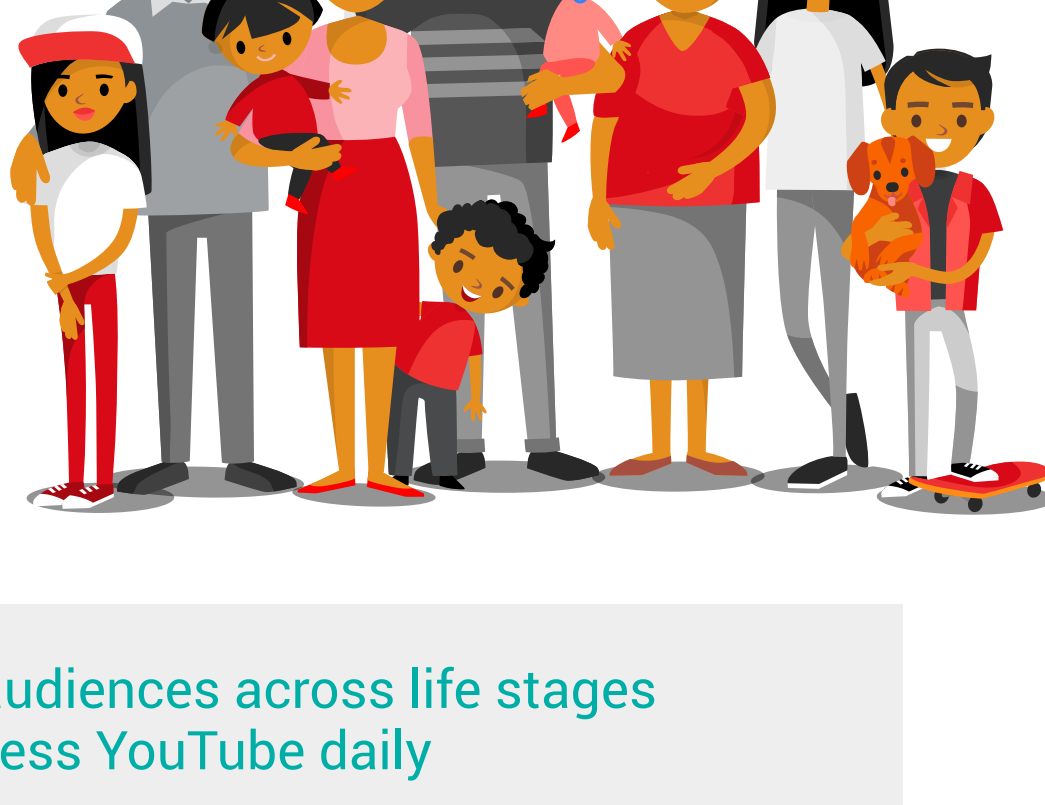


Growing up with YouTube



A Guide to Reaching Malaysians at Different Stages of Life

No matter which stage of life they're in, there's something for every Malaysian on YouTube



70%

of audiences across life stages access YouTube daily

4 in 5

visit YouTube as the first stop when looking for any kind of videos

81%

say YouTube has high-quality content

91%

say YouTube has a great variety of content



What Malaysians watch on YouTube reflects what's more important to them

As Malaysians advance in life stage, YouTube becomes important for self-learning and education.

Top-watched video and ad categories

Single professionals



An increase in disposable income results in more refined aspirations and interests in lifestyle and consumer goods. Travel, entertainment, and food and beverage content take center stage.

