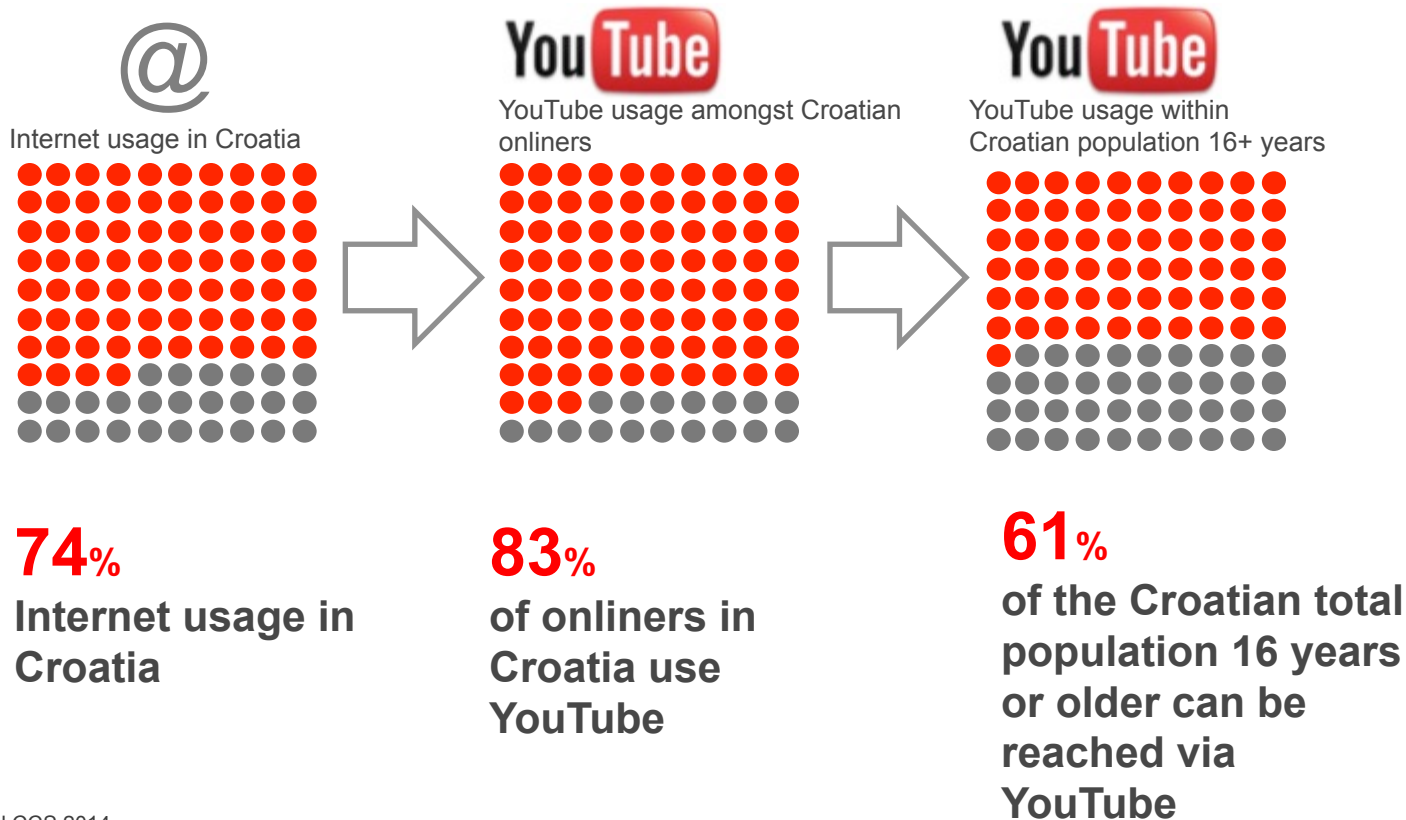


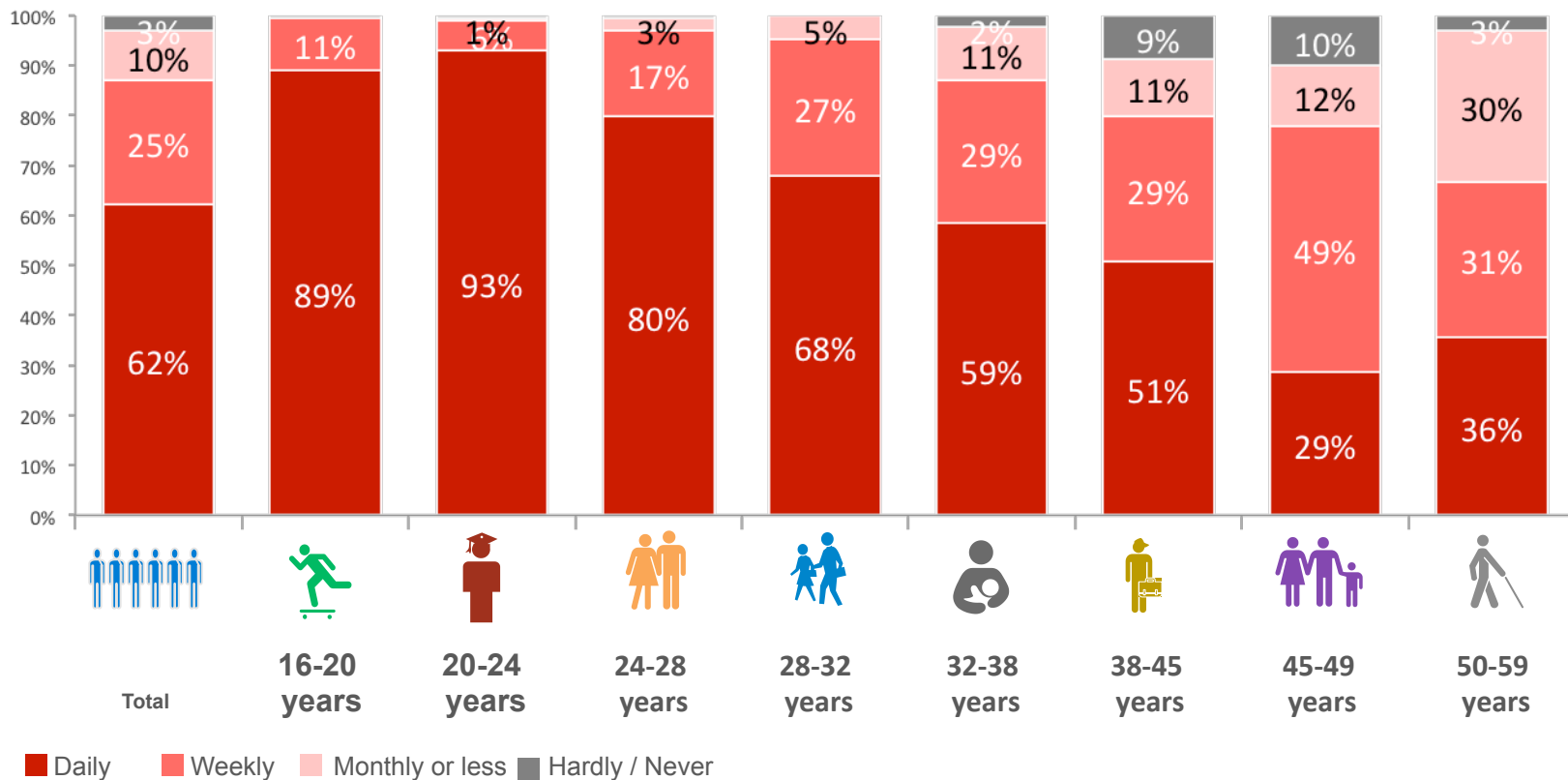


YouTube reach Croatia



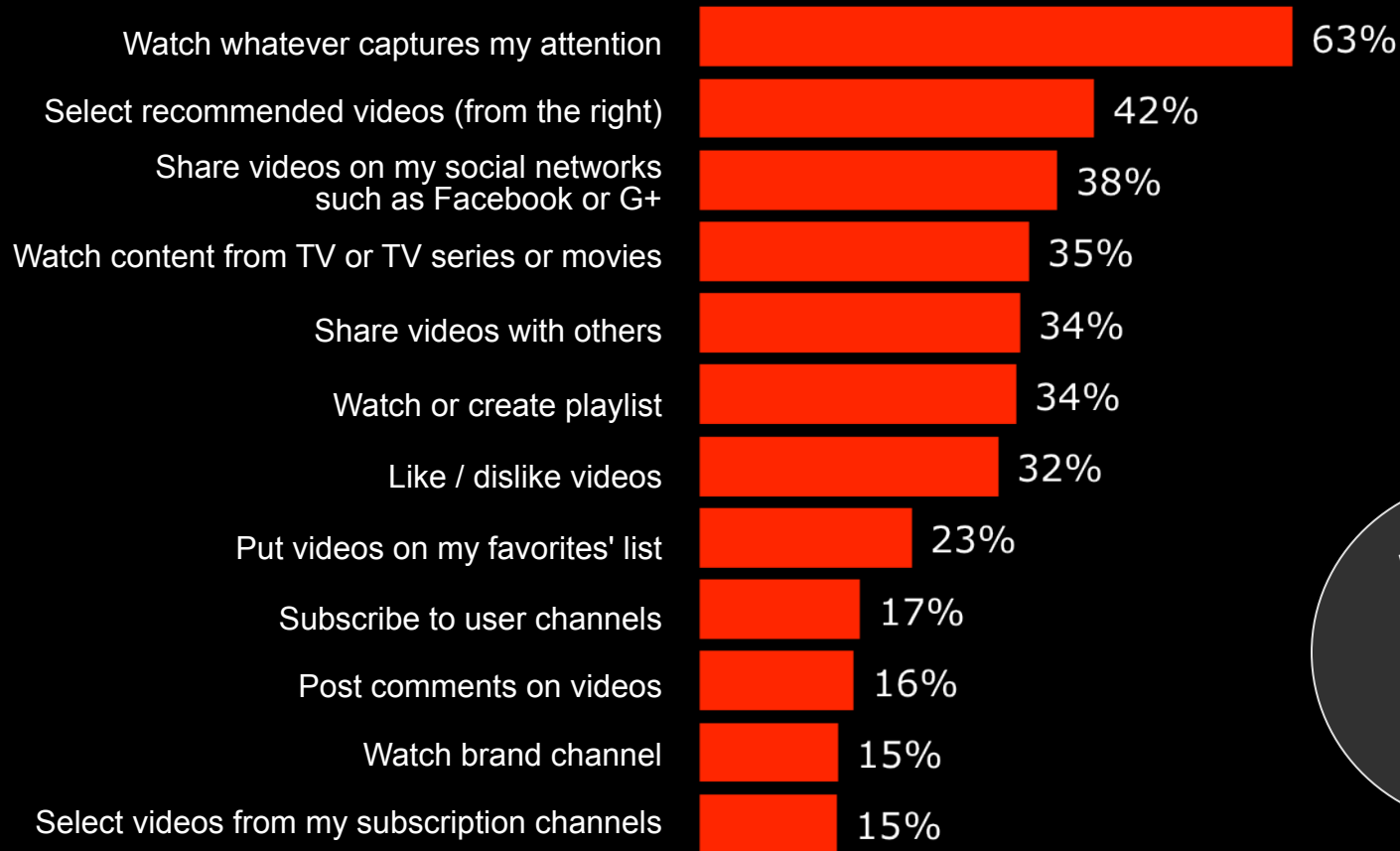


YouTube reach - age groups





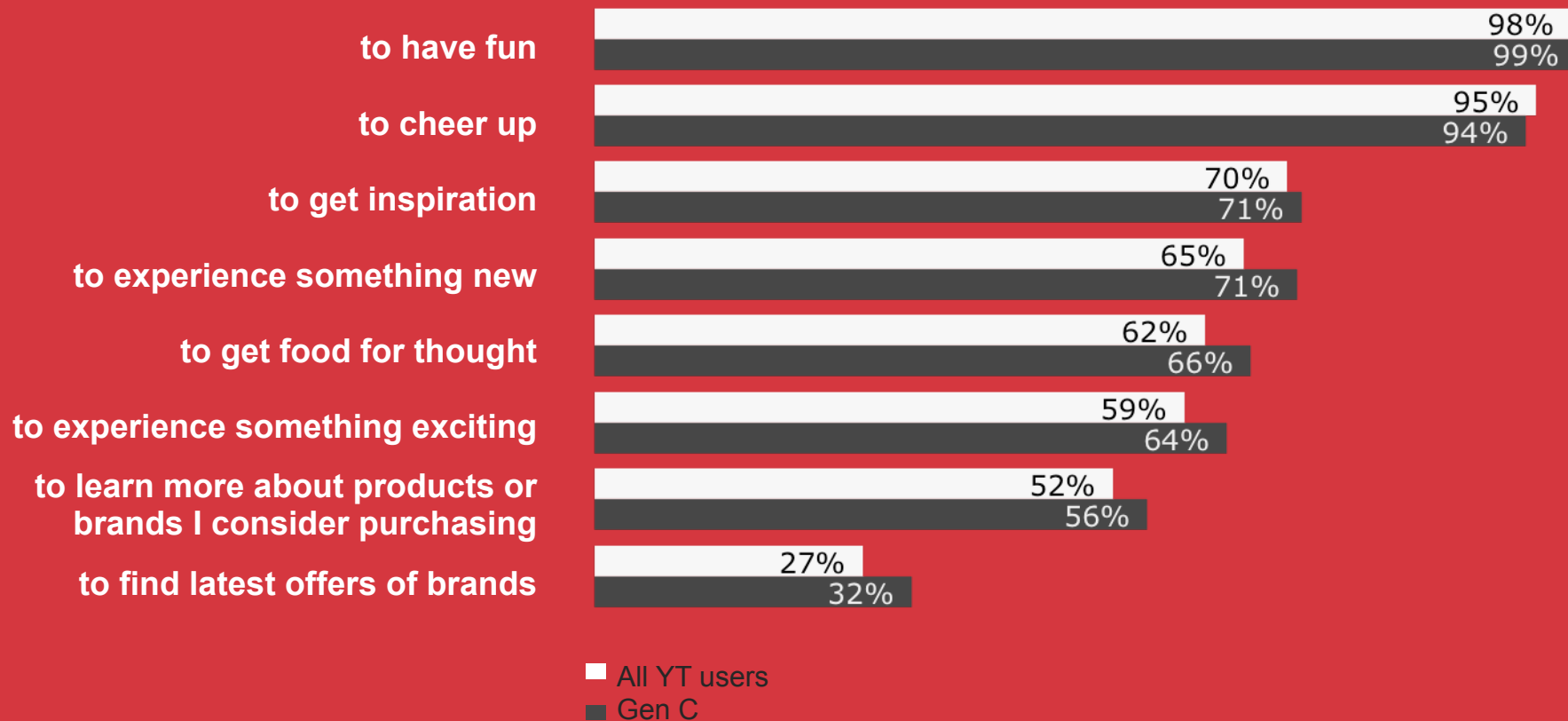
YouTube is 'watching without planning' and also sharing.



Which of the following do you do regularly on YouTube?











