

Introducing Gen C

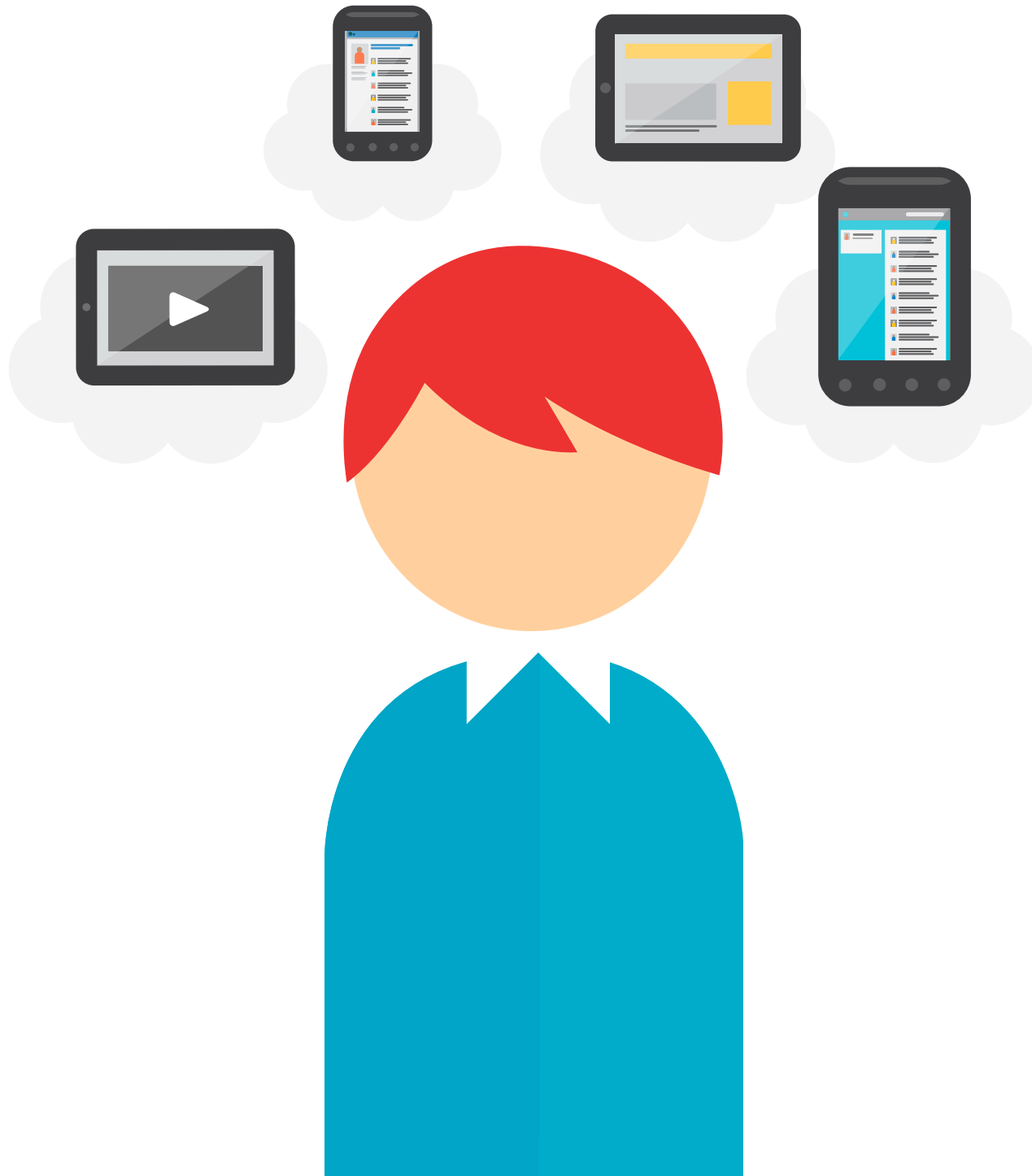
The YouTube Generation



Gen C is a powerful new force in consumer culture. It's a term we use to describe people who care deeply about **creation, curation, connection,** and **community**. It's not an age group; it's an attitude and mindset - and here are 8 of its defining characteristics.