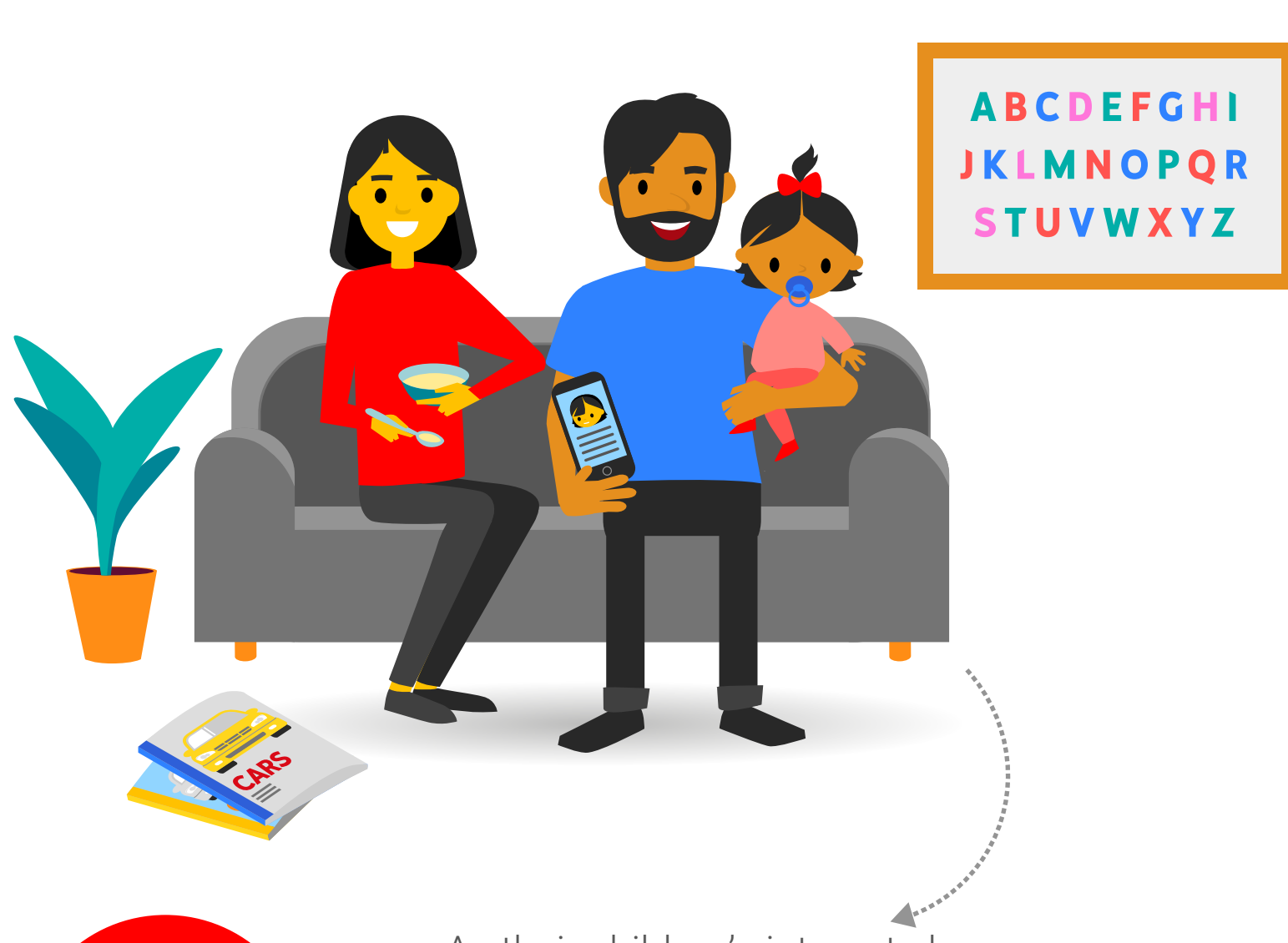
Couples with no children

As couples begin to learn the ropes of domestic life, how-to videos become essential. Cars are also top of mind as couples increasingly engage with automotive ads.



