

YouTube: Indonesia's Top Destination for Online Video

As Indonesia's digital landscape continues to explode, YouTube has become viewers' go-to destination for online video. With an ever-growing library of high-quality content to enjoy, YouTube is more engaging to Indonesian consumers than any other video channel. That leaves a burning question: **Is your brand prioritizing video content to reach consumers on their favorite platform?**



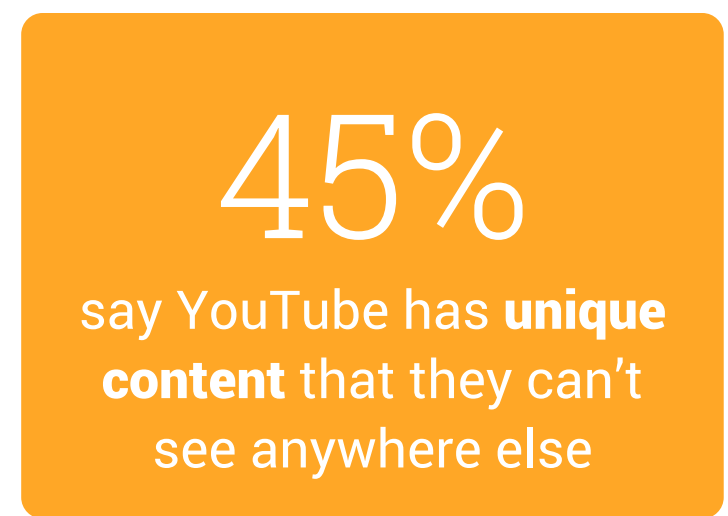
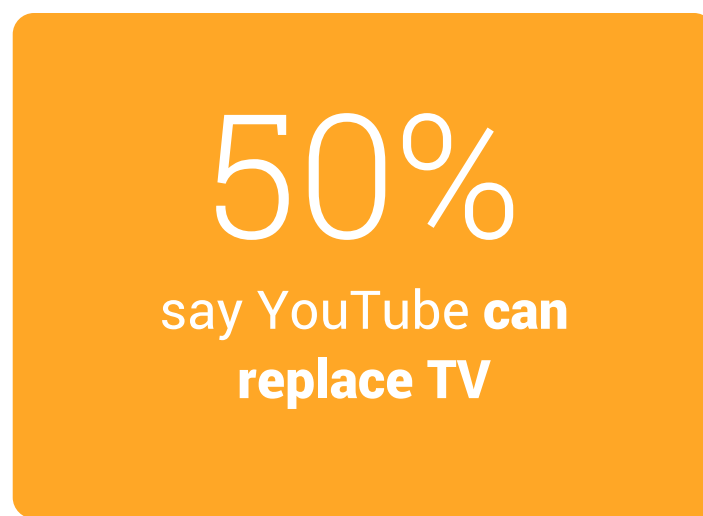
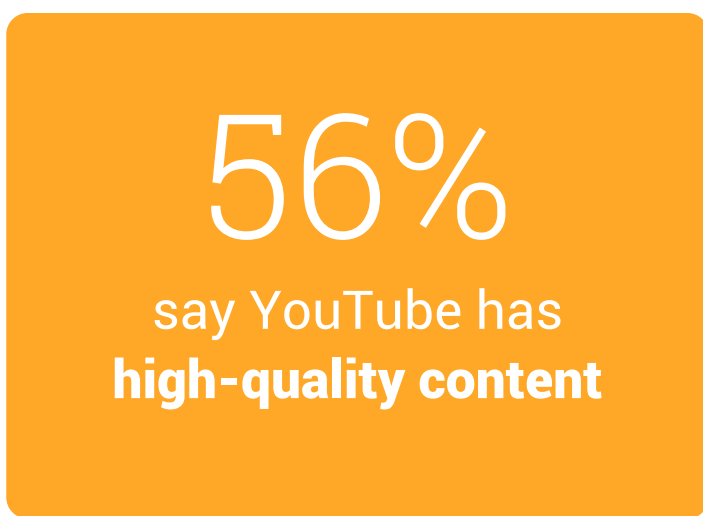
Indonesians are loving what they see on YouTube



89%

of digital users in Indonesia go to YouTube as their first stop for online video¹

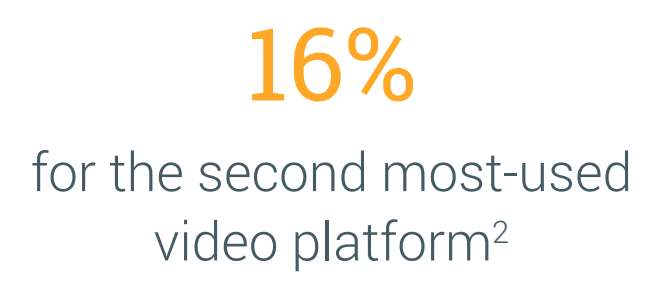
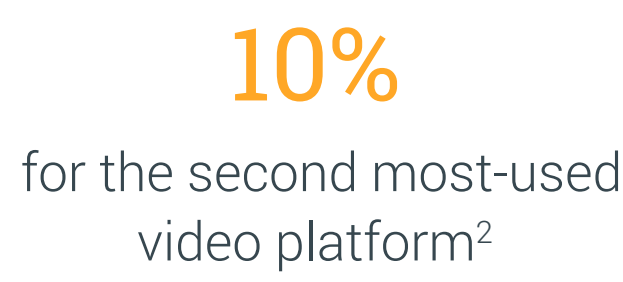
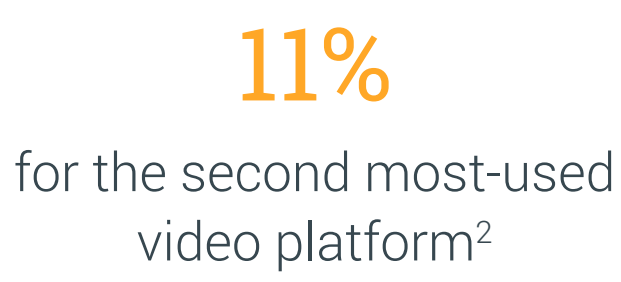
Indonesians put YouTube on a pedestal:



vs.

vs.

vs.



Indonesians are captivated by YouTube

30 Mins

YouTube users spend per session on average³

86%

of Indonesians watch YouTube video ads for five seconds or more⁴

87%

of Indonesian viewers' focus was on the ad area during ad exposure⁵

YouTube content has serious impact on viewers' purchase decisions



60%

of Indonesians say YouTube changed their purchase intentions⁶

Indonesians use YouTube:

53%

to get detailed product information⁶

86%

to understand how to use a product⁶

SOURCES

- 1 Google/TNS, "YouTube User Profiling," August 2015, a representative sample of total Indonesian netizens aged 16–60, n=1018.
- 2 Google/Ipsos, "YouTube Usage Survey," April 2016, a representative sample of total Indonesian netizens aged 18–49 who have visited both YouTube and other top websites in Indonesia in the past month, n=1000.
- 3 Google/TNS, "YouTube User Profiling," August 2015, YouTube users, n=947.
- 4 Google/Ipsos, "YouTube Usage Survey," April 2016, respondents who have seen video ads on YouTube in the past day and did not block ads, n=450.
- 5 Google/Ipsos, "YouTube Usage Survey," April 2016, n=20 males/females aged 18–49 who have visited both YouTube and other top websites in Indonesia every day in the past week; eye tracking heat map based on n=65 ad exposures.
- 6 Google/Ipsos, "YouTube Usage Survey," April 2016, respondents who use YouTube during their path to purchase, n=277.