

# UK Video Chatterbox Nation

A report on live video communications in the UK

Since 2012, TokBox (now a part of Nexmo, the Vonage API Platform) has conducted research into how US consumers use video communications. We've seen video evolve from a relatively niche channel **used by less than half the country**, to today, where in America it is fast becoming an equal **channel to voice phone calls**—not only socially but, with businesses too.

Now for the first time, we've taken our study across the Atlantic. For anyone focused on customer experience or digital transformation, the findings provide an insight into UK consumer behaviour and expectations around video, an industry snapshot, and future outlook—based on 6 years of US growth data.



## A snapshot of how people in the UK are communicating

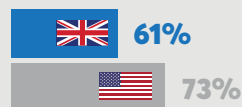
Communication channels for social use between friends and family

2018 regular usage | ■ UK ■ US

Mobile voice call



Social feeds



SMS



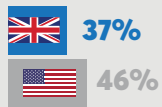
Messaging apps



Email



Live Video Chat



1 in 5 people in the UK are video chatting **weekly or more often**



**1 in 3** people in the UK report that they are video chatting more in 2018 than they were in 2017

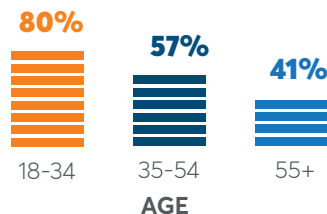


Messaging apps are the UK's favourite way to communicate — **35% of the population** use messaging apps daily, compared to 30% in the US



## Who is video chatting?

Age breakdown of video chatters in the UK—2018



3 in 8 millennials in the UK are **video chatting weekly**



1 in 3 people **aged 35-54** in the UK are **video chatting more in 2018** than they were in 2017



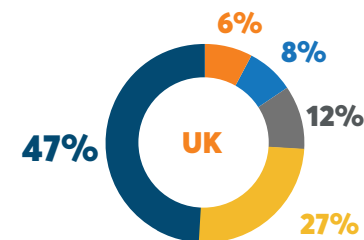
1 in 4 people in the UK **aged 55+** are **video chatting more** than they were in 2017

## The UK gets personal with video chat

A key motivation for video chatting is the personal experience it creates compared to other channels.

Which channel do you feel creates the most personal experience?

■ Messaging 
 ■ Social media 
 ■ Email 
 ■ Voice call 
 ■ **Video chat**



Nearly **1 in 2 people** in the UK feel video is the most personal way to communicate

## Where could the UK be chatting next?

A future outlook—based on the fastest growing social communications channels in the US

**Live video chat** – **171% growth** in 3 years  
**Messaging apps** – **200% growth** in 3 years



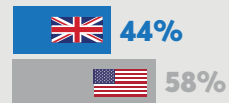
Future  
Growth Spotlight

## The UK consumer-to-business communications landscape

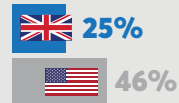
Communication channels between consumers and businesses

2018 regular usage | ■ UK ■ US

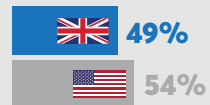
Mobile voice call



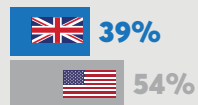
Social feeds



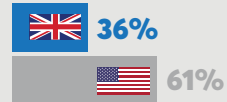
SMS



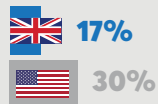
Messaging apps



Email



Live Video Chat



**1 in 3** people in the UK have used live video to **chat with a business**



**1 in 7** people in the UK, who have yet to video chat with a business in 2018, say they **will in the future**

### Mobile is the preferred device for video chat



UK

**59%**  
of all video calls  
are on mobile



US

**68%**  
of all video calls  
are on mobile

Future  
Growth Spotlight



### Is your business ready for changing UK consumer behaviour?

A future outlook—based on the fastest growing business-consumer communication channels in the US

SMS – **145% growth** in 3 years

Live video chat – **233% growth** in 3 years

# Industry Spotlight

A snapshot of how UK consumers already video chat with businesses and where they want to video chat next



Willing to Use Live Video



Have Used Live Video



43% 10%

## Healthcare

- Virtual consultations
- Counselling or group therapy
- Live streaming a fitness class



31% 11%

## Financial Services

- Mortgage applications
- Wealth management



35% 12%

## Education

- Virtual classrooms
- Online tutoring



47% 8%

## Insurance

- Damaged property claims



46% 12%

## Customer Service

- Remote technical support
- General enquiries
- Post-sales support



36% 8%

## Professional Services

- Tax and accounting consultations
- Legal consultations
- Real-estate virtual tours
- Language interpretation



32% 10%

## Retail

- Personalised shopping experiences
- Pre-sale support



73% 11%

## Sports

- Online talk shows with live audience participation
- Sports broadcasts with live fan engagement
- Multiplayer gaming



35% 32%

## Work & Collaboration

- Remote collaboration
- Interactive webinars



47% 9%

## Trades & Repairs

- Remote installation support
- Remote repair advice from a tradesperson



38% 16%

## HR & Recruitment

- Job interviews

## Is your business ready for the next big customer engagement channel?

### Add video chat to your customer communications strategy with Nexmo APIs

It's now easier than ever to meet growing consumer demand for live video communications. Whether building a new service from the ground up, or adding to your existing customer engagement channels, you can embed video into your web and mobile apps using the Nexmo live video API.

From startups to established organisations, companies such as **Babylon Health**, **Unblu**, and **Chegg**, rely on Nexmo to power seamless, secure live video interactions. But it doesn't stop at video. To deliver a truly outstanding experience in healthcare, companies must meet customers on all channels.

With communications APIs from Nexmo, you can now program any interaction so that the right message is delivered to the right person on the right channel at precisely the right moment.

## Building Blocks

Here are some of the communications building blocks you can use to make every customer interaction count:



Voice



Video



Messaging



Authentication

Want to find out how you can start building?  
Speak to an expert about implementation  
and video best practices.

GET STARTED

Learn more. Contact us at:  
**+1.415.941.5878 | [sales@nexmo.com](mailto:sales@nexmo.com)**

### About the Video Chatterbox Nation UK study

UK Video Chatterbox Nation 2018 study was created by TokBox (now a part of Nexmo, the Vonage API Platform) and administered by Toluna via the Toluna platform. The anonymous nationwide survey involved a sample of 1100 adults (18+ years of age) in accordance with UK census representation figures for age, region, race, ethnicity, gender, and income.