

2024 was a blockbuster year for video!

From vertical video to ambient
genres. Let's take a look...



42%

**Increase in average number
of videos used by our clients**



**Vertical video usage
is ON THE UP!**

52%

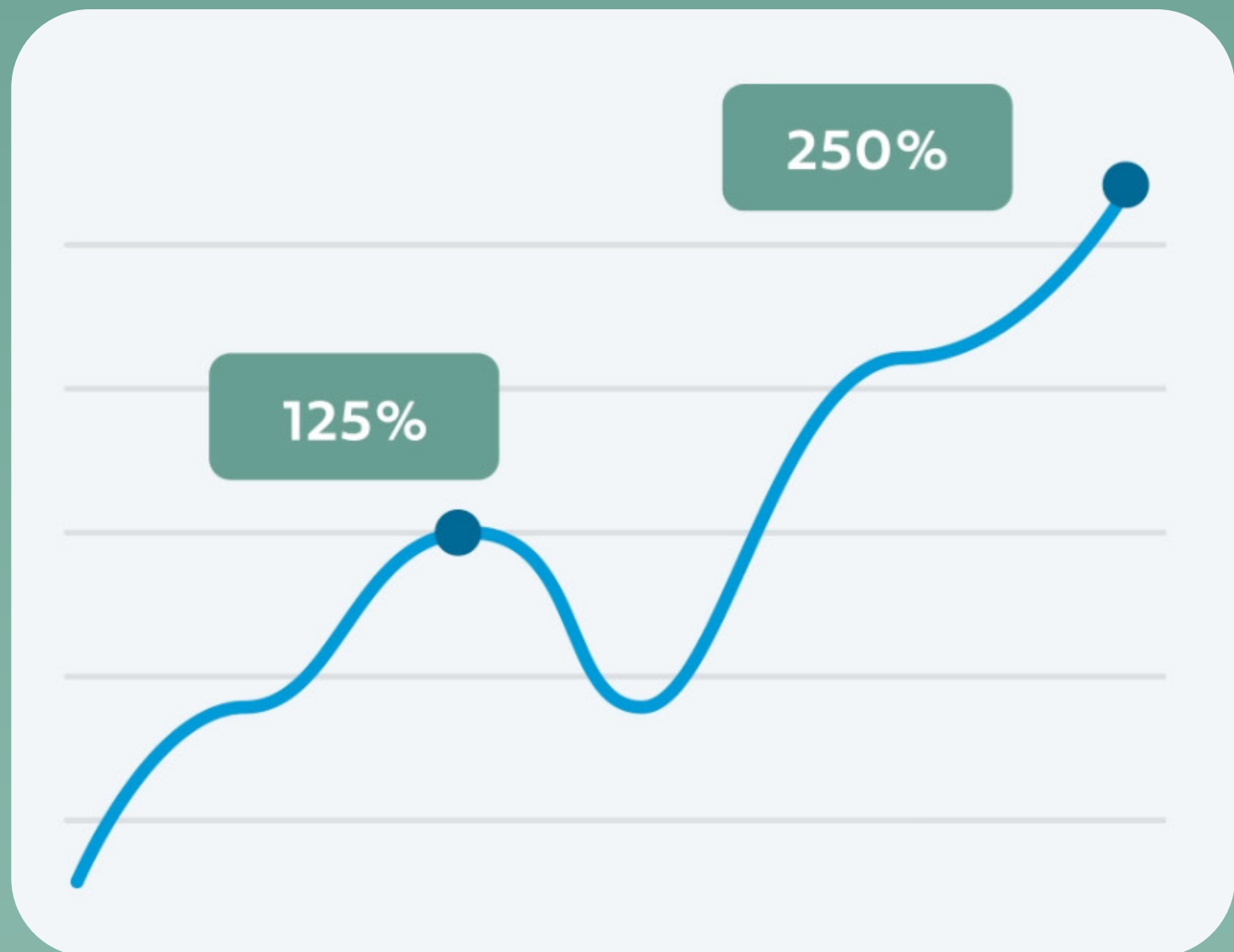
**Increase in average number
of videos used by our clients**

Categories that GREW...

- 1 Ambient**
- 2 News**
- 3 Travel**
- 4 Entertainment**
- 5 Educational**

Video makes a big impression 2.5X

Across clients who used our video



Impressions across clients who use VideoElephant video



Working OVERTime!

**We more than DOUBLED
our ingestion volume in 2024**

Adding 100s of new brands

euro news.

ALJAZEERA

FRANCE 24

FAST COMPANY

CBC

FOX

FUTURE

Bloomberg

CBC

Golf Digest

cheddar news

b60

BANG SHOWBIZ

The Telegraph

Sports Illustrated

pa media

US WEEKLY

Adventure Sports Network

bviral

AccuWeather

DW Deutsche Welle

We onboarded

59%

more feeds in
2024 vs 2023

VIDEO

is the word of the year

 **video
elephant**