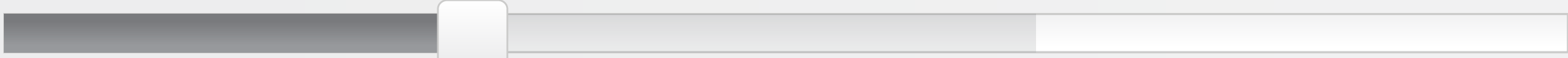


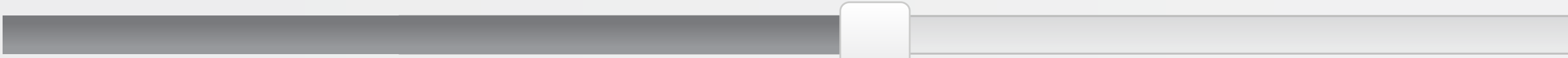
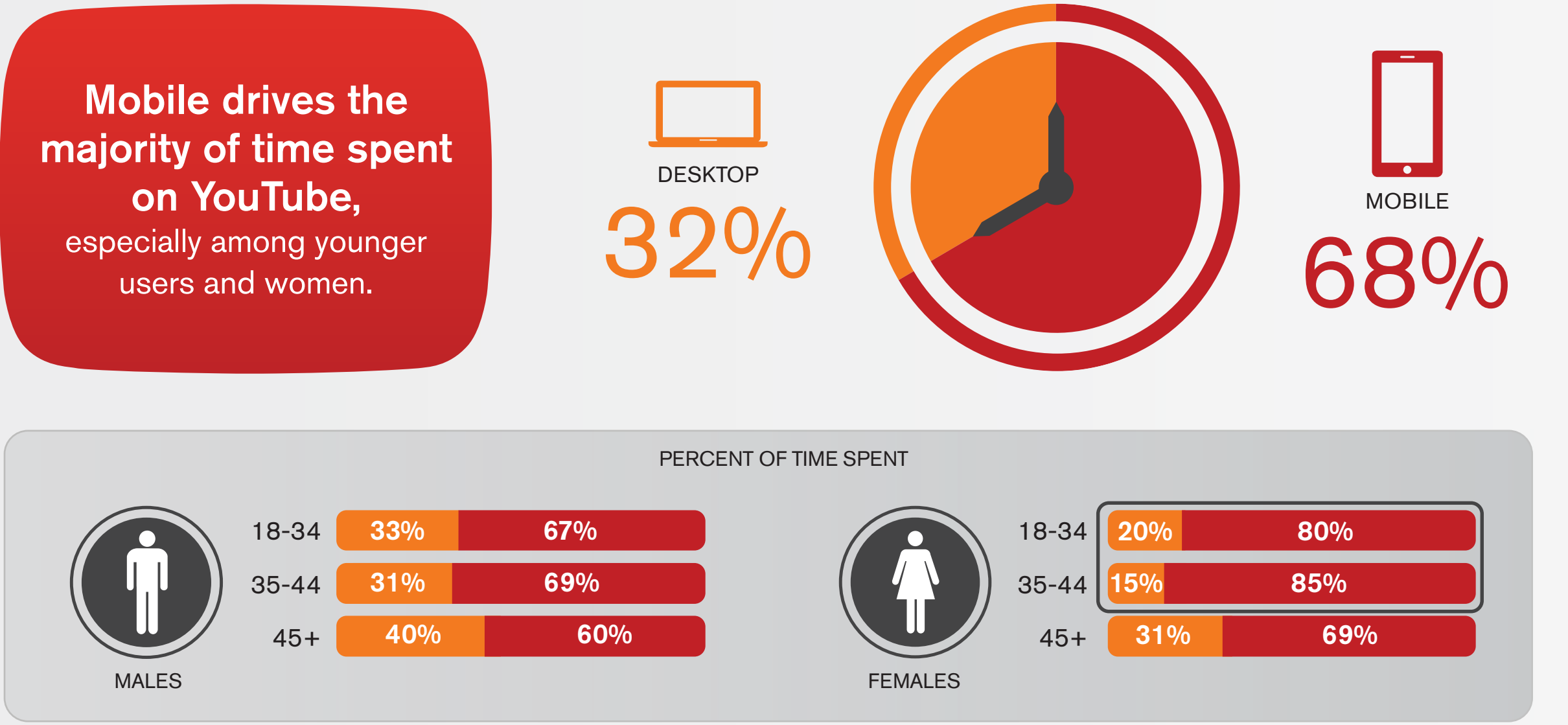


