

YouTube is Hong Kong's Leading Destination for Online Video

YouTube is the first place digital Hong Kongers turn for the video content they love and can't find elsewhere. Whether they're looking for entertainment or product information or to learn something new and interesting, their leading destination is YouTube. This makes YouTube a powerful platform for brands to engage with their consumers in the moments that matter to them. How can your brand reach this growing audience?



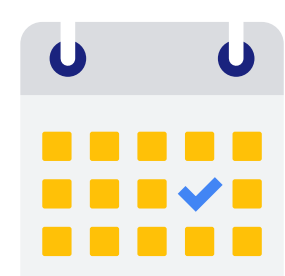
Your audience on YouTube is watching and growing

91%

of Hong Kongers use YouTube monthly

28%

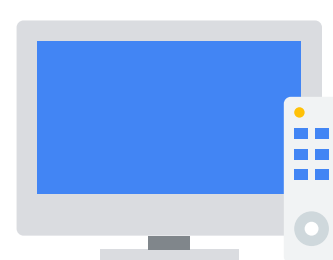
growth in Hong Kong users in the past 2 years¹



YouTube is at the center of Hong Kongers' entertainment world

75%

of Hong Kongers watch TV everyday, and among them,



65%

also watch YouTube every day¹

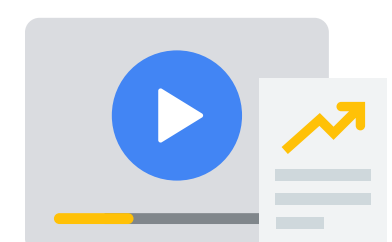
YouTube is the top choice for video content in Hong Kong

49%

of Hong Kongers prefer YouTube for online video

17%

prefer other leading sites²



YouTube visitors come with a purpose



74%

to relax¹



49%

to learn something new¹



Hong Kongers turn to YouTube for their preferred content

56%

agree that YouTube helps them discover new content²

55%

of Hong Kongers feel creator content is original and interesting¹

53%

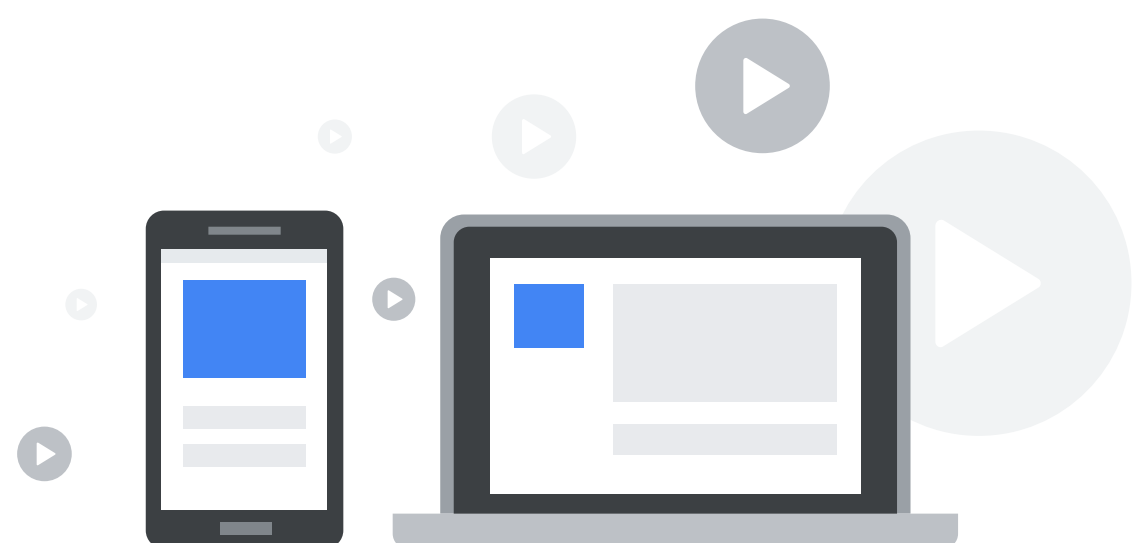
agree that YouTube has high-quality video content²

47%

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

45%

agree that watching video content on YouTube can replace TV²



YouTube influences viewers across their purchase journeys

83%

of Hong Kongers who turn to YouTube for ratings, reviews, or product information said it helped them decide what to buy¹



Sources

¹ Google/Ipsos, 2018 Hong Kong YouTube Profiling Study, representative n=2000 Hong Kong Netizen age 16-54 years old.

² Google/Ipsos, 2016 Hong Kong Video Ad Impact Study, representative n=1611 Hong Kong Netizen age 16-54 years old.