

## There is something for everyone: What are people in **Singapore** watching online?

People in Singapore are turning to online videos to satiate their curiosity or keep themselves entertained.

## Who's watching YouTube in Singapore?

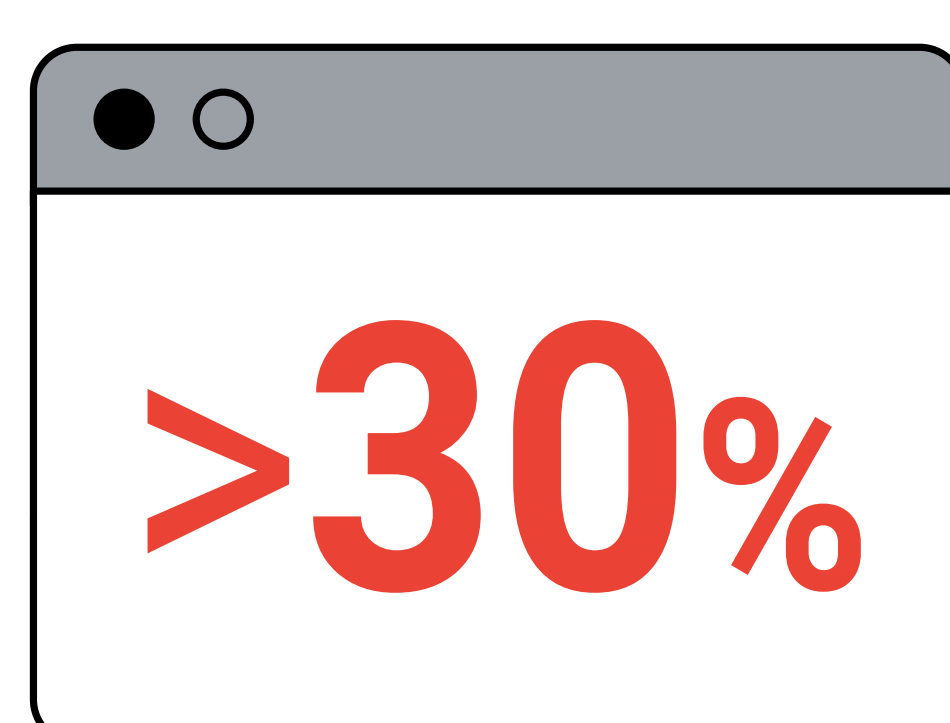


In the past year, YouTube has reached **over 4 million users** in the Lion City, aged 18 and above.<sup>1</sup>

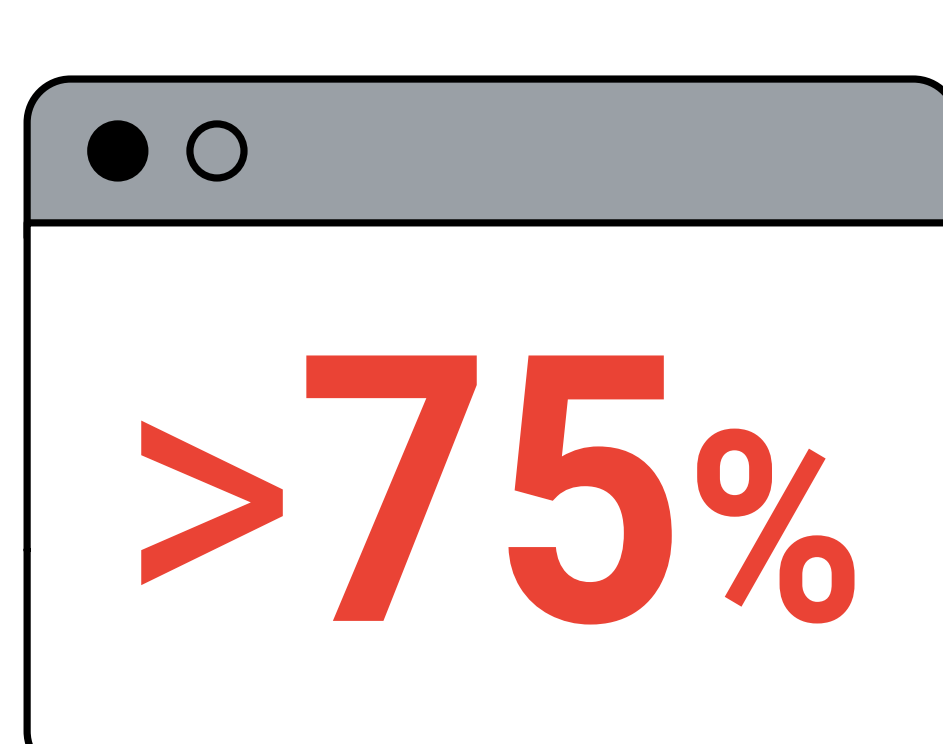
## Singaporeans like variety in content



Preferred platform for video content in Singapore.<sup>2</sup>

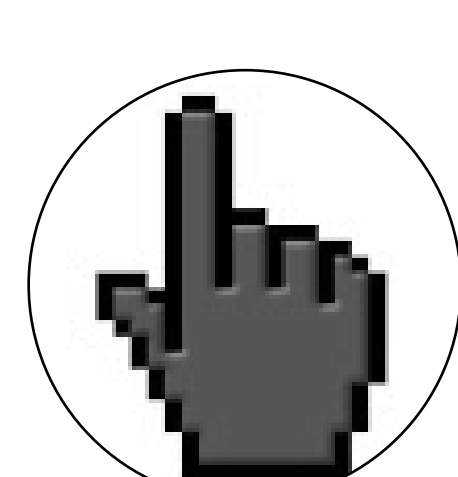


YouTube watch time in Singapore grew by **over 30% year-on-year**.<sup>3</sup>



Singaporean users say that YouTube has a wide range of videos and content to match their preferences.<sup>4,5</sup>