YouTube is fun – inspiring, exciting, learning about brands and new experiences for all users but even more for GEN C.



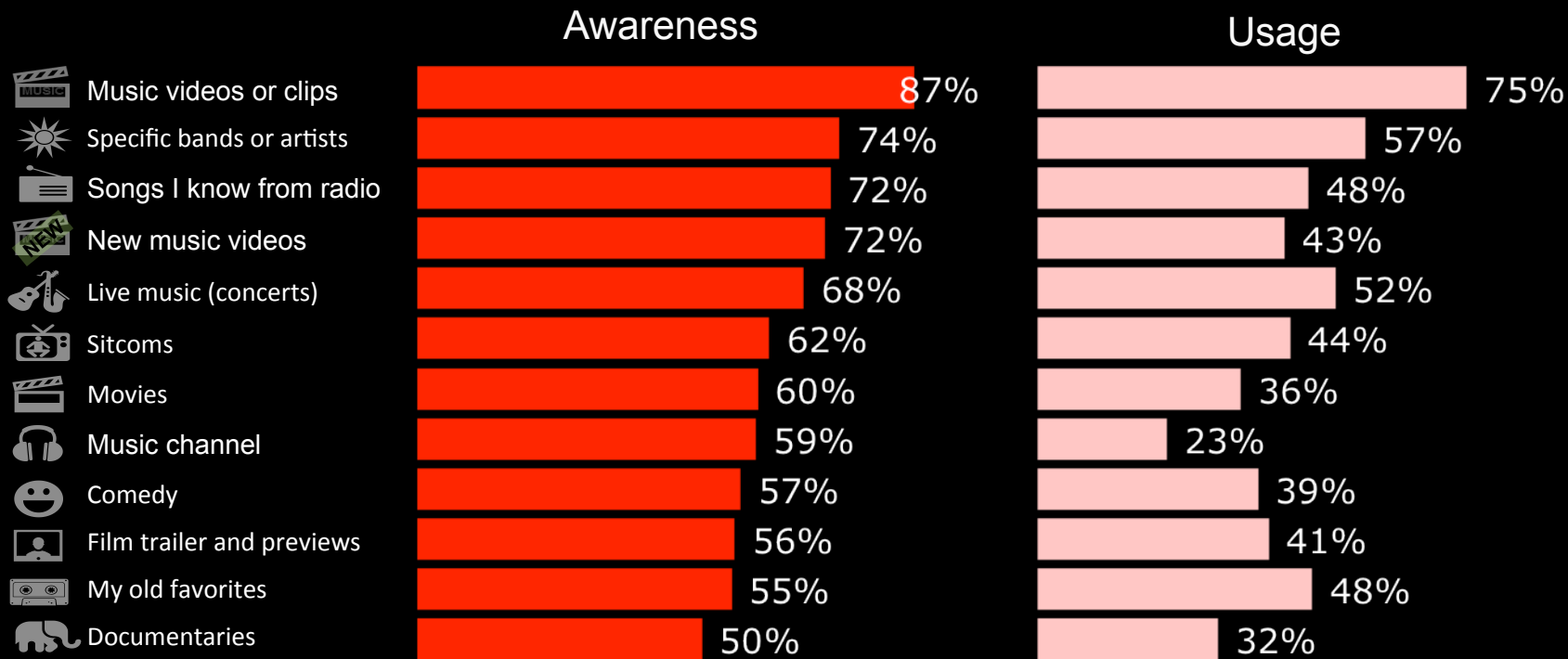
Interaction with YouTube

YouTube is an excellent channel for brand and user interaction. Sharing is behavior pattern for GEN C

