

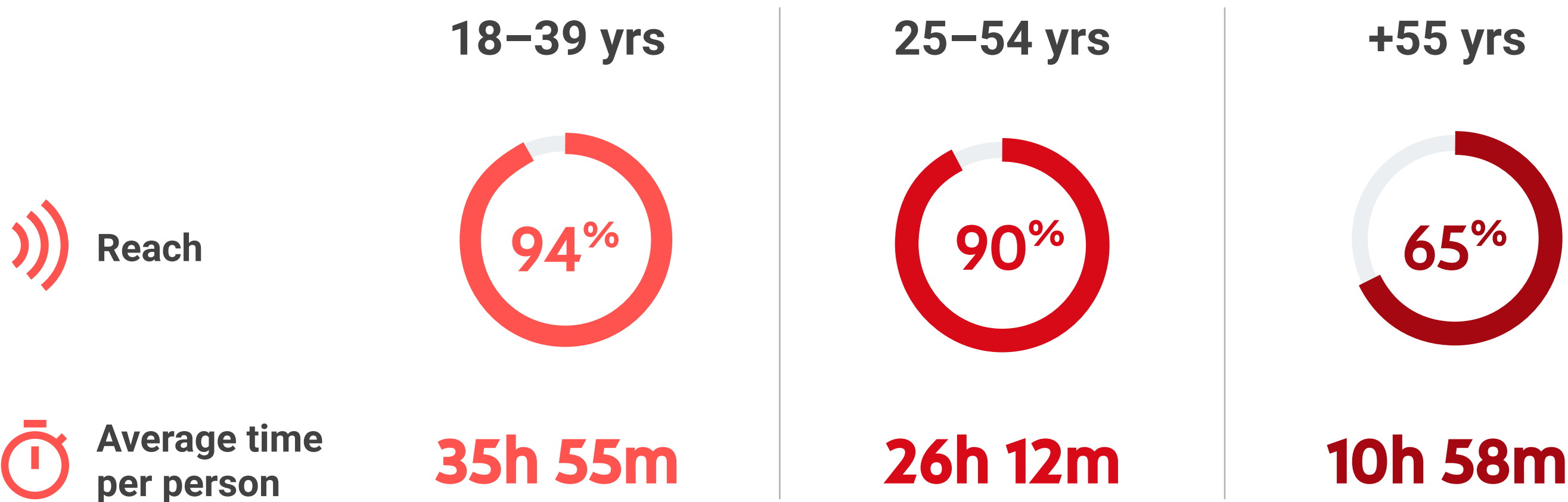
3 Key Takeaways From the New Digital Content Ratings Report

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 November 2018.

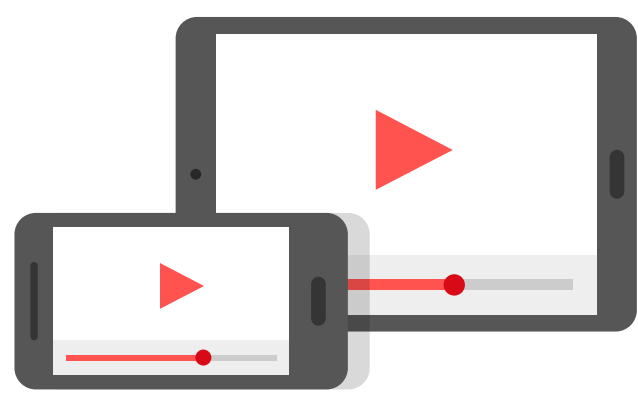
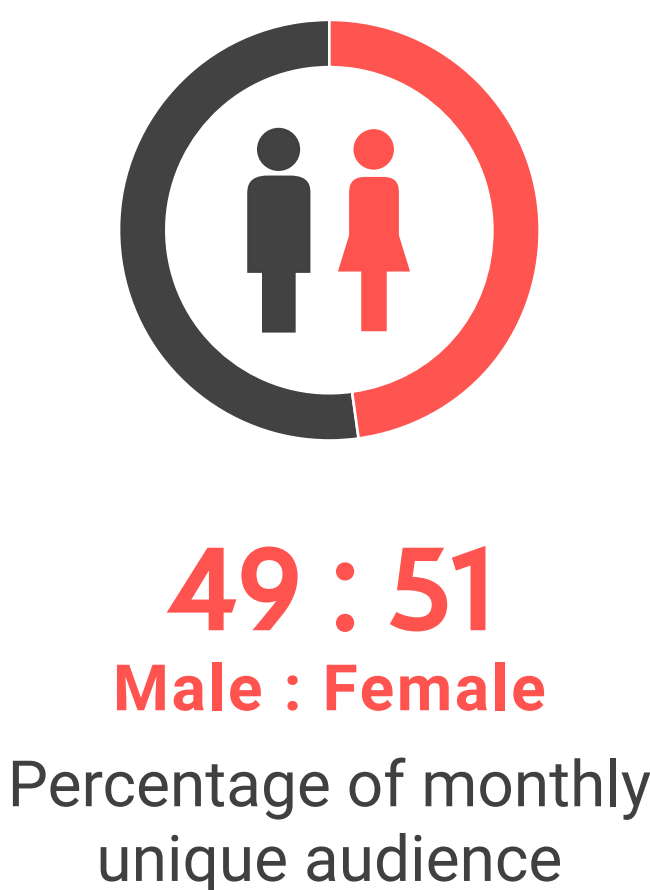
YouTube has your audience’s attention

15.7M
Aussie adults spent an average of
24h 05m
per person on YouTube in November

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



72%
of watch time occurred on smartphones and tablets

Source: "Nielsen Digital Content Ratings, Video, Computer, and Mobile," November 2018, P18+. ThinkwithGoogle.com.au