

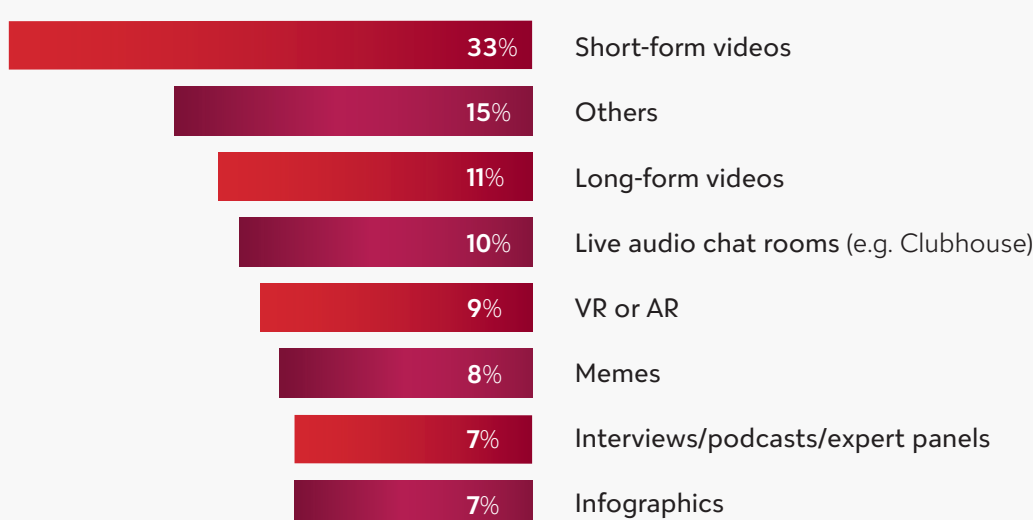
## Insights and Data to Help Manage Today's Changing Consumer Environment

The rise of the short-form video, first popularized by TikTok and quickly adopted by other platforms, has become a game-changer in the digital space. These bite-size videos, usually no more than 60 seconds long, have become a staple on social media and can be hard to resist. And since there are little to no technical barriers, anyone with a smartphone can become a 'creator.'

Brands have taken notice. Recognizing the value of TikTok and short-form videos as a way to reach consumers, marketers have jumped on the trend. According to HubSpot's 2023 Social Media Marketing Report, when 1,000+ social media marketers were asked where they anticipated investing "most" of their content budget for 2023, 1/3 responded with "short-form videos." This data point, which can be found on Statista's Daily Data app, is especially interesting as our industry looks for new ways to connect with core players and young adults.

### Marketers Double Down on Short-Form Video in 2023

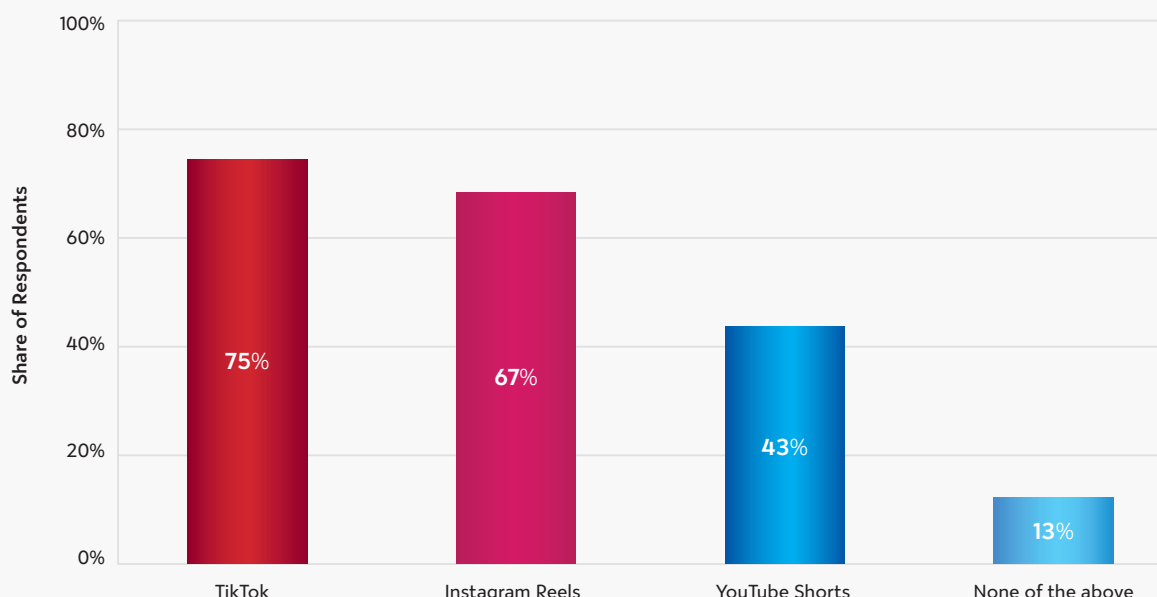
Share of social media marketers who plan to invest most in the following types of content in 2023



1,000+ social media marketers surveyed worldwide in Jan. 2023  
Source: HubSpot

TikTok may be the short-form leader at the moment, but other platforms are gaining ground. Instagram Reels and YouTube Shorts have established themselves as formidable players in the short-form space.

