

GEN C CONNECTS ON YOUTUBE ACROSS ALL SCREENS

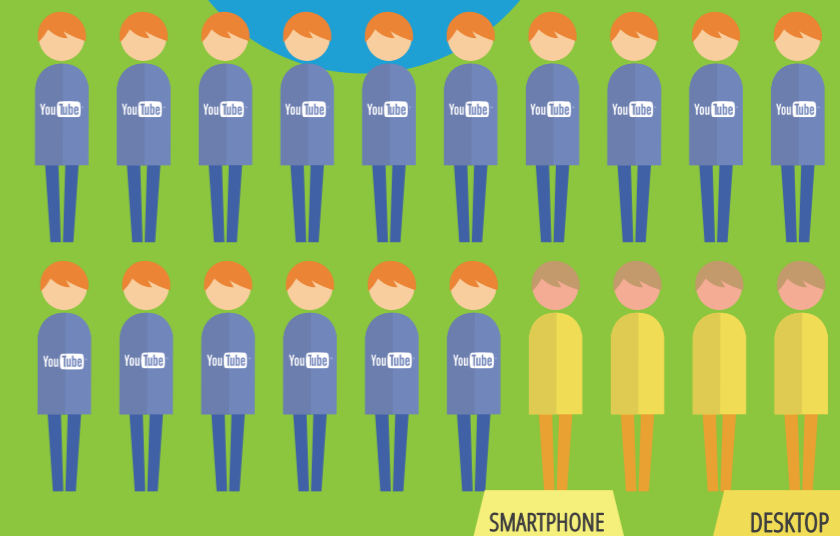
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YEAR-ON-YEAR,
GEN C IS WATCHING
YOUTUBE **74%** MORE
ON SMARTPHONES
VERSUS A **33%**
INCREASE ON
DESKTOP

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

<p>WHILE MULTITASKING WITH ANOTHER DEVICE</p> <p>19% 24%</p>	<p>IN THE BEDROOM</p> <p>44% 23%</p>
<p>WAITING FOR SOMETHING OR SOMEONE</p> <p>41% 18%</p>	<p>TO BE ENTERTAINED</p> <p>51% 56%</p>
<p>TO LISTEN TO MUSIC</p> <p>39% 40%</p>	<p>WHILE WATCHING TV</p> <p>14% 22%</p>
<p>COMMUTING TO/FROM WORK OR SCHOOL</p> <p>18% 4%</p>	<p>SPENDING TIME WITH FRIENDS AND FAMILY</p> <p>41% 18%</p>
<p>WHILE THE COMMERCIAL BREAK IS ON TV</p> <p>15% 16%</p>	<p>SMARTPHONE</p> <p>DESKTOP</p> <p>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.</p>

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