	All YT users	GEN C
Share or forward the video to friends 	40%	53%
Share videos on my social networks 	38%	55%
Share videos with others 	34%	49%
Like / dislike videos 	32%	46%
Subscribe to user channels 	17%	25%
Post comments on videos 	16%	24%
Upload videos on YouTube 	12%	18%
Integrate YouTube videos on my own website and/or blog 	8%	10%

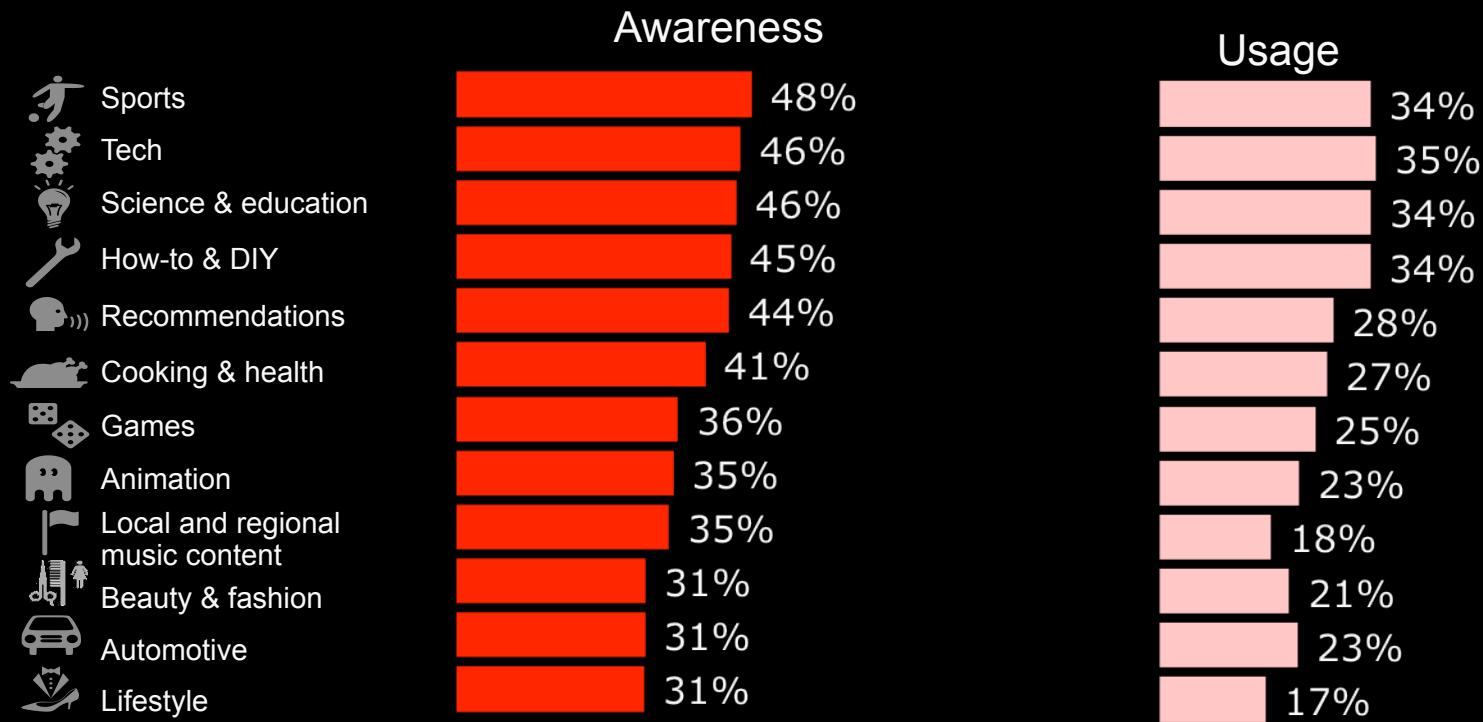


What they know and what they use





What they know and what they use

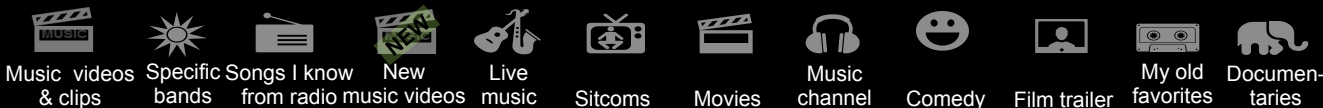




Who is using which category?



Category usage
on YouTube



■ Above average
 ■ On average
 ■ Below average

	16-20 years	20-24 years	24-28 years	28-32 years	32-38 years	38-45 years	45-49 years	50-59 years
Music videos & clips	74%	84%	87%	76%	76%	66%	71%	74%
Specific bands	55%	63%	64%	62%	56%	53%	56%	54%
Songs I know from radio	53%	58%	65%	53%	43%	34%	32%	44%
New music videos	58%	62%	59%	51%	42%	34%	31%	21%
Live music	56%	60%	62%	45%	41%	50%	55%	51%
Sitcoms	54%	66%	60%	40%	38%	41%	31%	33%
Movies	54%	52%	45%	23%	27%	38%	35%	26%
Music channel	35%	26%	28%	20%	18%	20%	18%	17%
Comedy	68%	62%	49%	30%	29%	33%	26%	17%
Film trailer	57%	72%	56%	50%	39%	26%	15%	16%
My old favorites	35%	59%	52%	44%	47%	46%	48%	57%
Documentaries	27%	43%	43%	28%	28%	30%	23%	29%



Who is using which category?



Category usage
on YouTube



Sports



Tech



Science &
education



How-to
& DIY



Recommend-
ations



Cooking &
health



Games



Animation



Local
music
content



Beauty &
fashion



Automotive



Lifestyle

■ Above average
 ■ On average
 ■ Below average

16-20 years



45%

52%

40%

20%

40%

29%

59%

33%

27%

34%

29%

24%

20-24 years



49%

54%

44%

32%

36%

22%

45%

28%

26%

25%

34%

22%

24-28 years



38%

42%

44%

46%

28%

35%

20%

21%

28%

35%

32%

23%

28-32 years



28%

38%

28%

31%

29%

20%

28%

26%

22%

17%

20%

15%

32-38 years



32%

30%

31%

29%

27%

25%

22%

19%

13%

16%

21%

8%

38-45 years



35%

29%

32%

43%

22%

28%

20%

26%

12%

18%

17%

19%

45-49 years



25%

24%

21%

25%

18%

15%

7%

10%

5%

6%

14%

7%

50-59 years



29%

25%

28%

41%

23%

31%

6%

12%

11%

13%

17%

16%



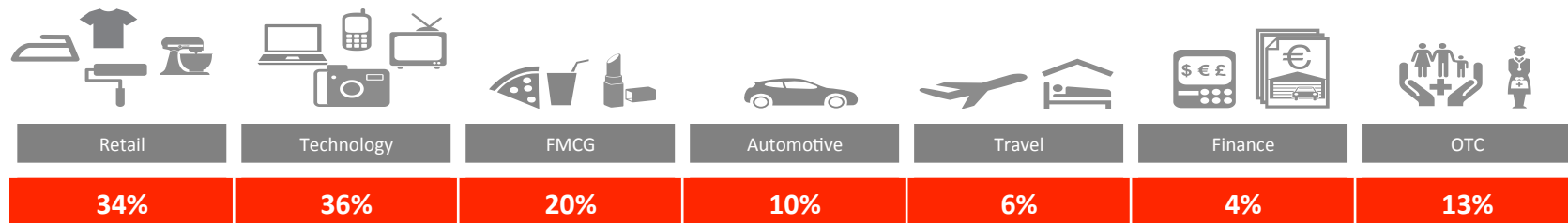
Product research on YouTube

YouTube is part of the consumer journey – especially as source of information for retail, tech and FMCG products.

