

YOUTUBE INSIGHTS

QUARTERLY UK STATS, TRENDS AND INSIGHTS
ON VIDEO FROM YOUTUBE AND GOOGLE
JULY 2014



HERE, THERE AND EVERYWHERE



Keeping up with modern audiences isn't easy. They're constantly on the move, using multiple devices to consume content at different times of day, in a variety of locations.

Reaching them is a matter of being in the right place at the right time, with the right content.

**BUT YOU CAN'T BE EVERYWHERE AT ONCE.
CAN YOU?**

Using YouTube as a key channel, many brands have found that they can do just that.

Here's why.

YOUR AUDIENCE'S ATTENTION IS DIVIDED, YOUTUBE CAN HELP YOU CATCH IT.

Once, brands could be sure of reaching their audience through TV. Today, people have a lot more choice about where they go to be entertained, educated and inspired. And they're increasingly turning to online channels.

67%

**OF USERS GO TO YOUTUBE FIRST WHEN
LOOKING FOR ONLINE VIDEOS.**

Global YouTube Audience Study, Ipsos MediaCT, 2013



**1/5 OF USERS ARE ALSO ON OTHER
DEVICES WHILE WATCHING TV.**

Global YouTube Audience Study, Ipsos MediaCT, 2013



**OF USERS AGED 18-34 FEEL YOUTUBE
IS MORE RELEVANT THAN TV.**

Global YouTube Audience Study, Ipsos MediaCT, 2013

63%

**OF USERS AGED 18-34 SAY YOUTUBE HAS
MORE UNIQUE CONTENT THAN TV.**

Global YouTube Audience Study, Ipsos MediaCT, 2013



**YOUTUBE USERS RATE YOUTUBE PARTNER CONTENT
AS HIGHLY AS VOD USERS RATE TV CONTENT.**

Quality Perception of Online Videos Study, Google / GfK 2013

ZOELLA

WWW.YOUTUBE.COM/ZOELLA

YouTube offers 18–34 year olds content they can't get anywhere else. Not just from globally famous names, but from their peers – people like Zoella, who shares her thoughts on fashion, beauty and life in general with almost five million loyal subscribers.

VIEWS: 189,907,877 SUBSCRIBERS: 4,837,630



YOUTUBE REACHES YOUR AUDIENCE, WHEREVER THEY ARE, WHENEVER THEY'RE WATCHING.

Modern audiences are on the move, and thanks to mobile and handheld devices, they can take their entertainment with them, wherever they're going. With YouTube, you can be there too.



**OF 18-34 YEAR OLD YOUTUBE USERS
WATCH CONTENT ON THEIR SMARTPHONE.**

Global YouTube Audience Study, Ipsos MediaCT, 2013



**PRE-ROLL ADS CAN BE EVEN MORE
EFFECTIVE ON MOBILE DEVICES.**

YouTube Mobile Pre-Roll Ad Effectiveness Study, Ipsos, 2013



**OF YOUTUBE WATCH TIME IN THE UK
COMES FROM MOBILE DEVICES.**

Google internal data

YOUTUBE USERS ARE

3.3x

MORE LIKELY TO MOVE BETWEEN DEVICES.

Global YouTube Audience Study, Ipsos MediaCT, 2013

DESKTOP
CAMPAIGNS
ON YOUTUBE



SMARTPHONE
REACH



INCREASED
PURCHASE
INTENT

YouTube Mobile Pre-Roll Ad Effectiveness Study, Ipsos, 2013



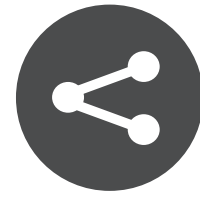
WITH YOUTUBE, YOU DON'T JUST TALK TO YOUR AUDIENCE, YOU START CONVERSATIONS.

YouTube is social. Users aren't just looking for entertainment. They want to connect with communities and share amazing content with the world. For brands, letting customers actively participate in the promotion of their message brings huge benefits.

50%

OF USERS GO ON TO TALK TO THEIR PEERS ABOUT VIDEOS THEY'VE SEEN ON YOUTUBE.

Global YouTube Audience Study, Ipsos MediaCT, 2013



44% OF USERS SHARE YOUTUBE VIDEOS AND 55% OF USERS SHARE LINKS TO OTHER CONTENT.

