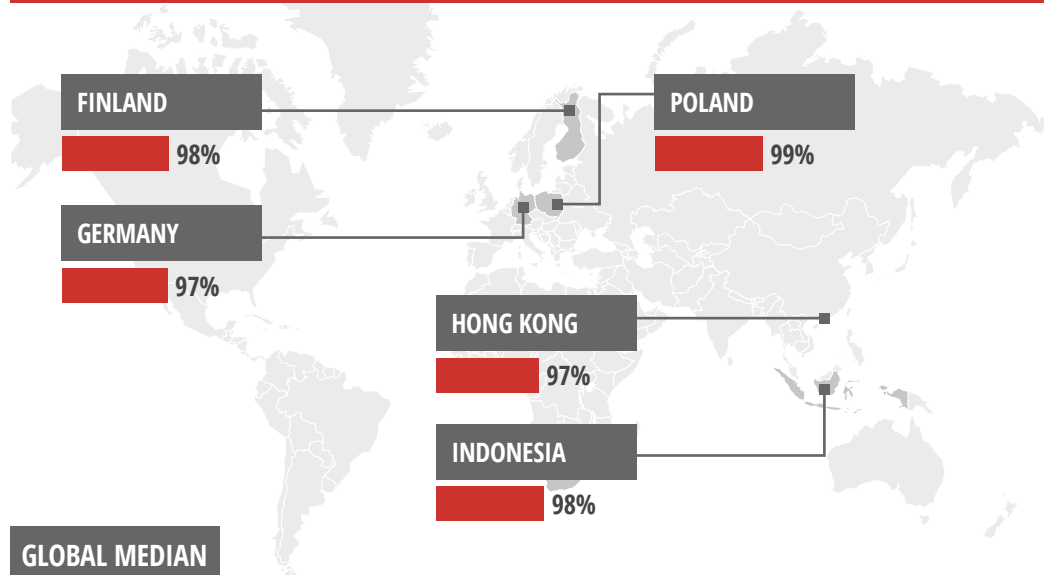


Gen C Around the World: Creation, Curation, Connection and Community

TOP COUNTRIES FOR CREATION



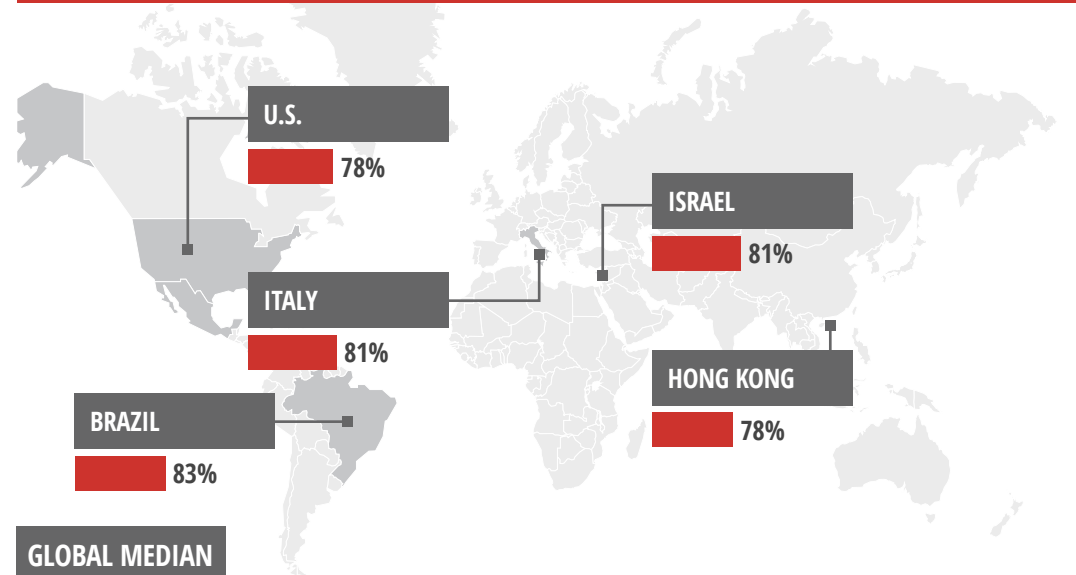
GLOBAL MEDIAN

95%

CREATION

Percentage creating content at least once a month (Q: How often, if ever, do you do each of the following activities online? Please select all that apply. Base: Gen C.)

