

How YouTube is shaping content and culture



YOUTUBE HAS BECOME AN INDISPENSABLE PART OF PEOPLE'S MEDIA LIVES

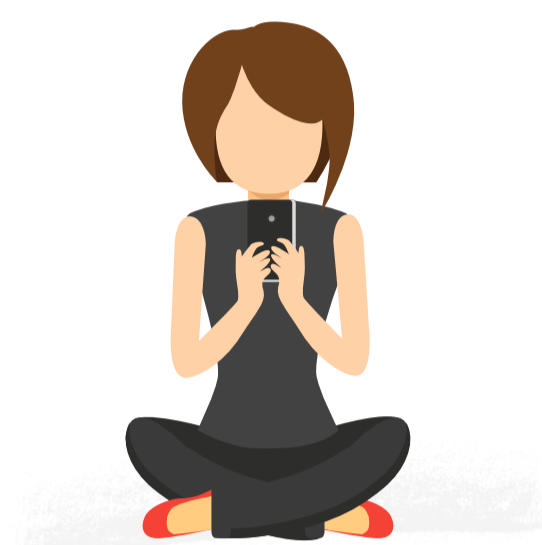
Every day, people are spending more time than they ever have watching YouTube.



According to comScore, the average adult in the UK watches

25 minutes of YouTube

per day.¹



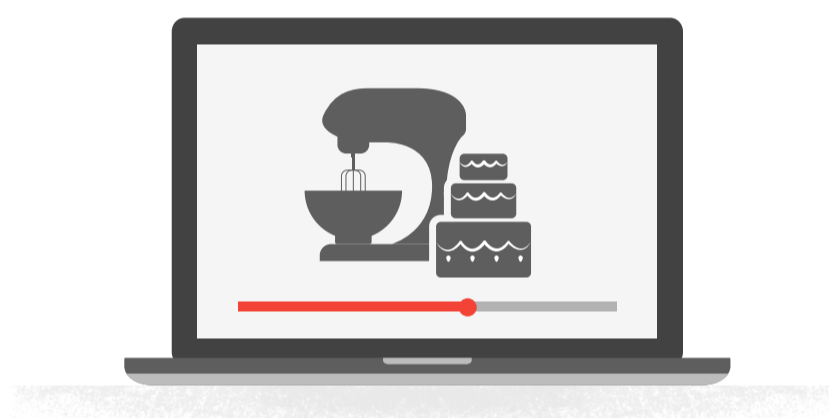
...Rising to

45 minutes

among 18-34s.²

IT'S WHERE THEY GO TO PURSUE THEIR PASSIONS

They turn to YouTube to tune into some of their favourite content.



57%

of 16-34s say that YouTube is one of the main places they go to explore the **things they are passionate about**.³



Only 21%

of 16-34s say their favourite content is **usually watched live** (as it's broadcast).⁴

AND ARE MORE ENGAGED THAN EVER WITH YOUTUBE CREATORS

As their popularity continues to soar, the distinction between YouTube creators and traditional celebrities is becoming increasingly blurred.



More than 220

UK based YouTube creators have surpassed **1 million subscribers**.⁵



There are now

over 50% more

UK channels with **1 million subscribers** than there were just 12 months ago.⁶



Among British teens, **3 out of the top 5**

most relatable entertainment figures are YouTube creators.⁷

As consumers are spending more time than ever on YouTube, it has become a go-to destination for content that people are passionate about and YouTube Creators have become a cultural force in their own right.

As YouTube continues to grow as a key platform driving content and culture, make the most of these opportunities to engage with your target audience.

SOURCES

- 1 YouTube total watch time: comScore Video Metrix Multi-Platform Sep 2016 Preview Data Key Measures & Demographics Reports, UK. Device base: Smartphone, Tablet, Desktop usage only, other devices not included. Population base: ONS / UK Census 2011 People aged 18+.
- 2 comScore Video Metrix Multi-Platform Sep 2016 Preview Data Key Measures & Demographics Reports, UK. Device base: Smartphone, Tablet, Desktop usage only, other devices not included. Population base: 18-34yo digital population.
- 3 Google-commissioned YouGov online omnibus survey UK, May 2016.
- 4 As above.
- 5 Google Internal data, GB based YouTube channels, October 2016.
- 6 Google Data, UK 15 April 2016 vs 15 April 2015.
- 7 Radio Times-commissioned YouGov Research, UK, July and August 2016.