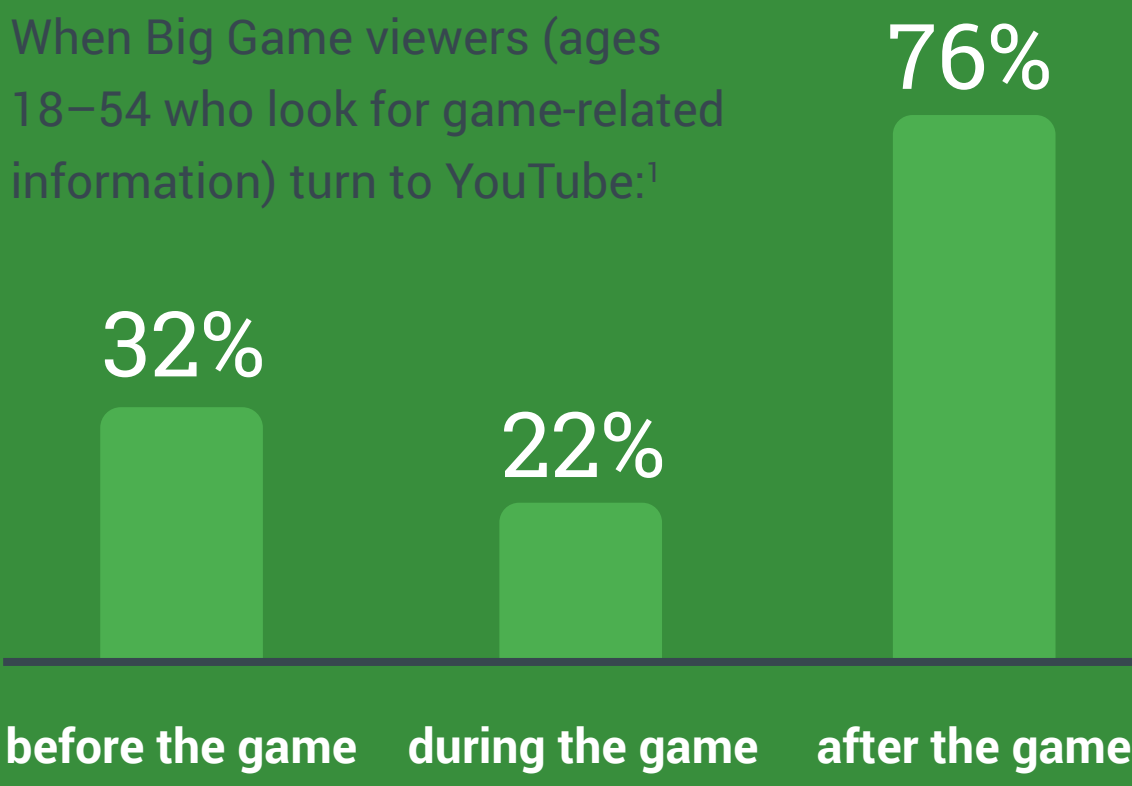


For the Big Game and Beyond, Canadians Turn to YouTube

In the digital age, February’s Big Game is about so much more than what happens on the field. It’s about the anticipation, the predictions, the ads, the halftime show, the snacks, the post-game analysis, and the highlights. For all this and more, Canadians turn to YouTube.



PRE-GAME PREP GOES DIGITAL

Yummy Starts on YouTube.

Lots of Big Game watchers are in it for the love of the snacks—and they turn to YouTube to help create the ultimate spread. Among 18–54-year-old Canadian Big Game viewers:

35% of those who look for Big Game info turn to YouTube for party planning tips and recipes.¹

1 in 5 use YouTube as an inspiration for snacks, recipes, and beverages/alcohol.²