- Gen C is a state of mind
- Gen C strives for expression
- Gen C is a taste-maker
- Gen C defines the social network
- YouTube is Gen C's habitat for entertainment
- Gen C is constantly connected
- Gen C connects on YouTube on all screens
- Gen C values relevance and originality

Gen C is a state of mind



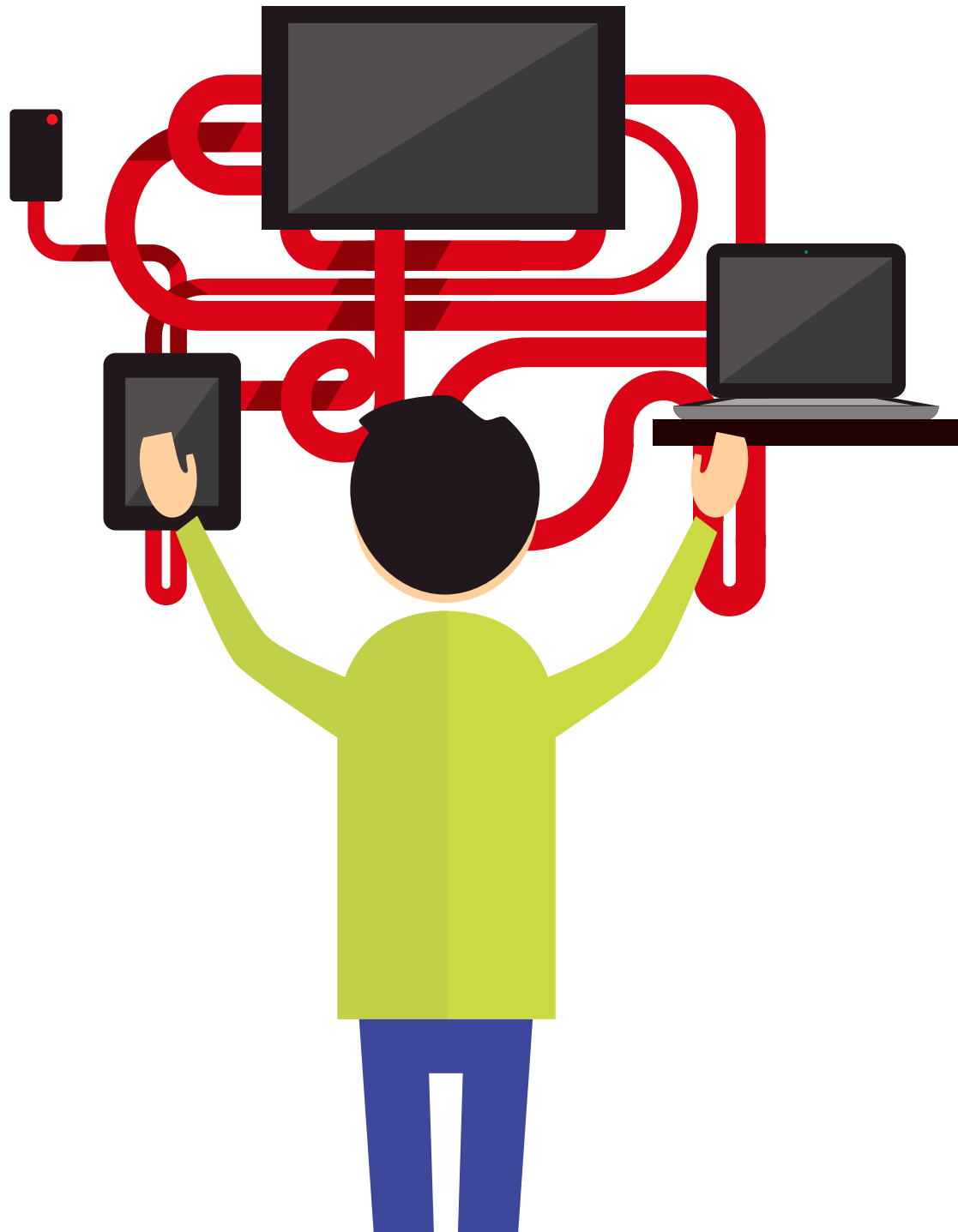
80%

of millennials is made up of Gen C ¹ – YouTube's core (though by no means only) audience ².

But Gen C is more than an age-group; it's a mindset defined by **creation**, **curation**, **connection** and **community**.

1. Forrester Technographics Q2 2012
2. YouTube, ComScore Metric Jan 2013,
Nielsen Netview Dec 12

Gen C strives for expression



Fueling culture with photos, videos, memes, mash-ups...

67%

of Gen C uploads their own photos to social networks³

Gen C is a taste-maker



Gen C sets the trends and determines what's going to be popular next, with an influence that accounts for

\$500bn

of spending a year in the US alone⁴

For Gen C, decision-making is a team sport...

85%

of Gen C relies on peer approvals for buying decisions⁵

4. Barkley's

5. *Engaging Generation C*, November 2012

Gen C defines the social network



Social interactions give Gen C its sense of self. They are what they share, like, +1, comment on, and retweet...

