

think with Google

3 Key Takeaways From the New Digital Content Ratings Report

September 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 September 2017.

YouTube has your audience's attention

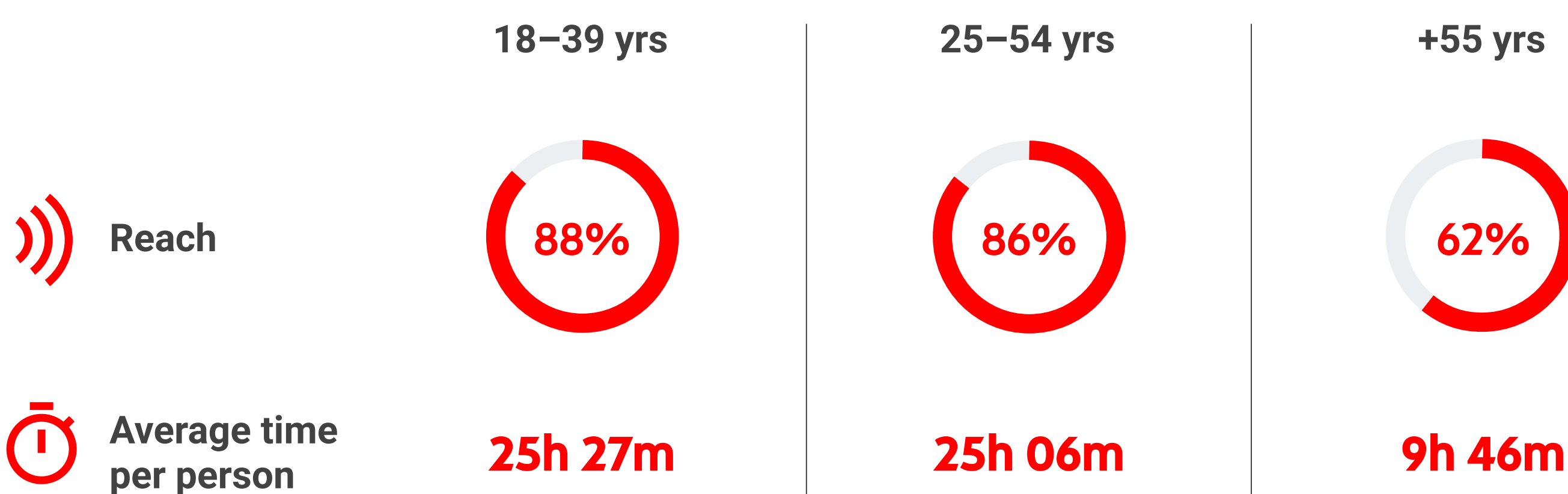
14.7M

Aussie adults spent an average of

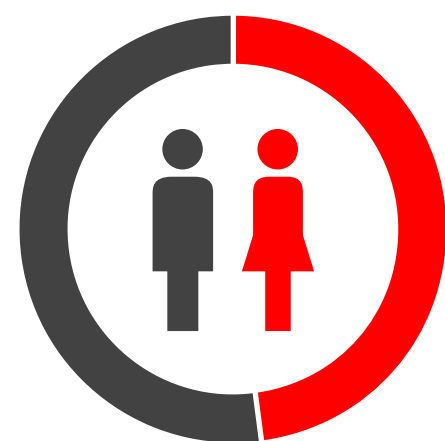
20h 44m

per person on YouTube in September

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



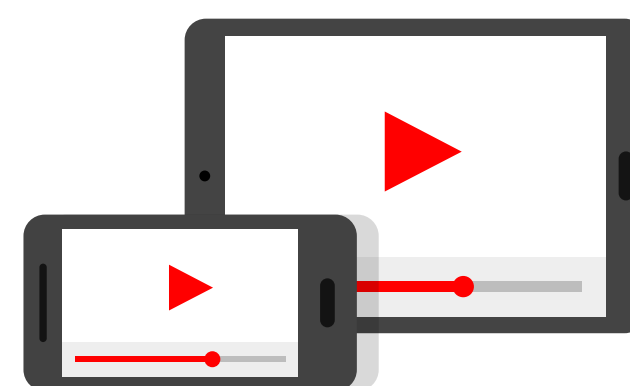
Men and women are on YouTube in equal amounts—and most watch time happens on mobile



48:52

Male:Female

Percentage of monthly unique audience



67%

of watch time occurred on smartphones and tablets

Source: "Nielsen Digital Content Ratings, Video, Computer, and Mobile," September 2017, P18+. ThinkwithGoogle.com.au