

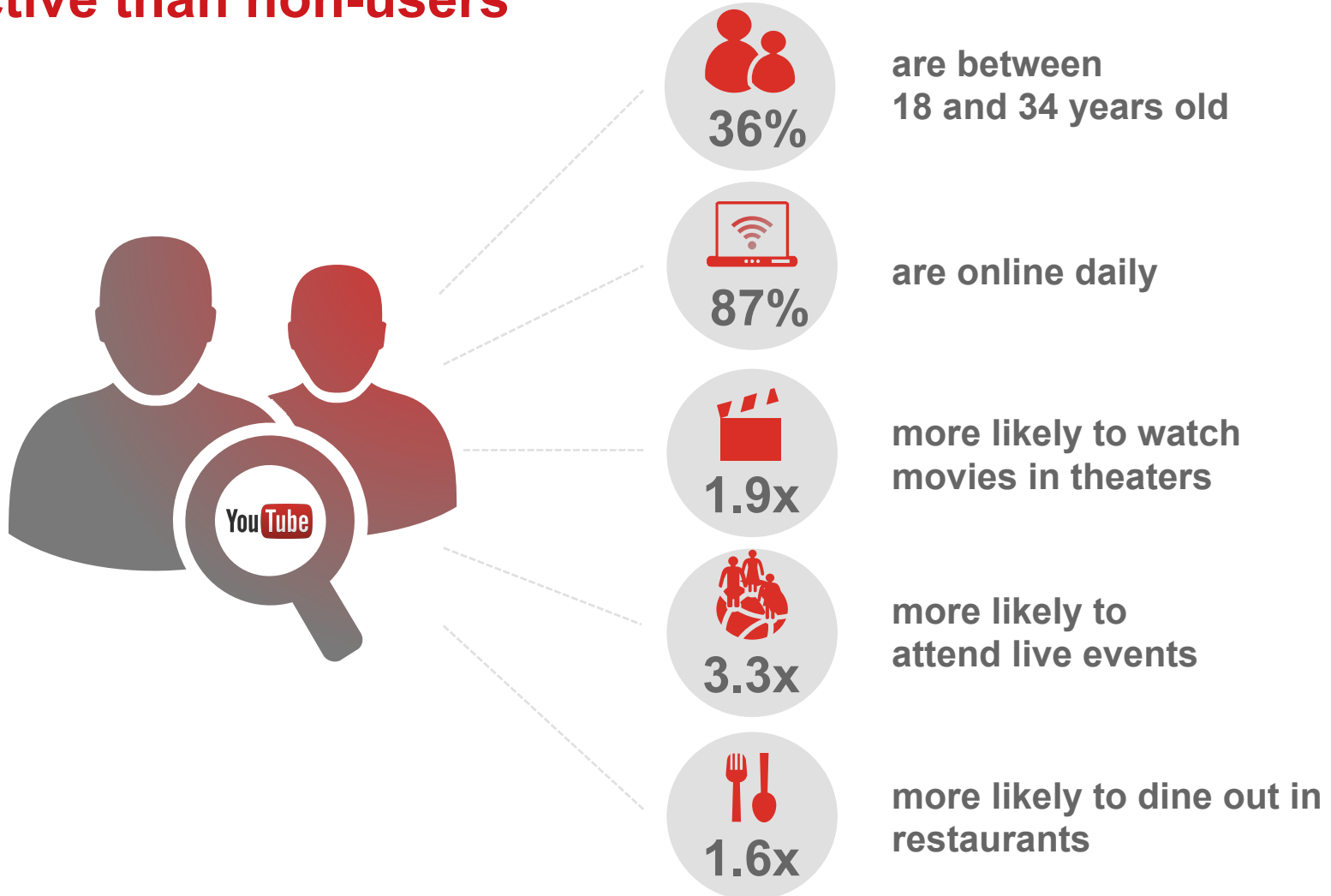


Global YouTube Audience Study

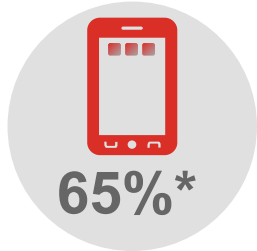


France 2013

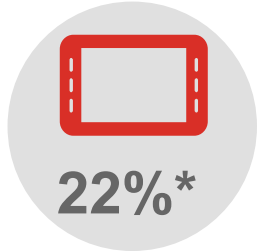
YouTube users are slightly **younger, online daily** and **more active than non-users**



