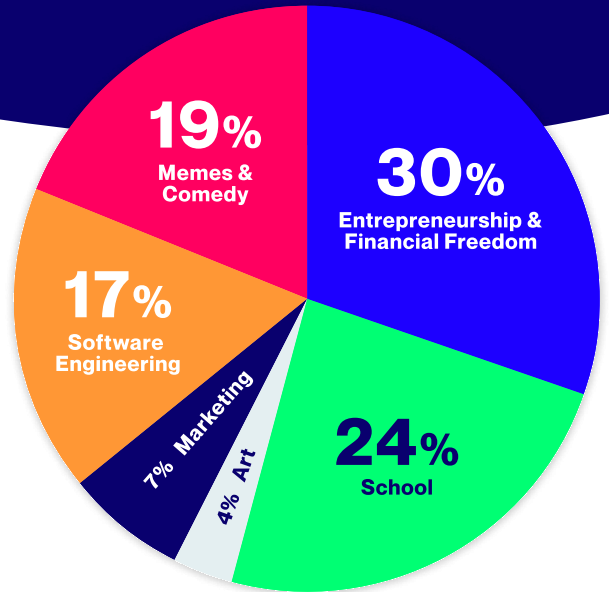
2 ChatGPT: The Social Video Story

Social video data gives us insight into who is using and talking about ChatGPT — and for what purposes. We've found that people are posting on social video to teach others how to use and integrate this revolutionary generative AI technology into their daily lives.

The Age of AI

In less than a year, ChatGPT has altered the way humans create and learn online. Looking at how the technology is **viewed across video categories** gives us insight into what audiences are interested in.

On TikTok, School & Business categories lead ChatGPT viewership. Meanwhile, our culture attempts to make sense of the technology through Memes & Comedy.



Source: Tubular Intelligence | Top 200 hashtags about ChatGPT | Views by Category | TikTok | From 1/1/23-6/30/23

Views of Educational Hashtags About ChatGPT on TikTok

#school
140.5M

#university
92.7M

#highschool
62.3M

#student
73.0M

#college
130.3M

#essay
84.1M

Students Pioneer ChatGPT Integration

Among all videos about ChatGPT in the first half of 2023, **39% of ChatGPT video views were related to students & learning**. This indicates that younger generations are using this new technology to learn faster and complete assignments quicker.

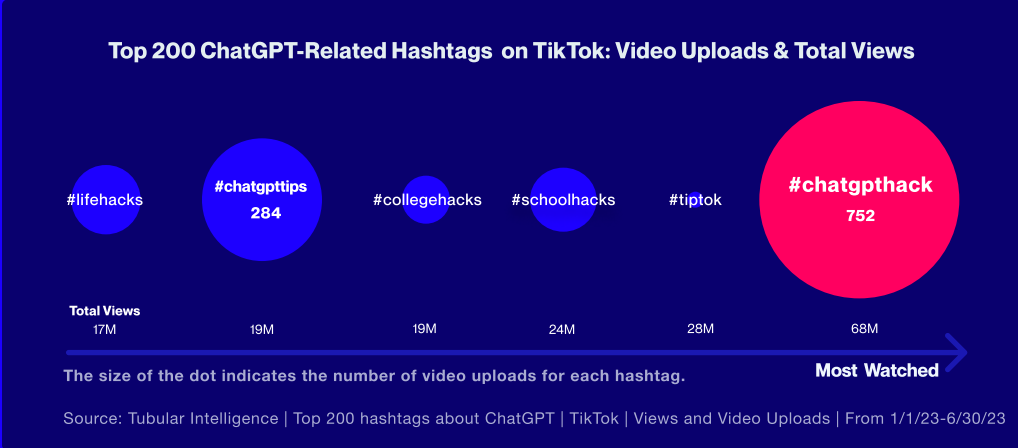
ChatGPT could be a primary tool in students' toolboxes when they enter the workforce.