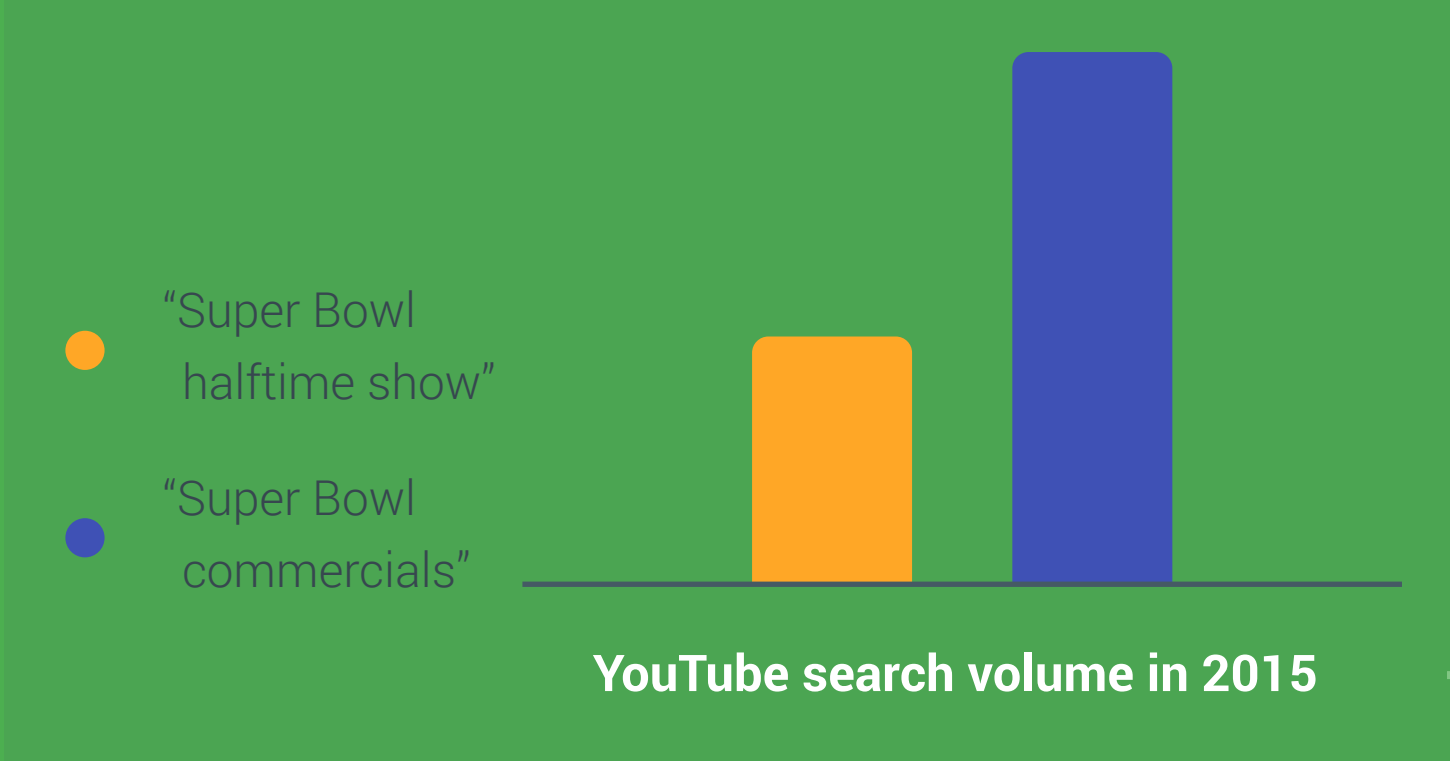
In a neck-and-neck race, Canadians revealed their favourite Big Game snacks.²

GAME TIME MEANS AD TIME

Kickoff signals the start of play on the field—and off.

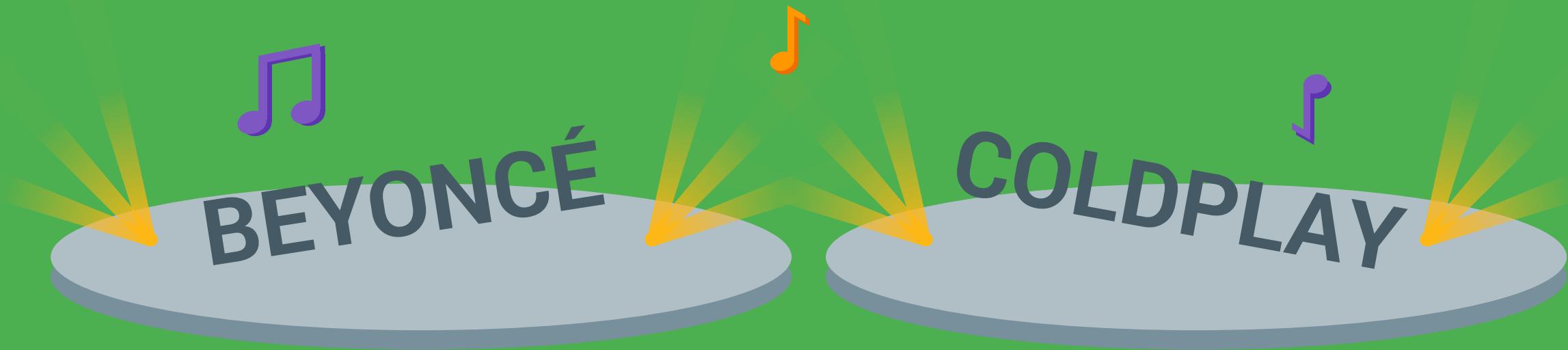
840M Minutes spent watching Big Game ads globally on YouTube in 2015. That’s more than double 2014.⁴

