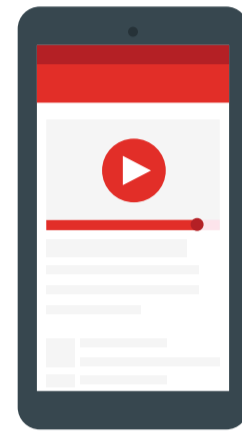


YouTube: Hong Kongers' Top Choice For Online Video

According to Hong Kongers, YouTube's library of high-quality and unique content sets it apart from other video offerings, even including ubiquitous TV. With so many viewers in Hong Kong, YouTube is a powerful platform for brands to engage with consumers. Is your brand using the platform to your advantage?



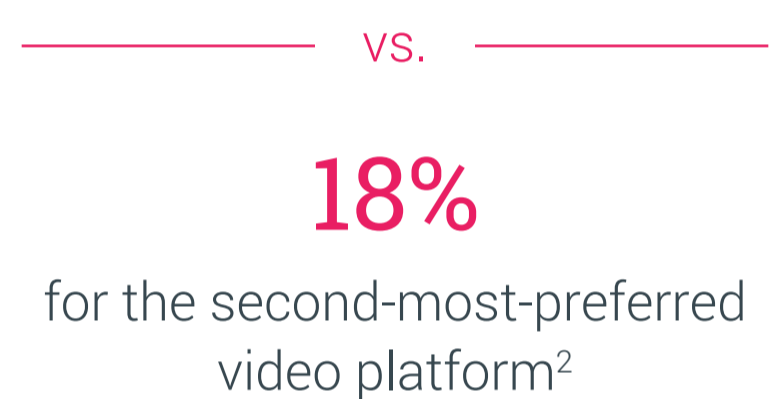
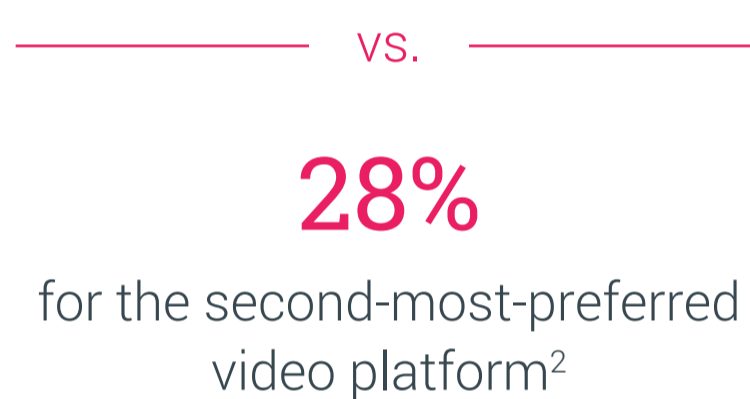
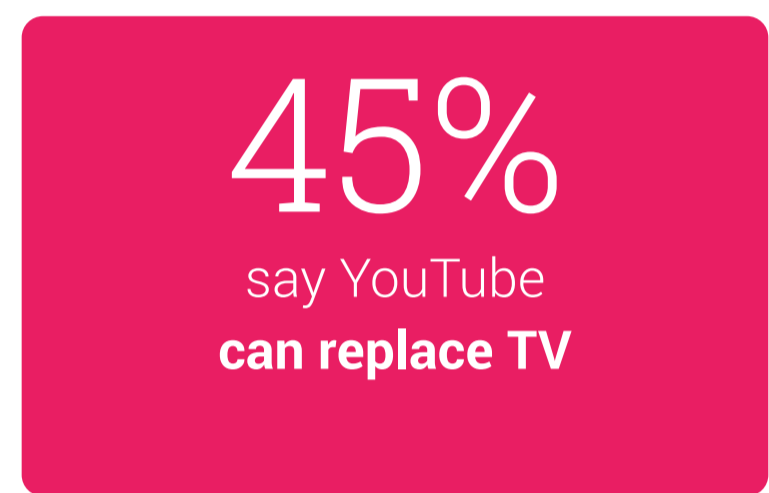
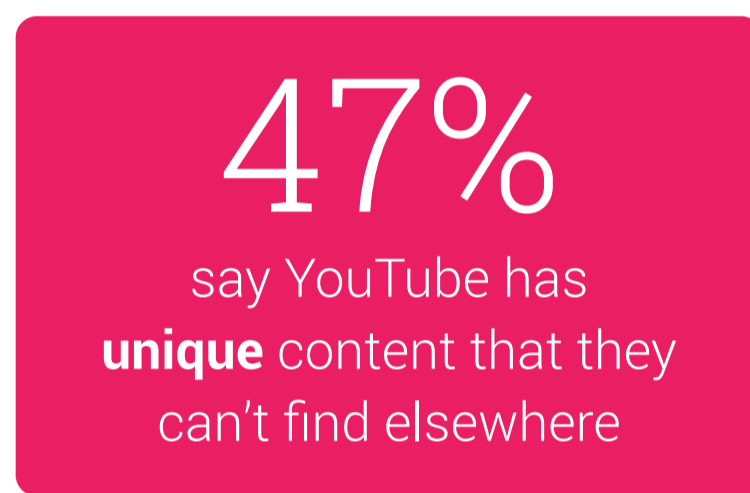
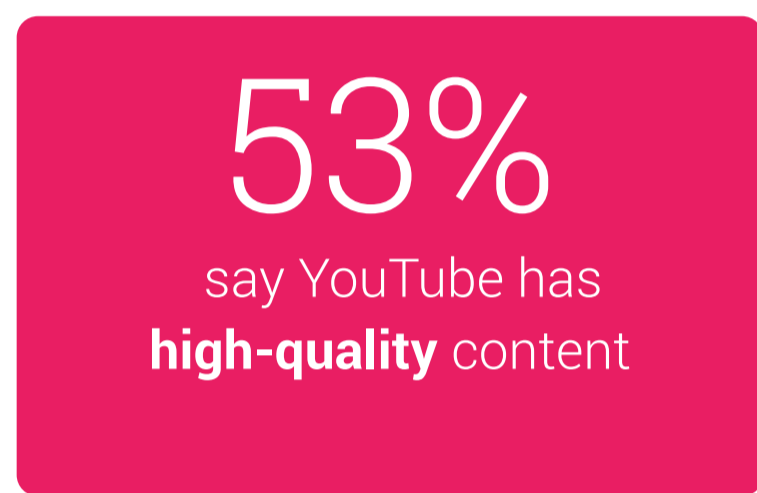
YouTube is the top choice for video content in Hong Kong