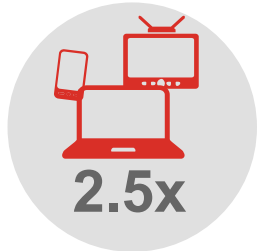
YouTube users are highly connected



use a smartphone
(Non-user: 44%*)



use a tablet
(Non-user: 17%*)



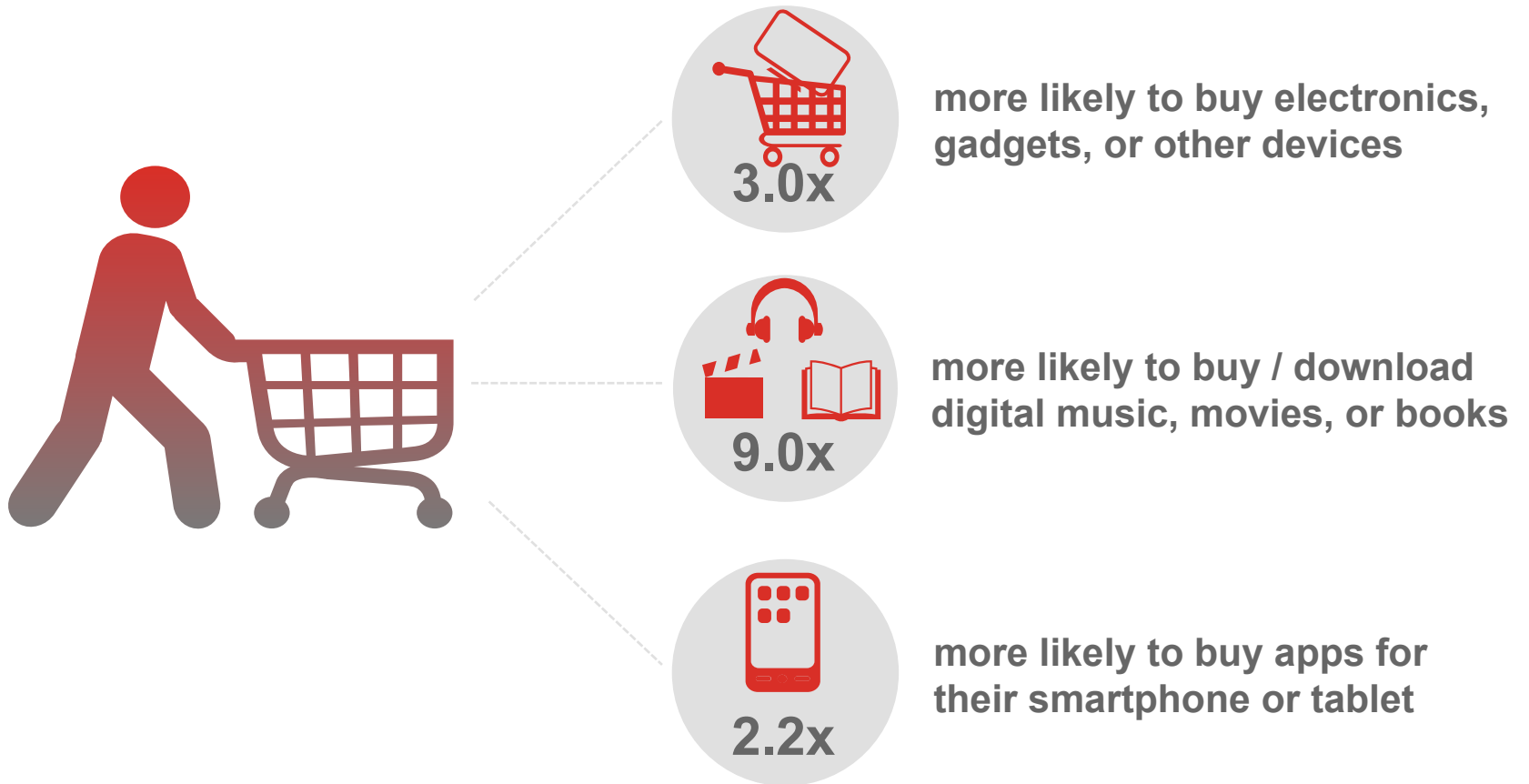
more likely to go back and forth among different devices than non-user



more likely to feel disconnected not having an internet enabled device available than non-user



