

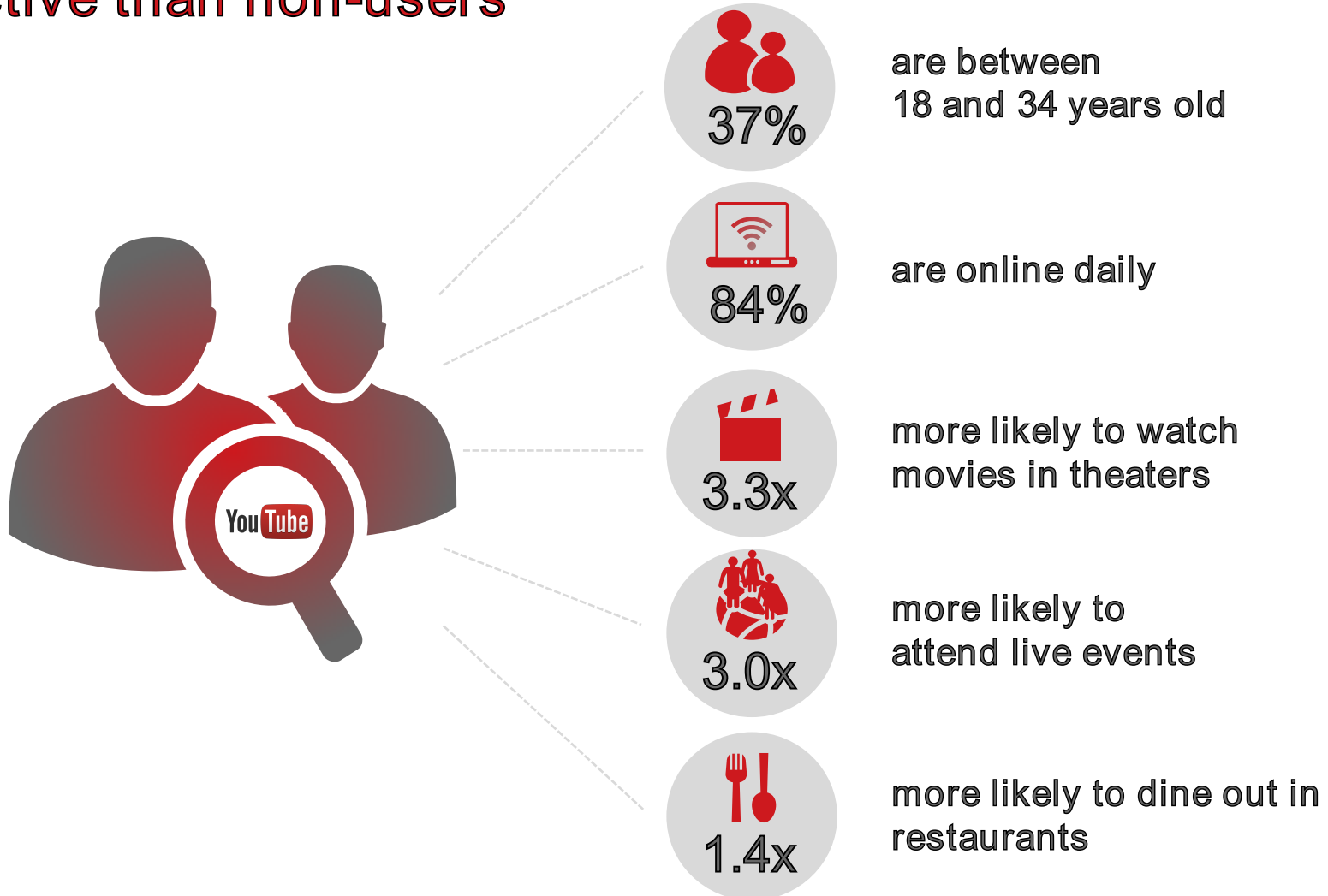


# Global YouTube Audience Study

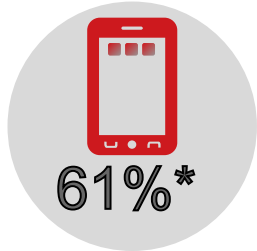


Germany 2013

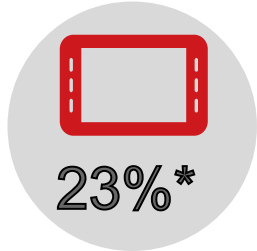
# YouTube users are slightly younger, online daily and more active than non-users



