

Unlocking Mobile Measurement for YouTube

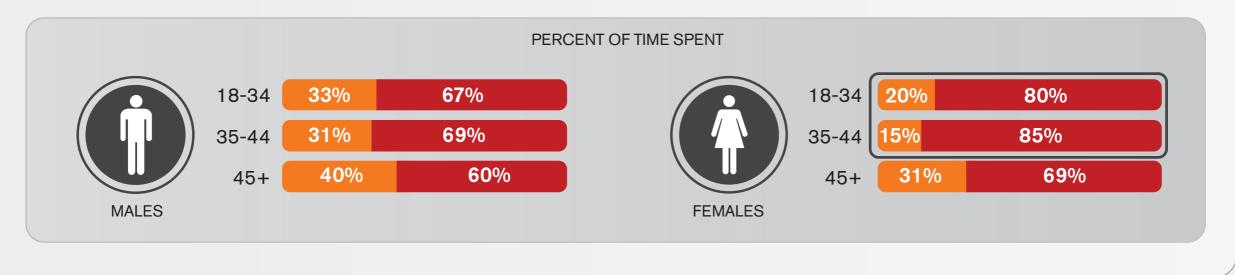
UK VERSION

MOBILE IS THE MAJORITY OF YOUTUBE VIEWING

Mobile drives the majority of time spent on YouTube,

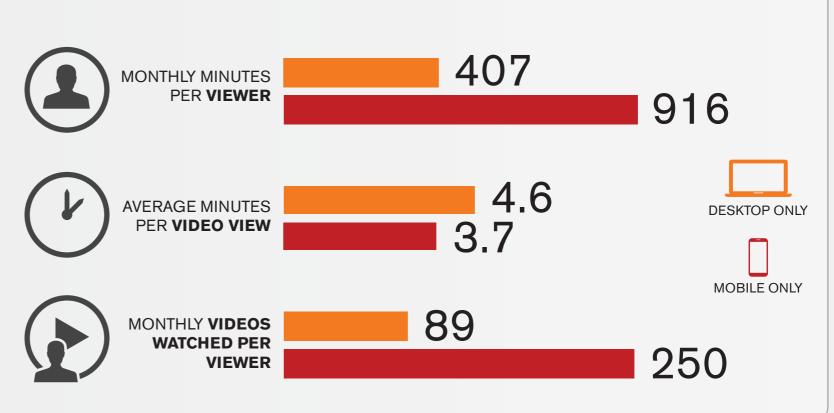
especially among younger users and women.





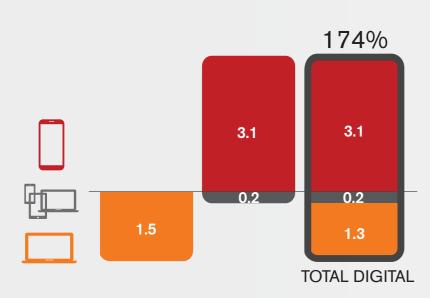
MOBILE DRIVES FREQUENT VIEWING ENGAGEMENTS

Mobile YouTube viewing
is shorter-form but much more
frequent, leading to almost
3X as many video
views on mobile
overall.



MOBILE EXPANDS AUDIENCE REACH FOR YOUTUBE CHANNELS

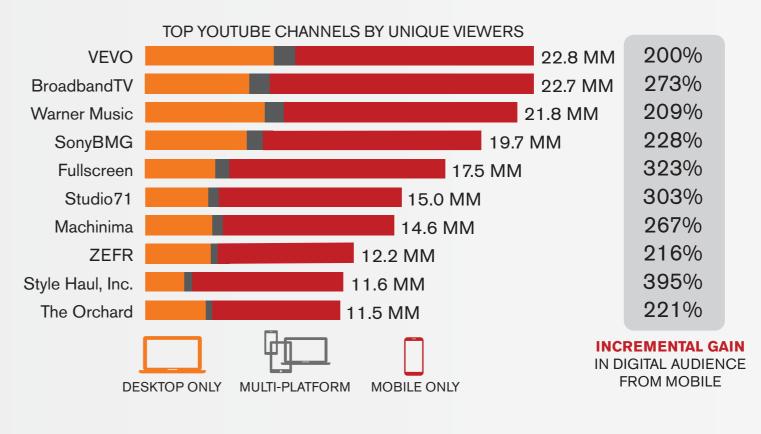
Mobile drives audience scale by extending the reach of YouTube channels by 3X on average.



Average incremental audience reach from mobile for the Top 100 YouTube channels is 209%.



Audience reach is greater on mobile than on desktop for 96 of the top 100 YouTube channels.



Source: comScore Video Metrix Multi-Platform, United Kingdom, December 2016.

Mobile refers to smartphone and tablet devices.

comScore Video Metrix Multi-Platform provides a single, unduplicated measure of digital video consumption across desktops, smartphones and tablets to give clients a deeper understanding of how, when and where video content is consumed.