

# 360 VIDEO & ADVERTISING STATS Part I

90% of Americans are convinced that content will be better in 360 video than in traditional video

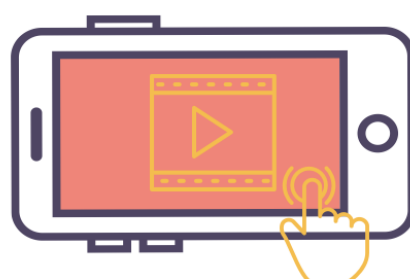
**90** %

In fact, when click through rates for 360 video and traditional video were compared, a study found that 360 video performs better.



4.51%

CTR



0.56%

98% of Americans surveyed also think that 360 video is "more exciting" when it comes to recording events than any other video technology



**98%**



41% of those surveyed said that they liked it when brands would leverage 360 & VR because it let them "demo a product" before buying it

## What People Want to See in 360 Video



- 60%** Sports & Travel
- 55%** Live Entertainment
- 39%** Movies
- 31%** News & Documentaries
- 30%** Television Shows