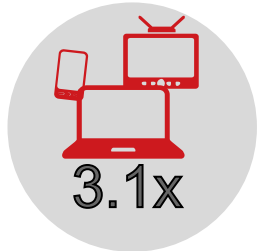
# YouTube users **are** highly connected



use a smartphone  
(Non-user: 43%\*)



use a tablet  
(Non-user: 12%\*)



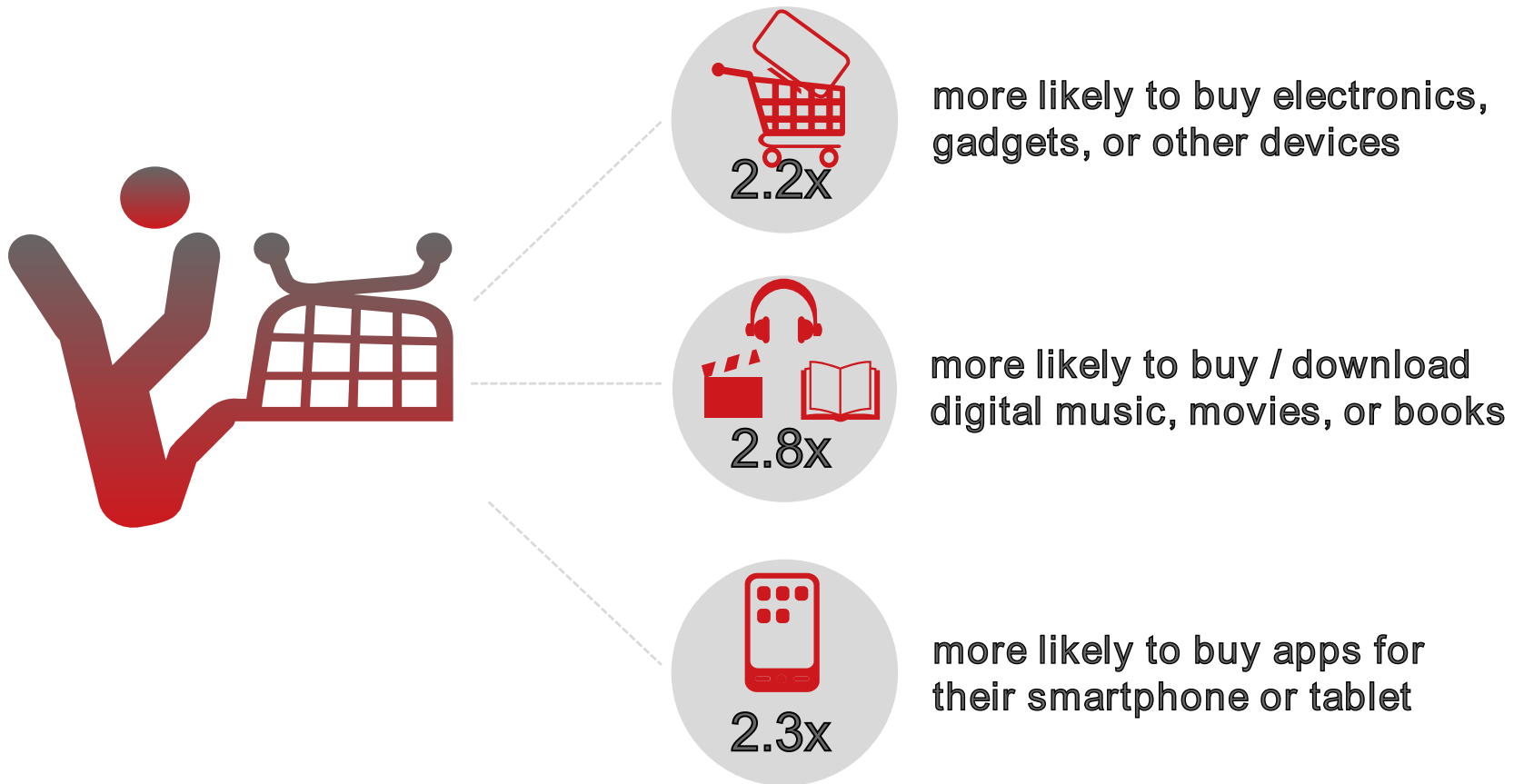
more likely to go back and forth among different devices than non-user



more likely to feel disconnected not having an internet enabled device available than non-user