60%

Of YouTube users found interesting information about a product that helped them to make up their mind before purchasing.

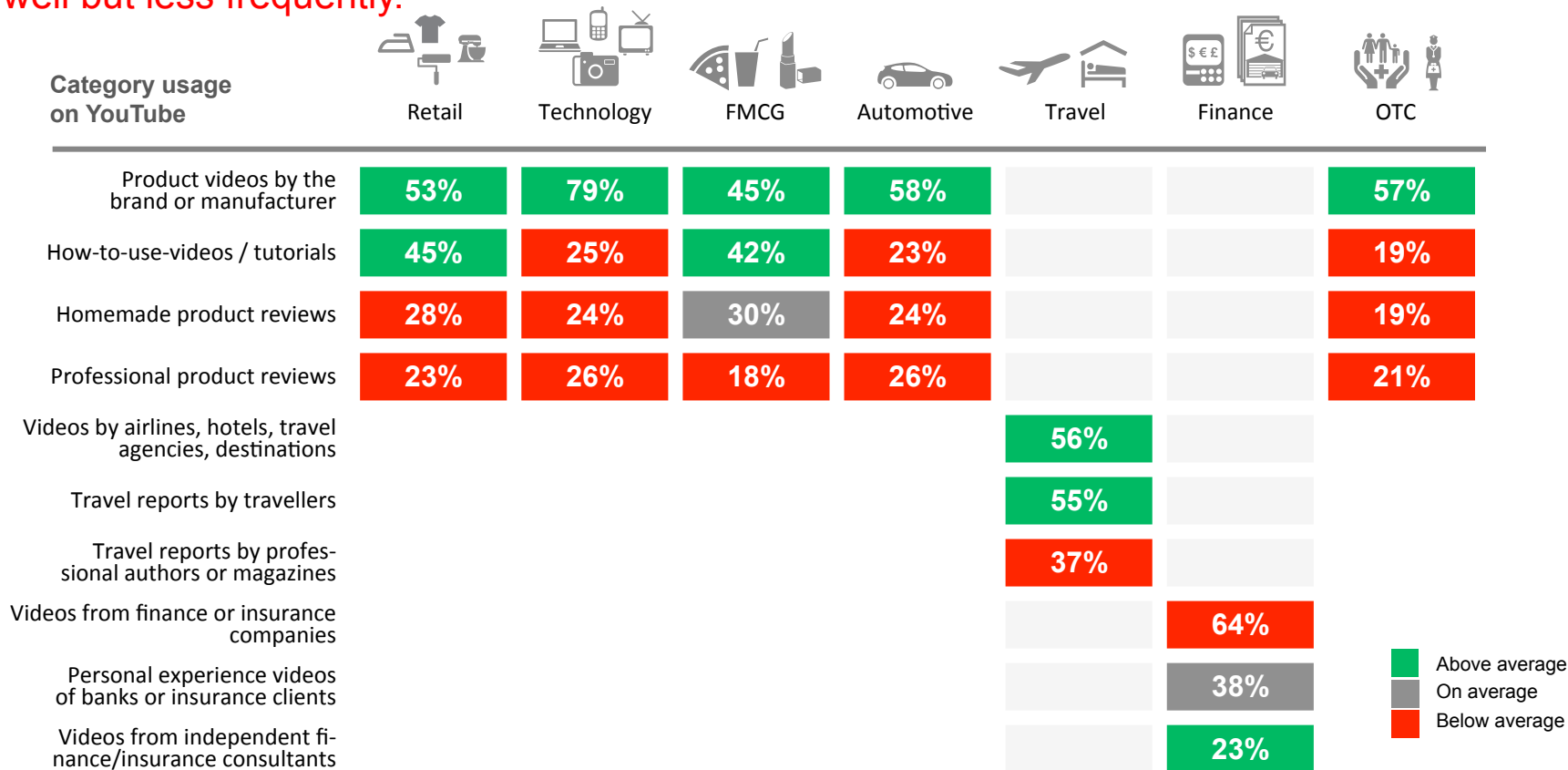
Detailed view – YT user who looked for product information on YT prior to their last purchase





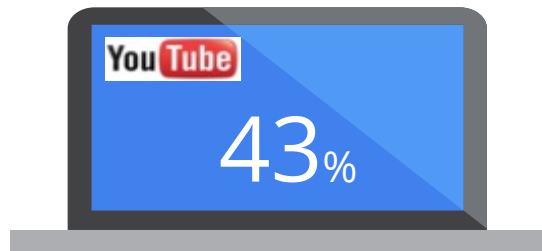
Preferred information videos on YouTube

Brand videos are highly appreciated as source of information – reviews are consumed as well but less frequently.





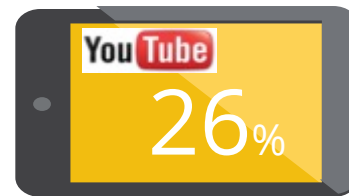
YouTube multi-device usage



of their
YouTube time is
spent on desktop
devices



of their
YouTube time is
spent on
smartphone



of their
YouTube time is
spent on tablet or
pad



YouTube multi-device usage by age



Category usage
on YouTube



on desktop
devices



on
smartphone



on tablet or
pad

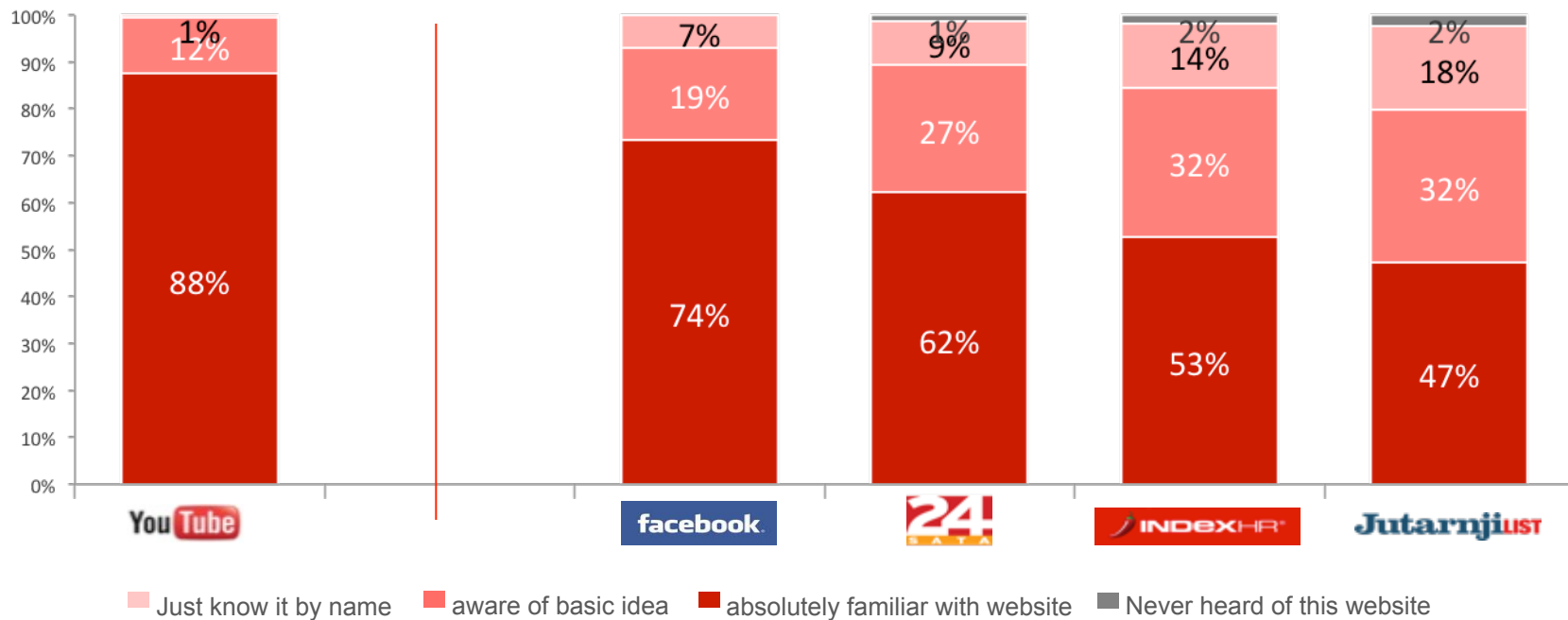
■ Above average ■ On average ■ Below average

16-20 years		47%	37%	17%
20-24 years		46%	28%	26%
24-28 years		46%	28%	26%
28-32 years		50%	27%	23%
32-38 years		52%	21%	27%
38-45 years		39%	25%	37%
45-49 years		48%	20%	33%
50-59 years		39%	24%	37%