TOP COUNTRIES WITH ACTIVE CURATORS



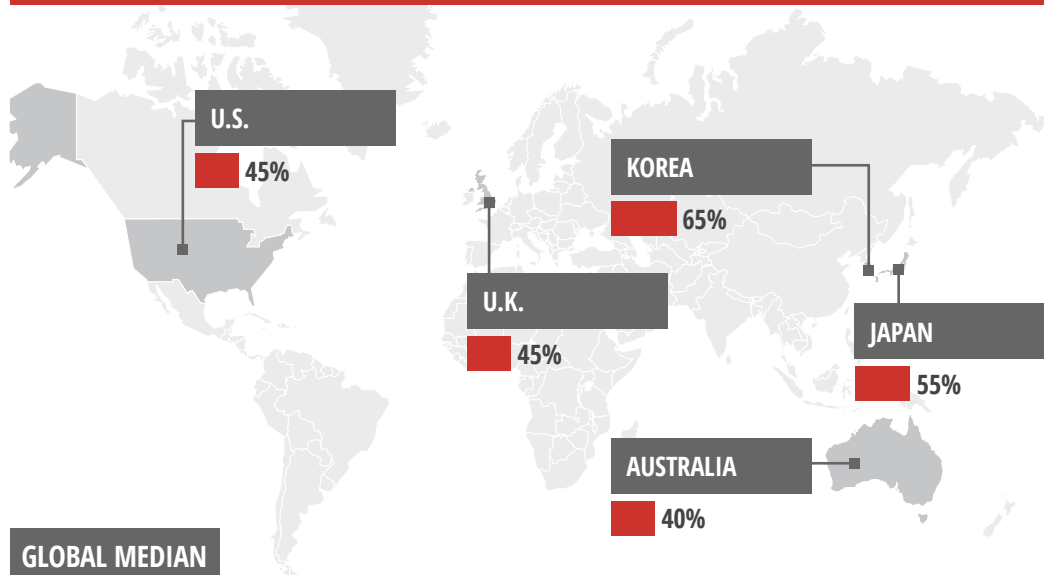
GLOBAL MEDIAN

72%

CURATION

Percentage curating content at least once a week (Q: And, how often, if ever, do you do each of the following activities online? Please select all that apply. Base: Gen C.)

TOP COUNTRIES CONNECTING ON ALL SCREENS



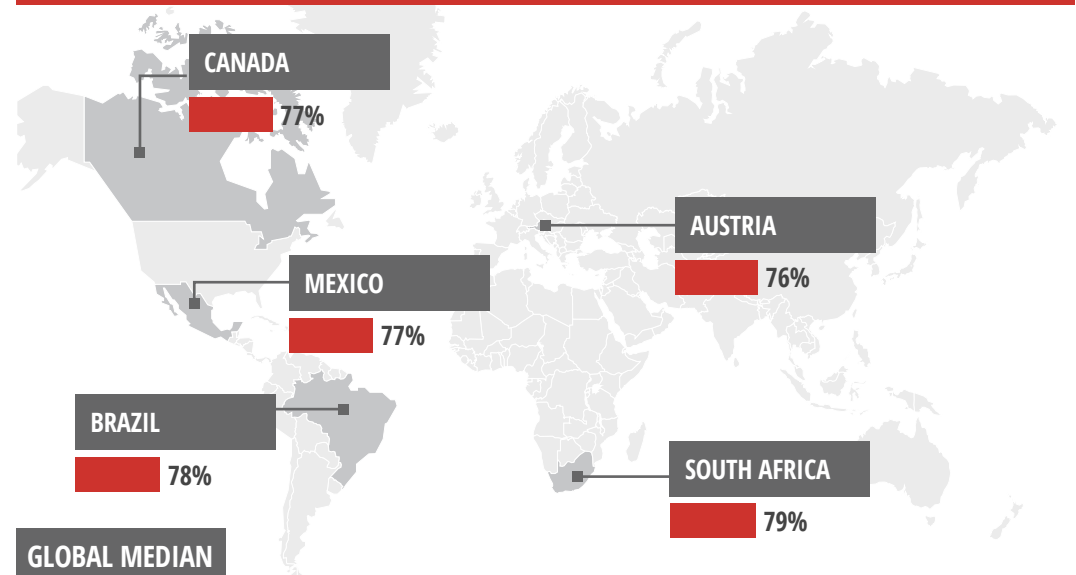
GLOBAL MEDIAN

40%

CONNECTION

Percentage watching videos on all screens. YouTube data, December 2013.

TOP COUNTRIES MOTIVATED BY COMMUNITY



GLOBAL MEDIAN

72%

COMMUNITY

Q: Which, if any, of the following describes why you create (for example, videos), upload (for example, photos), or share content (for example, links) content online? I do this to...Please select all that apply. Base: Gen C. APAC countries are not included because of lack of similarly worded question in the APAC survey.

SOURCE - Ipsos MediaCT YouTube Audience study conducted in 29 select markets in North America, Latin America, Europe and Africa by Ipsos MediaCT in Summer of 2013 | TNS Australia Pty Ltd YouTube Audience study conducted in six APAC markets in Q4 of 2012 and the first half of 2013.