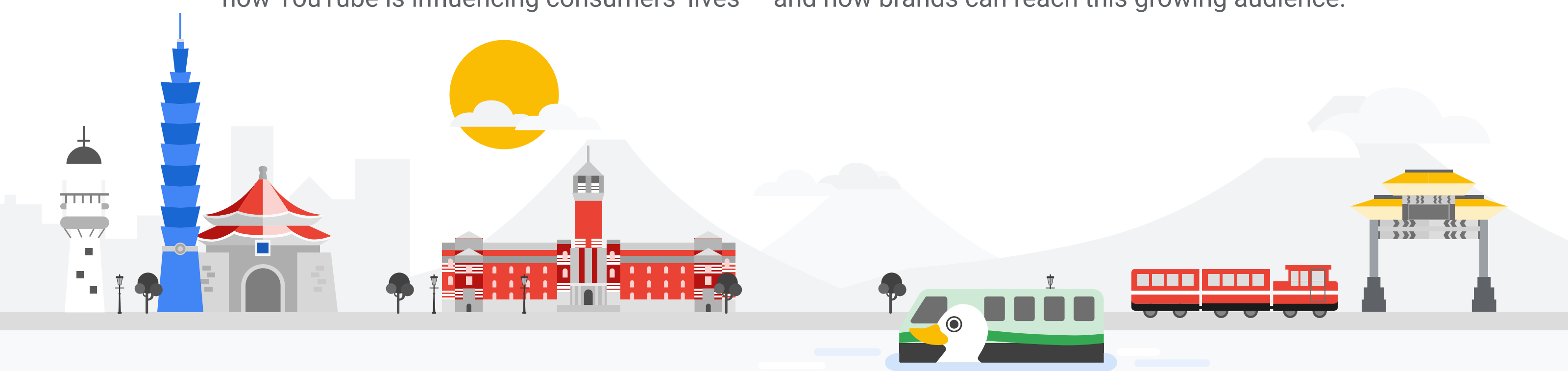


Taiwanese turn to YouTube for online video content

When it comes to online video, Taiwanese are turning to YouTube. Whether they're watching content from their favorite YouTube creators or looking for product information before making a purchase, audiences of all ages are contributing to the platform's growing popularity across Taiwan. Discover how YouTube is influencing consumers' lives – and how brands can reach this growing audience.



Taiwanese are turning to YouTube for video content

93%

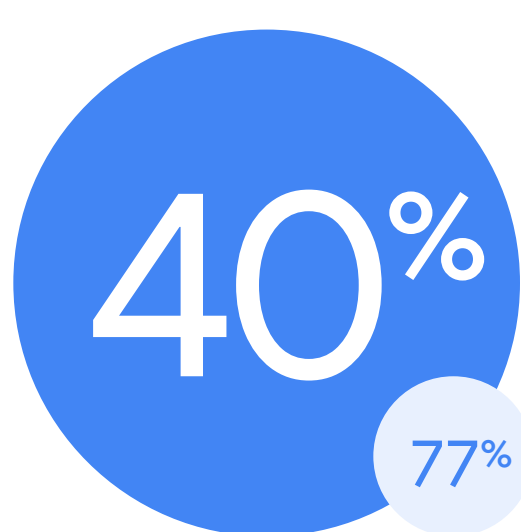
of Taiwanese use YouTube monthly.¹

70%

of Taiwanese watch YouTube every day.¹

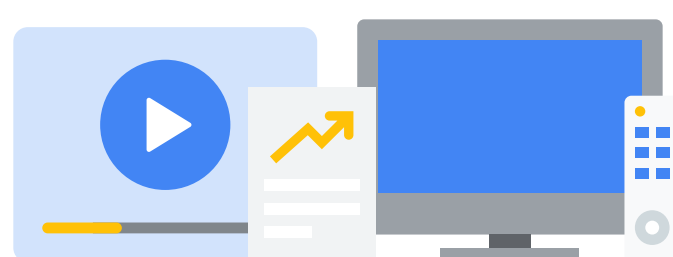
55%

of visitors spend over 1.5 hours on YouTube each day.¹



of Taiwanese are non/light TV users, and among them.¹

watch YouTube every day.¹



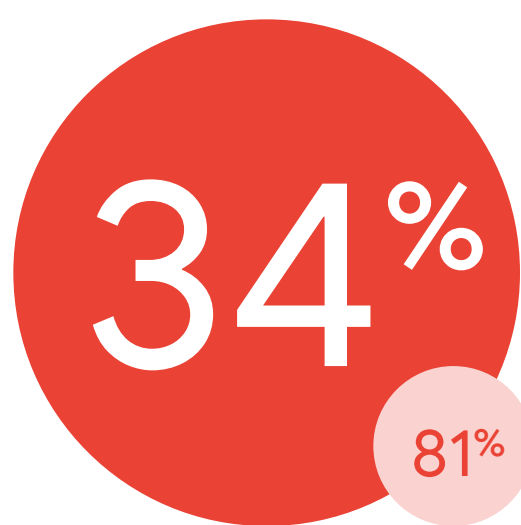
YouTube isn't just for young people

81% of 55 to 64-year-old Taiwanese use YouTube monthly.¹

61% of 55 to 64-year-olds watch YouTube daily.¹

44% of 55 to 64-year-old YouTube users watch >1.5 hours a day on YouTube.¹

YouTube influences viewers across their purchase journeys



of Taiwanese visit YouTube when they're looking to make a purchase, and among them.¹

say their final purchase decision is informed by YouTube.¹

1/3

of Taiwanese feel more positive about a brand after watching its YouTube ads.¹



YouTube creators are booming in Taiwan

89% of Taiwanese know YouTube creators.¹

72% of Taiwanese have previously watched videos by local YouTube creators.¹

61% of subscribers watch a video from a channel they subscribe to within 24 hours of a notification of its release.¹

56% growth in YouTube channels with over one million subscribers.²



Sources

¹ Google/Ipsos, YouTube User Profiling Study, July 2018.

² YouTube internal data.