Awareness of YouTube and other popular web sites

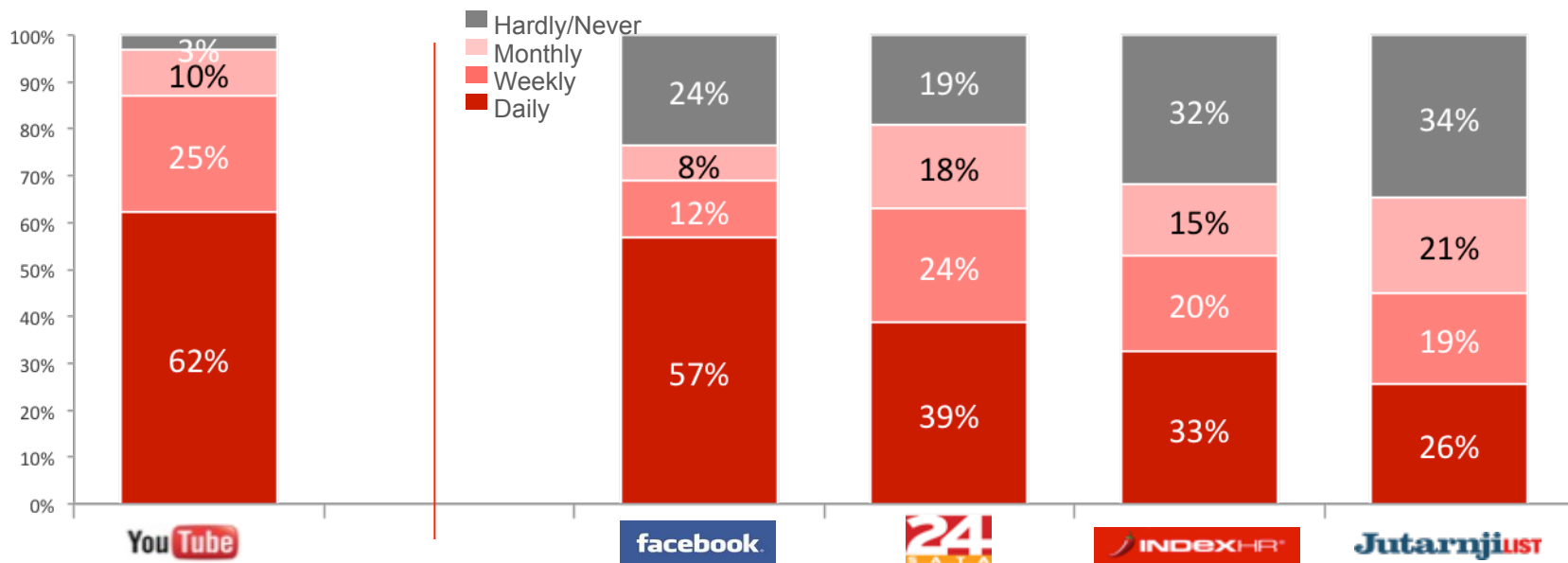
Awareness of platforms besides YouTube is obvious.





Usage of YouTube and others

YouTube users use this platform most – but also consider others although less frequently. FB is also heavily used.





General opinion of YouTube and others

Nearly half of YouTube users claim to have an excellent opinion of this platform.

Have an excellent/very good opinion

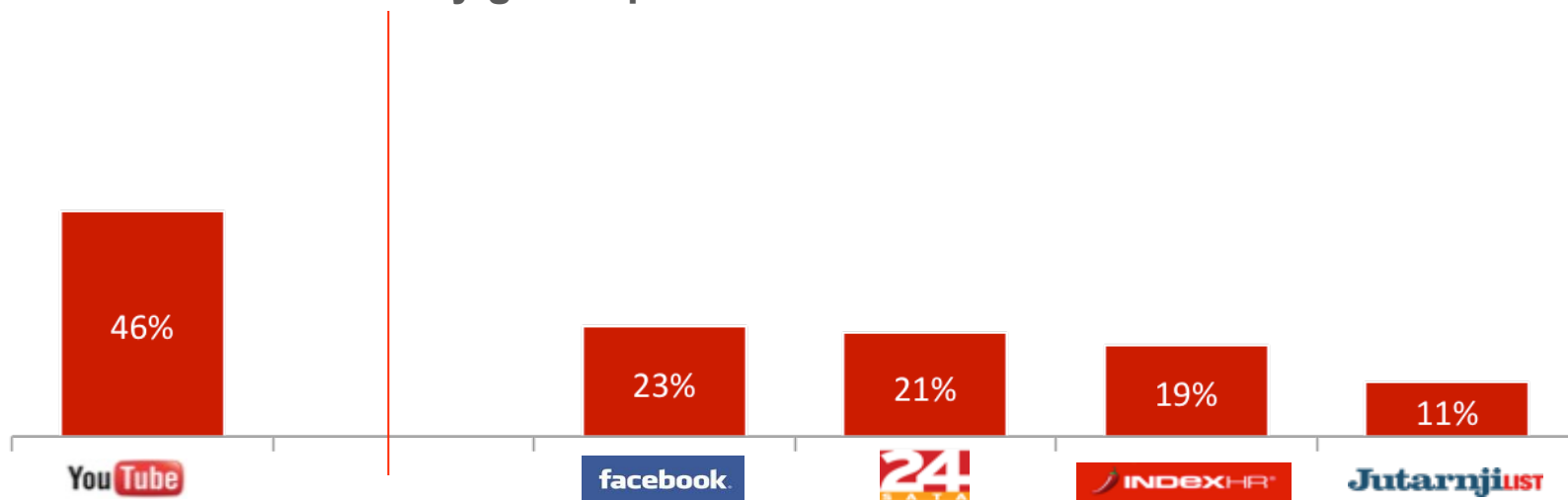




Image YouTube vs. Facebook

YouTube's individual characteristics are entertainment, fun, excellent opinion, videos and inspiration.

