**Report: Long-Form Video Gaining Popularity**

An eMarketer report reveals that long-form content, including video on popular social media channels, is gaining popularity, Michael Del Gigante writes. A large proportion of people watch digital video content online, and these numbers will continue to grow, while younger audiences are more prepared for the shift to long-form video, the study shows.

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[***https://www.prdaily.com/are-audiences-ready-for-longer-content-on-social-media/***](https://www.prdaily.com/are-audiences-ready-for-longer-content-on-social-media/)

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