Unlocking Mobile Measurement for YouTube

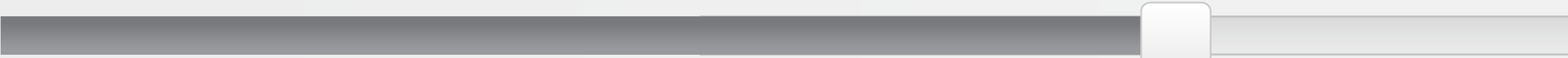
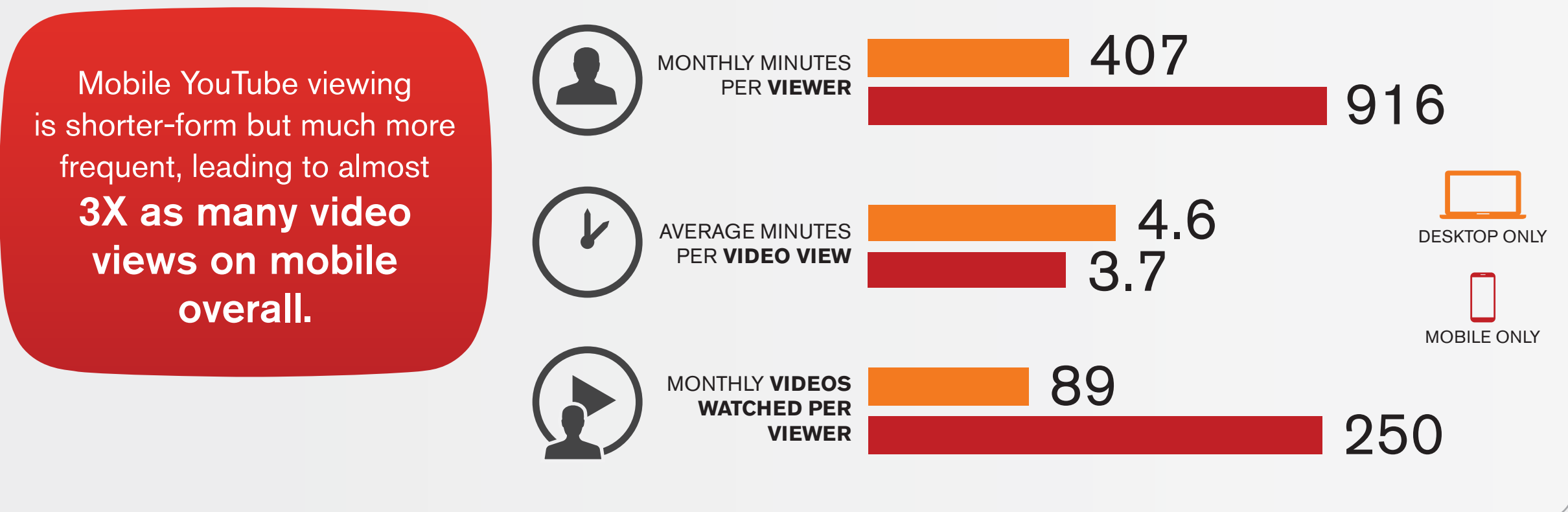
UK VERSION



