

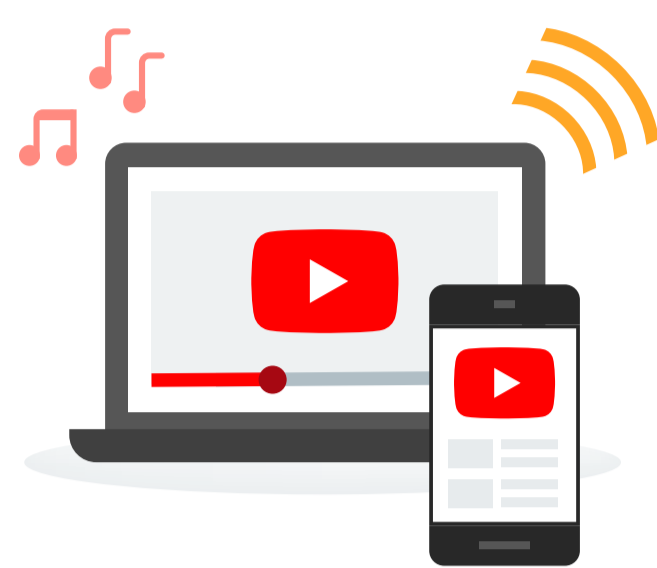
# HOW YOUTUBE CAPTURES THE EYES (AND EARS) OF Canadian music fans

From binging music-related videos and listening to throwback playlists to learning how to play instruments, Canadians turn to YouTube for music more than any other platform. In partnership with Ipsos, we looked at the unique needs YouTube fills in the lives of Canadian music fans.

## YouTube is the #1 destination for music videos<sup>1</sup>

88%

of the online population **watches music videos** at least once a month.<sup>1</sup>



Canadian music video lovers **turn to YouTube** more than any other platform.<sup>1</sup>

## How YouTube captures Canadians' attention

Among monthly YouTube Music viewers,\* Canadians turn to YouTube to:

### FIND NEW BEATS



98%

have gone to YouTube for a music-related video and **ended up watching many more videos back-to-back.**<sup>2</sup>



68%

agree: I can find music videos on YouTube that I **cannot find elsewhere.**<sup>2</sup>



**ALEX, 31**

"I've always been into YouTube, but at first it started off as silly things to amuse myself with and kind of take up my time. But until I started really delving into it, only then did I realize that it can really add a lot to my personal enjoyment."

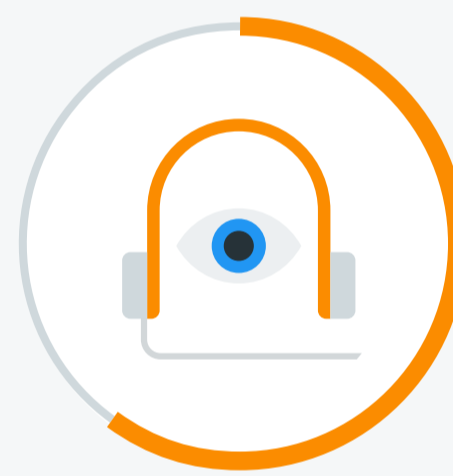
### THROW BACK TO THE GOOD OLD DAYS



62%

watch these music-related videos on YouTube when they are **feeling nostalgic.**<sup>2</sup>

### LEARN AND GROW



60%

agree: YouTube allows me to **pursue my interest in music more deeply.**<sup>2</sup>



**ALEX, 31**

"YouTube definitely helps me curate my mood in a lot of ways. I use it for music, TV shows, movies, and documentaries."



**CARLETON, 32**

"YouTube just gives me more knowledge about things that I'm interested in from the perspective of other people who are interested in it too."

\*defined as people who watch/listen to music content on YouTube

## How Canadian marketers can connect with music fans

Music fans aren't just watching videos on YouTube—they're using them to inform purchases:

