**Growth Of Social Media Video Watch Time Slowing**

Consumers will spend 56.4% of their time this year on social media viewing videos, up from 33% in 2019, but the growth rate is slowing, reports Insider Intelligence. The research firm suggests brands refrain from relying too heavily on social video ads, balance them with image ads and experiment with sponsored creator content on the text-based Threads social platform.

***Insider Intelligence 8/21/23***

[*https://www.insiderintelligence.com/content/video-dominates-social-time-but-it-s-reaching-saturation-point*](https://www.insiderintelligence.com/content/video-dominates-social-time-but-it-s-reaching-saturation-point)

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[*https://www.visa.com.au/dam/VCOM/regional/ap/images/src/src-consumer-online-shoppping-800x450.jpg*](https://www.visa.com.au/dam/VCOM/regional/ap/images/src/src-consumer-online-shoppping-800x450.jpg)