

YouTube is ...



YouTube is a community where people are entertained, informed, educated and inspired through the sharing of video.

YouTube officially launched in December 2005 and has attracted users at a meteoric rate. Today, YouTube has over 68 million unique users each month and has the 6th largest audience on the Internet. YouTube is mainstream, with an audience that closely mirrors the demographic of the US online population.

Online Video isn't the future, it's the present: 75% of American's watched a video online last month. And YouTube is far and way the leader in this space with hundreds of millions of videos viewed daily. Who are these users and why do they matter to you?

The Industry Leader

- 200M+ Worldwide unique monthly visitors, 68M+ US UVs
- #6 largest site in the US, ahead of Wikipedia, eBay, and Amazon
- Hundreds of millions of videos viewed daily
- Hundreds of thousands of videos uploaded daily

Everybody

	YouTube Users(US)	Users (M)	% Users
Age	All	68.6	-
	<18	12.5	18%
	18-34	13.7	20%
	35-44	13.2	19%
	45-54	14.4	21%
	55+	14.7	21%
Gender	Male	35.1	51%
	Female	33.5	49%

- Users evenly distributed East, South, Midwest, and West; 55% suburban, 26% urban, 19% rural
- 71% employed, 15% students
- 47% married
- 69% college educated

A Loyal, Engaged, and Active Community

- 56% 18-34 year olds are registered, 47% overall
- 51% go to YouTube weekly or more often
- 50% watch all of the videos to the end
- 52% of 18-34 year-olds share videos with friends or colleagues often

A Prime Consumer Target

- 73% don't mind the advertising since it allows the site to be free
- 67% say the advertising does not get in their way
- 68% purchased something online in the past three months
- 26% purchased something offline they saw advertised online
- 29% purchased something online that they saw advertised offline