# YouTube users are valuable consumers



# YouTube users are opinion leaders



more likely to rate products, services or restaurants online



more likely to be the first to try new products

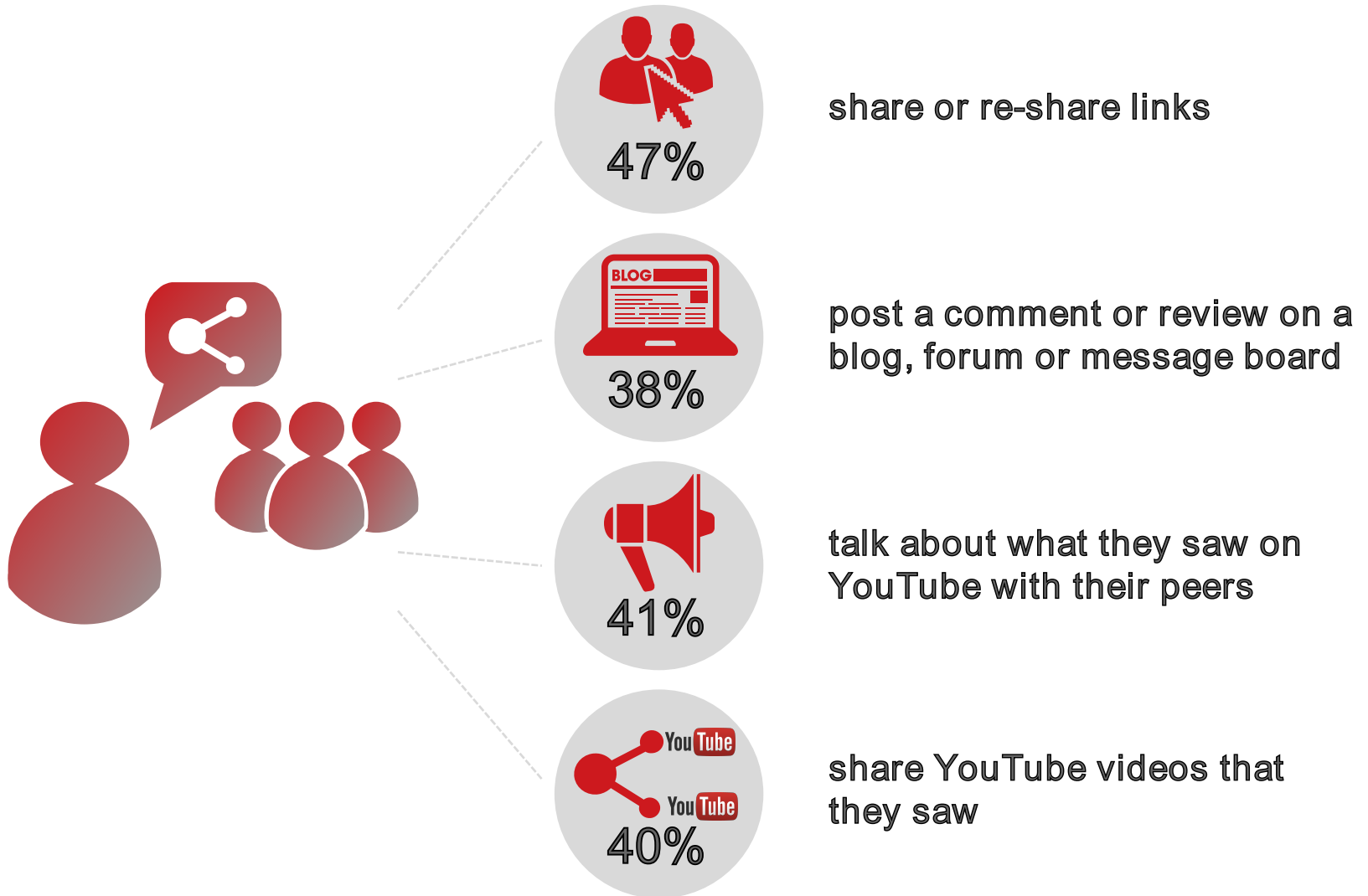


more likely to tell others about brands they love



more likely give to advice to others

# YouTube users actively share content

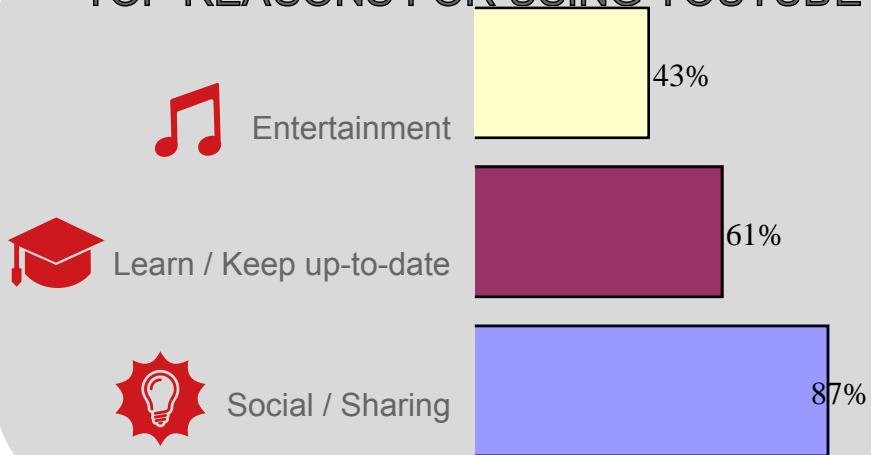


# YouTube is the first place most users go to watch videos

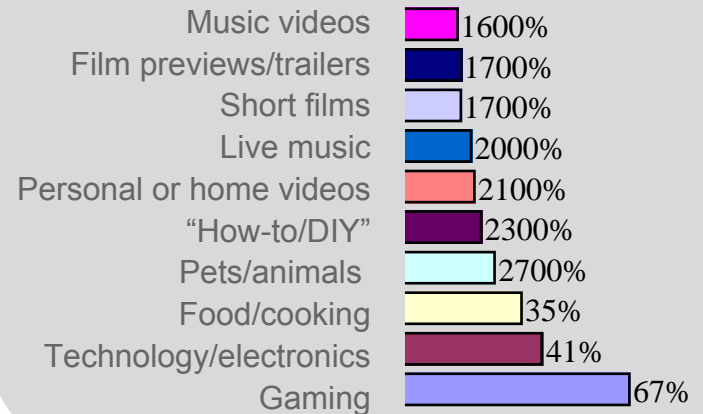


**63%** say that YouTube is the 1st place to go for online videos  
**32%** say that YouTube is place for high quality channels

## TOP REASONS FOR USING YOUTUBE



## TOP CATEGORIES



# YouTube users appreciate ads they can choose



84%

are aware of skippable ads on YouTube



67%

say that being able to skip ads increases the enjoyment of the content on YouTube



46%

have taken action after seen an ad, e.g.

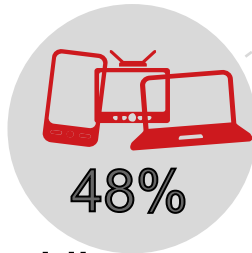
- ▶ clicked an ad
- ▶ looked for more information
- ▶ visited the website of the business
- ▶ watched a video related to ad
- ▶ made a purchase



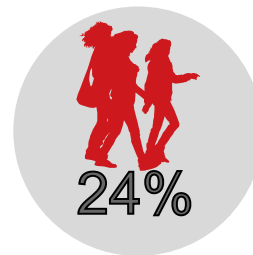
# YouTube plays a different role in user's lives than TV



say that YouTube has more unique content than TV



say that TV is in the background while other devices are used



say that YouTube is more relevant to their generation than TV

## Conclusions and Key Findings

# “The YouTube audience actively promotes content and brands”

- ▶ YouTube users are **slightly younger, online daily and more active.**
- ▶ YouTube users are **highly connected.**
- ▶ YouTube users are **valuable consumers.**
- ▶ YouTube users are **opinion leaders.**
- ▶ YouTube users **actively share** content.
- ▶ YouTube is the **first place** most users go to **watch videos.**
- ▶ YouTube users **appreciate ads they can choose.**
- ▶ YouTube is **different** than TV.