

# YouTube Pulse: What Canadians Are Watching and How it Can Impact Your Media Plan

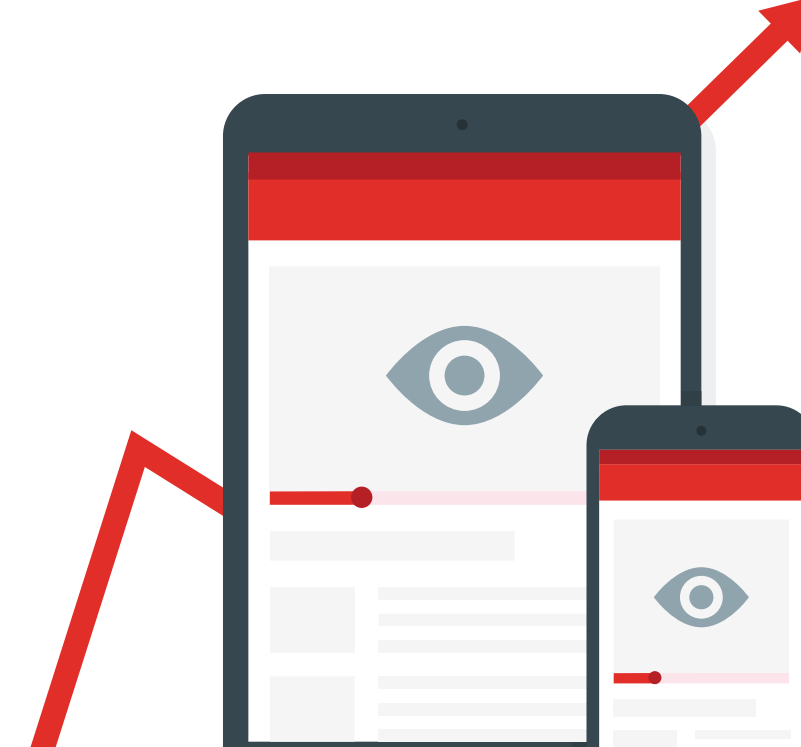
Canadians of all ages and demographics turn to YouTube to engage, be entertained, and to better understand their world. Brands that harness the storytelling capabilities of YouTube can reach and engage consumers—and truly break through.

## YOUTUBE IS THE PLACE TO HELP YOU REACH CANADIANS

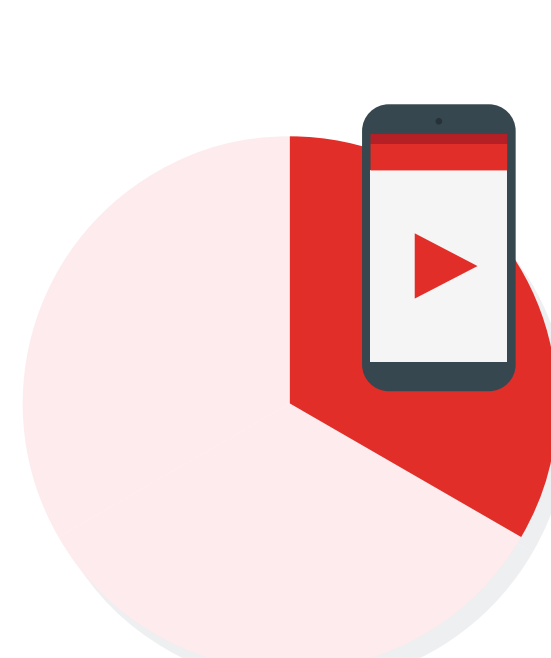
Canadians' viewing habits have changed. To reach more consumers more often, start your planning with an overall video strategy instead of planning for TV and digital separately.

Over the last four years in Canada:

Time spent **viewing digital video** is up **44%**.<sup>1</sup>



**Mobile video watch time** has grown **127%**.<sup>1</sup>



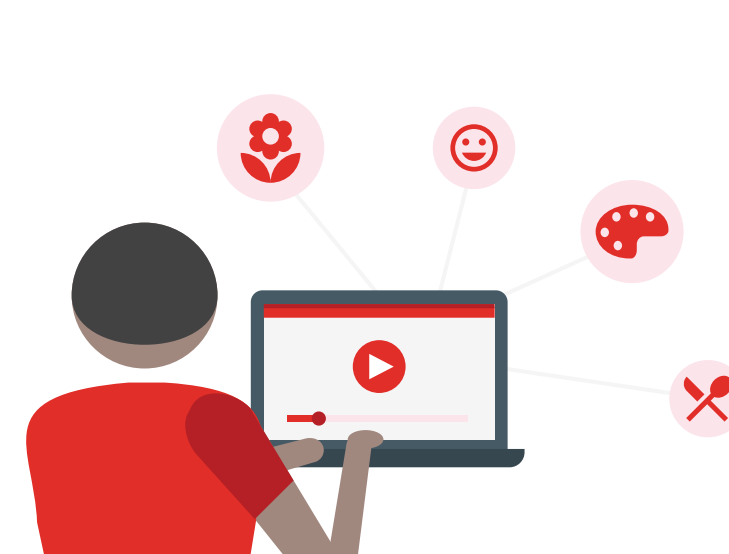
**Online video represents 1/3<sup>rd</sup>** of the time consumers spend watching ad-supported video (including TV and online video).<sup>2</sup>

## YOUTUBE ALLOWS YOU TO ENGAGE WITH CANADIANS IN A MEANINGFUL WAY

Canadians can't get enough YouTube. The sense of community and level of engagement YouTube provides makes it an integral part of Canadian users' lives.