Global YouTube Audience Study, Ipsos MediaCT, 2013



BRAND CHANNELS AND MADE FOR YOUTUBE BRANDED CONTENT ARE SEEN AS MORE INSPIRING AND SHAREABLE THAN BRAND WEBSITES.

The Perceived Roles of YouTube Brand Channels and Made-for-YouTube Branded Content Study, TNS 2013

YOUTUBE USERS ARE
3.3x

MORE LIKELY TO TELL OTHERS ABOUT BRANDS THEY LOVE THAN OTHER CONSUMERS.

Global YouTube Audience Study, Ipsos MediaCT, 2013



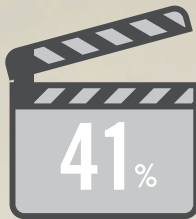
YouTube users don't just share. When they find content they really love, they want to contribute. Almost 2 million people subscribe to the GoPro channel, and seeing what other fans of the camera have been filming is a huge draw. As founder and CEO, Nicholas Woodman puts it:

"IT'S OUR CUSTOMERS' FASCINATING CONTENT THAT MAKES THE GOPRO CHANNEL ON YOUTUBE SO ENGAGING. THERE'S NO SCRIPT FOR THE FANTASTIC STORIES OUR CUSTOMERS ARE CAPTURING AND SHARING EVERY DAY."

Google Brand Channel Leaderboard, 2014

YOUTUBE DRIVES ACTIONS YOU CAN MEASURE.

With YouTube, audiences can engage with your ads the moment they see them. Whether they visit your site to learn more or go straight to the point of sale, free analytics tools make it easy to measure user responses.



41% OF USERS GO ON TO TAKE ACTION AS THE RESULT OF AN AD.

Global YouTube Audience Study, Ipsos MediaCT, 2013



16% OF USERS GO ON TO VISIT A RELATED SITE.

Global YouTube Audience Study, Ipsos MediaCT, 2013

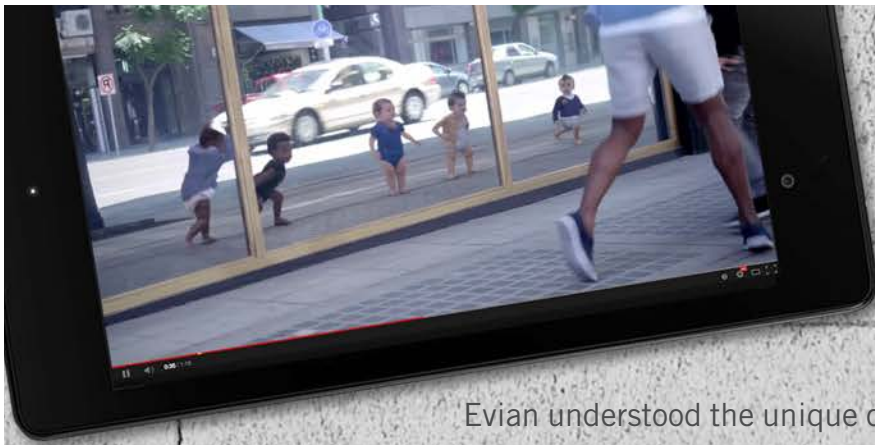


ALMOST 1/4 OF USERS GO ON TO CONDUCT FURTHER RESEARCH.

Global YouTube Audience Study, Ipsos MediaCT, 2013



YOUTUBE ANALYTICS



YOUTUBE AND EVIAN'S BUNDLE OF JOY.

Evian understood the unique opportunities YouTube offers and seized them to incredible effect. Their Baby&Me campaign is a perfect example of what happens when a brand is able to inspire and engage with audiences here, there and everywhere.

THEY ADOPTED A YOUTUBE FIRST STRATEGY ACHIEVING

20M

VIEWS IN TWO DAYS OF LAUNCHING AND 6.9 MILLION SHARES IN TOTAL.

