

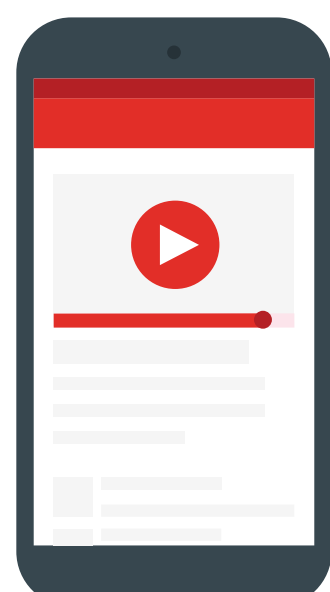
YouTube is Australia's Preferred Destination for Online Video



YouTube is the first place Australians turn to for the video content they love, according to a recent survey of Australians aged 18–54, conducted in partnership with Ipsos. When they're looking for entertainment, for product information, or to learn something new, their top choice is YouTube.



YouTube is the top choice for online video content in Australia



70%
of Australians prefer to watch online video on YouTube¹

Australians turn to YouTube for their preferred content

2 in 3

people agree YouTube has video content that **they can't find anywhere else**¹

68%

of people agree YouTube has **high-quality video content**¹

63%

of viewers **go to YouTube first** to watch online video on their smartphones¹

YouTube captures your audiences' attention

2X

more likely to notice video ads on YouTube than on other leading platforms¹

1.2X

more focused attention during YouTube video ads vs. second-most-used online video platform²

53%

of viewers will watch an entire skippable ad **if it captures their attention in the first five seconds**¹

YouTube visitors come with a purpose

The top three reasons people come to YouTube are:¹

1

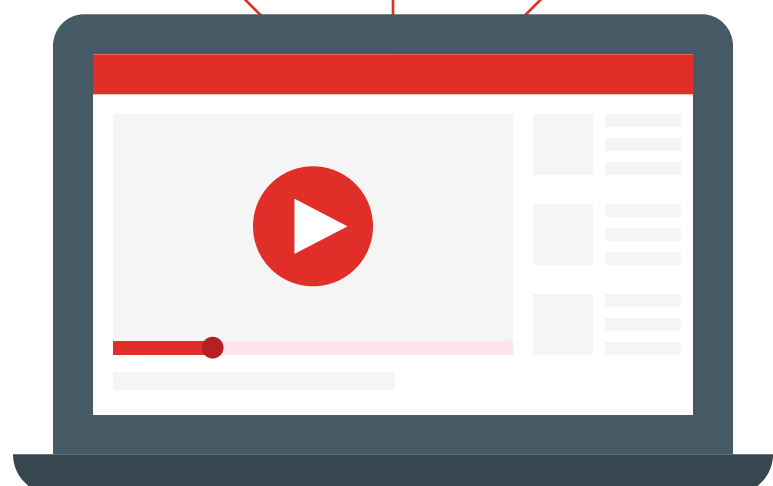
To be entertained

2

To research and learn

3

To be inspired and discover new things



Australians are influenced by the research they conduct on YouTube

54%

of viewers prefer to **watch YouTube if they have a question** (instead of picking up a phone, reading a user manual, or talking to a shop attendant)¹

2 in 3

go to YouTube to look for **ratings, reviews, or product information**³

96%

who researched on YouTube agreed it **assisted them with their purchase decision**³

SOURCES

¹ Google/Ipsos, "Australian Video Landscape Survey," August 2016, Australia, n=1525 nationally representative sample (by age, gender, and location) of online Australians, 18–54 years old.

² Google/Ipsos, qualitative study including natural eye tracking lab-based observation and in-depth interviews, August 2016, Australia, n=33 males/females aged 18–55, YouTube and other online video platforms users, eye tracking based on n=91 ad exposures on mobile and tablet.

³ Google/Ipsos, "Australian Video Landscape Survey," August 2016, Australia, n=365 respondents who use YouTube during their path to purchase.