Source: Tubular Intelligence | Top 200 hashtags about ChatGPT | Views | TikTok | From 1/1/23-6/30/23

ChatGPT: Training on TikTok

In order to learn about ChatGPT's impressive capabilities, audiences have **looked to social video for tips and tricks**.

Videos using #chatGPThack averaged 90.6k views per upload.



3 Music & Social Video: Turn It Up!

Not long ago, music on social was reserved for music videos. Today, music overlays the vast majority of user-generated content and is a prime strategy used by brands & creators to take part in viral trends. That's right— music and social video are synonymous. That's why we've pulled the top three music and sound trends you need to know in H2 2023.

2023 Top 50 TikTok Sound Views by Genre

7.8B Hip-Hop/Rap/R&B

7.2B Pop

2.3B Alternative/Indie

2.7B Latin Pop

Source: Tubular Intelligence | Top 50 Sounds | Total Views | TikTok | From 1/1/23-6/30/23

Of the Top 50 viral sounds on TikTok, 4 of the Top 13 Rap, Hip-Hop and R&B songs are old hits making a comeback.



Miguel: Sure Thing (sped up)

2010



Mindless Behavior: Mrs. Right

2011



PARTYNEXTDOOR: Her Way (Sped Up)

2014



Kendrick Lamar: Money Trees

2012

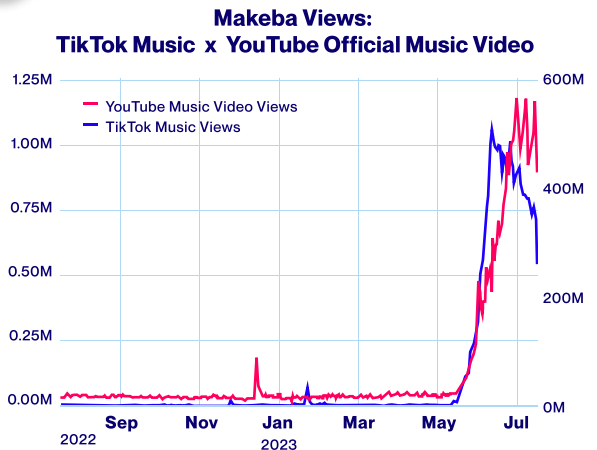
Rap, Hip-Hop and R&B Reign Supreme

Of the top 50 TikTok Sounds in H1, Rap, Hip-Hop, and R&B are the most popular music genres both by number of sounds (13 of 50) and total views (7.8B) - and part of this is older songs resurfacing. Understanding what music resonates helps inspire creative campaigns and products that will appeal to today's social video audiences.

The sweet spot of songs making a resurgence are songs released in 2010-2014.

Songs Get a Second Wind on TikTok & YouTube

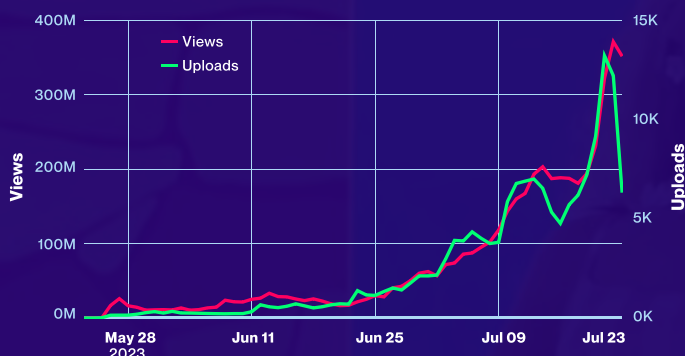
"Makeba" by Jain was released over 8 years ago with little initial success. Thanks to TikTok, the song resurfaced and hit global music charts in the summer of 2023. This is an example of how TikTok can resurface undiscovered gems and YouTube has the power to solidify their pertinence in music and culture.



For every 20% day-over-day growth for a song on TikTok, we can expect 2% growth of the YouTube music video.

