

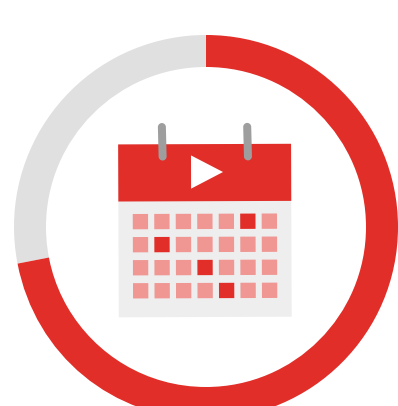
3 Questions for Australian Brands to Consider When Planning Their Media After YouTube Broadcast

As announced at the YouTube Broadcast event in Australia, here are three questions to help you gauge if you're making the most of your marketing strategy.

1

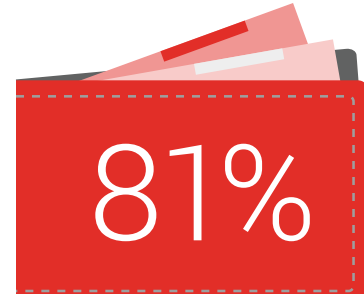
Where are your audiences?

Australians of all stripes are within reach on YouTube.



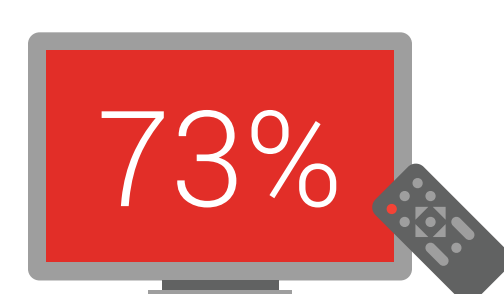
72% of Australians 18–54 say they use YouTube **at least weekly**¹

YouTube reaches



of Australian **high-income earners**²

YouTube reaches

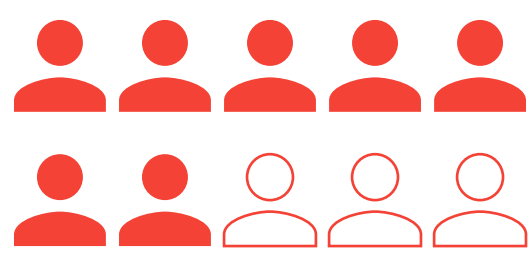


of Australian **light TV watchers**²

2

What content influences your audience and holds their attention?

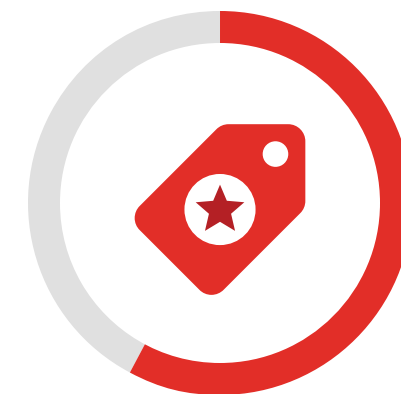
Thanks to YouTube creators' passionate followers and industry-leading viewability rates, YouTube's influence in Australia is greater than ever.



7 out of 10 Australians **prefer** to watch online video on **YouTube**³



This year, 800+ additional YouTube creators globally **surpassed 1M subscribers**⁴



58% of Australian YouTube subscribers **say their opinions** of a brand or company **have been influenced by a creator**³

