

# YouTube: Pakistan's most popular online video platform

To help marketers understand Pakistan's video-viewing behavior, we conducted a YouTube Profiling Study with Kantar TNS. "Our YouTube profiling research shows that although YouTube only became available again in Pakistan a couple of years ago, it's already established itself as the favorite online video destination of the country," said Matt Beal, senior consultant at Kantar TNS.



## When it comes to online video, YouTube is top of mind in Pakistan.

YouTube has stronger reach and more users in Pakistan than ever before. Here are key stats highlighting Pakistanis' active engagement on the platform.



**73%**  
of online Pakistanis watch YouTube every month.<sup>1</sup>



**78%**  
of YouTube users in Pakistan agree that the platform is their first stop when looking for any kind of video.<sup>1</sup>



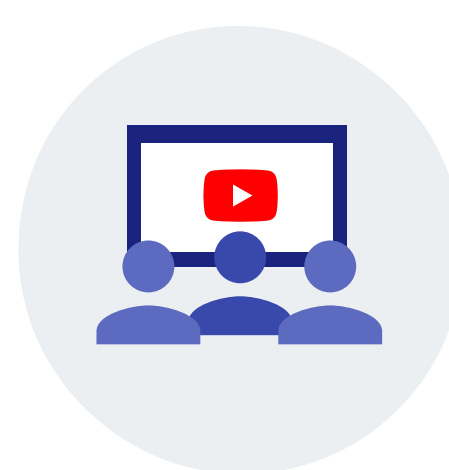
YouTube reaches **80%** of online millennials residing in metro cities in Pakistan.<sup>2</sup>



In Pakistan, YouTube reaches the highest number of users during TV's primetime evening hours (8 p.m.-11 p.m.).<sup>1</sup>



**64%**  
of online Pakistanis say YouTube is their favorite video platform.<sup>1</sup>



**63%**  
of YouTube users in Pakistan agree that they often watch YouTube with friends and family.<sup>1</sup>

## YouTube is where Pakistanis come to watch diverse, high-quality content.

YouTube has more than 650 Pakistan-based channels with 100,000 or more subscribers – up from just eight in 2016.<sup>3</sup>

The top eight content categories on YouTube in Pakistan:<sup>3</sup>

- Sports
- TV/Cinema
- Comedy
- Travel
- News/Talk Shows
- Music
- Beauty
- Food

## YouTube has become an essential part of the consumer path to purchase in Pakistan.

More and more consumers in Pakistan are turning to YouTube to research, compare, and talk about products and services before making a purchase. For businesses to succeed, they need to be where consumers are in the moments that matter.



**50%**  
of YouTube users in Pakistan who have seen ads say they help them decide which products or brands to buy.<sup>1</sup>



**40%**  
of Pakistanis who use both YouTube and TV think the brands they see on YouTube are more credible than the brands they see on TV.<sup>1</sup>



**68%**  
of YouTube users in Pakistan say YouTube is a useful site when searching for product and brand information.<sup>1</sup>



**60%**  
of YouTube users in Pakistan believe watching YouTube videos helps them decide which products or brands to buy.<sup>1</sup>



**43%**  
of users who use both YouTube and TV believe the advertising they see on YouTube is more relevant than the advertising they see on TV.<sup>1</sup>



**64%**  
of YouTube users in Pakistan say they visit a website mentioned in the video or found on the watch page.<sup>1</sup>

## Quick tips for marketers



**Be there:** YouTube is the preferred online video destination for consumers in Pakistan. Without a presence on YouTube, brands are missing the chance to connect with consumers in an immersive and interactive way.



**Be balanced:** Research shows most consumers watch TV and YouTube content at the same time. So instead of thinking of your video spend as an either-or split, shift toward a digital budget that complements your TV strategy.



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

### Sources

- 1 YouTube Profiling Study, Kantar TNS, Pakistan, October 2018.
- 2 Pakistan Millennial Study, Ipsos, "Getting Closer To MENA's Generation Y", March 2018.
- 3 Google Internal Data, September 2018.