Source: Tubular Intelligence | "Makeba" by Jain TikTok Sound Views and YouTube Music Video Views | From 8/1/22 - 7/11/23

Barbie The Album – TikTok Sound Video Views and Uploads



Source: Tubular Intelligence | TikTok Sounds from Barbie Album Song Releases | Views and Uploads | From 5/25/23 - 7/11/23

Barbie The Album

Social video sounds are a no-brainer for any modern marketer. Barbie promoted the Warner Bros. movie release with six new singles featuring popular singers. Accompanying media or product releases with music gives consumers the **opportunity to interact with the brand both before and after launch.**

TikTok sounds from the album generated excitement and 2.1B views before the box office premiere.

4 News on Social: Hot Off the Press

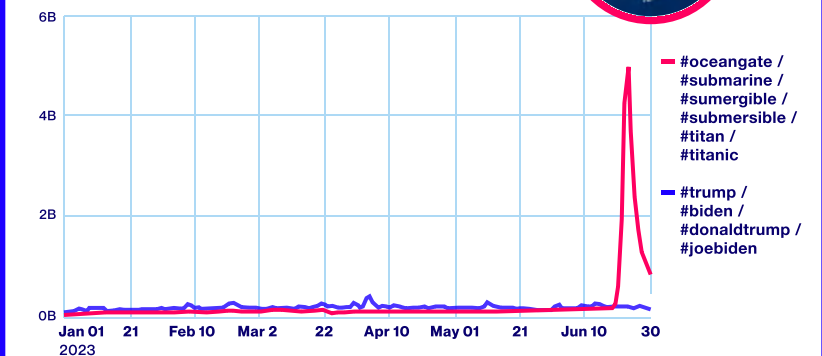
It won't be long until Millennials & Gen Z rely on social platforms as their primary source of breaking news. In the race to establish trust and loyalty with social news audiences, publishers seek to understand what types of content to post, what time to post, and how to beat the dreaded 24-hour news cycle.

Submersible vs. Politicians: The Top News Story of H1

Among all US News Media on TikTok in H1, videos about the missing Titanic submersible received more views than all presidential content *combined*.

The craziest part? All of the Oceangate viewership took place in just a **two-week period** vs. six months of political content.

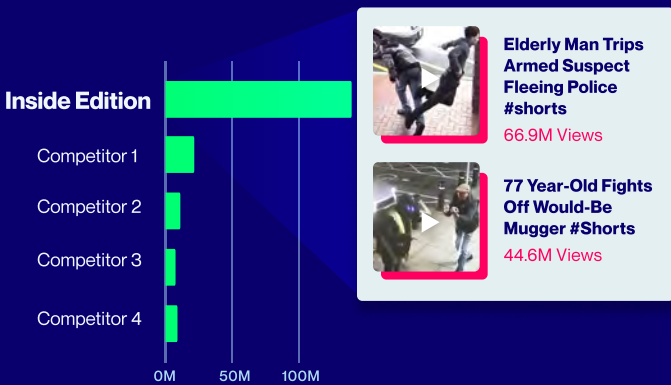
TikTok Viewership of Oceangate vs. Joe Biden/Donald Trump Videos



Source: Tubular Intelligence | Videos about Oceangate and Joe Biden/Donald Trump | TikTok | From 1/1/23 - 6/30/23

Breaking news stories outpace political coverage on social.

Top Five US News Media Creators: Recent Views Of Older YouTube Videos



Source: Tubular Intelligence | Top Five US News Media Creators | YouTube | Views from 7/12/22 - 7/11/23 of videos posted between 7/12/20 - 7/11/21

Nourish Your Supply of Evergreen Content

Inside Edition demonstrated stronger staying power than top News competitors by posting content that would outlive the 24-hour News cycle. The publisher received nearly **3x more views** on YouTube videos originally posted 1-2 years prior than all the other creators combined.

