

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

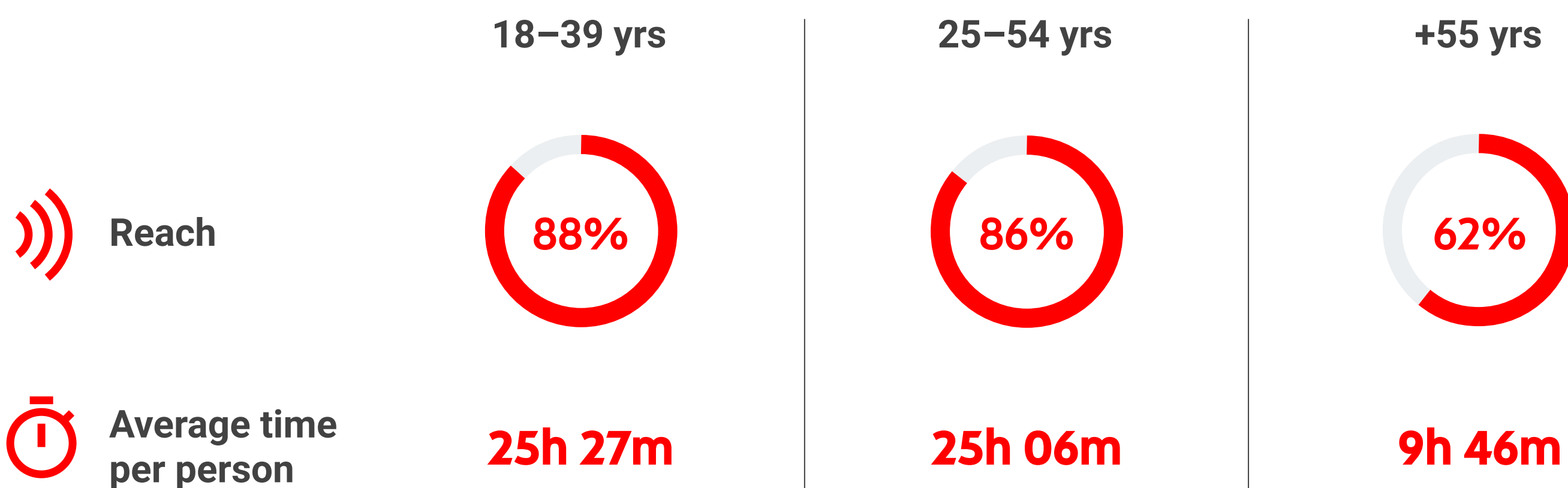
**14.7M**

Aussie adults spent an average of

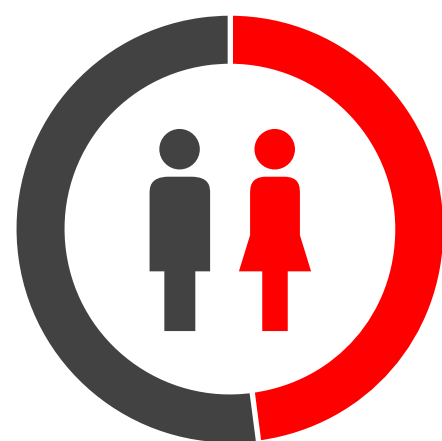
**20h 44m**

per person on YouTube in September

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



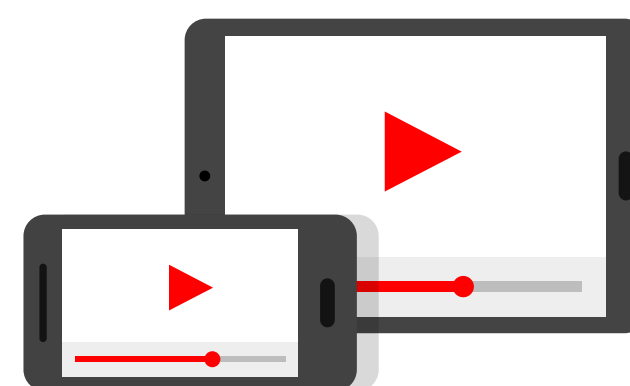
### Men and women are on YouTube in equal amounts—and most watch time happens on mobile



**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