



Rewind Report

OCTOBER 2025



Video Without Boundaries:

How Publishers Are Redefining Reach & Revenue

Audiences no longer discover content the way they once did—AI, platforms, and changing habits have rewritten the rules of engagement.

Publishers leaning into video are meeting those shifts head-on, expanding across formats from vertical to FAST to OOH digital signage.

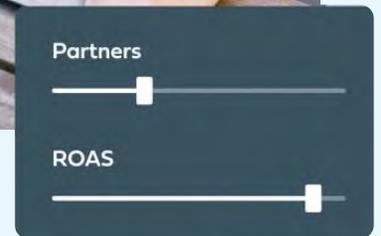
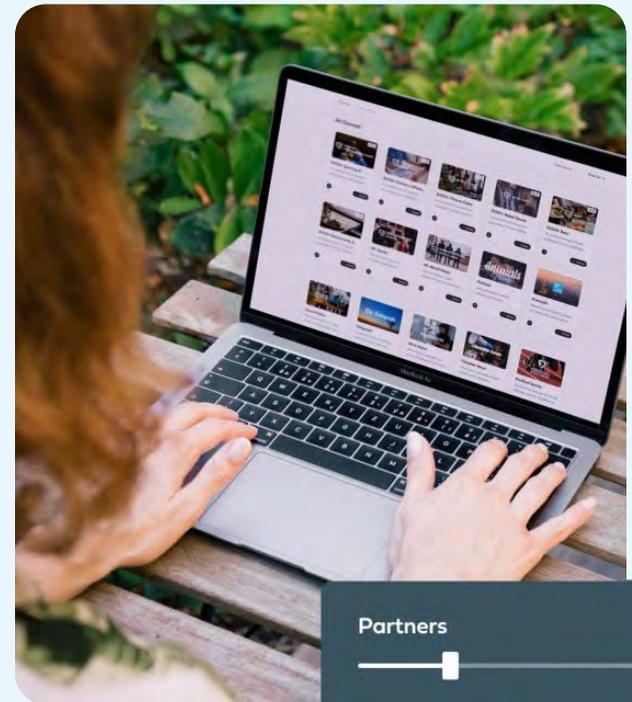
The 2025 VideoElephant Rewind Report explores how video is breaking boundaries, fueling engagement, and creating new paths to growth for publishers worldwide.

Why VideoElephant Is A Good Barometer

VideoElephant is uniquely positioned to observe and assess how publishers and channel owners use video.

With access to at least **6 million videos** in its library, VideoElephant is the largest platform anywhere of **premium, rights-cleared video**, working with hundreds of publishers and content partners in the U.S. and globally including some of the biggest, e.g., *MSN, Gannett, NewsCorp, Taboola*.

Creators, publishers, and content partners provide VideoElephant with thousands of curated and **daily updated feeds**; they are then reviewed, curated, and made available for licensing. Each of those feeds consists of individual videos—a single clip, episode, or segment that publishers can preview, select, and license for their own audiences.

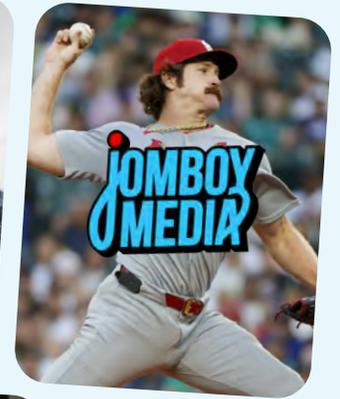


Online Video Is Ubiquitous

The October VideoElephant Rewind Report (January-July 2025) offers a comprehensive look at the rapid growth and diversification of video creation, distribution, and audience engagement.

Across various formats and screens, publishers, creators, and brands are increasing both the volume and variety of their video content to meet evolving viewer preferences.

The shift toward vertical and multilingual video formats reflects how modern audiences consume content in more personalized and diverse ways.



Key Rewind Insights:

- The video ecosystem is expanding, with **more publishers distributing original content** across the web, while also incorporating external video assets on their own platforms.
- There is a rising global demand for native and **localized video content**; those providing translated videos are positioned to capture new markets effectively.
- **Vertical video has moved beyond a short-form** trend to become a critical growth driver and a cornerstone of everyone's video strategy.
- The surge in creator-led content signals the **merging of creator culture with traditional publishing**, reshaping the future of video programming.
- Overall, **video consumption continues to climb**, with significant increases in views and impressions indicating sustained audience engagement.