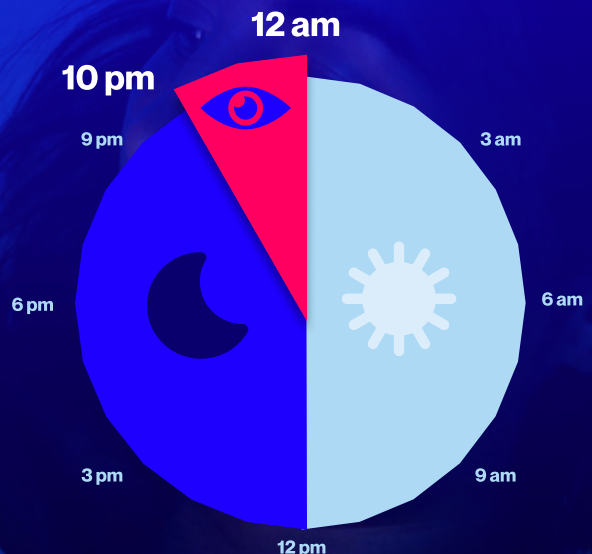
News cycles are fleeting, but education and entertainment can live forever. Insider Edition leverages thrilling law enforcement videos that continue to compound viewership & ROI over time.

The Nightly Scroll

Most News creators post during the day, but Tubular data revealed that News related videos **posted from 10PM-12AM Eastern** won the most views within the first 24 hours in H1.

Reach more eyeballs by posting while viewers are most active after work.

Source: Tubular Intelligence | US News Media Creators | Views Per Video | V1 Average | Upload Time | YouTube | From 1/1/23 - 6/30/23



5

Name a More Iconic Duo: Social Video & Ecommerce

TikTok is unleashing its own ecommerce business and [Statista](#) projects the social-commerce market will grow to nearly \$80 billion by 2025 in the US. If you think that ecommerce has passed its peak— think again! Social video and ecommerce are inextricably linked. Understanding what strategies and content types resonate with buyers affects ROI.

#TikTokMadeMeBuyIt

Surprise, surprise — Beauty, Fashion, and Home were the most popular shopping video categories on TikTok but **Cooking & Kitchen** and **Cleaning & Organizing** are on the rise.

It's only the beginning for social ecommerce. While some categories like Beauty have been in the game for a while, others are still learning what strategies and content resonates with their consumers.

Source: Tubular Consumer Insights | Top 300 shopping related hashtags | Product Categories | TikTok | 1/1/23 - 6/30/23



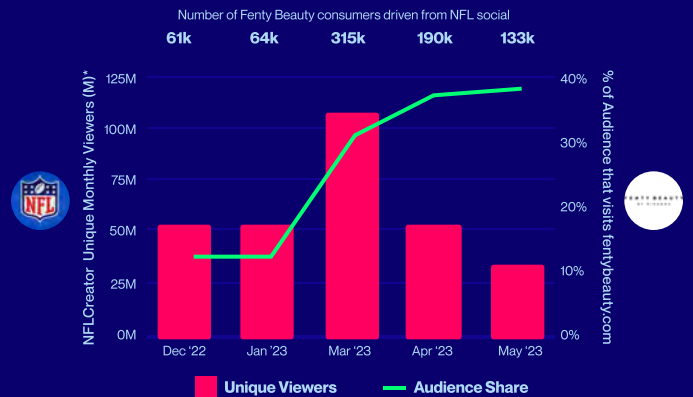
Total Views of Shopping Related Hashtags on TikTok

Understand shopping behaviors after large campaigns conclude

Rihanna's Super Bowl performance and her Fenty brand made a lasting impression on NFL viewers. Even after Super Bowl 2023 social viewership declined, Rihanna's Fenty beauty brand continued to see **website visitation from the NFL audience increase**.