THEY ENSURED THE CAMPAIGN WAS VISIBLE ON MOBILE DEVICES, WHERE THEY GOT

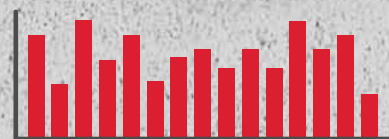
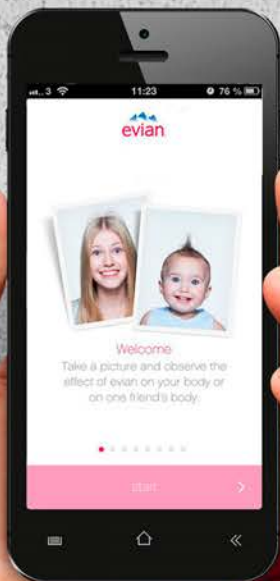
1/3

OF ALL CAMPAIGN VIEWS.

AUDIENCES COULD DO MORE THAN JUST WATCH. THE CAMPAIGN APP, WHICH ALLOWED USERS TO 'BABIFY' THEIR FACE, GENERATED 25 MILLION IMAGES.



THEY USED CREATIVE THAT WAS EASY TO PARODY. AND THAT'S EXACTLY WHAT 335 USERS DID, SPREADING AWARENESS OF THE CAMPAIGN EVEN FURTHER.



THEY LAUNCHED ON YOUTUBE FIRST, USING REAL TIME ANALYTICS TO MEASURE AND LEARN FROM AUDIENCE RESPONSES.

YOUTUBE'S TOP TIPS FOR BRANDS.

It's not just Evian who are harnessing the unique power of YouTube. All sorts of brands are finding their own ways to make the most of the platform. We showcase their brilliant work on the YouTube Ads Leaderboard – a rundown of each month's top ten ads that people choose to watch.

At the end of last year we partnered with Millward Brown to look back at the ads that featured on the Ads Leaderboard in 2013 and see what made them work. What we found provides a great starting point for brands wanting to create their own content.



TAKE YOUR TIME.

Two thirds of the leaderboard ads were longer than 60 seconds, proving that even when your audience is on the go, they'll find time to watch great ads. Dove's Real Beauty Sketches video clocked in at over 3 minutes and was the second most popular ad of the year.

YouTube Ads Leaderboard Creative Evaluation Study, Millward Brown, 2013



BE UPFRONT ABOUT YOUR BRAND.

Branding doesn't have to be a barrier to creativity. 96% of the leaderboard ads were clearly branded, with most mentioning the brand name multiple times, both in the title of the ad and its content.

YouTube Ads Leaderboard Creative Evaluation Study, Millward Brown, 2013



BE EMOTIVE.

Whether you surprise, excite or inspire, provoking an emotional response is a great way of getting your ads to hit home. THINK!'s Pub Loo Shocker campaign took its audience (and its subjects) unaware, provoking both strong reactions and sobering thoughts.

YouTube Ads Leaderboard Creative Evaluation Study, Millward Brown, 2013

SEE HOW THE TOP 5 ADS IN THE UK MAY 2014 ADS LEADERBOARD DEMONSTRATED THESE PRINCIPLES:



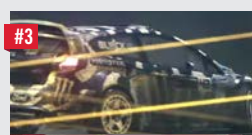
[Watch now](#)

CALL OF DUTY® + VICE – SUPERPOWER FOR HIRE



[Watch now](#)

LG G3: OFFICIAL TEASER



[Watch now](#)

CASTROL EDGE TITANIUM STRONG BLACKOUT



[Watch now](#)

JOHN LEWIS 150TH ANNIVERSARY – 2014 ADVERT



[Watch now](#)

DAVID BECKHAM RETURNS TO HIS PRIMARY SCHOOL WITH SAINSBURY'S ACTIVE KIDS

SOURCES

RESEARCH STUDIES

Global YouTube Audience Study, Ipsos MediaCT, 2013
Quality Perception of Online Videos Study, Google / GfK, 2013
YouTube Mobile Pre-Roll Ad Effectiveness Study, Ipsos, 2013
The Perceived Role of YouTube Brand Channels, TNS, 2013
YouTube Ads Leaderboard Creative Evaluation Study, Millward Brown, 2013

USEFUL LINKS

[Evian Case Study](#)
[Think Insights Site](#)
[YouTube Ads Leaderboard](#)
[YouTube Trends Dashboard](#)
[Infographic: Just Who is the Typical UK YouTube User?](#)