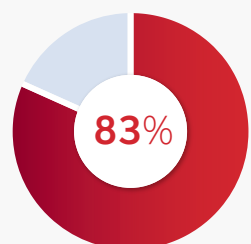
### Most Used Short Video Platforms Among US Brands<sup>2</sup>



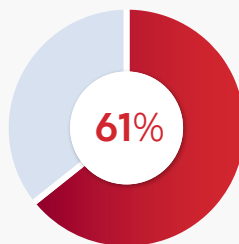
According to advertising buyers, December 2022

### Fans Love Social Media

The Fan player segment from Scientific Games' ONE Segmentation study account for the lion's share of instant scratch game activity and spend. Fans are likely to pay attention to a variety of communication channels, but the most effective for reaching this important segment is – you guessed it – social media<sup>3</sup>.



Use social media to follow brands and influencers they like  
(Index 132)

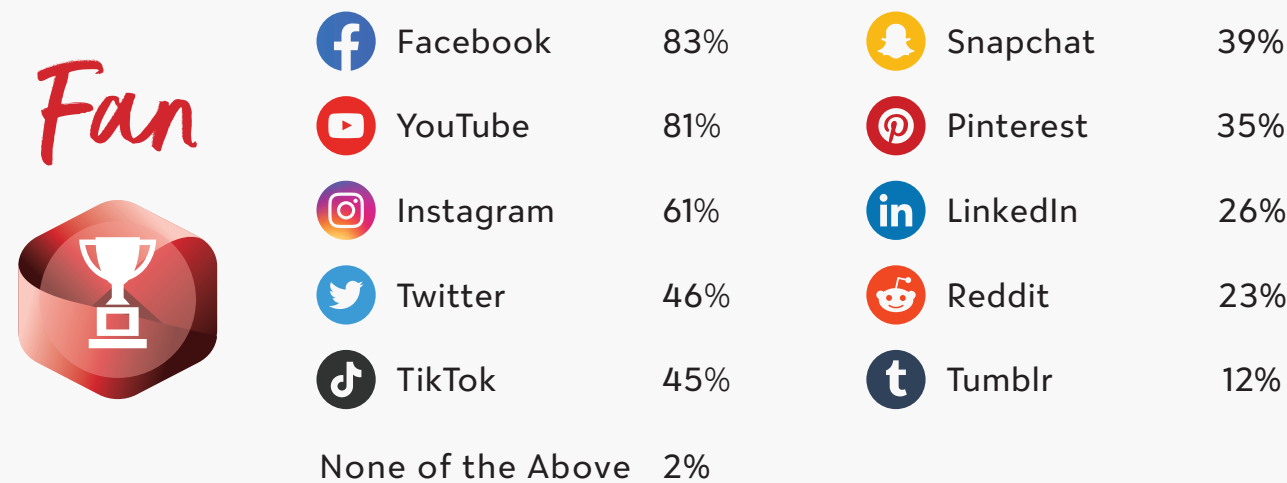


Use social media to receive exclusive offers and coupons  
(Index 157)

\*Indexes are against other ONE Segmentation player segments

Overall, Fans are deeply engaged across all social media platforms. The overwhelming majority engage with brands and influencers online as well as use social media to receive exclusive offers. Facebook, YouTube, and Instagram are the top three go-to social media platforms for this segment, but Fans also over-indexed on TikTok and Tumblr compared to other instant scratch game segments<sup>4</sup>.

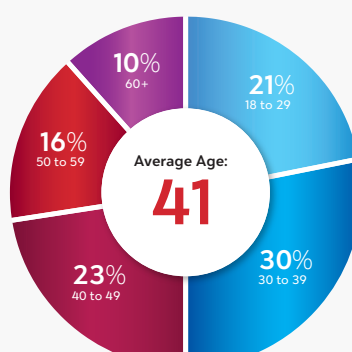
### Which of the following social media sites/apps do you actively use or visit? Select all that apply.



### Fans Skew Young

Fans also skew younger relative to the other instant scratch game segments. As the chart to the right shows, over half of the Fans segment are under the age of forty<sup>5</sup>. This makes social media platforms such as TikTok and Tumblr the ideal platforms to reach this important audience.

### Age of Scientific Games' Fan Segment



### Final Word

As Twitter rebrands itself X and Meta (parent company of Facebook and Instagram) launches Threads, it's obvious that the social media landscape is continuously shifting. But short-form videos seem to be a constant across most platforms and should be considered along with other digital marketing tactics when developing your overall marketing strategy.

Sources:  
1., 2. Statista  
3., 4., 5. ONE™ Segmentation, 2021

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