

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 June 2019.

## YouTube has your audience's attention

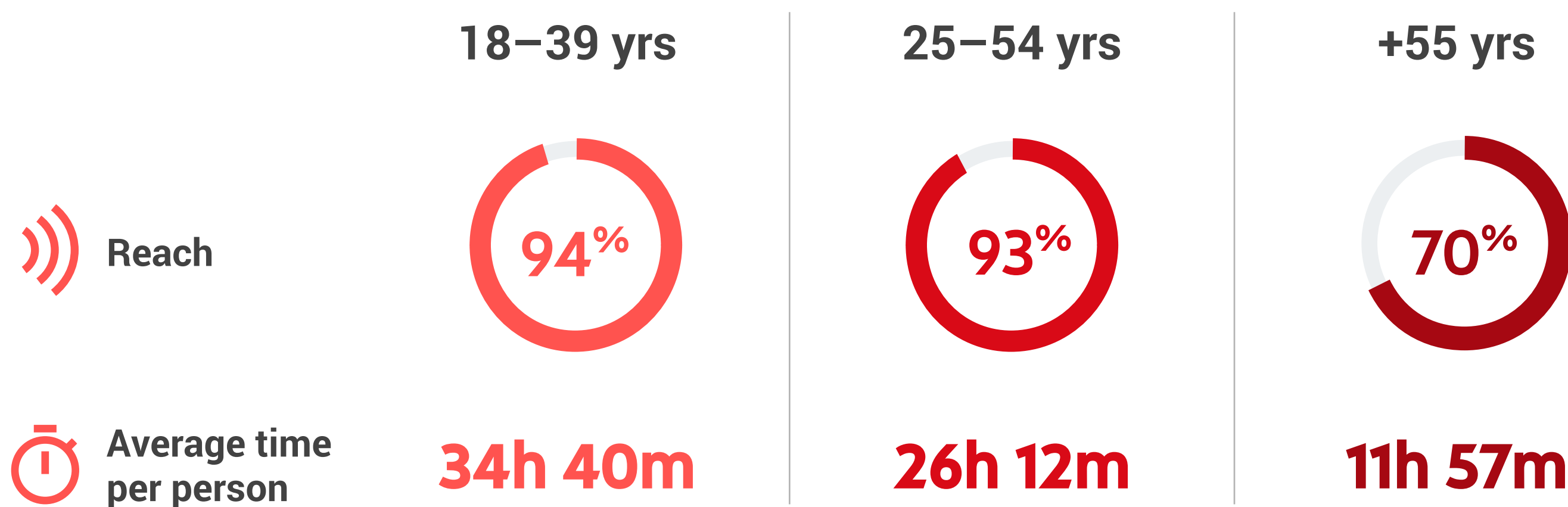
**16.5M**

Aussie adults spent an average of

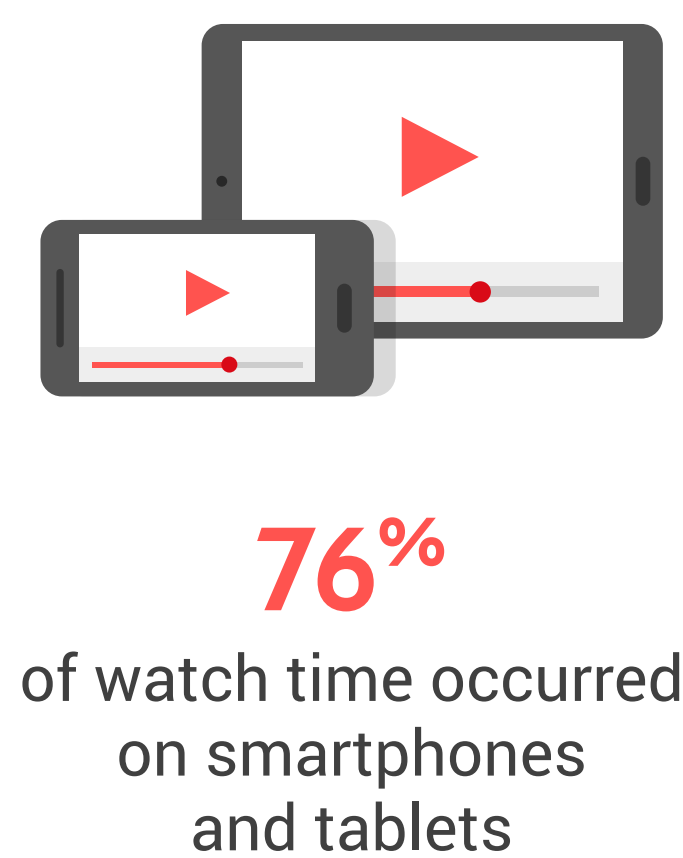
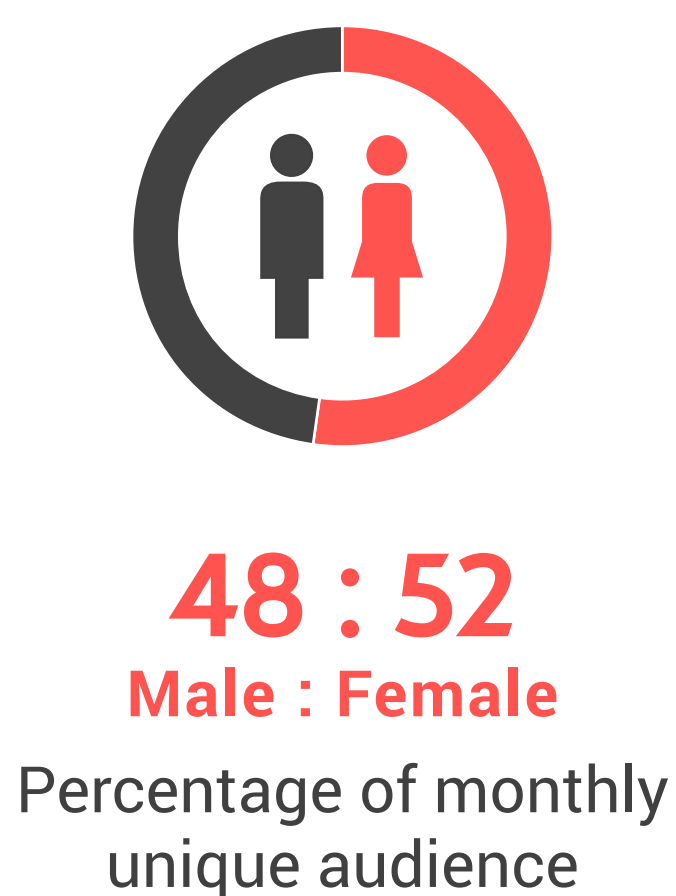
**24h 18m**

per person on YouTube in June

## 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, June 2019 Monthly Total, P18+/P18-39/P25-54/P55+/Female 18+/Male 18+, Combined (C/M) / Computer / Smartphone / Tablet, Video, 0 seconds non IAB endorsed.