

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

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

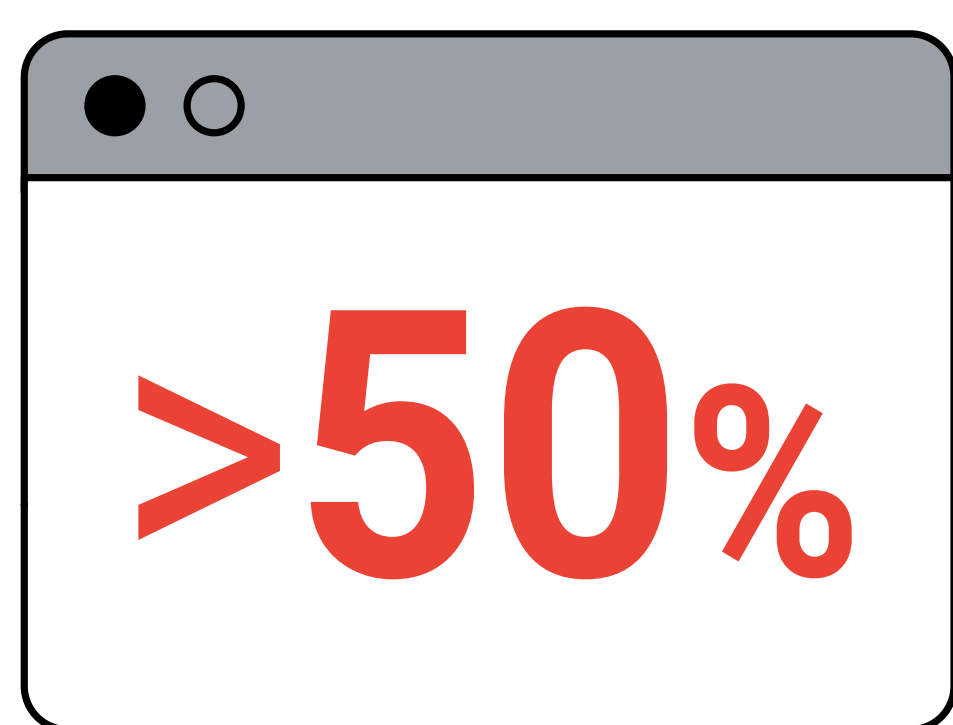
## Who's watching YouTube in the Philippines?



In the Philippines, YouTube has reached over **40 million users aged 18 and above** in the past year. <sup>1</sup>

In fact, **more than half came from the 18 - 34** demographic. <sup>2</sup>

## Filipinos like variety in content



YouTube watch time in the Philippines grew by over **50% year-on-year**. <sup>3</sup>



YouTube - Philippines has **over 1,750** channels with more than 100k subscribers. <sup>4</sup>

## Filipino channels on the rise



**RanzKyle**  
12.7M subscribers



**Niana Guerrero**  
11.6M subscribers



**Ja Mill**  
10.8M subscribers

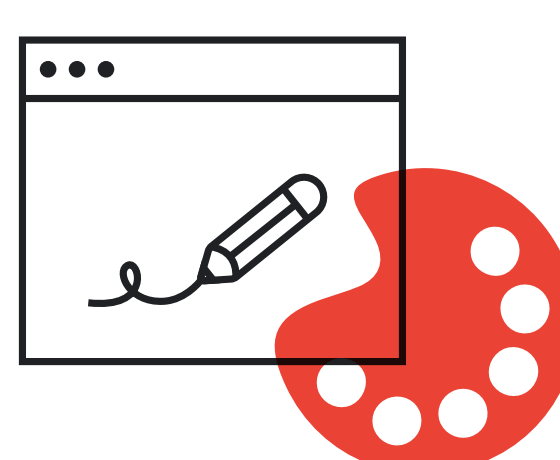


## What's **trending?** on YouTube in the Philippines



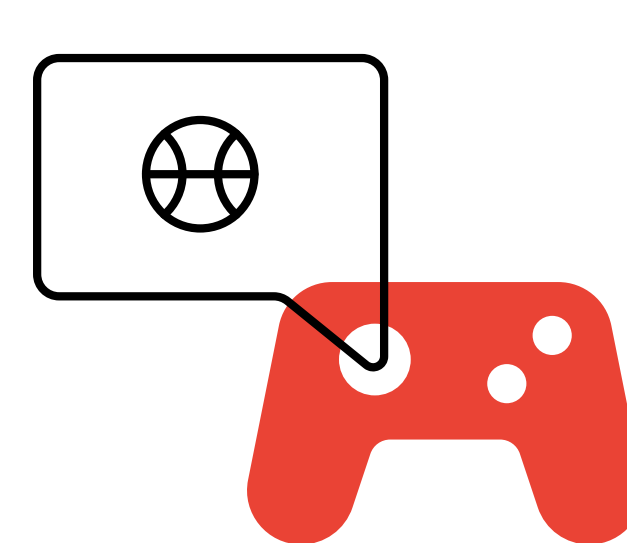
**> 4x**

Watch time logged for gardening videos <sup>5</sup>



**More than double**

The videos watched about the arts <sup>6</sup>



**More than triple**

Time spent watching strategy game videos <sup>7</sup>



**> 90%**

Increase in watch time for knowledge\* videos <sup>8</sup>



**More than triple**

Growth in time spent watching fitness videos <sup>9</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:  
1,2,3,4 Google Data, The Philippines, June 2020.  
5,6,7,8,9 Google Data, The Philippines, June 2019 vs. June 2019.