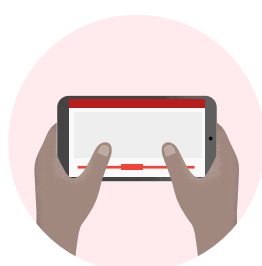


YouTube is Where the World Chooses to Watch

From the mobile devices in their pockets to the flat screens in their living rooms, more and more people are choosing to spend their time with YouTube.

THE WORLD IS MOVING TO YOUTUBE

Eleven years on from our launch in 2005, YouTube has gone mainstream. Among the key 16-34 demographic, YouTube is a preferred platform across multiple devices, with growth surging on screens large and small.



In Q1 2016, according to reach data from Comscore and BARB, on mobile alone, **YouTube had higher average monthly UK reach amongst 18-34s than any commercial TV channel.**¹



Almost half of the 16-to-34-year-olds surveyed in the UK said they have watched YouTube on a TV.²



If made to choose just one, **41%** of 16-24s in the UK choose YouTube over TV, video subscription services or streaming sites. **Only 27% choose TV.**²

YOUTUBE IS MOVING THE WORLD

Every day on YouTube, millions of passionate creators deliver content to their loyal followers. These YouTubers have tremendous influence, shaping mainstream content and culture, but they aren't remote like the stars of the past. Two-way communication between creators and audience means that viewers now say they relate to YouTube creators more than with traditional celebrities.



59%

of 16-34s in the UK agree they're more likely to be able to find content about the things they're passionate about on YouTube than TV.²



More than

190

YouTube channels from the UK have surpassed **1 million subscribers.**³



There are now over

50%

more UK channels with 1 million subscribers than there were just 12 months ago.³

YOUTUBE CAN MOVE YOUR BRAND

A passionate audience is an engaged audience, with huge potential for creating meaningful relationships between consumers and brands. Recent research shows that YouTube delivers higher ROI than traditional TV at current spend levels, while near real-time, cross-screen measurement provides actionable, granular campaign data.



At current spend levels **YouTube delivered a higher ROI than TV** in

77%

of studies.⁴

SOURCING

1 comScore and BARB, Q1 2016, UK.

2 Google-commissioned YouGov online omnibus survey, May 2016, UK.

3 Google Data, UK, 15 April 2016 vs 15 April 2015.

4 Google and 3rd Party research Europe, 2013-2016, total number of studies: 56.