88%

of Gen C has a social profile, with

65%

updating it daily⁶

YouTube is Gen C's habitat for entertainment



Gen C is twice as likely to be a YouTube viewer than the general population⁷ – and

40%

more likely to be only a light TV viewer⁸

7. GfK- MRI, Spring 2012

8. GfK- MRI, Spring 2012

Gen C is constantly connected



Gen C eats, sleeps, and breathes the internet across devices. Literally...

91%

of Gen C sleeps next to a smartphone⁹

Gen C connects on YouTube on all screens



With falling data costs and rising network speeds, mobile video is set to explode. YouTube has the same reach with Gen C on smartphones as it does on desktop – in fact

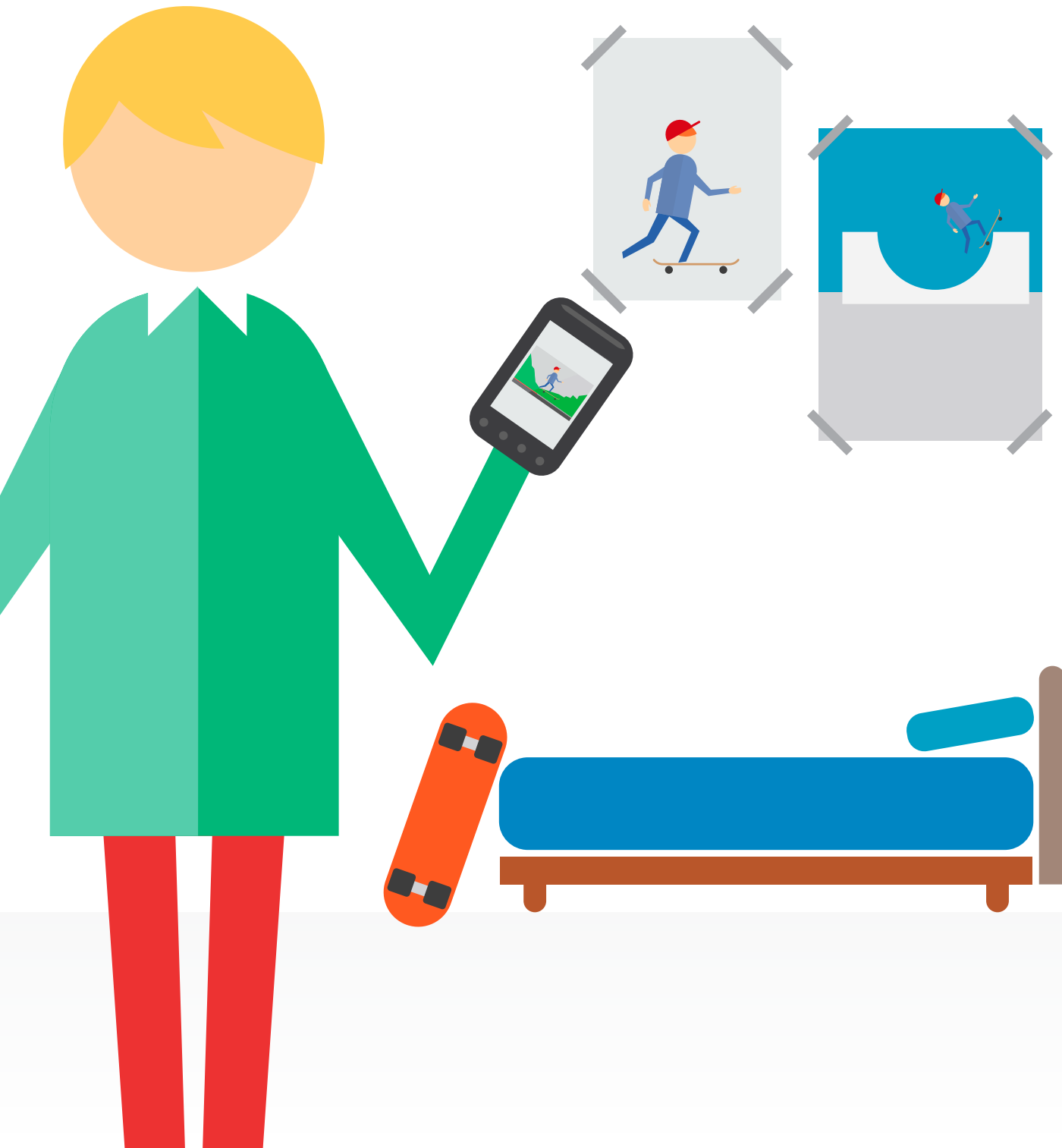
80%

of Gen C with a smartphone watch YouTube.

Year-on-year the number of Gen Cs watching YouTube on smartphones has increased by 74%¹⁰

10. YouTube-Nielsen Multiscreen Audience Study November-December 2012

Gen C values relevance and originality



Gen C values great conversations that are aligned with its own interests

39%

aren't opposed to ads when they are relevant¹¹