YouTube users are **valuable consumers**



YouTube users are **opinion leaders**



more likely to rate products, services or restaurants online



more likely to be the first to try new products

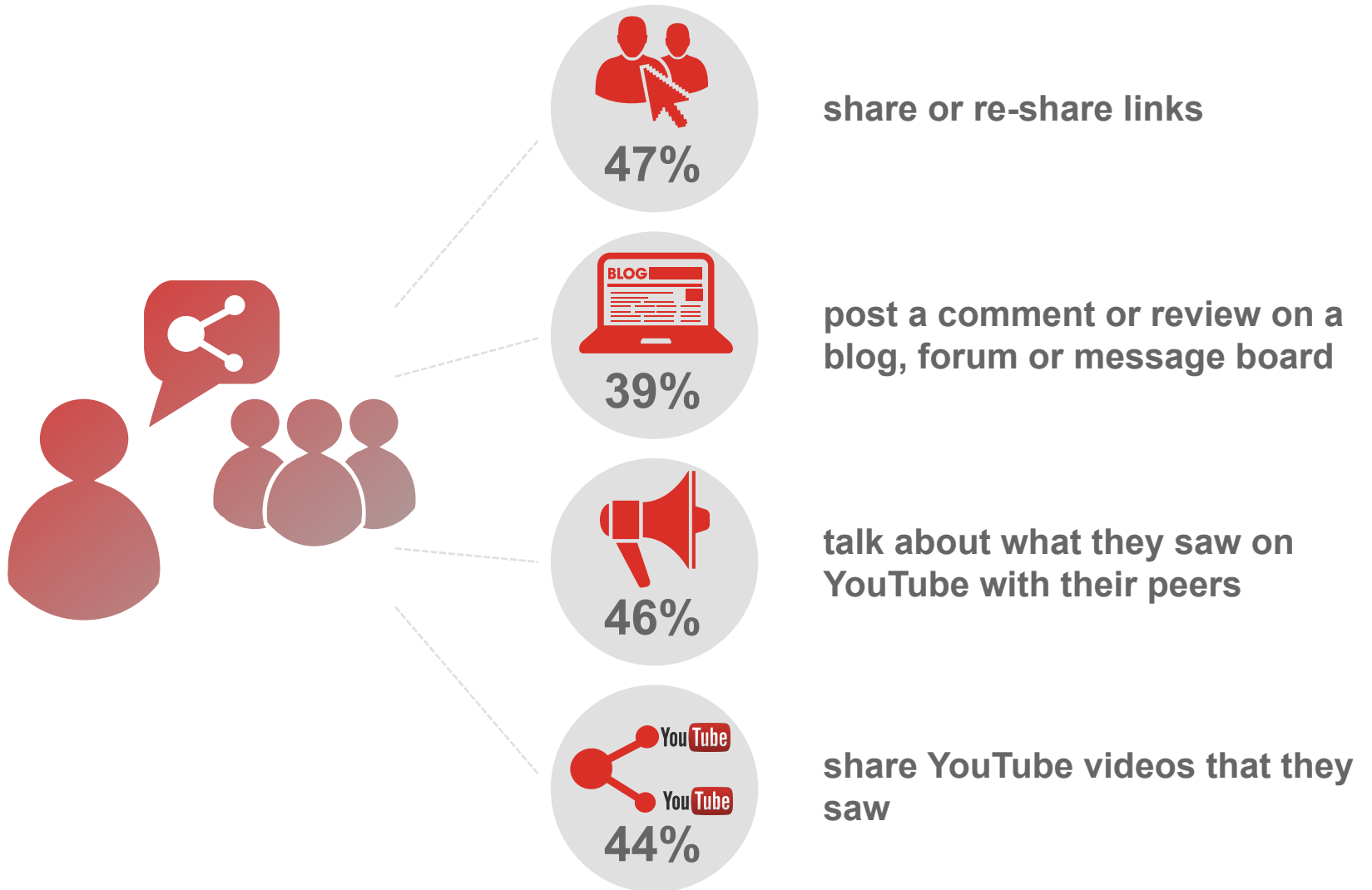


more likely to tell others about brands they love



more likely give to advice to others

YouTube users **actively share content**

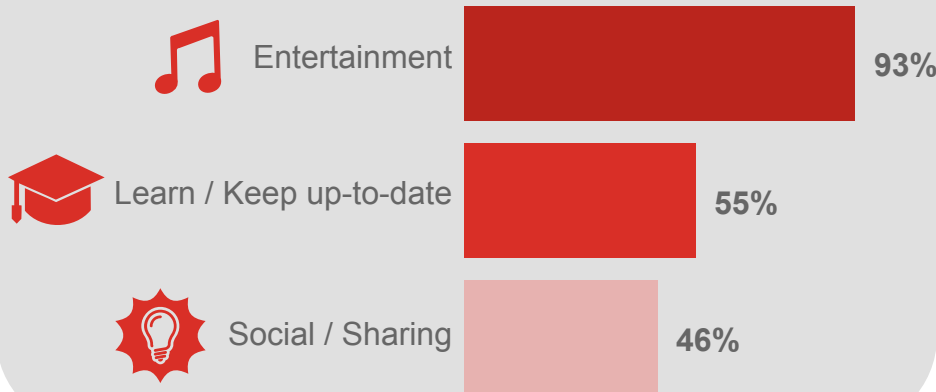


YouTube is the **first place** most users go to watch videos

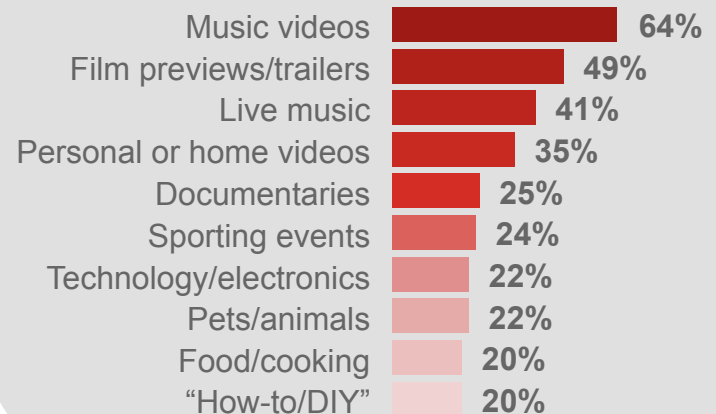


73% say that YouTube is the 1st place to go for online videos
37% say that YouTube is place for high quality channels

TOP REASONS FOR USING YOUTUBE



TOP CATEGORIES



YouTube users appreciate ads they can choose



82%

are aware of
skippable ads
on YouTube








69%

say that being able to
skip ads increases the
enjoyment of the content
on YouTube



39%

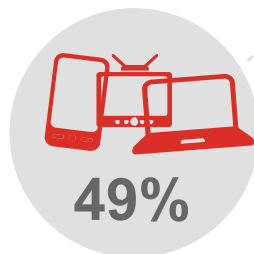
have taken action after
seen an ad, e.g.

-  clicked an ad
-  looked for more information
-  visited the website of the business
-  watched a video related to ad
-  made a purchase

YouTube plays a **different role** in user's lives than TV



say that YouTube has more unique content than TV



say that TV is in the background while other devices are used



say that YouTube is more relevant to their generation than TV

Conclusions and Key Findings

“The YouTube audience actively promotes content and brands”

- ▶ YouTube users are **slightly younger, online daily and more active.**
- ▶ YouTube users are **highly connected.**
- ▶ YouTube users are **valuable consumers.**
- ▶ YouTube users are **opinion leaders.**
- ▶ YouTube users **actively share** content.
- ▶ YouTube is the **first place** most users go **to watch videos.**
- ▶ YouTube users **appreciate ads they can choose.**
- ▶ YouTube is **different** than TV.

Background & Methodology

- ▶ In order to provide rich insights for advertisers on YouTube users and how they engage with content and brands on YouTube, Google commissioned Ipsos MediaCT to execute a **study in 29 markets** across the globe.
- ▶ A 20-minute online survey was conducted among a general online population **sample aged 13-64**, conducted between June 27 - September 30, 2013
- ▶ Quotas and weighting were based on age, gender, Internet usage and YouTube usage in order to be **representative of the each country's online population** (Source: Google Q1 2013 Enumeration study)
- ▶ For France the total sample size was **n=1.511 respondents**, of these **n=1.058 YouTube users** (=70% of total sample) and **n=453 Non YouTube users** (=30% of total sample)