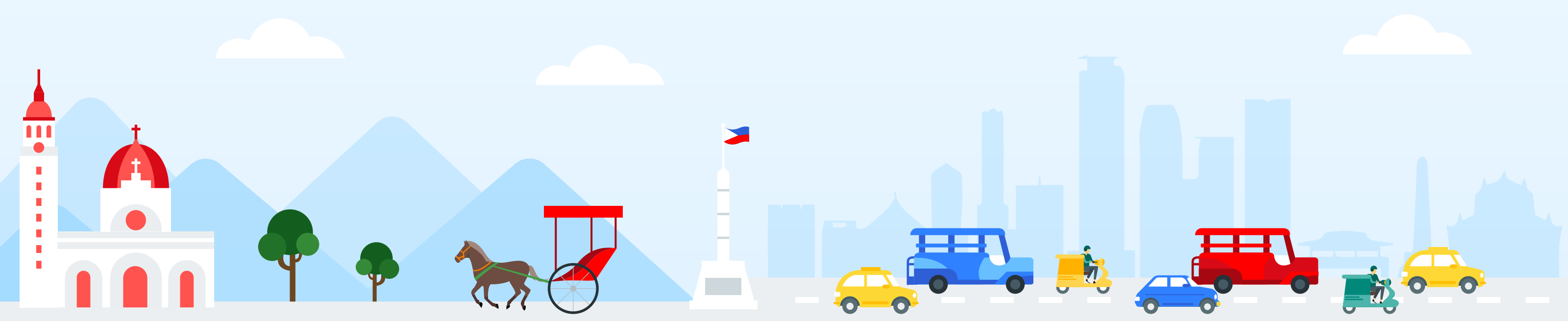




YouTube: The Philippines' Most Popular Online Video Platform

Filipinos now spend about four hours per day online, with most using a smartphone as their main device. And 87% of Filipino internet users watch online video content.¹ To better understand this video-viewing behavior, we conducted a YouTube Profiling Study in the Philippines with Kantar TNS.



When it comes to online video, YouTube is top of mind for Filipinos.

Here are four key stats highlighting Filipino engagement on the platform and tips for how marketers can take advantage.



More than
85%
of online Filipinos watch YouTube.²



#2
After music videos, “how-to” videos are the second-most popular content type on YouTube.²



74%
of Filipinos say there’s more interesting content on YouTube than on TV.²



63%
of Filipinos agree that YouTube helps them decide which brands to buy.²

Quick tips for marketers



Be there: Engage Filipinos with an always-on strategy designed to strengthen the association between their passions and your brand in an immersive, lean-in video experience.



Be helpful: “How-to” videos help Filipinos learn new skills and grow. Bring your brand to life by creating content that’s useful, engaging, and encouraging.



Be relevant: Smart, relevant messaging with a strong call to action at the right time can influence consumer decisions and behavior.

Sources

¹ Global Web Index, Philippines Market Report, Q4 2017.

² YouTube Profiling Study, Kantar TNS, Philippines, Sept. 2017.