20% of Big Game viewers watch just for the commercials¹



Is It Halftime Yet?

Coldplay may be the halftime headliner, but based on YouTube views, Canadians might just cheer louder for Beyoncé.

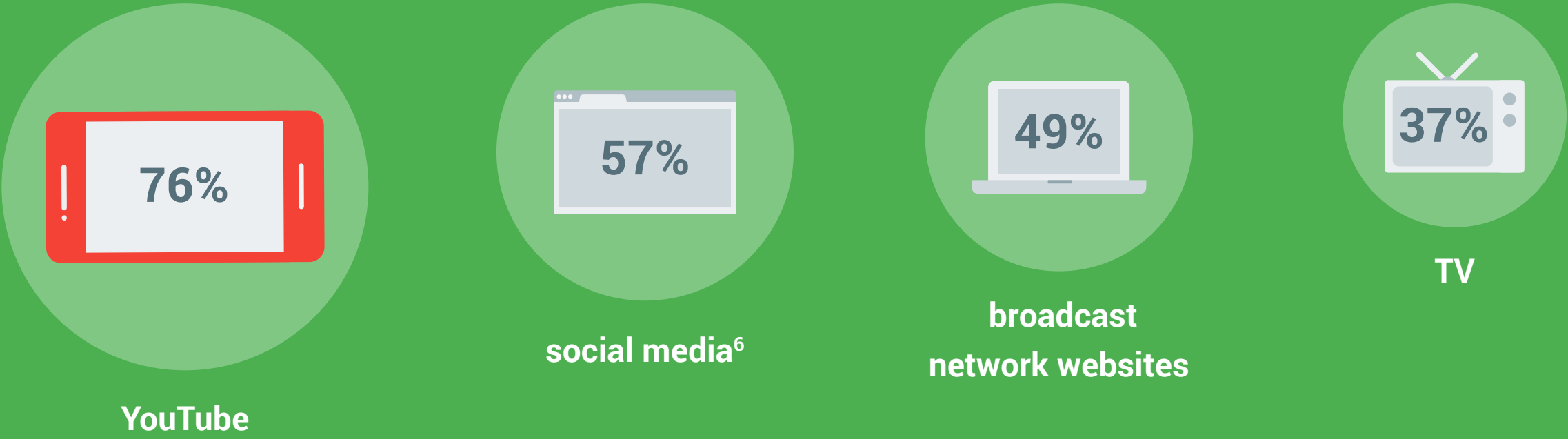


92+ M views in Canada making it #7 on her top countries list.³

67+ M views in Canada making it #13 on its top countries list.³

WHEN THE CLOCK RUNS OUT, YOUTUBE STAYS ON

For game-related information after the live broadcast, 18–54-year-old watchers choose YouTube:¹



To catch their favourite ads, YouTube is also the top place 18–54-year-old Canadian Big Game viewers go after the game.¹

For news and highlights, the world can’t get enough YouTube.

1.4B Minutes spent watching football highlights and news on YouTube in 2015.⁷

Watch time for news and highlights has grown⁷

202% YoY.



SOURCES

1 Google/Ipsos, “Football Game Day Study,” November 2015. Among 1,292 Canadians ages 18–54.
2 Google Consumer Surveys, Canada, January 22–26, 2016, ages 18–54, n=1,179.
3 YouTube Music Insights, 2015. An artist’s “total views” is based on both official and fan-uploaded videos claimed using Content ID, data from September 2014 onwards.
4 YouTube data, 2015.
5 Google Trends data, 2015.
6 Social media included Facebook, Twitter, and Pinterest.
7 YouTube data, January 2014–December 2015, Global. Classification as a “big game commercial,” “music video,” “comedy video,” “highlights and news video,” food and recipes video,” “gaming video” was based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube.