

3 Key Takeaways From the New Digital Content Ratings Report

March 2018

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 March 2018.

YouTube has your audience's attention

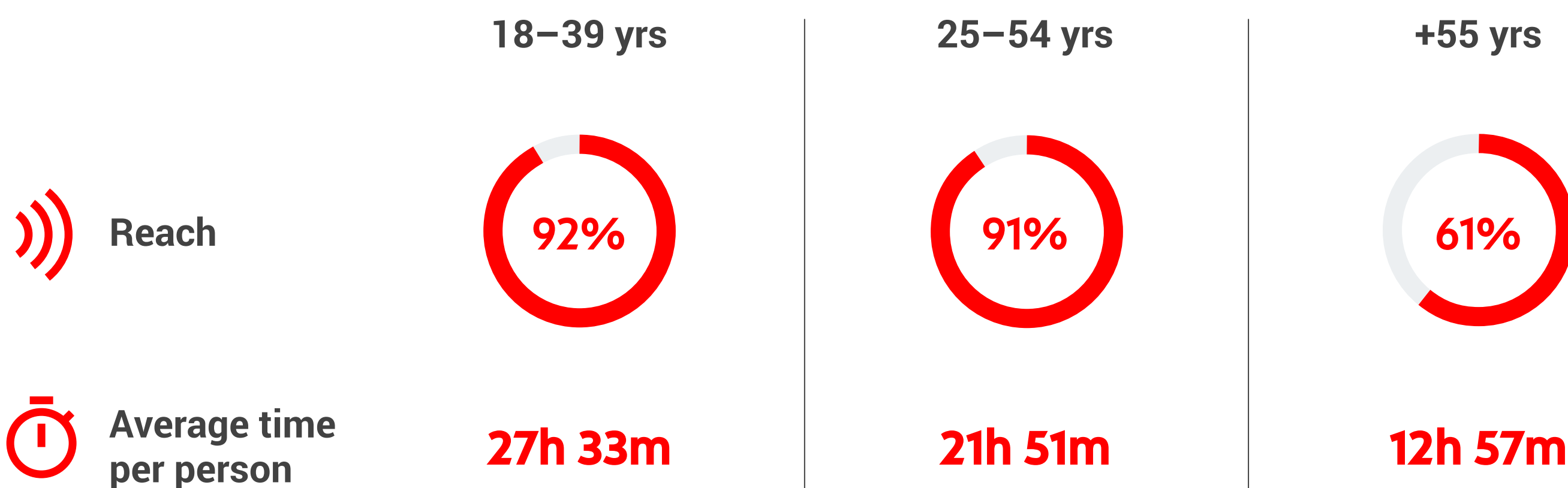
15.5M

Aussie adults spent an average of

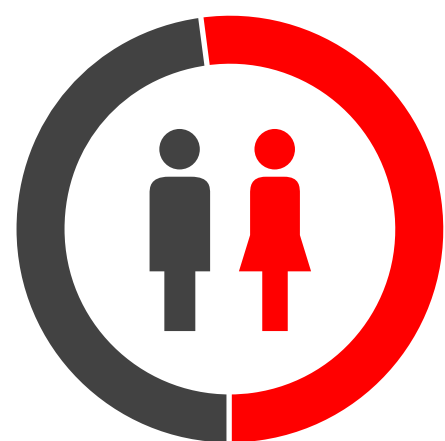
21h

per person on YouTube in March

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



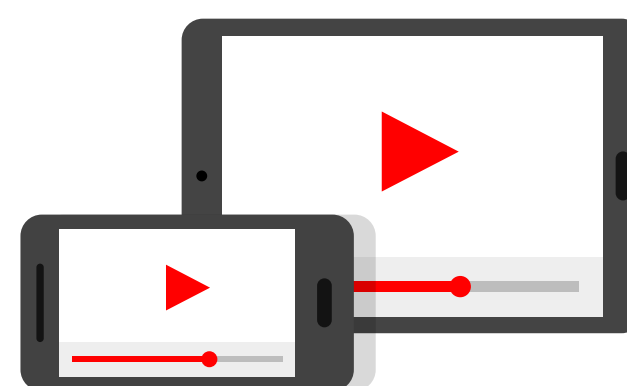
Men and women are on YouTube in equal amounts—and most watch time happens on mobile



48:52

Male:Female

Percentage of monthly unique audience



70%

of watch time occurred on smartphones and tablets