Think with Google

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 May 2019.

YouTube has your audience's attention

16.3M

Aussie adults spent an average of

24h 55m

per person on YouTube in May

Aussies young and old are spending more and more time on YouTube

18-39 yrs

95%

37h 28m

25-54 yrs



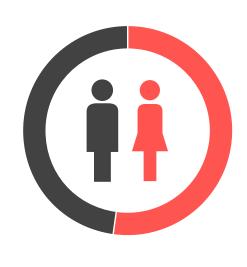
25h 37m

+55 yrs

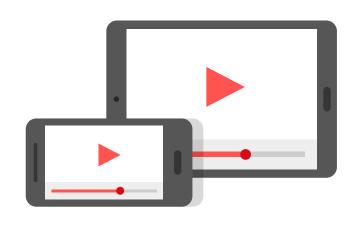


9h 46m

Men and women are on YouTube in equal amounts and most watch time happens on mobile



48:52
Male: Female
Percentage of monthly unique audience



of watch time occurred on smartphones and tablets

Source: "Nielsen Digital Content Ratings, Video, Computer, and Mobile," May 2019, P18+. ThinkwithGoogle.com.au

Reach

Average time

per person