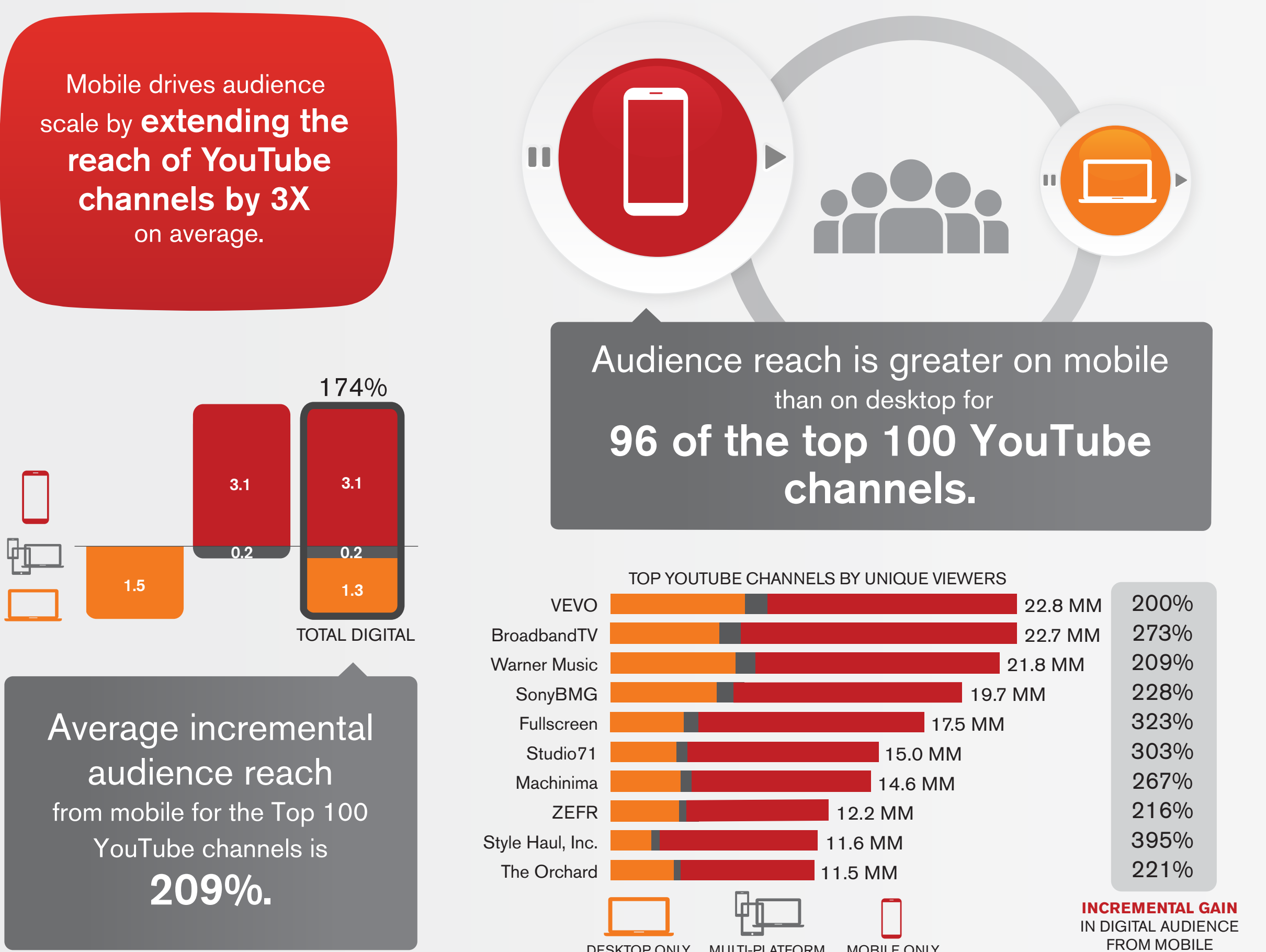
MOBILE IS THE MAJORITY OF YOUTUBE VIEWING



MOBILE DRIVES FREQUENT VIEWING ENGAGEMENTS



MOBILE EXPANDS AUDIENCE REACH FOR 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. Visit comscore.com/video/metrixmp today to learn more about comScore's unduplicated, digital video measurement solution.