**Social Networks Get Serious About TV-Style Programming**

Long-form video is spreading across social media. With the June 2018 launch of IGTV, Instagram joined Facebook, Snapchat and Twitter in a space getting more crowded by the day. Some marketers are placing pre-roll and mid-roll ads in social shows, but the audiences are small and the measurement capabilities are limited.

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<https://www.emarketer.com/content/social-media-shows-are-everywhere-but-is-anyone-watching?ecid=NL1001>

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<https://i.dailymail.co.uk/i/pix/2015/04/07/22/275AD89B00000578-3029430-image-a-1_1428443110880.jpg>