

# Video increasingly dominates news consumption - 16 Oct 2017

BY LOUISE MARSLAND

Need and necessity often drives innovation, especially in emerging markets and Africa is no exception. The dominance of mobile and cashless payment systems are two examples where Africa is leapfrogging global systems to come up with innovations that meet the needs of millions of customers on the continent in the telecommunications, banking and retail sectors.

Video consumption of news and information, through mobile predominantly, is also on the rise, and research reveals that “news is increasingly being watched as opposed to read”. This is why public relations news agency, APO Group, has launched a [video offering](#) across the continent to companies to amplify their message.

Our monthly trend report into Youth Marketing can now also be downloaded as a digital magazine in PDF format, for all the latest trends in how brands can reach the growing youth market: [Focus on Youth Marketing](#).

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Have a great week!

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