

GEN C CONNECTS ON YOUTUBE ACROSS ALL SCREENS

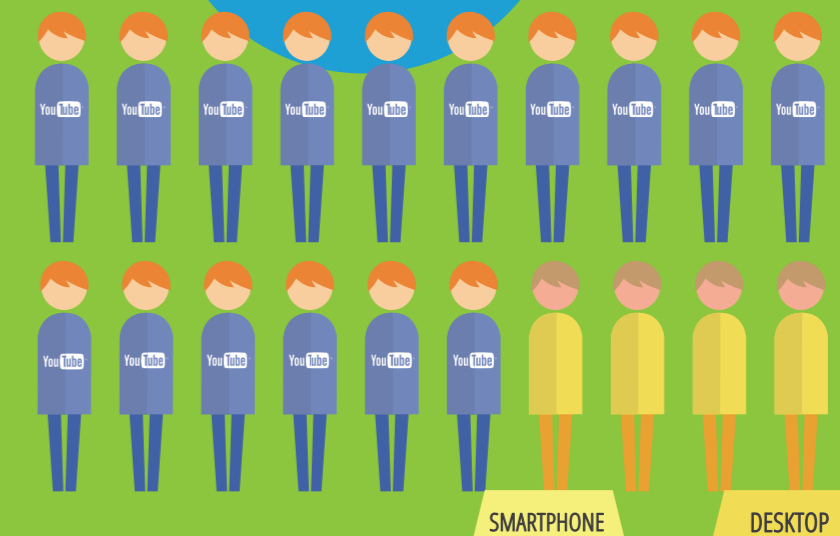
YouTube™

YEAR-ON-YEAR,
GEN C IS WATCHING
YOUTUBE **74%** MORE
ON SMARTPHONES
VERSUS A **33%**
INCREASE ON
DESKTOP

67%
OF GEN C
WATCH YOUTUBE
ON AT LEAST TWO
DEVICES VERSUS ONLY
53% OF THE GENERAL
POPULATION

GEN C
YOUTUBE VIEWS
ON SMARTPHONES
ARE GROWING
2X FASTER
THAN VIEWS ON
DESKTOP

80% OF GEN C
WHO OWN A
SMARTPHONE
USE IT TO WATCH
YOUTUBE



IN 2012
YOUTUBE
SMARTPHONE
VIEWERSHIP
CAUGHT UP
WITH DESKTOP
VIEWERSHIP

YouTube™
Gen C use YouTube on smartphone
every day in every way

WHILE MULTITASKING
WITH ANOTHER DEVICE **19%**
24%



IN THE
BEDROOM **44%**
23%



TO BE ENTERTAINED **51%**
56%

WAITING FOR SOMETHING
OR SOMEONE **41%**
18%



TO LISTEN TO MUSIC **39%**
40%

WHILE WATCHING TV **14%**
22%

SPENDING TIME WITH
FRIENDS AND FAMILY **41%**
18%

SMARTPHONE ■
DESKTOP ■

GEN C IS A POWERFUL NEW
FORCE IN CONSUMER CULTURE,
A MINDSET DEFINED BY CREATION,
CURATION, CONNECTION, AND
COMMUNITY. **80%** OF GEN C
IS MADE UP OF MILLENNIALS,
YOUTUBE'S CORE (THOUGH BY
NO MEANS ONLY) AUDIENCE.

COMMUTING TO/FROM
WORK OR SCHOOL **18%**
4%



WHILE THE COMMERCIAL
BREAK IS ON TV **15%**
16%



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