These trends collectively illustrate the dynamic transformation of the video industry, with VideoElephant's ecosystem reflecting and enabling this **global evolution in video content strategy and delivery**.



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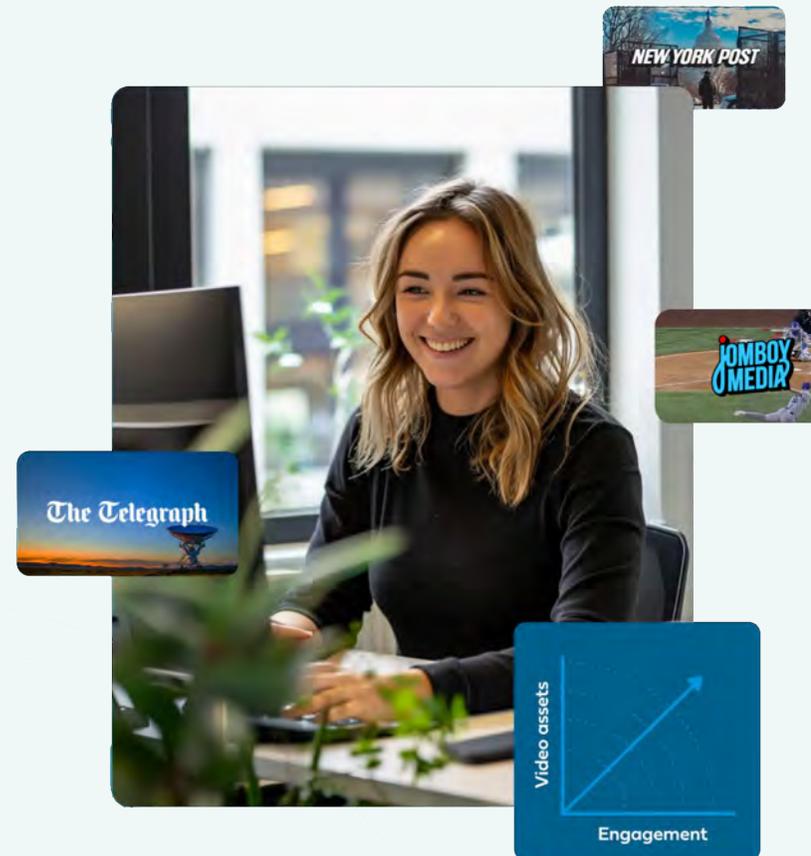
Video Ecosystem

Feed Growth Signals Expanding Video Ecosystem

50%

VideoElephant saw a **50% increase in the number of video feeds** added between January to July 2025 compared to FY2024.

This growth underscores how rapidly **publishers, creators, and media brands are scaling content distribution**. The trend mirrors a wider industry move toward feed-based programming—always-on video that aligns with how audiences consume content across social, OTT, and FAST environments.

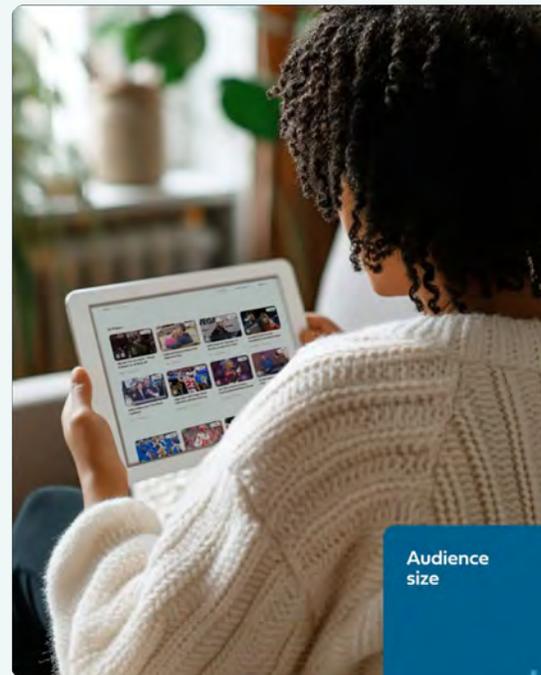


In-bound Video Volume Nearly Doubles Year Over Year

92%

From January through July 2025, the number of videos added to the VideoElephant platform rose 92% compared to FY2024, resulting in a **90% average monthly increase**.

This acceleration underscores the **industry's demand for fresh, timely, and contextually relevant content** driven by publishers' need to capture audience attention across every platform and screen.