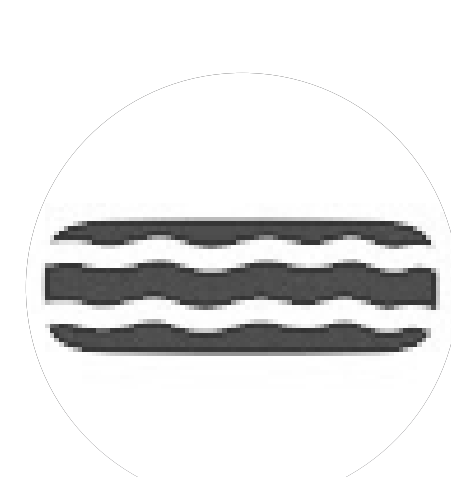
## Singaporean channels on the rise



**Clicknetwork**  
1.23M subscribers



**JianHao Tan**  
4.24M subscribers



**Dancing Bacon**  
1.44M subscribers



## What's **trending?** on YouTube in Singapore



### More than triple

Time logged watching computer hardware videos<sup>6</sup>



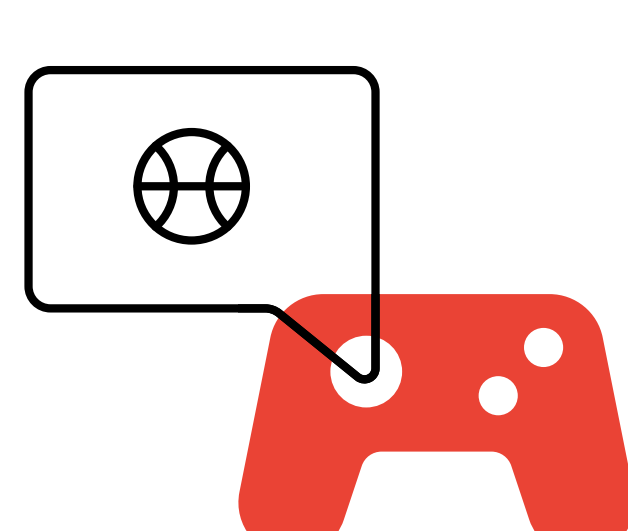
### Triple

Growth in the watch time for fitness videos<sup>7</sup>



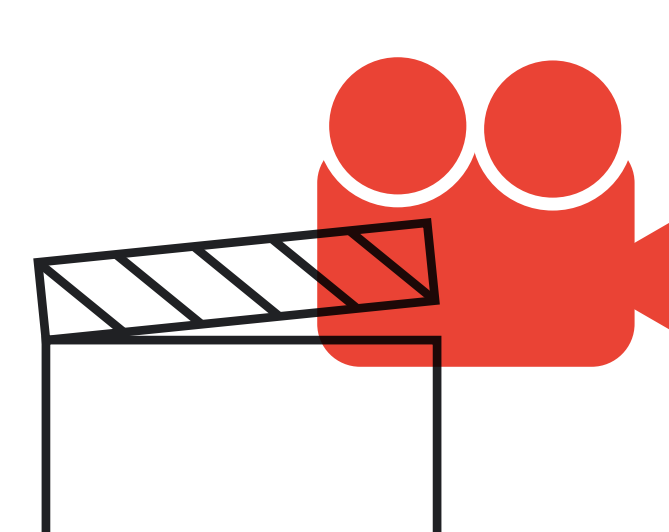
### Double

The watch time logged for knowledge\* videos<sup>8</sup>



### Double

The time spent watching casual gaming videos<sup>9</sup>



### 70%

More time logged watching documentary movie videos<sup>10</sup>

## Tips for delivering personalized experiences for audiences

- ▶ **Tap on the growing digital population:**  
Southeast Asian countries have a growing online population for brands to engage with.
- ▶ **Reach out to every category of consumer:**  
With more people consuming video content today, brands can leverage a single platform to reach audiences across different demographics.
- ▶ **Feed the growing appetite for different video categories:**  
People are interested in a diverse range of video content – creating opportunities for brands to explore different content formats.
- ▶ **Continue to stay engaged:**  
Consumers are increasingly looking out for a steady stream of the latest content from their favorite channels.

\*The numbers shown in the trending section are accurate as of June 2020; as compared to same timeframe last year.  
\*Includes videos on sciences, humanities, business and law

Sources:  
1,3 Google Data, Singapore, June 2020.  
2,5 Google/Kantar TNS, YouTube Profiling Study, Singapore, Jan. 2019, n=1000 internet users.  
4 Google/Kantar TNS, YouTube Profiling Study, Singapore, Jan. 2019, YouTube users n=797 people.  
6,7,8,9,10 Google Data, Singapore, June 2019 vs. June 2020.