3X

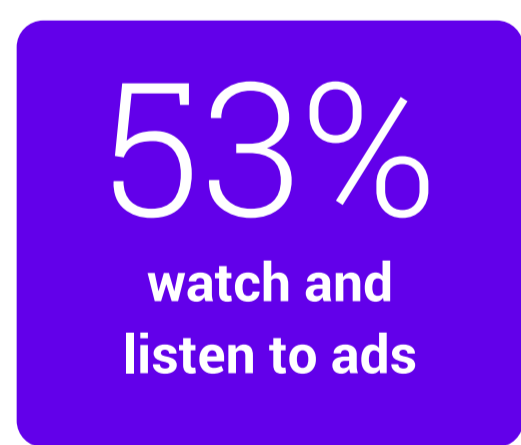
more Hong Kongers prefer YouTube over other video platforms¹

Hong Kongers love YouTube content

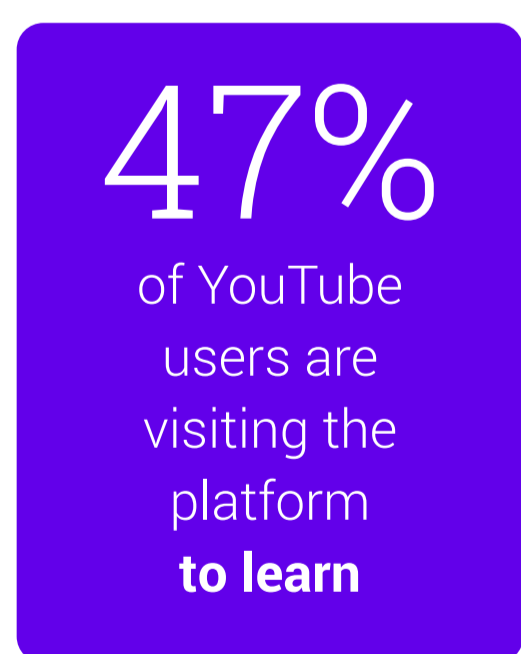


YouTube audiences are more engaged compared with any other site

1.3X gaze time on YouTube video ads vs. the second-most-preferred video platform³



vs. 28% for the second-most-preferred video platform⁴



vs. 23% for the second-most-preferred video platform⁴

YouTube influences viewers throughout their purchase journeys

Among those who used YouTube during their path to purchase:

91% said YouTube ultimately influenced their purchase⁵

Hong Kongers use YouTube to:



SOURCES

- 1 Google/Ipsos, "Quantitative Study," computer- and mobile-assisted web interviews, July 2016, n=1371, who accessed listed websites in the past month, which was sourced from a representative sample of n=1611 HK netizens ages 16–54.
- 2 Google/Ipsos, "Quantitative Study," computer- and mobile-assisted web interviews, July 2016, n=1002, who accessed both YouTube and the other leading site in the past month, which was sourced from a representative sample of n=1611 HK netizens ages 16–54.
- 3 Google/Ipsos, "Qualitative Study," including natural eye tracking observation and in-depth interviews, June 2016, n=20 males/females ages 18–49 who have used YouTube and other leading video platforms (including terrestrial TV) every day in the past week. Gaze time calculation was based on n=34 video ad exposures from YouTube (PC and mobile) and n=21 from the second-most-preferred video platform (PC and mobile).
- 4 Google/Ipsos, "Quantitative Study," computer- and mobile-assisted web interviews, July 2016, n=379 respondents were exposed to YouTube video ads, n=242 respondents who were exposed to ads on second-most-preferred video platform, which was sourced from a representative sample of n=1611 HK netizens ages 16–54.
- 5 Google/Ipsos, "Quantitative Study," computer- and mobile-assisted web interviews, July 2016, n=74 respondents who chose YouTube as an information source during purchase journey, which was sourced from a representative sample of n=1611 HK netizens ages 16–54.