

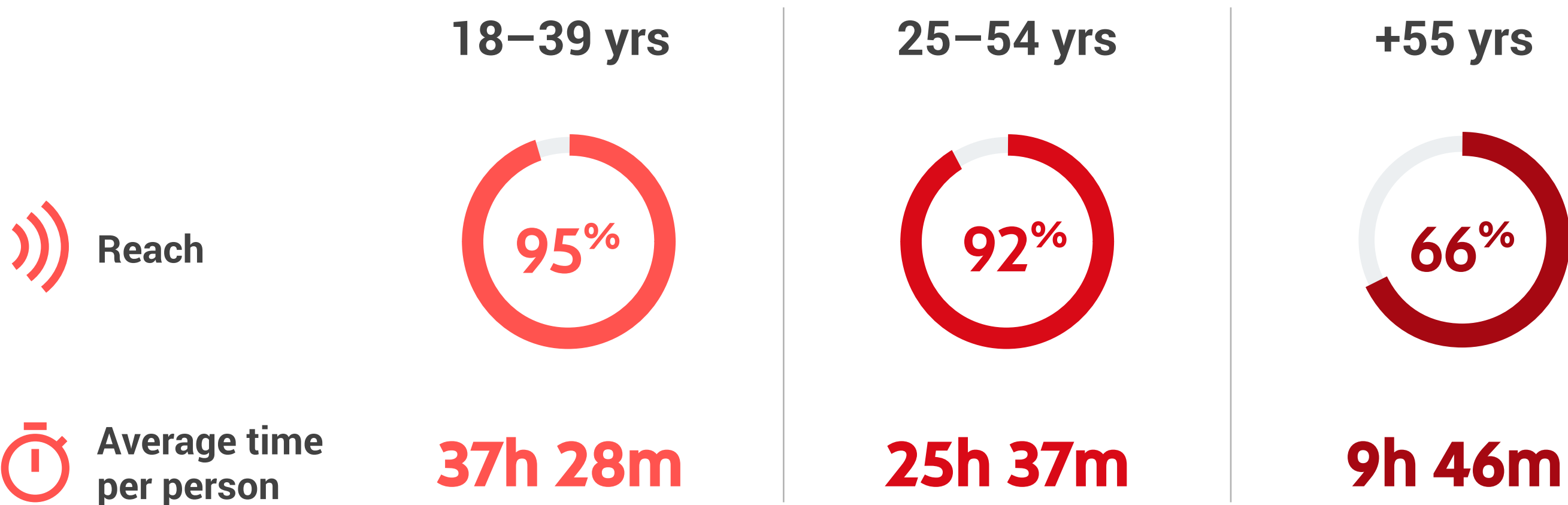
3 Key Takeaways From the New Digital Content Ratings Report

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.

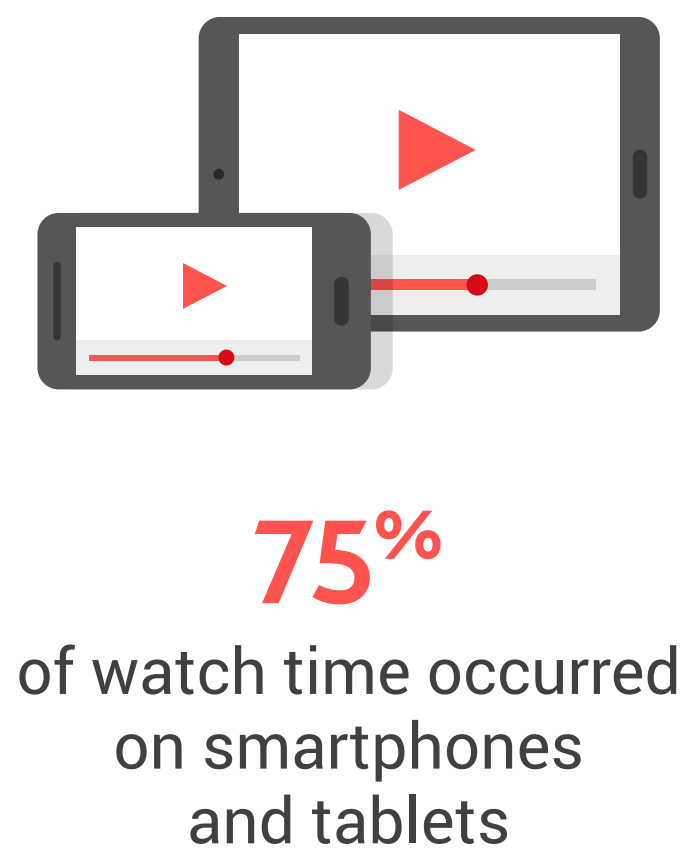
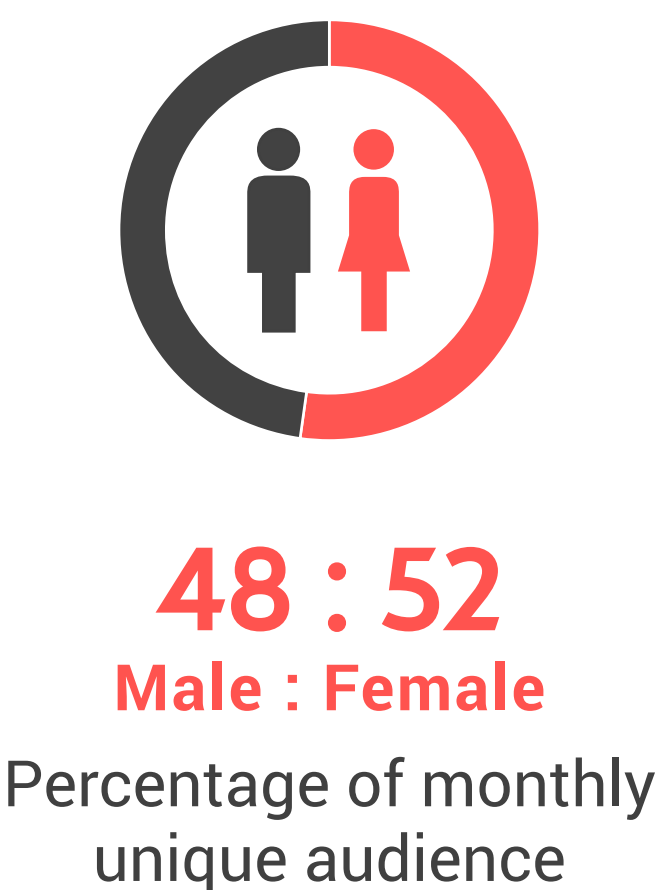
YouTube has your audience’s attention

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



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



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