**Survey: People Are Watching Longer Videos on Mobile**

Half of Americans are watching more video on mobile, with 36% of users globally saying they view videos longer than five minutes every day, according to an IAB survey. The global study also noted widespread mobile video consumption in South Africa, China and New Zealand, with 62% of respondents saying YouTube was their preferred choice for content.

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<http://techcrunch.com/2015/06/08/iab-mobile-video-usage/>