

# 3 Reasons Why Canadians Watch Gaming Videos on YouTube

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Gaming isn't just a thing gamers do; it's a thing they watch. Actually, it's a thing they love to watch. As gamers' massive YouTube presence is well-documented, here's a look at what videos they choose to watch. Once you understand why they watch, your brand will be ready to play.

In Canada, gaming has gone mainstream. The people who regularly watch gaming content on YouTube ("YouTube Gamers") look like, well, everybody. In Canada, 79% of YouTube Gamers are between the ages of 18 and 54.<sup>1</sup> Nearly one in five YouTube Gamers are parents—and more than one in four are women.<sup>1</sup>

It's time to [put the stereotype of the "typical gamer" to rest](#) once and for all. Consider this: 65% of online Canadians watch gaming videos at least once a month.<sup>2</sup> That means chances are quite a few of your coworkers, friends, and family members regularly watch YouTube gaming videos. If you aren't part of that 65%, you've probably asked, "Wait, why would people watch videos of other people playing a game?"

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