Audience size



Video Goes Global

+27

As video becomes increasingly borderless, **multilingual content has become essential** and this presents new opportunities for growth. While English remains the most in-demand, global language diversification is accelerating.

At VideoElephant, **AI, in combination with native translation teams**, facilitates automated subtitles and synthetic voice-overs so the same video can be seen in 27+ languages—up from 10 in 2023.



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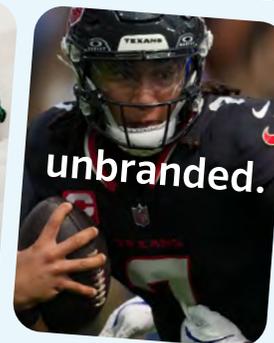
Vertical Soars

Publishers Put Vertical First

216%

Vertical feeds grew by 216% Jan to July 2025 as compared to all of 2024, demonstrating how mobile-first storytelling and vertical-first programming have become critical to audience engagement and ad performance.

Publishers who prioritize vertical video are achieving measurable results in both reach and revenue.



Prioritizing Vertical

Half of all content provider partner brands now produce vertical-format feeds—reflecting the **universal pivot toward mobile-first engagement.**

What began as a short-form trend has evolved into a core business strategy, as **vertical consistently outperforms traditional horizontal formats** in both impressions and completion rates.

