

3 Key Takeaways From the New Digital Content Ratings Report

August 2017

Nielsen's Digital Content Ratings provides a third-party look into what marketers have known for a while: More Aussies are going to YouTube, and they're spending more time once they get there. Here's a look at the ratings for August 2017.

YouTube has your audience's attention

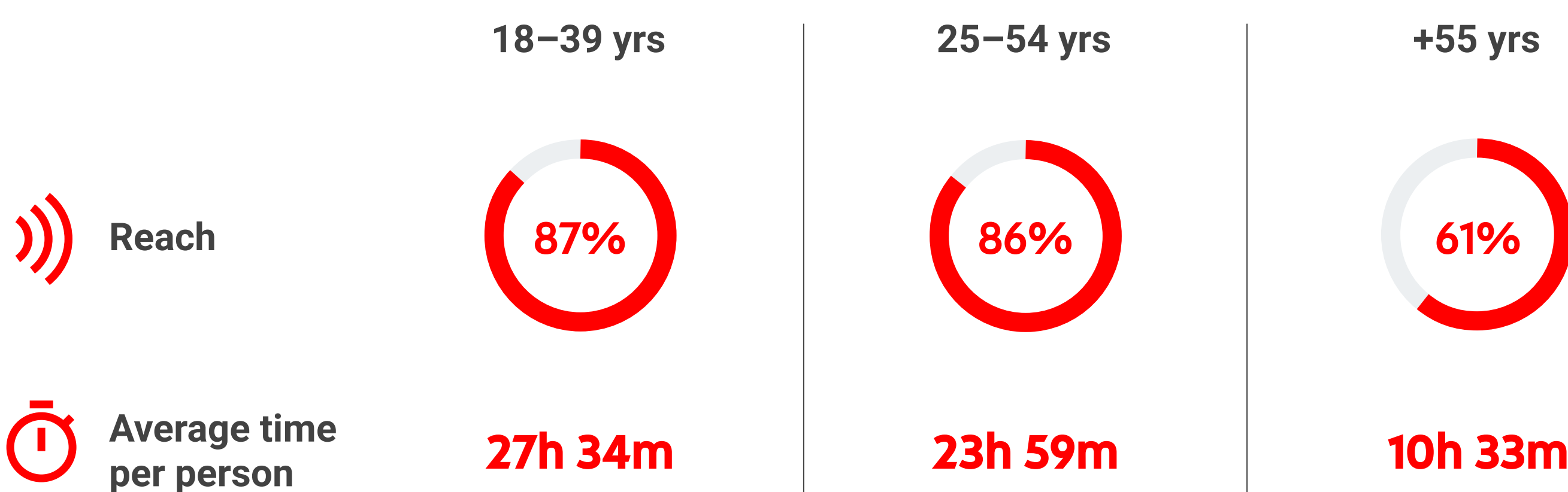
14.7M

Aussie adults spent an average of

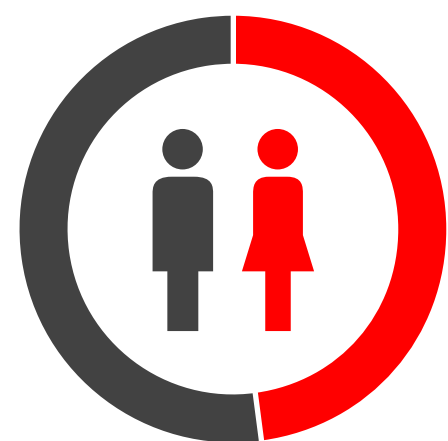
20h 49m

per person on YouTube in August

Aussies young and old are spending more and more time on YouTube



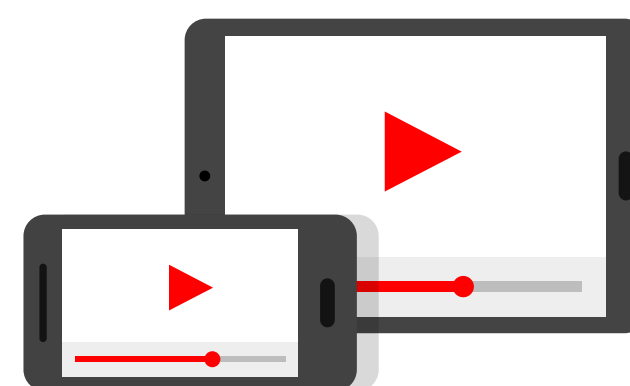
Men and women are on YouTube in equal amounts—and most watch time happens on mobile



48:52

Male:Female

Percentage of monthly unique audience



67%

of watch time occurred on smartphones and tablets