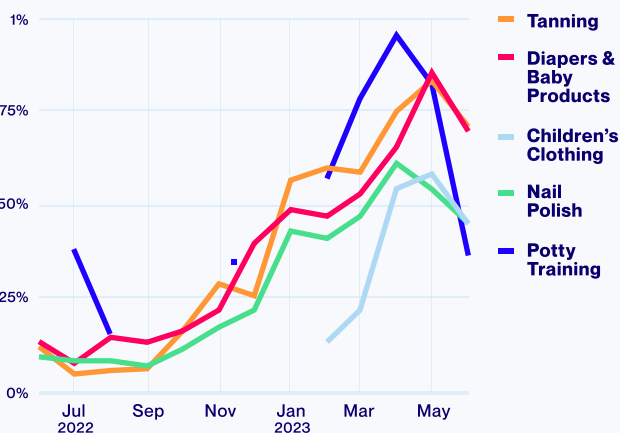
Understanding how audience interests overlap allows brands to break out of their primary category and reach into adjacent categories where views are likely to convert.

The NFL (and Rihanna's Super Bowl half time show) drove an increase in web visitation for Fenty Beauty



Source: Tubular Audience Ratings and Consumer Insights | Unique Viewership Deduplicated across YouTube and Facebook | 12/1/22 - 4/30/23

Market Share of Stanley Products



Source: Tubular Consumer Insights | Visitors of stanley1913.com | Purchase Categories on Amazon | % Market Share | From 1/1/23 - 6/30/23

Expand your consumer base to cater to adjacent social audiences

In 2023, a tumbler cup from century-old outdoor gear brand, Stanley, went viral, reaching cult-status. But it wasn't outdoor enthusiasts propelling the trend. Tubular Consumer Insights reveals Stanley market share has increased for those who watch **parenting & beauty related videos**, thanks to the viral Stanley tumbler cup.

Many brands can get pigeonholed into their primary product category. Social video offers the unique opportunity to expand beyond that category and appeal to new consumers.

KEY TAKEAWAYS

Integrate these top 2023 trends into your next-level content strategy

1

Test out slightly longer short-form content

While short-form content still presents growth opportunities for brands and creators, data indicates that the slightly longer time frame, 61-180 seconds, is scoring the highest viewership per upload on TikTok. The 1-3 minute sweet spot gives creators more time for thorough product reviews and to share experiences.

2

ChatGPT is in its discovery era

Social video insights reveal that students, learners, and creators are pioneering ChatGPT integration. Currently, social video is a place where viewers can find hacks & tips about how to use AI to aid in content creation and speed up production time. It is just the beginning for ChatGPT and Generative AI and we will continue to look to social video to see how people are using the new-wave tech.

3

Allow music trends to fuel campaign strategies

Leveraging sound trends allows creators and brands to boost their content by piggybacking on social trends. But insights about popular music trends should also inspire campaign conceptualization. For example, today's music preferences indicate an affinity for mixing nostalgia and new age. Brands & publishers can take these insights to create products and campaigns that resonate with social audiences.

4

News broadcasters should cater to a social audience

The news industry's presence on social is only just beginning. Traditional broadcasters are in an era of trial and error. Tubular's insights make that process quicker and easier. Our analytics uncovered strategies to outlast the 24-hour news cycle by posting at the optimal time from 10pm-12am and leaning into the evergreen content and entertainment that resonates for longer.

5

Reach new audiences through video to drive ecommerce and ROI

Social video is a magical place where undiscovered audiences are readily available. Reaching into adjacent content categories exposes brands to a completely new audience of consumers. This tactic has been proven to have a lasting impact on ROI for legacy and emerging brands alike.



Insights at the Speed of Social

Tubular Labs believes the behavioral insights derived from the natural setting of social video is the gold standard for marketers looking to authentically engage their audiences.

We take the guesswork out of your social video strategy.

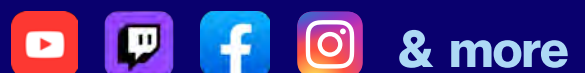


We provide a unified view of the content, interests, and behaviors of audiences across the top social platforms. With the largest social video database covering over 11 billion videos and 30 million creators, Tubular helps hundreds of household name brands, leading agencies and the largest media properties grow their business and lead on social by anticipating trending content and new creators.

Social insights to fuel your strategy

Start Today

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