The number of **hours spent watching YouTube daily** on mobile and tablet is up **60%** YoY from 2014 to 2015.<sup>3</sup>



**75%** of daily Canadian users visit YouTube **several times a day**.<sup>4</sup>

### Millennials

Millennials are all grown up—or at least they're getting there. Millennials are now building careers, they have discretionary incomes, and almost **one-third of Canadian millennials are parents**.<sup>5</sup> And just like boomers grew up flipping channels on the tube, millennials grew up watching and engaging on YouTube.



When it comes to sources for something to watch, Canadian **millennials say they can't live without YouTube more than any other source**.<sup>5</sup>

**Almost half** of Canadian millennials believe YouTube is the most useful source to **learn about new products, services, or brands** they might consider buying. Only **16%** said the same about TV.<sup>6</sup>

Canadian millennials say they **turn to YouTube for more content categories than they do TV**.<sup>7</sup>

### Gen Xers

Gen Xers have adapted to all sorts of video improvements like VCRs, DVRs, and computers. And now, everything has changed again. Online video has given Gen Xers the luxury of choice to be able to watch what they want, when they want.



**81%** of Canadian Gen Xers use YouTube monthly.<sup>8</sup>

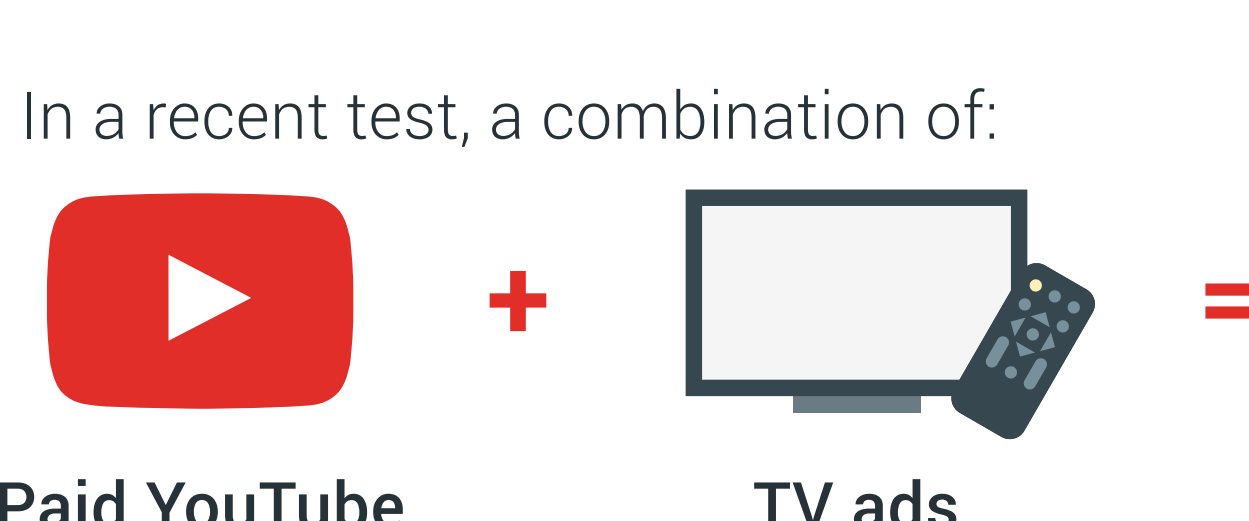
**1 in 4** Gen X Canadian YouTube users say that **they watch less traditional TV than they used to** because of YouTube.<sup>9</sup>

More than **half** of Gen Xers say they **watch YouTube on their TV sets**.<sup>9</sup> **Almost half** of Gen Xers who watch YouTube do so during the **primetime hours** of 8 p.m. and midnight.<sup>10</sup>

## YOUTUBE CAN HELP DRIVE RESULTS FOR YOUR BRAND

Put simply, YouTube can help drive better results for your brand. YouTube and TV perform better together—and we've got the data to prove it.

In a recent test, a combination of:



**Paid YouTube ad views**

**TV ads**



**+29 point** relative increase in **ad recall** (vs. TV alone)<sup>11</sup>



**+38 point** relative increase in **recommendation of the brand** (vs. TV alone)<sup>11</sup>



**+23 point** increase in **purchase intent** (vs. TV alone)<sup>11</sup>



### Case Study:

In a recent media mix modeling study we conducted with one Canadian client, we saw:

- **ROI from YouTube was 7X** that of TV.<sup>12</sup>
- The suggested optimization on its media investment was a **340% increase in online video's share of spend**.<sup>12</sup>

### Sources

1 eMarketer, "Digital Video and TV Viewer Metrics in Canada," 2012–2017; year comparison 2012–2016.  
 2 PH.D. "CMUST Study," Canada, 2015; online video defined as live video.  
 3 YouTube internal data, Canada, Jan–Dec 2015 over Jan–Dec 2014.  
 4 Google/TNS, "YouTube Audience Profiling Study," Jun 2016, Canada, n=442.  
 5 Google/Ipsos, "Human Stories Canada," Jun 2016, millennials, n=1364.  
 6 Google/Ipsos, "Human Stories Canada," Jun 2016, n=1349.  
 7 Google/Ipsos, "Human Stories Canada," June 2016, n=754 (TV), n=1112 (YouTube).  
 8 comScore, "Video Metrics," Canada, May 2016, desktop only, ages 35–54.  
 9 Google/Ipsos, "Human Stories Canada," June 2016, n=2764.  
 10 Google/Ipsos, "Human Stories Canada," June 2016, n=2435.  
 11 Google/Ipsos, "TrueView and TV Lab Test," Canada, 2016, base=control cell paid views (n=429), paid views plus TV test cell (n=192), control cell (n=1284), TV test cell (n=300).  
 12 Google/Data2Decisions, "Canada MMM Study," August 2016.