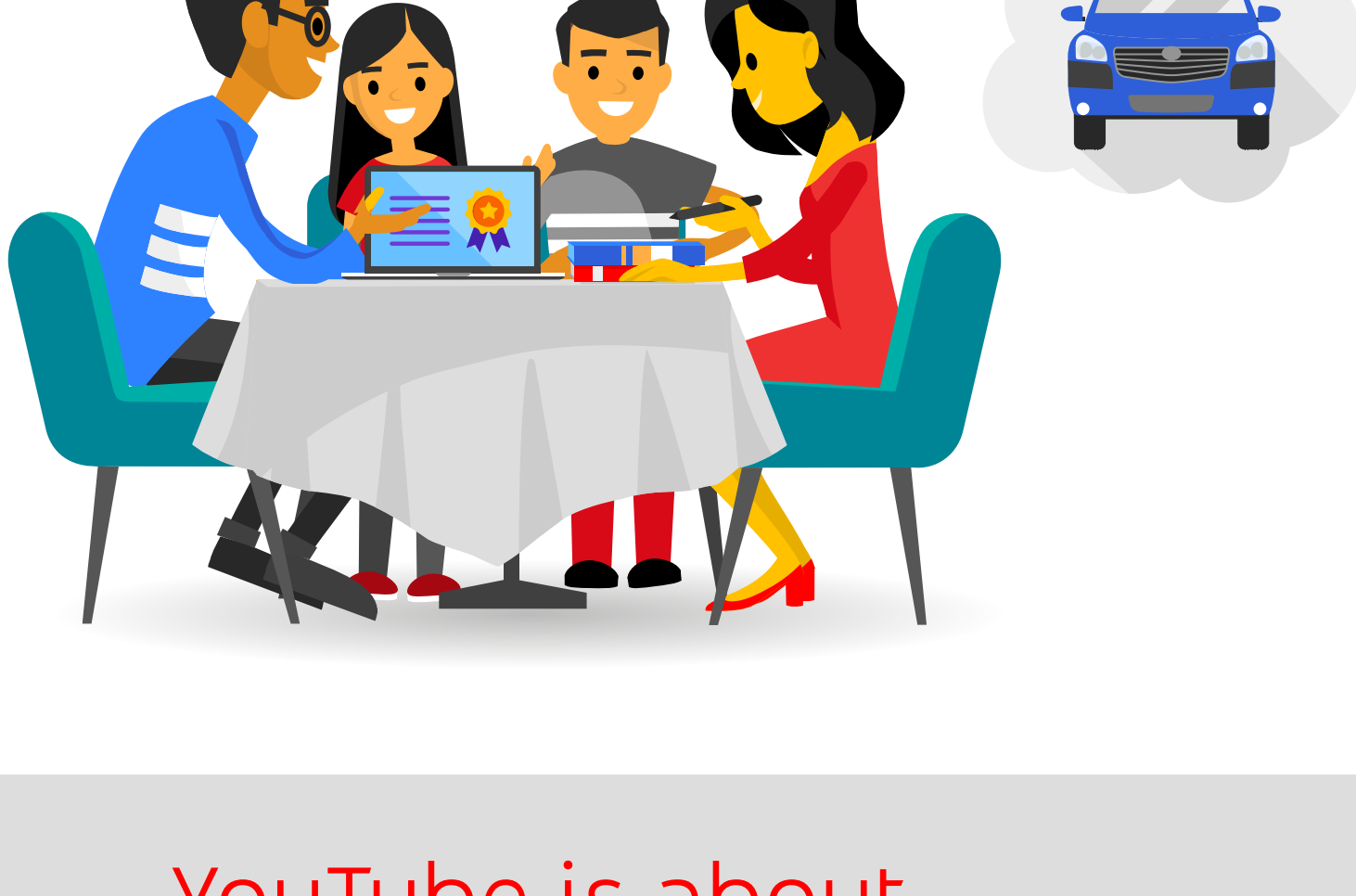
Couples with young children

New parents rely on YouTube as a parental companion. As they start to think about their child's future and their expanding family, priorities (and ad preferences) tend to be around education and practical goods.



Couples with older children

As their children's interests become more complex, parents engage with how-to videos with the purpose of sharing them with their children. As for ads, long-term investments such as automotive and education are top choices.



YouTube is about freedom of choice

Let audiences skip

Empowering audiences with choice has favorable outcome on brand impact

70%

Skip Ad ▶

feel better about advertisers who allow them to skip their ads on YouTube

YouTube plays a critical role in the Malaysian consumer's path to purchase

Malaysians turn to YouTube for product discovery and research

3 in 5

say YouTube videos help them decide which products or brands to buy

Malaysians take action after watching videos

3 in 5

visited a site mentioned in the video or found on the watch page

Key takeaway

Every Malaysian goes through life at their own pace.

Priorities and preferences change. Advertisers must appeal to audiences' intent to win attention.