

## MYTHS ABOUT YOUTUBE USERS



They spend all day in their rooms with the CURTAINS DRAWN



No! Compared to non-YouTube users, they are:



2x
more likely to go
to the CINEMA



**2x** more likely to go to

**SPORTING EVENTS** 



**4X**more likely to go to **LIVE CONCERTS** 



They expect online

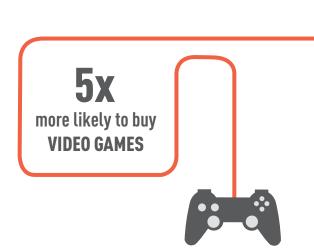
content to be FREE



Actually they are:



2x
more likely to buy
DIGITAL MOVIES,
BOOKS AND MUSIC



3

They are all just



In fact:



90% are older than 18

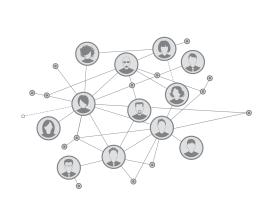




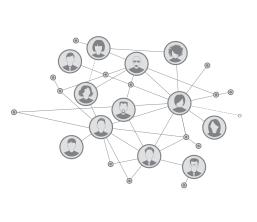
They don't have any FRIENDS



Yes, they have!



48% are connected to more than 100 people online

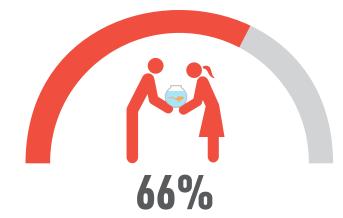


5

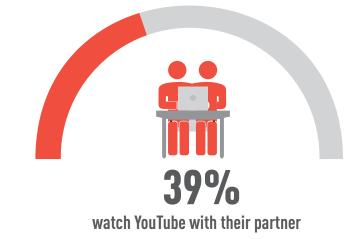
They can't get GIRLFRIENDS (OR BOYFRIENDS)



In fact:



of YouTube users are married or co-habiting

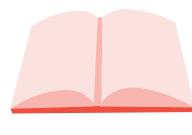




They STARE AT SCREENS all day long



The truth is they spend almost:



5 HOURS
a week reading books and magazines



7 HOURS a week listening to the radio

7

They just watch cute CAT VIDEOS



The truth is



MUSIC

TOP CHANNELS WATCHED ON YOUTUBE



COMEDY



DIY

8

They DON'T LIKE TALKING to other people



No!



**50%**often talk about what they saw on YouTube with their peers

**TRY NEW PRODUCTS** 



44% share YouTube videos that they saw



9

OR CYNICAL about brands

They're either APATHETIC



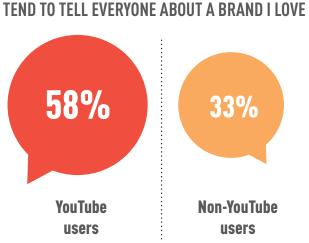
Wrong again!

31%
YouTube

users

14%

Non-YouTube YouTusers use



10

they FORGET ALL ABOUT IT

After seeing an ad on YouTube,



Definitely not!

of users have taken an action after watching an ad on YouTube

22%
have looked for more information online



have visited the website of the business

The YouTube audience can be active advocates for your brand They are highly engaged and share what they love. Connect with their passions and they will reward your brand.



## CREATE CONTENT THAT YOUTUBE USERS WANT TO WATCH AND SHARE

Learn how to develop and implement a successful

content strategy on YouTube in our new YOUTUBE CREATOR PLAYBOOK for brands at http://bit.ly/1iD3Feo



2 BE DISCOVERABLE AMONGST OPINION LEADERS WITH TRUEVIEW VIDEO ADVERTISING

advertising when a user watches the ad. Learn how to make the most of this ad format at http://bit.ly/1oSQoWF

YOUTUBE TRUEVIEW ads ensure that you only pay for your



3 - CREATE A POOL OF ADVOCATES FOR YOUR BRAND WITH REMARKETING

previous interest in your brand. Learn more about remarketing on YouTube at http://bit.ly/1iATW7l

Use video remarketing to target people who've shown