

VIDEO MARKETING STATISTICS

Q4 Report Template

Platform / Metric	Audience Retention	Growth
Short-form (Mobile) TikTok, Reels, Shorts	82%	+14.2%
Long-form (Desktop) YouTube, Webinars	45%	+2.1%
Live Streaming Twitch, LinkedIn Live	61%	+8.7%
Social Video Ad In-feed placements	29%	-1.4%