

YouTube is Taiwan's Top Destination for Online Video Content

YouTube is the first place digital Taiwanese turn to for the video content they love. Whether they're looking for entertainment, for product information, or to learn something new, their top choice is YouTube. This makes YouTube the perfect medium for brands to engage with their consumers. Is your brand there yet?



YouTube is the top choice for video content in Taiwan

58% of Taiwanese netizens prefer YouTube for online video, compared with only **22%** who prefer other leading sites¹

Taiwanese people turn to YouTube for their preferred content

69%

agree that YouTube has high quality video content²

55%

agree that YouTube has content that they can't find elsewhere²

57%

agree that watching video content on YouTube can replace TV²

YouTube audiences are engaged

2X

the gaze time on YouTube ads vs. other leading sites³

83%

of viewers spend 11 minutes or more per visit²

65%

of viewers watch five seconds or more of an ad⁴

YouTube visitors come with a purpose

75%

go to YouTube to **relax**²

41%

go to YouTube to **learn**²

37%

go to YouTube to **experience**²

YouTube influences viewers across their purchase journeys

75%

of users go to YouTube to look for ratings, reviews, or product information⁵

83%

of users purchase or decide to buy more products after watching YouTube video⁵

SOURCES

- 1 Google/Ipsos, Quantitative study, Computer and mobile assisted web interviews, n=1809, a representative sample of total Taiwanese netizens aged 16–54 who have accessed different websites in the past month, September 2015.
- 2 Google/Ipsos, Quantitative study, Computer and mobile assisted web interviews, n=1037 respondents who accessed both YouTube/other leading sites in the past month. September 2015.
- 3 Google/Ipsos, Qualitative study including natural eye tracking observation and in-depth interviews, n5=20 males/females aged 18–49 who have used YouTube and the other leading site every day in the past week. Gaze time calculation was based on 57 ad exposures from YouTube (PC and mobile) and 67 from the other leading site (PC and mobile), fieldwork conducted June–July 2015.
- 4 Google/Ipsos, Quantitative study, Computer and mobile assisted web interviews, n=674 respondents who accessed YouTube in last one day and did not block ads, September 2015.
- 5 Google/Ipsos, Quantitative study, Computer and mobile assisted web interviews, n=114 respondents who chose YouTube as their information source during purchase journey, September 2015.