VideoElephant Saw 3X Revenue Increase From Vertical Video YoY

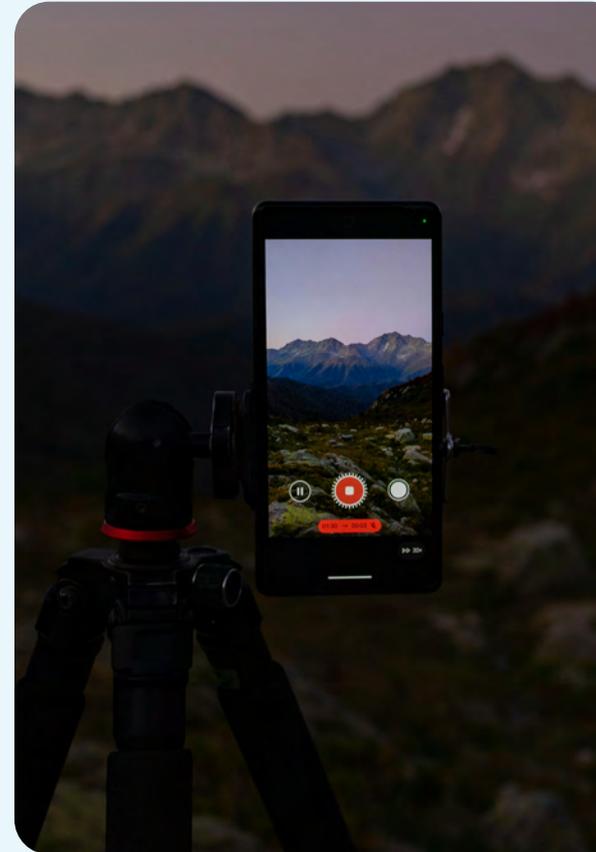
270%

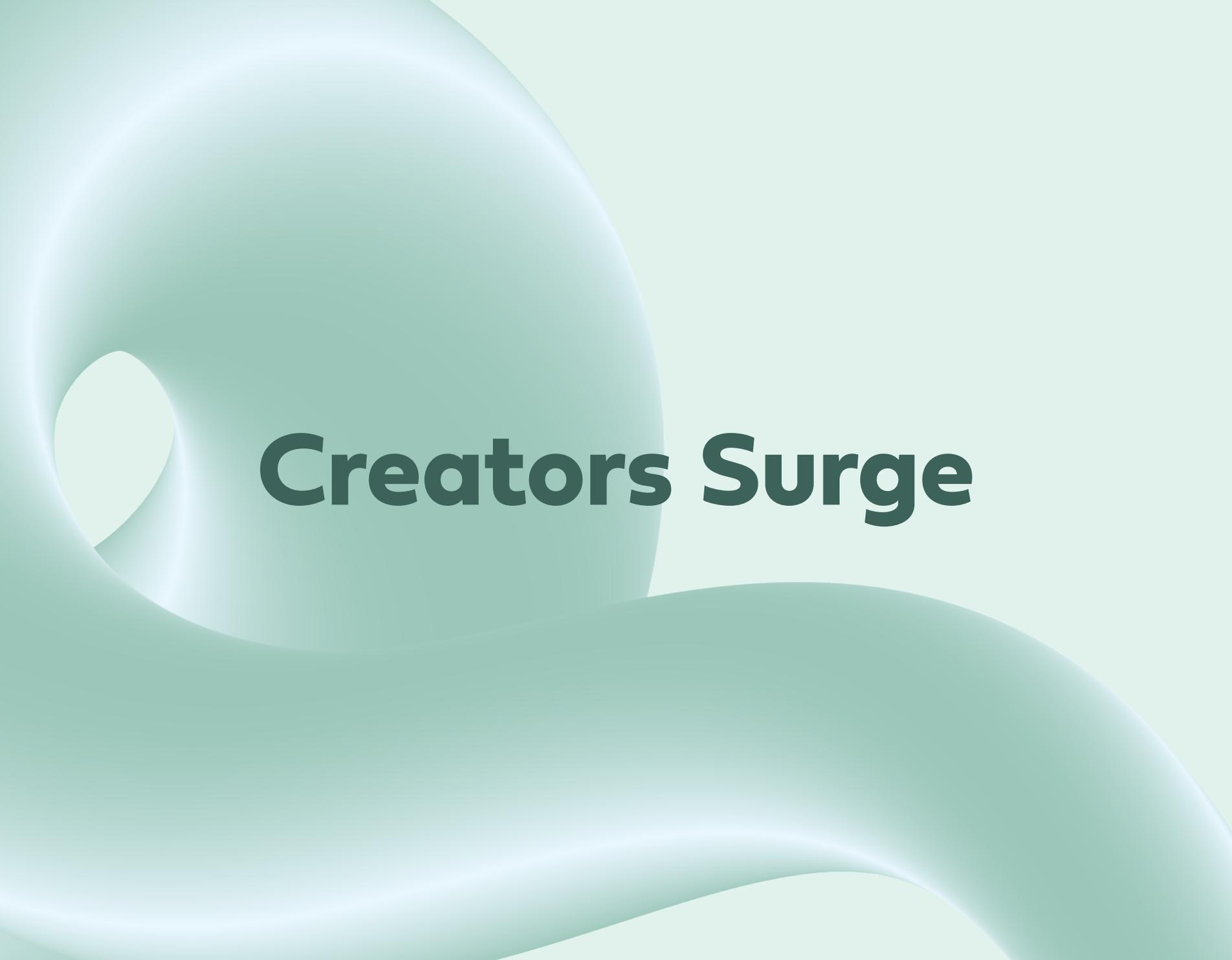
Vertical formats continue to dominate performance, generating **270% revenue growth** at VideoElephant from Jan to July 2025 versus the same period in 2024.

This surge underscores how publishers' investment in vertical feeds, built for mobile and short-form discovery, is translating directly into higher revenue.

Publishers that prioritize vertical-first storytelling are seeing **measurable monetization gains across both mobile and connected-TV environments.**

Vertical isn't just a format, it's now a growth engine.





Creators Surge

Creator-Led Video Fuels the Next Wave of Growth

In a new development this year, more than one-third of new feeds added come directly from creators.

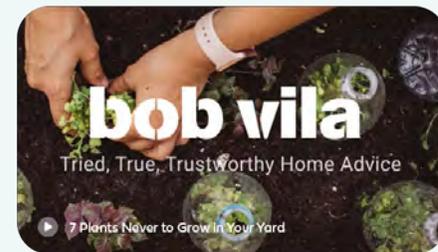
This growth represents the convergence of creator culture and professional publishing—where authentic, niche storytelling and faster content cycles are shaping the future of video programming across FAST, OLV, and CTV.



Edutainment On The Rise

Creator-led “edutainment” is emerging as one of 2025’s **fastest-growing genres**.

Explainer-style videos—from physics and design to food and “how things work,” blend learning and entertainment in ways that resonate across generations. This shift underscores the power of video as both a storytelling and teaching tool.



The background consists of several overlapping, curved, light blue shapes that create a sense of depth and movement. The shapes are smooth and rounded, with some appearing to be in front of others, creating a layered effect. The overall color palette is a range of light blues, from very pale to a slightly darker shade.

Audiences

Preferred Genres

In 2025, a mix of high-energy and low-intensity genres shows how publishers are programming for both lean-in and lean-back moments—reflecting the wider trend toward mood-based and contextual video programming across CTV and OLV.

VideoElephant's top performing categories in the first half of 2025 include Ambient, consisting of drone footage, travel visuals, and “then vs. now”, as well as **News, Entertainment, Sports, and Lifestyle**.