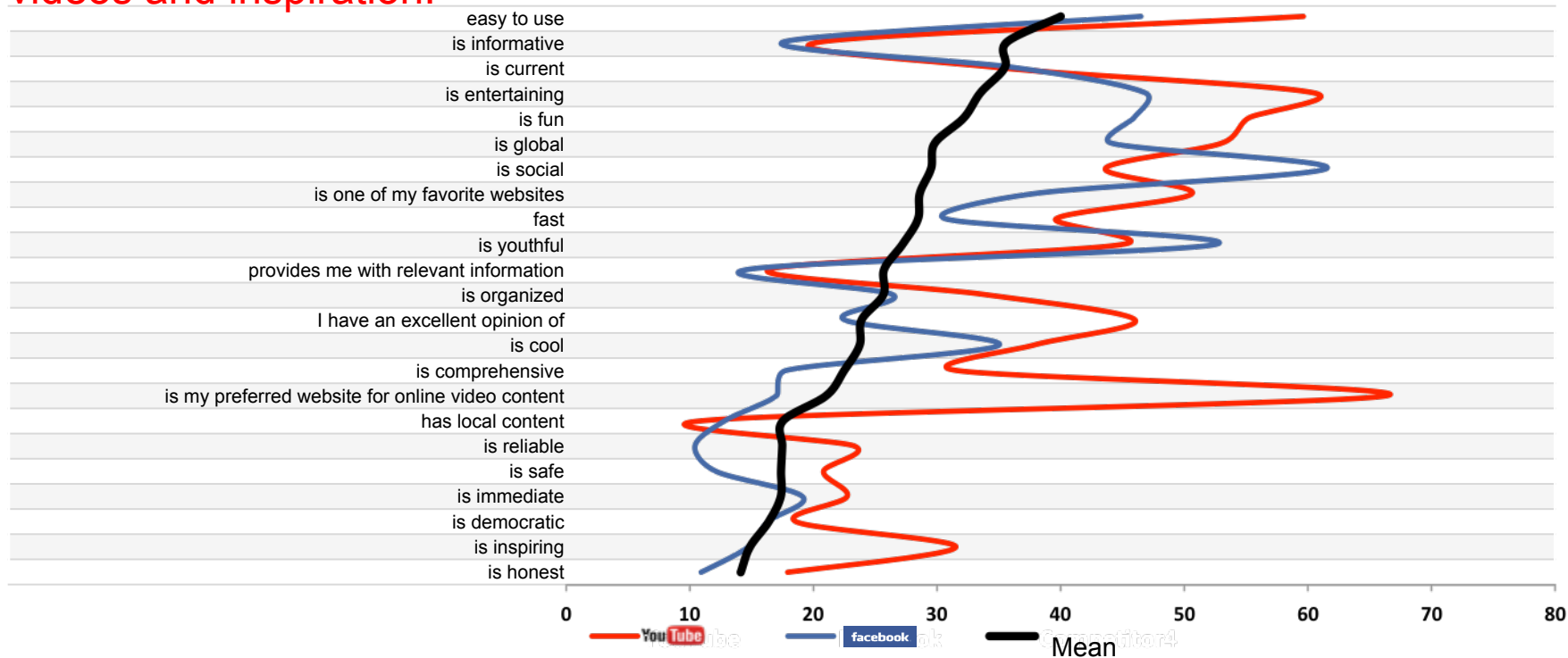
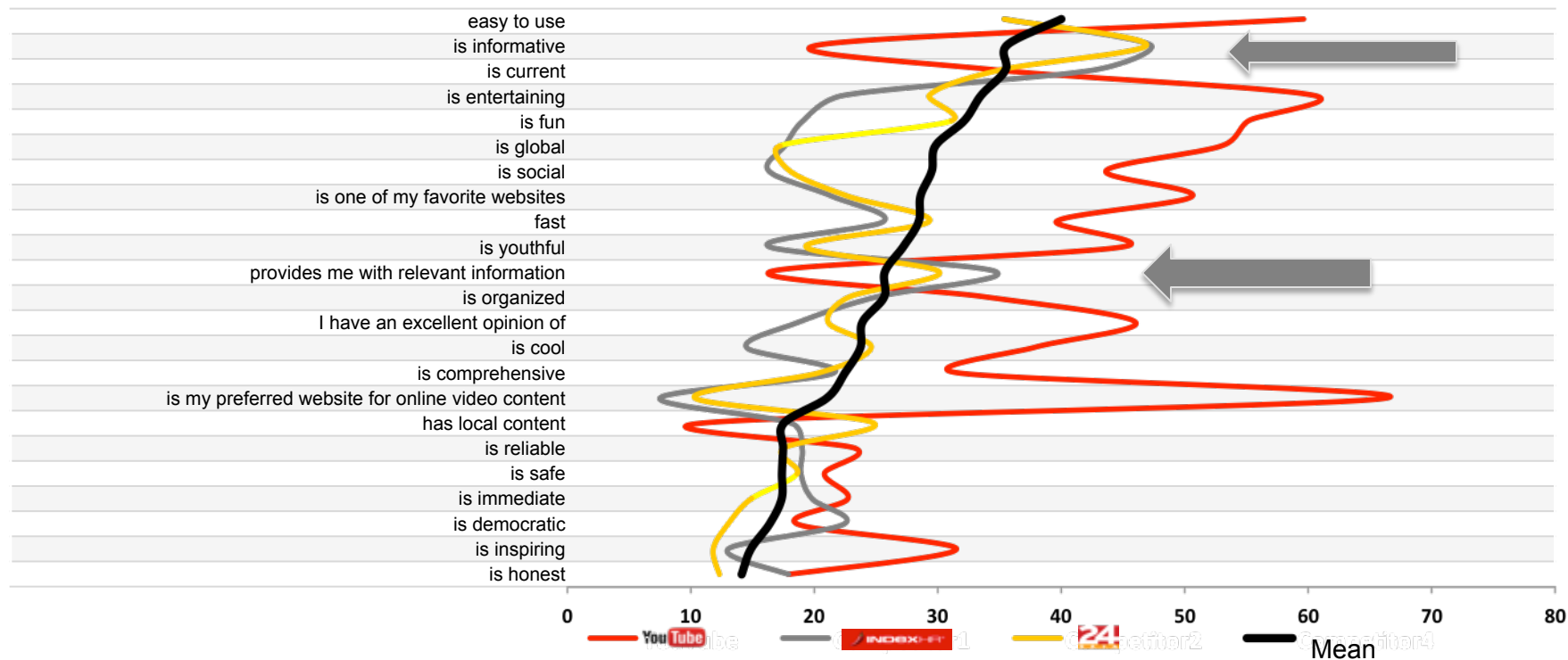




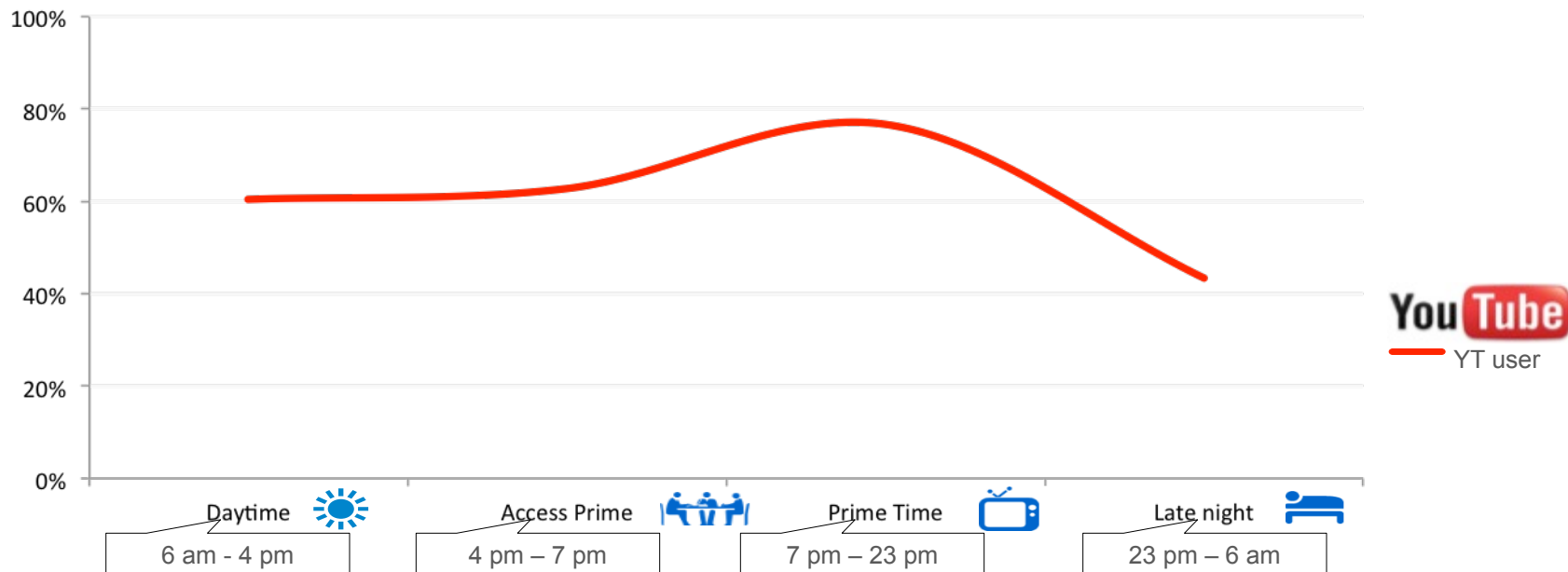
Image YouTube vs. Others





YouTube usage during the course of the day

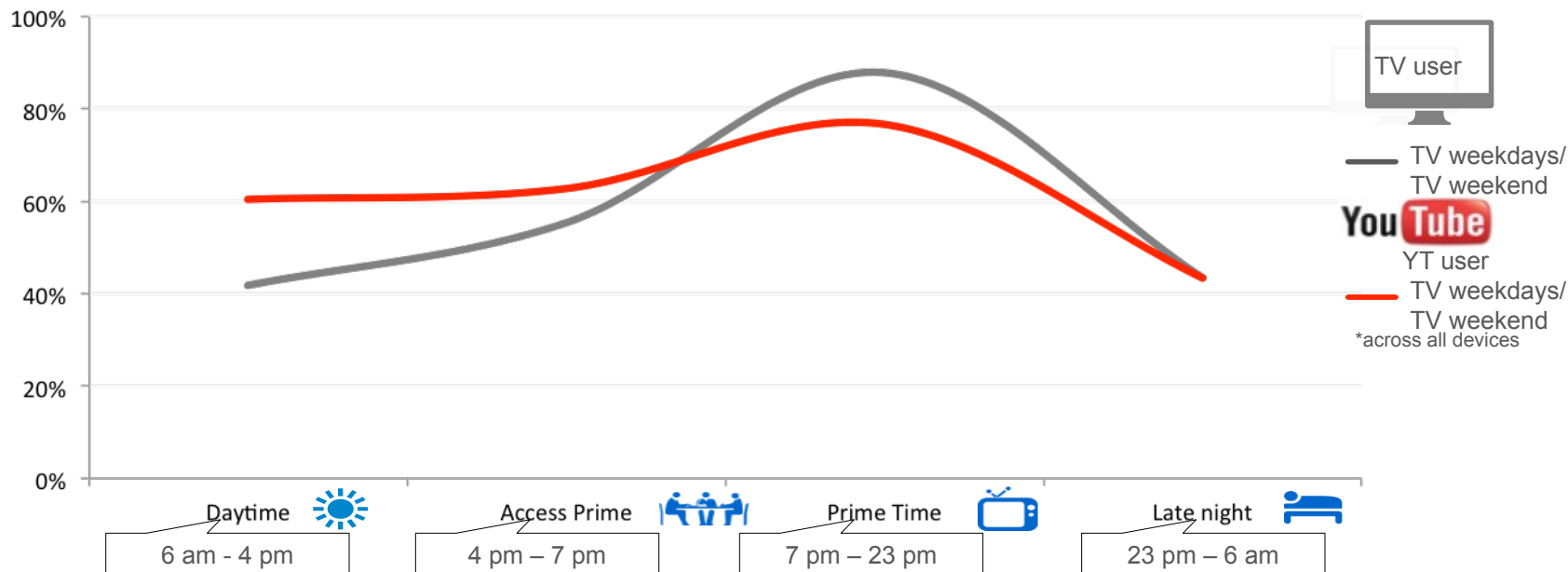
YouTube consumption is increasing towards the evening.





