



## YouTube Overview

YouTube is a free video sharing and social networking website and app. It lets people upload, view, and share videos. YouTube is effectively a search engine for video content. There are also paid for and premium levels within the platform.

Videos can be 'liked' or 'disliked', and commented on. Viewers can subscribe to channels they like and hit the bell to be notified when the channel post new videos.

These videos can be shared to other forms of social media, email and websites or can be embedded into websites.

### Who uses YouTube?

- ★ *56% of Global YouTube users are male*
- ★ *44% of Global YouTube users are female*
- ★ *81% of U.S. adults use YouTube*
- ★ *82% of U.S. male adults use YouTube*
- ★ *80% of U.S. female adults use YouTube*
- ★ *95% of 18-29 year-olds in the U.S. use YouTube*
- ★ *91% of 30-49 year-olds in the U.S. use YouTube*
- ★ *49% of 65+ year-olds in the U.S. use YouTube*
- ★ *89% of YouTube users come from outside the US*
- ★ *37% of Millennials aged 18 – 34 are binge-watching YouTube daily*
- ★ *35% of the UK population are an active user of YouTube*
- ★ *46% of women use YouTube in the UK vs 54% of men*
- ★ *YouTube use is growing the fastest amongst Baby Boomers and Gen-X-ers*
- ★ *25-44 year olds are the most active demographic, accounting for 44% of all users*
- ★ *51% of YouTube users say they visit the site daily*
- ★ *YouTube services are available in more than 100 countries*

### What does YouTube offer?

- ★ The opportunity to share your videos using the world's largest video search engine
- ★ Services: YouTube Music, YouTube Premium (costs \$11.99 per month), YouTube TV, YouTube Kids.



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### Why use YouTube?

- ★ 50.9% of business to business decision-makers use YouTube to research purchases. This makes YouTube outrank Facebook (48.5%) and LinkedIn (33%) for this purpose.
- ★ YouTube is successful at convincing buyers to buy, and according to Google data, 70% of viewers bought from a brand after seeing it on YouTube.
- ★ 122 million daily active YouTube users/ 2+ billion monthly active YouTube users
- ★ YouTube generated \$19.7 billion in revenue in 2020, a 30.4% increase year-on-year
- ★ YouTube generated \$6 billion in revenue in Q1 2021, a 49% increase year-on-year
- ★ The number of channels earning five figures per year on YouTube grew more than 50% year-on-year
- ★ YouTube video influencers with 500-5k followers charge, on average, \$315 per video
- ★ YouTube video influencers with 500k+ followers charge, on average, \$3857 per video
- ★ Most YouTube channels get paid \$0.5 per 1000 video views
- ★ YouTube pays \$18 per 1,000 ad views on average
- ★ Over the past five years, YouTube paid out over \$2 billion to partners with Content ID