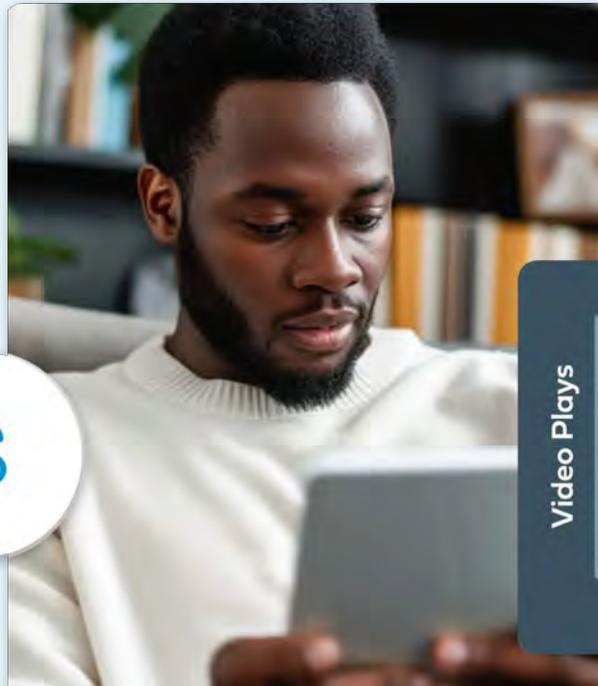


Views Double

95%

Average monthly views reported by VideoElephant clients nearly doubled, growing 95% from January to July 2025 compared to all of 2024.

This significant increase reflects **rising video consumption** across mobile, CTV, and other platforms, highlighting strong audience engagement with consistent, high-quality content.



Video Plays

Ad Revenue



More Screens, More Reach, More Impressions

15%

Total impressions rose 15% in the first half of 2025, driven by **expanded distribution across publisher sites, apps, and FAST environments.**

Even modest impression gains now represent millions of new viewing opportunities—proving that reach compounds as more publishers adopt multi-format strategies.



The Big Picture

It's everywhere—from creators to publishers, from English to emerging languages, and from landscape to vertical, **video is growing in velocity and diversity.**

Publishers are producing more, audiences are watching longer, and vertical-first, multilingual, creator-led content is shaping the future of engagement.

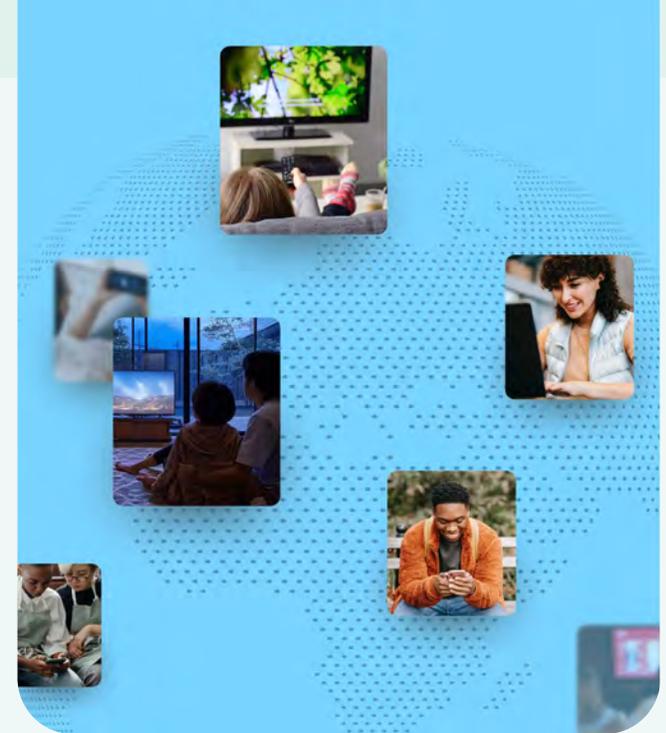
VideoElephant's ecosystem reflects that evolution: **a connected, ever-expanding network powering video engagement and revenue** across FAST, CTV OOH, and beyond.

Across feeds, formats, and languages, video continues to connect audiences and brands everywhere.

From vertical stories to FAST channels and digital out-of-home signage, VideoElephant powers the content experiences that keep publishing in motion—and growing.

Methodology:

VideoElephant analyzed internal data from January to July 2025, comparing customer video licensing and syndication activity in 2025 vs. 2024. Customers include, but are not limited to, major publishers such as MSN, Gannett, News Corp, and Taboola News, as well as a global network of content providers across the U.S. and international markets.





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