

# YOUTUBE

## AUDIENCE VIEWING CONSUMPTION



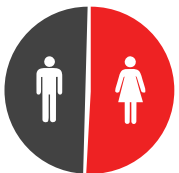
YouTube has your audience's attention

**14.6M** Aussie adults spent an average of  
**20h 59m** per person on YouTube in July 2017

Aussies young and old are spending more and more time on YouTube

18-39 yrs	<b>26h 44m</b> average time per person	<b>87% reach</b>
25-54 yrs	<b>22h 59m</b> average time per person	<b>87% reach</b>
+55 yrs	<b>12h 17m</b> average time per person	<b>60% reach</b>

Men and women are on YouTube in equal amounts — and most watch time happens on mobile



**49:51**

**Male:Female**

Percentage of monthly unique audience



**67%**

of watch time occurred on smartphones and tablets



### Non-Skippable

Plays before or during the video  
MAX 15-30secs  
CPM buying  
Minimum spend  
Approx: 22k (inc GST)



### Showcase your brand on YouTube homepage for 24 hours

CPD Buying (fixed cost per day)  
Masthead types:  
Desktop: custom, or universal video  
Mobile: Video



### Skippable after 5 seconds

Plays before, during or after the video  
CPV buying  
Pay when either viewed for 30 seconds, entirely if the video is less than 30 sec, viewer interacts and clicks on the link.



### Promote video in places of discovery

Displayed beside YouTube search results, related videos, mobile homepage.  
Thumbnail with text  
CPC Buying



### Reserve the first video seen in a session

Can be added to in stream ads  
CPM Up-charge