**PwC: The Future of Video is Mobile First**

The future of video is mobile-first, with 70% of 18-24year-olds now claiming that their phone is the primary place that they view video content, according to new US research. PwC’s ‘Videoquake 4.0: Binge, stream, repeat – how video is changing forever’ report claims that the mobile viewer is “changing content creation and curation” with 91% of survey respondents owning a smartphone and 76% viewing video on their mobile devices.

***TBI Vision 12.15.16***

<http://tbivision.com/news/2016/12/pwc-future-video-mobile-first/692271/>

Image source:

<http://i.dailymail.co.uk/i/pix/2015/02/18/25CC0F8200000578-2958430-People_who_can_t_put_down_their_mobile_phones_illustrated_with_a-a-14_1424260991263.jpg>