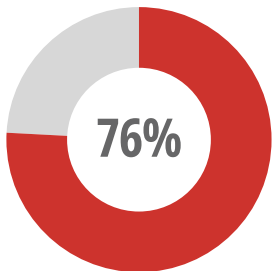


Connecting with Gen C on YouTube

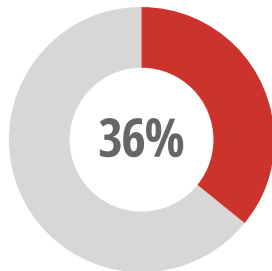
YOUTUBE HAS BECOME THE PREFERRED VIDEO DESTINATION FOR GEN C, BUT WHAT EXACTLY ARE THEY WATCHING? AND WHEN AND HOW ARE THEY WATCHING IT AROUND THE WORLD?

GEN C HAVE FOUND THEIR HOME ON YOUTUBE

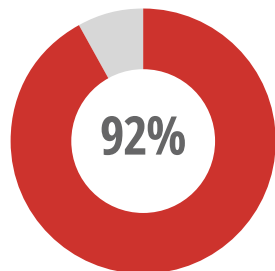
Worldwide, 76% of Gen C visit YouTube weekly, and 36% visit daily



WEEKLY



DAILY



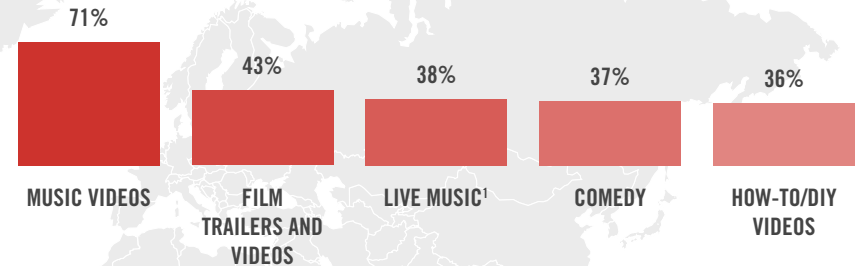
GLOBALLY, 92% OF GEN C SAY THEY VISIT YOUTUBE FOR ENTERTAINMENT AND RELAXATION

However, Gen C also engage more deeply with YouTube, using it to pursue passions like home improvement, cookery and education

75%
OF GEN C ACROSS THE GLOBE AGREE: "YOUTUBE IS THE FIRST PLACE I GO WHEN LOOKING FOR ONLINE VIDEOS"

1. Base: Gen C. APAC countries are not included because of lack of similarly worded question in the APAC survey

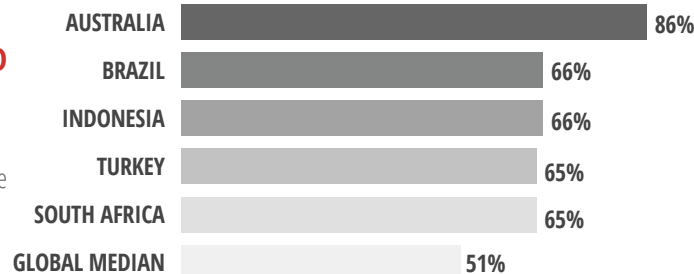
TOP FIVE GENRES GLOBALLY



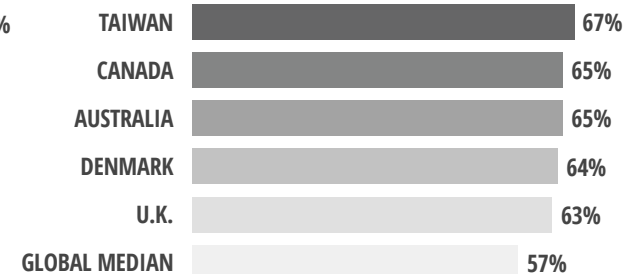
TOP GENRES TEND TO BE POPULAR AROUND THE GLOBE.



Workday access is higher in markets where YouTube usage is more frequent and an integrated part of daily life. The following countries have the highest workday reported viewership of YouTube:



In contrast, prime-time usage is higher among markets where YouTube is used for entertainment than for other reasons. The countries with the highest prime-time viewership of YouTube are the following:



Source: Ipsos MediaCT, YouTube Audience study conducted in 29 select markets in North America, Latin America, Europe and Africa, summer 2013. TNS Australia Pty Ltd, YouTube Audience study conducted in six APAC markets, Q4 2012 and first half 2013.