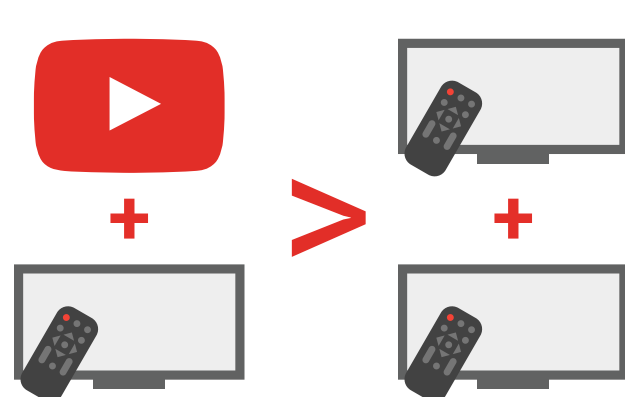


93% of YouTube impressions are viewable compared to an industry average of 62%⁵

3

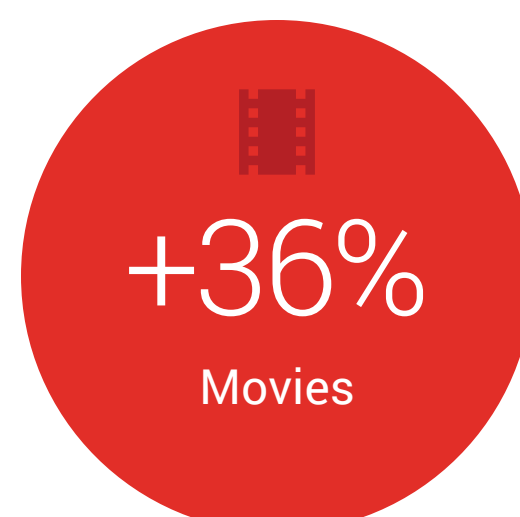
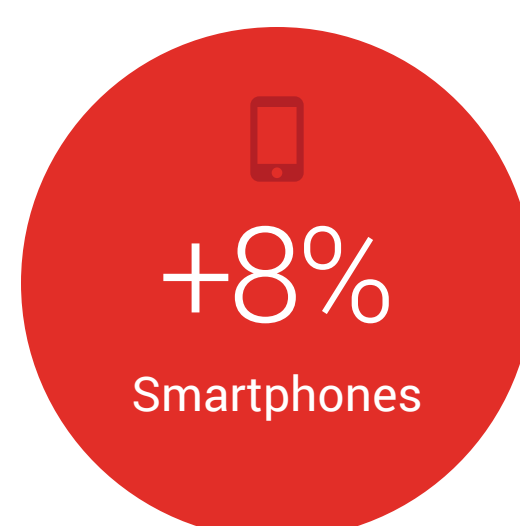
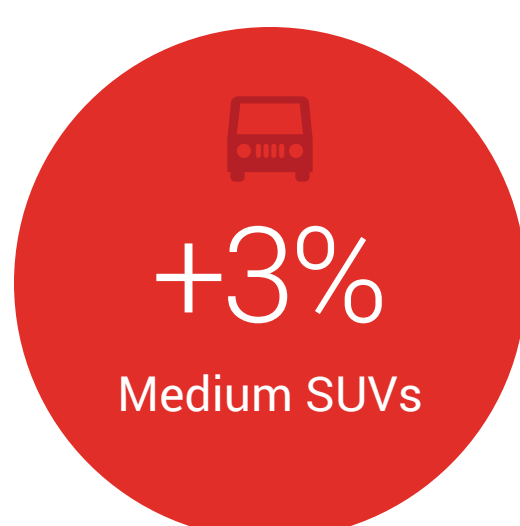
Does your video strategy drive results?

Advertisers can grow sales more efficiently by increasing YouTube's portion of their media plans. Pair TV with YouTube to avoid missing a sizeable chunk of your audience.



A campaign seen on both TV and YouTube has a **greater brand impact** than a campaign seen twice on TV⁶

Media optimisation results in an increase in marketing-driven revenue of up to:⁷



Results from Marketing Mix Modeling across 38 brands.

SOURCES

- Google/Ipsos, "The Australian Video Landscape," August 2016, Australia, n=1525 online Australians 18–54 years old.
- Nielsen, "CMV Survey," national online database, June 2015–May 2016; fused DRM, May 2016. Base=Australians 18+.
- Google/Ipsos, "The Australian Video Landscape," August 2016. Base=1525 Australians 18–54 years old.
- Google internal data, April 14, 2015 vs. April 14, 2016, Global.
- Google and DoubleClick advertising platforms data, April 2016, Australia.
- Google/Ipsos, "TrueView Brand Lift Lab Test," 2014, 48 ads and 7 countries including Australia.
- Google/MarketShare Decision Cloud, "Media Mix Optimization Analysis," 2016, Australia.