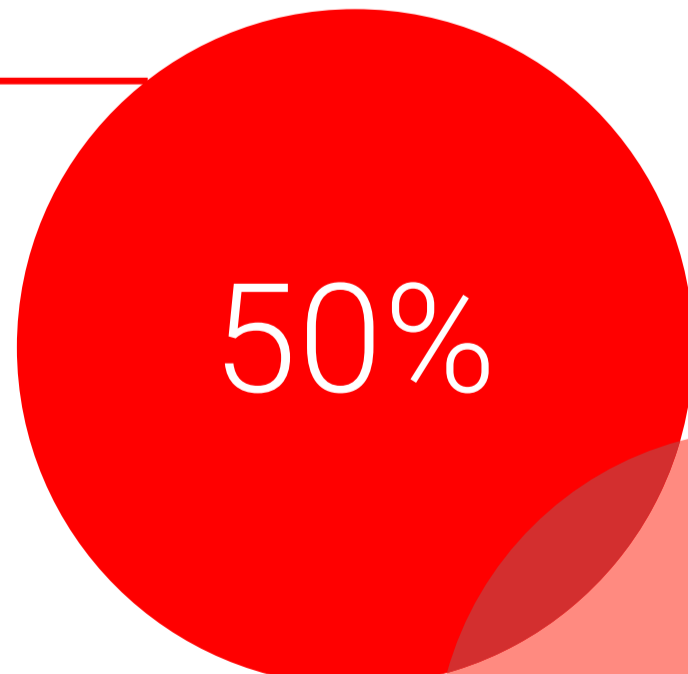
86%

of YouTube Music viewers who have made music-related purchases in the past year have **watched a related YouTube video beforehand.**<sup>3</sup>

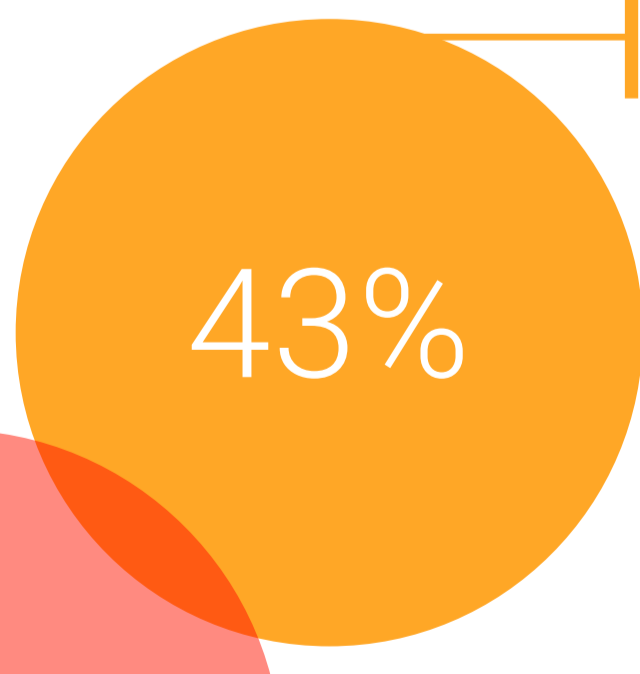


Among YouTube Music viewers watching music videos on YouTube:

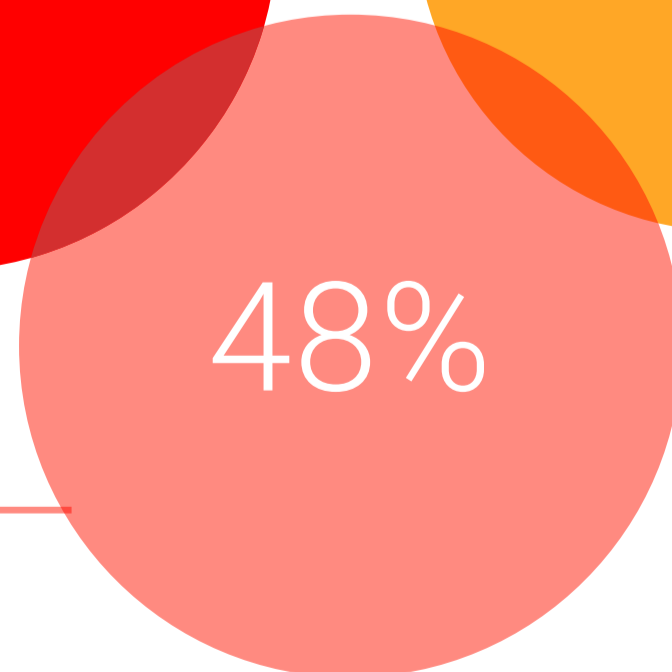
prefer ads that **tell them something new.**<sup>2</sup>



prefer ads that **tell a story.**<sup>2</sup>



prefer YouTube ads **over ads they see on other platforms.**<sup>2</sup>



**The YouTube Playbook for Creative Advertising** can help you and your teams create YouTube videos that music fans will love to watch and share. Explore guidelines, strategies, and tools for making YouTube videos designed to grow your audience and drive business results.

### Sources

1 Google/Ipsos Connect, May 2017, n=2,453 online Canadians who watch genre monthly.  
2 Google/Ipsos Connect, May 2017, n=791 watch the specific genre on YouTube monthly.

3 Google/Ipsos Connect, May 2017, n=563 watch the specific genre on YouTube monthly and made related purchase.