Day time pattern for TV / YT by weekdays/weekends

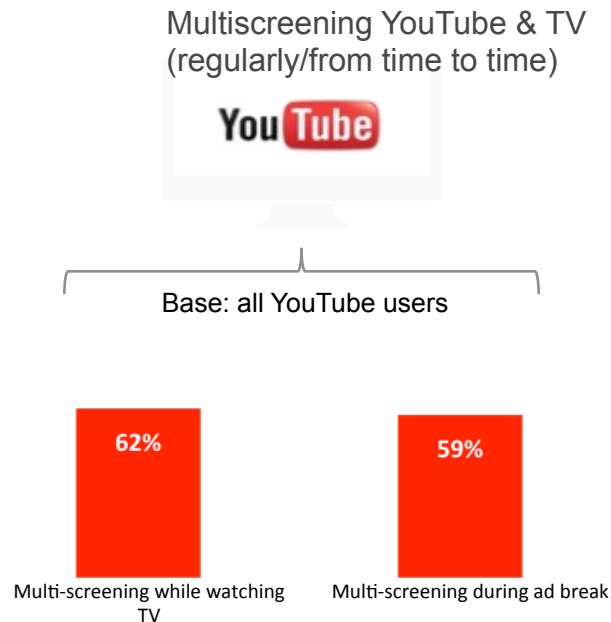
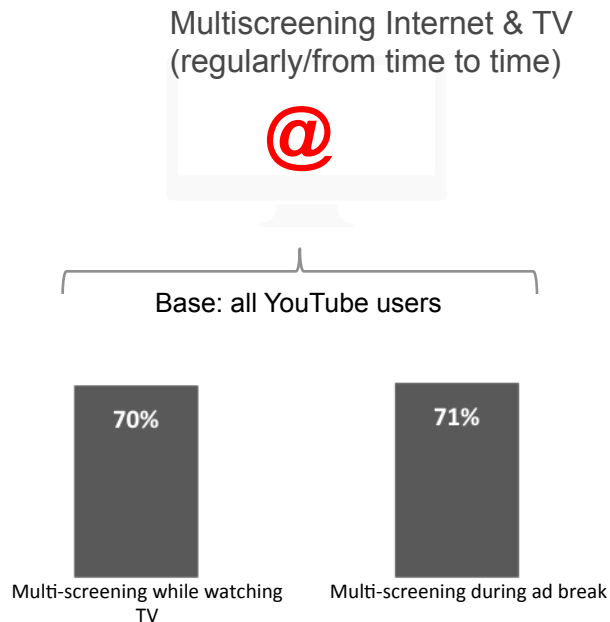
YouTube is morning time and TV evening time.





Multiscreening – all YouTube user

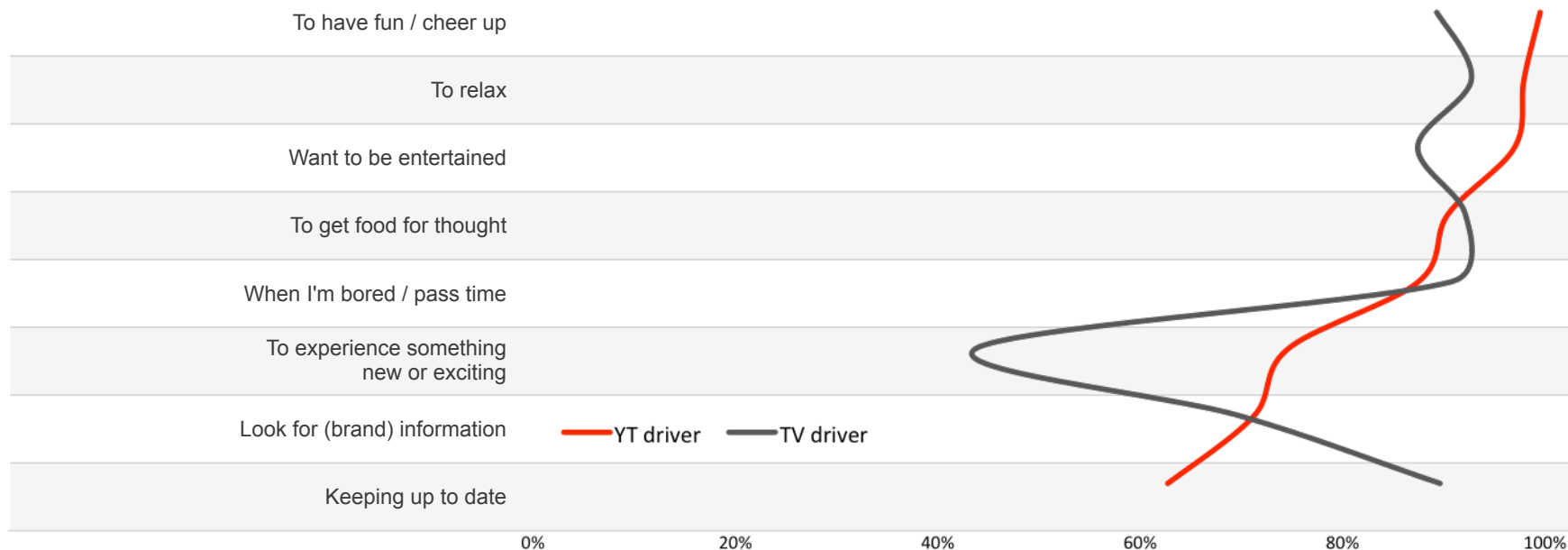
Multiscreening – at least occasionally – is a common phenomenon amongst YouTube users.





Usage driver TV vs. YouTube

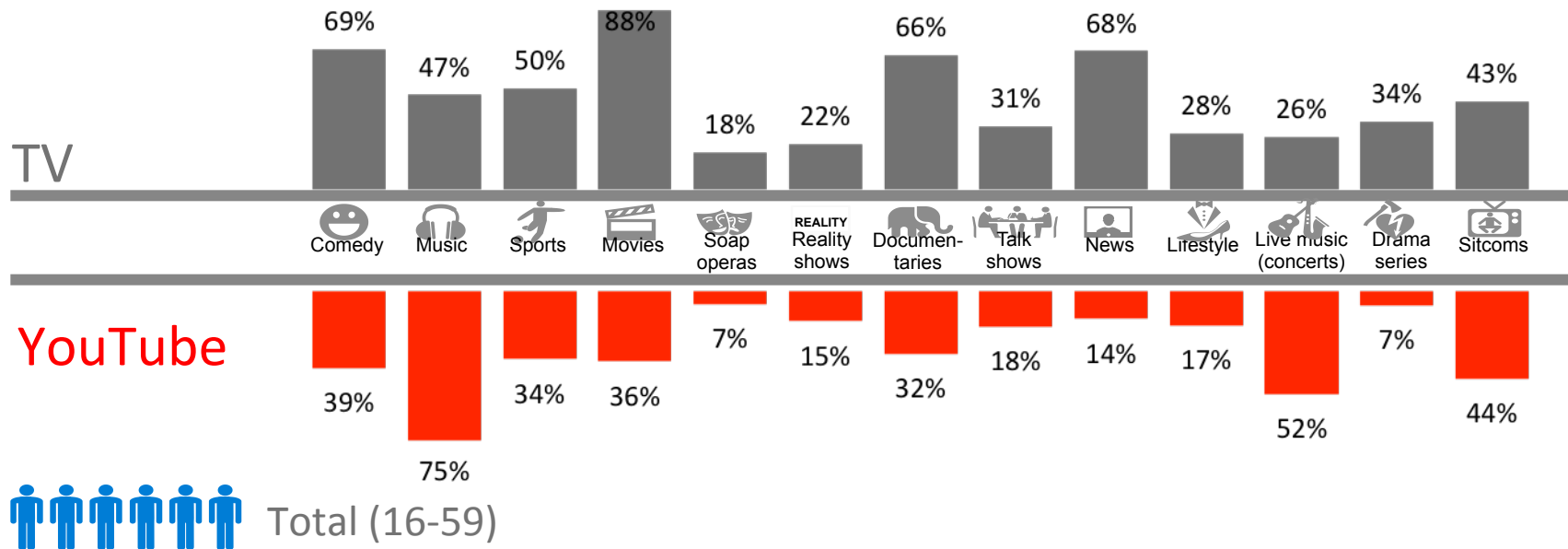
YouTube and TV are both entertaining and relaxing, help to pass bored times and get food for thought. Experience however is YouTube.





