**What's On Tap For Digital Video Marketing?**

AdPlayer.Pro CEO Anton Liaskovskyi predicts the rise of immersive augmented and virtual reality experiences via digital video marketing to be among the hot trends during the next five years. He also forecasts the return of "mobile-specific 360-degree video ads" driven by the demise of third-party cookies and a focus on long-term ambassador programs to circumvent the over-saturation of influencers while "pushing them further in terms of the quality and format of curated video-ad content."

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[*https://www.entrepreneur.com/article/379939*](https://www.entrepreneur.com/article/379939)

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