YT category usage compared to TV content usage

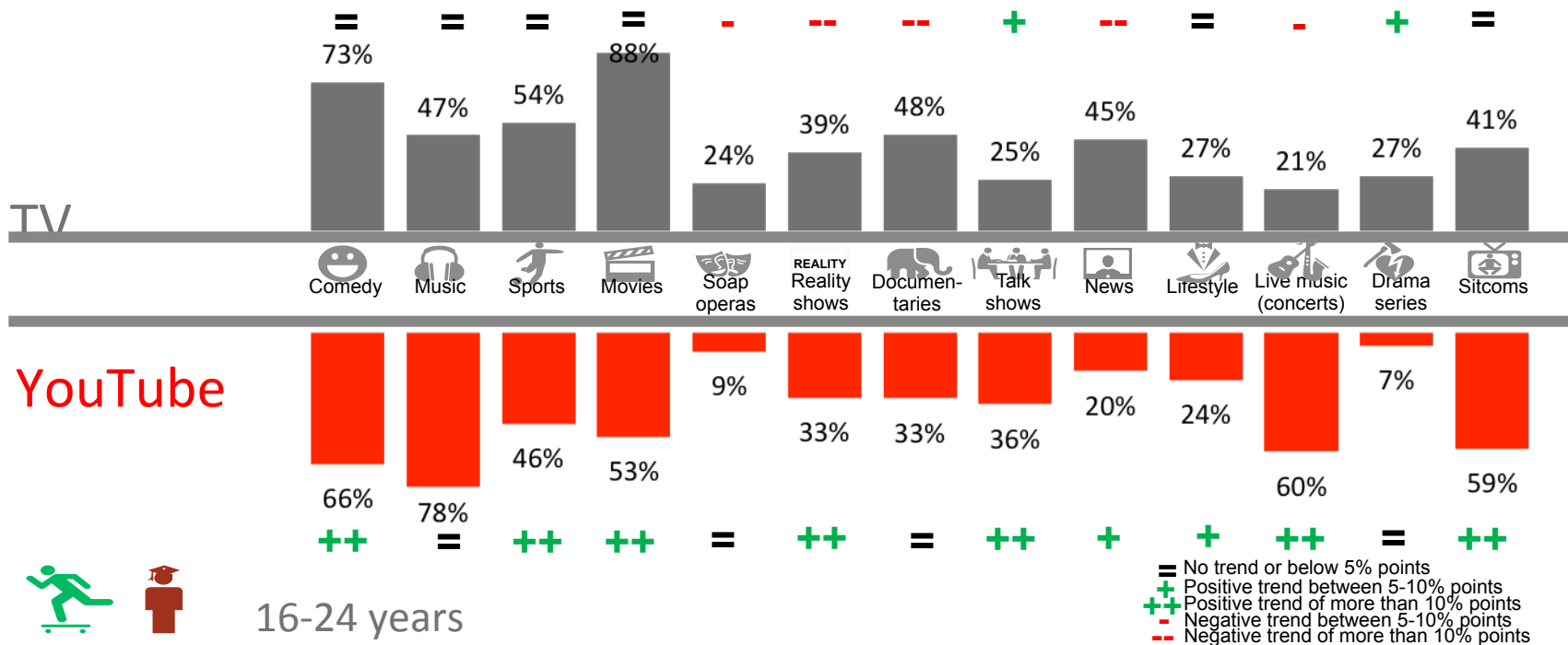
YouTube and TV have complementary category usage preferences.





YT category usage compared to TV content usage

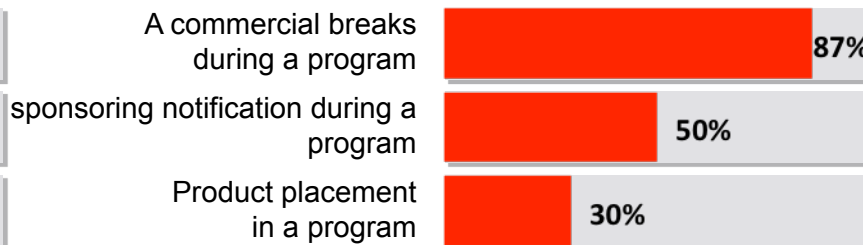
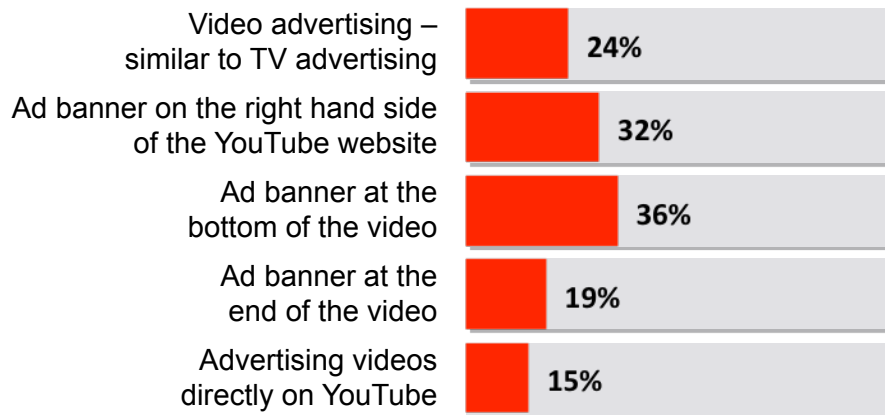
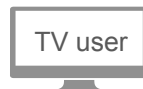
Younger YouTube users clearly use YouTube more intensively compared to the total YT users – and cannibalize particular categories.





Advertising recall

Video advertising on YouTube not yet launched in country

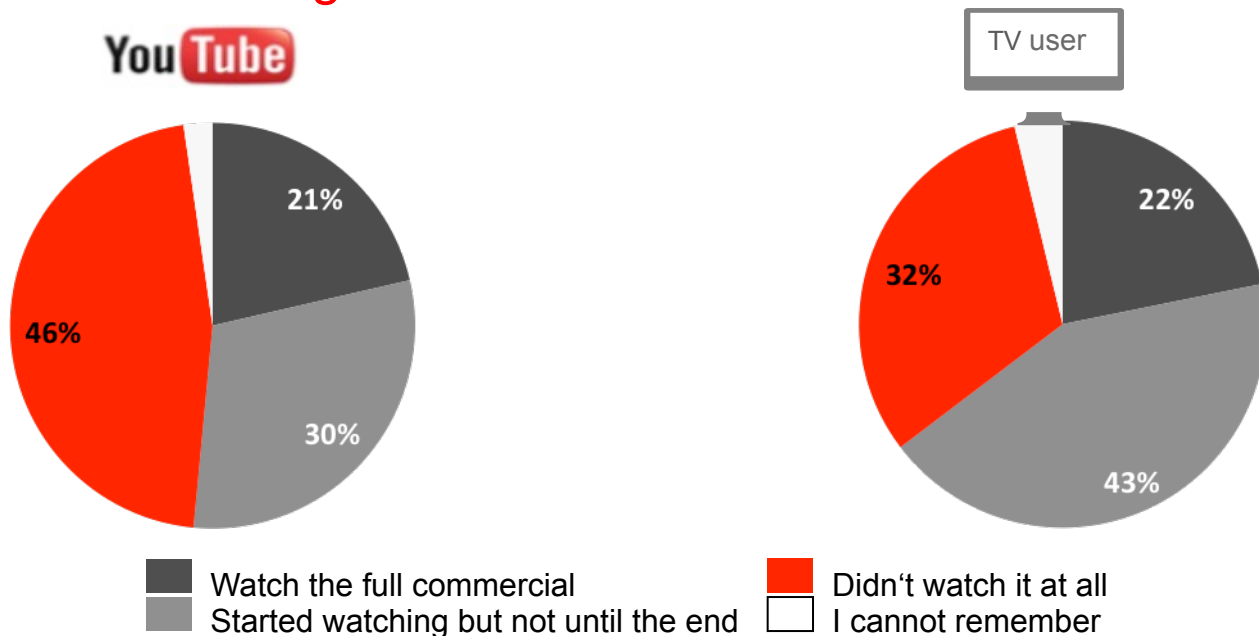


Do you remember seeing any advertising the last time you visited YouTube? Do you remember seeing any advertising the last time you watched TV? ?



Action after awareness

View completion of the full ad is not very common neither on YT nor on TV. YT users have a higher likelihood to catch the first seconds.





Ad diagnostic

Skipping is driving acceptance of YT advertising – and fits with YT.

